Ergonomics Review : Identify Discomfort Seating Posture Among Elderly Taxi Drivers at Malaysia Perspective.

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Abstract World Health Organization (WHO) describes people aged above 60 years old fall under a category of elderly. The alternative profession could involve with this community is to be taxi drivers. Therefore, numerous factors should take part to ensure the elderly taxi drivers could serve their best performance and in good health condition. This study aimed to determined discomfort seating posture among elderly taxi drivers through ergonomic approach in Malaysian perspective. A cross-sectional study was conducted with elderly taxi drivers using a self-administered questionnaire. It included questions on socio-demographic data, work characteristics and discomfort older taxi drivers seating posture relative to body parts. Purposive method sampling used base on inclusive criteria; age 60 years old and above, self-driving taxi more than 1 year, no disabilities and registered with Land Public Transport Commission (LPTC). Total of 120 respondents participated in the study. Most of elderly taxi drivers used hired car type of taxi and work as a permanent job. The highest feeling discomfort on seating body posture among elderly taxi drivers are at the right hips and left buttock. At the left hips and lower back showed the highest discomfort on seating posture compare to other body parts. Inappropriate seating posture among elderly taxi drivers may cause to discomfort and developing to MSD's. The low awareness on ergonomics education could reflect quality lifestyle and health among elderly taxi drivers in Malaysia.

Keywords elderly, taxi driver, seating posture, ergonomics, discomfort

REPRESENTATION OF POWER IN A SMARTPHONE

(Semiotic Analysis of Smartphone Culture in Watch Dog Game)

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Abstract This is a research contains analysis and case study on visual communication design, especially in game design. Game has become a visual activity that gives meaningful experience for the player in relation to its narrative and culture. The research method of this research is using qualitative interpretative based on semiotic model which contains sign systems were divided into denotation or connotation. This signs produces meaning and post–modern hyperreality. The data were gathered by playing Watch Dog game and taking relevant screenshots which represents a meaningful review in a relation with the use of smartphone as a main weapon in the game. The elements of the game were interpreted by the researchers as an interpretation based on the social interaction which happens in our modern society.

Keywords : Video Game, Watch Dogs, Semiotics

Analysis of Recycling Plastic Waste Activities as AQUA's Corporate Social Responsibility Program

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Abstract

In this technological development era, companies need to pay more attention to the environment and the surrounding community in order to avoid the various demands put forward by the public due to the impact of company's production in running its business. The classical economic doctrine, "maximization profit", which the main goal of the company is to lower costs as low as possible and increase efficiency as high as possible in order to maximize profits, then shifted into a new paradigm, namely how companies need to create a "positive image" to its stakeholders. One way that companies do to form a positive image is the procurement of Corporate Social Responsibility program. Qualitative descriptive analysis method is used in this research to clearly describe the problems that exist in the object of research which will eventually be seen related to the related theories. The result showed that the Corporate Social Responsibility program in the form of recycling plastic waste activities conducted by AQUA Group is in line with the concept of CSR definition, which is to minimize negative impact and maximize the positive impact of its operation to all stakeholders in economic, social and environmental aspect in order to achieve the goal Sustainable development. In addition, recycling plastic waste activities conducted by AQUA Group also contains three bottom lines of the concept of corporate social responsibility, namely Profit, People, and Planet.

BENEFITS AND CHALLENGES OF CLOUD COMPUTING TECHNOLOGY ADOPTION IN SMALL AND MEDIUM ENTERPRISES (SMEs)

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Abstract In today's digital era and globalization, many small and medium business (SME) businesses are adopting cloud computing for the company's operations. Cloud computing is a growing data center technology in line with increas-ing traffic on the internet in the era of the Internet of Things (IoT). This technology overcomes the weaknesses of conven-tional servers for speed, scalability, and efficiency. However, there are still SMEs who are not sure of the benefits of cloud services. Therefore, this research is conducted to explore the opinions of SMEs about the benefits of cloud computing ser-vices in their business operations that encourage them to adopt this service. The qualitative research method is conducted by interviewing the top management of a number of SMEs engaged in the information and communication technology (ICT) industry. SMEs are domiciled in Jakarta and Bandung, Indonesia and have been using cloud computing platform services. The results found that the most perceived benefits of cloud computing are cost savings because it can reduce cap-ital expenditures, such as procurement of computers with high performance and purchase their own server by SMEs. On the other hand, the service enhances the company's internal organizational processes to accelerate decision making, expand markets, and speed up communication with customers. However, the security aspect and the limited provision of infra-structure remain a challenge for the adoption of cloud computing in SMEs in Indonesia. The company's effective strategy is considered to be able to minimize the negative

impact of this challenge.

Sustaining Malay Comic Design: Transformation From Paper To Digital

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Abstract In Malaysia, cartoon and comic arts is a branch of art that reflects the identity and the culture of this nation. The golden age of local cartoon and comic arts that occurred between the late 1970s and early 1990s has prompted the emergence of range of genres, local cartoon and comic styles from diverse generations of comic artist. Some of the well-known figures from this field are Allahyarham Rejabhad, Ibrahim Md. Nor (Ujang), Jaafar Taib, Saadon Ishak (Don), A. Mahmud, Sabariah Jais (Cabai) etc. However, as most of the cartoon and comic series from around that year do not get printed, it leads to the existence of the comic's artists as well as their works become virtually lesser known by several new generation of young people. The rapidity of information technology has strengthened the application of new media technology in dominating the communication of information among the society, particularly on the new generation. Hence, the exploitation of the new media technology such as internet, website, video and digital animation is seen to be able to help in introducing the art of Malaysia's cartoon and comic arts globally. This research is conducted as an initiative towards the conservation of Malaysia's cartoon and comic arts in order to ensure its sustainability through the transformation of these arts into digital documentation form. Early research has solely focused on the redesign of characters' traits from several works of *Gila-Gila* Malay humor magazine cartoon and comic between the late 70s and early 90s that was conducted through the utilization of 3D remodeling digital application.

Keywords sustaining, comic, cartoon, Malay, comic character design, new media, 3D modeling, digital documentation

A Study on Applicability of Sound Art as Therapy for Alzheimer's Patients

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Abstract As Alzheimer's disease increases around the world with still no absolute medication to solve the problem, art has become the alternative treatment. Nevertheless, with sound art exploring public spaces to exhibit, and seen as not too distant from conventional art approach such as music therapy, the use of sound art is still not fully utilized to support a healthy environment in Alzheimer's care centres. This study aims to explore the applicability of sound art, a new medium of therapy for Alzheimer's patients. This project has investigated the issues, nature, and reasons that arise through literature reviews, pilot studies, observations and conducted interviews. In particular, it has focused on identifying the potential of sound characteristics, components and elements of sound art making. Views and opinions

obtained from this method were used as data to form a prototype. This model has been tested on Alzheimer's patients as respondents in order to observe their perceptions, usability and affectivity. Finally, the data that gathered was analysed. Results from this research benefits the field of sound art in terms of new knowledge. The outcome of the project includes the identification of therapeutic ele-ments for sound art making and the empirical evaluation of its applicability use for Alzheimer's patients.

Manajemen Komunikasi Internal PT. Cakrawala Andalas Televisi (ANTV) Dengan Menggunakan Aplikasi Social Media Internal TAP Playground Terhadap Trust Karyawan Kepada Manajemen Dan Komitmen Kerja

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Abstract

Salah satu indikasi berhasilnya komunikasi suatu perusahaan adalalah bagaimana perusahaan tersebut dapat membangun komunikasi internal sehingga timbul rasa percaya *(trust)* di dalam diri karyawan tersebut terhadap perusahaan tempat mereka bekerja. Lancarnya komunikasi internal menjadi dasar bagi sebuah organisasi dalam mengembangkan dan menggerakkan ke arah tujuan yang diinginkan. Poin utamanya adalah bagaimana menejemen organisasi mengelola komunikasi internal dengan baik. Komunikasi internal harus bersifat dua arah dengan melibatkan menejemen dan karyawannya. Perkembangan teknologi belakangan ini semakin menimbulkan kompleksitas dalam membangun komunikasi internal. Mudahnya berkomunikasi di dunia maya dengan perantara social media sehingga menjadikan social media sebagai diskusi dan bertukar pikiran di forum-forum yang disediakan di social media dapat dijadikan satu alasan pentingnya memiliki social media internal di suatu perusahaan. PT. Cakrawala Andalas Televisi (ANTV) melihat fenomena maraknya social media internal ini sebagai hal yang positif untuk membangun kepercayaan karyawan kepada perusahaan dengan melakukan collaboration application yang diberi nama TAP Playground. Makalah ini memberikan pandangan bagaimana social media internal dapat membantu membangun trust (kepercayaan) yang konstruktif dari hasil pengamatan dan literature terkait dengan komunikasi internal dan social media.

Keywords : Komunikasi internal; social media; trust

Pengembangan Desain Batik Majapahit:
Pengelolaan Kreativitas Berbasis Digital

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Abstract Artikel ini mendiskusikan proses kreatif pengembangan desain Batik Majapahit lewat pengelolan kreativitas berbasis digital. Pengelolaan kreativitas di sini menawarkan dimensi baru bagi pengembangan desain Batik Majapahit dari segi visual, praktik estetik, dan proses penggarapan desain berbasis digital (komputer grafis). Secara khusus artikel ini akan menguraikan bagaimana pengelolaan kreativitas berbasis digital bisa menjadi model pengembangan desain Batik Majapahit yang lebih inovatif, efektif, dan sesuai konteks zaman.

Keywords Desain, Batik Majapahit, Digital

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The Courtyard Placement for Maintaining Air Movement of Natural Ventilation inside Transformed

House

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Abstract Courtyard has effectively induced fresh air into inside the house hence been recommended for addition room program in house transformation. However, because of the limited space and the vast choices of room program that need to be added to the transformation, it is necessary to formulate the right position of the courtyard. This article is purposed to explain the result of a research that observed the most effective position of the courtyard. The research was conducted through Ansys 14.5 simulation. The 81 m2 house that was simulated as an open lay out design without any interior partition. It is aimed to make the visualization of wind circulation can be clearly seen. The 9 m2 courtyard is tested on 9 different positions. Based on the simulation, it can be concluded that there are 3 courtyard positions that give positive result on wind velocity to promote air circulation on the entire house area.

Keywords Simulation experiment, thermal comfort, wind velocity