

## **Editor's Memo**

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This issue of Forum Komunikasi offers five (5) thought-provoking articles from communication scholars in the country.

The first article in this issue although not an unfamiliar topic is nevertheless inspiring as it can enliven the minds of the young. Aptly titled "The Role and Impact of Communication Media in Cultivating Young People's Love for Royal Institutions", this piece discusses on the significant role of digitalization in disseminating positive values towards the royal institution as a pillar of national unity. The results of this wide-scale quantitative study involving a sample of 14,154 students at a public institution of higher education substantiates the important role of communication media, particularly digital media in disseminating information on the consequence of love for royal institution among the young. Additionally, the results indicate that impact of nurturing the young minds on this subject via the various media is at a moderate level.

Meanwhile second article paper looks at the procedures and trails of ethnographic film distribution in China. While this qualitative study focuses on the distribution platforms, it also explores influences of ethnographic films on different themes and their impact on content development. The findings disclose that, the main form of film distribution was via museum-specific film festivals and university symposium screenings, niche internal film viewing exchanges and online platform collaboration models. It is also obvious the key factors that attract the audiences for ethnographic films are the film's theme and the audiovisual language of its images.

The third article, aptly titled "A Systematic Review on The Understanding of TikTok's User Purchasing Behaviour towards Viral Products among Adolescents in Malaysia" is another stimulating piece. It investigates Tik Tok's unique feature in video sharing creation vis-a-vis its users' purchasing power. Using Meta-Analysis from articles in the Google Scholar database as a method of study, the findings demonstrated that there is a positive relationship between adolescents' purchasing intentions and viral products. This is because of the interactive nature of Tik Tok which allows for easy creation and sharing of video opportunities. This means there is potential prospect for brands and businesses to utilise Tik Tok for their product campaigns.

The fourth article is a preliminary study on a Korean drama series. This piece is a qualitative study that investigates the effect of language, socialization and psychology of the series which is titled Squid Game (2021), on Malaysian society. The findings reveal that participants felt encouraged in that the series provides the opportunity for them to improve the Korean language. Other than this, although they find there are positive stimulus like job opportunities and knowledge advancement, they were uneasy with the social issues highlighted in the series.

Finally, the fifth article in this volume deliberates on Novelplus, an app that offers reading services online. This study on the effects of Novelplus during the Covid-19 pandemic found three major effects which relate to language, thinking and knowledge. On language, it opens opportunities for participants to learn and master foreign languages. On the thinking aspect, there seems some negative influence particularly on indecent scenes in the novel which could affect the daily conversation of readers. Finally, about knowledge, the Novelplus app has certainly opened new frontiers of knowledge that readers never thought of, including on health, crime, and counties of the world.

To conclude, members of the Editorial team of Forum Komunikasi hopes that the papers presented offer valuable insights on topics of interest in the field of communication. We earnestly hope readers would review recent areas of study that may be closely related with the papers presented in this issue. At this juncture, we wish would extend our gratitude to the contributors for this issue for their support. Not to forget, we must also thank the reviewers and members of the Editorial Board for their assistance and teamwork in ensuring the continued publication of this issue. To date, we are currently in the process of reviewing manuscripts for forthcoming issues. To end, we must state that we welcome your viewpoints and comments for the enhancement of the journal contents. Please connect with us via [forumkomunikasi@uitm.edu.my](mailto:forumkomunikasi@uitm.edu.my)