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Gastronomy: An Overview of Molecular Gastronomy Awareness

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ABSTRACT

The world of gastronomy is no longer peculiar anymore for young culinarians and kitchen instructors. A current trend of modern cuisine incorporated with molecular gastronomy knowledge has widely been used all over the world. It is a study comprises of science and food for a better understanding. Varieties of food additives and equipment have been developed and used, as a result, most of the dish has been improvised and developed with surprise elements. In molecular gastronomy, science is a crucial subject needed to know and understand, others like art and creativity give additional value to the end product. Since Malaysia is a developing country and the understanding of molecular gastronomy knowledge is still in the introduction phase. Therefore this study will be conducted as a qualitative approach due to the lack of information and data in Malaysia.

Keywords: *Molecular Gastronomy, Molecular Cuisine, Awareness*

1.0 Introduction

The world of gastronomy is no longer peculiar anymore for young culinarians and kitchen instructors. As Santich (2007) mentioned, gastronomy is a study of any disciplinaries and food as the central axis. Faat and Zainal (2013) stated that there is a trend of modern cuisine incorporated with molecular gastronomy knowledge and widely used all over the world. Molecular gastronomy is defined as the chemistry and physic behind the preparation of any dish (This, 2013; Faat & Zainal, 2013). It is worth noting that, a culinary that utilizes the science of physics and chemistry is called molecular gastronomy (Budiono, 2022). Meanwhile, Caporaso (2021) defined molecular gastronomy as the process to explore the phenomena or changes that occur when dishing preparation and consumption. Due to the usage of various food additives and new equipment, molecular gastronomy developed a dish with surprising elements. For example, the application of spherification, gelification, and foam techniques in producing food. In molecular gastronomy, science is a crucial subject that needs to know and understand while art and creativity give additional value to the end product. Various types of arts are well known as painting, music, literature, poems, and dance, but the least people know that good food is also an art. Food as well needs a perfect combination in terms of taste, texture, flavor, and food pairing to create food art. The combination of perfect colours is needed to attract the interest of someone. In another word, it needs creativity in producing good dishes and beautiful plating.

As mentioned by Pedersen and Hein (2012), the human brain has an unlimited function but most of it is unexplored, including creativity and creative thinking. Creativity is usually linked with something called arts. Hence, the objective of this study is to investigate the understanding and awareness of molecular gastronomy knowledge among kitchen instructors in higher institutions. As mentioned by Faat and Zainal (2016) molecular gastronomy in Malaysia is still in the introduction phase and has the potential to bring the status of Malaysia cuisine to be at par with, modern western cuisine, especially, Malay cuisine. Yet, it required the culinary practitioner to learn and apply the knowledge in their cooking.

2.0 Literature Review

2.1 Molecular Gastronomy

McGee (2004) quotes one of the words said by Nicholas Kurti which was “It is a sad reflection on our civilization that while we can and do measure the temperature in the atmosphere of Venus, we do not know what goes on inside our soufflés”. This refers to the situation where at that time it shows that even though the technology is already advanced, we did not know what goes into our bodies. That curiosity leads to the coined molecular gastronomy in 1988 by Kurti and This. What is molecular gastronomy? As mentioned by This (2013, as cited in Faat & Zainal, 2013), molecular gastronomy can be defined as the chemistry and physics in the process during the preparation of one dish. It is a new term to describe the connection between two food disciplines which was food science and the art of science (McGee, 2004; Barham et al., 2010) Molecular gastronomy is one of the scientifically approaches to understanding the basic elements and changes that occur during preparing dish (Guinét al., 2013). Furthermore, Burke et al., (2016) defined molecular gastronomy as the process to explore the phenomena or changes that occur when dishing preparation and consumption. Authors also mentioned that molecular gastronomy was to describe the process and the procedure of preparing food since there are many steps that chefs follow when preparing foods and molecular gastronomy is a great way to describe it scientifically. Besides, they also mentioned that molecular gastronomy has grown and gone through an evaluation of highly traditional cooking and food preparation by applying scientific principles such as the usage of ingredients and science to develop foams, gels, and other food textures. On the same note, Burke et al., (2016) stated molecular gastronomy involves the process of producing new dishes by using new tools, ingredients, or changes in method. Thus, molecular gastronomy cuisine has the improvement in their recipes time by time along with the improvement of technology nowadays. Molecular gastronomy cuisine is designed to stimulate the sense of smell, taste, sight, texture, and touch to give a different experience to the guest (Pressreader, 2017). Brenner and Sorensen (2015) observe the cooking process of eggs. Whereby, the chefs cooked the eggs in boiling water but at different temperatures. They observed the sensitive changes in the texture and noted them down. This experiment might be simple, but it helps a well-trained chef nowadays to predict the temperature of the water bath and the time taken to produce perfectly cooked eggs. As mentioned by Barham et al.,2010; Faat and Zainal, 2013) where authors believed that by application of molecular gastronomy can define and explained why another food is delicious and another one is not. Molecular gastronomy is also described as the culinary trend that was created by the collaboration between chefs and scientists as the scientific study of deliciousness (Guinét al., 2013). Notably, the molecular movement was pioneered by Herve This and Kurti in 1988 and talented chefs, like Heston Blumenthal, Ferran Adria, Pierre Gagnaire, and Grant Achatz were the first generation and prominent chefs to collaborate with scientists and applied the elements of molecular gastronomy in their cooking (Faat & Zainal, 2013). As mentioned by (McGee, 2004; Barham et al., 2010) in Faat and Zainal (2013), molecular gastronomy is a collaboration between scientists and chefs in creating and improvising food for a better understanding of food, especially on molecule reaction during the cooking process. Authors also mentioned that molecular gastronomy is science-based cooking to design and stimulate taste and provide the surprise elements in food.

Brenner and Sorensen (2015) also mentioned that modern chefs nowadays used various types of techniques to extract and concentrate the flavors and aroma of molecules which sometimes used the application of methods and equipment from the labs. It is noted that the improvement of taste in the dish is caused by the application of molecular gastronomy. The researcher also believed that molecular gastronomy was replacing and improving the traditional way since it has a different way of cooking, able to cook better and healthier, and not to forget that it able make it more attractive. As mentioned in the same article, Valverde et al., (2011) said that molecular gastronomy and the improvement in taste and flavors are the new scientific discovery and creativity. Furthermore, the application of molecular gastronomy knowledge in creating new elements in gastronomy and culinary is proven. Navarro et al. (2012) mentioned in their article that the evaluation of gastronomy has led to the creation of new ingredients and new technologies that can affect the nutrient and contribute to the dish's overall diet. They also said that innovation is designing delicious foods with new textures and new flavours which able to give new experiences and sensations to the customers. Moreover, Brenner and Sorensen (2015) mentioned that the revolution can produce new ingredients and these new ingredients can be used to create new textures in different types of forms such as emulsions, foams, and gels. The authors also asserted that flavours can arise from the combination of several sensory experiences. The phenomenon is referred to as flavour compounds which tended to be small molecules where many flavours are combined which will release new flavours. It also can exist through the application of heat and different procedures. The uniqueness of molecular gastronomy attracts the customer to pay, enjoy and experience the elements of surprise in molecular cuisine.

2.2 Application of Molecular Gastronomy in the Kitchen

At the beginning of molecular gastronomy, This (2013) told that he and Kurti want to use what has been applied in scientific disciplines such as chemistry, physics, and biology to modernize culinary practices. However, in 1969 Kurti only mentioned the usage of physical techniques while in early 1980, they started to utilize chemical substances. He also stated that new tools, ingredients, and methods are the definitions of molecular gastronomy. Furthermore, they also believed that laboratory equipment can be used and applied in the kitchen too. For instance, the usage of siphoned in making foams, circulator machine for lower temperature cooking, and liquid nitrogen in making ice cream.

Some of the ingredients are not new and are already used in daily chemistry laboratories but the idea is to modernize the cuisine. Mojca (2015) stated in his article that molecular gastronomy is a combination of art and science. The author also said that before the invention of molecular gastronomy, there is no scientific study that observes the chemical changes in food. In addition, the author also stressed the miniature apple that tastes like meat, cocktail in ice spheres, fake caviar, and transparent ravioli in molecular gastronomy cuisine. Spherification or reverse spherification only occurred with a contact of calcium and sodium alginates, which the process of gelation creates a very thin gel membrane formed around the liquid mixture (Faat & Zainal, 2013). The usage of agar in the gelatinization process by notably molecular movement Chef Ferran Andria in western modern molecular cuisine has changed the value and perception of the westerners, as agar (85 Celcius) melting point is high as compared to gelatine (35 Celcius) and then by using siphon espuma (equipment designed to make whipped cream by using carbon dioxide 'CO_2' and nitro oxide 'NO_2') to produce mousses and foam with unusual ingredients like vegetables, fruits, fish and meat (Faat and Zainal, 2013). Meanwhile, liquid nitrogen with a temperature of the liquid is -196 Celsius and has been utilized for various industrial purposes. This technique can reduce the crystallization of the product, due to the fast process of freezing (Ivanovic et al., 2011; Faat & Zainal, 2013).

3.0 Research Methodology

Before conducting this study, a good plan and research design are required to have comprehensive research. This research will be conducted in a qualitative approach as this type of research enables receive words or information to be used in the explanation of direct experiences or events (Ponterotto, 2005) and can be conducted with a small group of people that relates to attitudes, and behaviour (Gillham, 2005). In addition, it helps the researcher to enhance the understanding of the issues, and to answer the research questions. Research instruments will be adapted and altered accordingly from previous literature with regards to awareness of molecular gastronomy knowledge in higher institutions. For data collection, a semi-structured interview will be conducted, and collected in-depth information, as for this study, a total of twelve (12) kitchen instructors will be interviewed. The interview will be conducted at Universiti Teknologi MARA Cawangan Pulau Pinang and the focused group is kitchen instructors. This focused group will be given an open-ended question about the awareness and understanding of molecular gastronomy knowledge. During the interview session, it will be recorded by using a voice recorder to aid the researcher to have an accurate answer. The recording tool is required to help the researcher during the interview session, especially to analyse what the informants respond to (H. Rubin; I. Rubin, 2011). Next, the rich data will be interpreted and coded to find suitable themes by using the thematic analysis method. Thematic analysis is a method for identifying, analysing, and reporting patterns (themes) within data and minimally organizes and describes the data set in detail. Thus, the data will be compiled and presented in the form of a descriptive approach to correspond with all research questions and objectives (Sangpikul, 2013). The findings will develop awareness of molecular gastronomy knowledge in education and the culinary realm.

4.0 Significance of Study

Restaurants that applied molecular gastronomy knowledge have been nominated and won in The World's 50 Best Restaurants. For instance, Noma (Denmark), Elbulli (Spain), El Celler de Can Roca (Spain), OsteriaFrancescana (Italy), Fat Duck (United Kingdom), Alinea (USA), and Eleven Madison Park (USA) (Faat & Zainal, 2013). As mentioned by Faat and Zainal (2016) molecular gastronomy in Malaysia is still in introducing phase and the culinary realm in Malaysia is developing. Perhaps the current phenomenon and knowledge of molecular gastronomy could give benefits and able to be used in Malaysian restaurants. Due to the lack of information on molecular gastronomy in Malaysia, this study can contribute to a body of knowledge theoretically. Thus, give a glimpse or idea for the chef, restauranteur, or restaurant management as well the education institution to learn molecular gastronomy knowledge and try to apply and incorporate it into their dish or menu. Therefore, it requires further investigation of the highlighting issue.

5.0 Conclusion

Molecular gastronomy is no longer peculiar in the culinary realm and this knowledge incorporated into culinary created a current trend of modern cuisines known as molecular cuisine. It is well noted that molecular gastronomy is knowledgeable to create spectacular dishes and tremendous effects due to the understanding of various techniques and the usage of substances. It shows the importance of molecular gastronomy and the requirement to learn at an early stage. Having said that, young culinarians and kitchen instructors are considered essential elements for the future to understand and learn how to venture food with molecular gastronomy knowledge. By doing this able to create splendid dishes and bring National Malaysia Cuisine to another level and be at par with Modern Western Cuisines. Perhaps, this study finding will help to better understand and escalate the awareness among kitchen instructors in higher-level institutions towards molecular gastronomy knowledge.

6.0 Author Contribution

The authors affirmed that there is no conflict of interest in this article. 1st and 2nd authors, Faat., F and Selahi, N., S., carried out the conceptualization and literature review. Meanwhile, 3rd author Ramli, R., A., prepared the methodology and overlook the write-up of the whole article. Then, 4thauthorTan, Z., A., writing-review, and editing. Last but not least, 5thauthor, Faat, F carried out the fieldwork and technically shared the knowledge of applications due to their expertise and experience.

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The Roles of NGOs for the Livelihood of Rohingya Refugees

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ABSTRACT

This research is concerned about the Rohingya experiences during their migration from Myanmar to Malaysia and the strategies they embarked to integrate with the local people through NGOs. Qualitative research with in-depth interviews were employed on 3 NGOs set up by Rohingyas refugees from Klang Valley, Malaysia. The responds from informants were analyzed using NVIVO software for transcription and analysis. Thematic analysis was used to blend the information from informants based on the nodes created namely as registration with UNHCR, access to education and medical aid. Rohingya's NGOs played significant roles to help their own communities in Malaysia. Rohingya refugees were satisfied that the NGOs had helped them much but they still faced discrimination due to the law of Malaysian government which does not recognized the status of refugees. They faced issues of limited access to health, formal education and safety protection. Rohingya NGOs played significant strategies to ensure their communities get such basic needs to pursue their life. However, legality issues of refugees remained as the main barrier for livelihood of Rohingya in Malaysia. Currently, there is no refugee policy in Malaysia, thus policy-makers should established and align with the international standard of practice in managing Rohingya refugees. The involvement of NGOs should be considered to eliminate negative view of citizens on the migration and integration of Rohingya refugees in Malaysia. Collaboration efforts among government agencies, UNHCR and NGOs may help in resolving untangling issue of refugees in Malaysia for the past three decades.

Keywords: NGO, Refugee, Rohingya, Social Works, Voluntary

1.0 Introduction

Rohingyas were an oppressed minority who had faced several series of cruel treatment and tyranny by military rule in a place named as Rakhine in Myanmar. Due to the unstoppable military oppression, most of Rohingyas fled to Bangladesh, Thailand and Malaysia to escape this extreme suppression. For more than three decades, this group of refugees has existed undetectably in Malaysia due to the policy framework that does not recognise refugees' status. As contrast to the other immigrants in Malaysia, the Rohingya refugees are not permitted to work legally and do not entitle for free healthcare and education in the nation (Letchamanan, 2013). Even though Malaysia does not recognise them but since the end of October 2019, there are some 177,800 refugees and asylum-seekers who have registered with UNHCR in Malaysia which shown 153 200 are from Myanmar, including some 98 130 Rohingyas, 23 500 Chins, 9 450 Myanmar

Muslims, 3 720 Rakhines and Arakanese and other ethnic groups from Myanmar (UNHCR Malaysia 2019). The number of refugees increased to 178 920 people as of March 2021 with vast incline in the number of Rohingya refugees to 102 560 people (UNHCR Malaysia 2021). However, in Malaysia, they do not stay in the camps but live within the local community. They generally live in crowded low-cost flats in the city where they might find jobs in the restaurants and also factories (Letchmanan 2013). These Rohingya refugees usually live in large numbers with several families in one home (Intan et al., 2016). Malaysians are mostly not aware of refugees as they have often misunderstood them as illegal immigrants (Letchamanan, 2010). Even though Malaysia is not a signatory to the 1951 Refugee Convention, Kuala Lumpur has become one of the largest cities in Asia to host the urban refugee populations for decades (Avyanthi, 2014). Approximately 150 000 Rohingya who went to Malaysia wish to be transferred to some other regions by the UNHCR programmes which some of whom to stay on board in Malaysia regardless of the lack of legal status (Azlinariah et al., 2018). The Rohingya refugees wish to stay in Malaysia, majority of them live in the urban areas and have no right to work (except in agriculture and manufacturing) or to send their children to formal school (Abdullahi et al., 2012). In addition, if they are not registered with UNHCR, they are not entitled to a 50 per cent discount for health costs in government hospitals and clinics.

The biggest obstacle for refugees to work in Malaysia is the absence of the identification document such as a UNHCR card or passport as the existence of it can help them to secure employment, alternative education and access to health facilities. However, holding the UNHCR card is still an incomplete form of legal documentation. Care International [CARE], (2016) has stated that the public at large often has misperceptions based on false assumptions about refugees who are usually established at the local level as there will be a conflict between the local population and refugees themselves. One refugee said that 'Rohingya people are often detained at their workplace, even though they have a UNHCR passport' (Wake & Cheung, 2016). This has proven that the UNHCR card is not the sole solution for a better livelihood for Rohingya refugees in Malaysia. Due to some conditions, they need a platform for better management of their life during their stays in Malaysia before being transmitted to the third countries. Therefore, they have established NGOs which function as service providers for their own communities in terms of alternative education, financial and health aids. Bedi (2017) has argued that NGOs need to improve cooperation and prevent prejudice to individuals who need protection, especially among the local community. While local communities must be educated that the Rohingyas are the most affected from the action taken by the military government in Myanmar. The collaboration between NGOs, UNHCR and the representative of Malaysian government will give a significant impact to the Rohingya refugees' lives in Malaysia. Therefore, it is important to study the roles that can be played by the Rohingya's NGOs in order to help their own communities that have faced several challenges in re-starting their life in Malaysia. This is also to ensure a proper plan can be drafted as most of the basic human needs are not the responsibility of the government as Malaysia is not a signatory country to the Refugee Convention 1951 and the Protocol 1967. Thus, the Rohingya refugees are just relying on UNHCR and their NGOs to sustain life in the country which have different languages, ethnics and norms compared to their country of origin. In conjunction to this, a study on NGOs can provide a significant view on the importance of Rohingya NGOs to the problem-solving framework that can be adapted by the government to cater long stand issues on Rohingya refugees.

2.0 Conceptual Analysis on NGOs and Rohingya Refugees

According to Rossiter et al. (2015), a non-governmental organisation (NGO) is a citizen-based entity that establishes independently of the government, typically to provide services or fulfil a social or political function. In addition, the World Bank categorises NGOs as either operational NGOs which are mostly focused on development projects, or advocacy NGOs, which are mainly focused on supporting a cause. Non-governmental organisation is entities whose major purpose is social, rather than profit-making which is known as "not-for-profit" where these entities may be in the public and private sectors (Cordery et al., 2019). As a non-profit entity, Rohingya NGOs in Malaysia have provided technical assistance to their community. Technical assistance can be described as a local non-monetary assistance or foreign experts, which may comprise an exchange of news and experience, guidance, skills training, work knowledge transfer and consulting services, as well as the transfer of technical data (United Nations Educational, Scientific and Cultural Organization [UNESCO], 2017). It is also stated that to enhance the impact and superiority of the project application with the supporting management, administration, capacity building and policy development is the objective of technical assistance. Besides, technical assistance is a broad term used to describe building general-capacity, program-specific capacity, and promoting collaboration and coordination between these structures with the overall purpose to break the gap between practice and policy of the research. Thus, Rohingya NGOs have developed strategic and creative partnerships with UN agencies, refugee community leaders and other actors who respond to refugees to guarantee their rights by showing understanding in the practice and policy. By doing this, the NGOs have managed to create awareness among the authorities on their existence and helped them to sustain their life in Malaysia.

Next, the Rohingya NGOs also provide their communities with assistance and information on legal processes to obtain work permits, registration businesses as well as information on the employment rights of refugees (Wirth, 2014). The assisting in terms of legal aid would avoid Rohingya refugees becoming marginalised in the workplace or other labour abuses. Due to these circumstances, the UNHCR Malaysia and The Bar Council of Malaysia has urged more lawyers to provide legal assistance to the refugees in the country because current laws do not accord them the recognition and protection and also there lacks of comprehensive policy framework to deal with the issues faced by the refugees despite their large presence in Malaysia (Gupte et al., 2019). According to UNHCR Malaysia (2020) the practical sessions provided by Rohingya's NGOs for refugee communities on their legal rights and obligations under Malaysian Law especially in relation to employment, immigration, civil and Shariah law is highly important to ensure that they are not against the stipulated rules and regulations. Therefore, strategic processes may play a significant role in personalised legal services with the NGOs offering individual legal assistance that coordinates with specialised groups to offer impacts which will set strong statutory precedents in the context of employment law (Zetter, 2019). The roles of Rohingya' NGOs in the legal issue is to ensure freedom to organise as it is essential for self-direction, building their lives and safeguarding their integrity and maintaining their host communities (Zetter, 2019). By having the legal and protection programmes for Rohingya refugees who seek protection in Malaysia to know their rights, have access to protection services and able to navigate the often-complicated legal systems that lead to stable status and security.

Another task of NGOs is to include Rohingya refugees at all levels, where the leadership in the community are exposed to news and resources which it will allow for them to acknowledge the refugees' rights and freedom with the support and encouragement from other parties (Wirth, 2014). This role is aligned with the International Refugees Congress (2018) suggestion where NGOs should provide a committed and long-term political and financial support that can assist equal involvement of refugee organisations in policy and programme formulation forums which affect their rights, including through structures and mechanisms that can help refugee organisations to ensure continuity of their networks and involvement. Thus, the involvement of refugee and host community organisations within national and local levels humanitarian coordination systems should be implemented as a standard practice. This is due to the Rohingya refugees living in scattered areas throughout Malaysia. Their NGOs must work in parallel at national and local level to ensure each of them is counted into their aid programmes. By doing this, Rohingya refugees are engaged and participated on the issues such as short-term needs and assistance and also on the medium and long terms needs, plan and aspirations (Hossain et al., 2021). In addition, participation generally refers to a position of power that can lead people to be able to make or influence decisions as an opportunity that enables the powerless groups to hold and make the more powerful stakeholders to be accountable (Irom et al., 2021). Thus, active participation from the Rohingya communities through their NGOs will make their voice heard by the policy maker. This is in line with Drozdowski and Yarnell (2019) who stated that in making decisions about policies and programmes, it is essential to include the refugees which will be fundamentally impacted by those decisions. Therefore, the Rohingya's NGOs in Malaysia are working to provide additional opportunities for the refugees to engage in shaping the policies priorities and to have a meaningful participation that will be addressed at the Global Compact on Refugees (GCR) forum.

3.0 Research Design

This paper had examined the experiences of Rohingya refugees' livelihood strategies which are the social phenomenon in Malaysia, thus an interpretivist method was recognised to be the best one to explore it. The Rohingya refugees are the individual social actor thus this has indicated the experiences as grounded among them. Bryman (2016) explained further about the social actor as the person who may significantly transform social structure. There are several scholars who suggested an interpretivist method such as Burrel and Morgan (2017) which stated that the traditional philosophy to recognise the world by directly confronting the issue and phenomena is considered as phenomenology technique. In addition, interpretivist method through phenomenology approach in qualitative research was effective to examine a social phenomenon (Myers 2013; Ryan 2019). Therefore, to fulfil the research objectives, this study required an in-depth review of the social phenomenon and phenomenology among the Rohingya refugees. This technique was appropriate in examining their livelihood strategies by the help of their own NGOs.

In this study, qualitative design was used as researchers must examine in depth the phenomena which were the strategies that Rohingya's NGOs used in order to have a better life in Malaysia. Thus, this technique with in-depth interviews as the tool gave more information related to the phenomenon being studied in this study. Numerous scholars suggested qualitative design if researchers want to retrieve valuable reasons behind phenomena such as Creswell & Poth ,2017; Flick, 2018; Ryan, 2019). Cresweell and Poth (2017) suggested that valuable data design can be created through qualitative information as information from informants outlay the reason for a social phenomenon that is being studied. In addition, Flick (2018) explained that to study human behaviour, it is best to use qualitative design where the assumptions from the subject are worth for the phenomenon that is being examined. Furthermore, Ryan (2019) also suggested that qualitative design in an interpretivist approach whose assumptions are related met the phenomenon being examined. Therefore, researchers decided to use qualitative design to examine the phenomena which were the strategies used by Rohingya's NGOs in assisting the Rohingya refugee communities in Malaysia.

Further, this study used semi-structured interviews between January and November 2020 in gaining primary data from the informants. Semi-structured interviews had allowed for flexibility in answering the questions and permitting informants viewpoints being explored (Daae and Boks, 2015). Thus, researchers choose to use semi-structured interviews to ensure enough information is gathered on Rohingya's NGOs in Malaysia. Interview sessions were conducted on three representatives from three Rohingya NGOs located in Klang Valley, Malaysia which comprises Kuala Lumpur and Selayang. To protect informants and the NGOs confidentiality, fictitious names were used in this study which were Informant A, B, C. The sampling technique used was purposive as specific judgement was set up in choosing the informants from which NGOs that had been established, organised and operated by Rohingya refugees. Researchers questioned the informants on the strategies and roles of the NGOs in supporting the migration and integration process from Myanmar to Malaysia. The informants were awarded full authority to explain and portray their views on the questions asked by researchers.

Other than that, during data analysis, researchers used thematic analysis with the help of NVIVO 12 which was the software for qualitative research. In this data analysis method, researchers shaped the information received, summarised and analysed into themes by nodes and reported the finding in terms of discussions and related thematic analysis (Creswell and Poth, 2017). By conducting this analysis, it met the requirement of scientific qualitative research and the findings were credible in explaining the strategies and roles of Rohingya' NGOs in Malaysia.

4.0 Analysis

4.1 Registration with UNHCR

In Malaysia, there is no specific policy that governs Rohingya refugees but the government provides several benefits if Rohingyas register with UNHCR in showing mercy towards the refugees such as 50 per cent discount on government hospitals and clinics. Thus, the Rohingya NGOs had stepped forward to help their communities to get refugee card from UNHCR. The help given was in terms of procedures and regulations that must be fulfilled to avoid rejection from UNHCR. This is due to the stricter rules implemented by the government as some Rohingyas are involved in syndicating fake UNHCR registration cards. Therefore, the help from NGOs has made it easier for them to get a UNHCR registration card. This was explained by Informant A (in-depth interview, 2 May 2021) by stating that "In Malaysia, registration with UNHCR is the main issue that our NGO must deal. We need to ensure all of them are registered and received refugee identification card. This card is important to ensure that they are protected by UNHCR." With regards to registration with UNHCR, Informant B also raised the importance of this card. However, NGO must help the Rohingyas to avoid them from being cheated with syndicate as claimed by Informant B (in-depth interview, 30 June 2021), "There are many syndicates who sell fake UNHCR card. It is better for Rohingyas to meet us and apply the card through our NGO. These syndicates charge higher fees but in return, the card is not valid to be used for government services such as health and immigration services". In addition, the NGOs also need to play their role to help the Rohingyas because majority of them are not fluent in English language. This was raised through a statement by Informant C (in-depth interview, 25 October 2021) who said that "Majority of Rohingyas in Malaysia are not able to speak either Malay or English Languages. Thus, our NGOs have translator to help them in applying for UNHCR card. Therefore, they should work with us."

Refugee community organizations are helpful in supporting refugees and acting as promoters. They can give information, orientation and cut down the remoteness that have been experienced by many refugees. Ideal strategies should be done towards the use of traditional and familiarly used information dissemination (Zetter, 2019). By advancing and disseminating computerized refugee registration methods, the Rohingya's NGOs can help UNHCR to provide beneficiary members with an information-based displacement geography that is capable for completing the spatial descriptions as required in promoting international human rights. This can be achieved by giving them the impression that refugees and refugee claimants can be handled favorably within the system and no liberty-loving people need to be left outside from the system. Thus, registered refugees should receive information, accommodation, food aid, education, water, sanitation, health and nutrition support from UNHCR and the NGOs (Hossain et al., 2021). In contrast, inability to provide for documentation causes many psychological and practical problems especially for refugee and displaced people in their societies who are the primary caregivers. Registration is not only essential for the purpose of determining legal status, age and citizenship, but also to receive assistance in many circumstances. The guiding principles here are to highlight the need of government to offer all documentations required for the exercise of their rights and protections, including passports, personal identity certificates, birth records and marriage certificates to the Rohingya refugees. Other than that, the refugee's registration must be extended by filling with recognizable proof of people or families. The reason for this pragmatic field control had recently appeared as there were no methodical methods applied to pool the experience that can be picked up to offer new changes of approach and instruments that can be applied to shifting situations. As the time passes, the techniques portrayed can be applied or adjusted to a level of circumstance that requires data about the outcast populace.

4.2 Access to Education

Malaysia is not signatory to Refugee Convention 1951 and Protocol 1967; thus, the government does not hold any responsibility to provide access to education to any refugees who seek protection in the country. Therefore, the Rohingya are not allowed to enter national type school. However, they are permitted to join alternative schools run by NGOs or UNHCR. Due to this, Rohingya's NGOs had taken the initiative to start their own school or called as madrasah to ensure that the children have opportunity to get knowledge from academic and non-academic lessons. This has been suggested by the statement, "Rohingyas in Malaysia rely 100 per cent on the academic and non-academic lessons provided in our NGOs. We have several classes for academic subjects such as Mathematics, Science and English. For non-academic, we have crafting and technical skills classes" (Informant C, in-depth interview, 25 October 2021). For NGO, education is vital for the Rohingyas because most of them are not getting formal and structured education in Myanmar. This is due to the military government policy that has denied the rights of the Rohingyas in Rakhine. This explained by informant which is "If our NGO do not provide educational programmes, the children definitely have no other schools to attend. Thus, in any manner, we must provide educational access. The children must be equipped with knowledge and skills for their future undertaking" (Informant B, in-depth interview, 30 June 2021). As the NGO is the sole education provider, they need to cater higher number of Rohingya children. Currently, there are almost 102 thousand of Rohingya refugees in Malaysia. This is a huge number as compared to the ability of the NGOs to provide education. Thus, the academic and non-academic lessons provided are at minimum level and quality can be questioned. An informant clarified this situation, "We cannot afford to cater all Rohingya children as our NGOs have limited resources. We provide basic education that is required for low skills employment. However, we have taken several initiatives to expand our NGO Schools so we will have bigger space for classes." (Informant A, in-depth interview, 2 May 2021).

Education is known as an active and complex process that takes place continuously in one's life through different experiences, whether formally or informally in which the knowledge and information from learning process contributes to a successful future. There are many positive features of education, such as good career, social status and self-confidence. Thus, the right to education or education itself plays a crucial role in the development of individual potential and a country's success in terms of economic development, social justice, spiritual strength, moral and ethical standards (Letchamanan, 2013). As the Rohingya refugees are not allowed to enter formal school, alternatively, some limited education is offered through an unofficial parallel system of more than 133 community-based learning centers. These centers are administrated by Non-Governmental (NGOs), charities and the refugee community and also depend on donations and international aid. UNHCR Malaysia currently has developed educational unit and collaborated with Rohingya's NGOs and local NGOs as the implementation partners are running these 133 learning centers (Irom et al., 2021). They also work together in organizing programmes such as teacher training and compensation for teachers. This effort is to push up the percentage of Rohingya children's enrolment of the alternative education provided by the NGOs. However, these learning centers have no facilities that would usually be offered by a typical school, such as classroom, libraries and laboratories. Therefore, current educational programmes run by UNHCR should be strengthened in terms of funding, infrastructure and human resource. It is vital for the government through the Ministry of Education (MOE) to interfere in this issue. The advices and helps from MOE will strengthen the educational programmes offered by preserving the quality in the syllabus taught in the school run by the NGOs. Frequent checking and review must be made to ensure it is following the national education policy goals even though the Rohingyas are temporarily seeking protection in this country.

4.3 Healthcare Aid

Most of Rohingya refugees in Malaysia have lived in poor condition, thus they are depending on the NGOs aid if suffering from diseases or accidents. Even though Rohingya with UNHCR refugee card is entitled for 50 per cent discount on government hospitals and clinics but they still cannot afford to bear the cost as the amount of healthcare sum in Malaysia is literally high for non-residents and expatriate. Informant A (in-depth interview, 2 May 2021) stated that, “Majority of Rohingyas suffered poverty and some even eat one time per day. Thus, if they fall sick, they are not able to get health check from hospitals and clinics. We thank the government for the 50 per cent discount but majority of us cannot bear the cost. So, our NGOs provide basic health aid to those needed. If they have critical or suffered chronic disease, we will refer the case to UNHCR to get financial aid before dealing with the hospitals for better treatment.” Healthcare aid is important for Rohingya communities because they live in the residential areas together with the local people. There is potential for disease outbreak if they get infected and not treated. This was the reason for NGO giving healthcare screening without charge for the Rohingya refugees. Informant B (in-depth interview, 30 June 2021) clarified this as, “We need to put extra efforts in giving medical aid and relief for our Rohingya community. They can be the potential spreader of disease including COVID-19. Our NGOs have weekly medical check and health screening for them. The main aim is to ensure all the Rohingyas living in this area are free from any diseases especially the infants and older people.” Other than that, the healthcare issue must be catered by the NGO because employers have made it mandatory for their workers including Rohingyas to be fully fit for their job. This was as instructed by health authority in Malaysia which are the Ministry of Health (MOH), Ministry of Human Resources (MHR) and the Occupational Security and Health Authority (OSHA). Therefore, the health aid provided by NGO is highly significant for the Rohingyas to sustain their job. This is clearly stated by Informant C (in-depth interview, 25 October 2021), “Malaysia health authorities are very serious in combating disease outbreak among the foreign workers in Malaysia including Rohingya. However, majority of Rohingyas can afford to spend their penny for health check in hospitals or clinics even it is belonged to the government. So, we help them by giving free health screening and advise them on the healthcare. We did this without any specific charge. It is based on their affordability to pay. In addition, we also work with UNHCR and the other funding institutions to help us in term of monetary and non-monetary to ensure that we can serve more Rohingyas”.

Rohingya refugees have no equal connection to the national health programmes thus they require access through the help of NGOs to clinics and dedicated health centre. The cost of healthcare is in increasing trend as the government has amended the Medical Fees Act which has led to 100 per cent increase in the hospitals and clinics bill for foreigners. This is the reason for collaboration between NGOs with a private insurance company, funding institutions and UNHCR (Drozdowski &Yarnell, 2019). Due to this, UNHCR had launched the Refugee Medical Insurance (REMEDI) plan for Rohingya with RHB Insurance as the funding partner in order to reduce that obstacles as well as to improve accessibility to secondary and tertiary medical treatment. With the implementation of such medical plan, registered refugees may seek general hospitalisation and personal injury insurance, even for a fairly small annual fee, covering a variety of health and specialist services, even their wives and children are under the age of 18 years old (Bedi et al., 2017). This plan does not only work for government medical institution but is also extended to the reliable private hospitals and clinics. Rohingya refugees just need to tender their UNHCR cards and receive health treatment in the medical institutions over the country without any payment once they have registered with the plan. As majority of Rohingya refugees works in 3D (Dirty, Dangerous, Difficult) industry, this plan is essential for them as they are exposed to accident and fatality.

In addition, the NGOs that established by Rohingya refugees had taken strategies needed to help their own community. However, there are obstacles and limitations that they have encountered. Therefore, the involvement of government agencies and authorities in helping the Rohingya refugees in Malaysia is highly needed by this marginalised groups. Besides, the government remained as the main actor in handling and solving Rohingya refugees long stand problems because this issue is not related to protect human right and life but it affects the national security and sovereignty. Thus, the government cannot wait for another decade to solve this unresolved issue since the first migration of Rohingya to Malaysia in 1995. A holistic approach must be taken to cater the migration and integration of Rohingyas from Myanmar to Malaysia as the situation in Myanmar has shown no changes to better condition. So, it is believed that more Rohingyas will migrate from Rakhine to seek protection in Malaysia which this humanitarian crisis will directly affect our image in the eyes of human right if not properly attained.

5.0 Discussion

NGO plays an important role in promoting and bringing advocacy to influence the policies of the country and for the political elites to be held accountability to the citizens. Hence, Freedman (2015) supported by Koster et al. (2019) stated that advocacy NGO plays an important role to ensure that, other organisation behave sustainably. In addition, to differentiate between individual people and NGO is through their mode of engagement, tools, and approaches, which have democratised their advocacy space. This is aligned with UNHCR aim, which is to protect the refugees, advocacy plays an important role in bringing the important elements for UNHCR to work worldwide to promote the refugees all over the world.

Other than that, UNHCR's exercises incorporate distinguishing areas focusing on education, providing course readings and other materials, as well as, financial related help, including instructor remuneration. Since a considerable number of the schools have very constrained resources, NGO can provide continual support towards schooling the young refugees with course readings and other materials (Hamzah et al., 2016). Most of the refugees attend casual learning centre or training ventures run by NGO in association with non-legislative associations or network-based classes planned by the network with the help of religious gatherings. Educate the young refugees to the fullest of their potential and to develop the individuals into a grown-up who will championing his or her advocated reason.

Apart from UNHCR card holders are entitled to discounts when paying medical bills in Malaysia’s general health clinics, but this does not include waiting to be enrolled (Wake & Cheung, 2016). Therefore, those registered with UNHCR entitled to this benefit. Thus, it is very important for the refugees to be registered with UNHCR and possess the card to access all resources open to them. Therefore, the involvement from civil society groups such as NGO in providing medical care would enable refugees to bear high hospital expenses. The research finds that it is important for the NGOs to provide health care treatment. It would be able to reduce the number of refugees needing critical care from diseases and reduce the number of the refugees needing medical treatment. Government providing 50% discount in government hospitals, this is also a great help to the refugees seeking medical treatment. The research shows that, healthcare is a big concern and NGOs providing medical treatment helps to hinder sickness and disease. In most cases NGOs function includes health and wellbeing of refugees. In summary, the involvement of NGO in helping Rohingya refugees in Malaysia is highly necessary. This is due to the current condition in Myanmar that shows no sign of the ethnic cleansing done by the government will stop soon. Thus, the progressive and effective involvement of various groups in international, national, regional, and local level is important in solving refugee’s problem in Malaysia.

6.0 Conclusion

This study aims to explore the roles of NGOs established by Rohingya refugees in Malaysia especially in Klang Valley, Selangor, Malaysia. This study has drawn several contributing roles that may help the Rohingya refugees as interviews output shows that NGOs had played vital roles associated to registration with UNHCR, educational and healthcare aids. This paper also has justified the important of NGOs involvement in helping Rohingya refugees as the government has no mandatory responsibilities to help these vulnerable groups. On the other hand, this article is believed to provide an insight into why NGOs should be involved in developing a policy on refugees as Malaysian has none of such policy that currently applied in managing Rohingya in Malaysia. Hence, it can help the authorities to be more aware and concern about the importance of certain elements to ensure conflict does not arise between refugees and local citizen through effective policy. Additionally, the information about refugees must be fairly delivered as it can influence the works of Rohingya's NGOs in helping their own communities. Nevertheless, this study benefited several parties such as the National Security Council, Immigration Department, Ministry of Health, Ministry of Human Resource, NGOs and individual residents in Malaysia.

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Small and Medium Enterprises Internationalization and Performance in Emerging Economies: New Empirical Perspectives

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ABSTRACT

Academic and policy research on the internationalization of small and medium enterprises (SMEs) has exploded in the last two decades. Scholars have focused on the relationship between internationalization and performance from this standpoint. Despite this, little is known about the relationship between internationalization and SMEs' performance in emerging countries, and empirical evidence to support the current study is scarce. The relationship between internationalization and the success of SMEs in emerging economies is investigated in this study, which fills a gap. Using a quantitative survey methodology, data was collected from a sample of Malaysian SMEs engaged in international business via a self-administered questionnaire. The data was investigated using structural equation modelling to evaluate associative relationships between internationalization and corporate performance. The findings of this study give important empirical evidence supporting the positive impact of internationalization on the financial and non-financial performance of Malaysian SMEs. The study will surely add to the understanding of how SMEs in emerging nations are impacted by internationalization, particularly in terms of financial and non-financial performance. It has repercussions for Malaysian SMEs in the form of best practices. Managers should be aware of the barriers to internationalization as well as the importance of regularly examining various areas of SMEs' internationalization. Entrepreneurs must build not only skills, competencies, and management know-how to succeed in internationalization, but they must also be important to a company's competitive positioning in the global market. Simultaneously, it can help the government and politicians create legislation and programmes that will benefit the industry.

Keywords: *Firm Performance, Internationalization, Small and Medium Enterprises*

1.0 Introduction

During the preceding several decades, the topic of small and medium enterprises (SMEs) internationalization has been extensively researched from a range of perspectives (Handoyo et al., 2021; Idris & Saad, 2019). Furthermore, in the past, a variety of frameworks and models were established to better explain how SMEs were internationalized (Saad, 2014). On the other hand, the findings of studies on the link between internationalization and performance haven't always been constant (Hosseini et al., 2018; Idris & Saad, 2019). Moreover, theoretical constraints, such as the adoption of a single entrepreneurship theory, have warped SMEs' internationalization concepts (Handoyo et al., 2021; Saad, 2014). Small business internationalization is a complex process that cannot be fully addressed by a single entrepreneurial philosophy (Aliabadi et al., 2019). Experts have attempted to create a comprehensive framework for better understanding the internationalization of SMEs. However, before a full model of SMEs' internationalization can be established, more conceptual work is required (Saad, 2014). As a result, further research is needed to properly understand how internationalization affects performance.

Experts, on the other hand, have focused their efforts on using several theoretical techniques to better understand the nature and impact of SME internationalization. They showed that existing hypotheses are insufficient to explain this event (Buttriss & Wilkinson, 2006; Callaway, 2004). In addition, internationalization is fragmented, unequal, and lacks a clear theoretical framework, resulting in erratic growth (Coombs et al., 2009; Jones et al., 2011). Despite the study's importance as a source of information and education, previous research has cast doubt on its overall relevance due to its use of a variety of theoretical and methodological traditions. In addition, earlier research lacked a comprehensive framework that connected the internationalization-performance relationship explored by both new and established organizations (Jones et al., 2011; McDougall and Oviatt, 2000). As a result of the lack of attention dedicated to this topic, there is a significant gap in the development of a broad conceptual framework for comprehending SMEs' internationalization (Saad, 2014).

Despite progress in extending SMEs' internationalization research, significant difficulties remain unsolved as a result of research constraints or flaws (Banalieva & Sarathy, 2011; Zahra et al., 2005). In developed countries, the majority of research has focused on relatively new high-tech businesses, with little attention paid to older industries (Coviello et al., 2011; Senik et al., 2010), whereas knowledge of SMEs' internationalization in emerging economies is limited (Coviello et al., 2011; Senik et al., 2010). Furthermore, the majority of research on the link between internationalization and performance has focused on large multinational corporations, with SMEs receiving little attention (Lu & Beamish, 2006). Large corporation research findings cannot be applied to SMEs rigorously and scientifically since SMEs are not miniature duplicates of major organizations (Hosseini et al., 2018).

Researchers have become more interested in the performance results of small enterprises' internationalization in recent years (Hosseini et al., 2018; Saad, 2014). The financial status of a company's internationalization has become a topic of investigation. Return on equity (ROE), return on assets (ROA), sales growth, and debt leverage are the four financial characteristics of a new business that have been studied in the past (Lu & Beamish, 2006; Zahra, 2007). On the other hand, financial performance may not be the most important factor in determining whether a new company's sales will be internationalized. A number of these new enterprises will almost certainly expand internationally to meet a variety of strategic objectives. In several studies, SMEs' globalization has been linked to non-financial success. Internationalization was linked to market share and competitive advantage by Coviello et al. (2011), while it was linked to technological learning and the acquisition of new information by Zahra (2007). This study employed both financial and non-financial performance to obtain better results and justify the ramifications of SMEs' internationalization.

SME globalization initiatives have piqued people's interest (Abdullah and Zain, 2011; Coviello et al., 2017). While current research has focused on the process of SMEs' internationalization, the literature on SMEs' internationalization in emerging economies has yet to look into the link between internationalization and performance in this area (Chelliah et al., 2010; Saad, 2014). Malaysia has 1,151,339 small and medium-sized businesses, yet only 9.1% are involved in foreign trade (MATRADE,2020). Because of the importance of SMEs in Malaysia and the lack of clear conclusions about the internationalization-performance link and their development, this study focuses on them to help businesses and governments establish globally competitive organizations.

2.0 Review of the Literature

2.1 Internationalization

The phrase "internationalization" appears frequently in the literature, and it is a contentious topic (Freeman et al., 2012; Saad, 2014). Internationalization, on the other hand, is not a well-defined notion that can be adequately addressed by a single theory (Coviello et al., 2017; Nummela & Welch, 2006). An integrated approach to internationalization, according to Freeman et al. (2012), is more accurate. Internationalization, according to prominent scholars, entails three activities: first, inward and outward activities (Lu & Beamish, 2006); second, adapting the firm's operations (strategy, structure, and resources) to international environments (Johanson & Vahlne, 1990; Korsakien & Tvaronaviien, 2012) and third, achieving the firm's objectives (Lu & Beamish, 2006). The current article defines internationalization as the process by which organizations adjust their operations, strategies, structures, and resources to the new environment as they transition from operating in their home markets to operating in foreign markets, as a result the previous explanation.

From several perspectives, including marketing, strategic management, international management, and small business management, internationalization has become one of the most important challenges in international entrepreneurship study (Coombs et al., 2009; Idris et al., 2014). Its importance has grown as a result of greater globalization and hyper-competition (Matlay et al., 2006). Issues like as international decision-making and management, SMEs' performance, global expansion, and variables that encourage or prevent internationalization have been studied by both large and small firms (Chelliah et al., 2010; Lin et al., 2011).

The contribution of SMEs to economic growth (Dutz et al., 2000; Saad, 2014), as well as national well-being and international reputation, is critical for a range of countries (Pina e Cunha, 2005). Many people believe that a business's capacity to expand abroad affects its success (Kabongo and Okpara, 2019; Saad, 2014). Due to the organizations' self-interest, the sense that their position in their local market is being compromised, the economic potential of other nations, and the impact of several external events and forces, the need to internationalize has become increasingly crucial (Matlay et al., 2006). Entrepreneurs extend their enterprises overseas for a variety of reasons, according to Zahra et al. (2005), including market expansion, higher profit, and exposure to new ideas. In contrast, previous empirical research has mainly ignored these incentives, leaving a significant void in the field of internationalization research (Saad, 2014).

There is a shortage of research on the relationship between internationalization and performance in emerging markets, as well as the relationship between internationalization and performance of Malaysian SMEs, according to local academics (Saad, 2014; Senik et al., 2010). The impact of networking on the internationalization of Malaysian SMEs (Nik Abdullah & Mohd Zain, 2011), Malaysian government engagement, and business strategies are just a few of the issues that need to be addressed (Hashim, 2012). The disconnected structure of the previous study implies that the link between internationalization and performance in Malaysia is poorly understood, piquing interest in the subject.

Sullivan (1994) made a significant contribution to the growth of SMEs' internationalization by conducting a comprehensive study that is representative, diverse, and useful for the creation of meaningful internationalization measures. According to the findings, foreign sales as a percentage of overall sales have been widely utilized to assess internationalization. Contractor et al. (2003) used the eigenvector-weighted sum of foreign sales/total sales, number of foreign employees/total employees, and number of foreign offices/total offices to calculate internationalization.

Reuber and Fischer (1997) used three components to measure the internationalization of SMEs in a different study, including foreign sales as a percentage of overall sales. This is a standard, single measure of the degree of internationalization that includes the percentage of a firm's employees who spend more than half of their time on international activities to capture the structural aspects of SMEs, the degree of internationalization, and the geographic scope of the firm's sales by measuring the number of sales from different countries. As a result, the previous study has concentrated on three elements of internationalization: the extent, pace, and breadth of internationalization (Zahra & George, 2002).

2.2 Performance of the Company

Despite data that implies this relationship is non-linear, studies show that internationalization helps SMEs succeed (Jiang et al., 2020; Pangarkar & Hussain, 2013). Academics have recently become interested in the performance results of SME internationalization (Zucchella, 2021). International diversification, according to Wright et al. (2007), improves SMEs' performance independent of financial or human resource constraints. However, determining a company's performance is never simple (Paul, 2020).

2.3 Financial Performance

Prior studies looked at both the financial and non-financial aspects of the performance repercussions of internationalization. Despite the widespread use of financial performance measurements, research into the relationship between internationalization and business success has produced mixed results. There was no link between firm revenues and the degree of globalization, according to McDougall and Oviatt (1996). According to Hisrich et al. (1996), there is a weak but positive link between firm income and the degree of internationalization. Having an international entrepreneurial attitude, according to Kunday & Engüler (2015), enhanced the adoption of business-improvement projects.

Organizational performance, according to some experts, is a multi-dimensional construct (Li et al., 2009; Venkatraman and Ramanujam, 1986). Venkatraman and Ramanujam (1986) proposed that the study of firm performance includes multiple, disparate performance measures and classified firm performance into three categories: financial performance, business performance, and organizational effectiveness, due to the complexity of the multi-dimensional construct. Financial indicators used to determine a company's profitability include return on assets (ROA), return on sales (ROS), and return on equity (ROE). In market or value-based evaluations of a firm's commercial success, metrics such as market share, growth, diversification, and product development are used to evaluate financial and operational (non-financial) performance. Saad (2014) identified two types of company performance indicators in his research: those that are related to current business growth or shares, such as sales growth and market share, and those that are related to future business growth or shares, such as sales growth and market share. The second category includes the company's long-term positioning, such as new product development and diversification. Stakeholder-based traits, on the other hand, are linked to organizational effectiveness. Among them are employee satisfaction, quality, and social responsibility.

2.4 Non-Financial Performance

Because performance indicators that accurately portray a company's competitiveness must be thoroughly studied, precision and thorough performance assessment are critical for measuring a company's success or failure. For a long time, financial performance measurements such as firm revenue, market share, and return on investment have been employed in managerial decision-making, and their widespread use may encourage a focus on short-term results. In today's dynamic global competition climate, combining non-financial performance data with financial performance measurements delivers a more accurate and relevant picture of success (Li et al., 2009). Several research has backed up the use of non-financial success criteria. According to Zahra and Garvis (2000), China's worldwide competitive edge has risen dramatically as a result of the development of new technologies. Internationalization was linked to technological learning and knowledge development by Zahra (2005), while it was linked to market share by (McDougall & Oviatt, 2000).

Due to conflicting results on the financial consequences of internationalization, Zahra (2003) recommended utilizing a combination of financial and non-financial variables to quantify the performance outcomes of internationalization. As a result, this study evaluates company success using both financial and non-financial indicators. Non-financial performance is measured by competitive capacity and technological learning, while financial performance is measured by return on equity, return on assets, return on investment, and sales growth.

3.0 Theories of Internationalization

3.1 Resource-Based Theory

The resource-based view, which emerged from the field of strategic management, focuses on the firm's long-term and one-of-a-kind, hard-to-copy attributes as sources of economic rents, basic drivers, and long-term competitive advantage required for internationalization and superior financial performance (Schmid et al., 2010). The ability of a corporation to build and defend favourable positions concerning the company's most critical resources determines its ability to obtain and maintain profitable market positions (Runyan et al., 2008). According to Korsakiene and Tvaronaviiene (2012), a company's market success is determined by its functions and environmental impact, as well as external circumstances. They maintained that internationalization's crucial resources should be valued, limited, imperfectly imitable, and irreplaceable. According to Kamakura et al. (2012), resources should also be able to communicate durability, transparency, transferability, and replicability.

While some believe the resource-based theory is suitable for understanding a firm's worldwide expansion, it is unable to explain the choice of particular entry mode methods to some extent (Ekeledo & Sivakumar, 2004). Furthermore, according to Malhotra et al., (2003), it does not appear to be capable of measuring various intangible assets.

3.2 The Eclectic Paradigm

Based on internalization theory, the eclectic paradigm theory, often known as the OLI (ownership, localization, and internalization) paradigm, defines numerous types of international production as well as country selection for foreign direct investments. According to Dunning (1988), the three categories of advantages determine the internationalization of economic activity. The first is ownership benefits (firm resources), which are a corporation's intangible assets, technological capabilities, or product inventions. Internalization advantages (relational factors) are the second type of benefit, which refers to a company's capacity to manage and coordinate operations inside the value-added chain internally. Finally, there are geographic advantages (host country variables), which refer to the institutional and productive attributes of a physical area. Tangibles and intermediary products from one country are merged with intangibles and intermediary products from another when the conditions are right.

The greater the motivation for a country's enterprises to internalize, and the more advantageous it is for these firms to leverage these advantages outside of their national borders, the more likely they are to participate in foreign direct investment, according to Dunning (1981).

This hypothesis has aided in a better understanding of internationalization's motivations. It is, however, unable to provide an integrated perspective for the explanation and prediction of entry mode choice. It has also left unresolved the question of why two companies in the same industry and with equal ownership become global. Furthermore, the eclectic paradigm hypothesis ignores the impact of the home nation as well as internal factors like a company's assets and product nature on the decision to join overseas markets (Ekeledo & Sivakumar, 2004).

4.0 Proposed Conceptual Framework

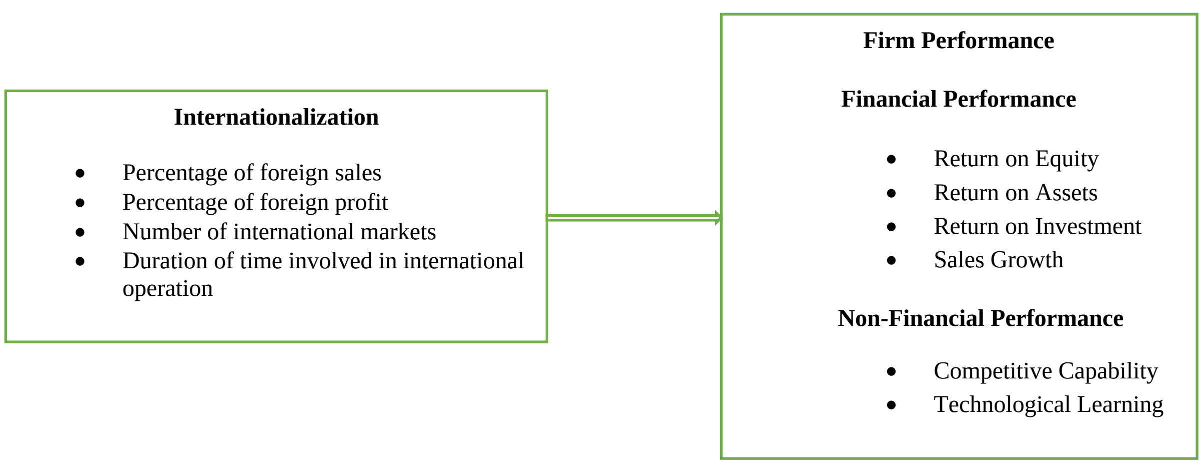
This study's proposed research model is based on a research model produced by Saad (2014). The model is based on the concept of internationalization, which includes internationalization attributes (market and time), as well as internationalization performance. The SMEs owner, CEO, or general manager must report the characteristics of the SMEs under investigation.

The proposed conceptual framework assists SMEs in their internationalization research by outlining the novel and evolving topic of internationalization, as well as its theoretical underpinnings in internationalization research. It also emphasized the importance of time as a component of internationalization, particularly in light of the growing number of enterprises that have been operating in other nations since their inception.

The proposed conceptual framework will contribute significantly to the literature and will address the need for an integrated and interdisciplinary approach to understanding Malaysian SMEs' internationalization. An integrated approach to internationalization explains it better than a single theory (Chandra & Coviello, 2010). As a result, the proposed conceptual framework integrates several previously investigated internationalization theories, such as resource-based theory and eclectic paradigm theory. It also focuses on a multidisciplinary field of studies such as international business, strategic management, and international entrepreneurship to better understand, explain, and document Malaysian SMEs' internationalization.

Furthermore, as a result of SMEs' internationalization, the proposed conceptual framework evaluates corporate success in terms of financial and non-financial performance (Saad, 2014; Zahra, 2005). It also serves as a unified framework that connects the internationalization and performance goals of both new and established businesses (McDougall & Oviatt, 2000). The research is based on the proposed conceptual framework (see Figure 1), which is shown in Figure 1.

Figure1: Proposed Conceptual Framework



Source: Developed from Saad (2014)

4.1 Development of Hypotheses

Several assertions were developed based on the literature review and related reasoning. These claims are about the relationship between internationalization and SMEs' performance when they go global. The following are the details of the several research hypotheses:

4.1.1 Internationalization's Impact on Financial Performance

The impact of a company's financial status on its internationalization is receiving more attention from researchers. They assumed that past organizational success would supply the slack resources required for global expansion (Zahra et al., 2005). Previous research looked at past returns on equity and debt leverage, two important financial indicators for a firm. According to Zahra et al. (2001), past returns on equity were not highly associated with corporate internationalization. According to Hisrich et al. (1996), financial leverage has no link with the degree of internationalization, but internationalization has a marginally significant relationship with corporate income. Furthermore, McDougall and Oviatt (2000) discovered that higher levels of internationalization (percentage of foreign sales to total venture sales) were associated with higher relative market share in a study of new venture manufacturers in the computer and communications industries in the United States with increased international operations. The percentage of overseas sales, on the other hand, had no discernable relationship with the return on investment. They also claimed that overseas operations were more expensive than planned, raising the question of whether the previous financial performance encouraged the internationalization of new businesses.

From the perspective of SMEs, Jiang et al. (2020) discovered a negative and linear link between exporting and SMEs' performance. There was also a U-shaped relationship between foreign direct investments and the performance of SMEs in terms of return on sales and return on assets. Among other things, Lu and Beamish (2006) discovered an inverted U-shaped relationship between the degree of internationalization and return on sales in Taiwanese SMEs. As a result, the current research proposes the following hypothesis:

H1: SME financial performance improves as a result of internationalization.

4.1.2 Internationalization's Impact on Non-Financial Performance

Prior research looked at both the financial and non-financial components of internationalization's performance consequences. Despite the growing use of financial performance measurements, empirical research on the link between internationalization and firm performance has shown mixed results. According to Hisrich et al. (1996), there is a small but favorable relationship between corporate revenue and the degree of globalization. According to McDougall et al. (1994), there is no link between internationalization and a company's return on investment. According to Oviatt and McDougall (2005), having an international entrepreneurial mindset facilitated the implementation of projects that enhanced business performance. The most recent study by Battaglia and Neirotti (2020) concluded that there is a significant relationship between internationalization and firm performance.

Zahra (2005) urged that the performance outcomes of internationalization be quantified using a combination of financial and non-financial measures due to inconsistent results on the financial effects of internationalization. Zahra and Garvis (2000) looked into the effects of internationalization on technological learning and knowledge acquisition, whereas Oviatt and McDougall (2005) looked into the link between internationalization and market share. The following hypothesis was reached based on previous research findings:

H2: Internationalization has a positive impact on the non-financial performance of SMEs.

5.0 Methodology of Study

This study uses a quantitative survey methodology to collect data from a sample of Malaysian SMEs involved in internationalization via self-administered survey questionnaires. The sampling frame of the present study is derived from the directories of SME Corp and MATRADE. The owners or highest-ranking officers of Malaysian SMEs were the major informants in this study since they were thought to be the most knowledgeable about their firms' characteristics, management style, foreign operations, and performance (Roth & O'Donnell, 1996). The sampling approach is probabilistic sampling. In this study, 1,200 SMEs were chosen as the sample. The sample was suitable to conduct Structural Equation Modeling for this study since 237 complete questionnaires were obtained, yielding a satisfactory effective response rate of 20%. (Hair et al., 2006).

Two statistical techniques were employed to examine the data after initial data screening for missing data, outliers, and normalcy. To evaluate preliminary data and provide descriptive analyses of the study, such as means, standard deviations, and frequencies, the Statistical Package for the Social Sciences (SPSS) was utilized. The measurement models for the study's key constructs were estimated using Covariance Based Structural Equation Modelling (CB-SEM using AMOS 18). The Proposed Research Model in Figure 1 incorporates latent components measured by several indicators, Structural Equation Modelling (AMOS 18) was used. As a result, both interdependence and dependency methodologies are required by the Model. When compared to traditional regression and causal path investigations, structural equation modeling offers two advantages. First, the approach allows for individual and simultaneous testing of complex multidimensional interactions, and second, it estimates structural links between constructs that are error-free.

6.0 Results of Data Analysis

To determine the overall background of the respondents in this study, a descriptive analysis was conducted. 60.3 percent of the 237 SMEs in the survey are Bumiputera, while 39.7% are non-Bumiputera. Sole proprietorships account for 12.2% of the respondents, while partnerships and private limited companies account for 11.4 percent and 76.4 percent, respectively.

Further investigation finds that 41.4 percent of the 237 respondents worked in manufacturing, 35.4 percent in services, and 23.2 percent worked directly in agricultural companies. Due to the concentration of SMEs in economically established and government-supported locations, specific industry sectors were overrepresented.

In terms of a period of internationalization, nearly half of SMEs (49.8%) had been involved in foreign activities for 1 to 5 years, and 26.2 percent had been active in international operations for 6 to 10 years. As a result, the majority of the SMEs in this study are in the early stages of international business, with limited foreign functions and low modes of entrance such as imports and exports.

Table 1: Respondent Profiles

Business Status		
Business Status	**Frequency**	**Percentage (%)**
Bumiputera	143	60.3
Non-Bumiputera	94	39.7
Form of Ownership Status		
Ownership Status	**Frequency**	**Percentage (%)**
Sole-Proprietorship	29	12.2
Partnership	27	11.4
Private Limited Company	181	76.4
Business Sector		
Sector	**Frequency**	**Percentage (%)**
Manufacturing	98	41.4
Services	84	35.4
Agriculture	55	23.2
Duration of Time Company Experience in International Operations		
Period	**Frequency**	**Percentage (%)**

1-5 Years	118	49.8
6-10 Years	62	26.2
11-15 Years	15	6.3
16-20 Years	14	5.9
More than 20 Years	28	11.8
Total	**237**	**100.0**

6.1 Assessment of Reliability

This study's final items of independent and dependent variables were subjected to reliability analysis. The outcomes are summarized in Table 2 below. Each of the dependability coefficients has a range of 0.823 to 0.954, which is consistent with Nunnally's (1978) minimum acceptable threshold of 0.70.

Table 2: Reliability Analysis Results

Variable of Items	Number of Items	Cronbach Alpha	Items Deleted
Internationalization	4	0.823	0
Financial Performance	3	0.926	0
Non-Financial Performance	7	0.954	0

6.2 Considering the Model's Fit

Many goodness-of-fit indices have been developed by academics to assess a model's fit to observed data (Arbuckle and Wothke, 1999), but there is no consensus among researchers on a single index or a composite of indices as a universal measure of model fit (Maruyama, 1998). Hair et al. (2006) advised using at least three fit indices, one for each of the three types of model fit: absolute, incremental, and parsimonious, to reflect varied criteria and give the best overall image of model fit.

The indices provided by the path diagram of the predicted entire structural model were within the acceptable recommended value. RMSEA = 0.053, CFI = 0.947, CMIN/DF = 1.672, and CFI = 0.947. As a result, it may be stated that the proposed model fits quite well.

6.3 Testing Hypotheses

Given an appropriate model fit, testing the model predicted relationships entails evaluating each of the model path coefficients for significance. The null hypothesis says that the path coefficient is equal to zero and is tested for statistical significance, similar to regression. If the path coefficient is statistically significant, the predicted relationship theorized is supported.

The hypotheses are tested using the results of the structural coefficients shown in Figure 3. For each hypothesized path, Table 3 summarizes the parameter estimates, standard error, critical ratio, and p-value.

Table 3: Regression Weights

Hypothesis	Path	Estimate	S.E	C.R	P
H1	INT ---> FP	0.377	0.132	2.865	0.004
H2	INT ---> NFP	0.165	0.077	2.127	0.033

6.4 Internationalization's Impact on Firm Performance

H1: Internationalization improves a company's financial performance.

The link between internationalization and firm financial performance has an estimated value of 0.377 and a critical ratio of 2.865, both of which are significant at the p0.01 level (two-tailed). This suggests that internationalization has a major beneficial impact on a company's bottom line. As a result, H1 is supported in this research.

H2: Firm non-financial success is favourably related to internationalization.

The relationship between internationalization and the non-financial performance of firms has an estimated value of 0.165 and a critical ratio of 2.127, both of which are significant at the 0.05 level (two-tailed). This suggests that internationalization has a strong beneficial impact on a company's non-financial performance. As a result, H2 is backed up in this investigation.

7.0 Findings of the Study

This study created and empirically validated a model that helps SMEs in Malaysia better understand internationalization and performance. There are few kinds of research that have looked into the relationship between internationalization and company performance, but the results have been inconclusive and conflicting (Zahra and George, 2002). Internationalization has a considerable positive link with firm financial and non-financial performance, according to the findings of this study. In addition, it was discovered that foreign sales and profit made a higher contribution to the internationalization. The findings are in line with prior research by Baird et al. (1994), which found that internationalization has a favorable impact on small firm success. They advised that SMEs might boost their return on sales (ROS) by exporting their existing products, either on their own or through international collaborations. The current research backs up Burpitt and Rondinelli's (2000) findings, which claim that financial success allows for aggressive internationalization measures. This research backs up the findings of Contractor et al. (2003), who discovered a link between internationalization and performance.

SMEs that have internationalized their operations, according to a previous study, can improve knowledge and technical skills, diversify resources, and promote development, growth, and success (Chelliah et al., 2010). As a result, there is conclusive evidence that internationalization and financial and non-financial performance are associated. Overall, the findings of the study imply that internationalization improves SMEs' financial and non-financial performance. As a result of these findings, SMEs in Malaysia should consider expanding internationally, as improved revenues and a better reputation in overseas markets are considered positive effects.

8.0 Conclusion

Internationalization is an important issue for both new and established firms since it helps them to enter new markets. The purpose of this research was to develop a theoretical framework for examining the relationship between SMEs' internationalization and performance in Malaysia. Internationalization increases the financial and non-financial performance of SMEs. As a result, Malaysian SMEs should think about growing internationally, as increased revenues and a better global reputation are both desirable outcomes.

Small firms should be encouraged to develop internationally because it increases income and expands their market. They should work with other SMEs to help them recognize their unique skills and search out international market opportunities that would benefit Malaysian businesses. Motivational and self-assessment programs must be promoted because they may have an impact on a company's internationalization efforts.

Another important lesson for practitioners is that entrepreneurs must be aware of the challenges of internationalization as well as the need to assess various areas of SMEs' internationalization frequently. Entrepreneurs must build not only skills, competencies, and management know-how to succeed in internationalization, but they must also be important to a company's competitive positioning in the global market.

Small and medium businesses are often recognized as the most important sources of employment and capital, as well as the competitiveness backbone. As a result, Malaysia's government must seek to create an economic and regulatory climate that encourages the growth of globally competitive SMEs and start-ups.

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Rhetorical Elements used for Marketing Post on Instagram by Malaysian Local Cosmetic Product: A Study of Multimodal Discourse Analysis

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ABSTRACT

This study focuses on the rhetorical elements that are used for marketing posts on Instagram by a Malaysian local cosmetic product through multimodal discourse analysis. This study mainly revolves around social media as it deals with various technicalities including images, texts, nonverbal and colors. The three main characteristics of rhetorical elements named logos, ethos, and pathos are studied by analysing posts by the company as an act of persuasion for their audience. This paper adopted Kennedy's (2006) Visual Rhetorical Elements Framework rhetorical elements (logos, ethos, and pathos) as the focal point of the research in analysing Nita Cosmetics' social media page. 30 posts were selected from Nita Cosmetics' Instagram page and these posts were analysed. The rhetorical elements in this study would be logos which shows objectivee truth and portrays the quality of the source, the element of ethos represents logic and character which conveys the element of "need and wants" and dependability to the consumers, while pathos reflects around emphasis and engagement. From the findings, it shows that all these elements were used by Nita Cosmetics which enabled them to persuade, attract and engage with their consumers to stay relevant in the business.
Keywords: *rhetorical elements, multimodal discourse analysis, marketing posts in Malaysian local cosmetics products*

1.0 Introduction

This paper presents an analytical study of multimodal communication through marketing posts on one of the social media platforms, Instagram by one of the well-known Malaysian cosmetic products. According to Miri (2016), a multimodal discourse is compulsory to be used to analyze any content from social media platforms because it deals with various technicalities such as images, text, nonverbal, colors, and many others. This research establishes the analysis of marketing posts on Instagram by Nita Cosmetics, one of the famous Malaysian cosmetics. The chosen marketing posts are from the official Instagram post on Nita Cosmetic official Instagram Account, which consists of multiple marketing posts such as videos, brand launching posts, behind-the-scenes posts, product posts, sales and promotion posts, and many others. This research is based on rhetorical elements that were identified from the marketing post, and this marketing post was treated as a whole.

Korenich et al. (2014) commented that the existence of social media is a different kind of communication where it involves a direct interaction between people, even though it is not a physical interaction, the connection has become livelier. Social media has been inescapable providing a unique way for people to interact daily. According to Akram and Kumar (2017), social media platforms that were commonly used are known as; Facebook, Twitter, Instagram, Youtube, and many others, with a survey, made revealed that 94% of adults worldwide apparently own their account for each platform.

The findings from the analysis of the marketing post employed by Nita Cosmetics showed that the brand used all three main characteristics of rhetorical elements (logos, ethos, and pathos) as acts of persuasion for their audience. According to Byman (2016), "whenever there is persuasion, there are rhetoric elements". In this study, the rhetorical devices that were used to analyze the marketing post on Instagram by Nita Cosmetics would be the focal point of the study. The elements of said rhetorical elements are logos, ethos, and pathos, and these elements act as the theoretical framework of this study. This study seeks to explore how this type of multimodality acts as a mode of communication to send intended messages across, using a mixture of elements between image, text, and color, by using rhetorical devices that were employed in the marketing post.

1.1 Research Questions

The main objective of this study is to identify the use of rhetorical elements which are logos, ethos, and pathos in Nita Cosmetics Instagram postings. The research questions for this study are as followed:

1. How are rhetorical elements employed in marketing posts on Instagram Nita Cosmetics?
2. How is the logo element applied in marketing posts on Nita Cosmetics Instagram?
3. How is the pathos element applied in marketing posts on Nita Cosmetics Instagram?
4. How is the ethos element applied in marketing posts on Nita Cosmetics Instagram?

2.0 Literature Review

Zulkipli and Ariffin (2013) define rhetorical elements as a distinct mode of deviation from the common one, while Chetia (2015) mentioned that rhetorical figures are the art of any available means of persuasion in any given situation. The purpose of rhetorical elements is to add a mixture of literary elements that will help to deepen the intended messages that would help to garner attention.

Logos according to Aristotle's Rhetoric Element means the connection and relationship between a text's logic with rationality (Berlanga-Fernández et al.,2013). Varpio (2018), mentioned that logos can function as one level of rationality, to ensure the integrity and credibility of one's argument. In terms of marketing posts on social media, logos means the organization must know how to incorporate shared language with shared values. Apart from that in logos, the organization needs to know the audience to boost content that will relate to the customer's expectations. In short, according to Siddiqui and Singh (2016), anything to do with showing evidence is a sign of logos, and this evidence must consist of two main elements, which are objective truth and the quality of the source.

McCormack (2014) mentioned that the integral part of showcasing the ethos element in the content is to ensure that the audience can trust the brand. The argument made by the brand must appear logical and original, which would make it easier for the audience to understand and start to trust the brand. The best way to do this is to deliver promises, be honest, and use the marketing content to solve problems without trying to sell something. According to Kennedy (2006), ethos is another word for being ethical. It is best to appeal to the good side of the consumer by showcasing the content to be fair, open-minded, communityminded, moral, and honest. An argument using ethos must state the issue at hand, as a sign of respect towards the consumers. In social media, the content that used Ethos must have written information, pictures, or links to reveal values and preferences.

Pathos deals with emotional communication with the audience. According to Koowuttayakorn (2018), pathos is how the audience reacts to your product or service and it is most related to their feelings. The establishment of a connection between brand and consumer is very important to gain their trust. The content made on social media posts must trigger the audience's feelings thus getting them to hook with the intended message behind the content. Usually, in pathos, elements such as metaphors, hyperbole, visuals, and humor are used to generate a feeling of acceptance and needs. The integral part of doing pathos is to understand that the audience has both feelings and intelligence. Gårdemyr and Kiholm (2017) mentioned that using pathos alone on the post for social media marketing communication is enough to generate old and new customers. The two main elements within pathos would be emphasis and engagement.

2.1 Summary of Nita Cosmetics

Nita Cosmetics is a Malaysian brand that was established in the year 2016 where its main theme would be fun, quirky, and unapologetically upbeat. Nita Cosmetic is perfect for women who want to add more vibrant colors to their life as they celebrate all different types of women. Aznita Azman was the founder and since Nita Cosmetics was launched it has been said that Nita is the character that came from her, where she loves to share her experience as all the product line that was made came from her experienced travel all around the world. Each product brings a unique sense of diversity that represents all the places she visited. Nita Cosmetics also incorporates local customs, traditions, and even cuisine into the name of the packaging of each product and the main plus point is that it carries a wide range of makeup products to suit all skin tones. As for now, Nita Cosmetics has its own social media platform, Facebook, Instagram, Twitter, and YouTube Channel. For this study, we will be focusing on Nita Cosmetic Official Instagram Account.

3.0 Methodology

Varpio (2018) mentioned that a research design consists of collecting, analysing, and interpreting data that has been created to find answers to research questions. This study employed a qualitative study through the semiotic analysis of several social media postings from Nita Cosmetics Instagram page to collect and analyse the data, while rhetorical elements were used as the instrument. As mentioned earlier, semiotic analysis was used in this study to analyse the social media postings which will be looking at the context of the postings and captions, and interpreting the meaning behind the symbols used. Semiotic analysis is a study of understanding visuals, signs, or symbols in interpreting the meaning relating to a social issue, social process, and how it can impact the targeted audience (Miri, 2016). Moreover, this study will adopt Kennedy's (2006) Visual Rhetorical Elements Framework where he used rhetorical elements as the focal point of the research and the three rhetorical are logos, ethos, and pathos. Each element consists of two characteristics respectively that are used to measure and analyze the data. The procedures involve the analysis of the content used by Malaysian local cosmetics brands, and how they deployed their content using rhetorical elements, specifically using ethos, pathos, and logos as seen in Figure 1.

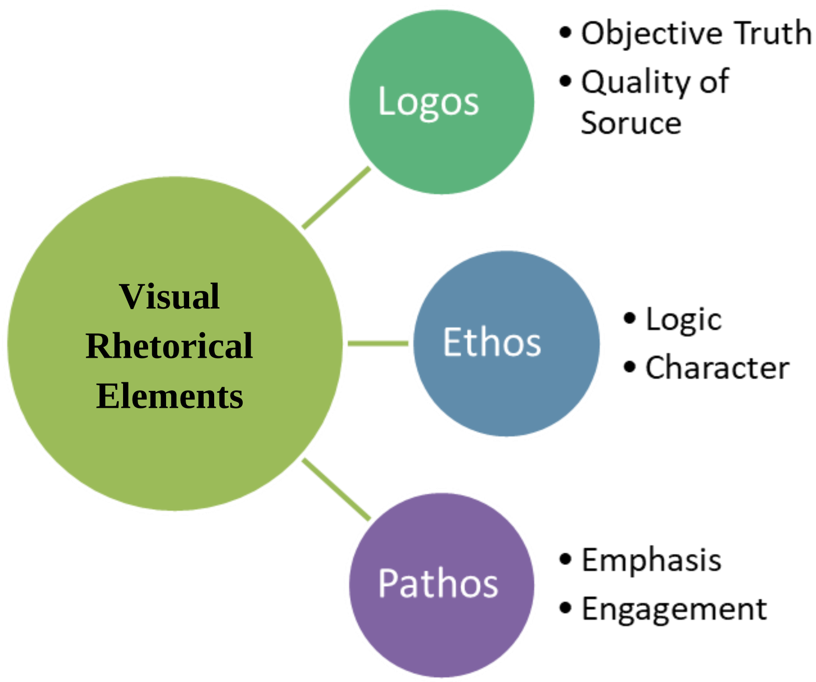


Figure 1: Kennedy (2006) Visual Rhetorical Elements Framework

In addition to that, the sample that was chosen for this study was based on the judgment of the researcher as cited in Ames, et al. (2019), purposive sampling mainly known as judgment sampling in which the sample was chosen based on the fulfillment of certain criteria that would be aligned with the aim of the study. The sample for the present study would be the posting made on Nita Cosmetic official Instagram account, which comprises content or advertising poster that was used for their social media marketing purposes. A total of 30 postings from the Nita Cosmetics Instagram page were analysed by carrying out a semiotic analysis. The type of content varied from each other, as many types of content were being analysed as shown in Table 1.

Table 1: The list of content used for Nita Cosmetic Official Instagram Account

TYPE OF CONTENTS	NUMBER OF POSTERS
Product	3
Application of Product	4
Founder/Influencer	2
Announcement	8
Delivery Notice	3
COVID-19 Issues	2
Specific Online Campaigns	3

Ask a Question	3
Birthday Rewards	2
TOTAL	**30**

Table 2 below is developed as a sample for the instrument used for the present study. This table helps the researcher in analysing and recording every piece of evidence in the form of visual and textual. The table was divided into two sections; the type of rhetorical elements used, the characteristics of the rhetorical elements, and the type of content while the second box is the evidence from the social media platform. The evidence will be in the form of visual and textual, as the visual will be a screenshot from the actual Instagram account of Nita Cosmetics.

Table 2: The list of instruments used for analysis

TYPE OF RHETORICAL ELEMENTS	CHARACTERISTICS AND TYPE OF CONTENTS	VISUAL EVDENCE FROM NITA COSMETICS INSTAGRAM
Logos	1. Objective Truth • Product • Application of Product 2. Quality of Source • Founder/Influencer	
Ethos	1. Logic • Announcement 2. Character • Delivery notice • COVID-19 issues	
Pathos	1. Emphasis • Specific Campaign 2. Engagement • Ask a question • Birthday rewards	

4.0 Findings and Discussions

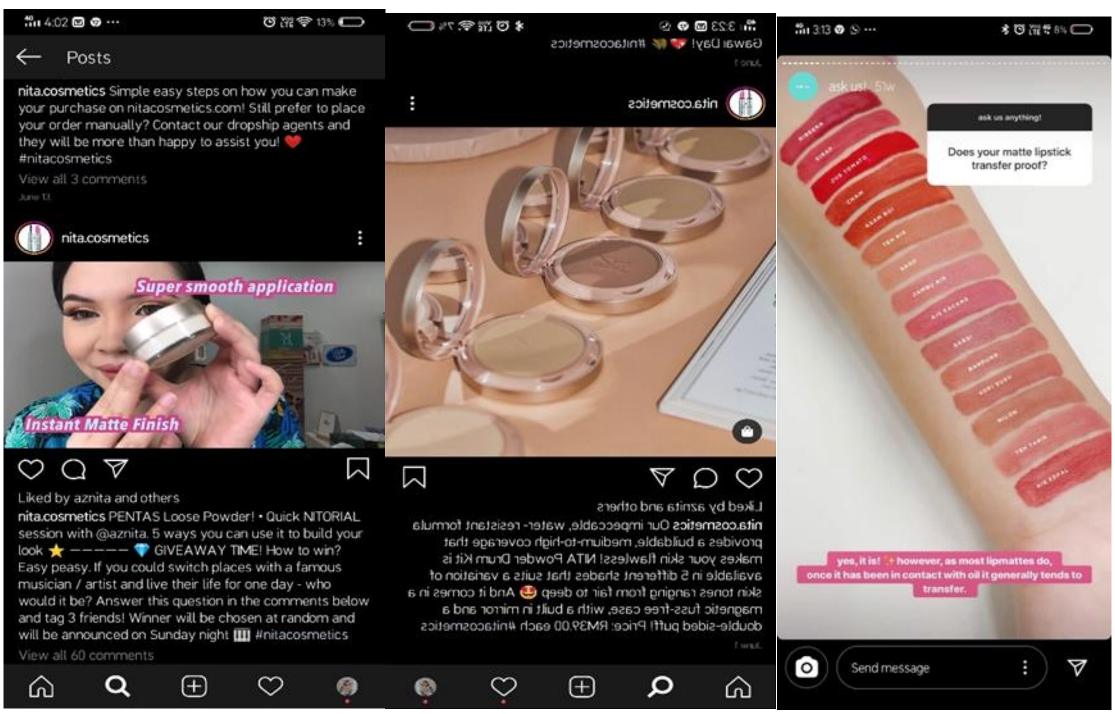
The findings and discussions will be divided into three parts; the application of logos element, ethos element, and pathos element. The evidence from the visuals and text could be seen in the following table below. Nita cosmetics as a brand has shown evidence related to logos, ethos, and pathos through Instagram postings.

4.1 The Application of Logos on Nita Cosmetic Official Instagram

According to (Kennedy, 2006; McCormack, 2014), logos is an element that showed evidence, and anything about showing proof is a sign of the credibility of the brand. The two main elements embedded within Logos' application would be; objective truth and quality of the source. To appeal to consumers, the brand uses both two main characteristics of Logos as shown in Table 3.

Table 3: The Application of logos on Nita Cosmetic Instagram postings

<table>
<tr><th>LOGOS</th><th>VISUAL EVDENCE FROM NITA COSMETICS INSTAGRAM POSTINGS</th></tr>
<tr><td>Objective Truth</td><td>1. Product



2. Application of product (step-by-step)</td></tr>
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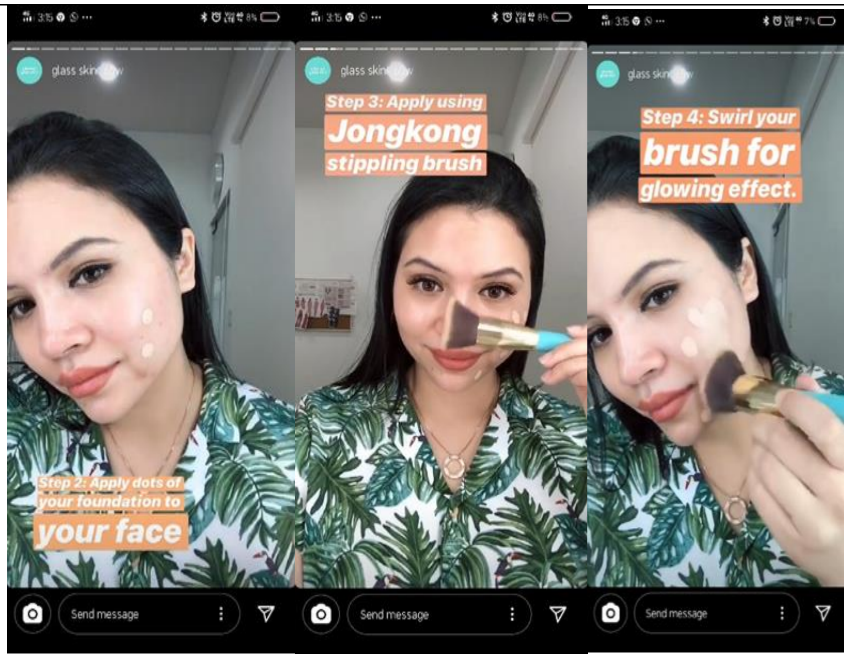
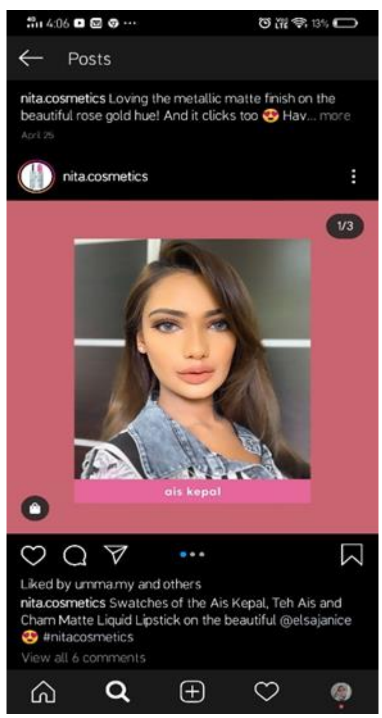
<tr><td></td><td>
</td></tr>
<tr><td>Quality of Source</td><td>1. Founder/Influencer



</td></tr>
</table>

According to Taquini (2016), logos is a descriptive example that could describe to the consumer how this product works. It is how the brand construct both the written and visual text to ensure that consumer can trust them. The findings on Nita Cosmetics' official Instagram correlate with the study made by Taquini (2016) where the brand gives ample description and originality to relate to the consumers. The usage of a step-by-step product application by far is the best way to showcase the features of your product that would give a sense of trust thus creating the feeling of, “I need this product”. This finding correlates with a study made by Siddiqui and Singh (2016) stating the difference between the content of one brand with another is the originality of the product or services, and how the brand captures the audience with the authenticity of the product.

In constructing the element of objective truth, this Instagram account used two types of content, which are; product and application of the product. The first three contents of the product, have their unique characteristics. The first visual showed a product with the owner of Nita Cosmetic with a lengthy caption and a few excerpts of the benefits of the product in the visual. This showed a significant relationship between visual and text, thus giving the viewer a “real truth” on how the product looks on a real face. This application was used in the third visual, the shade of lipstick on someone’s hand shows the real color of the lipstick and the content of the visual is an answer to a question made by the consumers. The consumers asked whether the matte lipstick is “transfer-proof” and the responses made by the brand are to answer the question, truthfully and even provide the real picture of that said lipstick. However, it would be better if the brand were to show the real application whether it is transfer-proof or not. This is because the consumer would need an objective truth to make them trust the product that was being marketed. It is very important to ensure that the brand knows the right strategy to create a sense of “originality” that would make sense for the consumers. This situation can relate to the second type of content used by Nita Cosmetics' official Instagram. The step-by-step product application is a good sample of showcasing the “objectivity truth”. In a very subtle way, the brand promotes how good the product would be in real life, by highlighting the important features of those said products.

Next, is the element of quality of the source. According to Table 3, the usage of this element can be described by how the brand used the founder and influencer as their model. The founder is well-known in Malaysia and the loyal customers of Nita Cosmetics, and apparently, the founder has already established her fan base that would believe every word that she said. Apart from that, the additional usage of influencers showed that the brand uses someone related to the consumer, thus making them believe in the quality of the source. The best thing about using an influencer is that people have already established their own ‘sense of trust” thus making them loyal followers to their favorite influencer. Brands take advantage of this relationship by hiring those said influencers to try their product and thus leading to a new type of relationship where the consumer would already believe the brand because of the influencer. This is the perfect description to elaborate on the usage of the logos element in this section.

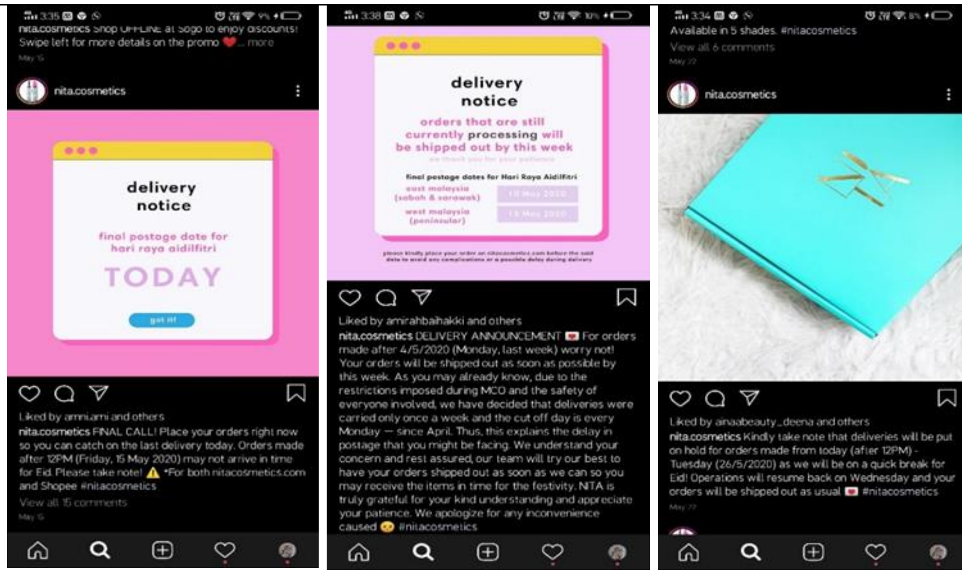
4.1 The Application of Ethos on Nita Cosmetic Official Instagram

Based on several posts, there are instances that showed Nita Cosmetic official Instagram employed the element of Ethos as shown in Table 5.

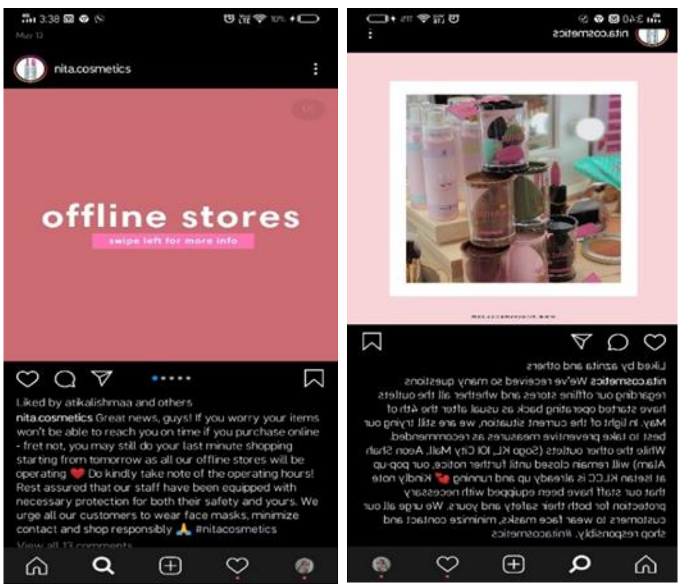
Table 4: The application of ethos on Nita Cosmetic Instagram postings

ETHOS	VISUAL EVDENCE FROM NITA COSMETICS INSTAGRAM POSTINGS
Logic	1. Announcement

	
Character	1. Delivery notice



2. COVID-19 issues



Ethos can be seen in Nita Cosmetics Instagram postings in dealing with the expectations of the consumers. According to Ting (2018), the most integral part of ethos is to prove the brand's credibility, expertise, and similarity to the consumers thus leading them to put their trust in the product. If any argument was made, it must appear logical and original. The primary roles that are related to the ethos element would be, logic and character. In constructing the elements of logic, this Instagram used content that is related to an announcement made. For example, the first announcement made was the reward point. The focus of this type of content is to give information to the audience about one of the benefits of perks of having to acquire Nita Cosmetics, which in return the consumer would receive some sort of cashback, but however not all consumer is aware of this kind of benefit that the brand offer. Thus, the brand employed a visual and text formulation to inform the reader about the reward point by explaining what is the reward point and how to access it. This was employed in 7 visuals with text, and caption to inform the consumer about the content. The other type of announcement made by this brand would be about a dropship, and a few other contents are related to the element of logic. Here, it showcases that the brand knows how to make the connection between what the consumer wants and what it can offer. The reward point is a symbol of appreciation while another type of announcement such as dropship is to help the consumer who might need extra income. This would help to make a connection in terms of why they want to construct that type of content, thus giving the consumers the idea of logical sense that is all related to the relationship between brand and the consumer. Apart from that, the way the brand constructs simple and direct content using one color, one visual that is repetitive, and short text on the visual showed clarity, where the audience could understand the intended message, in short, there is no sense of auspicious. Simple and aesthetic would be the right approach to constructing a sense of clarity and logical understanding.

According to a study made by McCormack (2014), in social media marketing content, especially on Instagram, it was advisable to use more visuals and less text. This is because the human brain would connect more to the application of the visual than have to read what's on the caption. This statement was then supported by Kennedy (2006), elaborating that constructing a sense of logical brand must strategize the way to employ the content, with the right amount of information and visuals. This will help the consumer's comprehension and it would not take a lot of time to capture their attention. The thing about doing content on social media is that you need to compress your intended message to multiple forms of creativity are visual, color, visual copy, and many others.

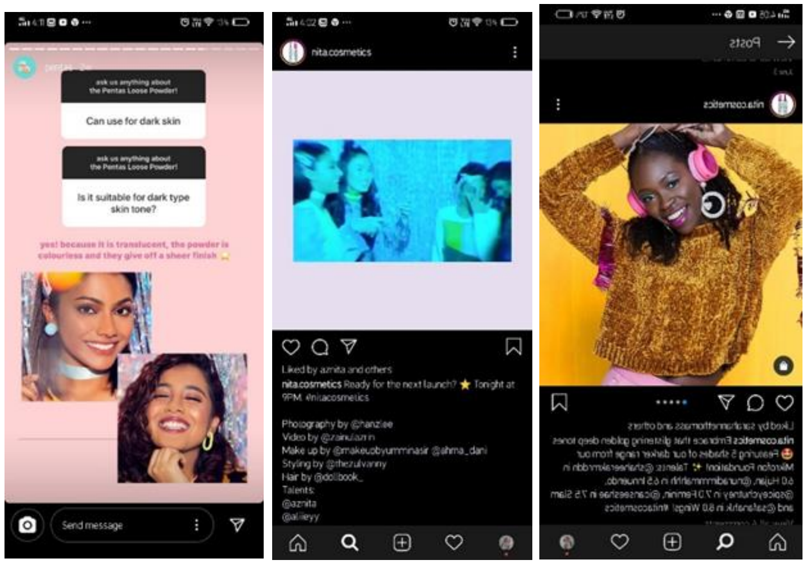
According to table 4, in constructing character, Nita Cosmetic official Instagram used two types of content which are; delivery notices and COVID-19 related issues. Building character means to describe that your brand is sensible and reliable. In this specific Instagram account, the content used to address issues such as delivery notice was employed to build a good character of "we own up to our mistakes and inconsistencies". This does not mean that the brand is a hundred percent credible of those said inconsistencies, but they know it is important to inform the consumer of what's happening behind the door. Explaining will help to ease the consumer's feelings and assure them that they are doing their best to rectify the situation. The visual used for this type of content was repetitively giving the audience a sense of familiarity, for example, they know this type of visual, colors, and text was meant to give notice about the delivery issue. Next to fully enforcing the good character of the brand, Nita Cosmetic joined the bandwagon of creating content that is related to COVID-19. This act showcased a sense of belonging and that Nita Cosmetics embodied this value of "we are in this together".

4.3 The Application of Pathos on Nita Cosmetic Official Instagram

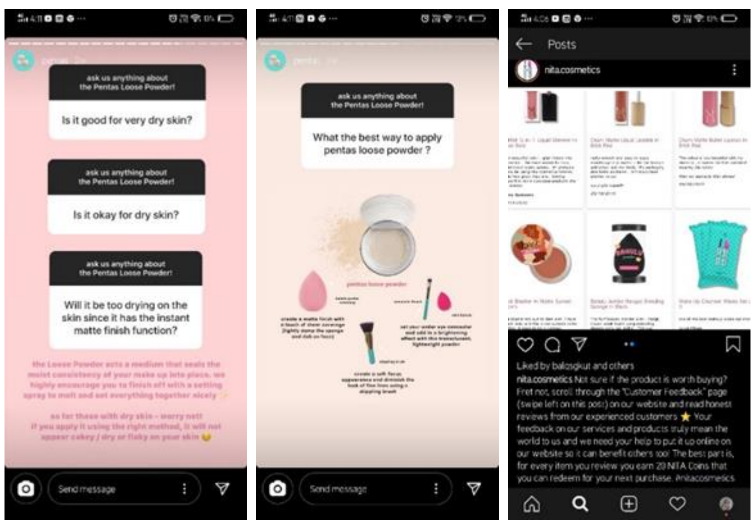
As pathos is heavily related to communication and emotion with the audience, according to Eemeren (2017), pathos mostly deals with how the brand communicates and engages with consumers, thus triggering their emotions so they would rely heavily on the brand. The most important part of doing pathos is to always keep in mind that the audience is high with emotion, but they are intelligent in deciding which product works best for them. To appeal to the consumer, the brand uses two main characteristics of pathos; emphasis, and engagement, as shown in Table 5.

Table 5: The application of pathos on Nita Cosmetic Instagram postings

<table>
<tr><th>PATHOS</th><th>VISUAL EVDENCE FROM NITA COSMETICS INSTAGRAM POSTINGS</th></tr>
<tr><td>Emphasis</td><td>1. Specific campaign



</td></tr>
<tr><td>Engagement</td><td>1. Ask a question



2. Birthday rewards</td></tr>
</table>

In constructing, emphasis, this Instagram account used one type of content, which is a specific campaign. The emphasis on content for social media means that you need to generate things that will be highly associated with consumers. For Nita Cosmetics, the usage of specific campaign content means that they employed specific types of content to give awareness about their campaign. An example given would be the "skin color campaign" where they promote and celebrate the different colors of skin tone. In addition to that the usage of the correct word in the caption emphasizing the black color skin is accurate, "Embrace the glistening golden deep tones". This type of campaign showed that as a brand, they are aware of current issues and they want to give something back to the community to subtly show which source they support. The combination of using a black model and the Nita Cosmetic and the vibrant color on the visual representation that the brand celebrates all colors and there is no limitation. It is a wise move from Nita Cosmetics to incorporate such visuals and art that combines meaning with artistic features. The second campaign is their new product where they made a behind the scene and a teaser video. This is a different type from a color skin campaign as this one is focused more on the product. But the art behind this type of content is that it emphasized and creates a sense of "what is next?" among the consumer thus making them wait for the big reveal.

This finding corroborates a study made by Gårdemyr and Kiholm (2017), which implied that consumers are more attracted to a brand that supports the right movement. The issue of the tone of skin color is such a huge controversy that called up the birth of cosmetics such as the infamous Fenty Beauty which celebrates all skin colors. Nita Cosmetic good deeds paid off as people are commonly referring to Nita Cosmetics because of its variety of cosmetics shades. According to Tran (2016), the notion of creating a sense of, "I want to know what happened next", is a sense of urgency that would pique the consumer's interest. The integral part of doing product launching is to understand the notion of what makes your product better than the next one.

In constructing engagement, Nita Cosmetic provided a lot of engagement posts. Since Instagram are currently full of interesting features that would help the brand to connect more with the consumers, Nita Cosmetics is not too far behind. Most of the engagement posts made by Nita Cosmetics are ranging from asking a question, answering queries, giving makeup tips, and many others. This showed that Nita Cosmetic Instagram is not flooded with only product-based content. A fun and interactive engagement post like voting and asking a question on Instagram Story features are important to garner enough activities on the account so it won't appear too dull. Playing with the emotional feeling of the consumer is very important in the

Pathos element, thus Nita Cosmetics showed a tremendous effort in connecting and inflicting various emotions on the consumers.

The findings are similar to a study made by Nummila (2015), social media content for the brand is not restricted to only product-based, but it must comprise interesting features that help to communicate with the consumers. The idea behind the creation of social media is to communicate, and if the marketer flooded the account with only product information, the consumer will lose interest. This statement was further elaborated by Moore (2020) mentioning Instagram visual art must comprise interesting and authentic photographs and copywriting that would make the branding. For Nita Cosmetics, the usage of pastel colors of pink, brown, yellow shades and only incorporate with this brand, thus if any consumer sees this color, they will immediately be associated with this brand.

5.0 Conclusion

As for the conclusion, it shows that Nita Cosmetics Official Instagram adhered to all three rhetorical elements, which are Logos, Ethos, and Pathos. These persuasive elements were used to ensure its brand is still relevant and stays on top of its game in terms of marketing strategy and content as there are numerous competitors in the same market. In this modern era with the advance in technology, these persuasive elements were used on various platforms especially in social media as it is used to attract consumers. Nita Cosmetic employed the right type of content as it showed credibility and motivated the consumers to trust the product. This is the main element of Logos in which it is objective truth and portrays the quality of the source as it conveys the effectiveness of the product, and it is safe to use. Moreover, the element of Ethos represents logic and character which conveys the element of "need and wants" and dependability to the consumers. Nita Cosmetics adhered to both elements as they employed the type of content which spoke high value of the character where they always put the consumers at ease and able to find the connection of the consumers' expectations to their product. As for Pathos, the main elements are emphasis and engagement. It is the relationship between the consumer and brand. The findings show that Nita Cosmetics can maintain a healthy relationship with their consumers as they managed to post visual content daily with user-friendly texts. All of these elements were used by Nita Cosmetics which enabled them to persuade, attract and engage with their consumers to stay relevant in the business.

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