

# PROF. MADYA DR. ZORAIDA BINTI MUSTAFA

PENSYARAH UNIVERSITI DS14

## CONTACT


**PHONE**
037988000

**E-MAIL**
zoraidamustafa@usim.edu.my

**FACULTY**
Fakulti Pengajian Bahasa Utama


## SUPERVISION

| | COMPLETED | ONGOING |
|---|---|---|
| PhD | 0 | 1 |
| Master | 0 | 3 |

## AREAS OF EXPERTISE

- Language And Culture (including Cultural Linguistics, Ethnolinguistics, Ethnopragmatics, Ethnosemantics, Language And Popular Culture)
- Education For Language Literacy (including English (tesol, Esl, Tefl) And Other Languages)
- Teacher Training And Education

## ACADEMIC QUALIFICATION

2006 **PhD** - Bahasa Dan Budaya Jepun

2002 **Master** - Bahasa Dan Budaya Jepun

1995 **Bachelor** - Japanese Language And Literature

## RESEARCH

1. **WHAT'S THE GOAL? INVESTIGATING THE OBJECTIVES OF FOREIGN LANGUAGE EDUCATION IN MALAYSIA**
   2025 | GERAN PENYELIDIKAN PUSAT TANGGUNGJAWAB (PTJ) | ON GOING | CO-RESEARCHER

2. **SUSTAINING JAPANESE LANGUAGE EDUCATION: A CASE STUDY ON THE CAREER CHOICE OF JAPANESE LANGUAGE TEACHERS**
   2024 | GERAN ANTARABANGSA | ON GOING | CO-RESEARCHER

3. **PENYELIDIKAN DAN PEMBANGUNAN MODUL ASAS FARDU 'AIN MUALLAF JEPUN**
   2023 | GERAN PENYELIDIKAN INDUSTRI | ON GOING | CO-RESEARCHER

4. **MODUL DAKWAH MUAMALAT (ACTION RESEARCH)**
   2020 | GERAN ANTARABANGSA | COMPLETED | CO-RESEARCHER

5. **EXPLORING JAPANESE LANGUAGE LEARNING ANXIETY AND ANXIETY REDUCING STRATEGIES OF USIM FIRST-YEAR STUDENTS**
   2018 | PENYELIDIKAN TANPA BIAYA | COMPLETED | CO-RESEARCHER

## RESEARCH

**6. USIM-BANK RAKYAT MIZAN AND MALAY MUSLIM KAMPUNG MODEL.**

2016 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | CO-RESEARCHER

## PUBLICATION

**1. MALAYSIA NON-NATIVE JAPANESE TEACHERS TRAINING - A REPORT ONLINE JAPANESE TEACHING METHODOLOGY COURSE**

TERBIT: RESEARCH BULLETIN OF MAJLIS

2025 | JOURNAL | OTHER DATABASE | CO-AUTHOR

**2. IS MALAYSIA FALLING BEHIND IN JAPANESE LANGUAGE EDUCATION? THE CASE FOR ACTIVE LEARNING AND SPEECH CONTESTS**

TERBIT:RESEARCH BULLETIN OF MAJLIS

2025 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

**3. THE ROLE OF JAPANESE LANGUAGE TEACHERS IN BRIDGING MALAYSIA-JAPAN RELATIONS THROUGH CULTURE AND EDUCATION**

THE MALAYSIA JAPAN VISIONARY CONFERENCE 2024

2025 | PROCEEDING | NON-INDEX | MAIN AUTHOR

**4. ICJLEM2025 EDITORIAL BOARD**

THE 22ND INTERNATIONAL CONFERENCE ON JAPANESE LANGUAGE EDUCATION 2025 (ICJLEM2025)

2025 | PROCEEDING | NON-INDEX | CHIEF EDITOR

**5. JAPANESE LANGUAGE EDUCATION IN MALAYSIA: CURRENT SITUATION AND CHALLENGES**

THE 22ND INTERNATIONAL CONFERENCE ON JAPANESE LANGUAGE EDUCATION IN MALAYSIA

2025 | PROCEEDING | NON-INDEX | CO-AUTHOR

**6. LANGUAGE PROFICIENCY: PRELIMINARY VIEW ON MALAYSIA JAPANESE LANGUAGE TEACHERS**

TALENTA CONFERENCE SERIES: LOCAL WISDOM, SOCIAL, AND ARTS (LWSA)

2024 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

**7. "DA?WAH AND IDENTITY: EXPLORING THE STRUGGLES OF MUSLIM YOUTH IN JAPAN**

MALAYSIA-JAPAN INTERNATIONAL DAKWAH SEMINAR 2024 (MASJIDS 2024)

2024 | PROCEEDING | NON-INDEX | MAIN AUTHOR

**8. PENTERNAKAN LEBAH KELULUT TERHADAP KELESTARIAN ALAM**

SEMINAR ANTARABANGSA FALSAFAH, TAMADUN, ETIKA DAN TURATH ISLAMI KALI KE-7 (I-STET) 2024

2024 | PROCEEDING | NON-INDEX | CO-AUTHOR

**9. WHERE ARE THE JAPANESE LANGUAGE TEACHERS? AN INQUIRY INTO THE SHORTAGE IN MALAYSIA**

THE 4TH INTERNATIONAL CONFERENCE ON LANGUAGE, LINGUISTICS AND SOCIETY (ICLALIS 2024)

2024 | PROCEEDING | NON-INDEX | MAIN AUTHOR

## PUBLICATION

**10. IS THERE A FUTURE FOR JAPANESE LANGUAGE TEACHERS IN MALAYSIA? -A CASE STUDY ON CAREER PERCEPTION AND SATISFACTION**

THE 21ST INTERNATIONAL CONFERENCE ON JAPANESE LANGUAGE EDUCATION IN MALAYSIA

2024 PROCEEDING NON-INDEX MAIN AUTHOR

**11. PERANAN LEBAH KELULUT DALAM MENDUKUNG KESEJAHTERAAN MANUSIA DAN KELESTARIAN ALAM**

SEMINAR ANTARABANGSA ISLAM DAN SAINS (SAIS)

2024 PROCEEDING OTHER DATABASE MAIN AUTHOR

**12. DEVELOPING FARD AL- ?AIN CURRICULUM FOR JAPANESE MUALLAF: INTEGRATING ISLAMIC FUNDAMENTALS WITH JAPANESE CULTURE**

MALAYSIA-JAPAN INTERNATIONAL DAKWAH SEMINAR 2024 (MASJIDS 2024)

2024 PROCEEDING MYCITE MAIN AUTHOR

**13. SUPPORTING JAPANESE LANGUAGE TEACHERS IN MALAYSIA: ARE WE DOING ENOUGH?**

AL-AZKIYAA INTERNATIONAL JOURNAL OF LANGUAGE AND EDUCATION

2023 JOURNAL OTHER DATABASE MAIN AUTHOR

**14. NON-NATIVE JAPANESE LANGUAGE TEACHERS' PROFICIENCY: ISSUES AND CHALLENGES**

THE 2ND INTERNATIONAL SEMINAR CONTEMPORARY RESEARCH ON JAPANESE LANGUAGE, LITERATURE AND CULTURE

2023 PROCEEDING NON-INDEX MAIN AUTHOR

**15. SURVEY ON LANGUAGE ATTRITION: A STUDY ON FOREIGN LANGUAGE TEACHERS IN MALAYSIA**

INTERNATIONAL CONFERENCE ON MODERN LANGUAGES AND APPLIED LINGUISTICS (ICMAL2023)

2023 PROCEEDING NON-INDEX MAIN AUTHOR

**16. NON-NATIVE JAPANESE LANGUAGE TEACHER SUPPORT AND DEVELOPMENT: SUGGESTIONS FOR MALAYSIA**

INTERNATIONAL LANGUAGE & EDUCATION CONFERENCE (ILEC2023)

2023 PROCEEDING NON-INDEX MAIN AUTHOR

**17. AKTIVITI SILANG BUDAYA SECARA MAYA**

PENGAJARAN DAN PEMBELAJARAN BAHASA JEPUN SECARA DALAM TALIAN

2023 CHAPTER IN BOOK MAIN AUTHOR

**18. LANGUAGE LEARNING STRATEGIES IN LEARNING JAPANESE AMONG UNDERGRADUATE STUDENTS IN MALAYSIA**

THE 19TH INTERNATIONAL CONFERENCE ON JAPANESE LANGUAGE EDUCATION IN MALAYSIA (ICJLEM 2022)

2022 PROCEEDING NON-INDEX CO-AUTHOR

**19. CULTURAL INTEGRATION IN JAPANESE LANGUAGE TEXTBOOKS**

THE 2ND INTERNATIONAL CONFERENCE ON LANGUAGE AND EDUCATION (ICOLE) 2022

2022 PROCEEDING NON-INDEX MAIN AUTHOR

**20. FOREIGN LANGUAGE: A TOOL TO CONVEY ETHICS AND VALUE**

INTERNATIONAL CONFERENCE ON LINGUISTICS,LITERATURE & CULTURE

2022 PROCEEDING NON-INDEX MAIN AUTHOR

## PUBLICATION

**21. PERKEMBANGAN PENDIDIKAN BAHASA JEPUN DI MALAYSIA**

2022 BOOK EDITOR

**22. PENDIDIKAN BAHASA JEPUN DI INSTITUSI PENGAJIAN TINGGI**

PERKEMBANGAN PENDIDIKAN BAHASA JEPUN DI MALAYSIA

2022 CHAPTER IN BOOK MAIN AUTHOR

**23. JAPANESE LANGUAGE TEACHERS? PERCEPTION TOWARDS ONLINE TEACHING**

INTERNATIONAL LANGUAGE AND EDUCATION CONFERENCE (ILEC2021)

2021 PROCEEDING NON-INDEX MAIN AUTHOR

**24. CURRENT STATUS AND ISSUES OF TECHNOLOGY UTILIZATION IN SOUTHEAST ASIA JAPANESE LANGUAGE EDUCATION**

CASTEL/J 2021 THE 9TH CASTEL/J (COMPUTER ASSISTED SYSTEM FOR TEACHING & LEARNING/ JAPANESE)

2021 PROCEEDING NON-INDEX CO-AUTHOR

**25. □□□□□□□ [Ningen no tame no kagaku]**

2021 BOOK INTERPRETER

**26. PENGGUNAAN BUKU TEKS A1 MARUGOTO DALAM PENGAJARAN BAHASA JEPUN**

JURNAL BAHASA DAN BUDAYA JEPUN

2020 JOURNAL OTHER DATABASE MAIN AUTHOR

**27. JAPANESE BEGINNERS-ONLINE TEACHING AND ITS CHALLENGES**

JURNAL BAHASA DAN BUDAYA JEPUN

2020 JOURNAL OTHER DATABASE MAIN AUTHOR

**28. THE IMPACT OF ONLINE LEARNING IN JFL STUDENT?S PERFORMANCE**

THE 32ND PHILIPPINE NIHONGONTEACHERS?S FORUM

2020 PROCEEDING NON-INDEX MAIN AUTHOR

**29. GROUP ONLINE CLASS USING MARUGOTO - A REFLECTION OF A1 STARTER COURSE-**

THE 17TH INTERNATIONAL CONFERENCE ON JAPANESE LANGUAGE EDUCATION IN MALAYSIA 2020

2020 PROCEEDING NON-INDEX CO-AUTHOR

**30. □□□ BAHASA JEPUN MENENGAH RENDAH**

2020 BOOK MAIN AUTHOR

**31. MARUGOTO TEXTBOOK IN MALAYSIA HIGHER EDUCATION INSTITUTIONS -A STUDY FROM CLASS OBSERVATION-**

THE 16TH INTERNATIONAL CONFERENCE ON JAPANESE LANGUAGE EDUCATION IN MALAYSIA

2019 PROCEEDING NON-INDEX MAIN AUTHOR

## PUBLICATION

**32. INTRODUCING CULTURAL LITERACY IN FOREIGN LANGUAGE CLASSROOM: MALAYSIA JAPANESE LANGUAGE EDUCATION CONTEXT**

INTERNATIONAL SEMINAR ON LANGUAGE AND CULTURE IN ASIA

2019 PROCEEDING NON-INDEX MAIN AUTHOR

**33. AUGRELL**

INTERNATIONAL LEARNING INNOVATION COMPETITION

2019 PROCEEDING NON-INDEX CO-AUTHOR

**34. AUGMENTED REALITY LEXICAL LEARNING (AUGRELL)**

ILEC 2019

2019 PROCEEDING NON-INDEX CO-AUTHOR

**35. FRANCOMIC: CREATING COMIC & CARTOON STRIPS IN FRENCH CREATIVE WRITING CLASSROOM**

ILEC 2019

2019 PROCEEDING NON-INDEX CO-AUTHOR

**36. PROCEDURE FOR DEVELOPING A L2 READING SPAN TEST IN JAPANESE AND COMPARISON WITH L1 RST.**

JOURNAL OF THE ORGANIZATION FOR GENERAL EDUCATION

2018 JOURNAL OTHER DATABASE CO-AUTHOR

**37. JF STANDARD IN JAPANESE LANGUAGE CLASSROOM: A CASE STUDY OF USIM JAPANESE LANGUAGE COURSE**

VIETNAM JAPANESE LANGUAGE EDUCATION INTERNATIONAL CONFERENCE

2018 PROCEEDING NON-INDEX MAIN AUTHOR

**38. □□□ Bahasa Jepun Menengah Rendah**

2018 BOOK MAIN AUTHOR

**39. BURNOUT AMONG TEACHERS IN BANDAR BARU SALAK TINGGI SECONDARY SCHOOL**

SEMINAR PENYELIDIKAN PENDIDIKAN ANTARABANGSA

2018 CHAPTER IN BOOK CO-AUTHOR

**40. ?????????????????????? ?????????????? MALAYSIAN LEARNERS? WORKING MEMORY AND READING ABILITY IN JAPANESE**

JOURNAL OF THE ORGANIZATION FOR GENERAL EDUCATION SAGA UNIVERSITY

2017 JOURNAL ERA CO-AUTHOR

**41. □□□□□□□□□□□□□□□□□□□□□□□□□□□□ (USIM)□□□□□□□□□ CULTURAL INTEGRATED JAPANESE LANGUAGE CLASSROOM: A case study of USIM Japanese Language Course**

INTERNATIONAL SYMPOSIUM "JAPANESE LANGUAGE AND CULTURE" , 2017 (UNPAD)

2017 PROCEEDING NON-INDEX MAIN AUTHOR

**42. E-PORTFOLIO IN JAPANESE LANGUAGE CLASSROOM: CASE STUDY OF USIM UNDERGRADUATE STUDENTS**

INTERNATIONAL LANGUAGE AND EDUCATION CONFERENCE 2017 (ILEC2017)

2017 PROCEEDING NON-INDEX MAIN AUTHOR

## PUBLICATION

**43. BURNOUT AMONG TEACHERS IN BANDAR BARU SALAK TINGGI SECONDARY SCHOOL**

INTERNATIONAL LANGUAGE AND EDUCATION CONFERENCE 2017 (ILEC2017)

2017 PROCEEDING NON-INDEX CO-AUTHOR

**44. BAHASA JEPUN MENENGAH RENDAH**

2016 BOOK MAIN AUTHOR

## CONSULTATION

**1. PENASIHAT LUAR BAGI PEMBANGUNAN DAN SEMAKAN KURIKULUM SERTA PENILAI PROGRAM BIDANG BAHASA JEPUN PROGRAM PENDIDIKAN GURU INSTITUT PENDIDIKAN GURU**

KEMENTERIAN PENDIDIKAN MALAYSIA

2020 NATIONAL

**2. PANEL SEMAKAN DOKUMEN SILIBUS DAN ASSESSMENT INSTRUMENT FORMAT (AIF) BAHASA JEPUN PROGRAM DIPLOMA DI MARA-JAPAN INDSUTRIAL INSTITUTE (MJII)**

MARA

2020 NATIONAL

**3. RUNDINGAN PEMBELIAN HAKCIPTA BUKU TEKS MARUGOTO**

TELAGA BIRU/ THE JAPAN FOUNDATION KUALA LUMPUR

2018 INTERNATIONAL

**4. KOORDINATOR PROJEK BUKU MEMOIR PROFESOR DIRAJA UNGKU AZIZ**

TEIKYO GROUP, JAPAN

2018 INTERNATIONAL

**5. MALAYSIA JAPAN DISCOURSE PROJECT 2018**

JAPANESE GOVERNMENT

2018 INTERNATIONAL

**6. RUNDINGAN PEMBELIAN HAK CIPTA PENERBITAN BUKU TEKS**

TELAGA BIRU SDN BHD THE JAPAN FOUNDATION KUALA LUMPUR

2017 INTERNATIONAL

## AWARDS/RECOGNITION

**1. STAF CONTOH BULANAN**

2025 OTHERS

**2. ANUGERAH LNPT 95% 2025**

2025 OTHERS

## AWARDS/RECOGNITION

**3. VISITING PROFESOR**

UNIVERSITAS HASANUDDIN, MAKASSAR, INDONESIA

2025 INTERNATIONAL

**4. VISITING PROFESOR**

SEIKEI UNIVERSITY, TOKYO, JAPAN

2025 INTERNATIONAL

**5. CURRICULUM ADVISOR (PENASIHAT KURIKULUM)**

UNIVERSITY OF MALAYA

2025 NATIONAL

**6. ACADEMIC ADVISOR**

PUSAT PENGAJIAN TERAS

2024 OTHERS

**7. ANUGERAH LNPT 95%**

2023 OTHERS

**8. THE ORDER OF THE RISING SUN, GOLD AND SILVER RAYS**

2023 INTERNATIONAL

**9. ACADEMIC ADVISOR**

UNIVERSITY OF MALAYA

2022 NATIONAL

**10. YIPPIE : PORTAL INTERAKTIF PENDIDIKAN ISLAM UNTUK PENGAJARAN & PEMBELAJARAN ABAD KE-21**

INNOVATION BANK CHALLENGE (IBC 2022)

2022 UNIVERSITI GOLD

**11. STAR AWARD FPBU 2021 - KATEGORI ANUGERAH KUALITI**

2021 OTHERS

**12. VISITING PROFESOR**

UNIVERSITI SUMATERA UTARA

2021 INTERNATIONAL

**13. COLLABORATIVE LEARNING THROUGH VIRTUAL CULTURAL EXCHANGE ACTIVITIES**

INTERNATIONAL LANGUAGE AND EDUCATION CONFERENCE (iLEC'21)

2021 ANTARABANGSA SILVER

**14. DIDIK HIBUR**

1st NATIONAL CONFERENCE ON SULAM 2021

2021 KEBANGSAAN SILVER

## AWARDS/RECOGNITION

**15. DIDIK LIBUR-FPBU EDUVATORS**

GREEN SULAM COMPETITION 2021

2021 KEBANGSAAN SILVER

**16. JAPANESE CULTURE AND VALUES IN LANGUAGE LEARNING**

SEMINAR KEBANGSAAN MAJLIS DEKAN PENDIDIKAN UNIVERSITI AWAM MALAYSIA (MEDC 2020)

2020 KEBANGSAAN BRONZE

**17. 2019 JAPAN FOREIGN MINISTER COMMENDATION AWARD**

2019 INTERNATIONAL

**18. ANUGERAH PERKHIDMATAN CEMERLANG 2018**

2019 UNIVERSITY

**19. OUTSTANDING LECTURER AWARD**

2019 OTHERS

**20. AUGMENTED REALITY LEXICAL LEARNING (AUGRELL)**

INTERNATIONAL LANGUAGE AND EDUCATION CONFERENCE (iLEC'19)

2019 ANTARABANGSA SILVER

**21. FRANCOMIC: CREATING COMIC& CARTOON STRIPS IN FRENCH CREATIVE WRITING CLASSROOOM**

INTERNATIONAL LANGUAGE AND EDUCATION CONFERENCE (iLEC'19)

2019 ANTARABANGSA SILVER

**22. AUGMENTED REALITY LEXICAL LEARNING (AUGRELL)**

INTERNATIONAL LEARNING INNOVATION COMPETITION (PIP 2019)

2019 ANTARABANGSA BRONZE

**23. VISITING RESEARCHER**

HIROSHIMA UNIVERSITY

2018 INTERNATIONAL

**24. VISITING RESEARCHER**

HIROSHIMA UNIVERSITY INTERNATIONAL CENTRE

2016 INTERNATIONAL