



KEMENTERIAN PENDIDIKAN MALAYSIA



SULTAN SALAHUDDIN ABDUL AZIZ SHAH

**TITLE: EASY BOOK AMONG POLITEKNIK SULTAN SALAHUDDIN ABDUL
AZIZ SHAH DPI3A STUDENTS**

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DIPLOMA IN INTERNATIONAL BUSINESS

SESSION 1 – 2022/2023

**POLITEKNIK SULTAN SALAHUDDIN
ABDUL AZIZ SHAH**



KEMENTERIAN PENDIDIKAN MALAYSIA



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LETTER OF AUTHORIZATION

We declare that the work in this final year project paper was carried out in accordance with the regulation of Polytechnic. It is original and is the result of our own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any diploma or qualification.

We, hereby, acknowledge that we have been supplied with the Academic Rules and Regulations for Undergraduate, Polytechnic, regulating the conduct of my study and research

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Without their participation, our project cannot be completed smoothly. We would like to express our grateful and thankful to our colleagues for their support and encouragement during this study. To all those who had direct and indirect involve in completing this project. Last but not least, our greatest appreciation goes to our beloved family for their endless support also with their love, understanding and priceless motivation have brought us to the success that we gained.

ABSTRACT

This paper focuses on the field of education, especially for polytechnic students who take the subject of Regional Economic Integration in the Department of Commerce (JPG), Politeknik Sultan Salahuddin Abdul Aziz Shah (PSA) as a teaching and learning tool for students. Learning tools such as e-books influence learning, teaching strategies and educational processes nowadays which includes learning to plan, implement and evaluate appropriate curriculum and learning programs, which increase student achievement and learning satisfaction.

The development of this interactive E-book is a combination of various multimedia elements such as audio, image, animation, text and interactivity. Therefore, it gives many advantages to students in making it easier for users to learn, remember and memorise well. A field study in the form of a questionnaire was conducted to survey the level of student satisfaction in using this e-book as a teaching and learning tool.

Key words: Learning, Teaching, Understanding.

ABSTRAK

Kertas kerja ini memfokuskan kepada bidang pendidikan, terutamanya untuk pelajar politeknik yang mengambil subjek *Regional Economic Integration* di Jabatan Perdagangan (JPG), Politeknik Sultan Salahuddin Abdul Aziz Shah (PSA) sebagai alat bantuan pengajaran dan pembelajaran pelajar. Alat pembelajaran seperti *e-book* mempengaruhi pembelajaran, strategi pengajaran dan proses pendidikan pada masa kini. Ini termasuk pembelajaran untuk merancang, melaksana dan menilai program kurikulum dan pembelajaran yang sesuai, yang meningkatkan pencapaian dan kepuasan pembelajaran pelajar.

Pembangunan E-book yang berbentuk interaktif ini adalah gabungan kepelbagaian unsur multimedia seperti audio, imej, animasi, teks serta interaktiviti. Oleh yang demikian, ianya memberi banyak kelebihan kepada pelajar dalam memudahkan pengguna untuk mempelajari, mengingat dan menghafal dengan baik. Kajian lapangan berbentuk soal selidik dilakukan untuk meninjau tahap kepuasan pelajar dalam menggunakan ebook ini sebagai alat pengajaran dan pembelajaran.

Kata Kunci: Pembelajaran, Pengajaran, Pemahaman.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

The world is changing in a super-fast pace with those technology inventions. Education means everything to a human development. Without an excellent learning tools, students might be struggling in their learning process. No doubt, In the new era of learning, technology plays a fundamental role in the processes of teaching children and adults (*OECD, 2018*). Education, being a social institution serving the needs of society, is indispensable for society to survive and thrive. It should be not just comprehensive, sustainable, and excellent, but must continuously evolve to meet the challenges of the rapidly changing, unpredictable globalized world. To ensure that all students are being adequately prepared for life and the workplace, school teachers, college professors, administrators, researchers, and policy makers are expected to innovate the theoretical concepts of teaching and learning as well as all other aspects of this complex organisation (*Serdyukov, 2017*).

1.2 Background of Study

Today, E-learning is used in many different ways and with many different technologies, including emails, blogs, wikis, e-portfolios, animation, video links, specialised software, etc. With the help of these tools, lecturers and students may establish an excellent learning environment that spans time and space in a virtual classroom. Innovative instructors are increasingly using blogs or other personal platforms to post instructional materials, graphics, exercises, assignments, etc. and make them accessible to a select set of people, such as students or other learners. This enables students to post comments, questions, or quiz answers that are then evaluated by the instructor managing the blog (*Blezu & Popa, 2008*).

Since many countries and nations employed physical book in education, there is little doubt that e-learning no longer needs to demonstrate its efficacy in the learning process. Many analyses show that the effectiveness of various e-learning formats and the use of computers in the classroom to enhance student abilities and maximize their learning potential. The use of educational technologies to enhance the effectiveness of the teaching and learning process is

examined in the current study only. Therefore, as an intentional response to the need to use new types of data, and is regarded as a prerequisite for achieving distinctive growth in tools and new technology based on learning (*Coman et al., 2020*).

Introducing technology into schools has improved the quality of education provided. The benefits of adopting eBooks in education are universally acknowledged by students and instructors. The E-book stands out as one of the modern informational sources and has a positive effect on boosting student achievement (*Ebied et al., 2015*). There are many different definitions of what an e-book is because individuals have varying degrees of expectations for what they give, how they transmit information, and how they serve as educational materials (*Romero Otero et al., 2013*).

1.3 Problem Statement

The e-book constitutes one of the modern technology emergencies in implementing e-content more attractively and interactively, which has never been seen before through the traditional printed book. A new form of learning known as E-Learning has emerged as a result of the e-book industry, which made it simple to exchange information and data via the internet and mobile phones (*Zimmerman 2013*).

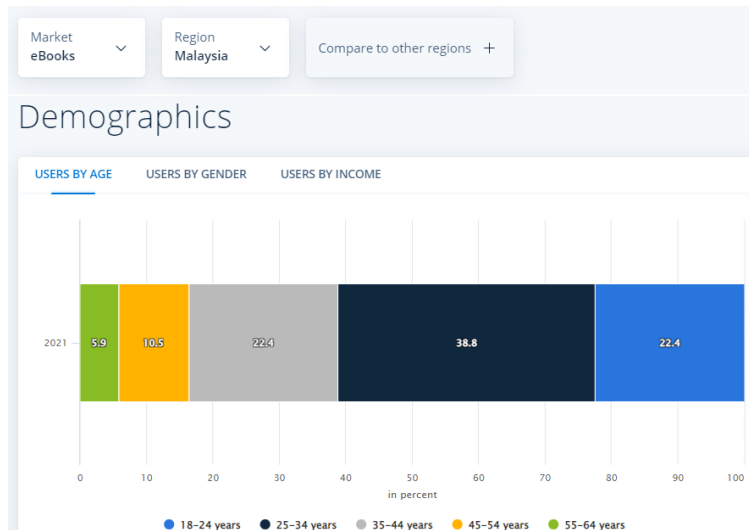
It allows teachers to acquire a large number of electronic educational materials in the form of e-books and use them for teaching anytime and anywhere they wishes to (*Ebied Et Al., 2015*).

Boczar and Pascual (2017) mentioned that students can save money by using e-books. E-book could definitely save a lot of resources, in term of sustainable and the cost of the physical book. It's helpful especially for students from weak financial background, might face challenges to further the academic competency.

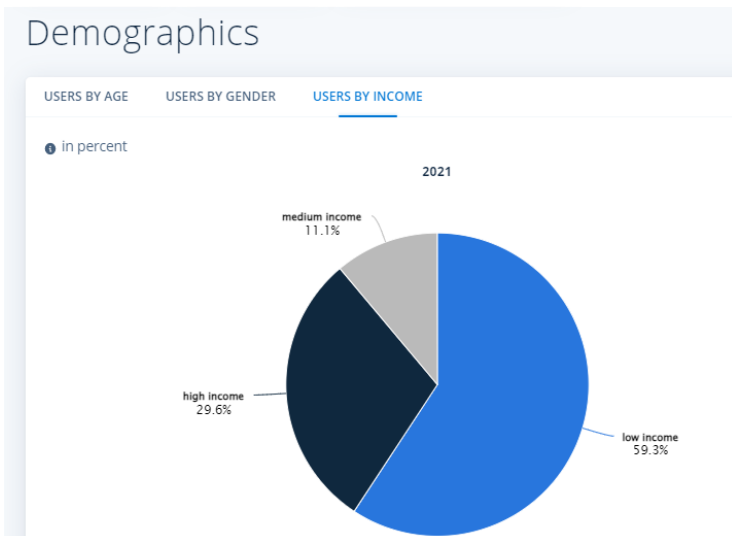
Based on (*Department of Statistics, 2015*), e-books in Malaysia is booming in a super-fast pace. Revenue in the eBooks segment is projected to reach US\$11.13m in 2022. Revenue is expected to show an annual growth rate (CAGR 2022-2027) of 5.46%, resulting in a projected market volume of US\$14.52m by 2027. In the eBooks segment, the number of readers is expected to amount to 6.9m users by 2027. User penetration will be 14.4% in 2022 and is expected to hit 19.8% by 2027.



Based on Department of Statistics, 2015. We found out that the revenue of e-book market has growth up tremendously year by year. In this statistics, it indicates that the e-book market is accepted by the peoples in Malaysia. Internally shown that Malaysian is more satisfy on E-book rather than printed books.



Arham et al., (2021) mentioned about a statistic regarding the demographic analysis in Malaysia. From this statistics, we know that e-books in Malaysia gain more popularity for the age range (25-34) years, which recorded 38.8% in total population. Second highest is the age range of (18-24) years, and (35-44) years, which recorded 22.4% equivalent.



Rizal et al., (2022) shows a statistic about the income levels in Malaysian. In the Pie chart statistics, we understand that Malaysian largest demographic group is from low income, which recorded approximately 59.3% in total populations. As we know that, E-book helps a lot to save resources and costs as well. No doubt, E-book is the most welcome learning tools in the educations field for most of the Malaysian population.

Based on Sirat & Wan (2022). Malaysian University's Shift to E-books Results in 93% Usage. Academic institutions all across the world have struggled with physical closures and the requirement to relocate teaching and learning online. University libraries have been at the fore of these changes, assisting in the transformation of the curriculum while maintaining faculty and student engagement. The shift to online learning has mostly eliminated resistance to implementing electronic resources in some university libraries.

Generally, Polytechnic student claims that the process of learning without the e-book is really hard for them. They found that physical book is much more detailed and they need more concentration to gain information for their study, especially for the subject of Regional Economic Development which consist of many chapters and hard to capture the main points.

Nearly 75% Malaysian choose E-book rather than physical book

Country	I download e-books and read them offline	I purchase a physical copy
France	42.9%	57.1%
Germany	48.2%	51.8%
India	70.7%	29.3%
Italy	52.7%	47.3%
Japan	40.1%	59.9%
Malaysia	74.7%	25.4%
Singapore	64.3%	35.7%
South Korea	43.4%	56.6%
U.K.	49.2%	50.8%
U.S.	55.6%	44.4%
All	54.6%	45.4%

Figure: Nearly 75% Malaysian choose E-book rather than physical book.

Ismail & Ahmad (2013).

Ismail & Ahmad (2013) show a table of comparison of physical book vs e-book. In Malaysian Context, there is nearly 75% of populations agreed to download e-books and read them offline rather than purchase a physical copy. Research explains that there might be more convenient to read in e-book rather than physical book. Plus, those physical copy need a lot of resources and cost them more.

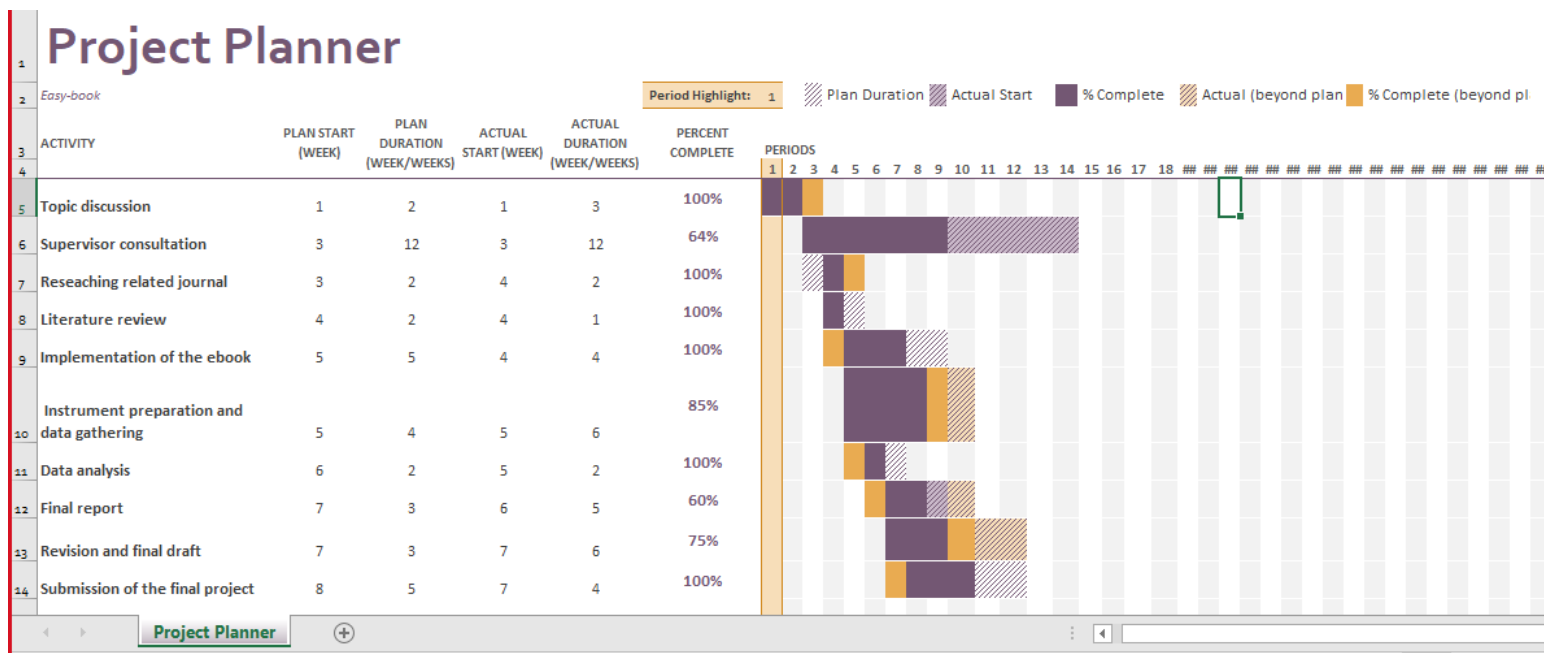
E-book is being used for polytechnic students for Regional Economic Development, DPI3A. To further prove the statistics data of E-book we found, we had actually conducted a questionnaire in Google form. The questionnaire is pass to students from Polytechnic Sultan Salahuddin Abdul Aziz Shah, DPI3A. From 31 respondents, most of them prefer e-books than printed books.



Figure: The statistics data from Google Form questionnaires.

However, this study would like to develop an e-book for students DPI3A, who taking the subject of Regional Economic Development to enhance their learning and helps them to study better.

Grant Chart



The figure above shows the statistics on the process of the Easybook.

1.4.1 Project objectives

To develop e-book for regional economic integration as a learning resources for students at polytechnic.

To identify students' satisfaction level in using e-book for regional economic integration subject at polytechnic.

1.4.2 Research questions

Is e-book providing source of learning resources for students of polytechnic?

Are students satisfied with using e-book for regional economic development at polytechnic?

1.5 Scope of the Study

The impact of various interface e-book interactions on polytechnic students in educational technology's academic performance and skill performance. The efficiency of e-books in

helping higher education lecturer express their abilities to explain and elaborate the multimedia presentations with relevant examples, *Batoon et al., (2018)*.

To help Polytechnic students that are taking RED (Regional Economic Development) course subjects to enhance their understanding better and improve their learning methods. E-books foster Polytechnic students to learn more through analysis and research, students centered learning will be more advance. For instances, relevant analysis like *Zhang & Cao (2022)*

Several studies have improved the efficiency of using electronic books for learning. The efficiency of employing e-books in raising the performance in theoretical course, *Porter (2010)*.

1.6 Significance of The Study

This research paper is vital to be conducted as it has the significance and great impacts to the institution, the community of polytechnic students and educators as well. The study implementation brings up a host of research opportunities for polytechnic's students and educators. This chance should be viewed as a benefit for the institution in the future.

Polytechnic Sultan Salahuddin Abdul Aziz Shah is a well-known institution that offers many challenging course namely from commerce to engineering course as well. Students found it better to learn and focus their academic study with new technologies learning tools, E-book.

During important times, such as quiz, test and final exam. The e-book serves as an important tools of learning that allow students to instant understand and do quick revision as their final preparation, *Al-Ahdal (2020)*.

Generally, it is hard for students to memorize informative knowledge and syllabus with a lot of descriptive long sentences. By experiencing as an International business student, we found that Regional Economic Development is a huge subject that studied about peoples from different cultures and behaviour in different countries, *Brekke (2021)*.

1.7 SWOT Analysis

<p><u>Strength:</u></p> <ul style="list-style-type: none"> • Online prices are far less expensive than those in physical bookstores. • Easily accessed even while travelling without having to tote heavy books • Since e-books have a "search feature," students can quickly look up any information without wasting time turning pages. • E-books come with interactive features that make reading them more enjoyable. We have Kahoot, videos, and animations that are great for students to focus. • Environment-friendly option which can save a lot of paper and printing cost 	<p><u>Weakness:</u></p> <ul style="list-style-type: none"> • Battery power is needed for e-books. As a result, the student is prevented from accessing e-books if the battery is not charged and a power source is not available. This causes numerous inconveniences. • There are health risks associated with reading at night, especially on tablets and with students that have backlights. It may result in poor sleep, eye strain, and/or other health problems. • E-books can be lost if someone's hard drive fails and they have not made a backup
<p><u>Opportunity:</u></p> <ul style="list-style-type: none"> • The widespread use of the internet increases the exposure rate of e-books • There are few e-books about Regional Economic Development in the market • Digital tools provide a chance to considerably enhance the e-reserve procedure. • Enrich distance education 	<p><u>Threat:</u></p> <ul style="list-style-type: none"> • The culture of reading print books • E-book usability and popularity • Cost of technology investment

1.8 Operational Definitions

In order to determine the validity of e-books, this study used the ADDIE model development research (Analysis-Design-Development-Implementation-Evaluation) along with descriptive quantitative data analysis information gathering techniques utilizing validation sheets. The findings demonstrate how effective the designed electronic book based on scientific literacy is as a teaching tool. The most commonly used instructional design models are the ADDIE Model (*Usta & Güntepe, 2017*).

The five components of the ADDIE Model are:

Analysis, The "Goal-Setting Stage" is the step in the process known as analysis. The target audience is the designer's main concern at this point. This will prevent the repetition of information that they already know and guarantee that the emphasis is placed on subjects and courses that the pupils have not yet had a chance to investigate and understand. (*Usta & Güntepe, 2017*).

Design, this phase establishes all objectives, performance measurement instruments, testing, subject matter analysis, planning, and resource allocation. The focus of the design phase is on the learning objectives, the content, the subject matter analysis, the exercise, the lesson preparation, the evaluation tools employed, and the media choices to help the project achieve its objectives. (*Lee & Owens, 2004*).

Development, beginning with the development phase, the project's approach is produced and put through its paces. From this step, designers use the information gathered during the two phases before to construct a programme that will instruct participants on what needs to be learned. The development stage focuses on putting it all into action, whereas the first two stages called for planning and brainstorming. These three tasks—drafting, production, and evaluation—combine to make up this phase. Development thus involves creating and testing of learning outcomes (*Malachowski, 2009*).

Implementation, in order to ensure optimum effectiveness and successful outcomes, the programme is continuously modified during the implementation stage. To make sure that the course can be presented efficiently, IDs work to redesign, update, and change it at this point. Here, the word "procedure" is crucial. Here, IDs and students collaborate to train on new tools while a large portion of the real job is completed, allowing for ongoing evaluation and advancement of the design. (*Nuryadin et al., 2021*).

Evaluation is the last step of the ADDIE process. At this point, the project is being meticulously tested to determine the what, how, why, and when of the tasks that were completed (or not) during the whole project. Actually, the initial assessment takes place throughout the development phase. The major objectives of the assessment phase are to establish whether the objectives have been reached and what needs to be done going ahead to increase the project's effectiveness and success rate. (*Usta & Güntepe, 2017*).

1.9 Conclusions

The problem statement, research objectives, and research scope that were described before are all taken into consideration when this study is implemented to develop E-book for Regional Economic Development as a learning resources for students at polytechnic. Furthermore, to identify students' satisfaction level in using e-book for regional economic integration subject at polytechnic. Lastly, E-book does help Polytechnic students in improving their academic subjects.

CHAPTER 2 LITRATURE REVIEW

Introduction

The world is changing in a super-fast pace with those technology inventions. Education means everything to a human development. Without an excellent learning tools, students might be struggling in their learning process. No doubt, In the new era of learning, technology plays a fundamental role in the processes of teaching children and adults (*OECD, 2018*).

Today, e-learning is used in many different ways and with many different technologies, including emails, blogs, wikis, e-portfolios, animation, video links, specialised software, etc. With the help of these tools, lecturers and students may establish an excellent learning environment that spans time and space in a virtual classroom. Innovative instructors are increasingly using blogs or other personal platforms to post instructional materials, graphics, exercises, assignments, etc. and make them accessible to a select set of people, such as students or other learners. This enables students to post comments, questions, or quiz answers that are then evaluated by the instructor managing the blog (*Blezu & Popa, 2008*).

Establishing productive and successful learning tools is one of formal education's main goals. (*Wauters et al., 2010*).

The evolve of the learning tools

Education, being a social institution serving the needs of society, is indispensable for society to survive and thrive. It should be not just comprehensive, sustainable, and excellent, but must continuously evolve to meet the challenges of the rapidly changing, unpredictable globalized world. To ensure that all students are being adequately prepared for life and the workplace, school teachers, college professors, administrators, researchers, and policy makers are expected to innovate the theoretical concepts of teaching and learning as well as all other aspects of this complex organisation (*Serdyukov, 2017*).

Since many countries and nations employed computers in education, there is little doubt that e-learning no longer needs to demonstrate its efficacy in the learning process. In fact, this is one of its strategic aims. Numerous studies have been done to assess the effectiveness of various e-learning formats and the use of computers in the classroom to enhance student abilities and maximize their learning potential. The use of educational technologies to enhance the effectiveness of the teaching and learning process is examined in the current study only as an intentional response to the need to use new types of data, and is regarded as a prerequisite for achieving distinctive growth in tools and new technology based on learning (*Coman et al., 2020*).

E-book

According to Connaway et al. (2017), an electronic book is a publication that employs Internet technology to make it easier to access and use. E-book is gaining popularity due to the unique demands, skills, and backgrounds of learners. The following list of e-book characteristics includes:

Networking or connectivity, Instead of being restricted to a classroom where they were taught by a teacher as in the past, the pupils are now dispersed throughout a wide area. Computers and broadband internet enable individuals who are separated by great distances to connect and network and to access both text and visual materials. In addition to becoming ubiquitous in the advertising world, animation is also making its way into the educational arena. Additionally, there are instances where there are hundreds or even thousands of students, like in open schooling or distance learning programmes, and in these instances, a classroom would not be able to accommodate all of them. All of these pupils now have access to the resources of technology and connect between students and lecturer (Toy, 2021).

Flexibility, Students have different learning schedules, such as late nights or early mornings. Some students might have other possible jobs or task. Such pupils' demands can be met via e-book. Students with disabilities or illnesses who find it challenging to attend regular classes might potentially benefited from this. They can just refer to the syllabus through the presence of e-book.

Most E-book share the same features:

- eBooks generally include the complete text of the printed textbook, along with all figures and illustrations.
- eBooks usually have a table of contents that you can click to navigate to specific chapters or sections.
- You can usually search for text in eBooks.
- You can usually navigate to a specific page number by typing the page number in a text box.
- You can often bookmark pages in the eBook.
- You can often add highlighting and notes to the eBook. Your highlighting and notes are saved between sessions and are available to you anytime when you open the eBook.
- You can usually zoom in and out when viewing the eBook.
- You can sometimes click on links in the eBook which open media such as videos. Some of these additional media are interactive.
- You can usually print pages from the eBook.
- You can sometimes save the eBook to your computer for offline viewing.

The Evolve of E-book

According to Baran and Stanley (2015), Random House and HarperCollins started selling digital versions of their e-works. Sony first released the Sony Librie e-reader in 2004, and the Sony Reader followed in 2006. 2007 marked a turning moment in the history of reading with the launch of the iPhone by Apple and the Kindle eBook reader by Amazon in the United States (McCracken, 2013).

In order to enable library users to check out eBooks from their local library, Barnes & Noble developed the Nook in 2009, and Sony collaborated with libraries through the Overdrive digital network (Manley & Holley 2012).

Google launched its e-Bookstore, Apple debuted the iPad with i-Books and its i-Bookstore on iTunes, selling half a million eBooks in less than a month, and Amazon said that for the first time, its eBook sales outpaced its hardcover book sales (Aref et al., 2022).

The year 2010 was a banner one for eBooks. With a total national income of over \$3 billion at the end of the first quarter of 2012, eBook sales in the United States have finally surpassed all hardcover book sales. At Amazon, eBook sales surpassed paperback sales by January 2011. Additionally, the Association of American Publishers claimed that 20% of all book sales in the United States were now eBooks at the end of 2013 (Carter et al., 2018).

Comparison between E-book and Printed book

Table (1) Comparison between electronic and printed books

	Printed-book	E-book
Media form	The only media required for the book will be paper; paper type can be varied according to its type and texture according to usage purpose, either used for a magazine or a book.	There are multiple medias according to the display device; there are CDs, flash memory, and the internet.
Easy access	Can be accessed through publisher, printing presses and libraries; sometimes it can be hard to access.	Easily accessed through the internet, so it can be distributed to millions of users worldwide once published electronically.
Information updatability	Hard to update it, because updating a printed book requires reprinting, redistributing and retransforming it again.	Easily updated and redistributed with no extra cost, no reproduction; update is performed only on a certain part of the e-book.
Cost	cost is high as it needs printing papers, intellectual production cost, publishing, distribution, and profitability...etc.	Very low cost compared to printed book, because of the decreased cost of e-book media.
Educational effectiveness	low educational effectiveness	Very high educational effectiveness as it depends on multimedia which has a higher educational effectiveness proved by researches results and practical experiences.
Reader health	Causes no harm to reader, and non-stressful	May cause eye pressure because of the reading focus towards the screen of e-book reader

Advantages of E-book

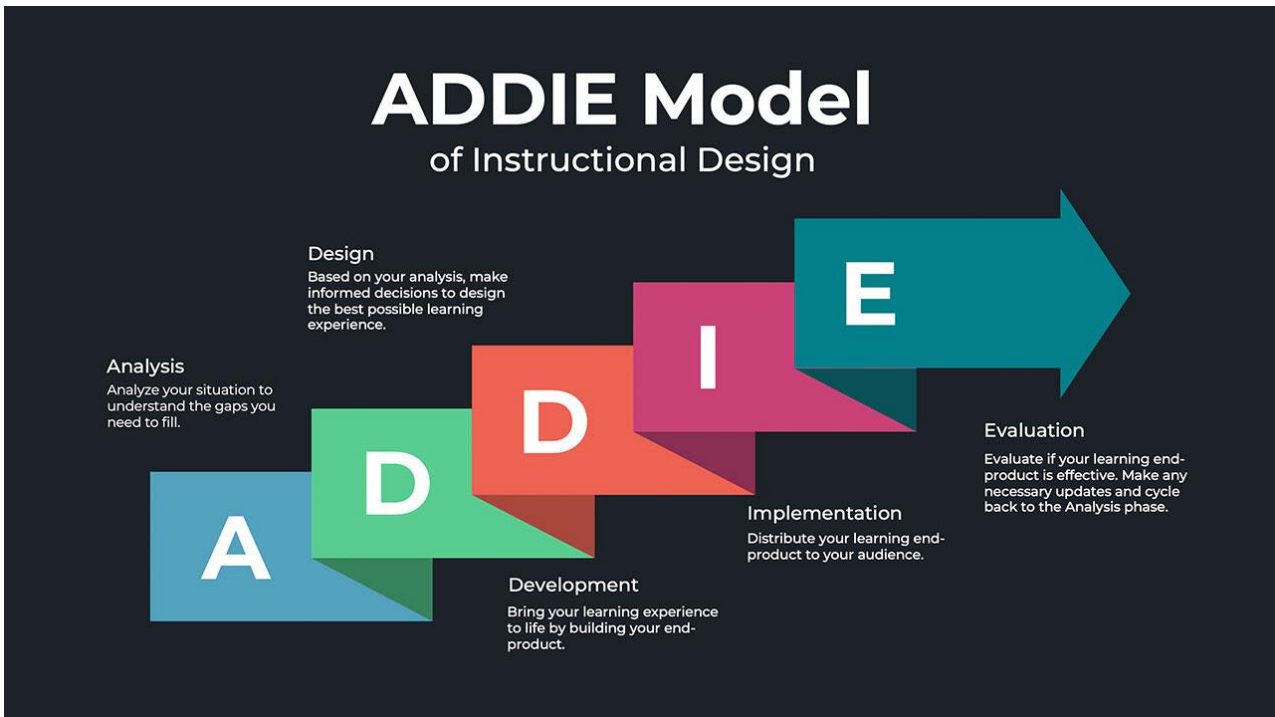
One of the biggest advantages of e-books is the fact that they require no trees to create them. This is obviously an eco-friendly option that both reduces cost and lowers environmental impact. Information can be obtained without leaving the desk. Able to do some last-minute research on a particular topic, just browse for keywords or phrases. Unlike paper books and materials, digital books only require one device to carry around. This means we can carry a library of various book genres for every mood. E-books can lower the cost of enjoying your favorite titles. With no shipping and handling costs, E-books typically have prices that are 50-60% lower than their print counterparts. E-books are more flexible than paper books. For those who have trouble reading the typical book-sized font, ebook readers can enlarge the font size to make reading more pleasurable and easier on the eyes. E-books can contain multi-media elements not available with traditional books. Audio and video can be embedded to make reading a fully immersive experience.

Disadvantages of E-book

Piracy is the number one concern for both publishers and authors. While traditional books can be copied with machines, the time and cost of doing so typically keeps this type of piracy at bay. With E-Books, however, 'sharing' books that have not been purchased with others is as easy as posting a file online or, in some cases, copying and pasting the text from one document to another. Many people still prefer being able to hold a traditional book in their hands. For those of us who enjoy reading a book in bed before signing off for the night, a cold hard digital device just won't be the same. While one advantage of E-Book devices is their ability to enlarge fonts for easier reading, the fact is you are still reading off an LCD screen. Some readers have matte e-ink screens, but others give off a glare that can not only make reading inconvenient if the lighting isn't just right, but may actually cause eye strain and make it more difficult to focus while reading.

ADDIE model development research (Analysis-Design-Development-Implementation-Evaluation) along with descriptive quantitative data analysis information gathering techniques utilizing validation sheets. The findings demonstrate how effective the designed electronic book based on scientific literacy is as a teaching tool. The most commonly used instructional design models are the ADDIE Model (*Usta & Güntepe, 2017*).

2.2 Theoretical Framework



The five components of the ADDIE Model are:

Analysis, The "Goal-Setting Stage" is the step in the process known as analysis. The target audience is the designer's main concern at this point. This will prevent the repetition of information that they already know and guarantee that the emphasis is placed on subjects and courses that the pupils have not yet had a chance to investigate and understand. (*Usta & Güntepe, 2017*).

Design, this phase establishes all objectives, performance measurement instruments, testing, subject matter analysis, planning, and resource allocation. The focus of the design phase is on the learning objectives, the content, the subject matter analysis, the exercise, the lesson preparation, the evaluation tools employed, and the media choices to help the project achieve its objectives. (*Lee & Owens, 2004*).

Development, beginning with the development phase, the project's approach is produced and put through its paces. From this step, designers use the information gathered during the two phases before to construct a programme that will instruct participants on what needs to be learned. The development stage focuses on putting it all into action, whereas the first two stages called for planning and brainstorming. These three tasks—drafting, production, and evaluation—combine to make up this phase. Development thus involves creating and testing of learning outcomes (*Malachowski, 2009*).

Implementation, in order to ensure optimum effectiveness and successful outcomes, the programme is continuously modified during the implementation stage. To make sure that the course can be presented efficiently, IDs work to redesign, update, and change it at this point. Here, the word "procedure" is crucial. Here, IDs and students collaborate to train on new tools while a large portion of the real job is completed, allowing for ongoing evaluation and advancement of the design. (*Nuryadin et al., 2021*).

Evaluation is the last step of the ADDIE process. At this point, the project is being meticulously tested to determine the what, how, why, and when of the tasks that were completed (or not) during the whole project. Actually, the initial assessment takes place throughout the development phase. The major objectives of the assessment phase are to establish whether the objectives have been reached and what needs to be done going ahead to increase the project's effectiveness and success rate. (*Usta & Güntepe, 2017*).

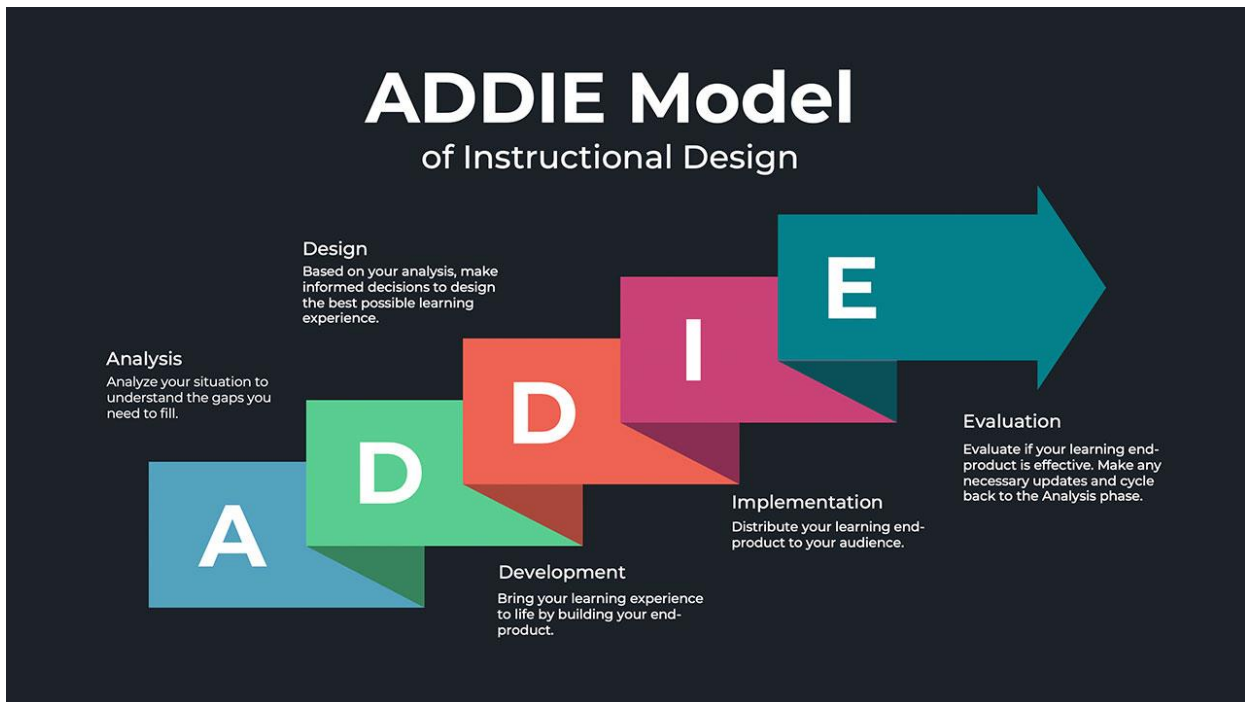
2.3 SUMMARY

The creative and attractive design of the E-book plays an important role to attract student attention and feel more interesting as a learning tools. Through the implementation of ADDIE model, we able to conduct an e-book with minimal page and maximum information. Student will have the chance to access the E-book and make used of it and gain the most value for their learning. Although it might be struggle for us to develop a combination of chapters regarding the subject of Regional Economic Development. However, for the benefits for both students and educators, we managed to conduct an informative and interesting ebook for Polytechnic students DPI3A, taking the subject of Regional Economic Development.

CHAPTER 3- RESEARCH METHODOLOGY

INTRODUCTION

Methodology refers to the procedure, action, or steps utilised to gather facts and information in order to make judgments. The ADDIE Model is used in the methodology selection. Each stage of the project's development will be covered in more detail in this chapter.



RESEARCH DESIGN

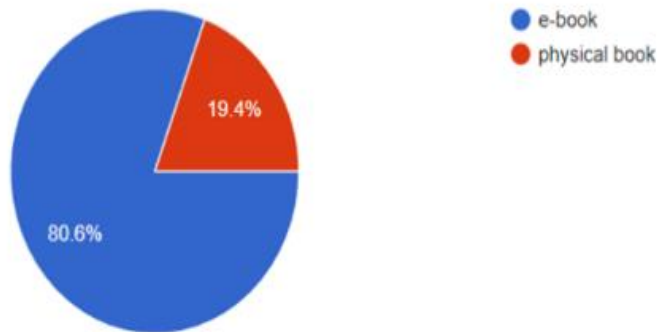
Analysis, Design, Development, Implementation, and Evaluation are the first four steps of the five-step process known as ADDIE. Many instructional designers and training developers create courses using the instructional systems design framework known as ADDIE.

Analysis

The very first step in analyzing is to see whether due to the advancement of education, polytechnic students of DPI3A would prefer physical book or e-book for Regional Economic Development. The Google Form Survey was distributed to the polytechnic students of DPI3A to collect their feedbacks. The Pie chart statistic below shows the results that have been voted by them. There are 4 question in the Google Form Survey, and there are 31 respondents we received for their valuable feedbacks.

1. Due to the advancement of education, what types of reference book do you prefer for Regional Economic Development?

31 responses

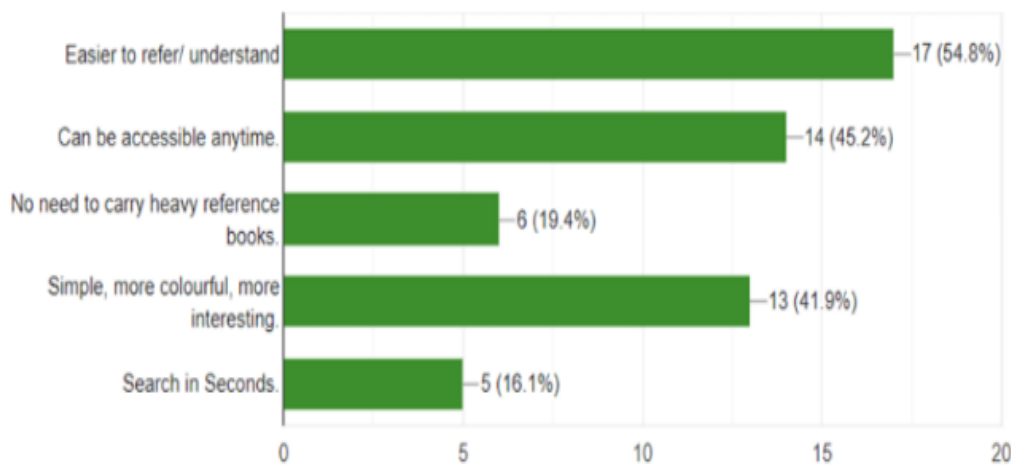


First Question, we asked DPI3A students whether they prefer e-book or physical book for Regional Economic Development. More than 80% of them prefer E-book rather than physical book.

Figure 1: Due to the advancement of education, what types of reference book do you prefer for Regional Economic Development

2. Based on your preferences, what makes the references text interesting?

31 responses

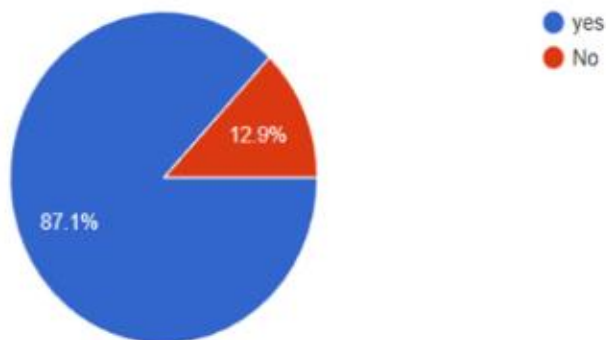


Second Question, we asked them about their preferences. Most of them choose easier to refer (54.8%), can be accessible anytime (45.2%), Simple, more colourful and more interesting (41.9%) that makes to them prefer to choose E-book as their learning tools.

Figure 2: Based on your preferences, what makes the references text interesting?

3. Do you think e-book help to enhance and improve your study regarding the Regional Economic Development?

31 responses

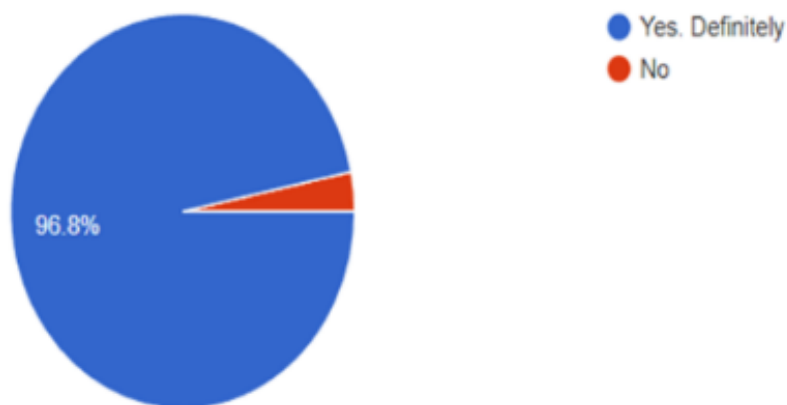


Third question, most of the respondents from DPI3A, agreed that the e-book will really help enhance and improve their study regarding the Regional Economic Development.

Figure 3: Do you think e-book help to enhance and improve your study regarding the Regional Economic Development.

4. Would you recommend E-books to people around you?

31 responses




Question 4, 96.8% of them choose to recommend the E-books to people

Figure 4: Would you recommend E-books to people around you?

Design

The most important application in this project is canvas. Without it, there would be no e-book as you can see now. Basically, all the structure of our e-books is made on canvas, which provides countless e-books, templates, interesting stickers or graphics and also elements such as lines and shapes and provides a platform for us to update related pictures. Our e-book design adopts soft colours, and each chapter uses different colours to increase the fullness of colours. This can give students a sense of freshness and more motivation to learn. The same colour or design will only make people feel dull. In addition, our e-book also focuses more on image and fewer words. Make it as simple and clear as possible.

REGION STUDIES



Cultural Landscapes
Essential because they connect culture to the actual environments in which people are living.



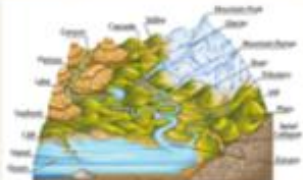
How they relate to the spaces and places

- Cultural traditions.
- Ethnicity
- Language
- Religion
- Economics
- Politics

Physical Geography


- Climate Type
- Locations

Understanding the planet's physical geography is crucial because natural processes have an impact on human civilizations for millennia, the way resources are distributed, and the circumstances for habitation.



Environment

- Living and non-living things.
- Interactions between all living things and the environment that have an impact on human survival and economic activities.



- Extremely susceptible to climate change and global warming is the Arctic region.
- Many scientific climate models also indicate that the Arctic would see more warming than the rest of the world, raising concerns about melting glaciers and decreasing ice caps in locations like Alaska and Greenland.
- It is thought that solar radiation, which further raises temperatures, is mostly to blame.

European Culture



Language

The majority of people who speak a language now in Europe do so because it is descended from the Proto-Indo-European language family, which gave rise to the vast Indo-European language family. It is thought that the Indo-European language family started in western Central Asia. The European Union has 25 official languages, whereas the continent of Africa has more than 60 native languages. Arabic, Hindi, and Mandarin are among the new languages being introduced to Africa by the immigrant population.



Fish and Chips

Cuisine

Meat is more prominent and plentiful in East Asian cuisine than in traditional dishes. Western cuisine is frequently served, particularly steak and fried pork chops. The use of wine and sauce as spices, condiments, or condiments is also prevalent in western cuisine.



Paella



Gyros





Pizza

Folk music

Europe is home to a vast range of regional music, many of which share traits with rural areas, tourist destinations, or coastal settlements. Although folk music is rooted in an oral, unwritten tradition, more transcriptions of it have been made since the 19th century. Folk music affects some European popular music, while many classical composers employ folk tunes in their works. Pop, rock, blues, jazz, hip-hop, soul, and other popular music genres have all been popularized in Europe. Electronic dance music is the foundation of several genres associated with and named after Europe, such as Europop, Eurodisco, Eurodance, and Eurobeat.



Danke schön



Natural Resources

Opal.

The size of Australia's opal mines is unmatched by all other opal mines in the world put together. Opal is, unsurprisingly, Australia's national treasure. About 90% of the world's supply of opal is produced in Australia. The production of opal in Australia has decreased recently as a result of rising fuel prices, limitations on the use of explosives in mining, and out-of-date mining regulations.

Sheep.

Australian sheep producers have developed breeds of sheep suited to the unique climatic conditions and topography of their nation. Sheep are raised for their wool and for food. Merino sheep are the predominant breed of sheep in Australia. Since their arrival in Australia in 1797, merino sheep have been raised for their wool. To produce premium lamb and mutton, it is also crossed with British long-haired and short-haired sheep.

Wheat.

one of Australia's primary winter crops. Western Australia, Victoria, New South Wales, and Queensland are the states in continental Europe that produce the most wheat. Depending on the climate, crops are seeded in the autumn and harvested in the spring or winter. Wheat is mostly exported from Western Australia to countries in Asia and the Middle East, where it generates roughly \$2 billion in revenue yearly.

Apples.

Australian apples come in a wide variety of delectable varieties. Different cultivars are grown in various regions of Australia and harvested at various times throughout the year. Kalor and Golden Delicious apples are the most well-liked varieties. In Queensland, kalor apples are grown naturally through cross-pollination without the use of pesticides or genetic modification. Both customers' health and growers' economic benefit from it.

North American Free Trade Agreement (NAFTA)



- The North American Free Trade Agreement (NAFTA) was a treaty between Canada, Mexico, and the United States that eliminated most tariffs between the countries. It was replaced by the United States-Mexico-Canada Agreement (USMCA) on July 1, 2020.
- NAFTA was the world's largest free trade agreement when it was established on Jan. 1, 1994.
- NAFTA was the first time two developed nations signed a trade agreement with an emerging market country.
- Through NAFTA, the three signatories agreed to remove trade barriers between them. By eliminating tariffs, NAFTA increased investment opportunities.

Advantages and Disadvantages of NAFTA

Advantages

- Lower tax rates
- Rise in wages
- Lower cost
- Create employment opportunities
- Get new goods

Disadvantages

- Mexico was severely harmed.
- Negative environmental effects
- Labor exploitation

Did you know?

The USA has no official language.



Organization of America States

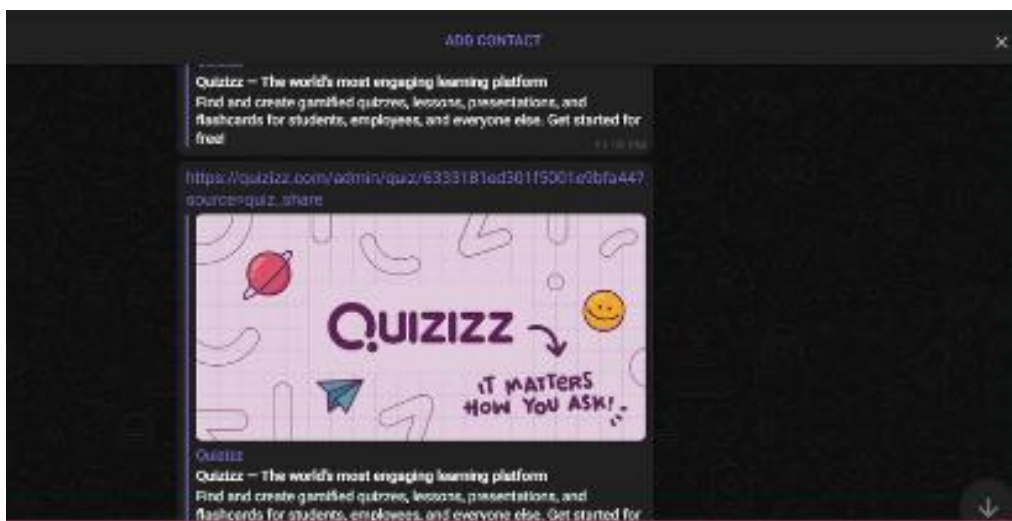
- Political dialogue. To solve problems of diverse nature among the member states, serving as a political forum for the region, moving towards common objectives. For this, the countries adhere to the guidelines of the Inter-American Democratic Charter.
- Cooperation. The OAS provides support in various areas to member countries, strengthening their institutional framework and offering support in electoral and democratic matters, such as electoral observation, study grants, and support in the face of natural disasters.
- Follow-up mechanisms. The organization maintains various measurement mechanisms among its member states, to offer data and statistics regarding fundamental aspects of democratic life, such as the control of drug use, citizen rights, etc.
- Legal heritage. The member countries of the OAS sign multilateral treaties that allow common legislation on sensitive issues, such as the sale of arms, the rights of disabled people or the reduction of poverty.

Development

When we decided what platform to use for the e-book, we entered the stage of collecting information.

We need to know all the subtitles contained in each chapter to effectively help students cope with exams, studies, etc. This requires the use of Cidos, In this website, we can find the course of regional economic development, which contains short study materials, videos and exercises. It's where we get information. We downloaded all the slide and video in it and then watched, analysed and studied them. To confirm the trend of the content of the book. Because the resources inside are limited, we also use other sources to complete this e-book- It includes Flipgrid to get the previous students' videos as references for student DPI3A, and some tutorial questions also come from here. Besides, we also use Youtube to obtain overseas resources to help students know more about their courses and increase their knowledge. At the same time, we also ask the teachers who teach this subject about related Quizziz and so on.





Implementation

In the seventh week, we successfully completed this E-book. And transfer it to pdf form for DPI3A students to download and use. These photos prove that our E-book is really helpful to DPI3A students, so they use it and give praise.



CHAPTER 4 DATA ANALYSIS AND RESEARCH FINDINGS

4.1 Introduction

This chapter represents the results of the study from the statistical analysis conducted on the collected data and hypotheses testing. The first part in this chapter would be the representation on the demographics of gender, age, region, and race of the respondent toward satisfaction of Regional Economic Development E-book is determine by analysing factor analysis, reliability analysis and the descriptive analysis. The final part of this chapter would be focused on hypothesis testing, correlation testing, multiple regression testing and hierarchical multiple regression.

4.2 Descriptive Analysis

The purpose of descriptive analysis is a branch of analysis, which is focus on summarization and description data that collected from the survey (weier,2008). This part is providing analysis on the demographic characteristic of the respondent that get from the survey. The profile comprising of gender, age, region, and race of the respondent will help to know their socio-demographic status (Shodhganga, 2020).

4.2.1 Respondent Demographic Profile

The descriptive analysis is a sort of data analysis that helps to explain, illustrate, or summaries' data points in a constructive way so that patterns can develop that satisfy all of the data's conditions. It is one of the most crucial procedures in statistical data analysis. This analysis comprising of the gender, age, race, and region. Researches had distributed 43 of survey questionnaires and had received 100% responses from respondents. There is no data outlier, thus the researchers fully utilized the 43 copies of survey questionnaires and analyse it.

Demography	Category	Frequency	Percentage (%)
Gender	Male	15	34.9
	Female	28	65.1

Age	18-20	42	97.7
	21-23	1	2.3
	24-26	-	-
	27-30	-	-
Race	Malay	38	88.4
	Indian	3	7
	Chinese	2	4.7
	Others	-	-
Region	Putrajaya	4	9.3
	Selangor	20	46.5
	Kuala Lumpur	3	7
	Perak	3	7
	Johor	3	7
	Kedah	2	4.7
	Pahang	2	4.7
	Negeri Sembilan	2	4.7
	Kelantan	1	2.3
	Melaka	1	2.3
	Penang	1	2.3

Table 4.1

GENDER

43 responses

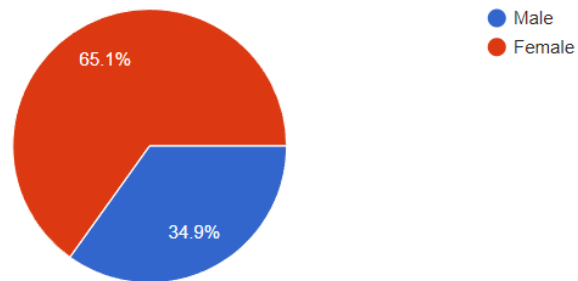


Figure 4.1 shows Gender of the Respondents

There are 34.9% percent of male respondent which equivalent to 15 people and 65.1% percent female respondent which equivalent to 28 people.

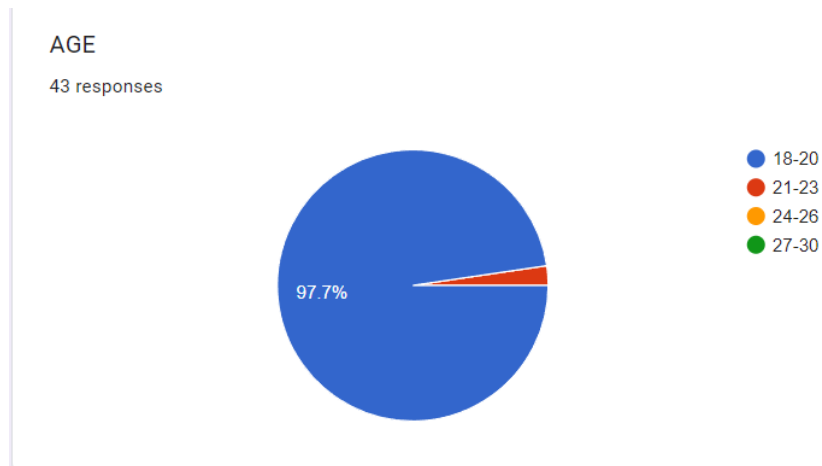


Figure 4.2 shows Age of the Population

The largest average age population of respondents in this study are 18-20 which is 97.7 percent of the respondents continue with 2.3 percent of the respondents from the average of age 21-23.

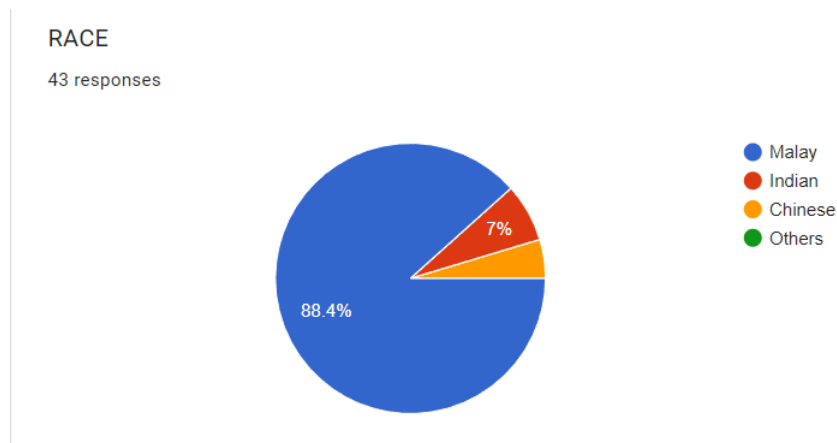


Figure 4.3 shows Race of the Population

88.4 percent of the respondent is Malay which is 38 respondents. 1 percent of the respondent is Indians with as many as 3 and another race which is 2 respondents with 4.7 percent respondent is Chinese.

REGION

43 responses

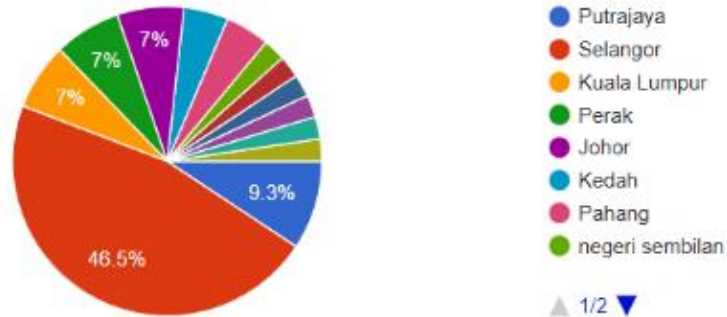


Figure 4.4 shows the Region of respondents

The largest region where the respondents are from is Selangor as many as 20 respondents with the percentage of 46.5%. Secondly, goes to Putrajaya as many as 4 respondents with the percentage of 9.3%. Thirdly, goes to a few region with the same ratio and percentage of respondents as many as 3 and 7% which include Kuala Lumpur, Perak and Johor. Fourthly is Kedah and Pahang with as many as 2 respondents from each region with the percentage of 4.7%. Lastly, with 1 respondent from each region and the percentage of 2.3% from Negeri Sembilan, Melaka, Kelantan and Penang.

4.2.2 Central Tendencies Measurement of Constructs

In this part, the researcher gave the respondents 11 statement to measure the satisfaction of respondents after implementing the Regional Economic Development E-Book. In this project, we can see that the mean is measuring and describing by the standard deviation. Each score will be determined of the mean and as evidence from this data were listed as followed:

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.680	.766	9

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
From 1-5, How satisfied are you with the Regional Economic Development E-book for the overall performances/experience ?	43	3	5	4.33	.680
Does the RED E-book enhance your understanding about the topics?	43	3	5	4.53	.631
Does the RED e-book boost your confidence level for your learning?	43	4	5	4.65	.482
How likely are you to recommend the e-book to your course-mate or friend?	43	3	5	4.58	.663
Does the RED e-book promote better environment friendly than the physical book?	43	3	5	4.60	.583

Does the RED e-book design layout, improve your interest to do revision?	43	3	5	4.51	.631
Do you think that the RED E-book is easy to understand?	43	3	5	4.60	.660
Usually when you will use the RED e-book?	43	1	3	1.93	.910
What features you experienced the best in RED e-book? You may choose more than one option.	43	1	4	2.35	1.131
Will you recommend the RED e-book to your friends, junior, course mate as a advance learning tools.	43	1	3	1.33	.747
Valid N (listwise)	43				

According to (Gravetter and wallnau.,2000) central tendency refers to statistical measure that identify a single value which act as representation of an entire distribution and aim to provide accurate description of the entire collected data. In this study, mean is measuring the central tendency while dispersion is described by standard deviation (Saunders, Lewis & Thornhill, 2009). The Mean or average is probably the most commonly used methods of describing a central tendency. The mean represents the center of gravity of distribution. Each score in a distribution contributes to the determination of mean. It is also known as arithmetic average. Mean is the average of all values in a distribution (Krishnaswamy & Ranganathan, 2006).

From 1-5, How satisfied were you with the Regional Economic Development E-overall book's performance and user experience? The mean value is 0.680, with the standard deviation (4.33). Consequently, Moidunny, the average value is quite high (2009). Does the RED E-book help you understand the concepts better? The mean value is 0.631 and the standard deviation is (4.53). Consequently, Moidunny, the average value is quite high (2009). Does the RED e-book boost your confidence in your ability to learn? The mean

value is 0.482 and the standard deviation is (4.65). Consequently, Moidunny, the average value is quite high (2009). How likely are you to recommend the e-book to a classmate or friend? The mean value is 1.02 and the standard deviation is 0.663. (4.58). How likely are you to recommend the e-book to a classmate or friend? The mean value is 1.02 and the standard deviation is 0.663. (4.58). Consequently, Moidunny, the average value is quite high (2009). Is the RED e-book more effective than the physical book at promoting environmental sustainability? The mean value is 0.583 and the standard deviation is (4.60). Consequently, Moidunny, the average value is quite high (2009). Does the RED e-design book's arrangement make you want to finish your academic revision more? The mean value is 0.631 and the standard deviation is (4.51). Consequently, Moidunny, the average value is quite high (2009). Do you find it easy to read the RED E-book? The mean value is while the standard deviation is 0.660. (4.60). Consequently, the mean value is extremely high. Moidunny (2009).

Question Implementation Survey- the experience.

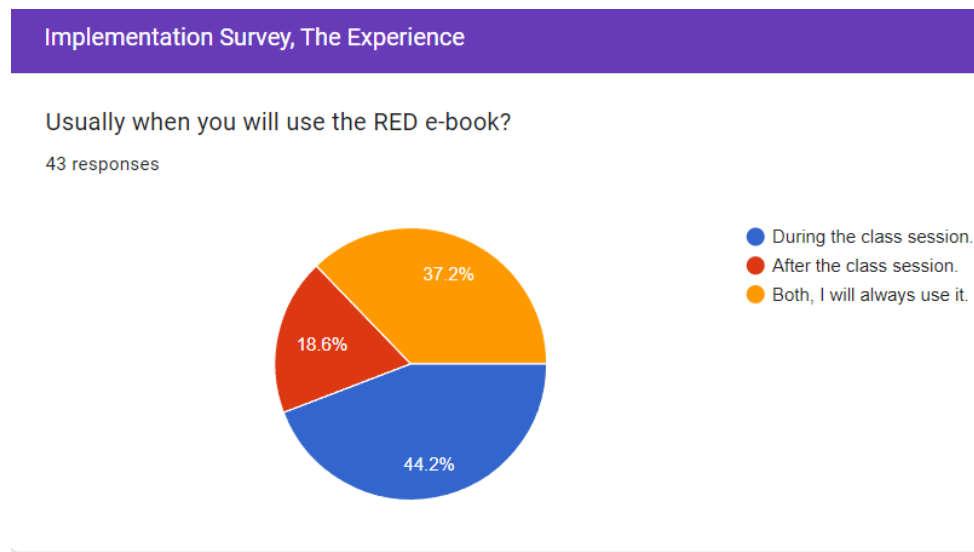


Figure 4.5 shows the experience of E-book

Figure 4.5 shows the number of respondents on their usage of RED E-book. Starting with the highest percentage which is 44.2% as many as 19 respondents use E-book during the class session. Secondly, goes to 37.2% as many as 16 respondents who would use E-book both class and after class session. Lastly, is the lowest with 18.6% as many as 8 respondents prefer use E-book after the class session.

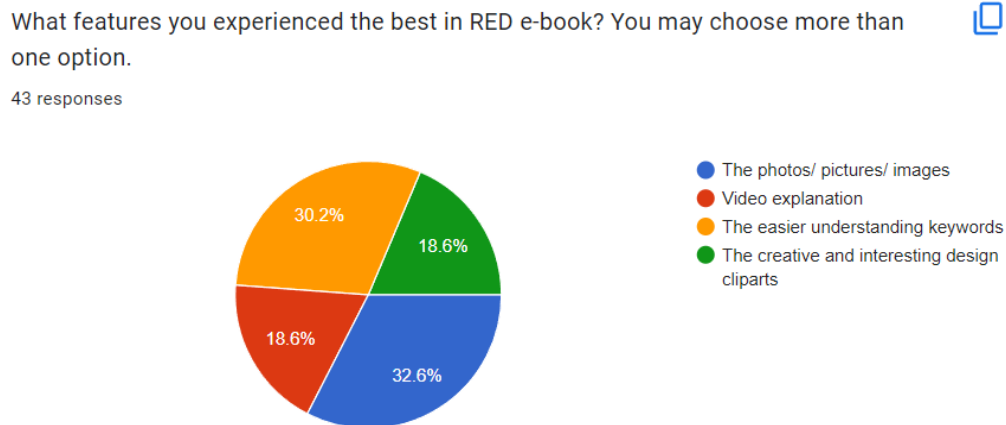


Figure 4.6 shows the best features of respondents when using RED E-book

Figure 4.6 shows the number of respondents who experience the best features in RED e-book. Based on the survey questionnaires, we found that the respondents is more keen on the easier understanding keywords which is 32.6% as many as 14 respondents. The photos, pictures and images stand the second highest welcome features from the respondents, 30.2% as many as 13 of respondents. The less welcome features was the video explanation and the creative and interesting design clip arts, there are 18.6% as many as 8 respondents chosen it.

Will you recommend the RED e-book to your friends, junior, course mate as a advance learning tools.

43 responses

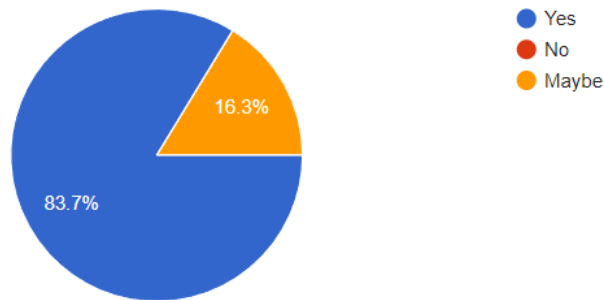


Figure 4.7 shows the willingness to share the RED e-books.

Figure 4.7 shows the number of respondents who willing to share the RED E-book to their friends, junior, course mate as a advance learning tools. As much as 83.7% respondents say yes that they will recommend the RED e-book to their friends, junior, course mate and as much as 16.3% respondents say maybe they would recommend to their friends, junior, course mate.

4.4 DISCUSSION

The data that has been shown is on how to evaluate this project based on our survey questionnaire that has been given to students from Polytechnic Sultan Salahuddin Abdul Aziz Shah, Diploma in International Business, Semester 3. Based on our mean and standard deviation, the highest average mean that has been concluded is from the aspect of the confidence level to RED e-book as a learning tool, which is 4.65. This aspect able to prove that how important and useful of this business project to our polytechnic students, especially students who taking Diploma International Business, which is a compulsory subject to take Regional Economic Development. RED e-book plays an important role as a learning tools for students to enhance their knowledge and wisdom at all time and anywhere.

The second highest average mean that we research, there were two aspects with the same mean value, 4.60. Most of the respondents strongly agreed that the e-book is environmentally friendly than the physical book. The respondents also strongly agreed that the e-book is easy to understand. This two aspect convince that we able to solve DPI3A students' problem in their learning.

Lastly, the respondents also agreed to share our RED e-books to their course mate or friend as a useful learning tool to enhance their understanding about the topic. I strongly believe that this data has solve our main significance and objectives.

4.5 SUMMARY

For the summary of data analysis and research findings, we had highlighted clear view of the whole data analysis and research findings through the mean measuring and describing by the standard deviation. The explanation and description about the data analysis also has been collected and stated by questionnaires that we created for Polytechnic Sultan Salahuddin Abdul Aziz Shah, Diploma International Business, Semester 3 students into the table clearly explained in this chapter. Based on SPSS, the Reliability Statistics Cronbach's Alpha which is 0.680 and followed by the Standardized items which is 0.766 shows that reliable.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 CONCLUSION

The Regional Economic Development E-book is a learning tool for students to find information about Regional Economic Development. Based on the study, researcher helps students to understand the topic in fastest and easier way, simply because we include all chapters with simple understanding keywords and interesting graphic. We used the ADDIE MODEL's method to design and develop the Regional Economic Development E-book.

To analyze our study, we used a questionnaire that was provided with 2 online questionnaires forms, namely pre-test and post-test questionnaires, using the Likert Scale through Google Forms. A quantitative analysis method was established to collect all the data and information. Questionnaires were given to all students in DPI3A from Polytechnic Sultan Salahuddin Abdul Aziz Shah, where we wanted to know that whether it was necessary or not for us to design and develop this special learning tool for DPI3A students. This Regional Economic Development E-book was created specifically for the students of the Diploma in International Business to enhance their learning about Regional Economic Development. Based on the pre-test questionnaires, the majority of them want us to develop and implement this project.

The objective of creating this learning tool is to develop e-book for the subject of Regional Economic Development as a learning resources for students at polytechnic. The Regional Economic Development E-book also acts as a tutor for students because they can refer the topic notes with the highlighted keywords and graphics for better understanding about Regional Economic Development.

The data has been collected from 43 respondents for the post-test has shown the results to be implemented and evaluated for the Regional Economic Development E-book. The purpose of the post-test questionnaire was to study the students' satisfaction after implementing the Regional Economic Development E-book, if affective or not, and to make the students impressed with this special learning tool. As a result of the respondents' feedback, after implementing the Regional Economic Development E-book has appeared to be a highly beneficial learning tool for polytechnic students to find information and gain knowledge about Regional Economic Development topic. The statistical data that was obtained to show whether it was successful meets students' satisfaction and it really help out their study and understanding of the RED subjects.

5.2 LIMITATION AND RECOMMENDATION PROJECT

The limit of our project in terms of sample is not extended to students from all departments because our Regional Economic Development E-book is only aimed for students from DPI3A, of Polytechnic Sultan Salahuddin Abdul Aziz Shah who use our Regional Economic E-book as an advanced learning tools. Well, this is the first project that we are implementing for the student in Diploma in International Business. We want our project to be the best service in our

polytechnic so it might be beneficial to the student itself if they use our E-book as their references in their studies. However, the major limitation of our project is the number of population. It is simply because we are just focusing this project for particularly DPI3A students. Although it is easy and simple to understand, some respondents mentioned that the sentences in the Regional Economic Development E-book should be summarized again in context to be better when they referring the learning contents.

Recommendations

There are several recommendations to further improve the Regional Economic Development E-book as a learning tool for students to better understand the subject of Regional Economic Development. Every aspect and recommendation is to make our Regional Economic Development E-book always the best learning tools. This proposal is proposed to further improve this learning tool in the future. This is a recommendation that will be made among researchers of this business project are:

- The development of this Regional Economic Development E-book can be used not only by students of Polytechnic Sultan Salahuddin Abdul Aziz Shah, but also to the other polytechnic which taking the Regional Economic Development Subject as well like students Diploma in International Business in Polytechnic Malacca. Therefore, more information and learning materials can be added into in the nearest future. Indeed, it may be utilized by students from various polytechnic.

- Although it is easy and simple to understand, some respondents mentioned that the sentences in the Regional Economic Development E-book should be summarized again in context to be better when they referring the learning contents.

- The creation of user and environmentally friendly learning resources. With this invention, printed books will be reduced, and it saves a lot of papers and resources. This Regional Economic Development e-book shows a great attitude to reduce the cut down of trees for every piece of paper, which is crucial nowadays for promoting ecologically friendly products. We hope that it will become a norm in the education field.

- Lecturer and students have to cope together to completed and launched this new learning tools. Regional Economic Development is an awesome learning tools, however the great things have to be used and shared among students and friends. That's the main aim that we hardly created this Regional Economic Development E-book.
- Enhance the Regional Economic Development E-book to be more interactive among students and can be used as a flip book in the future. A digital flipbook is an interactive e-book that looks just like a printed publication, with pages that can be flipped and turned. It preserves the traditional look and feel of a paper book but includes interactive elements like links and navigation or even interactive videos as well. Next, it can be used as an interactive video, Interactive Video (also known as "IV") is a form of digital video that supports user interaction. Interactive videos provide the viewer the ability to click, on a desktop, or touch on mobile devices within the video for an action to occur.

5.3 SUMMARY

We designed and developed the Regional Economic Development as one of the learning tools platforms to make it easier for students to gain information with better understanding even though they are just can find all the information through other learning tools provided by their lecturer. This is our initiative to help students more understand about their studies by illustrating it. By implementing and evaluating Regional Economic Development that we developed, we managed to produce the best project because it got a very exceptional response from the students who responded to our post-test questionnaires. We as a group agreed together with our supervisor to suggest that we do this Regional Economic Development because we know that this will be the best learning tool among students. Therefore, we are hope this Regional Economic E-book will help the students a lot.

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