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## **JOURNAL OF CONTEMPORARY SOCIAL SCIENCES AND HUMANITIES (JCSH)**

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### **Editor's Note**



The JCSH, succeeding the Rangsit Journal of Social Science and Humanity (RJSH), continues to focus on publishing research works of various contemporary issues in social sciences and humanities. In this issue, we are pleased to present seven (7) research articles from various academic disciplines; several of which are related to ASEAN countries.

In the first article, Ezolina Maria Lobo Mascarenhas Pinto and Sasiphattra Siriwato investigated the causes of labour trafficking among Timorese female migrant domestic workers. Based on semi-structured interviews, they identified three main causes: (1) high cost of living in Timor-Leste, (2) the lack of domestic employment opportunities for women, and (3) limited awareness and education among the Timorese population regarding labour trafficking. The authors also proposed three key recommendations to solve this issue: implementing livelihood and skills training programs, creating more domestic job opportunities, and increasing information drive campaigns in localities and training among law enforcement authorities.

In the second article, using critical discourse analysis and political discourse analysis under the discourse-historical approach, Hazel P. Villa analyzed a Filipino perspective on the extrajudicial killings and human rights during the former President Rodrigo Duterte's administration. The author found that there was a complex interplay between the strong Oriental claims which emphasize cultural specificity, national sovereignty, and social and economic rights, and Western claims which focus on political and civil rights and the universality of human rights.

Next, Hau Le and Phuong Mai Nguyen studied the influence of social media reviewers on the buying intentions of Gen Z individuals in Vietnam. Based on a survey, the authors found that trust, attraction, and expertise significantly affected attitudes toward social media reviewers. However, only trust and attraction had impacts on buying intentions, and only trust could be a predictor for Gen Z customers' purchasing decisions.

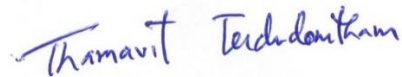
In the fourth article, Nathathai Rattanasuksri, Rattaphong Sonsuphap, and Kiaticchai Pongpanich explored the potential integration of the BCG Model and innovative practices into Thailand's rice supply chain. By examining stakeholder engagement, technological adoption, and market dynamics, the authors proposed strategies for applying the BCG Model and fostering innovation within the rice supply chain.

In the fifth article, Pairote Bennui studied the grammatical features of English in the signage at Koh Lipe. Based on the Linguistic Landscape, Multilingualism, and World Englishes theoretical frameworks, the author concluded that the phrasal and sentential structures of the signage were distinctively complex, reflecting globalized English, as being shaped in the tourism context of the south of Thailand.

In the sixth article, Saithong Chaobankrang and Montri Tangpijaikul studied the types and frequencies of figurative language devices used in Cathay Pacific Airways' travel stories. Using numerical analysis, the authors found that metaphor was the most prevalent, followed by hyperbole, metonymy, personification, simile, and rhetorical questions. The must-stay category was the most frequently mentioned, followed by must-visit, must-do, and must-eat.

Last but not least, Monsurat Isiaka, Ismail Adua Mustapha, Moshood Issah, Ismail Ayatullah Nasirudeen, and Wasiu Bolaji Sheu examined the trends and occurrence of crimes at Nigerian international airports. Using a survey, the authors found that crimes at Nigerian airports included corruption among airport officials, theft, destruction of baggage/luggage, extortion, armed robbery, drug trafficking, insider threats, criminal conspiracy, money laundering, prostitution, and human trafficking. Also, the high rate of crimes at Nigerian international airports was mainly caused by outdated technologies for properly checking of passengers, poor security checks at the airport entrance, the lack of a main responsible organization at the airport, poor monitoring mechanisms, and corruption among officials.

We always welcome your manuscripts and appreciate your comments. Links to our manuscript submission site can be found at JCSH Online Submission and Review System: [www.rsu.ac.th/rjsh](http://www.rsu.ac.th/rjsh). We look forward to hearing from you and would like to express our appreciation in advance.



Editor-in-chief