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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.

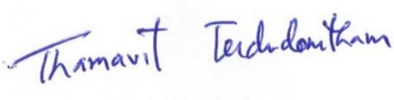
In the fourth article, Nathathai Rattanasuksri, Rattaphong Sonsuphap, and Kiatichai Pongpanich explored the potential integration of the BCG Model and innovative practices into Thailand's rice supply chain. By examining stakeholder engagement, technological adoption, and market dynamics, the authors 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 glocalized 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. We look forward to hearing from you and would like to express our appreciation in advance.



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Labour Trafficking Among the Timorese: The Case Study of Timorese Female Migrant Domestic Workers

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Abstract

Labour trafficking is a situation where victims are forced to work against their own will, under the threat of violence, other forms of punishment, or death. About 27.6 million people are found in forced, bonded, or child labour and sexual servitude globally. One group that is often victimized in this illegal trade are migrant domestic workers. This study examines the causes and factors of labour trafficking among Timorese female migrant domestic workers and what recommendations are possible to eradicate the problem in Timor-Leste. Semi-structured interviews were employed with 8 participants to collect the necessary information. There are three main factors that caused the labour trafficking situation of the Timorese female migrant domestic workers. The first cause is the ongoing high cost of living in Timor-Leste which serves as the primary push factor for migration. The second cause is the lack of domestic employment opportunities for women who are already in a tight competition with the available male workforce, and the last one is the lack of awareness and education among the Timorese population about the nature of labour trafficking and their vulnerability against persuasive traffickers. This study proposes three recommendations. The first is to encourage livelihood and skills training programs for locals and former migrant workers. The second is to create more domestic jobs through investment with local businesses and international or multi-national companies. The third and final recommendation is to intensify information drive campaigns in localities and boost training among law enforcement authorities to effectively discharge their duty.

Keywords: *Labour Trafficking, Human Trafficking, Timorese Female Migrant Domestic Workers, Trafficking in Persons*

1. Introduction

Labour Trafficking is the recruitment, transportation, transfer, harboring, or receipt of people through force, fraud, or deception, to exploit them for profit (United Nations Office on Drugs and Crime, 2023a). Forms of labour trafficking include domestic servitude, agricultural labour, factory work, janitorial, service industry, and also mendicancy. Victims of labour trafficking are usually young children, teenagers, men, and women. The traffickers often use violence or fraudulent employment agencies and deceitful practices with the promise of education and/or employment to trick and coerce the victims into accepting such offers (Hawbaker, 2023). Traffickers often target vulnerable populations such as foster children, the homeless, foreign nationals, and individuals living in poverty (Human Trafficking Capacity Building Center, 2023).

About 27.6 million people are found in forced labour, bonded labour, child labour, and sexual servitude worldwide. A total of 11.8 million of these victims are women and girls. More than 3.3 million (12 percent) of all those in forced labour situations are children, and more than half of them are exploited in the commercial sex industry. In geographical terms, 15.1 million forced labourers are found in the Asia-Pacific and Arabian regions (International Labour Organization, 2022a).

On gender statistics, about 70 percent of women serve as domestic workers and approximately 11 million of these women are migrants (International Labour Organization, 2021). According to the United Nations Office on Drugs and Crime (2020), women and girls together represent 69 percent of detected victims of trafficking in persons globally, with adult women representing 50 percent of detected victims and girls representing 19 percent. The two most common forms of exploitation are sexual exploitation, accounting for 50 percent of total detected cases, and labour exploitation, accounting for 38 percent. However, when forced labour revolves around domestic service, women and girls are the predominant victims (UN Women, 2023).

Domestic workers are those who perform care and maintenance of the household of a local or foreign employer. Their work may include tasks such as cleaning the house, cooking, washing and ironing clothes, taking care of children, elderly, or sick members of the family, gardening, guarding the house, driving, and even caring for household pets (U.S. Immigration, 2023). Of the 75.6 million migrant domestic workers worldwide, 76.2 percent are women. Domestic service is an important source of employment among female workers compared to men (International Labour Organization, 2023a). Synthesizing the information above, it implies that female workers are the most victimized group in labour and human trafficking and that women are most commonly found in domestic work. Furthermore, domestic work bears a migratory character, entailing that such services are not limited within the country of origin of the female worker, instead they are almost exclusively in countries of labor importation.

According to the U.S. Department of State's Trafficking in Persons Report in 2021, the country has become a host supply of trafficked persons. The majority of these victims are women and girls, reflecting the current statistics mentioned above. Many women and girls are vulnerable due to the lack of legal protection from the time they are in school until adulthood. The Timorese Ministry of Finance and the Secretariat for Vocational Training and Employment launched a survey in 2021 to determine the labour trafficking situation of the country. The results revealed that women ranked higher than men in terms of the number of victims. The survey was based on a sample of 7,275 households around 13 municipalities in Timor-Leste, from a population of 1.3 million people. Those of working age are about 62.9 percent of the sum figure (Ministry of Finance and Secretariat for Vocational Training and Employment of Timor-Leste, 2021). For further illustration, Table 1 is provided below:

Table 1 Timor-Leste Labour Trafficking Status in 2021

Timor-Leste	**Employed**	**Unemployed**	**Outside the labour trafficking**	**Total**
Male	142.0	6.8	254.7	403.6
Female	92.3	5.8	307.7	405.8
Total	234.3	12.7	562.4	809.3
		Urban		
Male	61.9	1.3	94.8	157.9
Female	39.4	1.4	122.1	162.9
Total	101.3	2.7	216.8	320.8
		Rural		
Male	80.2	5.6	159.9	245.7
Female	52.9	4.4	185.6	242.9
Total	133.0	10.0	345.5	488.6

Source: Ministry of Finance and Secretariat for Vocational Training and Employment of Timor-Leste (2021)

Poor economic conditions and limited educational opportunities create trafficking vulnerabilities for Timorese nationals, according to the U.S. Department of State in their Trafficking in Persons Report for 2021. The country indeed is facing one of the toughest challenges a state has to resolve which is creating jobs for a rapidly growing population. The past 10 years of Timor-Leste has shown that poverty (United Nations Development Programme, 2023) and joblessness (O'Neill, 2023) has been constantly plaguing the island country and as such, citizens have grown restless and opted to look for greener pastures, even if it means working abroad. Having only regained sovereignty and self-governance 22 years ago, Timor-Leste still has a long way to go in terms of improving state affairs and economic and diplomatic policies, including migration and migrant employment. The country's lack of a relatively mature migration and migrant employment system has served to the advantage of trafficking groups and syndicates in luring citizens and non-Timorese nationals into labour and human trafficking activities operating in and outside of Timor-Leste. A few notable cases of Timorese domestic workers identified from the countries of Malaysia and the United Arab Emirates can be seen as an example of this problem.

In Malaysia, Timorese female migrant domestic workers were deceived by fraudulent recruitment agencies to work in Malaysia without a legal employment permit (Vicente, 2022). The victims were transported through the Indonesian-Timorese borders and then sent onwards to Malaysia bearing only a 30-day tourist visa. In the case of the United Arab Emirates, Sanchez (2022) reports the experience of 7 Timorese female migrant workers sent to Dubai, United Arab Emirates. The victims were approached and lured with promises of better employment and education prospects, opportunities to pay off debts, and earning a significantly larger income in US Dollars. It was found that the seven individuals were instead forced to work without an official contract and were locked in confining rooms to prevent them from escaping. The company only paid 200 Dirhams or 54 US

Dollars for all seven workers per day to complete some paperwork that they did not understand. One of the Timorese government's key officials, Fidelis Magalhães, sought the assistance of the Embassy of the United Arab Emirates in Dili for the immediate repatriation of the 7 female victims in Dubai. Through thorough diplomatic cooperation, all 7 victims were eventually returned home safe in Timor-Leste (Radio and Television of Timor-Leste Online Livestreaming, 2022).

The U.S. Department of State Trafficking in Persons Reports from 2003-2023 indicated that Timor-Leste has consistently remained under Tier 2 status. Tier 2 means countries are not fully compliant with the minimum standards but are making significant efforts to bring themselves into compliance. When COVID-19 struck the country in 2020-2021, the status went even further down from the Tier 2 Watchlist. This means that the concerned state requires special scrutiny because of an alarming spike in the number of victims along with the failure to provide evidence of increased efforts to combat the problem (U.S. Department of State, 2005). Understandably, the loss of economic resources and health uncertainties plunged the population into destitution, forcing many to bite into sketchy offers from traffickers about working abroad for better pay. However, since the decline of the pandemic, the human trafficking situation in Timor-Leste has not vastly improved and remains under-compliant to the minimum standards to prevent the illegal trade, compelling the need to closer examine the situation and understand the causes and factors as to why Timorese citizens continue to be entrapped in labour and human trafficking.

This research paper is divided into seven sections. The first section defines labour trafficking, its scale in both the global and national level, relevant government policies of Timor-Leste to combat labour and human trafficking, and model countries for the management and resolution of labour trafficking issues. The main research objectives are provided in the second section. The third section focuses on the methodology by describing the instrument to collect data and the profile of the participants of the research. The fourth section exhibits the findings of the study while the fifth section discusses the problems identified in the research in relation to the current literature and what possible recommendations are available to resolve the problem of labour trafficking. The sixth section provides the conclusion and the seventh and last section introduces the final recommendations of the research.

1.1 Labour trafficking around the world

According to the International Labour Organization (2022a), global estimates indicate that there are 50 million people who may be exposed to situations of modern slavery on any given day. The Global Victim of Trafficking Database (VoTD), the largest database on human trafficking, reported that there is a total of 49,032 million trafficking victims registered between 2002-mid to 2018. This figure represents more than 144 nationalities with incidence of trafficking to more than 170 destination countries. Nearly complete records exist for approximately 30,000 individuals, and 26,067 records provide information individuals reported being exploited (United Nations Office on Drugs and Crime, 2020). Women and girls together represent 69 percent of detected victims of trafficking in persons globally, with adult women representing 50 percent of detected victims and girls representing 19 percent (United Nations Office on Drugs and Crime, 2020).

According to UN Women (2023), the two most common forms of human exploitation are sexual exploitation, accounting for 50 percent of their total detected cases, and labour exploitation, accounting for 38 percent. However, where forced labour revolves around domestic service, women and girls are the predominant victims (UN Women, 2023). In many ways, an unsafe form of migration is akin to human trafficking (Smit, 2004; as cited in Ullah, Yusof, & D'Aria, 2016). The risk of migration is also gendered due to women being historically exposed to gender discrimination and having less access to education and jobs (Ullah et al., 2016). Young girls mostly from Asia and the Pacific region create the majority of victims worldwide (SHARP, 2008:6, as cited in Ullah et al., 2016).

For example, Southeast Asia is known as an important hub for global trafficking networks and is particularly known as a transit region, significant source, and origin of trafficked people (Ullah, & Hossain, 2011). Most victims are trafficked as migrant workers, domestic slaves, sex workers, and sweatshop workers. Thailand is a major source, transit, and destination country for women subjected to sex and labour trafficking especially from neighboring countries of Lao PDR, Vietnam, Myanmar, Cambodia, and even littoral states such as Indonesia. A study of 94 migrant women revealed that they were lured abroad by false promises of traffickers offering them well-paid jobs as dancers, waitstaff, and domestic workers in Thailand. Many of them were unable to escape their situation due to debt bondage and their travel documents being confiscated and sold to their employers. Traffickers exploit these women's weaknesses being born in impoverished households, trapped in state conflicts such as those in Myanmar, growing job competition in the homeland, ethnic vulnerability, and social isolation. Trafficking became possible due to geographic proximity of involved states, with the exemption of Indonesia requiring a sea voyage through Singapore. The study also noted that some border guards and police were complicit to acts of trafficking which allowed greater mobility for syndicates and groups to transport victims from one border to another (Ullah, & Hossain, 2011).

Women migrants originating from Bangladesh, Sri Lanka, and Nepal also experience exploitative and unsafe conditions. Lack of domestic income opportunities, natural disasters, and income differences between Arab and South Asian countries were identified to be among the push factors for women to migrate. Millions of these short-term, low-skilled women migrant workers bound for Arab countries fly to work as domestic helpers and garment workers. A study of 162 South Asian women reported their documents confiscated, 87 percent were confined in their employer's residence, 76 percent had their wages withheld, 73 percent suffered psychological abuse, 61 percent underwent physical abuse, and 50 percent were overworked (McCormack, Larsen, and Abul Husn, 2015, as cited in ElDidi et al., 2022). Tamkeen (2015, as cited in ElDidi et al., 2022) also reported around 70,000 female domestic workers from Indonesia, Sri Lanka, and the Philippines experienced various forms of abuses from Jordanian employers. Many of these female migrant workers are trapped in abusive conditions because migrating abroad requires a vast amount of funding which would place women in debt situations. Coupled with the Kafala system of the Arab countries, it breeds the perfect conditions for trafficking and debt bondage (ElDidi et al., 2022).

In the United States, a migrant's status is used as one of the biggest tools of control by perpetrators of labour trafficking. International recruiters promise visas and employment opportunities in the United States to unknowing victims and their families. This requires exorbitant amounts of money to finance their travel which traps them in debt and renders them powerless to escape their plight. Such cases are those employed in the agriculture and food service industries where the victims were brought illegally to the country and were forced to work on farms across the country that serve massive food distribution chains and stores (Goodman et al., 2021). Living conditions were poor and congregated, wages were scarce, and workplaces were deemed unhealthy. Domestic workers, on the other hand, are falsely promised to obtain an education in the United States. But soon find themselves manipulated and used as slaves with little to no pay, deplorable living conditions, and restricted access to the outside world. The United States Federal Government has estimated about 14,500 – 18,000 individuals are trafficked annually. Despite increased number of reports, the government is still struggling to detect and act on labour trafficking cases due to a gap in awareness and training of authorities, and victims who are dealing with trauma, fear of employer reprisal, and unfamiliarity of employee rights (Goodman et al., 2021). The clandestine nature of human trafficking is undoubtedly also a huge factor for the difficulty of prosecuting those responsible for such crimes (Ullah, & Hossain, 2011).

1.2 Labour trafficking in Timor-Leste

According to the Shareef (2023), Timor-Leste is a source, transit and destination country for trafficking. More than two-thirds of trafficking cases involve a Timorese being trafficked outside of the country, while the remaining one-third belong to trafficking within the country. Many of the victims are subjected to sexual exploitation and forced labour. Employers often withhold victims' passports and wages to keep them from running away. The victims themselves also lacked awareness of their labour rights, including trafficking and labour laws, and grievance channels to seek assistance and report the crime. Roughly around 40 percent of Timor-Leste's population live below the poverty line (Viera, 2022). According to the Asian Development Bank (2023), the 2023 forecast of the Gross Domestic Product (GDP) rate of Timor-Leste in 2023 is only at 2.8 percent, the lowest together with Myanmar. The government does not have enough jobs to recruit everyone for civil service, and there are not sufficient manufacturing industries and factories that can employ locals in massive numbers (Neves, 2019).

Addressing the growing unemployment for a rapidly young population has been a key priority in the government's economic policy goals since the early stages of independence. As evidenced by the Timor-Leste Labour Force Survey of 2021, more than half a million of Timorese nationals aged 15 and above are outside the labour force, with women exceeding men. The survey also reported that women are less likely to be engaged in wage-based employment which provides more job security and better working conditions. Women were more likely to be self-employed or work as a contributing family worker only, two types of employment categories regarded as vulnerable employment. This underlines that women have greater obstacles in accessing decent work (Ministry of Finance and Secretariat for Vocational Training and Employment of Timor-Leste, 2021). Table 2 provides further detail about the working age population of Timor-Leste outside the work force:

Table 2 Working Age Population Outside the Labour Force by Age and Gender – Timor-Leste 2021

Population Outside the Labour Force	Male	Female	Total
Aged 15+ years	254,700	307,700	562,400
By Age Group			
15-24	124,100	122,200	246,300
25-46	105,100	157,400	262,500
65+	25,600	28,000	53,600

Source: Ministry of Finance and Secretariat for Vocational Training and Employment of Timor-Leste (2021)

To remedy the ever-growing issue of joblessness, the government has opted for overseas employment opportunities. However, preparation for overseas work require at least 3-6 months of training before deployment. This has become a major problem for some Timorese nationals who wish to work immediately. Thus, fraudulent recruiters and manning agencies seized the opportunity of marketing quicker options to lure the victims into trafficking.

The National Directorate of Foreign Workers reports that Timor-Leste annually sends more than a hundred workers overseas since 2009 (Sanchez, 2022). However, according to the United Nations, at least around 500 victims of human trafficking are from Timor-Leste every year (European Centre for Law and Justice, 2023). This only means that the majority of the victims of human and labour trafficking are people who did not undergo through government channels when applying for jobs abroad. The majority of these victims are women and girls who are already vulnerable due to the lack of legal protection from the time they are in school until adulthood (U.S. Department of State, 2021).

1.3 Timorese government policies against labour trafficking

There are two essential laws enacted by the Timorese government to address human and labour trafficking. The first one is Law No. 9/2021 which refers to the establishment of the Commission to Fight Against Trafficking in Persons, otherwise known as Komisaun Luta Anti Traffico Humano (KLATU) in the Timorese language (Government of Timor-Leste, 2021). The commission aims to ensure that there is coordinated action between various stakeholders involved in the fight against human trafficking and define the necessary policies and strategies for effective prevention and combat against human traffickers. The commission is also duty-bound to promote and secure cooperation with foreign partners and bodies to properly respond to the transnational nature of the crime. Finally, the commission is tasked to also monitor the implementation of international conventions the government has ratified or will ratify in the field of human trafficking (Government of Timor-Leste, 2021).

Another statute in effect in Timor-Leste is Law No. 3/2017 otherwise known as Law on Prevention Against Trafficking in Persons and the Fourth Revised Penal Code. Article 2 provides the definition of human trafficking, while Article 163 provides the penalties and coverage of these penalties. Another power enshrined within Law No. 3/2017 includes the provision on non-discrimination, non-participation, criminal liability, forfeiture of property to the State, protection of victims and witnesses, exclusion of publicity of the judicial process, information on values and funds, lifting of secrecy, bank account control and secrecy obligations (Miranda Alliance, 2017).

Timor-Leste’s Law on Prevention Against Trafficking in Persons demonstrated an impact only during the first few years of its implementation. From 2018 to 2019, there is an observed increase of investigative action to counter human traffickers and syndicates. According to the Trafficking in Persons Report of 2018 by the U.S. Department of State (2018), the Timorese government investigated 267 unconfirmed victims of trafficking, an increase of 91 cases from 2016. 9 of these are identified as genuine trafficking cases, which was strikingly a decrease from 79 in 2016. By 2019, the investigated cases scaled down to 65, with 5 of these cases confirmed as trafficking. From 2013-2019, Timor-Leste was under Tier 2 status, which meant that the state was not fully compliant with the minimum standards but were making significant efforts to bring itself into compliance. The Timorese government reported it did not have the capacity, expertise, or financial resources to train law enforcement on trafficking laws and victim identification, and relied on international organizations and foreign governments for training (U.S. Department of State, 2019).

From 2020-2021, Timor-Leste dropped further down the Tier 2 watchlist which meant that the island state requires special scrutiny because of an alarming spike in the number of victims along with the failure to provide evidence of increased efforts to combat the problem (U.S. Department of State, 2005). The lack of expertise in understanding trafficking crimes, data collection methods, clear leadership roles among ministries, and devoted budget further decreased the government's capacity to combat the problem (U.S. Department of State, 2021). The COVID-19 pandemic also hindered mobilization of government authorities and training (U.S. Department of State, 2022a). By 2022 and 2023, Timor-Leste regained its Tier 2 status, but nonetheless, is still not fully compliant to the standards. Drawing on these reports, it can be said that Law No. 3/2017 of Timor-Leste is not fully effective in curbing the incidence of human and labour trafficking.

Law No. 9/2021 which established the Commission to Combat Trafficking in Persons (KLATU) is still too early to be assessed for its efficiency. Currently, the Commission is still on its way to complete the draft for its National Action Plan (NAP) for 2022-2026. However, the U.S. Department of State (2022a) reported that the government did not conduct research to assess the human trafficking problem in the country, nor did it have a systematic approach in monitoring its anti-trafficking actions. In addition, Shareef (2023) added that the NAP is responsible in assigning each agency's roles and responsibilities in countering trafficking. But as of 2023, the NAP remains pending due to insufficient funding to establish a secretariat with the necessary budget to disseminate the draft NAP (U.S. Department of State, 2023a). There is also the issue of a low capacity of law enforcement and human resources to formulate a comprehensive response to combatting trafficking in persons. Drawing on these reports, the efficiency of Law No. 9/2021 remains questionable unless financial constraints have been addressed, and a proper methodical and systematic approach in understanding the scale and depth of human and labour trafficking has been established.

1.4 Model country for labour trafficking management and resolution

According to the International Labour Standards on Migrant Workers (ILMS) from 2016-2018, Indonesia scored the highest completion rate with at least one data entry for 18 out of 21 tables of indicators (International Labour Organization, 2022b). The government of Indonesia did this by establishing a government-monitored recruitment framework for the safe employment of Indonesian workers to major labor-importing countries such as Malaysia. The said framework or mechanism is called the One Channel System (OCS) program. Malaysia is one of the key labour-import destinations of Indonesia that experienced a spike of undocumented Indonesian migrant workers in 2021. This resulted to a mass repatriation to reduce the incidence of undocumented migration (Carvalho, Tang, & Zainal, 2022). To prevent the rise of undocumented migrant workers going forward, both governments engaged in significant diplomatic work to create the OCS program.

The OCS has 5 basic rules to guarantee migrant worker rights which includes, 1) zero registration fees, 2) minimum salary of 1,500 MYR (500 USD), 3) one day off policy for every week, 4) 8 hours of regular work in a day with the exemption of overtime duty, and 5) maximum of 6-person family unit per domestic worker. The OCS facilitates recruitment, departure and return of the migrant workers through authorized agencies recognized by both the Indonesian and Malaysian governments. Moreover, the government of Indonesia conducts regular evaluations and monitors the situations of Indonesian migrant workers in Malaysia every three months to ensure their safety and security (CNBC Indonesia, 2021).

The Philippines is also another notable country for anti-trafficking management and resolution. The country has been ranked Tier 1 by the U.S. Department of State Office to Monitor and Combat Trafficking in Persons for 8 consecutive years since 2016 (Philippine Embassy in Washington D.C., 2023). The main agency tasked to address the problem of trafficking in persons is the Inter-Agency Council Against Trafficking (IACAT) which is composed of 9 government ministries and 3 non-governmental organizations representing women, children, and overseas workers. Prosecution efforts include expanding the anti-trafficking laws of the country, invest in training and capacity building of police officers, prosecutors, judges, and social workers. This has led to an increase in convictions in the past 5 years (British Institute of International and Comparative Law, 2022). Non-government organizations and civil society groups in partnership with the government provided immediate protection services such as shelter and financial support to victims of rescue operations. National government funds, although available, are too slow for the kind of urgency posed by anti-trafficking operations. Thus, IACAT is effective in the sense that it includes non-State actors' expertise and participation in the effort to fight trafficking in persons. IACAT also has regional offices to help local government units in improving trafficking prevention efforts such as training community stakeholders at the village level to be aware of human trafficking and various modus operandi employed by perpetrators. Local police are also capacitated to investigate trafficking cases, handle victims carefully, and forward cases appropriately to the prosecution authorities (British Institute of International and Comparative Law, 2022).

2. Objectives

1) To examine causes and factors related to labour trafficking among Timorese female migrant domestic workers.
2) To propose recommendations to the Timorese government to prevent labour trafficking of Timorese female migrant domestic workers.

3. Methods

This research used semi-structured interviews to gather information from the victims of labour trafficking as well as the representatives of the government who are concentrated on human trafficking. Semi-structured interviews allow the participants to elaborate more on their different stories and experiences about migrant worker life and the trafficking experience itself. While the semi-structured interviewing method has a few questions that are predetermined, the others may come as unplanned (George, 2023).

Selection of Timorese female migrant worker participants were considered based on the following criteria: 1) they experienced trafficking through recruitment from illegal agencies, 2) they did not possess a valid work permit upon employment, 3) they were forced to render work without payment, and 4) they were forced to render work under threat. In addition to this, the participants were also considered as no longer trafficked or were no longer under rehabilitation and protection of the Commission on the Fight Against Human Trafficking. This approach is essential to the study so that the participants can share their experiences without triggering much sensitivity and trauma on the issue at hand.

Meanwhile, the selection of Timorese government representatives was considered based on the following criteria: 1) they must be incumbent government officers and 2) have at least 10 years worth of experience in the work against human trafficking. The study was able to seek the expertise of two government officers. The first participant is the Chief of the Commission on the Fight Against Human Trafficking or KLATU in Timor-Leste. The second participant is the General Director of the Scientific Police and Criminal Investigation and Head of the International Police and Special Police Forensic Investigation unit of Timor-Leste.

The six female migrant worker participants were labeled accordingly as Participants A, B, C, D, E, and F to protect their privacy and to ensure the utmost confidentiality of their identities. The government representative participants, meanwhile, gave their full consent to use their legal names to be published in this research.

3.1 Participant Information

Table 3 Participant Information

No.	Participant	Gender	Work Experience	Location	Year Employed/Hired
1	A	Female	Migrant Domestic worker	United Kingdom	2021
2	B	Female	Migrant Domestic Worker	United Kingdom	2020
3	C	Female	Migrant Domestic Worker	Portugal	2020
4	D	Female	Migrant Domestic Worker	Portugal	2020
5	E	Female	Migrant Domestic Worker	Timor-Leste	2019
6	F	Female	Migrant Domestic Worker	Timor-Leste	2016
7	Mr. Vicente Brito	Male	Director-General of Scientific Police and Criminal Investigation (PCIC)	Timor-Leste	2002 – Ongoing
8	Mrs. Sandra S. Luzira	Female	Chief of Anti-Human Trafficking Commission (KLATU)	Timor-Leste	2010 – Ongoing

4. Findings

This section is divided into three parts. The first part will present the causes and factors of labour trafficking in Timor-Leste. The second part will exhibit the proposed solutions of the government officials of Timor-Leste. Finally, the third part will showcase the recommendations from the participants of the study.

4.1 Causes and factors of labour trafficking in Timor-Leste

There were three common causes of labour trafficking revealed during the interviews. The first problem was the high cost of living in Timor-Leste. The second problem refers to the lack of domestic employment, and the third and final factor is the lack of awareness and education among the Timorese population.

Participant A reported that the economic and financial situation in their country is difficult and that even a public servant salary is not enough to meet daily necessities. Participant A added more information to this in the following statement:

> The economic situation in Timor-Leste is uncertain, a mess, and the cost of living is so high. Every member needs to help their family with daily necessities, school expenses, building a house, and having a better life after the war and civil war. Even the public servant receives a very low salary that is not even enough for their daily life. Therefore, most Timorese people women and men decide to work abroad as migrant workers and send back the money to help their families in Timor-Leste. (Participant A, Personal Communication, July 29 2023).

Participant B also cited that the higher income of a migrant domestic worker was a principal motivation for her to resolve their family's poor economic situation. Participant B (Personal Communication, August 01, 2023) said, "The poor economic situation in Timor-Leste and the family's financial situation are the main reasons forcing me to work as a migrant worker to find high-income work to cover family necessities"

The second factor identified in the study is that there is an apparent lack of domestic jobs available in Timor-Leste, especially with the vacant female workforce. Participant C explained that women experience more difficulties in landing a job because competition with the male workforce is already tight in Timor-Leste. She elaborated more on this point by stating:

> There is no work for Timorese women in Timor-Leste that can accommodate me to work as a female labour worker. The competition to get a job in Timor-Leste was tight and the living cost was very expensive. It drives me as a housewife to take the initiative to find work overseas to earn money and to support my family's financial situation in my home country (Participant C, Personal communication, August 09, 2023)

Mr. Vicente Brito, Director of the Scientific Police and Criminal Investigation (PCIC) office also recognized joblessness as a major push factor for the identified victims to enter the circle of trafficking. Mr. Brito explained the following situation:

> Joblessness is considered a principal motivation for the victims to enter the circle of trafficking mode for operation. They were easy to be tricked because they had one target to reach that is to find a job without thinking about the risk (Mr. Vicente Brito, Director of PCIC, August 28, 2023).

The third and final cause of the ongoing labour trafficking situation in Timor-Leste was the lack of education and awareness among the Timorese population, especially the female migrant domestic workers. Due to their status as under- or uneducated, or as non-speakers of the English or Portuguese language, many of the workers were quick to trust the information spewed by the traffickers and their friends without hesitation. This was the case of Participant F, who naively trusted a friend's offer, and reported the following experience:

> I was getting this information from my friend who works for her a Chinese female boss in Dili. My friend told me the Chinese lady was looking for a female Timorese to be a domestic worker in her house. My friend called me and offered this job to me. The Chinese woman told us to prepare our passports and that she would provide us with the ticket, visa, and all the necessary documents. She also convinced us for not to worry and that everything will be handled by her (Participant F, Personal Communication, August 12, 2023).

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In the case of Participant E, she was entrapped in the circle of labour trafficking through an enticing offer in the social media platform, Facebook. Participant E detailed more of this scenario in the following statement:

> I read the available information in the company's social media profile regarding their services, and some job descriptions, which made me interested to try. I pressed the like button on their advertisement, and they quickly sent me a message about their program. They convinced me and told me of the responsibilities of the job which made me believe in its authenticity. So, I applied for the job and sent my documents to them. They put me through an interview, and I passed the test. After that, they processed my application and eventually my ticket to Thailand (Participant E, Personal Communication, August 1, 2023).

4.2 Proposed Solutions of the government of Timor-Leste to combat labour and human trafficking

There are four solutions proposed by Mr. Vicente Brito of the Scientific Police and Criminal Investigation (PCIC) office and Ms. Sandra Carvalho Salgeuiro of the Commission to Fight Against Trafficking in Persons (KLATU). The four proposed solutions are as follows: 1) conduct information campaigns in the localities, 2) conduct investigations on reports related to trafficking obtained from victims and concerned citizens, 3) punishment of traffickers through policy measures and criminal prosecution, and 4) engage in international cooperation to combat the transnational nature of labour and human trafficking.

The first solution aims to educate the citizens of Timor-Leste, especially those in high-risk communities or far-flung areas of the island country to help them detect any potential trafficking activity and make an informed decision about job opportunities abroad. Ms. Sandra Carvalho Salgeuiro elaborated this point on the following statement:

> KLATU and PCIC will educate them on how to protect themselves and prevent any incident that may lead them to become victims of human trafficking. PCIC also tries to explain to the population what should they do if they suspect something or someone engaged in this illicit activity or has gotten trapped as a victim of human trafficking (Sandra Carvalho Salgeuiro, Personal Communication, August 15, 2023)

The second solution is to conduct investigations on reports related to human and labour trafficking which are obtained from both victims and members of the communities in Timor-Leste. Ms. Sandra Carvalho Salgeuiro further explained the process by sharing:

> PCIC cannot do anything without information from the victims or the victim's family. Through the report from the victim or family, PCIC can start opening the process, submit the case to the General Prosecutor's Office, and request to open the investigation (Sandra Carvalho Salgeuiro, Personal Communication, August 15, 2023).

The third solution proposed in the study was through criminal prosecution of identified traffickers through Law No. 3/2017 which stipulates the crime of human trafficking and the penalties associated with the illegal activity. This includes subjecting guilty persons to 8-20 years of imprisonment. Ms. Sandra Carvalho Salgeuiro reported the following explanation:

> Timor-Leste adopted Law No. 3 of 2017 which defines the act of human trafficking and also Article 163 of the Penal Code citing human trafficking as a criminal act. Transporting people, turning them into modern slaves, deceiving and taking advantage of a person's economic destitution is a crime. Timor-Leste adopted this law to fight against human trafficking issues in the country to protect its citizens and avoid becoming victims.

The fourth and final solution is to engage in international cooperation with other states. Mr. Vicente Brito of the Scientific Police and Criminal Investigation emphasized the need for international linkages and support to fight human trafficking. The transnational nature of human trafficking requires a balanced coordination on both national and international levels. Mr Vicente Brito gave more detail on this by reporting:

> PCIC and the National Police alone cannot solve the problem of labour trafficking. To conclude, it needs conditions or measures to enforce such as 1) Prevention, 2) Investigation, 3) Protection for the victims, 4) Punishment, 5) Cooperation and Coordination with the National Police, and 6) Cooperation and Coordination with international partners. Because labour trafficking is an organized and serious crime, it is then complicated and can operate on a trans-national level (Vicente Brito, Personal Communication, August 28, 2023)

4.1.3 Recommendations from Timorese female migrant domestic workers regarding labour trafficking

There are three main recommendations suggested by the participants to resolve and escape labour trafficking. The first recommendation is to build or secure personal linkages at home and abroad in cases of emergency. This is exemplified in the experience of Participant B when she reported the following scenario:

> I did not call the embassy because my family and my friend promised to find a lawyer for me, the other reason was told by a friend, that if the embassy is contacted, the only solution is to send me back to Timor Leste. I cannot go home because all the money was used to pay the agency for the ticket and everything was from a personal loan from my family, therefore I have to work in the UK so I can pay it back. The only way is to pay for the lawyer and a friend of mine has loaned me the money to pay for the services. I have to repay my friend for 1,800 GBP which can only be done if work in the UK. (Participant B, Personal Communication, July 28, 2023).

The second recommendation is to have further government intervention and representation. During her time working overseas in Portugal, Participant C noticed an increasing population of undocumented Timorese citizens sleeping in outdoor recreational facilities in places such as Lisbon. The situation reached the attention of the Timorese and Portuguese government which Participant C reports in the following passage:

> At that time, the President of Portugal personally visited the jobless Timorese migrant workers in the parks of Lisbon to observe the difficulties faced by the workers. President of Timor-Leste, Jose Ramos Horta, immediately visited us in Portugal and aided us in the form of repatriation and proper documentation. With the help of IOM, we were given the option to return home with free flights or to find employment in Portugal. I decided to stay in Portugal and eventually received a permit to work legally. (Participant C, Personal Communication, August 09, 2023).

Participant A also sought the government's representation when she was fighting for her compensation of her unpaid labour. Participant A shared more of this information by stating:

> We tried to seek help from the Consulate of Timor-Leste in Darwin so we can get our salary back, because it's already been three months and the agency never paid us… The consulate then sought the services of Attorney Carla Chung to hear our case and make representations to the company. After hearing all the information and evidence from us, Ms. Chung together with a representative of the consulate negotiated with the agency and company to address our problems. Finally, the agency gave back all our money after working for three months (Participant A, Personal Communication, July 29, 2023).

The third and final recommendation was in the form of assistance from external groups and individuals. These groups can be either from civil society or non-government organizations or simply private citizens who can extend humanitarian and compassionate assistance to victims. An example of this is with the case of Participant D when she reported the following situation:

> After knowing that we were deceived by the agency and the company, we stopped working and we did not even have the chance to claim our salary. We did not have a proper working visa, therefore a legal way to sue the company will not work. Moreover, there is not enough money to pay for legal services at that time… The only help we got was from some activists in Portugal

> who offered us free lunch and dinner, we were homeless. Some people also offer a camp to stay in to avoid rain and cold. The government was only able to help us when the mass repatriation happened (Participant D, Personal Communication, August 09, 2023).

Participant F, on the other hand, was able to escape her labour trafficking situation through the help of a private Timorese-Chinese couple who rescued her from her employer's residence. Participant F shared more of this in detail:

> After speaking with one of the female migrant workers, she connected me to a married couple in China. A Timorese woman married to a Chinese man came to my place immediately. I was wondering how they found my location, and they said that they knew my address from the friend whom I called last time and they heard that I was in trouble. So, that time they took me immediately to the Embassy of Timor-Leste China. I did not bring any clothes, not even my passport because the Chinese Lady did not want to give my passport back to me, because she did not want me to leave. They took me away and now I am free (Participant F, Personal Communication, August 12, 2023).

5. Discussion

This section involves two parts. The first part will provide the analysis of the findings in connection with the recent literature to extract the main problems of the study. The second part will feature the possible recommendations to the Timorese government to prevent labour trafficking.

5.1 Current situation of labour trafficking among Timorese female migrant domestic workers

The study identified four main problems related to the persistence of human and labour trafficking in Timor-Leste which are 1) poverty, 2) unemployment, 3) lack of awareness and education, and the 4) lack of enforcement of the laws.

The first problem is the high cost of living and poverty in Timor-Leste. According to the European Centre for Law and Justice (2023), 42 percent of Timor-Leste's population live below the poverty line and human traffickers can entice their victims through false promises of employment and education opportunities. In addition to this, the Asian Development Bank (2023) released a 2023 forecast of the Gross Domestic Product (GDP) rate of Timor-Leste in 2023 is only at 2.8 percent, the lowest together with Myanmar's 2.8 percent. In 2018, the World Bank (2018) reported that the average cost of meeting basic needs grew from 25.14 USD to 46.37 USD per person, with Dili, the most urbanized district, experiencing the highest spike in poverty.

The United Nations Development Programme (2023) also released the 2023 Multidimensional Poverty Index of Timor-Leste. The multidimensional Poverty Index or MPI measures each person's overlapping deprivations across 10 indicators in three equally weighted dimensions: health, education, and standard of living. For better illustration, Figure 1 is provided below:

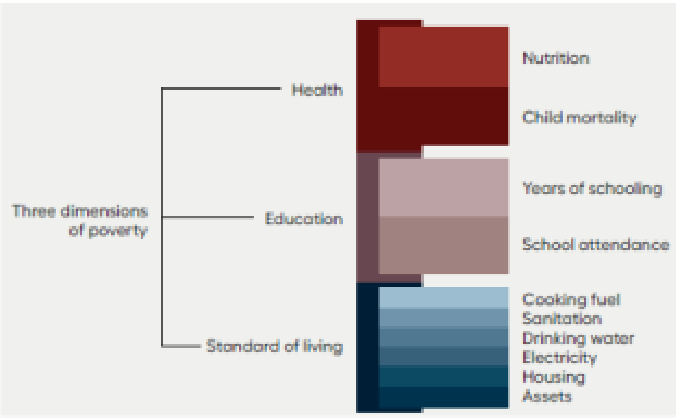

Figure 1 Structure of the Global Multidimensional Poverty Index
Source: UNDP (2023)

Based on the analysis of the data available, 48.3 percent or 637,000 people as of 2021 in Timor-Leste are multidimensionally poor while an additional 26.8 percent or 354,000 people as of 2021 are classified as vulnerable to multidimensional poverty. The intensity of deprivations in Timor-Leste, which is the average score among people living in multidimensional poverty is 45.9 percent. In terms of comparing multidimensional poverty with monetary poverty, the headcount of the incidence of multidimensional poverty is 29.3 percent higher than the incidence of monetary poverty. This implies that individuals living above the monetary poverty line may still suffer deprivations in health, education, and/or standard of living. For further illustration, Table 4 is provided below to show the percentage difference of Timor-Leste versus the Philippines, Indonesia, and the rest of East Asia and the Pacific.

Table 4 The most recent MPI for Timor-Leste relative to selected countries and regions

	Survey year	**MPI value**	**Head count (%)**	**Intensity of depri-vations**	**Population share (%)**			**Contribution of deprivation in dimension to overall multidimensional poverty (%)**		
					Vulnerable to multi-dime -sional poverty	In severe multi-dimen -sional poverty	Below the income poverty line	Health	Edu-cation	Standard of living
Timor-Leste	2016	0.222	48.3	45.9	26.8	17.4	24.4	29.3	23.1	47.6
Indonesia	2017	0.014	3.6	38.7	4.7	0.4	3.5	34.7	26.8	38.5
Philippines	2017	0.024	5.8	41.8	7.3	1.3	3.0	20.3	31.0	48.7
East Asia and the Pacific	-	0.022	5.1	42.4	14.4	0.9	0.8	28.1	35.8	36.1

Source: From "Global Multidimensional Poverty Index" by UNDP 2023, Timor-Leste Human Development Report, pg.2.

The issue of poverty was conveyed by both Participants A and E. Participant A stated that the economic situation in Timor-Leste is a mess and the cost of living is very high. Every member of the family needed to bring in some money to help meet the daily necessities such as food, utilities, education, and shelter. Participant E added that the poor economic situation in Timor-Leste and her own family's financial troubles are the main reasons that forced her and other female Timorese citizens to find higher income abroad.

This problem resonated in the study of Nath (2019) wherein 20 percent of the population in Bangladesh live in extreme poverty. Bangladesh is also the second most affected country in South Asia in terms of income poverty with 18.5 percent of the population living below the international poverty line (Deyshappriya, 2018). Women needed to become migrant domestic workers to find money and send remittances to pay off necessities such as food and clothing to survive. More specifically, poverty is the main cause of the migration of Bangladeshi women. Poverty is also identified as a key driving factor in the study of Fabbri et al. (2023) among victims of labour trafficking. From a dataset of 50,000 victims from 2002 to June 2018, women made up of the majority of the sample and nearly 90 percent self-identified themselves as poor. ElDidi et al. (2022) also mentioned that for India, poverty is the most important push factor for short-term migration work. Providing a better future for their families and continuing to stay away due to greater gains abroad are also pointed out as reasons for many women to pursue migrant domestic work (Moors, Jureidini, Özbay, & Sabban, 2009). Wilson (2013) also recognized that poverty is a central driver of human trafficking in Indonesia, citing 32 million Indonesians living below the poverty line.

The second problem is that there is a massive scarcity of domestic jobs available for female workers in Timor-Leste. This is reflected in Timor-Leste's Labour Force Survey Report of 2021, citing unemployment reaching 12,700 in population, leading to an overall unemployment rate of 5.1 percent. Female job seekers had a higher unemployment rate of 5.9 percent compared to their male counterparts at 4.6 percent (Ministry of Finance and Secretariat of State for Vocational Training and Employment of Timor-Leste, 2021). As conveyed by Participant C, there is no opportunity available for Timorese women in the employment sector. The competition to get a job in Timor-Leste is already tight among the stronger male workers. This problem was also mentioned by Mr. Vicente Brito of the Scientific Police and Criminal Investigation, stating that joblessness is considered as a principal motivation for the victims to wander into the trafficking ring.

Fabbri et al. (2023) also reported that 90 percent of the dataset of labour and human trafficking victims in IOM's VoTD indicated that they migrated from poor countries to find better employment opportunities. ElDidi, et al. (2022) also cited that the lack of domestic income generation opportunities is also a considerable push factor for the short-term migration of South Asian women to West Asia. Even among those who may have had the opportunity to work locally, many women would still engage in migrant domestic work as they can earn ten times what they can make presently in their country of origin. This is true with the case of South and Southeast Asian women (Moors et al., 2009). In 2016, the Timorese government announced that unemployment has reached 11 percent since private sector work in the capital is limited (Wigglesworth, & Boxer, 2017).

The unemployment history of Timor-Leste for the past 20 years demonstrates that only a year after its independence from Indonesia, it consistently moved in an upward trend beginning in 2010. The unemployment rate experienced a slight drop at 4.45 percent in 2019 before shooting up an all-time high of 4.97 percent in 2021 during COVID-19. As of 2022, the unemployment rate sloped down to 4.86 percent (O'Neill, 2023). For better illustration, Figure 2 is shown below:

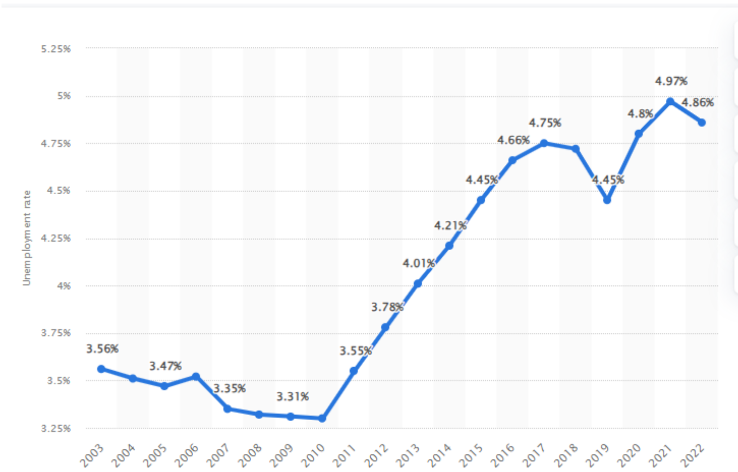

Figure 2 Timor-Leste: Unemployment Rate from 2003 to 2022
Source: O'Neill (2023)

The third problem is the lack of education among Timorese female domestic workers. Participant D, E, and F had no higher education experience or keen awareness of trafficking and relied only on a recruiter's eloquence in marketing, the internet, and word-of-mouth referrals to accept unscrupulous job offers.

According to the Trafficking in Persons Report from 2023 and 2022 in Timor-Leste, limited educational opportunities create trafficking vulnerabilities for Timorese nationals, particularly women and girls from rural areas (U.S. Department of State, 2023a; U.S. Department of State, 2022a). The United States Agency for International Development (2022) also underscored the lack of educational opportunity as one of the drivers for human trafficking in Timor-Leste. Out of 100 Timorese adults, only 36 percent know how to protect themselves from human trafficking and only 19 out of 100 Timorese children know how to do the same.

A similar situation was also witnessed among Indonesian migrant workers who became victims due to lack of awareness and education. Data from BP3TKI or The Indonesian Migrant Worker Placement and Protection Service Center reported that most Indonesian female migrant domestic workers were found as illegal workers and victims due to their lack of education and knowledge about the government's programs and centers for migrant protection (Mahardika, & Wicaksono, 2020). In addition to this, Vijeyarasa (2016) added that in trafficking discourse, a widely accepted assumption is that there exists a relationship between levels of education and migratory decisions that can lead to unsafe and exploitative work. Those who are better-educated are more likely to leave under safer conditions than their less-educated peers. Therefore, victims of trafficking are presumed to have a lower capacity to assess the risks associated with entering a transaction or signing a contract.

The International Monetary Fund (2022) published a report about Timor-Leste's Human Development Index from 2000 to 2019. Human Development Index or HDI is the composite measurement of a nation's longevity, income, and educational growth (United Nations Development Programme, 2023). Based on this report, Timor-Leste's HDI has improved steadily until the mid-2010s but has witnessed a decline onwards until 2019. Figure 3 below shows a comparison of Timor-Leste to East Asia and the Pacific Region and the rest of the world:

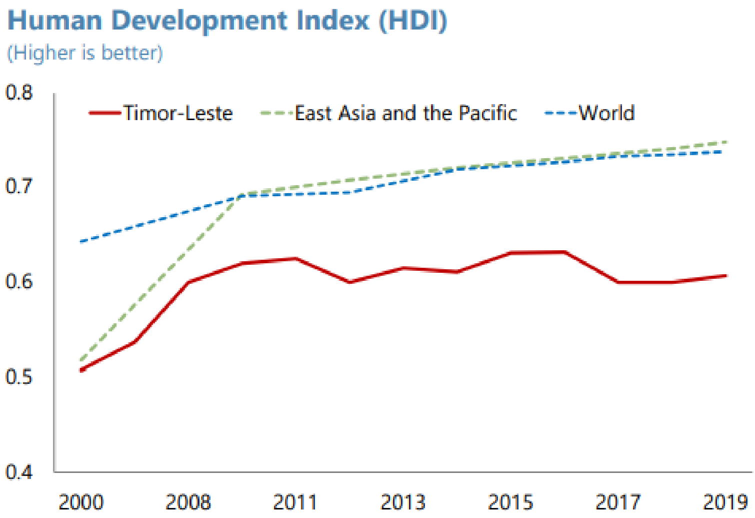

Figure 3 Human Development Index of Timor-Leste
Source: From "Human Development Report" by IMF Human Development Report, 2020, Pg.25.

The Timorese government also acknowledged that the lack of financial resources to facilitate re-education and training for law enforcement authorities to get them familiarized with various forms of trafficking, categorize trafficking cases, and properly identify victims, stalled the government's full capacity to attack the problem (U.S. Department of State, 2018 - 2022). Pandemic-related restrictions and delayed passage of federal budgets also hindered the government's anti-trafficking training for personnel and the public (U.S. Department of State, 2021). Furthermore, Timorese law enforcement bodies lacked training, data management systems, and IT infrastructure to conduct investigative research in trafficking cases (U.S. Department of State, 2023a).

Law No. 3 of 2017 and Law No. 9 of 2021 could have made a stronger impact in terms of raising the level of awareness among the citizens and equipping authorities involved in trafficking intervention with sufficient training in handling trafficking and gathering and managing data obtained in such operations. Disseminating information to the wider public and conducting a countrywide anti-trafficking awareness campaign has been greatly restrained due to budget limitations, lack of necessary training and knowledge development of law enforcement authorities, absence of 24-hour anti-trafficking contact lines, and linguistic impediments in mastering and understanding Portuguese, a language from which all laws in Timor-Leste are required to be published from (U.S. Department of State, 2023a; U.S Department of State, 2022).

Lastly, the research identified the lack of enforcement of anti-trafficking laws as the fourth problem. At present, the paradigm through which the Timorese government operates its laws and response in trafficking in persons is through the 3P principle: prevention, protection, and prosecution. In context, this translates largely to depending on reports raised by concerned citizens and/or victims of trafficking and their families. Following the provisions of Law No. 3/2017, once a report is received, the Scientific Police and Criminal Investigation Office will file a request to the Public Prosecution Office to open an investigation of the report. Without information from victims or concerned citizens, PCIC cannot act independently. Once a case is opened, PCIC investigates and detains the perpetrators, reports to the Public Prosecution Office, and waits for a court decision on the case. PCIC will also issue a suspension notice to erring agencies, and if proven guilty by the court, will be shut down and criminalized subsequently as part of its protection process. As for the prevention process, this is mostly achieved through community interaction with locals and providing information campaigns to raise awareness of human trafficking, and encouraging residents to report any suspicious activity to authorities.

The current laws of Timor-Leste on trafficking in persons display a serious consequence to violators and criminals with 8-20 years of imprisonment (Miranda Alliance, 2017). However, to say that the law is ineffective would be incorrect as the contents of the law appear to not be the problem, however, the budget is not sufficient to support, implement and maintain these laws (Shareef, 2023; U.S. Department of State, 2019). In the prevention front, insufficient funding resulted in law enforcement authorities lacking the expertise in victim identification, categorizing trafficking cases from non-trafficking ones, and having a thorough understanding of trafficking policies and processes in anti-trafficking operations and what to do next once a victim has been rescued. Information campaigns in remote and high-risk areas were sparsely conducted due to logistical costs. Additionally, what available funds leftover were not directed towards research (U.S. Department of State, 2022a) to assess the depth of human and labour trafficking in the country and understand the problem in a bigger picture. Insufficient funds also play a role in launching a database to systemize the management of trafficking cases (U.S. Department of State, 2022a).

On the protection front, financial constraints resulted in a lower number of active law enforcement figures, judges, prosecutors, and administrative personnel to render the required protection services of the government and enforce anti-trafficking laws. The human resource budget and the cost to erect and maintain protection facilities and services such as food and shelter, psychological counseling, and reintegration projects all of which are essential, are all under-supported, if not pending, for additional budget allocation. The National Action Plan itself, which is implemented and assessed every 5 years, also remains pending due to budgetary issues in establishing a Secretariat and dissemination of the plan to stakeholders and involved government agencies (U.S. Department of State, 2023a).

Prosecution efforts are likewise affected by financial restrictions. Judicial authorities also require extensive training and re-education to expand their understanding of human trafficking and help interpret the current laws to deliver true justice to survivors and recommend necessary amendments or modifications on the current laws in order for the country to adapt and respond to the ever-evolving nature of trafficking operations. Witness protection programs also need to be strengthened to assure citizens that reporting cases of trafficking will guarantee their safety and encourage them to actively participate in the fight against trafficking since the PCIC at present cannot act without tips or intelligence from citizens to be submitted to the public prosecutor's office for investigation. Without substantial financial support, judicial figures cannot keep abreast on the situation of human trafficking and learn from other judicial systems and practices in other countries to apply in Timor-Leste.

The laws of Timor-Leste contain the 3P principle of anti-human trafficking response and has reasonably strong criminal consequences on traffickers and guilty persons. Unless the political will of the government to increase its budget for anti-trafficking intervention and the responses are changed, the laws will remain ineffective no matter how many years of imprisonment and fines are stipulated as consequences of the crime. Without supporting the people who will implement and mobilize the law, the law policy will only be in effect on paper. Investing on capacity-building opportunities for law enforcement authorities and auxiliary units, research and investigation on trafficking, information dissemination are all segmented but inter-connected efforts essential to fortify and reinforce the whole system of anti-trafficking mechanism available in the country.

5.2 Possible recommendations to the Timorese government to prevent labour trafficking among female migrant domestic workers

There are two possible recommendations that this research suggests to address labour trafficking among Timorese female migrant domestic workers. These are 1) to increase the capacity of law enforcement authorities through additional training and budget, and 2) to create livelihood and skills training program to address poverty and lack of income opportunities.

The first recommendation is to increase the capacity of law enforcement authorities through additional training and budget. Timor-Leste already has existing laws related for the combat against human trafficking. However, full enforcement of the law is hampered by budget issues and lack of expertise of government authorities in the field (Shareef, 2023; U.S. Department of State, 2021; U.S. Department of State, 2019). Thus, policy change may not be the best remedy since any law, no matter how well thought out, would be futile without the financial backbone to support it and mobilize its law enforcers. According to the British Institute of International and Comparative Law (2022), genuine political will in fighting human trafficking involves prioritization of the issue and laying aside budget and funding. Without proper budget support, information drive campaigns in communities, mobilization of investigators, setting up database systems for a more orderly archival and management of records, and learning and development for law enforcement authorities, all crucial to the success of a policy, will keep the law from exercising its fullest potential.

The Timorese government must place the issue of human trafficking as a priority agenda and allocate the necessary budget for its law enforcers to effectively respond to the problem of human and labour trafficking. A good example of this is with the Thai government and their efforts to suppress human trafficking. The Thai government increased its budget allocation to 10.69 percent in 2021, totaling to 4,460.55 million THB or 135.17 million USD. The purpose was to ensure continuing, systematic and effective efforts to fight human trafficking, proactively prosecuting offenders and complicit officials, and providing necessary protection and assistance to victims and vulnerable groups (Royal Thai Government, 2021). In terms of prosecution, results showed that in 2021, a total of 182 human trafficking cases were initiated, increasing the number to 133 cases or 36.84 percent in 2022. In the protection front, the length of stay of a victim in shelters decreased from 158 days in 2020 to 143 days in 2021 due to a more effective prosecution process and periodic reassessment of victim's readiness for reintegration. The courts also ordered greater financial remedies and compensation to victims with a 123.9 percent increase compared to year 2020. As a labor destination, preventive efforts of the Thai government included extending a foreign worker's permit to work and stay and ensure access to protection services and legal benefits during the COVID-19 pandemic. This benefited 2,328,409 migrant workers to reduce their vulnerability to human trafficking (Royal Thai Government, 2021).

The Philippines is also another country recognized for its efforts in combatting human trafficking. The U.S. Department of State Office to Monitor and Combat Trafficking in Persons has ranked the country as Tier 1 for 8 years in a row since 2016 (Philippine Embassy in Washington D.C., 2023). One of its key developments includes the substantial funding of its anti-trafficking body, the Inter-Agency Council Against Trafficking. On the prevention front, the government allocated 68.4 million PHP (1.34 million USD) to the IACAT Secretariat's budget for 2021 from 65.2 million PHP in 2020. This created 76 permanent staff positions to increase IACAT's manpower and services (U.S. Department of State, 2022b). The increased budget also enabled the government to provide further protection services to 1,802 victims from 1,534 in 2020. In addition, the government's Department of Foreign Affairs also dispersed 62.8 million PHP to aid overseas Filipino workers in distress with airfare, meal allowance, shelter, medical care, and other needs. The funding also went to 431 potential victims of human trafficking identified in 9 Philippine foreign service posts (U.S. Department of State, 2022b). Prosecution efforts slowed down due to pandemic-related issues such as delayed in-person law enforcement action brought about by personnel shortages, increased health protocols, and mandatory quarantines (U.S. Department of State, 2022b). However, the government in the following year extended its efforts and added 33 new prosecutors as task force members for IACAT-led prosecution operations, increasing the total number to 433. Additionally, the government also amended the anti-trafficking law with the adoption of anti-online sexual abuse or exploitation of children (OSAEC) and anti-child sexual abuse or exploitation materials (CSAEM) act (U.S. Department of State, 2023b).

At present, the annual budget of the Timorese government to address trafficking in persons for 2022 and 2023 is 475,000 USD (U.S. Department of State, 2023a). Only a portion of which is allocated to KLATU, resulting in a standstill of the National Action Plan due to the lack of budget to establish a Secretariat and dissemination of its draft. The scarcity of funds also contributed to limited action of law enforcement authorities in investigating reports, prosecuting suspects, conducting information campaigns, and equipping police officers, judges, and prosecutors with the necessary training and knowledge to expand their expertise on the subject. Partnerships with international organizations such as the International Organization for Migration (IOM) and other non-governmental organizations currently help bridge this gap (Shareef, 2023). While partnerships with these institutions matter and should continue, moving forward, the government should take serious consideration in increasing the budget for human trafficking response as demonstrated by fellow ASEAN countries of Thailand and the Philippines. International aid from developed countries, such as between Australia and the Philippines (British Institute of International and Comparative Law, 2022), is also a welcome reinforcement to bolster anti-trafficking efforts. While this is not a one-size-fits-all solution, a solid financial backbone can greatly improve the conditions of anti-trafficking response in Timor-Leste and equip the state and the public with the necessary tools and knowledge to counter such crimes.

The second recommendation is to alleviate conditions of impoverished households and unemployment through livelihood and skills training programs among Timorese families. Participant E recommended that there should be livelihood training programs from the government aside from resorting to overseas employment only. Sandra Carvalho Salgeuiro, Chief of the Commission on the Fight Against Trafficking in Persons (KLATU), also suggested about creating livelihood or entrepreneurial training programs for women to reduce their risks of becoming victims and provide them income-generating opportunities. The Chief also added that this livelihood and entrepreneurial initiative can be an opportunity for reintegration as well for the victims.

An example of using livelihood and skills training program to alleviate poverty and unemployment is exemplified in India, which includes the critical role of the private sector. The Indian government and the Apparel and Export Promotion Council of India (AEPC) launched a training center, taking in 30 young men and women ranging from 22-25 years old who are considered vulnerable to trafficking and taught skills on apparel tailoring. The initiative also allows the participants to learn the various dimensions of the enterprise from production, plant and machinery maintenance, and marketing. (United Nations Office on Drugs and Crime, 2023b).

The same approach is seen in Thailand wherein the national government, through the Ministry of Social Development and Human Security (MSDHS), launched 8 Women and Family Developing Learning Centers. These centers conducted vocational skill development courses among 5,130 women at risk. The said program benefitted 7,035 women and allowed support and networking amongst themselves (Royal Thai Government, 2018). Non-governmental organizations such as Blue Dragon Children's Foundation in Northern Vietnam also provided skills training to vulnerable groups. The results yielded that 88 percent of reintegration support recipients were found to have a sustainable livelihood source and are no longer at risk of re-trafficking (Global Fund to End Modern Slavery, 2021). The Sustainable Hospitality Alliance meanwhile supported 12 at-risk youths and 2 trafficking survivors in its vocational training program. 57 percent of the participants successfully graduated from the training program and 68 percent secured full-time employment in the hospitality sector (Global Fund to End Modern Slavery, 2021).

The Timorese government may do the same in their country by partnering with international and local non-governmental organizations in creating livelihood projects and skills development programs to equip poor households with income-generating opportunities and knowledge on particular job areas such as hospitality, fabric and the apparel-making industry, jewelry-making, cooking, etc. The government can also create free or subsidized vocational training scholarship programs through its Ministry of Labour or equivalent office that will allow citizens, both local and former migrants, to learn how to make and do trade. The Timorese government could also boost its training centers and skills development programs through bilateral agreements with the vocational institutions of other governments such as in fellow Portuguese-speaking countries of Brazil and Portugal. These more mature countries can impart knowledge and skills of particular trade and industry they are known for to help the much younger country of Timor-Leste improve its capacity building and standard of living.

6. Conclusion

This research aims to achieve two objectives. The first one is to examine the causes and factors of labour trafficking among Timorese female Migrant domestic workers. The second one is to provide possible recommendations to the Timorese government to prevent labour trafficking of Timorese Female Migrant Domestic Workers. By interviewing Timorese female migrant domestic workers, the following summarizes the challenges found and what recommendations are applicable to these problems.

6.1 The current situation of Labour Trafficking among Timorese female migrant domestic workers

There are 3 problems identified in examining the situation of Timorese female migrant domestic workers who were victims of labour trafficking. The first problem is rooted in the poverty situation in Timor-Leste. This has become one of the main reasons for Timorese female migrant domestic workers to find jobs abroad. The second problem indicates the lack of domestic jobs for the Timorese population. Without local job opportunities in the country, Timorese female workers were compelled to venture abroad to find a job that would secure their needs and ultimately, their survival. The last problem is the lack of decent and proper education. Most of the Timorese female workers were uneducated or were undereducated before entering the migrant labour industry. Because of this lack of information and formal education, all of the victims were unable to detect the signs of human trafficking and deflect traffickers and syndicates. Without knowing the proper process of migrant employment, the Timorese female migrant workers placed their trust in these illegal agencies and companies which brought them into labour trafficking.

6.2 Possible recommendations to the Timorese government to prevent labour trafficking

The participants gave three main recommendations to resolve the problem of labour trafficking. The first recommendation is to promote livelihood and skills training program for locals and former migrant workers. The second recommendation is to create more local jobs through investment of local businesses and invitation of international and multi-national companies. The third and final recommendation is to intensify information drive campaigns to the localities and boost training among law enforcement authorities.

7. Recommendations

This final section is divided into two parts. The first part provides recommendations to the Timorese government in combating labour and human trafficking. The second part is dedicated to the Timorese female migrant domestic workers.

7.1 Recommendation for the Timorese Government

1. The Timorese government is recommended to place the issue of human trafficking as a top priority agenda and allocate the necessary budget for its law enforcers to effectively respond to the problem of human and labour trafficking. This includes extensive research on the ground, training of police officers, judges, prosecutors, and administrative personnel on their role against human trafficking, widespread information dissemination in communities, and investment of technological tools that can systemize the collection, storage, and management of data pertinent to human and labour trafficking.
2. The Timorese government is also recommended to generate programs or build partnerships with developed countries, international and local non-governmental organizations to create livelihood projects and skills development programs to equip poor households with income-generating opportunities and industry-specific skills. This would help address the situation of poverty and unemployment in the island-country. The government may also subsidize or invest on small and micro enterprises already present in the country to expand its operations and possibly generate additional jobs for the locals.

7.2 Recommendation for the Timorese Female Migrant Domestic Workers.

1. The Timorese Female workers are encouraged to do thorough research and have a better understanding of human trafficking by joining information drive campaigns and developing critical thinking skills to avoid online scams and word-of-mouth information.
2. The Timorese female workers should cooperate with the Timorese government in following the legal process of migrant work and report any suspicious human trafficking activities they know.
3. The study also recommends that the Timorese female migrant workers develop an interest in learning entrepreneurial skills whether through personal research, participation in non-government organization activities, and/or availing the programs from the government itself.

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Oriental and Western Worldviews on Extrajudicial Killings in the Era of Duterte with Facebook as Space of Discourse: A Discourse-Historical Approach

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Abstract

This study investigates from a Filipino perspective the extrajudicial killings (EJKs) and human rights during former President Rodrigo Duterte's administration using Critical Discourse Analysis (CDA) and political discourse analysis (PDA) with a discourse-historical approach (DHA). It identifies Facebook as a space of discourse in which the articulations of four political actors showed a preference for socio-economic progress and community safety over individual political and civil rights. This Filipino worldview emphasizes cultural specificity, national sovereignty and an insistence on self-governance, illustrating resistance to the Western world's human rights practices and concepts. Thus, given the findings, this study argues for a nuanced approach of "culturally attuned rights and empowerment" to address EJKs, which respect the standards of international human rights and the local context that recognizes historical and cultural factors. Accordingly, this paper contributes to the study of CDA in the Asian context, particularly the discourse historical approach, wherein the historical dimension allows for explorations of how past discourses bear on contemporary political and social realities.

Keywords: *Extrajudicial killings, critical discourse analysis, discourse-historical approach, human rights, Duterte, Philippines*

1. Introduction

The grand narrative for human rights is that it is universally applicable. However, the emergence of Asian countries as major players in the world stage, vis-à-vis economics and governance, has challenged this universality with the argument that human rights are only applicable as far as their respective countries' historical, cultural and political contexts allow. This positioning has prompted a debate among scholars and academics regarding the "Asianness" of a specific set of human rights.

In the Philippines, questions arise as to why a predominantly pro-life Catholic nation does not have a majority of its citizens protesting against the EJKs during former President Rodrigo Duterte's "war on drugs". Upon winning the election in 2016, President Duterte launched a campaign against illegal drugs called "*Oplan* Double Barrel" (Marquez, 2016), which became known as one of the deadliest and most aggressive anti-drug campaigns in the world (Lamchek, & Jopson, 2024; Tusalem, 2024). According to the data of the Philippine National Police (PNP), as relayed to the media (Bueza, 2016), Duterte's war on drugs has claimed 4,726 deaths from July 1, 2016, to the third week of October 2016. Of this number, the PNP indicates 1,725 drug personalities were killed in police operations, and 3,001 were victims of vigilante-style or EJKs as of October 23, 2016.

The number of deaths from EJKs has gained global attention and polarized the archipelago. However, this polarization was most apparent on social media platforms, where Filipinos express their support or dissent for a political party or the government (Aperocho, 2023). Among the platforms, Facebook is the most used and the most dominant social media in the Philippines, as it has become an effective platform for communication, culture and expression (Tayco, Tubog, & Zamora, 2024; Meltwater, 2023, as cited in Aperocho, 2023). Furthermore, it has been considered a key element to Duterte's 2016 election victory, regarded as the "first social media election in the Philippines" (Sinpeng, Gueorguiev, & Arugay, 2020).

In the age of social media, Duterte's policies have reached a broad global audience with mixed reviews. While the United Nations and other international agencies condemned the violations of human rights and the rule of law under the drug war, this policy of violence has also attracted high public approval and tolerance throughout

Duterte's tenure as President (Galvez, 2018), even from Filipinos themselves (Javate de Dios, 2022; Lamchek, & Jopson, 2024).

This phenomenon was not limited to the Philippines. Other Asian countries have seen a comeback of authoritarian populism or a "democratic backsliding", though not always seen by Asians in a negative light (Dressel, & Bonoan, 2024). Among examples of Asian values in governance, the case of Singapore, under the leadership of Lee Kuan Yew, rose to become the shining beacon of the success of an iron-fisted approach to governance in pursuit of development. However, while primarily authoritarian Asian leaders used the island-state's economic success as a model for governing their countries, this style met backlash and accusations of human rights violations – mostly coming from leaders and institutions in the West, who declared themselves prime movers and advocates of universal human rights.

Asian governments objected to Western hegemonic thought imposed on their Asian values. As Said (2003) stated in his book *Orientalism*, the West has inscribed its views of the East and uses them to inform its manner of dominating the East. Most scholars of Said's persuasion believe that this paradigm of the West has brought much conflict to countries it has colonized, left to self-govern and then "lecture on" every time their former colonies "stray" from their Western-prescribed methods, especially regarding human rights.

As for the Philippines, there are many explanations for why EJKs seem to be a way of life in the country, given that the republic has had a reputation for heightened EJKs since former President Ferdinand Marcos declared Martial Law on September 21, 1972. Yet, the tolerance to the blatant disregard for human life and due process during this regime coexisting with the assertion of freedom of expression and usage of American governmental, educational, business and transactional systems begs the question: What ideology is at play here?

The method used in this study involves a discourse-historical approach (DHA) to the human rights articulations (ideologies) of four political actors vis-à-vis EJKs on Facebook. Wodak (2015) emphasizes that DHA introduces a historical perspective to CDA. Fairclough (1992) supports this claim that any approach to discourse and social change should serve as "a method for historical analysis". Thus, this study examines the discourses that define a pivotal moment in Philippine history.

Facebook, as the space of discourse, was chosen because it is a very public platform that may be considered a barometer of public opinion and sentiment given its "like" and "share" applications and a new space for harnessing power to increase social status and ideology through user reach and engagement (Geukjian, 2013). Users who spend hours on the platform may be persuaded to conform to ways of thinking about the content they most regularly consume (Bourdieu, & Habitus, n.d.; Speller, 2011).

This extraordinary power of Facebook has significantly been advantageous in elections, galvanizing people for mass actions and propagating particular ideologies. Furthermore, Facebook contains real-world arguments viable for discourse analysis, and status posts are considered deliberations under political discourse. As Van Dijk (1997) argues, political actors are part of a political process, and their public discourse has political consequences.

These articulations or corpus belong to the Western or Oriental concept of human rights. This paper turns to Li's (1996) essay "Asian Values" and the Universality of Human Rights to make such categorization of Western and Oriental thoughts and, therefore, develop a clearly defined basis by which to begin a CDA and PDA. Li (1996) posed four claims describing juxtapositions between the Western and Eastern views of human rights.

In Claim I, Li (1996) indicates that rights are "culturally specific because the said rights materialize in the situation of specific economic, social, political and cultural conditions". Furthermore, Li (1996) claims that conditions in the West that forced the institutionalization of human rights do not exist in Asia.

For Claim II, Li (1996) writes that collective welfare outweighs the interests of individuals within the community. This claim emphasizes that in Asian culture, citing Singapore's view of the community as "a key survival value", the community is significant as opposed to the West, which puts value on the importance of the individual. Li (1996) further asserts that, according to the Asian perspective, the rule of law and human rights possess an individualistic nature that can potentially disrupt Asia's social framework.

As for Claim III, Li (1996) writes that civil and political rights are subordinate to social and economic rights in Asia. She opines, citing China, that civil and political rights are not meaningful to the impoverished multitudes who live in unstable conditions. Such rights will be extended to them only after their basic needs are met. Moreover, Asian leaders make their constituents understand that economic development will be achieved if leaders possess the authority to curtail individuals' political and civil rights to maintain political stability.

Finally, in Claim IV, Li (1996) argues that the determination of rights falls within national sovereignty. China exemplifies this stance when, in 1995, the Asian giant opposed and protested the hegemonic acts of "some countries" and their double standards in applying human rights to other nations. China also complained about the West imposing its pattern on others or engaging in the internal affairs of other nations under the pretext of "human rights".

Li (1996), however, makes it clear that despite the dichotomy between Asian and Western exceptionalisms, some aspects of universal human rights have been accepted in many countries in the East. Consequently, circumstances unique to Asia have led to the formation of those claims for "Asian views", and such views also face peculiar dilemmas. Li (1996) believes that "cross-cultural conversation", or what Freeman (1996) calls a "cosmopolitan" approach, can make the human rights universality issue less problematic. Fairclough, and Fairclough (2013) argue that political discourse is primarily argumentative and chiefly involves practical reasoning or practical argumentation.

The general theoretical framework for this paper draws from Stuart Hall's definition of ideology as "the mental framework – the languages, the concepts, categories, imagery of thought, and the systems of representation – which different classes and social groups deploy to make sense of, define, figure out and render intelligible the way society works" (Griffin, 2012).

This study analyzes the articulations of four Filipino political articulators on EJKs that reflect the dissonance between Oriental and Western views of human rights, illustrating a predilection for socioeconomic progress and community safety over individual political and civil rights. Using CDA, PDA and the DHA, the study emphasizes how historical experiences, cultural specificity and national sovereignty lead to a more nuanced approach that this study calls 'culturally attuned rights and empowerment' (CARE) to address EJKs while respecting international human rights standards and the local context of the Philippines.

2. Objectives

This paper has the following objectives:

1. Determine how four political actors in the Philippines view human rights, specifically EJKs, with Facebook as the space for such discourse;
2. Analyze how Asian or Western ideologies disseminate through these status posts (discourse fragments);
3. Locate unique Filipino perspectives on human rights and EJKs in the era of Duterte; and
4. Analyze if the political actors embrace solution-based discourses to address EJKs.

3. Materials and Methods

This paper analyzes the discourses by focusing on particular components of CDA and PDA from the perspective of Fairclough, and Fairclough (2013) and PDA from Van Dijk (2006). Notably, DHA is part of the Critical Discourse Studies (CDS) framework, which used to be called CDA. It is most appropriate for this paper because of its emphasis on a historical dimension that allows for explorations of how discourses of the present are influenced by historical legacies and how past discourses have a bearing on contemporary political and social realities. DHA, therefore, tracks how discourses change over time and connect to particular periods or historical events – in the case of the Duterte administration's emphasis on EJKs to solve crime and other social problems.

The paper adopts Schneider's (2013) process and manner of analysis of the CDA wherein the process begins by establishing the context and exploring the production process of the source material which in this case are the articulations of the political actors on Facebook. This includes understanding the social and historical background, the articulators' affiliations, and the medium and genre of the text. The next steps involve preparing the material, coding it to identify key themes, examining the structure and individual statements, and identifying cultural references and linguistic mechanisms. Once the data is collected, it is interpreted to uncover the discourse's meaning and implications. Finally, the findings are presented to convey the significance of the analysis effectively.

The categorization of discourse fragments as Western or Oriental claims is based on Li's (1996) essay "'Asian Values' and the Universality of Human Rights". Blommaert, and Bulcaen (2000) argue that "The way in which discourse is being represented, re-spoken or rewritten sheds light on the emergence of new orders of discourse, struggles over normativity, attempts at control, and resistance against regimes of power." This discourse model is built upon a theory of ideological processes in society and is viewed in terms of changes in processes of hegemony. Moreover, the study employs a CDA, given its unique view of the association between language and society and the relationship between analysis and the practices analyzed (Blommaert, & Bulcaen, 2000; Wodak, 2015). Fairclough's (1992) focus on CDA's attention to concrete textual features differentiates it from other approaches, such as Foucault's (2010) approach in *The Archeology of Knowledge and the Discourse on Language*, which focuses on power relationships in society as expressed through language and practices.

Fairclough, and Fairclough (2013) define PDA as the consideration of political discourse primarily as argumentative discourse by facilitating the integration of critical discourse-analytical concepts with the analytical framework of argumentation theory. Thus, in this case, the deliberation is in the context of persistent disagreement or contending narratives based on Western or Oriental ideologies regarding EJKs and the fundamental question of "what to do". As for this paper's choice of articulators in Facebook, Van Dijk's (1997) definition is used, wherein politicians are not the partakers in the political domain because from the interactional point of view of discourse analysis, the citizens, the "masses", the people, the public and other categories or groups are included if politics and its discourse are located in the public sphere which, in this case, is Facebook.

3.1 Selection of Articulators

The four articulators for this paper were chosen for their distinctive discourses on EJKs and human rights and their number of followers as an indicator of engaging the public with their thoughts. This situation may reflect public sentiment regarding EJKs and human rights. However, in no way does the number of likes determine the acceptability or non-acceptability of EJKs. This consideration relates to one of the many issues the articulators discuss on their Facebook pages. Moreover, the popularity of the Facebook articulator was determined by the number of likes and the articulator's consistency in posting.

The articulators whose status posts or discourse fragments were analyzed on November 15, 2016, include:

1. Sass Rogando Sasot, 34, a Masters' student in International Relations at Leiden University College in The Hague, views EJKs in a favorable light and has 188,435 likes on a Facebook blog page bearing her name.
2. Walden Bello, 71, a human rights activist and former congressman who called for an end to EJKs, has 4,999 friends on his Facebook page (International Sociological Association, 2024).
3. Martin Andanar, 42, the Presidential Communications Secretary of the Philippines, has 83,889 likers on his Facebook community page (Lacanilao, 2016).
4. Perfecto Yasay Jr., 69, the Secretary of the Department of Foreign Affairs of the Philippines, has 4,772 friends on his Facebook page (Taiwan-Asia Exchange Foundation, 2017).

3.2 Discursive Event

This paper uses the synchronous analysis with the Philippine Senate hearings on EJKs as the discursive event. The Senate held hearings on EJKs on August 22, 2016, and October 18, 2016. Discourses subjected to analysis were statuses posted on Facebook two weeks before the hearings and two days after they ended. The timeline of the discursive event was chosen because the issue of EJKs was relevant and came during the "peak season" for the articulators to engage with netizens. Without the Philippine Senate hearings on EJKs, other public concerns would have overshadowed the problem. The publication of these results adds to the studies on the history of human rights in the Philippines.

3.3 Collating Data for Discourse Analysis

The selection of status posts or discourse fragments of the four Facebook articulators was limited to posts that used the words "extrajudicial killings", its acronym "EJKs", "human rights", and its acronym "HR". These words, appended to the names of the Facebook articulators in this study, were then pasted to the Facebook search application to identify posts containing these words, effectively acting as a collating mechanism to choose data for discourse analysis. A total of 73 status posts were analyzed (39 for the Western Claim [WC] and 34 for the Oriental Claim [OC]).

The status posts, or discourse fragments, were then categorized based on Li's (1996) four claims on the "Asian View" of human rights, which were also juxtaposed with the Western concept:

- OC1 (Rights are "culturally specific") vis-à-vis WC1 (Rights are universal)
- OC2 (Community takes precedence over individuals) vis-à-vis WC2 (primacy of the individual)

- OC3 (Social and economic rights take precedence over civil and political rights) vis-à-vis WC3 (civil and political rights are paramount)
- OC4 (Rights are a matter of national sovereignty) vis-à-vis WC4 (the West is the "international police" of human rights).

4. Results

4.1 Western Claims

Table 1 Frequency of Western Claims, Discourse Fragments and Number of Discourse Fragments of Facebook Articulators

WESTERN CLAIM (WC)	Sasot	Bello	Andanar	Yasay	TOTAL
WC 1	2	7	0	1	10
WC 2	0	9	0	1	10
WC 3	3	9	1	1	14
WC 4	0	0	0	0	0
Total No. of Articulations	5	25	1	3	34

The four articulators concerning Western Claims indicated they believe in the essentiality of civil and political rights, as evidenced by 14 posts. This result is followed by WC1 (rights are universal) and WC2 (individual takes precedence over the community, which had ten posts each. For WC4 (the West is the "international police" of human rights), the analysis identified five posts or discourse fragments. Below is the analysis and discussion of the 39 discourse fragments categorized as Western Claims.

4.1.1 Western Claim 3 (Civil and Political Rights Are Paramount): Stop the killings and give due process vs. protect the victims and kill the perpetrators

Bello contended that the killings will not solve the drug problem, and supporters of EJKs and the administration behind it must be reprimanded. His nine posts articulated that the Philippines is most likely the only country with an official policy of killing drug addicts rather than rehabilitating them. With this position, he called for an end to the EJKs and for a lawful anti-drug campaign that champions human rights by respecting due process and prioritizing rehabilitation.

Yasay also opposed human rights violations and EJKs but cautioned that killings could be justified under police force engagement, citing the necessity of a "shoot-to-kill order" based on the rules of engagement followed by the police force.

Meanwhile, Andanar's (n.d.) only post on WC3 centered on his concern for the due process of law after a mayor and suspected drug lord died in his prison cell because he resisted police arrest.

Only Sasot (n.d.) openly supported EJKs linked to the drug wars, with three WC3 discourse fragments invoking freedom of speech pluralism, tolerance and broadmindedness in safeguarding the rights of victims and potential victims of drug addicts.

4.1.2 Western Claim 1 (Rights Are Universal): Human rights are for all vs. rights is a contested concept borne out of real struggles

Bello and Sasot disagreed over universal rights, with Bello posting seven posts to uphold human rights and the basic tenets that go with them. Bello posted his speech in a meeting of a coalition, calling for the Defense of Human Rights and Dignity Movement (iDEFEND), where he emphasizes that the aggressive campaign against illegal drugs, which he describes as "violent", would not yield effective results. In addition, he further criticizes it as a "war against the poor" and highlighted that resorting to killings only addresses the drug problem's symptoms rather than its underlying causes. The rest of Bello's six posts maintained the advocacy of upholding democratic ideals of human rights and the observance of due process.

On the other hand, Sasot (n.d.) interprets human rights differently. In two posts, she discusses how human rights is an essentially contested concept shaped by real struggles, highlighting that non-state actors like drug addicts may also commit violations.

4.1.3 Western Claim 2 (The Individual Takes Precedence Over the Community): No to EJKs, yes to humane treatment

Bello posted nine discourse fragments that, among others, called for an end to EJKs and the rehabilitation of drug addicts thrice. Meanwhile, Yasay only articulated his firm opposition to EJKs once.

4.1.4 Western Claim 4 (The West is the "international police" of human rights): The West should not meddle or destabilize

Except for Sasot, the other articulators had no status posts on WC 4. Sasot's five discourse fragments on WC 4 are presented in three separate status posts. The first suggests that US Ambassador Philip S. Goldberg is meddling in the internal affairs of the Philippines. The second relates to Sen. Leila M. de Lima's calling on the ICC to intervene in the human rights situation in the Philippines, describing it as destabilization. In a third status post, Sasot made three statements. First, she mentioned that external legitimacy is fragile as no head of State has condemned Duterte. Still, multilateral organizations like the United Nations (UN), international civil organizations such as Human Rights Watch (HRW), Amnesty International, and global public opinion do not support him. Second, she stated that the more the "global public's heart breaks", the more multilateral organizations and international civil organizations would mobilize heads of State to condemn Duterte. Lastly, she noted that anti-Duterte forces effectively utilized this situation to shape global opinion and mobilize worldwide sentiments against the President.

4.2 Oriental Claims

Table 2 Frequency of Oriental Claims, Discourse Fragments and Number of Discourse Fragments of Facebook Articulators

ORIENTAL CLAIM (OC)	Sasot	Bello	Andanar	Yasay	TOTAL
OC 1	0	1	0	2	3
OC 2	3	0	2	4	9
OC 3	0	0	1	2	3
OC 4	13	0	2	4	19
Total No. of Articulations	17	1	5	12	34

Of the 34 discourse fragments under the Oriental Claims, the strongest response related to "rights being a matter of national sovereignty" (OC4), with 19 status posts. This result was followed by OC2 (community takes precedence over the individual) with nine posts. There were three posts: OC3 (social and economic rights take precedence over civil and political rights) and OC1 (rights are "culturally specific"). Below is the analysis and discussion of the discourse fragments categorized as Oriental Claims.

4.2.1 OC 4 (Rights are a Matter of National Sovereignty): No to interferences, destabilization, and double standards in human rights violations

Sasot dominated OC4 with 13 posts, criticizing various world leaders and organizations for meddling in Philippine internal affairs. She targeted figures against Duterte's policies, such as US Ambassador Goldberg and US President Barack Obama, as well as entities such as the US government, UN, HRW, the International Criminal Court (ICC) and Amnesty International. Sasot's main concerns concerned sovereignty issues, external interference in President Duterte's governance and alleged US double standards in human rights. Furthermore, she cited "destabilization" attempts of the US media and government and "foreign interferences resulting in the retarding of the Philippines" political maturity.

Similarly, Andanar, in two OC4 discourse fragments, requested readers to help the President against "Bias (sic) international media" by supporting the "Stop Destabilizing the Philippines" Campaign. He also reposted a news report on Senator Tito Sotto praising the PNP's anti-drug campaign and warned against the international media's focus on EJKs.

Meanwhile, Yasay's four OC4 statements support Duterte's anti-drug campaign on the premise that it sought to improve Filipino lives. He argued that this war should not be evaluated solely based on international norms established and imposed by former colonizers, who are equally culpable for human rights violations. Additionally, he urged Filipinos to liberate themselves from Western-influenced inferiority complexes.

Bello did not contribute to OC2, reflecting his Western-oriented perspective.

4.2.2 OC 2 (The Community Takes Precedence Over the Individual): The war on drugs is to make communities safe

Yasay contributed four segments on OC2. First, he emphasized the "shoot-to-kill order on sight" for drug suspects, aligning with police rules of engagement. Second, he highlighted the profound impact of substance abuse and illegal drug operations, likening them to a dangerous, cancer-threatening society. Yasay stressed the urgent need for strict measures, political will and determination to eradicate this menace, which Duterte exemplified.

His remaining segments echoed Duterte's stance on human rights, emphasizing that it pertains to the fundamental rights of a desperate and oppressed population who have become victims of criminals and law violators. Yasay underscored Duterte's declared objective — a significant backing to his winning 2016 presidential bid—to eradicate illegal drugs to ensure the safety, security and productivity of Philippine communities.

Sasot's three discourse fragments on OC2 focused on Filipinos' desire for international validation, the importance of safe spaces free from domestic and drug-related violence, and the need for a president who can end narco-politics. She specifically emphasized its benefits for women and their children's future, which can only be achieved by controlling and defeating the "monsters" that are *shabu* addicts.

Andanar's two discourse fragments on OC2 praised achievements under Duterte's administration, including reduced crime rates and socioeconomic progress due to police successes in combating drug-related crime. He also cautioned senators to support these changes or risk public disapproval and advised readers not to be swayed solely by the issue of EJKs.

Once more, Bello did not respond to OC2, maintaining his Western mindset.

4.2.3 OC 3 (Social and Economic Rights Take Precedence Over Civil and Political Rights): Government has to be tough against illegal drugs and offenders for the sake of national progress OC3 has three discourse fragments: two from Yasay and one from Andanar.

Yasay focused on the rampant illegal drug operations and activities in the Philippines, requiring swift and resolute action characterized by toughness, political will and determination. Anything less would reveal our weakness and incompetence in combating this deadly menace. Such inadequacies would only encourage and prolong the presence of illegal drugs, which offenders would exploit, hindering our national development and prosperity efforts. Other posts indicate it is crucial to perceive and comprehend the war against illegal drugs and the government's initiatives for national progress within the context of the urgent needs and priorities of the people while adhering to the legal framework and prioritizing the national interest.

Concerning OC3, Andanar questions Sen. Drilon's desire to get rid of Duterte when he should be happy with the socioeconomic gains brought about by the President's war on drugs and criminality. Sasot and Bello have no discourses on OC3.

4.2.4 OC 1 (Rights Are "Culturally Specific"): Postcolonial sentiments

Yasay has two posts corresponding to human rights, which must be addressed from the viewpoint of the Filipinos' urgent needs, aspirations, and national history and not through the lens of its former colonizer. Furthermore, he highlights Duterte's stance that the fight against illegal drugs and the government's efforts for national progress and advancement should be viewed and comprehended considering the pressing needs and priorities of the people, in line with the established laws and the paramount national interest.

Bello's post on OC 1 indicated, "We must look at sociological rather than generic factors to explain people's behavior".

5. Discussion

5.1 Political Discourse Analysis (Modalities)

The articulators' decisions and actions regarding the EJKs must be identified, thus initiating a PDA. This research looked at the modalities or any statements on EJK and human rights using "should" or "could be" and "such phrases that may create a sense of urgency, serve as a call to action, or imply hypothetical scenarios". The following results indicate that sovereignty is a non-interference in internal affairs, there should be an end to judicial killings, destabilization activities must be stopped, and some solutions have been provided to end the EJKs.

5.1.1 Sovereignty is Non-Interference in Internal Affairs

In analyzing how "Asian" or "Western" ideologies emerge in the discourse fragments, the strongest arguments for sovereignty and non-interference come from pro-Duterte political actors Sasot, Yasay and Andanar. The most vocal with their modalities are government men Andanar, who had three discourse fragments, and Yasay, with four.

Andanar called on the public to support Duterte by joining the "Stop Destabilise (sic) in the Philippines" campaign and two calls on Senator Franklin Drilon to stop criticizing Duterte and help in the change process. Both calls were made in September, 2016.

Yasay called on the international community on September 4, 2016, to understand the "thematic message" of Duterte in his fight against illegal drugs, extremist violence, lawlessness and corruption. The thematic message Yasay referred to was Sen. Alan Peter Cayetano's Open Letter to President Barack Obama dated September 4, 2016, concerning the possibility of a meeting between the two presidents even after Duterte disparaged the American President. In the letter, Cayetano asked that Obama should not judge Duterte for his actions or his "sometimes politically incorrect words" and that the former US President should also understand that the Philippines deserves its own national identity and be given a chance for an independent foreign policy.

This particular "thematic message" ties in with his three modalities, all made on September 10, 2016, where he stated, "We must continue to liberate ourselves from the mindset of being subservient, inferior, weak and reliant, which is even more humiliating and incapacitating during these times, but we call ourselves independent, sovereign, and free". This statement was followed by, "We cannot be forever stunted as little brown brothers or wards of any world power. We have to grow up towards development and maturity and deserve our hard-fought liberty and right of self-determination as an equal of any nation". Finally, "The concern for human rights must not be addressed by arbitrarily imposing international norms created mainly by those nations whose shameful colonial adventures of the past show a ruthless and cruel record of human rights violations against people they derogated as savages that included the native Filipinos." However, the discourse fragments on self-governance free from external interference, and the Facebook posts' emphasis on standing up for national identity and self-determination often juxtapose with posts calling for an end to destabilization attempts.

5.1.2 End Judicial Killings

Only Bello called for this action by taking advantage of the International Day of Peace on September 21, 2016, to demand that the Duterte administration end EJKs. He also asked the President to respect human rights and due process, desist from subverting the separation of powers and uphold democratic processes instead of curtailing them. In the same post, he called on Filipinos to join him in the "defense of our rights, our liberties, and our democracy".

Pro-Duterte Yasay, like Pro-West articulator Bello, also stated that EJKs should be stopped with reservations. Yasay agrees to a "shoot to kill order on sight" for as long as these are allowed in the rules of engagement. Sasot implies that *shabu* addicts, who she called monsters, must be "contained and defeated" to protect future victims of drug offenders.

5.1.3 Stop Destabilization

Pro-Duterte political actors also criticize the West's double standards in human rights violations and attempts at destabilization. Regarding the issue of human rights being an issue of sovereignty, Sasot had only one discourse fragment on October 15, 2016, which was a call for the international community to "stop the United States from destabilizing (sic) in the Philippines to oust a democratically elected leader and replace Duterte with their poodle". With this, Yasay urges Filipinos to overcome their inferiority complex with the West and view the drug war through the lens of the Filipinos' urgent needs, aspirations and national history, not of its former colonizer.

5.1.4 Solutions Offered to End the EJKs

The Facebook discourses of the four political actors do not offer concrete solutions to the drug menace but are more preoccupied with explaining or justifying the EJKs in the Philippines. The Philippines is a predominantly pro-life Catholic nation and follows the Western belief and value system, having been colonized by Spain for 300 years and then by the United States for 48 years. Thus, it is considered a phenomenon that

Filipinos do not aggressively and collectively voice their disapproval over the thousands of EJKs upon Duterte's assumption of power.

Of the four articulators, only Bello had an apparent discourse fragment on stopping the EJKs in a post on August 12, 2016, before the Senate hearing. He indicated the critical element of the anti-drug campaign should be addressing poverty, affording people the opportunity for social mobility and enabling them to live a life with dignity.

5.1.5 Other Modalities

Moreover, pro-Duterte articulators believe that an authoritarian government and a war on drugs are necessary to ensure communities remain safe and the nation progresses. These positions were found in the articulations on Oriental Claims that put the community and social and economic rights above the individual and his civil and political rights. Andanar, for instance, posted that the Philippine National Police has to be admired for their achievements in arresting drug suspects, besides a photo of a celebrity arrested for having drugs on her person.

Furthermore, on the first day of the Senate hearing on EJKs, Sasot suggested that Sen. de Lima consider including drug cartels in her operational definitions related to the drug trade vis-à-vis EJKs, implying that drug cartels may also be behind the EJKs. This post was made on August 22, 2016, on the first day of the Senate hearing on EJKs.

6. Conclusion

This study illustrates an idiosyncratic worldview shaped by a combination of historical, sociopolitical and cultural factors that provides an inclusive analysis of the Filipino perspective on EJKs and human rights. The findings reveal that based on the articulators' discourses, there is a complex interaction where the strong Oriental claims that emphasize cultural specificity, the importance of national sovereignty and the precedence of social and economic rights become offset by Western claims that focus on the primacy of political and civil rights and the universality of human rights. This situation shows the significance of cultural relativism, which states that human rights must be understood through a culturally attuned lens (Boas, 1938).

In the case of the Philippines, and only from the standpoint of this particular study, this may well be conceptualized as "Filipino cultural pragmatism in human rights" – a foundation for comprehending these complex and dynamic forces. This situation requires cultivating a careful balance that engages with global human rights principles and integrates local values. To address EJKs, this researcher proposes CARE or "culturally attuned rights and empowerment", which advocates for integrating historical and cultural contexts into human rights policies and discourses in the Philippines, other parts of Asia and the world with similar contexts.

The valuable insights to be gleaned from the interplay between human rights and cultural relativism in this study is that the discourse on human rights and extrajudicial killings in the Philippines is characterized by a fundamental tension between universal human rights principles and culturally specific, sovereignty-based perspectives. This tension reflects a broader struggle over the nature of rights and the balance between individual and community welfare. On one hand, there is a strong push for the protection of civil and political rights, emphasizing the need for due process, humane treatment, and the cessation of extrajudicial killings. This perspective aligns with global human rights norms, advocating for accountability and the rule of law. On the other hand, there is a counter-narrative that prioritizes social and economic rights, community safety, and national progress, which justifies strict measures, including extrajudicial killings, in the war on drugs. This view is often rooted in postcolonial sentiments, which reject external interference and assert national sovereignty, arguing that local contexts and cultural specificities should shape the understanding and implementation of human rights. Thus, the debate is not just about the protection of rights but also about who defines these rights and how they should be enforced, revealing deep-seated conflicts over power, identity, and justice in the Philippines.

It should be noted that this study is somewhat limited by the focus on discourse analysis and therefore, future research in this field should incorporate other theories, methodologies and a more significant population of articulators to capture the wide range of perspectives and experiences regarding how local contexts mold perspectives on human rights and contribute to a more context-sensitive and inclusive approach to civil liberties.

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The Impact of Reviewers on Social Media on the Buying Intentions of GenZ in Vietnam

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Abstract

This research delved into the influence of social media reviewers on the buying intentions of Generation Z individuals in Vietnam. Drawing from the concepts of attraction theory and signaling theory, the authors formulated a research model to examine the correlation between the characteristics of social media reviewers and the purchase intentions of Gen Z customers. Utilizing a survey involving 488 valid respondents out of a total of 632 respondents and analyzed using PLS-SEM, the findings indicated that trust, attraction, and expertise significantly affected attitudes toward social media reviewers. However, only trust and attraction had discernible impacts on buying intentions. Despite the general influence of attitude on buying intentions, only trust emerged as a predictor for Gen Z customers' purchasing decisions. In contrast to earlier studies, this research suggests that positive attitudes toward social media reviewers may not necessarily translate into immediate purchases but could contribute to fostering brand awareness and engagement.

Keywords: *Social media reviewers, buying intentions, Gen Z, trust, attraction, expertise*

1. Introduction

The rapid advancement of the industry 4.0 era and the Internet, along with the progression of modern network-connected devices such as tablets and smartphones, has led to the swift development of media platforms like Facebook, Instagram, Twitter, and TikTok. According to Rose, and Samouel (2009), the growth of the Internet has made online shopping indispensable in the digital age, offering significant benefits for both information retrieval and the purchasing process. Reviewing products or services is a marketing strategy that utilizes individuals with substantial social media followings to convey brand messages to target customers. These influencers exert some level of influence on consumer decision-making (The Influencer, 2021). According to Joseph Communication, 99% of influencers in 2018 used Instagram primarily for communication. Consequently, fashion brands frequently collaborate with these influencers to endorse messages and new products (Elle Vietnam, 2018). Currently, more than 88% of users typically consult reviews from fellow users on social media before making purchasing decisions. Alternatively, 94% of marketers believe that engaging in review activities for products or services is effective in their communication campaigns (Advertising Vietnam, 2019).

The COVID-19 pandemic induced substantial changes in people's lifestyles and communication patterns (Dias, Pessôa, & Andrade, 2020). Many brands had to adjust their marketing strategies to adapt to communicating through various social media platforms (Enberg, 2020). According to a study by Campbell, and Farrell (2020), some brands and influencers fostered relationships with their followers on social networking sites. Reviewers play a pivotal role in introducing, testing/wearing, and offering feedback on products for users. Furthermore, similar studies have been conducted by previous researchers (Jin, Muqaddam, & Ryu, 2019; Ryu, & Han, 2021; Saima & Khan, 2020; Scheer, & Stern, 1992). TikTok is a prominent social media application that allows users to create, view, and share 15-second video clips recorded on mobile devices. Both professional and amateur content creators can upload a variety of videos enhanced with filters, songs, stickers, and numerous other effects to make their content more appealing (D'Souza, 2021). TikTok has emerged as a powerful social media platform, considered one of the most popular globally, significantly impacting the perceptions and behaviors of Generation Z (Gen Z), born between 1995 and 2010 (Francis, & Hoefel, 2018). TikTok is reshaping how Gen Z engages with social media, representing 33% of the global population and 21% of Vietnam's total population (Nguyen, Nguyen, & Tran, 2021). This generation exhibits a positive attitude towards advertisements featuring real people in authentic environments (Levin, 2020). While they can spend hours browsing social media and watching online videos, they are resistant to viewing even 30-second advertisements. For Gen Z, TikTok is not merely a social entertainment platform with limitless content; they also utilize it to generate income by creating product marketing advertisements.

A recent report from Influencer Marketing Factory indicates that approximately 62% of Gen Z prefers shopping from online stores rather than visiting physical shops. The report further highlights that Gen Z primarily draws inspiration for online shopping from social media platforms, as they can receive recommendations from others who have already tried or used the products (Ahmed, 2021). Ahmed's (2021) study reveals that around 40% of Gen Z follows various brands on social media platforms such as Facebook, Instagram, Twitter, and TikTok. Specifically, Muliadi (2020) found that over 60% of TikTok users belong to Gen Z. This underscores the strong relationship between the nature of Gen Z and social media, which greatly influences their purchasing intentions.

Reviewers are regarded as influencers, having gained prominence and strength in Vietnam's marketing and advertising activities. However, there is a scarcity of studies on the impact of reviewers on the buying intentions of consumers, particularly on social media platforms (Le, & Hoang, 2018; Ninh, Oanh, Duong, & Nhu, 2019), especially concerning Generation Z in emerging markets like Vietnam.

2. Objectives

The objective of this research is to explore how reviewers influence consumers' attitudes towards them and their buying intentions when exposed to reviewers' content. Elements like expertise, trustworthiness, and attractiveness play a role in shaping the attitude towards influential individuals, subsequently influencing the purchasing intentions of Generation Z consumers in Vietnam. This study aims to provide insights to businesses, helping them comprehend whether engaging in review activities effectively contributes to sales among the Gen Z demographic.

3. Materials and Methods

3.1 Generation Z

Generation Z, born between 1995 and 2010 (Francis, & Hoefel, 2018), is aptly termed the "network generation" due to their upbringing in a highly digital era. Raised amidst social networks, their existence is more intertwined with the electronic and digital world (Singh, & Dangmei, 2016). They are also known as "digital natives" or "iGeneration" Csobanka (2016), they have matured during the first true mobile era (Palley, 2012), with digital technology intricately woven into their daily lives. The Kaiser Family Foundation reports that Gen Z adolescents engage with media more than any other activity besides sleeping, with their media interaction time increasing by 67 minutes per day from 2004 to 2009 (Rideout, Foehr, & Roberts, 2010).

This generation has distinct characteristics shaped by their constant interaction with modern technology. They predominantly use online platforms such as social media, online games, online education, and online communication (Greydanus, & Greydanus, 2012). Gen Z not only consumes media but also uses it to create and disseminate information (Berkup, 2014).

This extensive media engagement makes social media pivotal in shaping their purchasing intentions. Platforms like Facebook, Instagram, TikTok, and Twitter serve as influential spaces where Gen Z forms identities, interacts with brands, and makes buying decisions. Their preference for online shopping is driven by the convenience and peer recommendations they find on these platforms. Understanding their media habits is crucial for brands aiming to influence Gen Z’s consumer behavior, as traditional advertising often fails to engage this digitally savvy audience.

Despite extensive research on Generation Z's media habits and characteristics, there is a gap in understanding how these factors influence their purchasing decisions in the context of social media influencers in Vietnam. This study aims to fill this gap by examining the impact of reviewers who are influencers for Gen Z's buying intentions.

3.2 Social Media Platform and Reviewers

Social media platforms have revolutionized the way individuals communicate, share information, and engage with content worldwide. These digital spaces, including Facebook, Instagram, Twitter, TikTok, and local applications like Zalo, have become integral to daily life, offering users a variety of ways to connect with others and express themselves. The proliferation of these platforms has also transformed marketing strategies, allowing brands to reach targeted audiences with unprecedented precision and engagement. According to Statista, as of 2021, over 3.6 billion people were using social media worldwide, a number projected to increase to almost 4.41 billion by 2025 (Statista, 2021). The term social media in this study refers specifically to popular social networking applications in Vietnam today: Facebook, TikTok, Instagram, Zalo, YouTube and Twitter (X application). This widespread usage underscores the importance of social media as a powerful tool for communication and influence in contemporary society. Social media platforms not only facilitate personal interactions but also serve as critical channels for news dissemination, entertainment, and consumer engagement, significantly shaping public opinion and behavior.

The practice of reviewing products or services on social media has evolved into a significant marketing strategy, leveraging influencers to influence consumer behavior. The term "reviewer" has gained prominence within this context. From 2015 to 2018, searches for "influencer marketing" increased dramatically from 3,900 to 61,000 (Geyser, 2021). Social media reviewers' interactions with their communities can effectively promote brand and product messages to a global audience (Gillin, 2017). These reviewers, a subset of influencers, are categorized into celebrities, influencers, and micro-influencers (Le, 2022). The rise of "social media influencers" in advertising reflects a consumer preference for experiential marketing. Enthusiastic product reviewers focusing on beauty, fitness, food, and fashion have amassed large followings on social media, particularly among women (Lin, Bruning, & Swarna, 2018). Barker (2018) differentiates influencers from celebrities by their channels of influence, noting that while celebrities gain followers through traditional media like TV and radio, influencers build their impact through social media platforms such as blogs, Facebook, TikTok, YouTube, Twitter and Instagram. Celebrities attract followers due to their talents and media presence, whereas influencers engage niche audiences by creating relevant content. Influencer marketing leverages word-of-mouth to create buzz around a brand or product, utilizing the trust and rapport influencers have with their audiences to foster meaningful consumer connections. This trend underscores the critical role of social media influencers or reviewers in contemporary marketing and highlights the shifting landscape of consumer engagement in the digital era.

While existing literature highlights the importance of social media influencers and their impact on consumer behavior, it lacks focus on how different types of influencers-such as celebrities, micro-influencers, and reviewers-specifically affect the purchasing intentions of Gen Z in Vietnam. This study addresses this gap by categorizing influencers, with a particular focus on reviewers who have used and evaluated products or services, and analyzing their distinct impacts on this demographic.

3.3 Purchase Intention

Purchase intention is a subjective consumer behaviour wherein individuals are inclined to purchase a particular product or service based on their past experiences and desires (Kotler, & Keller, 2016). This intricate process involves a combination of behaviour, cognition, and preferences, typically following a thorough evaluation of the product or service (Belch, & Michael, 2009). Various external factors significantly influence consumers' choices and purchase intentions, reflecting the interaction between environmental stimuli and human perception (Keller, 2001). Generation Z exhibits distinct behaviour patterns, characterized by technological fluency, agility, impatience, and high interactivity (Chaturvedi, Kulshreshtha, & Tripathi, 2020; Turner, 2015; Chillakuri & Mahanandia, 2018; Yazici & Ayazlar, 2021). This generation has seen significant changes in values and behaviors due to numerous external influences (Twenge, 2017). Online shopping has become a dominant trend among Gen Z, with many using their phones to make purchases even in physical stores (Harrigan, et al., 2021; Brown, 2017). For companies targeting online business models, Gen Z is crucial as they provide valuable feedback and drive innovation, helping businesses refine their products and services.

Although the literature extensively covers purchase intentions and their determinants, there is limited research on how social media influencers specifically drive purchase intentions among Gen Z in Vietnam.

This study aims to bridge this gap by focusing on the interplay between reviewers' characteristics and Gen Z's buying intention in the Vietnamese market.

3.4 Attraction theory and signaling theory

Reviewers, deemed as influencers, possess distinct characteristics and hold significant credibility within specific domains (Cha, Haddadi, Benevenuto, & Gummadi, 2010; Kim, Kandampully, & Bilgihan, 2018). Their ability to generate valuable content attracts a considerable following on online social media platforms (De Veirman, Cauberghe, & Hudders, 2017).

The concept of buying intentions, synonymous with customer or buyer intentions, revolves around consumers' likelihood or readiness to make future product purchases (Huang, Jim Wu, Wang, & Boulanger, 2011). In the realm of influencer marketing, research indicates that consumer attitudes towards a particular brand directly influence their buying intentions (Pradhan, Duraipandian, & Sethi, 2016). Kudeshia, and Kumar (2017) underscore the impact of electronic word-of-mouth (E-WOM) volume on customer buying intentions. Aligned with these perspectives, marketing scholars widely recognize buying intentions as a crucial factor in the decision-making process (Raza, Ahad, Shafqat, Aurangzaib, & Rizwan, 2014).

The signaling theory, introduced by Spence (1973), addresses information asymmetry between sellers and buyers, particularly prevalent in online shopping where buyers assess products through images and seller descriptions. Bloom, and Reve (1990) define a marketing signal as external information easily observable, controlled by marketers, influencing consumers' judgments on product quality or value. Herbig, and Milewicz (1996) assert that a positive seller reputation positively impacts consumer perceptions of the advertised product. Influencers, by showcasing authenticity, expertise, and reliability, build credibility over time, making the authenticity of the product a marketing signal that influences followers through the influencer's credibility.

Attraction theory posits that individuals are drawn to those similar to themselves, supported by studies like Berscheid, and Hatfield (1969) and Baskett, Byrne, and Hodges (1971). In social psychology, McCracken (1989) argues that message effectiveness depends on factors such as familiarity, likability, similarity, and the source's appeal to recipients. Attraction is linked to customers' perceptions of the brand representative's appeal (Ohanian, 1990).

Reviewers create attraction by addressing fundamental human desires, such as the need for social harmony and information processing. Serving as a widespread word-of-mouth channel, reviewers allow everyone to listen to a trusted communicator who effectively communicates and aligns with the recipients' views. If followers perceive a message's similarity to their own, they are influenced by the influencer's message (Ohanian, 1990).

While the signaling theory and the attraction theory provide valuable insights into how influencers can impact consumer behavior, there is a need to empirically test these theories in the context of social media influencers and Gen Z's purchasing intentions in Vietnam. This study seeks to fill this research gap by examining the influence of trust, expertise, and attractiveness of reviewers on Gen Z's buying intentions.

3.5 Hypotheses Development:

The concept of belief, characterized as "truthful, straightforward, and reliable" (Van der Waldt, Van Loggerenberg, & Wehmeyer, 2009), or the level of trust consumers place in influencers, including the credibility of the claims they find most reasonable (Ohanian, 1990), is pivotal within this study. In this context, belief refers to the trust customers bestow in reviewers, encompassing both their statements and actions. Establishing trust with customers is deemed crucial for successful marketing in the current digital era (Jabr, & Zheng, 2014). In the online marketing landscape, customers are inclined to trust reviewers with higher competence, influencing their perceptions of the product and subsequent purchasing behavior (Hsu, Lin, & Chiang, 2013). The author proposes the following hypotheses:

H1: Trust in reviewers has a positive impact on the attitude toward reviewers.
H2: Trust in reviewers has a positive impact on buying intentions.

Reviewers' expertise is defined as the "level at which a person conveying information is considered a source of quality information" (Erdogan, 1999). This expertise is gauged when users on social networking sites view reviewers as professionals, experienced, knowledgeable, qualified, or possessing high skills in their respective fields (Ohanian, 1990). Expertise is identified as a critical factor shaping followers' perceptions of reviewers and their purchasing intentions. Therefore, customers are more likely to view content and recommendations from experienced well known reviewers positively (Yadav, Valck, Hennig-Thurau, Hoffman, & Spann, 2013). The specialized knowledge of reviewers enhances customer credibility, influencing their perceptions and buying intentions (Smith, Menon, & Sivakumar, 2005). The author proposes the following hypotheses:

H3: The expertise of reviewers has a positive impact on the attitude toward reviewers.
H4: The expertise of reviewers has a positive impact on buying intentions.

Attractiveness, as per Erdogan (1999), encompasses a "positive connection prototype," involving not only physical appeal but also personality traits. Reviewers who possess attractiveness tend to exert a more substantial influence on potential customers (Joseph, 1982). McGuire (1985) argues that communication effectiveness, including the formation of positive attitudes, may hinge on distinctive features such as attractiveness, appropriateness, and social media alignment of influencers. Recent studies on reviewer social media have highlighted the significance of attractiveness in shaping buying intentions (Lim, Radzol, Cheah, & Wong, 2017). Additionally, Liu, Huang, and Minghua (2007) found that the appeal of renowned testimonials significantly influences customers' buying intentions. The author proposes the following hypotheses:

H5: The attractiveness of reviewers has a positive impact on the attitude toward reviewers.
H6: The attractiveness of reviewers has a positive impact on buying intentions.

Consumers regard reviewers as role models, a source of inspiration, often aspiring to achieve what celebrities have accomplished (McCracken, 1989). Consumers consider product endorsements by reviewers as authentic, making these products more accessible when endorsed by reviewers (Berne-Manero, & Marzo-Navarro, 2020). Cooke, and Sheeran (2004) highlight that the relationship between customer attitude and intention is most consistent when consumers actively engage and interact. Utilizing widely admired reviewers positively impacts brand image and, consequently, enhances buying intentions. Further research suggests that attitude towards reviewers directly predicts buying intentions (Bergkvist, Hjalmarson, & Mägi, 2016). The Theory of Planned Behavior (TPB) also views buying intentions as a direct outcome of attitude (Ajzen, 2011). The author proposes the hypothesis:

H7: The attitude toward reviewers has a positive impact on buying intentions.

3.6 Research Methodology:

3.6.1 Research Approach:

This study employs a quantitative methodology, utilizing an online survey meticulously designed and distributed across various social media applications. The online survey, administered via Google Forms, includes validated scales to ensure reliability and validity. Rooted in prior scholarly research, the study framework draws upon validated variables synthesized from an exhaustive review of relevant literature, as presented in Table 1. This amalgamation of established constructs forms the basis for a comprehensive research framework, aiming to elucidate the complex dynamics between Trust (TRUS), Expertise (EXPT), Attractiveness (ATTR), and Attitude (ATTU) in shaping the purchase intentions of products endorsed by reviewers who introduce, and evaluate products or experience services on social media. The investigation spans a wide spectrum of popular social networking platforms prevalent in the Vietnamese digital landscape, encompassing Facebook, YouTube, Tiktok, Zalo, and Instagram.

In refining the sample, the research meticulously excludes individuals who engaged with review videos but did not convert this engagement into actual product purchases within a 7-day timeframe.

Additionally, with a keen awareness of the digital inclinations of contemporary consumer demographics, particular emphasis is placed on the Generation Z cohort, delineated as individuals born between 1995 and 2010 according to the classification established by Francis, & Hoefel (2018).

Acknowledging the imperative of cost-efficiency and accessibility inherent in modern research methodologies, the study integrates a purposive sampling strategy. Specifically targeting individuals who have demonstrably acted upon reviewer content by making purchases within a stipulated 7-day timeframe post-viewing, facilitated through Google Form, the research endeavor aims to assemble a substantial and diverse participant cohort. This approach ensures the accumulation of ample statistical power, enabling the discernment of significant insights and trends pertinent to influencer-driven consumer behavior within the Vietnamese context.

3.6.2 Sample and Data Collection

The survey targeted individuals who follow one or more reviewers on social networking sites (SNS) and have the intention to make online purchases through various social media platforms. The ideal sample size typically falls within the range of 30 to 500, according to Cooper, and Schindler (2014). Hair, Black, Babin, and Anderson (2014) recommend that the sample size should be at least five times the number of variables analyzed, while Hair and colleagues (Hair et al., 2014) propose a sample size ranging from 200 to 400. In line with these considerations, this study aimed to survey 500 subjects. Data collection was conducted over the last two months of 2023, from October 2023 to December 2023. This period coincided with a peak in consumer purchasing activity in Vietnam as individuals prepared for the new year and the Vietnamese traditional Tet holiday. Collecting data during this time is advantageous because it captures heightened buying intentions, providing richer insights into consumer behavior influenced by social media reviewers. Respondents were surveyed within 7 days of engaging with reviewers' content. This timeframe ensures that any changes in buying intentions can be attributed to the influence of the reviewers' content rather than other factors.

The collected results comprised responses from 632 subjects, and after data cleaning and meeting the analysis conditions, 488 responses were deemed valid, achieving a response rate of 77.2%. All participants confirmed their followership of influencers on SNS.

Following data cleaning, the information was imported into SmartPLS 3.3.3 software for analysis to identify correlations between the research concepts in the model.

3.6.3 Questionnaire Development

To ensure that participants actively use social media and engage in online purchasing, a partial filter was applied during the participant selection process. The measurement scales employed in the survey were largely adapted from previous studies cited in the theoretical framework, with adjustments made to better align with the practical context of the Vietnamese market. Specifically, these measurement scales were inherited from prior research documents and are detailed in Table 1.

The survey is structured into three primary sections. The first section is a screening section designed to filter out participants who do not meet the criteria for active social media use and online purchasing. The second section aims to gauge key research concepts, focusing on the impact of social media influencers on the purchasing intentions of Generation Z in Vietnam by applying a set of carefully defined key variables. These key variables include Trust, Expertise, Attractiveness, Attitude towards Reviewers and Buying Intentions, each operationalized based on five observed variables adapted from prior research, as detailed in Table 1. Trust (TRUS) is defined as the perceived reliability and integrity of the influencer. Expertise (EXPT) refers to the perceived knowledge and skill of the influencer regarding the products they review. Attractiveness (ATTR) encompasses the physical appeal and likability of the influencer. Attitude towards Reviewers (ATTU) captures the overall evaluative response of consumers towards the products endorsed by influencers. Buying Intentions (BUYI) refers to the likelihood of consumers purchasing products endorsed by influencers. By clearly defining and measuring these variables using established observed variables, this study aims to rigorously assess the influence of social media reviewers on the purchasing decisions of Generation Z consumers in Vietnam.

The final section collects demographic information and additional relevant data to contextualize the responses. This comprehensive structure ensures that the collected data is both reliable and relevant to the research objectives.

Table 1 The scale of research concepts in the model

	Variables	Code	N of OVs	Reference
1	Trust	TRUS	5	Lu, Chang, & Chang (2014), Ohanian (1990)
2	Expertise	EXPT	5	Goldsmith, Lafferty, & Newell (2000)
3	Attractiveness	ATTR	5	Ohanian (1990)
4	The attitude toward reviewers	ATTU	5	Ajzen (2011), Casaló, Flavián, & Ibáñez-Sánchez (2020), Silvera, and Austad (2004)
5	Buying intentions	BUYI	5	Ajzen (2011), Hsu, and Lin (2015), Jiménez-Castillo & Sánchez-Fernández (2019), Kumar, Lee, and Kim (2009), Martins, Costa, Oliveira, Gonçalves, & Branco (2017)

4. Results and Discussion

Out of the 488 valid respondents meeting the criteria, 43.03% were male, and 56.97% were female. The distribution of ages was as follows: 6.15% were aged 12 to 14, 19.88% were aged 15 to 17, 52.46% were aged 18 to 22, 18.24% were aged 23 to 25, and 3.28% were aged 26 to 27. Regarding income, 19.67% earned less than 5M VND, 21.93% earned from 5M VND to under 10M VND, 53.48% earned from 10M VND to under 20M VND, and 4.92% earned from and over 20M VND (refer to Table 2).

After thorough analysis and the removal of variables STT1 and YD3 due to low factor loading, the outer loadings model underwent a re-analysis, converging after five iterations with all 23 observed variables. The data analysis results in Table 3 indicate that the outer loadings are all above 0.7, deemed acceptable (Hair, Hult, Ringle, & Sarstedt, 2016; Hulland, 1999). The Cronbach's Alpha and composite reliability scores of the latent variables consistently exceed 0.7 and 0.8, respectively, as advised by Hair et al. (2016), signifying the internal consistency and reliability of the measurement scales.

Table 2 Demographic Information Statistics

	Frequency	Percentage
Gender		
Male	210	43.03
Female	278	56.97
Age		
12 - 14	30	6.15
15 - 17	97	19.88
18 - 22	256	52.46
23 - 25	89	18.24
26 - 27	16	3.28
Income		
Under 5M VND	96	19.67
From 5M VND to under 10M VND	107	21.93
From 10M VND to under 20M VND	261	53.48
From and over 20M VND	24	4.92

The results of the analysis of the average variance extracted for the measurement scales are all greater than 0.5, meeting the convergence criteria for the scales (Bagozzi, & Yi, 1988; Gerbing, & Anderson, 1988; Hair, et al., 2018; Malhotra, & Dash, 2011)

Table 3 Results of reliability analysis

Code	OVs	Outer loading	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Trust	TRUS1	eliminated	0.829	0.830	0.887
	TRUS2	0.819			
	TRUS3	0.774			
	TRUS4	0.815			
	TRUS5	0.817			
Expertise	EXPT1	0.773	0.831	0.831	0.877
	EXPT2	0.747			
	EXPT3	0.768			
	EXPT4	0.789			
	EXPT5	0.771			
Attractiveness	ATTR1	0.733	0.842	0.834	0.880
	ATTR2	0.818			
	ATTR3	0.779			
	ATTR4	0.789			
	ATTR5	0.729			
Attitude	ATTU1	0.821	0.837	0.843	0.879
	ATTU2	0.760			
	ATTU3	0.788			
	ATTU4	0.773			
	ATTU5	0.757			
Buying Intention	BUYI1	0.766	0.789	0.800	0.863
	BUYI2	0.763			
	BUYI3	eliminated			
	BUYI4	0.791			
	BUYI5	0.815			

The assessment of discriminant validity in the measurement scales necessitates factor loadings exceeding 0.7, which holds statistical significance and can be verified using the heterotrait-heteromethod (HTMT) correlations (Henseler, Ringle, & Sarstedt, 2014). Additionally, Average Variance Extracted (AVE) values should surpass 0.5, and the comparison of √AVE with the correlation coefficients between the model's concepts, known as the Fornell & Larcker criterion (Bagozzi, Yi, & Phillips, 1991; Fornell & Larcker, 1981). The analysis results presented in Table 4 affirm that the measurement scales of the model's variables demonstrate satisfactory discriminant validity values.

Table 4 Discriminant validity analysis:

The Fornell & Larcker criterion					
	EXPT	**ATTU**	**ATTR**	**TRUS**	**BUYI**
EXPT	0.779				
ATTU	0.675	0.783			
ATTR	0.518	0.554	0.763		
TRUS	0.643	0.609	0.354	0.822	
BUYI	0.549	0.576	0.408	0.645	0.776
The heterotrait-heteromethod (HTMT) correlations					
	EXPT	**ATTU**	**ATTR**	**TRUS**	**BUYI**
EXPT					
ATTU	0.871				

The heterotrait-heteromethod (HTMT) correlations					
	EXPT	ATTU	ATTR	TRUS	BUYI
ATTR	0.567	0.576			
TRUS	0.743	0.772	0.456		
BUYI	0.667	0.713	0.489	0.762	

After assessing the Variance Inflation Factor (VIF) of the endogenous variables in the structural model, all values remain below 5, suggesting that issues related to multicollinearity are unlikely to arise (Hair et al., 2021). Additionally, in accordance with Henseler, Ringle, and Sinkovics (2009), further consideration is needed regarding the explanatory power of the endogenous variables in the research model.

The findings reveal that the explanatory power of the endogenous variables ATTU and BUYI is 54.3% and 47.8%, respectively. The Q-squared coefficient for ATTU and BUYI is 0.398 and 0.299, respectively. According to Hair et al. (2016), these values indicate that the predictive capabilities of these endogenous variables beyond the sample are at an acceptable level, achieving moderate effectiveness in out-of-sample predictions (refer to Table 5).

Following bootstrap analysis for the relationships in the research model, the results, presented in Figure 2 and Table 6, indicate that the relationships are accepted and statistically significant, except for the connection from expertise (EXPT) to buying intentions (BUYI). This relationship is not accepted due to a p-value exceeding 0.05. Notably, expertise significantly influences the attitude toward reviewers (ATTU), and ATTU further impacts buying intentions (BUYI).

The assessment of the importance of exogenous variables in explaining endogenous variables reveals a moderate explanatory power. Expertise follows a similar pattern, with its impact only being significant in the relationship with ATTU, while its association with BUYI lacks statistical significance. Attraction (ATTR) has a minor impact on both ATTU and BUYI. Although ATTU influences the BUYI factor, it lacks significance according to Cohen's (1988) standards when considering the f^2 standard.

Table 5 Results of analyzing research concepts in the model

Variables	CR	AVE	VIF	R-squared	Adjusted R-squared	Q-squared
EXPT	0.877	0.587	2.454			
ATTU	0.887	0.621	2.322	0.543	0.599	0.398
ATTR	0.882	0.586	1.432			
TRUS	0.885	0.658	1.911			
BUYI	0.863	0.601		0.478	0.451	0.299

Evaluating the capacity of exogenous variables to predict endogenous variables beyond the sample indicates that, overall, most variables demonstrate predictive coefficients falling within the range of 0.02 to 0.15, in line with Cohen's criteria (1988). Additionally, the connections from expertise to buying intentions and attraction to buying intentions display limited predictive capabilities beyond the sample, with coefficients below 0.02. Further details can be found in Table 6.

Table 6 Results of Hypothesis Testing

	Relationships	Impact	STDEV	T-Statistics	P	f^2	q^2
H1	TRUS -> ATTU	0.311	0.051	6.123	0.000	0.120	0.05
H2	TRUS -> BUYI	0.382	0.055	7.401	0.000	0.140	0.06
H3	EXPT -> ATTU	0.415	0.057	7.532	0.000	0.190	0.07
H4	EXPT -> BUYI	0.080	0.068	1.701	0.021	0.005*	0.00
H5	ATTR -> ATTU	0.191	0.039	4.210	0.000	0.070	0.02
H6	ATTR -> BUYI	0.121	0.053	2.104	0.031	0.019*	0.00
H7	ATTU -> BUYI	0.224	0.077	3.421	0.001	0.041*	0.01

*p-value > 0.05, not statistically significant

The findings reveal a statistical significance for the majority of hypotheses (H1-H3 & H5-H7). However, when examining the explanatory power of exogenous variables for endogenous variables, both attractiveness (ATTR) and attitude with reviewers (ATTU) prove insufficient in explaining buying intentions (BUYI), leading to the non-fulfillment of requirements for H6 and H7. In terms of predictive ability beyond the model, it is generally low, and certain variables, particularly those associated with expertise and attractiveness, lack substantial predictive value for specific dimensions of buying intentions (BUYI). Furthermore, ATTU encounters challenges in predicting the buying intentions of young consumers. A comparison with previous studies, such as Weismueller, Harrigan, Wang, and Soutar (2020), Manran (2019) and Chetioui et al. (2020), highlights that while expertise (H4), attractiveness (H6), and attitude (H7) do influence buying intentions, the predictive ability of H6 and H7 for purchase behavior in this study is notably low or unpredictable.

5. Conclusion

In summary, the study demonstrates that trust, attractiveness, and expertise influence the attitude towards reviewers (ATTU), with only trust and attractiveness directly affecting purchase intention (BUYI). However, ATTU has an indirect impact on BUYI. Notably, trust emerges as the sole significant factor capable of predicting changes in young consumers' purchase intentions based on influencer endorsements. Contrary to previous research, this study reveals that a positive attitude towards reviewers does not necessarily translate into purchase behaviour among young consumers, particularly Generation Z. This discrepancy may stem from reviewers predominantly sharing images without sufficiently demonstrating their expertise or providing detailed explanations to help customers make more informed choices. Furthermore, recent reports indicate that reviewers in various fields are increasingly perceived as overly promotional, fostering customer skepticism towards purchase decisions based on their recommendations.

Consequently, businesses should approach engagement with social media reviewers cautiously, thoughtfully aligning their objectives. Instead of focusing solely on achieving sales targets, companies should prioritize enhancing brand awareness and communication. Leveraging social media reviewers effectively requires a nuanced understanding of the dynamics between the reviewer and their audience. Companies should ensure that reviewers provide in-depth insights and authentic content that goes beyond superficial endorsements, fostering genuine trust and credibility.

However, this study has specific limitations. Firstly, it generalizes across all social media applications prevalent in the Vietnamese market, such as Facebook, YouTube, TikTok, Zalo, and Twitter, without differentiating the unique characteristics and content strategies of each platform. Each social media platform possesses distinct user demographics, engagement patterns, and content dissemination methods, which can significantly influence the effectiveness of influencer marketing strategies. Additionally, the research does not target a specific product category, affecting the specificity and applicability of the analysis. Different product categories may interact with influencer marketing strategies in varied ways, necessitating more focused studies to draw accurate conclusions.

Secondly, the study delves into the relationships between specific key concepts-trust, attractiveness, expertise, attitude towards reviewers, and purchase intention-while overlooking other contributing factors. Factors such as cultural context, the perceived authenticity of influencers, the type of content shared, and the overall digital literacy of the target audience can also play crucial roles in shaping consumer behaviour. Future research should incorporate these variables to provide a more comprehensive understanding of the mechanisms driving purchase intentions influenced by social media reviewers.

Thirdly, the survey's target demographic and sample size are limited, primarily encompassing young individuals, specifically Generation Z. While this focus provides valuable insights into the behaviours and preferences of this digitally native cohort, it limits the generalizability of the findings to other demographic groups. Expanding the demographic scope to include a broader age range and diverse socio-economic backgrounds can offer a more holistic view of how different segments of the population interact with social media influencers and their endorsements.

This study serves as a preliminary investigation for subsequent research by the authors. Future studies will focus on a specific social media platform and product category to compare findings with this research. This targeted approach will enable a more precise assessment of the interactions between influencers and consumers within particular contexts, enhancing the applicability of the findings to specific marketing strategies. Additionally, upcoming studies will examine different target groups, such as Generation Y or nonspecific social media users in Vietnam, to broaden the understanding of influencer-driven consumer behaviour in diverse contexts. By exploring these various dimensions, future research can contribute to a more nuanced and actionable understanding of the impact of social media influencers on consumer behaviour, ultimately aiding businesses in crafting more effective and trustworthy marketing strategies

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Modernization through the BCG Model: Rice Industry in Circular Economy

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Abstract

This study investigates the potential integration of the BCG Model and innovative practices into Thailand's rice supply chain. The BCG Model, renowned for its versatility across industries, offers a promising framework for enhancing efficiency and sustainability in rice production. Through the adoption of innovative strategies such as precision agriculture and value-added product development, this study aims to optimize resource utilization, reduce production costs, and enhance the value proposition of Thai rice products. By examining stakeholder engagement, technological adoption, and market dynamics, this study seeks to delineate actionable strategies for effectively implementing the BCG Model and fostering innovation within Thailand's rice supply chain. The findings contribute to the discourse on sustainable agricultural practices, offering insights for policymakers, industry stakeholders, and researchers who seek to promote economic growth and environmental stewardship in the rice industry. This study underscores the importance of combining cutting-edge methodologies with traditional practices to achieve a balanced approach to rice production that can address both economic and environmental concerns. Through collaborative efforts and strategic initiatives, Thailand can position itself as a leader in sustainable rice production, driving positive change within the global agricultural landscape.

Keywords: *BCG Model, Rice Supply Chain, Sustainable Development, Circular Economy*

1. Introduction

The connection between Thai people and rice is longstanding. Thailand's rice production plays a crucial role in its economy. Out of approximately 146 rice producing countries in the world, the top rice producers and exporters are in Asia (FAO, 2023). The People's Republic of China is the world's largest rice producer, contributing 27% of global rice production, followed by India (25.3%), Bangladesh (7%), Indonesia (6.7%), Vietnam (5.2%), and Thailand which ranks sixth at 4.4% (FAO, 2023). In China, 29% of rice production is consumed domestically, in India at 21.4%, while in Bangladesh almost all is consumed domestically. In terms of export value, India is the largest contributor to global rice exports at 38.8%, followed by Thailand at 13.5%.

During the period from 2023 to 2024, Thailand experienced a decline in rice production. This decline can be attributed to several factors. One factor was the adverse effects of El Niño on weather patterns, resulting in diminished rainfall and water levels in reservoirs. Additionally, the persistently high cost of cultivation poses a significant challenge to farmers, despite ongoing government supports. Nevertheless, there are indications of potential improvement in domestic rice consumption as the service and tourism industries, encompassing restaurants, hotels, and related sectors, gradually recover from the impacts of the COVID-19 pandemic. Furthermore, there is an optimistic sign of expanded exports post-pandemic, driven by the expected recovery of purchasing power and ongoing concerns about food security stemming from the protracted Russia-Ukraine conflict. Simultaneously, the price of Thai rice is projected to increase due to the anticipated reduction in production and the sustained rise in global demand. However, Thai farmers and exporters continue to face tough competition from key competitors such as India and Vietnam, particularly in terms of pricing, given that Thai rice generally commands higher selling prices compared to rice from other exporting countries (Wisalaporn, & Sripruetkiat, 2023).

Major concerns and issues experienced by relevant stakeholders regarding the domestic and international rice production and sales chain can be summarized as follows: 1) Farmers: Despite the government's continuous support, farmers are still grappling with weather fluctuations and declining water levels, leading to high production costs; 2) Rice Mills: There's a decline in output, leading to limited profitability and intense competition, particularly from large and comprehensive rice mills; 3) Bagged Rice Producers: They are experiencing a trend towards increased income, yet facing stiff competition in the market; 4) Traditional Rice Retailers: They are facing fierce competition and constrained profitability; 5) Rice Exporters: Thailand's rice export volume is on the rise, indicating heightened global competition; and 6) Granary Operators: They are witnessing a decline in income amidst intense competition.

The aforesaid concerned and issues have led to a decline in the competitiveness of Thai rice production and exports. Consequently, the government has introduced the concept of circular economy (Bio Economy, Circular Economy, Green Economy: BCG Model) as a strategic driver for the overall agricultural sector in a country where rice holds significant economic importance. As part of this initiative, modern rice production concepts like the "Rice Saves the World Project" or BCG Model are being promoted to reduce costs, foster environmental sustainability, and restore balance to ecosystems. This concept was highlighted at the APEC meeting hosted by Thailand in 2022, (National News Bureau of Thailand, 2022) emphasizing holistic economic development aimed at advancing three economies simultaneously. The bioeconomy, focusing on leveraging biological resources to create added value, prioritizes the development of high-value products. Linked to this is the circular economy, which aims to maximize the reuse of materials. According to the BCG Model, both economies operate within the framework of the Green Economy, which advocates for balanced economic, social, and environmental development to ensure stability and sustainability. By harnessing Thailand's biological and cultural diversity, innovative competition is encouraged to cultivate the BCG Model for global competition. This strategy aims to distribute income within communities, reduce inequality, foster strong community bonds, and promote environmentally friendly and sustainable development (Chutipat, Sonsuphap, & Pintong, 2023; Intapan, & Chaiboonsri, 2023; Sirilertworakul, 2021).

The BCG Model involves four strategic sectors: agriculture and food, health and medicine, energy, materials and biological chemistry, as well as tourism and the creative economy which currently contribute approximately 3.4 trillion baht, or 21 percent, to the GDP. Projections indicate that within the next five years, this contribution would increase to 4.4 trillion baht, marking an annual growth of 200 billion baht. Moreover, it aims to elevate the employment rate from the current 16.5 million to 20 million, generating numerous job opportunities. This expansion will facilitate income redistribution across the public sector and middle-class segments, ultimately alleviating poverty and driving sustained economic advancement in Thailand (National Science and Technology Development Agency, 2021). The study is centered on implementing the circular economy concept, as encapsulated in the BCG Model, within Thailand's rice production chain. This initiative is geared towards enhancing the country's competitiveness in rice production.

1.1 Literature review

The central focus of this study is the BCG Model, which integrates the principles of circular economy and green economy (Bio – Circular – Green Economy: BCG Model), providing an economic framework for sustainable development. Aligned with the Sustainable Development Goals (SDGs) and reflective of the Sufficiency Economy Philosophy (SEP), a national priority in Thailand, the philosophy of Sufficiency Economy paves the way towards the "BCG Model." This model integrates three key economies: bioeconomy, circular economy, and green economy, leveraging science, technology, and innovation to drive sustainable development in Thailand (Edyvean et al., 2023). The bioeconomy encompasses a wide array of elements including biomass, biological processes, renewable biological resources, biotechnology businesses, and energy industries. It is primarily driven by advances in both social and economic realms, with a strong emphasis on fostering sustainable, long-term growth (Bröring, Laibach, & Wustmans, 2020). In the circular economy paradigm, the focus is placed on optimizing resource utilization, enhancing manufacturing efficiency, and extending the lifespan of goods, materials, and resources through effective recycling and waste reduction practices. This approach leverages scientific or semi-scientific principles to accomplish its objectives (Carus, & Dammer, 2018; Corvellec, Stowell, & Johansson, 2022; Kardung et al., 2021; Marsh, Velenturf, & Bernal, 2022; Stegmann, Londo, & Junginger, 2020). The green economy emerges as a pivotal strategy for mitigating adverse environmental impacts by promoting the prudent and responsible use of finite resources. Integral to its success is the establishment of key metrics to monitor resource consumption and waste emissions. Aligned with the Sustainable Development Goals

(SDGs), the green economy facilitates the transition towards low-carbon, resource-efficient economies, thereby fostering holistic sustainability (Khoshnava et al., 2019; Phurksaphanrat, & Panjavongroj, 2023).

The concept of bioeconomy traces back to the 1960s when the utilization of biological resources to stimulate economic growth was emphasized. Presently, there is a shift towards leveraging knowledge and innovation to extract added value from biological resources. The circular economy dimension, introduced by Blomsma, and Brennan (2017), initially focused on managing leftover materials, resources, and production waste. Currently, it extends to recycling consumer waste, fostering a continuous cycle devoid of waste and addressing environmental challenges and ecological deficits. The above concepts have catalyzed the emergence of green economy and sustainable development. Concerns about the ecological and environmental impacts of chemical usage since the mid-1960s led to the United Nations Conference on Environmental Conservation in 1972 and the establishment of the United Nations Environment Program (UNEP) in the same year. These initiatives stimulated the development of the green economy and sustainable development concepts. UNEP's publication, *Rethinking the Economic Recovery: A Global Green New Deal, in 2009* advocated for reforming investment practices towards ecosystems and the environment, using pricing mechanisms to transition towards a green economy. This transformative economic approach aims to enhance quality of life, promote social justice, and mitigate environmental risks and ecological flaws. In essence, a green economy is defined as one that elevates societal quality of life and equity while mitigating environmental risks and ecological shortcomings (Birner, 2018; Barbier, 2009; Jaroenkietkajorn et al., 2024).

The process of implementing the BCG Economy Model comprises four drivers (BCG Drivers) and four enablers (BCG Enablers). The drivers encompass: 1) the advancement of strategic sectors, 2) spatial development, 3) business and entrepreneurial growth promotion, and 4) the advancement of cutting-edge technology and knowledge. Meanwhile, the enablers include: 1) alleviating legal and regulatory constraints, 2) enhancing workforce capabilities, 3) developing essential infrastructure and facilities, and 4) bolstering international partnership networks. These initiatives are facilitated through a digital platform to integrate and enhance the value chain of the BCG Model (Mesinsee, 2020).

The BCG Economy Model underscores the importance of leveraging Thailand's inherent strengths, such as biodiversity and cultural diversity, to amplify value within the production chain of goods and services. This encompasses four pivotal industry sectors: 1) agriculture and food, 2) health and medicine, 3) energy, materials, and biochemicals, and 4) tourism and the creative economy. These industry sectors encompass ten S-Curve industries, boasting a collective value exceeding 3.4 trillion baht and employing over 16.5 million individuals within the system under suitable policies and management. Under the BCG Economy Model, this industrial cluster has the potential to generate economic value exceeding 4.4 trillion baht and provide employment opportunities for over 20 million people within the next five years (BCG, 2023; Kaewhao, 2023; Thiengkamol, 2020).

Rice is Thailand's staple crop with a history spanning over 5,500 years. The oldest evidence of rice cultivation in Thailand dates back to the Ban Chiang era. The earliest rice varieties grown in Thailand were glutinous and non-glutinous types. Subsequently, the cultivation of long-grain rice became more prevalent, believed to have been introduced by the Khmer Empire. The northeastern region accounts for 45% of the country's total rice cultivation area, with fragrant jasmine rice being the predominant variety. Thailand is the world's largest exporter of rice and serves as a hub for rice variety research. Rice is a staple food for Thai people and a significant economic crop contributing to the country's income (Thai Rice Exporters Association, n.d.)

Social innovation refers to the adaptation of activity and service delivery patterns driven by societal needs. These activities may involve development and problem-solving endeavors. Scholars emphasize understanding social innovation in three dimensions: 1) Individual-centric dimension which focuses on individuals who possess strength and resilience and initiate social change; 2) Collective dimension which focuses on groups with common goals, collaborating to enact societal change; and 3) Organizational dimension which focuses on mechanisms and structures supporting social innovation (Mulgan, Tucker, Ali, & Sanders, 2007). Examples of social innovators include: (i) Robert Owen: Developed New Lanark, a model community emphasizing education, welfare, and entertainment, (ii) David Oxtoby Hill: Transformed Paradise Place from a slum into a thriving community which focuses on quality housing, family life, and public gardens; and (iii) Michael Young: Pioneered welfare state policies and public services which emphasizes the decentralization of power to people.

The theory of social innovation sheds light on the mechanisms and processes driving societal change. In this context, according to this theory, these groups can be divided into seven distinct categories as follows: 1) Social Organizations and Enterprises: These entities are committed to addressing social issues, often driven by community involvement and necessitating sustained developmental endeavors. Examples include foundations, community groups, and non-profit organizations (NGOs). 2) Social Movements: Stemming from potent emotions such as fear, anger, or hope, social movements strive to advocate for change. Critical success factors encompass the perceived value, utility, participation levels, and dedication of their members. Examples range from environmental campaigns to movements advocating for equal rights. 3) Political and Governmental Sectors: The political domain formulates policies for public benefit, with a focus on securing votes, while the governmental sector implements strategies to optimize costs or streamline procedures. 4) Market Sector: Markets serve as robust platforms for fostering social innovation. Prominent examples include companies like The Body Shop, renowned for their environmentally friendly products. 5) Educational Institutions: These institutions serve as breeding grounds for new ideas through research, experimentation, and widespread dissemination. 6) Foundations: Foundations assume a critical role by providing financial supports, disseminating information, and spearheading social change initiatives. 7) Social Software and Open Source: Online networks serve as invaluable tools for initiating, learning, and disseminating innovative concepts. The Wikipedia website stands as a quintessential example of the potential of social software and open-source platforms in fostering collaborative innovation.

In summary, these groups or organizations fulfill various roles in fostering social innovation. Each group possesses distinct strengths, weaknesses, and mechanisms of action. Collaboration and coordination among different groups can effectively drive social change.

The BCG Economy Model strives for the 2030 Agenda for Sustainable Development Goals by contributing to the following goals: no poverty (SDG 1); responsible consumption and production (SDG 12); sustainable cities and promotion of inclusive and sustainable industrialization and innovation (SDG 9); affordable and clean energy (SDG 7); and clean water and sanitation (SDG 6). Education and raising awareness to safeguard the environment and conserve resources are also part of the BCG Model and is an important aspect for realizing the SDGs (Pasca, Padovani, Arcese, & Mugion, 2023). Apart from the above SDG goals, the BCG Economy Model aims to enhance the role of quality education and gender equality aspects.

The application of the BCG Economy Model for development in various countries has shown remarkable success, particularly in the Netherlands, where the implementation of the circular economy policy since 2013 has resulted in significant job creation and income generation, as well as efficient reduction and reuse of materials. From 2016 to 2020, policy-driven mechanisms have been instrumental in achieving economic success and fostering international cooperation to promote sustainable economic transformation. Similarly, in China, the implementation of the BCG Economy Model through the "Park City" strategy has yielded impressive results, focusing on urban development, housing, environmental protection, and the development of green industries using new technologies and processes to address environmental issues and promote sustainable economic development. In summary, the application of the BCG Model in each country highlights the crucial role of leadership and government in strategizing and policymaking to create environments conducive to development. Legal and regulatory reforms are essential for effective change, along with the presentation of action plans and collaboration among all stakeholders to support successful development at both the urban development and industrial sector levels.

In light of the move to sustainability, studies on sustainability of rice production have seen the use of life cycle assessments, and other tools have been used to evaluate environmental performance of rice supply chains. Many studies reported varying magnitudes of environmental impacts such as emissions, freshwater usage, fossil depletion, toxicity from use of fertilizer and pesticides. However, few studies dealt with the application of BCG Model on the agricultural sector, particularly that of rice production.

Jaroenkietkajorn et al. (2024) explored the challenges and opportunities in applying the bio-circular and green economy model to the agricultural value chains through a sustainability assessment framework in which the life cycle assessment, social life cycle assessment and cost-benefit analysis are used. The study considered value-added products generated from all biomasses aligned with the goal to promote carbon neutrality under the BCG Model. The findings indicated that opportunities to enhance agricultural value chain can be done through the use of bio-refinery concept; however, the employment of technology for biorefining to produce value-added products and investment costs posed some challenges [to the BCG Model application].

Vinci et al. (2023) systematically reviewed recent literature related to life cycle assessment of rice production to discover the extent to which life cycle concept and an application of the three pillars of sustainability were implemented, including to highlight possible research gaps. Through an analysis of 40 articles published between 2012-2022, it was found that research gaps on rice production were on depletion aspects and organic farming, while results of studies were difficult to make meaningful comparisons due to varying soil and climate conditions. Based on their sustainability analysis, it was found that less focus was given to socio-economic dimensions. After a social life cycle assessment was integrated into the studies, findings show that medium to high social impacts were seen in India, Sri Lanka, Thailand and Bangladesh.

Chen et al. (2019) studied the socio-economic impacts after circular economy was introduced to the Mediterranean rice production through a hybrid life cycle assessment model on the use of bio-fertilizer through recirculating rice bran and husk compared to conventional approaches. The findings indicated that the circular system can potentially increase the gross value added and employment, compared to conventional rice system, and reduce the risk of supply chain failure. However, the findings also showed that the circular system did not necessarily achieve more positive social-economic impacts than the convention system. Further developments are still required. For instance, technology development is needed to reduce unit production cost, and infrastructure development is required to support bio-fertilizer production.

Studies concerning the socio-economic impacts on the use of sustainability practices or an application of the BCG Model are often explored from a single angle such as the use of bio-fertilizers, or recycling waste. Thus, research gaps exist in exploring the application of the entire BCG Model’s components to the rice production chain.

2. Objectives

1. To explore BCG economic concept and its applicability to promote Thai rice industry.
2. To study agricultural infrastructure and supply chain of rice industry in Thailand.

3. Materials and Methods

This study employed a qualitative research approach, utilizing in-depth interviews as the primary data collection method to explore an implementation of the BCG Model and innovation in Thailand's rice supply chain. The research design incorporated both primary and secondary data sources. Initially, a thorough examination of relevant documents and data related to the circular economy concept (BCG Model) and its application in Thailand's rice production chain system was conducted. This was followed by fieldwork which involved in-depth interviews with key informants selected through a purposive sampling method. This sampling method leveraged the researcher's expertise to identify participants most relevant to the study, ensuring a comprehensive understanding of the phenomenon. The interviews, which were structured to align with individual experiences, targeted diverse groups associated with Thailand's rice production chain system. The interviews also allowed for the collection of rich, detailed data through interactive, two-way communication, providing comprehensive insights into the targeted topics. The combination of document analysis and in-depth interviews enabled a thorough exploration of the underlying factors influencing decision-making and behaviors within the context of the Thailand’s rice supply chain, generating precise information aligned with the study's objectives. The number of interview participants was presented in Table 1 Key informants, representing diverse groups associated with Thailand's rice production chain system, were identified and interviewed to gather comprehensive insights, ensuring a holistic understanding of the entire production chain ecosystem. Interviews were conducted either in person or through video conferencing platforms, based on the informant’s preference. With the informants’ consent, all interviews were audio-recorded. Additionally, field notes were taken during the interview sessions to document non-verbal cues and immediate reflections, ensuring a more comprehensive understanding of the responses.

Table 1 Numbers of Informants

(Types of) Informants	Number
Rice farmers	15
Rice mills	3
Rice bag manufacturers	2
Traditional rice retail shops	3
Rice exporters	2
Rice warehousing business operators	3
Thai Rice Exporters Association	2
Total	30

4. Results and Discussion

4.1 Implementing Circular Economy Principles in Thailand's Rice Production

From the past to the present, it is undeniable that farmers constantly face the problem of declining agricultural product prices or rice cultivation is not worth the cost, and they still face heavy debts. Many farmers are unable to preserve their paddy fields. Most of them end up selling them to repay their debts which are caused by low rice yields or their spending behaviors. Policy is one of the important tools to solve these problems as it can help promote the country's development in various aspects and levels, especially the implementation of policies that can meet the needs of people in each region. In this regard, rice policy implementation must be contextually sensitive and responsive to farmers' actual needs. Guidelines adaptable to local conditions are essential for success. Balancing top-down and bottom-up power dynamics is crucial, alongside efficient risk management and network collaboration. Minimizing political influence and bureaucracy while empowering farmers to become entrepreneurial is vital for sustainable development. In conclusion, successful policy implementation in Thailand necessitates an understanding of regional nuances and a focus on farmers' genuine needs. Flexible, localized guidelines and a balance of power dynamics are essential for sustainable agricultural development.

Utilizing the Circular Economy framework in Thai rice production is pivotal for fostering a sustainable economy amidst global environmental crises and resource scarcity driven by population growth. The circular economy emphasizes resource circulation to optimize resource utilization and minimize waste. However, the expansion of resource-dependent economic activities exacerbates resource depletion and environmental degradation. Thus, the circular economy emerges as a solution, aiming not only to preserve the environment and society, but also to generate economic benefits. In 2019, the Thai government outlined national development objectives within the circular economy paradigm, aligning with the BCG Model's emphasis on integration and the development of bioeconomy, circular economy, and green economy. Leveraging science, technology, and innovation, the goal is to enhance sustainable competitiveness across four target industries: agriculture and food, energy and materials, health and medicine, and tourism and services. These industries are poised to become the country's primary economic drivers, contributing over 4.4 trillion baht (24 percent of the GDP) in the next five years through resource-efficient practices, reduced energy consumption, and systematic waste management.

The BCG Model aligns with the United Nations' Sustainable Development Goals, emphasizing sustainable production and consumption, climate change mitigation, biodiversity conservation, and fostering cooperation for sustainable development. It also resonates with Thailand's Sufficiency Economy philosophy, a key principle in its economic and social development. Implementing the circular economy in Thailand entails collaboration among various stakeholders, including the public and private sectors, communities, academia, research institutes, and international agencies. This collaboration leverages collective knowledge, skills, and scientific expertise to adapt effectively, focusing on the complete product lifecycle, from reuse and refurbishment to sharing, recycling, and upcycling. Emphasis is placed on minimizing waste in product design and production processes, aiming for a zero-waste production. Key initiatives include leveraging waste management technologies, maximizing waste utilization, promoting the transition to a zero-waste society, establishing a platform for green innovation incubation, and employing scientific tools to assess production systems and products. These efforts aim to foster the development of environmentally friendly products and production methods in line with circular economy principles.

The Thai rice supply chain involves a diverse range of stakeholders, encompassing everyone from rice producers to consumers. It undergoes a complex process of processing and marketing. The Thai rice supply chain is segmented into three main components:

1) Upstream Industry (Input Provider) Farmers are pivotal in rice production, utilizing raw materials and production factors sourced from various outlets such as rice varieties, fertilizers, pesticides, labor, and machinery. The Bank for Agriculture and Agricultural Cooperatives (BAAC) also plays a significant role in supporting farmers across different areas.

2) Midstream Industry (Processing) This sector serves to bridge farmers with rice traders or millers. Rice mills are key players in processing paddy rice into milled rice. This industry is actively developing technology and management systems to enhance efficiency and mitigate risks.

3) Downstream Industry (Export). The focus here is on marketing rice both domestically and internationally. Entrepreneurs in this sector are involved in product distribution, brand building, and adapting to evolving consumer demands.

In essence, the Thai rice supply chain is intricate, involving numerous stakeholders. Challenges persist in certain segments of the supply chain, underscoring the need for continual and mutual development and enhancement of the Thai rice supply chain.

The study and analysis of the rice value chain of rice reveal its significant and diverse impacts across various industries. These impacts can be categorized into three different groups:

1) Food and Health Industry: Rice is utilized in the production of consumer food products and exports, such as noodles, pasta, crispy snacks, and ready-to-drink rice milk.

2) Processing Industry: Rice is processed into semi-finished and finished products through milling processes in rice mills, especially for export-oriented products.

3) Research and Development: After harvesting, rice is collected for research and development purposes, particularly in the improvement of rice varieties. Furthermore, rice finds applications in other industries such as alcoholic beverage industry, animal feed industry, vegetable oil industry, bioplastic industry, bioenergy, and fertilizer industry.

In conclusion, the value chain of rice extends beyond food production, impacting various sectors and highlighting its versatility and significance in numerous industries.

Thai rice exports rival domestic consumption in volume, maintaining its reputation for quality and high demand in the global market. However, white rice exports face stiff competition from countries like India, Vietnam, Cambodia, and Myanmar where production costs are lower, making them more competitive. Thailand's higher production costs, attributed mainly to lower rice yields and occasional crop damage from droughts or floods, contribute to this challenge. The export price of Thai rice also fluctuates significantly. Addressing these challenges requires urgent attention to water management for rice cultivation, alongside efforts to increase yields and reduce production costs. This can be achieved through promoting the consolidation of small farmers' fields to benefit from economies of scale and leveraging agritech to enhance cultivation efficiency. Such measures not only stabilize production volumes, but also ensure food security and bolster Thailand's competitiveness in the global rice market. Furthermore, establishing shorter supply chains for food production domestically can mitigate risks of disruptions and diversify food imports from various sources. Exporting countries should prioritize improving food quality to meet importers' needs and focus on producing health-beneficial food items to expand or maintain market share in the global food market. These initiatives will not only support the sustainable growth of the Thai rice industry, but also ensure Thailand's resilience in times of increasing global demand, ultimately enhancing its competitiveness in rice exports.

4.2 Guidelines for the Implementation of the BCG Model in the Thai Rice Production Supply Chain

The present study indicates that integrating the circular economy approach (BCG Model) into the Thai rice production chain is highly feasible and offers significant potential as set out below:

1) Enhancing efficiency and cost reduction: The BCG Model enables farmers to cut down on rice production expenses through several methods, e.g., substituting chemical fertilizers and pesticides with organic alternatives and adopting precision agriculture technology to minimize post-harvest losses.

2) Adding value to products: With the BCG Model, farmers can transform rice into high-value goods such as organic rice, brown rice, rice flour, and rice bran oil; all of which command higher prices than conventional paddy rice.

3) Generating extra income: The BCG Model empowers farmers to diversify their income streams by tapping into other products such as vegetables, fruits and organic fertilizers.

4) Environmental protection and sustainability: By mitigating pollution from agriculture, the BCG Model contributes to environmental conservation and fosters a balanced ecosystem.

However, certain challenges remain:

1) Knowledge and technological deficiency: Some farmers lack the necessary expertise and technology to implement the BCG Model effectively within their rice production chain.

2) Financial constraints: Limited funds pose a barrier for some farmers intending to invest in BCG Model projects.

3) Market limitations: Certain products derived from the BCG Model concept face insufficient market demand.

Based on the above-mentioned challenges, key strategies to promote the BCG Model include disseminating knowledge and technology to farmers, providing additional financial assistance, and expanding markets for BCG Model-based products. Collaboration between the public and private sectors is crucial for earnestly promoting the adoption of the BCG Model within the rice production chain system.

5. Conclusion

The research on the Circular Economy introduces innovative strategies for managing resources within the economy, with a primary focus on resource utilization and waste minimization in production and consumption. Departing from the Linear Economy model, which prioritizes resource use and disposal, the Circular Economy emphasizes resource efficiency and waste reuse. Informed by biomimicry and environmental design, its first principle aims to conserve and enhance natural resource efficiency. This entails optimizing resource utilization and ensuring system efficiency through effective resource flow management. Ultimately, the Circular Economy drives long-term sustainable development across economic, social, and environmental spheres, highlighting the significance of resource efficiency and waste reduction for businesses' sustainable growth, quality of life, and the planet's future.

The second principle of establishing the Circular Economy emphasizes optimizing resource utilization by facilitating the continuous circulation of raw materials, products, components, and materials. This is accomplished through the adoption of long-lasting design strategies, ensuring products are durable, non-toxic, and biodegradable to minimize waste and harmonize with natural cycles. Products crafted from plastic, polymers, alloys, or synthetic materials should be designed for reusability with minimal energy consumption, striving to preserve their original quality whenever feasible. Moreover, techniques like remanufacturing involve refurbishing used products to meet new product standards, while refurbishing focuses on repairing damaged or defective items for resale. Maintenance ensures the functionality of materials and equipment, while repairing aims to restore broken items to their former state. Reuse promotes the utilization of still-functional items to their maximum capacity, whereas recycling entails processing used materials into raw materials for crafting new products. Finally, upcycling transforms waste materials into aesthetically appealing products with added value, nurturing innovation and sustainability in resource management.

The third principle of the Circular Economy underscores the critical importance of maintaining system efficiency through proactive design to mitigate the negative externalities associated with products. This entails efforts aimed at minimizing adverse impacts on the environment, economy, society, quality of life, and overall well-being. Addressing the negative consequences arising from resource utilization, including land use, air and water pollution, noise pollution, and climate change, is imperative. Innovation and collaboration across various sectors serve as essential drivers for transitioning to a sustainable circular economy. This transition necessitates robust policy support from the government and a shift in behavior among both producers and consumers. Such coordinated actions are indispensable for facilitating a seamless and effective transition toward a circular economy society.

6. Limitations and recommendations

1) Guidelines for developing the application of the Circular Economy system should be studied uniformly to enable data comparison.

2) Data analysis should include data from quantitative research methods to gather diverse information.

3) Interviews should be conducted comprehensively to gather information from all aspects. This will guide the development of the Circular Economy system and establish strategies, plans, and goals to enhance business operations in alignment with sustainable development.

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Grammatical Features and Glocalization of English in Signage on *Koh Lipe, Satun,* Thailand

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Abstract

Southern Thailand is full of beach tourist attractions in which the linguistic landscape has English as a major medium of text in facilitating foreigners. This is evident on a well-known island called 'Koh Lipe' in *Satun* province where signage displays outstanding textual characteristics in English that interact with other local and foreign languages, resulting in a multilingual phenomenon that affects the grammatical construction of English. Thus, this study aims to analyze the grammatical features of English in the signage on *Koh Lipe*. Moreover, it discusses a reflection of the features on the glocalization of English. This study employed 370 photographed signs taken along the three popular beaches on the island. Based on the *Linguistic Landscape, Multilingualism,* and *World Englishes* theoretical frameworks, an analysis of the data revealed that the phrasal and sentential structures of the signage are distinctively complex. Moreover, they reflect glocalized English as they are linguistically and communicatively formed in the tourism context of the Deep South of Thailand.

Keywords: *English, Grammar, Features, Glocalization, Signage, Linguistic Landscape, Koh Lipe*

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1. Introduction

1.1 Background and Rationale

In Thailand's Deep South, only *Satun* province is located in the Andaman Sea, and it is distinctive in that its magnificent resort island '*Koh Lipe'* is full of international tourists. The majority of them were Malaysians while others were from Germany, the United Kingdom, and Singapore, respectively (Worrachaddejchai, 2019). This island, home to sea gypsy people *'Urak Lawoi'* who speak local Malay, becomes a multilingual community where English is mainly used to accommodate foreign tourists. Moreover, top-down and bottom-up signage there is written in English, Thai, and other languages, so English comes into contact with diverse languages in the linguistic landscape (LL) of the island. In this regard, Landry, and Bourhis (1997) state that "linguistic landscape is concerned with the issue of language in the written form in the public sphere. It is the language of public road signs, advertising billboard." (p.25). These LL elements in English are found on *Koh Lipe*, and their grammatical structure is to be pointed out.

Grammatical units contribute to signage texture in which contents are conveyed to the readers. However, a few studies emphasize English grammar in the signage in Thailand. This is evident in Huebner's (2006) LL work in Bangkok that the Thai-English bilingual signs present the patterns of script, lexicon, and syntax in Thai and English. Furthermore, Sutthinaraphan's (2016) study of advertising signs on the BTS Sky train, Bangkok, shows the patterns of English-Thai, reflecting code-mixing. Moreover, Thongtong's (2016) research on the signs along *Nimmanhemin Road*, Chiang Mai, revealed hybrid syntactic structures and speech acts. Additionally, Vivas-Peraza's (2020) work about the signs in *Hatyai, Songkhla* showed the use of Thai and English in redundancy and inflection without a verb, among others. Overall, these LL studies present English contact with Thai due to the globalization of English.

The concept of 'Glocalization of English', in which 'global' and 'local' aspects of English are linked together, seems to appear in a few LL studies in Thailand while it is more common in other countries. For instance, Manan, David, Dumanig, and Channa (2017) conducted research in Pakistan where the signs and the business owners' interview were examined with regard to glocalized English as global English meets the local entrepreneurs' needs. Furthermore, Peng, Mansor, Ang, and Mohd Kasim (2021) study on Guangzhou, China, showed that local products and restaurants were advertised in English signs with the mixing of Chinese Mandarin to serve the communicative needs of the local and foreign customers. Additionally, Alomoush's (2019) study in Jordan indicated English as a language of glocalization in the commercial signs for the marketplace and local brands in which it interfaces Arabic. Besides, Sharafutdinov's (2018) work in Kazan, the capital of Tatarstan, Russia, revealed the grammatical interference of the local language in English signage, depicting the locals' creativity of Anglicizing and glocalizing local language forms to use English. This research, thus, attempts to bridge the gap by studying grammatical features of English in the signage on *Koh Lipe,* and their reflection of glocalization in the tourism context of southern Thailand. This study is significant in that the analysis of the grammatical units in the signage on this island can mirror southern Thai identities of English influenced by British and American English that meets other languages in Thai society. The sign writers convey meaningful messages mainly in English to the readers, so the English grammatical elements in the signage on *Koh Lipe* can be beneficial to the visitors who will understand a linguistic phenomenon of this multilingual landscape, leading to their communicative use of English on this island globally and locally.

1.2 Literature Review

1.2.1 Theoretical framework

Key scholars' theoretical foundations in linguistic landscape (LL), multilingualism, and World Englishes were adopted as a guiding framework of this study. In LL, Spolsky, and Cooper (1991, as cited in Spolsky, 2009) indicated that signs are written in particular languages according to their orthography, and they contain spelling errors if created in foreign languages. According to Huebner (2006), LL researchers can analyze lexical and syntactic patterns of Thai and English scripts in the signage. The syntactic patterns are parallel structure, ellipsis and substitution, incomplete sentences, and phrases. Besides, Backhaus (2007) identified the criteria for analyzing multilingual public signs in Tokyo such as "homophonic is a direct translation or transliteration of all texts in every language that appears on the signs" (p.91). Additionally, Shohamy, and Gorter (2009) stated that language interaction in the cyber space can lead to a linguistic revolution that "allows mixtures of languages, new linguistic rules, new spellings, new syntax,…" (p.3). As for multilingualism, Demska (2019) emphasized 'hybridity' to study the LL in Ukraine. In microtext, hybridization can cause grammatical errors due to the influence of Russian grammar and orthography in English signage. For microtext, 'polyphony' accords with unconscious hybridity. In light of World Englishes, Buckingham (2015) examined structural features in 1,600 commercial signs in Oman using Schneider's (2003) nativization of English. The analysis revealed that certain syntactic features were used for certain purposes, for instance, noun phrase was commonly used to announce service. Moreover, the 'glocalization of English' is based on the mixing of 'global' and 'local' (aspects of English) in the glocalization theory by Robertson (1995) as a business strategy for local products in Japan for the global market. This theory underlines cultural homogenization of a society that may be replaced by cultural heterogenization because of the features of multilingualism and multiculturalism constructed by the locals. According to Friedman (1999, as cited in Oanh, 2012), glocalization of English involves the way English is assimilated into the languages and cultures of non-native speakers through language use and grammar such as code-switching. According to Gorter (2006, as cited in Bolton, 2012), glocalized English concerns linguistic and cultural mixing regarding a bilingual phenomenon where English meets other local languages. Moreover, Sharifian (2016) stressed cultural conceptualization of glocal English of non-native speakers, which are encoded through Nativization of English, Englishization, and Blending of Cultural Conceptualization. These theoretical underpinnings are adopted as the theoretical framework for interpreting grammatical features and glocalization of English in linguistic landscape of the present study.

1.2.2 Adapted grammatical categories

The adapted grammatical categories taken from scholarly papers consist of phrase and sentence levels. With regard to phrase, there are four types of phrases. Firstly, noun phrases refer to a group of nouns acting as nouns (Oxford Learner's Dictionary, 2023). Secondly, verb phrases are phrases in which verbs act as the head. Thirdly, adjective phrases involve adjectives that function as the head (Cambridge Dictionary, 2023a). The noun phrases, verb phrases, and adjective phrases possess their pre-and post-modifications. Pre-modification in English consists of six sub-types: (i) general adjectives, (ii) *ed*-participial modifiers, (iii) multiple modifiers, (iv) coordinated modifiers (Biber et al., 1999, as cited in Mutiara, 2019; Greenbaum, & Nelson, 2002; Quirk, Greenbaum, Leech, & Startvik, 1972), (v) determiners, and (vi) pronominal (Ballard, 2007). Post-modification in English is divided into three sub-types according to Biber et al. (1999) and Greenbaum (1996, as cited in Mutiara, 2019), namely prepositional phrases, appositives, and non-finite post-modifying clauses. Moreover, phrase errors are based on the works on spelling errors by Hoque (2016); grammatical orders, word order, and inappropriate lexical choices in translation by Al-Athwary (2014); 'mis-ordering' by Dulay, Burt, and Krashen (1982, as cited in Ma'mun, 2016); and overgeneralization by Richards (2022). Fourthly, hybrid phrases are phrasal forms, in which pre-or post-modifiers of English head nouns, verbs, adjectives, and prepositions are grounded in non-English or vice versa. Finally, Thai English phrases result from English with the influence of Thai structure.

Sentences refer to a set of words containing at least a verb or predication, functioning as a statement, negation, interrogation, and exclamation (Cambridge Dictionary, 2023b). Moreover, omission is a grammatical absence of certain elements in sentences, but it is necessary in advertising discourses. Because of limited space on signs, less important sentences can be simplified and omitted, and only the most crucial ones are shown (Liz, 2011). Furthermore, reduction involves simplification in which grammatical points are omitted, and a newer and much shorter sentence is formed regarding the tense system, but the same meaning of the created sentence remains (Wong, 1983, as cited in Bennui, 2017). In addition, an interplay between omission and reduction refers to their intermingled use. Next, overgeneralization concerns the overuse and misuse of English grammar by interlanguage users (Wong, 1983). In addition, literal translation is the way English expressions are directly translated from their Thai originals. Adapted translation involves English sentences which are grammatically adjusted from their Thai versions. Last, code-mixing takes place at the intra-sentential level in which morphemes, words, phrases, and clauses from two different grammars are mixed within the same sentence and the same speech event. Meanwhile, code switching occurs at the inter-sentential level in which words, phrases and sentences from at least two codes are embedded within the same speech event and across sentence boundaries. Both strategies do not cover lexical borrowing (Tay, 1989). These categories serve as a guiding framework to analyze the grammatical features of the signage on *Koh Lipe*.

2. Objectives

1. To examine the English grammatical features used in the signage on *Koh Lipe, Satun.*
2. To discuss the extent to which those features reflect glocalized English in the southern Thailand.

3. Materials and Methods

Koh Lipe is located in *Koh Sarai* Sub-district, *Muang* District, *Satun* Province. It consists of two villages (*Ban Koh Lipe* and *Ban Lipe Pattana*) (Ratchakitchanubeksa, 2019). It is about 62 kilometers far from *Pak Bara* pier in *Satun* Province. Its area is approximately three-square kilometers (Emagtravel, 2021). There are around 1,300 locals on this island; however, there are nearly 4,000-5,000 people who are laborers, entrepreneurs, local officers, and tourists (Rawichaiwat, 2018). Three popular beaches on this island, namely Pattaya Beach, Sunrise Beach and Sunset Beach (Emagtravel, 2021) were purposely chosen as key data source for this study were purposely chosen as key data source

While this study was conducted, there were two main types of signs on the island: top-down and bottom-up ones (Ben-Rafael, Shohamy, Amara, & Trumper-Hecht, 2006). The former was of local administrative organizations and public sectors such as schools. The latter belonged to private sectors, for instance, resorts and restaurants. On each sign, the text conveys grammatical forms to enrich the LL of the three beaches. The linguistic features shown on these signs were collected as data of this study by way of photographing

For instruments, firstly, a *realme C3* smartphone with 4000x3000 pixels was used to photograph the signs. Secondly, field notes were taken by the researcher to make notes on the particular features of the signs after the photographing process. Finally, the computer files of the Microsoft Word program were prepared by the researcher to keep and display the pictures of the signs in each category for further analysis.

To collect the data, the researcher firstly asked permission from the Chief Administrator of *Koh Sarai* Sub-district Administrative Organization, *Satun* and the village headmen of *Koh Lipe* to photograph signs. Then, the researcher carried out a linguistic fieldwork which lasted for two days from April 3-4, 2021. During the linguistic fieldwork, the researcher was assisted by the village headmen, the villagers in the adjacent areas along the beaches, the resort staff, venders, and taxi drivers. These people were helpful to give the researcher information of the area and direct the way to access the beaches and their surrounding places. Then, all the photos of the signs were transferred into the computer files for data analysis.

In analyzing data, the researcher carefully studied all the pictures of the signs in the computer files and categorized them into three types: monolingual (only English and/or Romanized texts), bilingual (English and the other language), and multilingual (English and two other languages). As there were many signs in Thai, English, and Chinese, the typing process was assisted by the researcher's assistant, a previous student who has background knowledge in Chinese. This data categorization was coded and tabulated. The files of the monolingual, bilingual, multilingual signage were coded with letters 'M', 'B', and 'T', respectively. Table 1 shows the classification of signage on *Koh Lipe*.

Table 1 Classification of signage on *Koh Lipe*

Type of sign	Monolingual signs	Bilingual signs	Multilingual signs
Number	173	160	37
Percentage	46.76 %	43.24%	10%
Total		**370**	

According to Table 1, the monolingual signs had the highest number, followed by the bilingual signs whereas the multilingual signs were the least in number.

Next, the proposed categories were validated through a pilot study by the researcher's trial analysis of some parts of the collected data. It was found that the proposed categories yielded positive results; the analyzed linguistic formation generated the proposed sub-grammatical categories. That is, the sub-category 'code-mixing and code-switching' was added, so the related literature was sought to support the analysis of this additional one. Next, the researcher qualitatively analyzed grammatical units according to the adapted categories and discussed them with the previous studies and the study's guiding theoretical framework. Finally, the researcher interpreted the findings of grammatical features with the theories and previous studies to discuss their reflection of glocalized English in the southern Thai context.

Overall, this study was designed as both a quantitative and qualitative study. However, the quantitative study was utilized only in the classification of the collected signage as seen in the number and percentage of the monolingual, bilingual, and multilingual signs. Moreover, the frequency of phrases and sentences found in the collected signage was not the primary focus of this study. This is a limitation, as some of the 370 signs provided a variety of phrases and sentences, yet a corpus study was not carried out. In other words, the focus was more on the qualitative aspect in which a variety of textual formations of grammatical units in the signage were analyzed and discussed, using textual analysis method, as it best suits an analysis of linguistic characteristics or grammatical features.

4. Results and Discussion

The results showed only phrases and sentences according to the adapted categories; the clauses were not included in the study's results.

4.1 Phrases

Phrases found in the collected signage were formed in English phrases, hybrid phrases, and Thai English phrases. English phrases appeared as noun phrases (NPs), verb phrases (VPs), adjective phrases (APs), and errors. Prepositional phrases (PPs) and adverbial phrases (AdvPs) were not found, however.

NPs were divided into *those without translation, with translation, transliteration*, and *both translation and transliteration*. Single NPs can be categorized into pre-modification, post-modification, and pre-post modification. The data analysis showed that the former two types corresponded to the adapted categories while the last one was in line with Pitaktrairat, Yodchim, and Lieungnapar (2021) work. The pre-modification findings were grouped into six sub-types according to the adapted categories. First of all, g*eneral adjectives* were found to accord with the pattern of 'adjective modifier + head noun'. Figure 1 illustrates this first sub-type.

Figure 1 M52

In Figure 1, the noun 'bar' was pre-modified by the adjective 'easy' to highlight a relaxing feeling. Other examples included 'happy life' (B34) and 'good friend' (M106). Additionally, *ed-participial adjectives* were used in this form: "participial adjective modifier + head noun(s)". For example, 'mixed smoothies' (M51) showed that the participial adjective 'mixed' pre-modified the noun 'smoothies'. Next, *multiple modifiers* were found to be used in two patterns – "adjective + adjective modifiers + head noun(s)" and "adjective + noun modifiers + head noun(s)".

Figure 2 M149

In Figure 2, the NP 'free American breakfast' (M149) aligned with the first pattern. The head noun 'breakfast' was pre-modified by a string of adjectives 'free' and 'American'.

Moreover, the phrase 'Thai beach travellers' (M135) reflected the second pattern. The plural noun 'travellers' was pre-modified by a set of adjective and noun – Thai and beach. In addition, Figure 3 illustrates the use of *determiners* to modify noun.

Figure 3 M48

In Figure 3, the article 'the' was positioned in front of the noun 'street' to modify it. In the phrase 'my yellow duck', a shop name (M115), the head noun was pre-modified by a possessive determiner (my) and an adjective (yellow). *Coordinated pre-modifiers* involve the way NPs are pre-modified by coordinating conjunctions. This is illustrated in the following text.

Figure 4 M08

In Figure 4, the NP 'Thai & Western food' was structured in the following pattern: "*adjective + coordinating conjunction + adjective + head noun*". Here, the symbol 'ampersand ('&') combined the two adjectives 'Thai and Western' as pre-modifiers to the head noun 'food'. Moreover, the NP 'Bar & Restaurant' was similarly constructed as "*noun(s) + coordinating conjunction + head noun(s)*".

Pronominal modifier was found to be adapted from Ballad's (2007) work. 'Pronominal' concerns particular adjectives "occurring in place of a noun" (p.332). The head noun after this adjective is normally left out.

Figure 5 M19

In Figure 5, the phrase 'the green' was similar to an AP. However, the linguistic and visual features of the sign showed that it was a NP, which can be written in full as 'The Green Tree'. The head noun 'tree' was left out; the pronominal (an adjective in the noun) 'green' came after the determiner 'the' to fulfil the NP structure. If the full form is considered, the adjective 'green' pre-modifies the head 'tree'. The shorter form 'The Green' can present a more strategic advertising discourse towards the customers, however.

On the other hand, the post-modification findings can be classified into three types of the adapted categories. Firstly, *PPs* as post-modifiers appeared in 'snorkeling equipment for rent' (M101); the compound noun 'snorkeling equipment' was post-modified by the PP 'for rent'. Secondly, *appositives* provided complex structure as shown below.

Figure 6 M44

Based on Figure 6, the phrase 'Seventh Boutique Hotel' was indirectly relevant to the appositive NP. The head noun appeared in the largest fonts and on the first line of the sign to attract customers. Then, the post-modifier located in the head noun could be formed in a full appositive NP – "Seventh, a Boutique Hotel"; a comma and an article were omitted because of the advertising discourse. This phrase could additionally be modified; its post-modification could be italicized as 'Seventh *Boutique Hotel*'. The head noun created from an adjective of an ordinal number was post-modified by the compound noun 'boutique hotel'. The other similar examples were "Zodiac See Sun Resort" (M30) and "Sea To Moon Resort & Restaurant" (M42).

Thirdly, non-finite post-modifying clauses reflected the *ed*-clause through the NP 'towels included' (B01). This description of the room suits well with the grammar style of advertising; the NP 'towels' was modified by the clause 'which are included'. That is, 'which are' was left out, so this NP became 'towels included'.

The pre-post modifications were found to be used in four patterns. The first pattern, i.e., "*pre-modifier + head noun + post-modifier (NP)",* was seen in 'The Key Boutique Hotel' (M37) (The Key, (a) Boutique Hotel). The head 'key' was pre-modified by the determiner 'the' and post-modified by the compound noun 'boutique hotel'. The second pattern, i.e., "*pre-modifier + head noun + post-modifier (PP)*", was displayed below.

Figure 7 M105

In Figure 7, the head noun 'way' was pre-modified by the demonstrative pronoun 'this' (Ballard, 2007) and post-modified by the PP 'to the beach'.

In the phrase 'top quality equipment in good condition' (M152), the adjective 'top' pre-modified 'quality equipment', which was post-modified by the PP 'in good condition'. The third pattern, i.e., *"pre-modifier + head noun + post-modifier (AP)",* was illustrated in 'Thai beach travelers.com' (M96). The head noun 'beach travelers' was pre-modified by the adjective 'Thai'. Meanwhile, the post-modifier '.com' was the dotcom at the end of the URL standing for commercial (Khartit, 2021), an AP post-modifying the head of a compound noun 'beach travellers'. The final pattern, i.e., "*pre-modifier + head noun + post-modifier (AdvP)*", was found in 'special promotion here!' (M140). The adjective 'special' pre-modified the head noun 'promotion' which was post-modified by the AP 'here' using an exclamation mark '!' as an advertising strategy.

The NPs with translation findings were divided into those with Thai translation, Chinese translation, and bi/multilingual translation in which Thai and Chinese play roles. An instance is illustrated below.

Figure 8 T24

In Figure 8, the Thai NPs translated in English and Chinese have only pre-modification. In English, it was "Marine Resources Conservation and Tourism Enhancement Multimedia Exhibition". Two compound nouns 'marine resources convention' and 'tourism enhancement multimedia exhibition' were combined by the coordinating conjunction 'and'.

NPs with translation and transliteration were found in "SMAC คลีนิคเวชกรรมเซาเทิร์นอันดามัน Southern Andaman Medical Clinic" (T36). The words 'clinic', 'southern', and 'Andaman' were transliterated while 'medical' was translated. The head noun 'clinic' was pre-modified by a set of multiple modifiers – an abbreviation (SAMC), an adjective (southern), a proper noun (Andaman), and an adjective (medical), respectively.

Verb phrases appeared in 'chill out' (M17). It was used as a persuasive language form found in the walking street sign on *Koh Lipe*, so it was not an imperative sentence. This VP was based on the structure that 'a primary auxiliary' (do) was embedded in the phrasal verb or the multi-word verb 'chill out' (Ballard, 2007). Another outstanding instance is shown below.

Figure 9 B10

In Figure 9, the VP ‘selling ice’ seems to be directly linked to the auxiliary structure from a reduced sentence (We *are* selling ice). The VP structure should be “are selling ice”. The progressive aspect of the lexical verb ‘sell’ was pre-modified by the primary auxiliary ‘are’, and this VP was followed by the NP ‘ice’.

Adjective phrases appeared in “Tonight Live ……. Vs………. Time…….” (M99). This information was used to invite the customers of this restaurant to watch a live football match of English premier leagues which are usually broadcast worldwide. For the AP, only ‘tonight live’ was relevant. It also had a distributive function. The adjective ‘live’ is the head which was pre-modified by the adverb ‘tonight’.

The findings pertaining to errors in NPs were categorized into four types. Firstly, the phrase ‘Long *Tall* Boat for Rent’ (M101) illustrated incorrect spelling of the word ‘tail’ and an omission of a hyphen; the correct phrase should be ‘long-*tail* boat for rent’. Secondly, the error related to translation errors as shown below.

Figure 10 T19

In Figure 10, the phrase ‘Good to Declare’ was incorrectly translated from its Thai original. The correct English translation should be ‘Declaration of Goods’.

Thirdly, mis-ordering was seen in ‘Menu Top Hit’ (T22) which was written by using the Thai language grammar. In fact, the head noun should be placed at the final position – ‘Top Hit Menu’. Finally, overgeneralization was found in ‘Thai ice tea’ (B112). The noun ‘ice’ was transformed into participle forms; the correct one should be ‘Thai iced tea’.

Hybrid phrases were found in hybrid NPs and hybrid PPs only. Hybrid PPs comprised three sub-types. Firstly, *hybrid NPs which are not translated into Thai* cover five aspects: determiners, general modifiers, coordinated modifiers, participles, and the other type (PP). For instance, the phrase ‘The Chic *Lipe*’ (M155) indicated a Romanized local Malay loan in Thai, ‘Lipe’, was pre-modified by a sequence of a determiner ‘The’ and a noun ‘Chic’. For the phrase ‘Plain *Roti*’ (B52), the Hindi/Urdu noun of the Indian food *‘roti’* was pre-modified by the general adjective in English ‘plain’. Next, the phrase ‘*Daeng* Kitchen & Resort @ *Lipe, Satun*’ (M164) with *coordinated modifiers* was discussed below.

Figure 11 M164

Figure 11 shows the symbol ‘ampersand’ (and) as a pre-modifier and ‘@’ (at) as a post-modifier. The Thai-English hybrid compound noun ‘*Daeng* Kitchen’ and the English noun ‘Resort’ were connected. Further, the hybrid head, ‘*Daeng* Kitchen’, was post-modified by the hybrid PP ‘at Lipe, Satun’; the @ sign meaning the preposition ‘at’ was complemented by the local Malay nouns of toponyms ‘*Lipe’* and ‘*Satun’*.

The phrase ‘Home Made *Gelato*’ (M46) also showed that an Italian head noun, an Italian-styled ice-cream, was pre-modified by an ‘ed’ participle acting as AP. This phrase ‘home-made’ can also be a compound adjective.

Secondly, *hybrid NPs with transliteration and translation* comprised NPs with only transliteration and those with translation and transliteration. An example is provided below.

Figure 12 B46

According to Figure 12, the phrase “ลองเบย์ LONG BAY Resort *Koh Lipe Satun*” was hybridized because of a Thai-local Malay phrase, ‘*Koh Lipe Satun’*, that should be written as ‘Koh Lipe, Satun’. This information shows that the head NP ‘Long Bay Resort’ acted as a PP ‘in Koh Lipe, Satun’, but the preposition was removed. This hybrid phrase in transliteration post-modifies the NP ‘Long Bay Resort’; the head ‘resort’ was pre-modified by the NP ‘Long Bay’.

Finally, *hybrid NPs with translation and transliteration* refer to those in which grammatical units are translated and transliterated from Thai to English and another language, specifically Chinese. This is illustrated below.

Figure 13 T34

In Figure 13, the hybrid NPs “ผัดไทยกุ้งสด 鲜虾炒河粉 *Pad Thai* with shrimp” and “ข้าวผัดปู **蟹肉炒饭** Fried Rice with crab” (T34) showed that the Thai proper noun ‘Pad Thai’ was post-modified by the PP ‘with shrimp’. This post-modifier showed that the preposition ‘with’ preceded the noun ‘shrimp’. As the Thai post-modifier was ‘*kung-sod*’, the correct English version should be ‘fresh shrimp’.

Hybrid NPs with errors were observed in the following text.

Figure 14 B82

In Figure 14, the phrase "Koh Lipe Tambon Health Promoting Hospital Koh Sa Rai Muang District, Satun" was wrongly translated because of mis-ordering and misuse of a Romanized Thai NP. The correct one should be "*Tambon* Health Promoting Hospital, *Koh Lipe* Village, *Koh Sarai* Sub-district, *Muang* District, *Satun* Province" that was long and punctuated by commas.

Hybrid PPs involve those non-English NPs used in English PPs. Only one sign with the hybrid PPs was found.

Figure 15 M150

In Figure 15, the hybrid PPs are shown in the timetable; that is, "From Lipe-Tarutao…, from Lipe-Pakbara…, from Lipe-Bulone…, from Lipe-Kradan…., from Lipe-Koh Mook…, from Lipe-Koh Ngai, from Lipe-Koh Lanta,…" The preposition 'to' was reduced; the use of hyphen instead of 'to' signified a destination. The preposition 'from' was complemented by mostly local Malay compound nouns. This excludes the phrases "Lipe-Koh Mook, Lipe-Koh Ngai, Lipe-Koh Lanta,…" which were categorized into a hybrid between the local Malay and Thai.

Thai English phrases are used because the local sign writers' thought patterns and cultural perceptions affect their written English expressions. These phrases comprised Tinglish and creative Thai English. *Tinglish phrases* involve colloquial Thai English, but they can be considered 'communicative and useful English' as an advertising strategy in LL. The linguistic messages in the signs with *Tinglish* are understandable to customers. This is evident in the following text.

Figure 16 B12

In Figure 16, the phrases "Milo/Ovaltine Hot and Milo/Ovaltine Iced" were translated from Thai. In fact, the adjectives 'hot' and 'iced' should be located in front of the head noun; that is, the standard English NPs of these beverage menus should be "'Hot Milo/Ovaltine, and Iced Milo/Ovaltine". Similarly, the VP 'add topping' was directly transferred from the Thai phrase as the English term 'topping' is often used in Thai communication. The Standard English phrase with a gerund form should be "Adding the topping".

Creative Thai English phrases seem to fit the notion of innovative Thai English because of correct or acceptable morpho-grammar elements in writing or translation. These phrases reflect Thai cultural semantic features of English that differ from the Anglophone culture of Standard English and can only be interpreted from a Thai perspective.

Figure 17 B43

According to Figure 17, the phrase 'HER ROYAL HIGHNESS PRINCESS MAHA CHAKRI SIRINDHORN'S BUILDING' was correctly translated. However, this NP reflected a Thai cultural and monarchical norm of English in which Pali-Sanskrit terms and the most formal form for a royal family title were used.

Moreover, 'Thai Thai Restaurant' (T18, T35) seems not to be correct due to the reduplicating phrases 'Thai Thai' which are not commonly observed in English grammar. Nevertheless, it is semantically based on the Thai spoken expression, 'Thai-styled food'. Many Thais often informally say 'food in a Thai-Thai style'.

4.2 Sentences

The sentence findings were consistent with seven adapted categories. The complete sentences were found to serve the following functions: declaration, imperative (command), exclamation and interrogative (interrogation). Declaration is evident in the following text.

Figure 18 B157

In Figure 18, the sentence "We are just No1.in everything" which is indeed based on "We are No.1 in everything we do" seems to convince the sign readers to rely on this speedboat service due to the key formation 'No. 1 in everything'. Similarly, the sentence "We're the best… thank you' (M93) at the end of the sign of the nail salon could be interpreted as follows: 'We (a)re the best' was to inform the act of guaranteeing a good quality and service here and 'thank you' was to express gratitude to the customer who comes to use the services.

Imperatives start with 'infinitive 'without to verbs or simple verbs that can be followed by complements such as "Close the door' (Ballard, 2007). An example is shown below.

Figure 19 T20

Figure 19 displays a strong imperative sentence translated from Thai into English and Chinese “กระแสน้ำแรงอันตราย BEWARE OF DANGEROUS RIP CURRENTS 危险暗流指示牌…” The use of the verb ‘beware’ and the adjective ‘dangerous’ conveyed the warning function of this sign.

The findings of this study show that exclamatory sentences do not start with wh-words. According to Aleksandrova, Korableva, and Kharkovskaya (2020), exclamatory sentences in advertisements provide specific moods of messages and imply “the call to use the advertised items in a more abrupt…” (p.81). Moreover, they require narrative sentences to support the exclamatory expression. An example of exclamatory sentence is illustrated below.

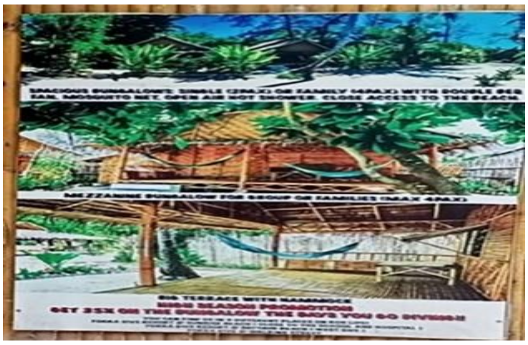

Figure 20 M121

In Figure 20, the sentence, “YOU CAN FIND US IN 3 DIFFERENT PLACES ON KOH LIPE!”, uses an exclamation mark (!). Another is the use of supporting narrative sentences “FORRA DIVE RESORT@SUNRISE BEACH (CLOSE TO THE SCHOOL AND HOSPITAL) FORRA DIVE RESORT@PATTAYA BEACH (WEST SIDE) FORRA DIVE@WALKING STREET”. Overall, the sentence is based on the statement “You can find us….” However, its special mood appeared in the use of the VP “find us in three different places on Koh Lipe” to convince the readers to stay at the resorts surrounding the island.

Interrogatives were seen in “Are you ting?tong” (M163) although the question mark is wrongly placed because of its stylistic purpose for advertising the bar.

Additionally, there were 13 types of omission found in the collected signs: expletives, copula, subjects and verbs, main verbs and prepositions, suffix ‘s’ for a main verb, a verb and its partial object complement, an article, coordinating conjunctions, a preposition, a suffix ‘s’ and a preposition, a present perfect verb form, and an object complement and a preposition. Some examples of the omission are described in detail here. First of all, English expletives were seen through the forms ‘It is’ and ‘There (is/are)”. The sentence ‘Open from 10.00 a.m. – 23 p.m.’ (M183) has no expletive form. It should fully be written as ‘It is open from….”; the form ‘It is’ was omitted. The remaining ‘open from…’ is shorter. Also, the absence of the copular *be* does not result in a change of the complement of the sentence as shown in the picture below.

Figure 21 M119

From the expression ‘Rooms (are) Available’ (M100) in Figure 21, the copular *be* ‘are’ was omitted as the adjective ‘available’ was more useful for the customers.

Next, subjects and verbs can be omitted in advertising at times. This can be seen in “Welcome to Benny’s on the beach” (M92) which showed the deletion of a subject (you) and a verb ‘be’ (are) - “(You are) welcome to Benny’s on the beach” (M92). The remaining part was a complement called ‘APs’ which are commonly used to invite the customers to use the service of the place. Besides, the preposition “of” was omitted in the expression “Beware Jellyfish *0bor-0bor* 海蜇 ระวังแมงกะพรุน” (T26). This Thai phrase was translated into Malay and Chinese respectively, in which a preposition is not needed. However, this English expression in fact needs the preposition ‘of’ to make the phrasal verb ‘Beware of’ – (‘Beware of Jellyfish’) grammatically correct.

The finding in type of reduction is based on the simplification and deletion to result in elliptical sentences in advertising signs as illustrated below.

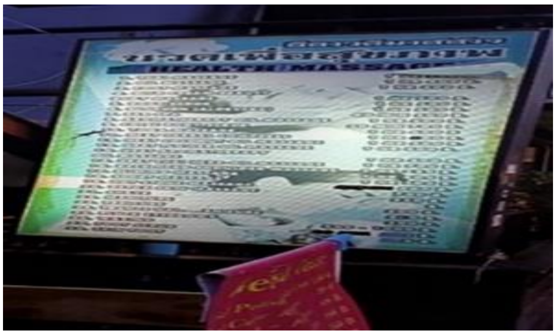

Figure 22 B105

In Figure 22, the reduction involves grammatical removal. The expression “THAI MASSAGE 1HR 300 B” was reduced from ‘THAI MASSAGE *costs* 300 *Baht per hour*’. The subject ‘Thai Massage’ does not have the main verb ‘cost(s)’, but its complement ‘300B’ was kept. Then, the PP ‘per (1) hour’ showed the preposition ‘per’ was missing, and the NP ‘(1) hour’ was omitted before the price ‘300 B’ which was shortened from ‘Baht’. This reduced sentence has structured as such due to the influence of Thai grammar.

An interplay between omission and reduction is illustrated in the following figure.

Figure 23 M104

According to Figure 23, the expression “Room (provides) air condition(er), hot shower, hair dryer, (and) safety box. Mobile (phone number) is….” displays an omission of the main verb ‘provides’ and the coordinating conjunction ‘and’. The object NPs ‘air condition’ and ‘mobile’ showed their reduced forms – (‘air-condition*er* and mobile *phone number*’).

Overgeneralization involves overuse and misuse of grammar in sentences. For instance, the sentence “Zanom Sunrise OPEN Restaurant OPEN 7.00 AM To 9.30 PM” (M173) has an error of subject-verb agreement. The verb ‘open’ does not have the suffix ‘s’ to agree with the singular pronoun; the correct one is ‘Zanom Sunrise OPENS Restaurant OPENS’ Another example of translation errors is shown below.

Figure 24 B97

Based on Figure 24, the subject of the English translated sentence was absent, and the Thai English word ‘seven eleven’ was used. The main verb was kept, but English text was not grammatically translated. Moreover, the wrong word-order was found. The correct one should be “Tasneem’s Shop has moved to a place that is 30 meters from the 7-eleven convenience store at the intersection”.

Literal and adapted translations appear in the following examples.

Figure 25 M122

Figure 25 presents Thai word order. In Thai, the measurement unit in the abbreviation ‘Kg’ is normally mentioned before the price. The expression “Receive laundry กิโล 60 บาท sixty baht/kg” (B115) seems to be literally translated from Thai ‘รับ ซักผ้า’. The verb ‘Receive’ paralleled the Thai word ‘Rab’, and the noun ‘laundry’ was equivalent to ‘Sakpa’. Only the phrase ‘Sixty baht/kg’ used the correct word order in English.

Moreover, the sentences “หิวไหม เรามีบริการส่งฟรี โทร/call. 099…Hungry? Call us for free delivery!” (B136) showed an omission of the subject and a copula *be*. The correct sentence should be “Are you hungry?” However, only the adjective ‘hungry’ and the question mark (?) were used. The sentence “call us for free delivery!” does not equivalently fit its Thai version. The correct translation should be “We have a free delivery service”, but the subject and verb ‘we have’ /Rao Mee/ were changed or adapted into ‘call us’. In addition, the noun ‘service’ was omitted as the key word ‘delivery’ was more important.

The findings concerning code-switching and code-mixing are illustrated below.

Figure 26 B81

In Figure 26, the four sentences in Thai started with the four English words – (Face, Arm, Speech, and Time). This code-mixing highlights the key words detailed by Thai phrases of certain symptoms of ‘Stroke’. Another example is “Are You Ting?Tong” (M163). The mixing of the Romanized Thai adjective ‘*Ting Tong*’ or ‘crazy’ or ‘goofy’ was used to catch the customers’ attention to goofy when coming to the bar. In the text ‘Happy Lipe Tours แฮปปี้หลีเป๊ะทัวร์ Happy Life ใบอนุญาตเลขที่ ... Tel..307/6 Moo. 7 Koh Sarai (Lipe) Muang Satun” (B34), the

Thai words of toponyms and a village number were excluded in code-mixing because of lexical borrowing. Thus, only the Thai phrases "แฮปปี้หลีเป๊ะทัวร์ … ใบอนุญาตเลขที่" were considered as part of code-mixing.

Figure 27 B84

Figure 27 displays the switching from English to Thai twice. The wrong spacing in the compound noun 'sunset' was excluded. The switching was from the English compound noun 'sunset' to its translation in Thai 'อาทิตย์ตก' and a change into the English sentence "never try never know" and into the Thai sentence with a Romanized Thai particle "ไม่ลอง ไม่รู้ JAH". This switching was based on an omission ("If you never try, you will never know") – the forms ('if you… and you will') were deleted. This sentence was translated into Thai "ไม่ลอง ไม่รู้ JAH". The particle 'jah' was used to soften the meaning of this sentence.

4.3 Discussion on Grammatical Features of the Signage

In this section, the findings from the data analysis were discussed. Firstly, the three types of NP modification in this study – pre, post-, and pre-post modifiers – are similar to those found in the study concerning online bag advertisements conducted by Pitaktrairat et al. (2021). The phrase 'my yellow duck' is comparable to that of the bag ads 'the removable strap' because they are patterned by "determiner (Det) + adjective (Adj) + noun (N)". Next, the phrase "snorkeling equipment *for rent"* mirrors "Dreamer *with signature canvas blocking*" of the bag ads because they both are constructed with noun (compound noun) that is post-modified by a PP. Additionally, the phrase "*big* terrace *with* hammock", appears to accord with that of the bag ads, ("*smooth* leather *with* a brilliant metallic sheen") (p.91) because they are pre-modified by adjectives and post-modified by PPs.

Secondly, the notion of apposition is complex. The phrases 'Seventh (,) Boutique Hotel', 'Zodiac (,) See Sun Resort', and 'Sea to Moon (,) Resort & Restaurant' with elliptical commas are somewhat similar to the headline in an ad in an American magazine 'Cover Girl. Redefining beautiful' in which a period (.) is used for the apposition. However, it can be modified as 'Cover Girl *redefines beauty*' (Rush, 1998).

Thirdly, hybrid phrases are outstanding. The example "Happy Lipe Tours แฮปปีหลีเป๊ะทัวร์" can partially parallel the expression "บริษัท วี.เค.ที" (V.K.T company) of 'hybrid syntactic structures' in the LL of Chiang Mai (Thongtong, 2016) which is Englishized. They are similar in that the use of English phrases is for hybridizing Thai phrase (Thai head บริษัท is modified by English NPs).

Fourthly, the phrase "Milo/Ovaltine Hot and Milo/Ovaltine Iced" is unique Thai English because of word-order. This is similar to what Vivas-Persaza (2020, p.48) found in the LL of Hatyai - "floor 1st" – due to the influence of Thai grammar in English phrases in which the adjectives are placed after the nouns. Likewise, overgeneralization such as 'Thai ice tea' is somewhat similar to a Thai English phrase in *Hatyai's* signage 'cream banana recommend' (p.51) because the verb-inflection 'ed' does not exist in Thai grammar. Also, the example of a creative Thai English phrase ('Thai Thai restaurant') is in line with Leech's (1966) adjective clusters, especially the repetitive use of the same adjective. The adjectives 'Thai Thai' can be considered 'an emphatically emotional effect' for advertising as they can be similar to the phrase 'a big big bottle' in British television advertising (p.129).

Fifthly, it is worth mentioning complete sentences with functions. For instance, the declaration in the nail salon ads ("We're the best…thank you") is similar to that in an ad in Russia ("There's no wrong way to eat a Reese's") (Malyuga, & Tomalin, 2020) due to a shared idea of informing the audience of the quality of the place and product. Besides, the exclamatory sentence "You can find us in 3 different places on Koh Lipe!" is comparable to that of Russia's ads ("I go cukoo for Cocao Puffs!) (p.148) because they used an exclamation mark and evoked specific mood regarding the place and the product.

Sixthly, various grammatical errors are noticeable. The wrong spelling in "long tall boat (long tail boat)" can fit that in a shop sign in Chittagong in Bangladesh, namely "*Faiyer*ly Hair Dresser" (*Fairly* Hair Dresser) (Hoque, 2016). Next, the wrongly translated phrase "Good to Declare" (Declaration of Goods) is similar to the translated phrase from Arabic to English in Yemen's shop signs (Al-Athwary, 2014) – "AL SHARQ FOR FURNITURE CENTER" (Al Sharq Center for furniture / Al Sharq Furniture Center) due to the L1 influence on word order, grammatical errors, and inappropriate lexical use.

Seventh, the grammatical omission stands out. The sentence from a warning sign, "Beware Jellyfish", is quite similar to that in a public sign translated in English in Bali, Indonesia, "Please Park in accordance line" (Please park in accordance *with* the line) (Ariani, & Artaw, 2021).

Eighth, the literal expression 'Receive laundry sixty baht/kg' is similar to the expression "Forbidden Island Glass" in the tourist sign in Thailand (Ngampramuan, 2016), which was an English translation made by Google Translate application and shared on social media. Both present an ordering of English words according to the Thai grammatical sentence structure. This infringes Standard English, but it is considered Thai English in World Englishes.

Ninth, the expression of code-mixing "Are you ting? Tong" can be compared to that found in Si Yan, BKK (Prapobratanakul, 2016) that highlights some shop names that use English script, English lexicon and English syntax (for example, "เดอะปรินท์ The Print").

Lastly, the sentence of code-switching ("Sunset อาทิตย์ตก Never Try Never Know ไม่ลองไม่รู้ Jah") is quite comparable to that from the LL of a senior high school in Yogyakarta, Indonesia ("Pelajar bukan gangster. Stop bullying") that started with two words in Indonesian, and switched to the English word and another imperative in English (Andriyanti, 2019).

Overall, the study's findings are consistent with the guiding frameworks. First of all, the syntactic patterns of Bangkok's LL (Huebner, 2006) can be observed in this study. 'Ellipsis' is seen in 'omission' while 'incomplete sentences' appear in reduction, an interplay between omission and reduction, overgeneralization, and literal and adapted translation. Next, the mixing of Thai-English words regarding a Thai variety of English is seen in 'code-mixing and code-switching'. 'Thai English' is clearly shown at the phrase level through *Tinglish* and *creative Thai English*. For Thai translation of English texts and vice versa, it was found mainly in 'NPs with translation' and 'hybrid NPs with translation'.

Furthermore, the notion of nativization of English structures in Oman's commercial signs (Buckingham, 2015) is evident. The "structures used to announce the service, especially in noun phrases" was found. The phrase 'Thai & Western food' can be related to that in a sign in Oman – 'sales of fresh & frozen chicken sale' (p.399) due to their coordinated pre-modifiers using the ampersand. Besides, 'multiple pre-modifiers' is common as it is used to pre-modify products and services in *Koh Lipe* such as '*fresh fruit* shakes'.

The notion of cultural and linguistic hybridity (Demska, 2019) is also observed. Hybrid NPs are formed in the Thai-English and English-Thai patterns. Some were constructed with *Urdu-English, Italian-English, Local Malay Loan-English*, among others. Next, the notion of mixing as another form of hybridity is evident in code-mixing and code-switching of English-Thai and vice versa. Additionally, the microtexts of hybridity lead to grammatical errors; Thai grammar and orthography influence the English signage. This appears in 'errors in NPs' and omission, reduction, overgeneralization, and literal and adapted translation.

Moreover, the grammatical features found in this study are supported by the first rule of language choices in public signs according to Spolsky, and Cooper (1991, as cited in Spolsky, 2009). The bilingual and multilingual signs in *Koh Lipe* show 'errors in English NPs'; that is, grammatical elements in sentences were omitted, reduced, and literally translated because of Thai grammar influence on written English.

Backhaus's (2007) first criterion of LL grammar, "homophonic is a direct translation or transliteration of all texts…" (p.91), is also obvious in 'literal and adapted translation'. Another key strategy is transliteration as seen in NPs with transliteration, NPs with translation and transliteration, hybrid NPs with transliteration, and with translation and transliteration.

According to Shohamy, and Gorter (2009), the mixing of languages is manifested in hybrid NPs and code-mixing and code-switching. Next, new rules of linguistic forms appear in Thai English phrases, omission, reduction, overgeneralization, and literal and adapted translation in which deviations were creatively constructed to serve the communicative functions and linguistic ideology of the signs. These patterns occur because the grammatical forms of English interact with those of Thai and other languages. Moreover, the new syntactic structures are apparent in NP structure as a grammar style of advertising, for instance, the pronominal modifier in the phrase of a hotel's name ('The Green') and the appositives for the post-modification which are strategically marketed.

Overall, the English phrases in the signage in *Koh Lipe* are complex as characterized by 'modification layers' and 'unique Thai English'. Meanwhile, the sentences present *functional uses* and *simplification*. Both share common features of cultural and linguistic hybridity, deviation, nativization, grammar styles of advertising discourse, the use of translation and transliteration, and linguistic contact with other languages.

4.4 Discussion on Glocalized English

The findings of grammatical features seem to reflect glocalized English as suggested by Robertson's (1995) following statement: "tailoring and advertising of goods and services on a global or near-global basis…the adaptation to local and other particular conditions through civilization, regional, societal, ethnic, gender of consumers…" (pp.28-29). The business owners on this island who may hire the sign writers or advertising companies to advertise their products and services to attract foreign tourists by using the strategic phrase 'Lipe'. This is obvious in hybrid NPs; many English phrases were combined with 'Lipe'. These are 'The Chic *Lipe*' (M155), 'Daeng Kitchen& Resort @ *Lipe*, Satun' (M164), 'ชาวเลรีสอร์ท *Chawlay* Resort *Koh Lipe* Satun Thailand' (B25), and "พีพี เบเกอรี่ ทำเอง Pee Pee Bakery Restaurant (*Lipe)* Home Made" (B122), among others. Likewise, the sign writers tend to use this key vernacular phrase in combination with English phrases to disseminate information to the global community. This appears in the phrase "Ban *Koh Lipe* Tambon Health Promotion…" (B82). Other examples of hybrid NPs can mirror the ethnicity of consumers embedded in the signage there. The noun phrase, '*Pad Siew* fried noodle' (T23), a Teochew loan word in Thai ('Siew') is combined with the Thai word 'Pad' and the English NP 'fried noodle'. This phrase is originally derived from a Chinese ethnic group in Thailand. This kind of fried noodle is common to the local consumers. It can also be targeted to Chinese-speaking customers. Next, in the phrase '*Chawlay food center street* Koh Lipe Satun Thailand' (B23), the local Thai word 'Chawlay' reflects the ethnic identity of the primitive group. The hybridization of this phrase brings a local taste to the foreign customers who read the sign and can perceive the local cuisine.

Considering cultural glocalization of Kirkpatrick (2007, 2008, as cited in Oanh, 2012) which parallels that of Friedman (1999), glocalized English can involve English syntactic features in that Similar to Friedman's description of glocalization, some aspects of the local language that are different to English are also embraced within the context of their difference, enlivening and enriching communication in the region (with the use of code-switching) and offering the potential to contribute to international standard English (through loanwords for new concepts and ideas, etc.). At the same time, these glocal varieties of English run the risk of assimilating far too much of the local vocabulary and syntax, rendering these varieties incomprehensible to international speakers of English. Some of these influences have been researched extensively.

Glocalized English is reflected in the expression "sunset อาทิตย์ตก never try never know ไม่ลอง ไม่รู้ JAH" (B84). This mirrors the way English syntactic elements can be embraced with Thai syntactic elements. According to Gorter (2006, as cited in Bolton, 2012), glocalization of English involves "the process of 'glocalization' in the international arena that leads to new expressions of cultural mixture in music, food and clothing,..." This statement is observed in code-mixing. Cultural mixture is seen in food through the expression "ฮาลาลแซ่บ by Sri Lipe ยำ ยำตาล่อ *SRILIPE* Halal Thai Food" (B78). The mixing of Thai and Romanized Thai words and phrases in the English phrase and sentence is a result of the glocalization process in which English and Thai grammatical elements are interacting.

Sharifian's (2016) glocal English on nativization of English regarding 'cultural categories' can be extended to a specific form of English with Thai cultural and monarchical norms of English representing the Kingdom of Thailand. This is found in the example of 'creative Thai English' – 'Her Royal Highness Princess Maha Chakri Sirindhorn's Building'. It mirrors the way Pali-Sanskrit, which is grounded in the Thai language, is nativized in English. Every lexical item used in this phrase (except the word 'building) reflects the cultural aspect of the monarchical system of Thai society.

Jocuns (2018) raises the notion of Thai English as part of the glocalization of English by examining the Geosemiotics of tourism. The signs show the influence of Thai grammar in English expressions such as 'pork garlic' and 'lemon gass juice' (p.70); they are based on direct translation and spelling errors. The correct ones should be ‘garlic pork’ and ‘lemon grass juice’. This is similar to the literally translated expression ‘Receive laundry sixty-baht/kg’, which is similar to the phrase ‘pork garlic’ because the English phrases are ordered according to the Thai grammar. This can also relate to ‘errors in NPs’, particularly the phrase ‘Menu Top Hit’. In this regard, the phrase ‘lemon gass juice’ can be linked to ‘Manu Thai Food’ (Thai Food Menu) in this study because of the incorrect spelling of ‘grass’ and ‘menu’.

According to Peng et al. (2021), the glocalization of English in code-mixing and code-switching of English and Chinese is obvious in the signage in *Koh Lipe*. The mixing of Thai and Romanized Thai words in English sentences and vice versa in the signs indicate an opportunity for the glocalization in which Thai as a local language can interact with global English. Likewise, the switching from English to Thai in the signage can present this glocalized English. These strategies contribute to the modern and cosmopolitan lifestyle of English users on this island.

In summary, the grammatical features of glocalized English found can imply particular notions, namely communicative needs for local and international purposes, linguistic and cultural hybridity, ethnic identities, nativization of Thai English, and modernity. The phrases and sentences in the signage are functionally formed by the local government sector as well as local and foreign entrepreneurs to advertise tourism services and products. Because of a multilingual contact between English and other eastern and western languages in the signage, the phrases become complex because they are hybridized, and the sentences interface mixing and idiosyncrasies. Moreover, they are constructed with the grammatical and semantic segments that reflect the ethnic identities of people living in the south of Thailand, namely Thais, local Malays, and Chinese. Besides, an expression is nativized; Pali-Sanskrit elements of the Thai language influence the textual formation in English. Additionally, the use of Thai-English code-switching in the sentence for an advertising function of tourism indicates that English as a linguistic vehicle can contribute to the modernized linguistic landscape of this island in that grammatical creativity is more important than errors.

5. Conclusion

The signage on *Koh Lipe* conveys distinctive phrasal and sentential features in English. English and hybrid NPs seem to provide the most complicated structures with grammatical, syntactic and stylistic strategies in advertising discourses. The English NPs differ from the traditional ones because they were recreated by the sign writers considering the modification elements, the advertising styles, and persuasive functions. Meanwhile, the hybrid NPs were formed in many aspects because English meets other languages. In light of sentences, omission seems to be the most common feature as it can save the space of the signage. The grammatical features of English in the signage imply glocalization. English phrasal and sentential forms were influenced by Standard Thai grammar as there is no southern Thai grammar form. Thus, the local identity and southern *Thainess* in the grammatical features found can be apparent through the way Thai words and local Malay loans were mixed and hybridized in English phrases and sentences. Additionally, these grammatical units were constructed as the language of local products and services presented in the signage on the island to serve the tourists’ communicative needs. Overall, the features represent the use of English as a glocal language that contacts diverse languages in a tourism context of southern Thailand.

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An Analysis of Figurative Language Used in Airline's Travel Stories

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Abstract

This study addressed the underexplored use of figurative language in travel writing by analyzing 40 travel stories published on Cathay Pacific Airways' official website between 2020 and 2023. The objectives were to identify the types of figurative language and their frequency and to analyze relationships among the six specific types-metaphor, hyperbole, personification, simile, metonymy, and rhetorical questions-across four travel content categories: must-visit attractions, must-do activities, must-eat dining advice, and must-stay accommodations. Using qualitative content analysis, the stories, ranging from 700 to 1,200 words, were selected based on word count and main themes through purposive sampling. Adapting an analytical framework from Perrine (1969), Corbett (1990), McQuarrie and Mick (1996), and prior advertising research, the analysis revealed consistent and diverse usage of figurative language across all travel categories, with metaphor, hyperbole, and metonymy being particularly notable. Numerical analysis showed that metaphor was the most prevalent (47.13% of 1,237 instances), followed by hyperbole (22.55%), metonymy (21.18%), personification (3.56%), simile (2.83%), and rhetorical questions (2.75%). The must-stay category was the most frequently mentioned, followed by must-visit, must-do, and must-eat. Figurative language was essential in vividly describing key attractions, leisure activities, dining experiences, and accommodation atmospheres. Additionally, the study highlighted using personification, simile, and rhetorical questions to guide readers and encourage exploration of the destinations. The study concluded by emphasizing the significance of teaching novice writers the effective use of figurative language and acknowledging the role of cultural differences in interpreting deeper meanings, thus contributing to more engaging and culturally aware travel writing.

Keywords: *figurative language, figurative devices, airline's travel stories, travel writing, application of figurative writing*

1. Introduction

Cathay Pacific Airways (CX), established in Hong Kong in 1946, is a leading premium international airline operating passenger and cargo services to over 92 destinations worldwide through extensive codeshare agreements and joint ventures across continents. CX has consistently ranked among the top 10 airlines globally and has been honored as one of the only ten five-star airlines, winning "World's Best Airline" multiple times by Skytrax (Cathay Pacific Airways, n.d.).

Amidst intense competition, significant shifts in consumer behaviors, and rapid technological advancement, CX has effectively integrated digital platforms into its marketing strategies. In response to challenges such as reduced travel demand and limitations on traditional advertising channels, most airlines, including CX, have increasingly turned to digital platforms for direct marketing to communicate with customers, enhance brand image, and create personalized marketing campaigns, helping them maintain a competitive advantage in a rapidly evolving market (Karaağaoğlu, & Çiçek, 2019; Keke, 2024). As part of this strategic shift, the growing importance of travel content writing has become a central element of modern marketing strategies (Basumatary, 2018). According to Keke (2024), digital platforms such as mobile applications, websites, and social media have become essential for airlines' brand promotion and content sharing, including travel stories and detailed insights into airline operations. Airlines strategically utilize these platforms to seamlessly integrate captivating content with high-quality images and compelling videos, targeting to attract new customers and maintain their loyalty.

Travel stories are more than narratives; they serve as gateways that transport readers to distant places, immerse them in cultural experiences, and ignite a passion for travel (Agustina, & Junining, 2015; Mishra, 2014). These narratives act as inspirational sources that turn casual readers into future travelers (Dai, Wang,

& Kirillova, 2022). They blend individual experiences, cultural insights, and emotional connections, guiding readers on virtual journeys to new destinations. Through vivid descriptions of cultural traditions, historical landmarks, local cuisine, natural beauty, and unique architecture, travel stories inspire excitement about travel opportunities and deepen appreciation for diverse cultures. These stories cover several topics and writing styles-from captivating narratives to informative activity guides, unique accommodation insights, and delightful dining experiences. This diversity influences readers' perceptions of destinations, travel planning decisions, and brand engagement.

Beyond travel stories, figurative language plays a distinct role in written expressions. It is often considered a decorative language that adds rhetorical flair to writings or speeches (Burgers, Konijn, & Steen, 2016). Figurative language allows writers to uniquely convey thoughts, helping readers form vivid mental images and stirring emotions beyond literal language. In advertising, its strategic use enhances the effectiveness and attractiveness of advertising content (McQuarrie, & Mick, 1996; Corbett, 1990). Skilled writers and advertisers often use figurative language to create engaging and captivating content that captures consumer interest and encourages deeper interpretation.

Understanding the strategic use of figurative language in travel stories is essential for various audiences. It offers valuable insights for tourism and airline professionals to develop communication strategies and engage customers effectively, helps travel writers improve their storytelling skills, and assists marketers in creating compelling ad copy, slogans, and campaigns that connect with travelers. Moreover, exploring different approaches to travel storytelling supports English language learners and novice writers in improving their skills in creating engaging stories. With CX as a notable case study, analyzing various travel stories with unique writing styles helps us understand how figurative language enhances distinct aspects of travel content. Overall, this analysis deepens our understanding of effective travel writing and offers practical guidance for content creation, marketing strategies, and language education.

While previous research extensively explores figures of speech and figurative language in advertising and travel contexts, various aspects such as persuasive techniques in travel publications, the use of figurative language in in-flight magazine ads, figures of speech in airline ads, the role of figurative language in print accommodation ads, and language styles in hotel ads have been examined. However, there is still a research gap focusing on how major airlines use figurative language in their travel stories to enhance brand storytelling and engagement. This study seeks to address this gap by analyzing figurative language types, frequencies, and relationships of these linguistic devices in CX's travel stories as a case study, striving to understand how they enhance travel content and contribute to brand storytelling.

This study intends to answer two primary questions: 1. What are the types and frequencies of figurative language devices used in CX's travel stories, and 2. What are the relationships between figurative language types and the various categories of travel content in CX's travel stories?

2. Objectives

1. To investigate the types and frequencies of figurative language devices used in CX's travel stories.
2. To analyze the relationships between figurative language types and the various categories of travel content in CX's travel stories.

3. Materials and Methods

3.1 Literature Review

Language in Marketing Travel Destinations

Language in advertising travel destinations serves a persuasive function, aiming to meet consumer needs by showcasing the best features of the destinations, facilities, and services. It carefully selects words, shows respect, and uses expressive language to attract people (Dann, 1996, as cited in Irimiea, 2018). Unlike other industries, tourism heavily relies on information-sharing to influence potential customers and convert them into actual visitors (Jack, & Phipps, 2005). The language of tourism is a subset of advertising language, focusing on presenting the most appealing aspects of destinations (Tengku Sepora, & Rana Hameed Al-Bahrani, 2011).

In marketing travel destinations, the language of tourism is central to creating detailed descriptions of potential destinations (Graham, 1996). Language helps shape destination images in consumers' minds, especially by using imaginative language to boost their attractiveness to tourists (Djafarova, & Anderson, 2008). Additionally, Dann (1996, as cited in Irimiea, 2018) emphasizes language's crucial role in tourism, as it influences travel planning and can persuade people to visit destinations. Therefore, strategic language use is essential in attracting visitors.

An Overview of Travel Writing and Travel Stories

Travel writing has maintained its popularity throughout history, adapting to changes in storytelling methods over time (Basumatary, 2018). It covers a variety of genres, including nature writing, adventure writing, exploration writing, and guidebooks (Basumatary, 2018; Hamid, 2022; Mishra, 2014). According to Basumatary's (2018) definition, travel writing involves shared experiences and perspectives gained during journeys. Agustina, and Junining (2015) further characterize it as narratives exploring people, events, sights, and emotions encountered during leisure travel. Moreover, Dabhi, and Shastri (2016) emphasize its direct, personal impressions and cultural value sharing within travel narratives.

Borm (2004) argues that terms like "travel literature" and "travel writing" are interchangeable, covering both fictional and non-fictional texts focused on travel themes. Hamid (2022), on the other hand, notes the use of terms such as "travelogue," "travel record," "travel book," and "travel account," while Basumatary (2018) defines "travel stories" specifically as narratives highlighting the traveler's adventures and explorations.

Travel stories serve as bridges connecting travelers and destinations, blending factual elements, historical context, and emotional expressions related to specific places (Montanari, 2013). Mishra (2014) emphasizes the stylistic significance of integrating these elements effectively, echoing Don's (2009) perspective on descriptive details, characters, and dialogue for vivid storytelling. Also, Mishra (2014) stresses the importance of clear and concise language and the thoughtful use of descriptive adjectives in travel writing.

These stories cover diverse aspects such as activities, cultural encounters, personal experiences, and attractions (Hando, 2013). They include practical advice on accommodations, dining, and transportation (Liu, Mehraliyev, Liu, & Schuckert, 2020; Deng, Xu, & Wei, 2021). These stories are often shared digitally through blogs, websites, and social media platforms with multimedia elements to engage a broad audience.

In line with these concepts, this study uses the term "travel stories" to specifically refer to travel content that includes narratives and descriptions in the context of airline storytelling. These stories include various aspects such as activities, cultural encounters, attractions, hotels and accommodations, dining experiences, and personal thoughts related to journeys and destinations. By analyzing figurative language in travel stories, this research aims to deepen understanding of how storytelling enhances destination awareness, engages readers, and supports marketing strategies in modern digital-age travel writing.

Categories of Content in Travel Stories

Travel stories, including various types of content such as newspaper articles, essays, and blogs, significantly influence travelers' perceptions and decisions. Hando (2013) categorizes travel content into five broad categories, while Liu et al. (2020) identify six travel components impacting tourists' destination choices. Deng et al. (2021) further support these findings, identifying six key elements in forming travel destinations that align with travel content categorized by Hando (2013). This connection highlights the dynamic role of travel storytelling in shaping destination choices. Table 1 provides an overview of the similarities and key differences among the classifications of these authors, illustrating the complex interaction of factors involved in travelers' decision-making processes.

Table 1 Comparison of travel content categories by various authors

Author	Key Findings or Aspects
Hando (2013)	- Destination pieces: Information on destination, atmosphere, and attractions. - Practical advice: Tips, recommendations, and reviews. - Personal experiences: Journeys, festival visits, wildlife sanctuary encounters. - Special interest: Dining experiences, cultural encounters, activity-based vacations. - People stories: Interviews or reports featuring individuals.
Liu et al. (2020)	- Destination - Transportation - Accommodation - Dining - Attractions - Shopping or leisure activities.
Deng et al. (2021)	- Tourism - Accommodation - Food - Shopping - Transportation - Entertainment

As highlighted by the aspects from the comparison presented in Table 1, understanding the factors influencing tourists' decisions in choosing destinations is crucial. Travel stories play a significant role in shaping tourists' perceptions and strongly influencing their choices. Personal experiences, practical advice, and destination insights are primary elements that engage audiences and guide their decisions. Insights from Hando's (2013) classification and empirical studies by Liu et al. (2020) and Deng et al. (2021) emphasize the significance of these elements in effective storytelling and destination marketing. The flexibility in travel storytelling allows writers to blend elements from multiple categories to craft compelling stories. For example, Gilbert's (2006) "Eat Pray Love" seamlessly integrates destination content, individual experiences, and cultural exploration. Similarly, Lonely Planet offers practical guidance while highlighting various travel aspects and interests in its online stories.

Understanding the dynamics of travel storytelling is essential for destination marketing. CX's travel stories primarily feature destination attractions, leisure activities, dining advice, and accommodations, often presented in list and review formats. While the airline's contents occasionally feature people's stories, this study excludes such stories due to insufficient data available for analysis within the specified criteria. Based on this classification and the available data on CX's website, this research thus focuses on four travel content categories: must-visit attractions, must-do activities, must-try dining advice, and must-stay accommodations.

Definitions of Figurative Language

Figurative language is a stylistic device that departs from conventional usage to convey captivating meaning (Corbett, 1990; McQuarrie, & Mick, 1996). It intentionally deviates from standard grammar and syntax rules for specific purposes, enhancing language with style and making expressions more engaging and expressive (Bullinger, 1898; Kennedy, & Gioia, 1995) while conveying truth (Hans, 2018). Perrine (1969) describes it as saying one thing while implying another, using figures of speech to suggest meanings beyond their literal interpretation. Figurative language conveys meaning, evokes imagery, and captivates the audience with vivid and memorable engagement, encouraging in-depth thought and interpretation (Burgers et al., 2016). The extent of its usage depends on the level of variation, which can vary depending on the context and time (McQuarrie, & Mick, 1996).

Functions and Types of Figurative Language

Figurative language serves multiple functions in advertising and literature, enriching communication by adding depth, vividness, and emotional intensity to messages (Corbett, 1990; McQuarrie, & Mick, 1996). In advertising, figurative language enhances persuasion and memorability by capturing audiences' attention through engaging figurative devices and increasing content persuasiveness (Corbett, 1990). Similarly, in literature, it intensifies feeling, adds emphasis, appeals to emotion, and improves the quality of artistic language (Hans, 2018). Perrine (1969) observed that figurative language provides imaginative pleasure, enhances verse, adds emotional intensity, and allows for concise expression, making it more effective than direct statements in conveying meaning.

Linguists have proposed diverse classifications of figurative language. Perrine (1969) identified 12 types commonly taught in American education, which featured simile, metaphor, and hyperbole. Corbett (1990) explored the concepts of tropes and schemes in modern communication. He expanded his classification to 17 tropes and 27 schemes, classifying tropes as alterations in meaning and schemes as alterations in word order or grammatical structure. Furthermore, McQuarrie and Mick's (1996) framework, notably tailored for advertising and marketing, makes a similar distinction between tropes and schemes. They distinguish 9 types of tropes based on semantic aspects that involve alterations in meaning while identifying 11 types of schemes based on phonological and syntactic features that focus on intentional alterations of word order or grammatical structure. These classifications offer insights into how figurative language enhances communication and engages audiences effectively. Studying figurative language enriches our understanding of language, equipping us with tools for depth, persuasion, and creativity. Table 2 compares diverse types of figurative language classified by various linguists.

Table 2 Comparison of figurative language classifications by various linguists.

Perrine (1969)	Corbett (1990)		McQuarrie and Mick (1996)	
	Tropes	**Schemes**	**Tropes**	**Schemes**
12 types	17 types	27 types	9 types	11 types
Simile	Simile	Parallelism	Ellipsis	Epanalepsis
Metaphor	Metaphor	Antithesis	Metaphor	Antithesis
Personification	Personification	Anastrophe	Epanorthosis	Parison
Metonymy	Metonymy	Parenthesis	Metonym	Chime
Hyperbole	Hyperbole	Anadiplosis	Hyperbole	Anadiplosis
Synecdoche	Rhetorical Question	Alliteration	Rhetorical question	Alliteration
Paradox	Synecdoche	Ellipsis	Paradox	Assonance
Symbol	Pun	Assonance	Pun	Rhyme
Irony	Onomatopoeia	Anaphora	Irony	Anaphora
Allegory	Oxymoron	Epistrophe		Epistrophe
Litotes	Litotes	Antimetabole		Antimetabole
Apostrophe	Etc.	Etc.		

The comparison of figurative language classifications by Perrine (1969), Corbett (1990), and McQuarrie and Mick (1996) reveals both overlaps and differences. Metaphor, metonymy, and hyperbole are consistently recognized as core elements across all three classifications, emphasizing their fundamental importance in understanding figurative language. Simile, personification, irony, pun, and paradox are identified in multiple classifications, whereas allegory is more selectively included, primarily appearing in Perrine's (1996) classifications. Additionally, each classification introduces unique elements, such as apostrophes in Perrine's (1996) and onomatopoeia in Corbett's (1990). Notably, while Corbett (1990) categorizes ellipsis under schemes, it is classified as tropes in McQuarrie and Mick's (1996) classification. These differences in theoretical perspectives among linguists highlight the richness and complexity of analyzing figurative language. Moreover, the nuances of these classifications enhance our understanding of how figurative language functions in literature and language studies.

Related Previous Studies

Further analysis of the studies revealed valuable insights into how figurative language influences advertising and its impact on engaging and persuading audiences. Pathumratanathan, and Tapinta (2012) explored figurative language used in English advertisements in in-flight magazines like Sawasdee and Fah Thai. Their analysis of over 170 ads identified standard techniques such as alliteration, metaphor, personification, and rhetorical questions, used effectively in headlines and body text to capture attention and convey messages. Norasetkosol, and Timyam (2012) focused on persuasive writing techniques in travel magazines, investigating how techniques like personification, metaphor, and simile enhance descriptions of tourist destinations. Their analysis highlighted non-figurative techniques such as positive adjectives and detailed descriptions to make travel stories compelling and credible, appealing to readers' emotions and aspirations.

Similarly, Janmoon (2017) examined figures of speech in advertisements for five-star airlines, analyzing 50 ads to uncover how rhetorical devices like hyperbole and anaphora emphasize airline qualities. Their findings highlighted the crucial role of these techniques in crafting memorable messages that distinguish airline brands in competitive markets, demonstrating the strategic use of figurative language to attract consumers. Laosrirattanachai (2017) also analyzed figurative language in accommodation ads from travel magazines like Condé Nast Traveler and Travel+ Leisure. They found that persuasive techniques such as alliteration and hyperbole are commonly used in headlines and body texts to make hotel offerings stand out and attract potential guests, highlighting the importance of using linguistic strategies for effective hotel advertisements.

In addition, Som-in, and Limsiriruengrai (2019) conducted qualitative research on figurative language in hotel advertisements from Amari Hotels in Thailand. They identified hyperbole as a dominant rhetorical device to persuade potential guests by making hotel features inviting and attractive. This device enhances the appeal of accommodation offerings. Lastly, Aprinica's (2021) investigation into language styles in hotel ads emphasized techniques such as hyperbole, metonymy, and personification to create engaging and persuasive advertisements. These strategies evoke vivid imagery and emotional connections, effectively attracting tourists and enhancing the impact of hospitality marketing efforts.

Overall, these findings highlight the effectiveness of figurative language in advertising, allowing brands to convey messages, stir emotions, and influence consumer behavior. Using the vividness of figurative language, advertisers can create compelling content that connects with audiences, driving brand success. These studies underscore the significance of using effective figurative language across various product categories in advertising contexts. Table 3 summarizes insights from scholars investigating specific figurative language devices in advertising.

Table 3 Studies on figurative language devices in advertising

Scholars	Types of Figurative Devices							
	HPB	**MTP**	**MTN**	**PSF**	**SML**	**RTQ**	**Repetition**	**Alliteration**
Norasetkosol, and Timyam (2012)		√		√	√			
Pathumratanathan, and Tapinta (2012)	√	√		√		√		√
Janmoon (2017)	√		√	√				√
Laosrirattanachai (2017)	√	√		√		√	√	√
Som-in, and Limsiriruengrai (2019)	√	√		√				
Aprinica (2021)	√		√	√				

Table 3 presents common figurative language devices used in advertising studies, which enhance the vividness and engagement of content. These devices effectively achieve persuasive communication goals and engaging experiences in both advertising and storytelling.

In airline travel stories, which serve a marketing purpose rather than direct advertisements, the figurative language devices may differ from traditional advertising. While alliteration and repetition contribute to phonetic and stylistic effects in direct advertisements like slogans and taglines, their presence in travel stories may be less evident. On the other hand, rhetorical questions are particularly emphasized for their role in engaging readers and highlighting core messages in travel stories. They are strategically used to provoke thought and create a dialogue with the audience, enhancing the overall narrative impact and influencing readers' perceptions of destinations and experiences. Therefore, this study excludes alliteration and repetition from its analysis but includes rhetorical questions along with other figurative devices that strategically enhance travel storytelling. Table 4 below presents brief explanations and simple sentence examples of six common figurative language devices analyzed in this study, which will serve as a reference for understanding their application in airline travel stories.

Table 4 Common figurative language devices and examples

Types	Explanations and examples
Hyperbole	A commonly used figure of speech involves using exaggerated terms to emphasize or create a heightened effect (Corbett, 1990). Examples: *"The hotel's buffet had a **million** delicious dishes to offer its guests."*
Metaphor	A figure of speech involves an implied comparison between two unlike things sharing a common quality or characteristic to create vivid imagery or convey deeper meanings (Corbett, 1990). Example: *"The journey was a **rollercoaster** of emotions."*
Metonymy	A figure of speech in which a word or phrase is substituted with another closely related or associated word or phrase to indirectly suggest or imply the intended meaning (Corbett, 1990). Example: *"He enjoyed the hustle and bustle of the **Big Apple** on his solo adventure."*
Personification	A figure of speech that involves attributing human qualities or abilities to abstract concepts or inanimate objects to evoke emotional responses in writing. (Corbett, 1990). Example: *"The wind **sang** through the darkness of the forest."*
Simile	A figure of speech that involves a direct comparison between two unlike things sharing a common quality, typically using words like "like" or "as" to make the comparison clear and vivid (Corbett, 1990). Example: *"The hotel's suite was grand **like a palace**."*
Rhetorical question	A figure of speech in which a question is asked not to receive an answer but to make a point indirectly to guide the audience towards a specific reaction or understanding. (Corbett, 1990). Example: *"**Who could resist the allure of a sunset over the ocean?**"*

These figurative devices enrich the language of airline travel stories, making them more engaging and persuasive for readers. By studying how these devices are strategically employed, this research reveals how airlines effectively convey their brand stories and shape travelers' perceptions and decisions.

3.2 Research Methodology

Analytical Framework

The analytical framework of this study draws from established classifications and theoretical perspectives, including Perrine (1969), Corbett (1990), and McQuarrie and Mick (1996), as well as frameworks used in previous studies. This framework was adapted to identify and analyze six common types of figurative language prevalent in airline travel stories: hyperbole (HPB), metaphor (MTP), metonymy (MTN), personification (PSF), simile (SML), and rhetorical questions (RTQ).

These devices were selected for their relevance in enhancing story engagement and persuasive communication within travel stories. Examples of each device were analyzed within the context of travel stories retrieved from CX's official website. By employing this adapted analytical framework, the study explored how figurative language enhances the storytelling strategies used by airlines, aiming to deepen our understanding of how they strategically communicate with their audiences.

Samples and Data Collection

This study analyzed 40 travel stories from the "Inspiration" category on CX's official websites, published between 2020 and 2023. The stories were evenly distributed across four travel categories: must-visit attractions, must-do activities, must-eat dining advice, and must-stay accommodations. Each story, varying in length from 700 to 1,200 words, was selected based on specific criteria, including its word counts and main travel themes. Despite variations in individual story lengths, the total word counts across the categories were generally similar. This range ensured sufficient text for capturing multiple examples of figurative language and analyzing how it vividly describes travel experiences. The word count of each story was manually verified using Microsoft Word software to ensure accuracy and consistency with the study's criteria.

The analysis exclusively focused on written texts, omitting captions, pictures, and visual images to emphasize linguistic devices. The study analyzed six figurative language devices—hyperbole, metaphor, personification, metonymy, simile, and rhetorical questions-for their effectiveness in product advertisements (Pho-Klang, 2020) and their roles in shaping tourism advertising (Djafarova, 2017). Guided by an adapted analytical framework from influential linguists' classifications and prior research, the analysis integrated insights from Perrine (1969), Corbett (1990), McQuarrie and Mick (1996), and current studies, emphasizing their foundational relevance to this study.

Idioms were excluded from this study due to their distinct characteristics, despite their symbolic meaning. For instance, "Thanks a million" is an idiom expressing gratitude with exaggeration, whereas "I've told you a million times" illustrates hyperbole, emphasizing the frequency of an action with exaggeration. Therefore, this study aimed to investigate the specific use of these six figurative language devices within airline travel stories, ensuring a detailed examination while maintaining analytical clarity and specificity.

Data Analysis Procedures

In the subsequent data analysis phase, specific codes were assigned to all six figurative language types: hyperbole (HPB), metaphor (MTP), metonymy (MTN), personification (PSF), simile (SML), and rhetorical questions (RTQ). These codes were consistently applied during the coding process to label instances of figurative language.

Comprehensive coding training sessions followed an initial study involving two coders with backgrounds in linguistics. They independently evaluated a sample of the data to ensure consistency and mutual agreement. Discrepancies were resolved through thorough discussions, aiming for an 80% consensus rate. The remaining 20% resulted from different interpretations of data or coding criteria. For example, one coder categorized "paradisical resorts" as hyperbole, emphasizing the exaggerated qualities of the resorts, while another coder interpreted it more literally. These discussions were crucial in achieving a final agreement.

The analysis systematically identified figurative language types in each story, documented them, and calculated their frequency. Furthermore, specific examples of sentences that contain figurative language were analyzed to explore their relationships with travel-related content.

4. Results

4.1 The types and frequency of figurative language devices in CX's travel stories.

The study analyzed 1,237 English figurative devices across four travel content categories: must-visit, must-do, must-eat, and must-stay. Table 5 displays the type and frequency of figurative language devices across all travel categories, addressing research question 1.

Table 5 Distribution of figurative language types across travel categories

Categories of Travel Content	**Words counts**	**Types of Figurative Language**						**Total**
		HPB	**MTP**	**MTN**	**PSF**	**SML**	**RTQ**	
Must-stay accommodations	9,348	72	188	67	15	11	8	361
Must-visit attractions	9,255	72	158	71	15	6	11	333
Must-do activities	9,227	65	127	57	9	9	9	276
Must-eat dining advice	9,264	70	110	67	5	9	6	267
Frequency of Occurrence		279	583	262	44	35	34	1,237
Percentage (%)		22.55	47.13	21.18	3.56	2.83	2.75	100

As shown in Table 5, metaphors emerged as the most prevalent type, constituting 583 occurrences (47.13% of the total instances), followed by hyperbole at 279 occurrences (22.55%) and metonymy at 262 occurrences (21.18%). Personification, similes, and rhetorical questions contributed 44 occurrences (3.56%), 35 occurrences (2.83%), and 34 occurrences (2.75%), respectively. Across the four travel categories, must-stay exhibited the highest overall frequency of figurative language use, with 361 occurrences, followed by must-visit with 333 occurrences, must-do with 276 occurrences, and must-eat with 267 occurrences. Metaphors, hyperbole, and metonymy consistently ranked among the top three prevalent types across all categories.

The analysis reveals remarkable patterns in travel stories across various categories. Metaphors were the most common figurative language, followed by hyperbole and metonymy. This consistent prevalence suggests that metaphors, hyperbole, and metonymy are widely used in travel descriptions and experiences to convey vivid imagery and nuanced meaning. While metaphors remained dominant across all categories, their frequency varied slightly, emphasizing metaphorical language in specific contexts, such as accommodations descriptions. However, hyperbole and metonymy, though less common than metaphors, also contribute uniqueness to travel writing. Hyperbole emphasizes the exceptional qualities of attractions or accommodations, bringing excitement and appeal to the story, and metonymy provides concise and vivid descriptions, as seen in must-visit attractions, must-eat dining advice, and must-stay accommodations.

In addition, must-stay accommodations used figurative language the most frequently, indicating a preference for using figurative devices to evoke the atmosphere and unique character in accommodation descriptions. Nevertheless, despite their lower prevalence compared to the top three, personification, simile, and rhetorical questions contribute to the diverse range of figurative language used in travel writing, adding depth and richness to the portrayal of travel experiences. These findings highlight the significance of figurative language in enhancing the descriptive quality and emotional connection of travel content across distinct categories, enriching the readers' engagement and immersion in the story.

4.2 Relationships between figurative language types and the various categories of travel content in CX's travel stories.

In this section, the exploration investigates how various types of figurative languages are used across diverse travel categories, addressing research question 2.

4.2.1 Figurative language in must-stay accommodations

Figurative language adds depth to descriptions of captivating hotel experiences. The following excerpts use metaphor, personification, hyperbole, and simile to emphasize significance, create vivid imagery, and enhance the fascination of the accommodations.

Excerpt 1: *"This was among Jaipur's first havelis to be turned into a boutique hotel, where visitors can experience **a slice of royal living**<MTP>as they inhabit the former living quarters of Rajasthan royalty in the pink city."*

The statement uses a metaphor to describe a boutique hotel in Jaipur. It compares the hotel to "a slice of royal living," suggesting that staying there gives guests a taste of the luxurious lifestyle once enjoyed by the Rajasthan royalty, making their overall experience impressive and more memorable.

Excerpt 2: *"City lights **dance**<PSF>on the water, and chessboard-tiled floors offer a striking contrast to the golden candlelight that illuminates the space."*

Personification is evident in the clause, "City lights dance on the water," suggesting that human qualities are given to things that are not human. Here, it makes the city lights seem like they can dance, creating a lively and dynamic image. This personification makes the scene more vibrant and energetic as if the lights are gracefully moving in rhythm over the water.

Excerpt 3: *"Underpinning the resort's appeal are the five-star wellness facilities **at every turn** <HPB>: from gorgeous villas and a selection of fine-dining restaurants to a heavenly spa."*

The hyperbolic statement "five-star wellness facilities at every turn" exaggerates the abundance of luxurious amenities within the resort. While not intended to be taken literally, it implies that these facilities are available throughout the resort. This exaggerated language vividly describes a resort with plenty of high-end wellness offerings, making it more attractive and luxurious.

Excerpt 4: *"Her trademark ski goggles are almost **as famous as**<SML> her crab omelette."*

The statement contains similes that playfully compare the level of fame of her trademark ski goggles to that of her crab omelet, highlighting the writer's intention to emphasize both items as iconic and well-known in their respective contexts, aiming to make readers appreciate their unique qualities.

4.2.2 Figurative language in must-visit attractions

Figurative language vividly describes must-visit places and attractions in travel stories, captivating readers' imaginations. The following excerpts illustrate how figurative language devices enhance descriptions, creating immersive experiences beyond physical portrayals.

Excerpt 5: *"The mountainous peaks were transformed into more than 1,000 islets, that now create a picturesque* ***playground***<*MTP*> *for sightseeing boat tours."*

The metaphorical phrase "a picturesque playground" paints a lively picture of the islets, suggesting they are more than just scenic spots but vibrant destinations ideal for sightseeing boat tours. It captures the idea that these places are beautiful and offer enjoyable experiences for visitors to explore and appreciate.

Excerpt 6: *"People think of Hong Kong as a shopping town, but it's really a city* ***bursting***<*HPB*>*with amazing food and world-class culture."*

The hyperbolic term "bursting" exaggerates the abundance of amazing food and culture in Hong Kong, emphasizing its richness and variety. The phrase "world-class culture" further enhances the positive portrayal of Hong Kong, highlighting its high-quality cultural offerings.

Excerpt 7: *"****The Lion City***<*MTN*> *is known for year-round sunshine – but the slightly cooler winter months are the perfect time to explore the outdoors."*

In this statement, "The Lion City" serves as a metonymy to connect the term "The Lion City" to Singapore, highlighting how it symbolizes the city-state's identity and characteristics based on its Malay name, "Singapura," which means "Lion City." This use of metonymy helps evoke the essence of Singapore as a place known for year-round sunshine and encourages exploration during the slightly cooler winter months.

Excerpt 8: *"****How many times have you said, "I really need a holiday", recently?*** <*RTQ*> *Well, now is your chance."*

The writer aims to connect with the listener's frequent desire for a holiday. By posing a rhetorical question (RTQ) that does not require an answer, they emphasize the universal desire for a break. The use of RTQ prompts the listener to consider acting on this desire, suggesting that the present moment is ideal for planning their next trip.

4.2.3 Figurative language in must-do activities

Figurative language adds depth to descriptions, enhancing readers' understanding and engagement. The following excerpts highlight the use of various figurative language devices to emphasize contrasts, enhance attractions, and convey significance within travel stories.

Excerpt 9: *"Evergreen Park is a sprawling* ***green lung*** <*MTP*>*boasting large grassy fields that are perfect to fly kites, play frisbee, go for a jog, or enjoy a picnic."*

The metaphor "green lung" indeed emphasizes the irreplaceable role of Evergreen Park as a source of fresh air, essential just as lungs are vital for breathing. It highlights the park's significance as a recreational space and a crucial natural environment that contributes to the community's well-being and quality of life by providing fresh air and greenery.

Excerpt 10; *"Set on the Yarra River, its colourful slides, swings, tunnels and climbing frames offer **endless hours of entertainment**. <HPB>"*

The hyperbolic expression "endless hours of entertainment" vividly exaggerates the playground's appeal, suggesting endless fun and enjoyment. This phrase emphasizes the diverse activities available, from colorful slides to swings, tunnels, and climbing frames, ensuring that visitors will find plenty to engage and entertain themselves with along the scenic Yarra River.

Excerpt 11: *"A large part of its fame lays at the **hands**<MTN>of Jim Thompson, a former Second World War spy from America who later landed in Thailand and revitalised the silk industry."*

In this excerpt, using "hands" as a metonymy symbolizes Jim Thompson's key influence and contribution to the fame and revitalization of the silk industry. Here, "hands" metonymically signifies a person's power, influence, or responsibility.

4.2.4 Figurative language in must-eat dining advice

Figurative language makes discussions about dining experiences more interesting by highlighting their importance, popularity, and cultural impact. The following examples show how these figurative devices make descriptions of dining experiences more engaging, capturing readers' attention and creating vivid images.

Excerpt 12: *"Read any guidebook or food blog and you will find Din Tai Fung is potentially the most significant **ambassador**<MTP>of Taiwanese food culture."*

The indirect comparison or metaphor of Din Tai Fung as a significant ambassador of Taiwanese food culture in global contexts suggests that the restaurant plays a crucial role in promoting and introducing Taiwanese culinary traditions to a wider audience.

Excerpt 13: *"Where the smell of grilled pork and freshly baked French baguettes **permeates every street food stall**<HPB>."*

The phrase "permeates every street food stall" vividly describes how the strong smell of food fills the entire area, even though it might not be in every stall. This exaggerated description, or hyperbole, emphasizes the intense aroma of grilled pork and freshly baked baguettes throughout the area.

Excerpt 14: *"When a **dish**<MTN>has an entire street named after it, it's safe to say it's a city-wide specialty."*

In this statement, "dish" serves as a metonymy, representing the broader food culture of a specific cuisine. It includes not just one food item but the entire dining experience of the city. Referring to a street name after the dish demonstrates that it emphasizes the food culture more than the dish itself.

4.2.5 Combination use of figurative language

In literature, authors use figurative devices like hyperbole, metaphor, and personification to add depth and impact to their writing. These devices help them express ideas and emotions in creative and imaginative ways. The following excerpt shows how authors combine these figurative devices to create vivid images that capture readers' attention.

Excerpt 15: *"Some say you can still hear **the wails of prisoners**<HPB> as you walk through the **cell blocks**<MTN>– and hear **a distance banjo echoing from the showers**<HPB>, **played by the spirit of Al Capone**. <PSF>"*

The writer creates a scary atmosphere using hyperbole, metonymy, and personification. Exaggerating the cries of prisoners, even when there are none, makes the prison feel more frightening. Also, mentioning hearing a banjo played by Al Capone's spirit adds to the creepiness. Referring to "cell blocks" to represent the whole prison and personifying the banjo as played by Al Capone's spirit intensifies the mystery of the scene. Together, these literary techniques make the scene chilling and disturbing.

5. Discussions

This study identified various figurative language elements in CX travel stories across four travel categories. The presence of metaphor, hyperbole, metonymy, and personification in this study aligns with findings from Pathumratanathan, and Tapinta (2012), Norasetkosol, and Timyam (2012), Janmoon (2017), Laosrirattanachai (2017), Som-in, and Limsiriruengrai (2019), and Aprinica (2021). These elements consistently appear in various studies, emphasizing their frequent use in creating compelling stories in airlines, travel magazines, and accommodation advertising. While these symbolic language elements are frequent across studies, their focus varies. For example, Janmoon (2017) emphasizes metaphors in airline advertisements, whereas Laosrirattanachai (2017) focuses on accommodation advertising. This study connects these contexts, providing insights into how travel stories utilize these figurative elements.

The alignment of this study's findings with previous research highlights the consistent use of figurative language elements in travel-related contexts. Hyperbole is frequently used in airline and hotel advertisements, as well as in airline travel stories. This frequent use is likely due to hyperbole's effectiveness in capturing attention by emphasizing attractive features or benefits. Likewise, metonymy and personification in travel stories align with accommodation advertising, providing engaging descriptions of accommodations that appeal to potential customers. Aprinica's (2021) study also identifies hyperbole, metonymy, and personification as prevalent language styles, closely align with figurative language elements observed in this study. This flexibility emphasizes their role in crafting effective tourism advertising. By focusing on airline travel stories, this study fills a gap in travel advertising research and offers valuable insights into the use of figurative language across diverse travel content categories.

In descriptions of must-stay accommodations, metaphors are prominently used alongside hyperbole, metonymy, and personification to emphasize the hotels' serene environments and luxurious features. Metaphors, in particular, may vividly describe the unique qualities of these accommodations and surroundings, potentially making them more attractive. On the other hand, dining advice mainly focuses on practical details about taste, texture, and presentation. This emphasis on providing clear and direct language for conveying dining experiences, rather than relying on figurative language that attributes human-like qualities, possibly explains why dining advice uses less personification than other categories. In addition, the use of rhetorical questions in dining advice is limited, as it typically aims to provide factual descriptions rather than prompting the reader to reflect or think further; overuse could interrupt the flow and lead to a loss of clarity in conveying culinary details.

The findings from this study enhance our understanding of how figurative language is employed in travel stories, offering insights that can assist marketing professionals in creating more engaging and persuasive travel content. Moreover, these results can guide advertising strategies to ensure they are informative and avoid misleading consumers. However, focusing solely on a single airline is a limitation, suggesting a need for future research to explore figurative language across multiple airlines and sectors within the travel industry.

In summary, while specific applications may vary, the consistent use of figurative language devices across studies underscores their essential role in capturing audience attention, evoking emotions, and effectively conveying complex ideas or messages across various advertising mediums and genres within the travel industry.

From Implications to Applications

Figurative language in travel stories serves to captivate readers and immerse them in vivid experiences. Metaphors, hyperbole, metonymy, personification, similes, and rhetorical questions are essential tools writers employ to paint scenes and evoke emotions, thus enriching the storytelling experience.

Metaphors vividly represent places and enhance descriptions of must-stay accommodations. Examples from travel stories illustrate how phrases like "a sanctuary of tranquility" evoke a sense of peace and luxury while "the pinnacle of luxury on four wheels" emphasizes comfort and style in mobile hotels.

Hyperbole effectively enhances the portrayal of luxurious experiences in travel stories. A phrase like "unbeatable views of Mount Fuji" highlights stunning landscapes, enticing travelers with breathtaking beauty. In descriptions of "must-visit attractions," hyperbole is prevalent due to the unique qualities of these experiences, such as natural landscapes, iconic landmarks, and cultural significance. Examples such as “dazzling emerald rice terraces” or “a secluded paradise with untouched coral reefs” illustrate the effectiveness of hyperbole in evoking awe and fascination.

Additionally, the data suggests that metonymy frequently symbolizes associations in travel descriptions. For instance, referring to a hotel area as “Wall Street” evokes images of a financial district, suggesting a business-centric environment. Similarly, referring to the famous Hanoi restaurant “Bun Cha Obama” suggests outstanding cuisine, a lively cultural ambiance, and memorable dining experiences. Metonymy effectively highlights local culture and unique dining opportunities, enriching destination descriptions.

Furthermore, personification animates non-living elements in travel stories, connecting guests to accommodations on a personal level. Phrases like “City lights dance on the water” and “The walls begin to speak” breathe life into rooms and surroundings, transforming each hotel into a memorable chapter in the traveler’s journey.

While simile and rhetorical questions, though less common, play a significant role in enhancing travel stories. Simile enhances descriptions by directly comparing elements, while rhetorical questions add stylistic effects. These literary techniques offer writers diverse ways to create engaging stories that appeal across various travel categories and effectively connect with readers.

A Guide to Metaphor, Hyperbole, Personification, Metonymy, Simile, and Rhetorical Questions

This discussion explores how figurative language enhances writing by adding depth, vividness, and creativity to descriptions. Beginners may find these devices challenging but breaking them down into specific words or phrases that convey meaning beyond their literal interpretation can offer clarity. The aim is to provide practical insights and exercises to improve writing skills, regardless of the writer’s experience.

Exploring Direct Metaphor

Metaphors are powerful tools that connect different ideas, adding depth to writing. Imagine a busy street described as a “river of humanity.” Understanding how direct metaphors function becomes clearer when examining this specific example.

Example 1 *“A bustling street is a river of humanity.”*

1. Identify the subject: Choose something you want to describe metaphorically, such as a bustling street.
2. Choose what to compare it to: Consider what the subject reminds you of or what qualities it shares with something else. In this case, a bustling street is likened to a river.
3. Create the comparison: Use “is” or “are” to state the comparison between the subject and the chosen thing. Try to be creative and use vivid language to convey deeper meaning or imagery. For example, describing the bustling street as “a river of humanity” emphasizes the abundance and flow of people. Like a river flowing with water, the street is full of people moving around, showing how busy and active it is.

When creating metaphors, it is essential to select comparisons that vividly capture the intended meaning and enhance the reader’s understanding. Keep your metaphors unique and engaging and avoid clichés or overused comparisons.

Embracing Hyperbole

Hyperbole is an intentional exaggeration to emphasize a point, adding excitement and intensity to language. Writers can create hyperbole by using modifiers to transform simple statements such as “The Sunset was beautiful” into vivid and exaggerated expressions, which can evoke strong emotions and create a more powerful impact on the reader.

Example 2 *“The sunset was the most breathtaking spectacle the world had ever seen.”*

1. Identify the subject: Choose a main point for the hyperbolic statement, such as “the sunset.”
2. Choose what to exaggerate: Consider what qualities or aspects of the subject can be exaggerated for effect. In this case, it might be the beauty or magnificence of the sunset.

3. Create the exaggeration: Use strong language and descriptive words to emphasize the intended effect. For example, use superlative adjectives to describe a sunset as “the most breathtaking spectacle the world had ever seen” to exaggerate the beauty and emphasize the unparalleled nature of the sunset.

When using exaggeration, writers should ensure that it complements the message and fits the writing tone while maintaining the balance between creativity and clarity.

Exercising Metonymic Creativity

Metonymy involves representing a broader concept using a specific, closely related element. For instance, a writer can describe the Sky Bar by referencing the entertainment industry centered in Hollywood, Los Angeles.

Example 3 *“Head to the Hollywood-starring Sky Bar for dizzying rooftop views.”*

1. Identify the subject: Choose a specific entity for analysis, such as the “Sky Bar,” a famous establishment in Hollywood.
2. Identify the descriptive term: Use the compound adjective “Hollywood-starring” to describe the Sky Bar, implying its association with glamour, fame, and celebrity presence. This suggests that the Sky Bar is upscale and frequently visited by celebrities.
3. Apply the descriptive term in context: The sentence “Head to the Hollywood-starring Sky Bar for dizzying rooftop views” effectively emphasizes the Sky Bar’s famous reputation by using the term “Hollywood-starring.” This highlights its luxury and suggests a high-end atmosphere associated with glamour and celebrity culture.

When using metonymy, writers must ensure that descriptive terms accurately describe the subject and contribute to the overall message or tone while avoiding excessive use, which can weaken their impact.

Breathing Life into Writing with Personification

Personification gives life to non-human entities with human-like qualities, making the scenes more interesting and relatable. It creates a sense of connection and captivation among readers. For instance, in the sentence “The lights of the city paint a pretty picture of the night sky,” the lights are personified as painters, adding color and beauty to the sky.

Example 4 *“The lights of the city paint a pretty picture of the night sky.”*

1. Identify the subject: Choose a non-human entity for the personified statement, such as “the lights of the city.”
2. Choose what to personify: Consider which qualities or aspects of the subject can be used for effect. In this case, it might be the ability of the lights to “paint” to transform the night sky.
3. Create personification: Use vivid language and modifiers to assign human-like qualities using verbs commonly associated with human actions to animate the non-human subject. For example, describing the lights as “paint a pretty picture of the night sky” personifies them, suggesting an active role in shaping the atmosphere and enhancing the beauty of the night sky.

When using personification, the writer should ensure that it adds to the description and deepens and intensifies the imagery. It should help readers understand or feel more connected to the scene. Keep the personified qualities consistent throughout the writing to avoid confusion.

Captivating Simile

Similes involve comparing two distinct entities using “like” or “as” to highlight their similarities. It is used to enhance descriptions, making them more vivid, and to clarify complex ideas for better understanding. Here is how to form a simile in a sentence.

Example 5 *“Rising like a needle over the Auckland skyline.”*

1. Identify the comparison: Begin by recognizing the use of “like,” which indicates that a comparison is being made in the sentence.

2. Determine the objects of comparison: In this elliptical sentence, “rising” represents the action of the first object, while “a needle” serves as the second object being compared.
3. Explore the effect of the comparison: This comparison vividly portrays the first object as tall and slender as a needle. By using a familiar and relatable image, the comparison helps readers visualize effectively and understand the height and appearance of the object.

When using similes, writers should ensure their comparisons vividly paint a picture and convey the intended message or tone without overusing them, which can weaken their effectiveness.

Provoking Inquiry Through Rhetorical Questions

A rhetorical question is an inquiry that does not require a direct response but aims to emphasize a particular point or prompt critical thinking. The use of such questions is often to encourage readers to reflect on specific concepts or themes. For instance, consider the rhetorical question “Flying during the festive season?” in the following example.

Example 6 *“Flying during the festive season?”*

1. Purpose: Consider the purposes for using a rhetorical question in writing, whether to emphasize a point, spark reflection or stir emotions.
2. Topic selection: Choose a relevant topic that fits your purpose and appeals to your audience. For instance, if you are writing about holiday travel, the question “Flying during the festive season?” could engage and prompt readers to think about their travel experiences.
3. Question crafting: Write your rhetorical question with clarity and conciseness. Ensure it encourages readers to think without needing a direct response to invite readers to reflect on the challenges or joys of traveling during holidays.

In crafting a rhetorical question, writers should carefully consider its placement and frequency within their writing to ensure that they enhance the story and capture the reader’s interest, as excessive use of rhetorical questions can lessen its powerful impact.

Cultural Sensitivity in Figurative Language Usage

Robo’s (2020) study states that culture and language are closely connected. Culture communicates through various social activities such as festivals, art, music, and stories, while language uses words to express and verbalize shared human experiences. Understanding this connection highlights the importance of cultural awareness when using language beyond its literal meaning. Figurative language, which relies on creative expressions and contextual meanings, reveals this connection. Moreover, misunderstandings can arise since figurative language depends on context rather than literal interpretation, necessitating cultural awareness to grasp its complete meanings (Robo, 2020). Therefore, understanding language and cultural context is essential for clear, concise, and effective communication.

It is crucial to understand cultural sensitivity in travel writing (Basumatary, 2018), especially when using language that goes beyond its literal meaning in Thai, Chinese, and Japanese cultures. In Thai culture, the expression “Krathong of hope floated through the night” stems from the Loy Krathong festival, which symbolizes letting go of bad luck or negative thoughts and welcoming hope and good luck (Mongkolrat, n.d.). Writers should clarify that a Krathong is a traditional Thai floating basket representing these ideas.

Similarly, in Chinese culture, Dragon Boat races, a significant part of the Dragon Boat Festival, symbolize more than just competition-they embody teamwork, strength, and honor for the ancient poet Qu Yuan (He, Guoqin, & Wu, 2017). Describing the dragon boats as “vessels of ambition and determination, racing down the river with passion” helps readers understand their cultural significance.

In Japanese folklore, the paper crane symbolizes honor, loyalty, good fortune, and long life, and it has become a symbol of hope and peace. Folding a thousand origami cranes is believed to bring good luck and grant wishes (Central Michigan University, 2022). Writers can describe them as “Paper cranes soaring high, embodying Japan’s hope for harmony.” Explaining these meanings ensures clear communication and respect for cultural traditions.

In conclusion, cultural differences significantly influence the construction and understanding of figurative language across diverse linguistic contexts (Kabra et al., 2023). Exploring cultural symbols through figurative language enriches travel stories, making them more engaging and meaningful. Understanding the cultural context behind language helps writers create stories that connect deeply with readers. Additionally, integrating insights from various cultural backgrounds makes stories inclusive and raises cultural awareness. Mastering figurative language techniques allows writers to vividly describe scenes, capturing the interest of diverse audiences and strengthening their connection with travel stories.

6. Conclusion

In CX's travel stories, figurative devices like metaphor, hyperbole, metonymy, personification, simile, and rhetorical questions are skillfully used to create vivid imagery, immerse readers in local experiences, add a supernatural touch, exaggerate beauty, emphasize essential elements, portray dining experiences, and promote shared appreciation. These devices are frequently employed throughout CX's travel stories. This nuanced use of figurative language has important effects on travel writers and marketers, helping them create more engaging content. However, maintaining cultural sensitivity to include and connect with diverse audiences requires extensive investigation to ensure understanding and respect in writing.

This study uncovers the complex language use in CX's travel stories, offering insights into the strategic use of figurative language for brand communication and audience engagement, emphasizing its role in shaping the storytelling landscape and enhancing reader experience in travel stories. Future research could explore how diverse readers interpret linguistic devices in travel stories while considering cultural nuance, examine figurative language in innovative storytelling techniques, and compare branding strategies across airlines for valuable insights within the scope of travel communication.

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Trends and Prevalence of Civil Aviation Crimes: A Study of Nigerian International Airports

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Abstract

This study explores the trends and prevalence of crimes within Nigeria's aviation industry, a sector not immune to the country's broader security or safety challenges. Despite the prevalence of crimes both in-flight and at airports, there is a notable lack of research into these issues. This study seeks to address this knowledge gap. This study design is a survey, with the population consisting of officials and passengers present at selected Nigerian airports. Six international airports, one from each geopolitical zone in Nigeria, were chosen for the study. The Taro Yamani formula was used to determine a sample size of 400, which was then evenly divided into two groups. The responses from these groups showed significant variations. The findings reveal that Nigerian airports are beset by a range of security and crime issues, including corruption among airport officials, theft, destruction of baggage/luggage, extortion, armed robbery, drug trafficking, insider threats, criminal conspiracy, money laundering, prostitution, human trafficking, among others. The study also identifies several factors contributing to the high rate of aviation crimes at Nigerian airports, such as the dilapidating technologies for proper checking of passengers, poor security check at the airport entrance, lack of organization in the airport, poor monitoring mechanisms, and corruption among officials. The study concludes with a call for efforts to especially curb the systemic corruption among airport officials, as this issue could undermine other physical security measures. This study represents a significant step towards improving the security and safety of Nigeria's aviation industry.

Keywords: *Aviation, Prevalence, Security, Aviation Industry, Crimes, Airports*

1. Introduction

The significance of air transportation is underscored by its critical role in the effective development and utilization of air transport, as highlighted by existing studies (Sun, Wandelt, & Zhang, 2020; Tolcha, Bråthen, & Holmgren, 2020). Airports, which provide robust facilities for carriers and host commercial activities, are the backbone of these operations (Lugard, 2020; Ogunleye, Oladapo, & Patunola-Ajayi, 2022). They attract investments from both government and private organizations, particularly in developing countries like Nigeria, to meet modern passengers' needs (Ogunleye et al., 2022). Security is a fundamental human need after physiological needs and represents both the absence of danger and the presence of protection against threats (Agbakosi, & Akande, 2019; Essien, & Fabian, 2021; Nwaogbe, Ejem, Ogwude, Idoko, & Pius, 2018; Omoleke, 2012; Phillips, 2019). It has been studied and analyzed by various disciplines, with the philosophical point of view positing it as anthropocentric in nature and a prerequisite for human existence. However, Nigerian airports are grappling with safety and security issues.

The aviation industry faces security challenges, with various crimes committed at airports and on planes. These crimes range from assault on crew members to possession of weapons or explosives on a plane, including interference with crew members or attendants, hijacking and seizing control of a plane in flight, interference with airport security screeners, and threats or false information, among others (Fagbola, & Popoola, 2016). Nigerian airports have recently experienced an increase in crimes and security breaches, symptomatic of general security lapses in the country, possibly due to corruption and weak law enforcement (The Guardian, 2022). The aviation industry, heavily regulated worldwide, is expected to have robust security measures (The Guardian, 2022). However, these airports are notorious for violating security standards set by the International Civil Aviation Organization (ICAO) (The Guardian, 2022).

Instances of robbery attempts and thefts have been reported at various facilities, including Seymour Aviation Multi-Level Car Park and Murtala Muhammed International Airports, Lagos (Nnodim, 2022; The Guardian, 2022). These incidents involve both commercial and private aircrafts, with belongings of passengers, including those of popular musicians, being stolen (Inyang, 2017; Oyebade, 2018; Sasu, 2018). These security breaches can be attributed to improper implementation of aviation security laws, operational inefficiency, and negligence among security operatives and airport workers. Despite being privately owned, Seymour car park facility is expected to take full responsibility for its security situations (The Guardian, 2022). The Federal Airports Authority of Nigeria (FAAN), the airport operator, and the Nigeria Civil Aviation Authority (NCAA) (2015), the industry regulator, have been criticized for their ineffectiveness in ensuring maximum security and preventing criminal activities at the airports (The Guardian, 2022).

Currently, Nigeria has 32 airports, 11 of which are international, and approximately five of them are operational (Okafor, 2022; Onyekachi, 2024). FAAN operates 26 of them, including a state-owned airport in Akwa-Ibom State and the Muritala Muhammed Airport Two, a private-public partnership airport managed by Bi-Courtney Aviation Services Ltd. (Okafor, 2022). The country also has several airstrips or airfields, constructed by the Nigerian Air Force and multinational oil companies (Okafor, 2022). To ensure airport security, the Nigerian government has adopted a variety of national and international aviation security conventions, laws, and regulations such as the 2010 Beijing Convention (ICAO, 2011a), the Annex 17 to the Chicago Convention 1974 (ICAO, 2011b), the Laws of The Federation Nigeria 2004 (2004), the Chicago Convention on International Civil Aviation 1944 (ICAO, 2006), the Nigeria Civil Aviation Act (2022), and the Nigeria Civil Aviation Regulations 2015 (NCAA, 2015). The government has invested in security infrastructures, such as motorized surveillance equipment and visual and thermal cameras and initiated the process for deploying the Advance Passenger Information and Passenger Name Record systems to identify potential terrorists and criminals at airports (Okafor, 2022; Nnodim, 2022).

Despite these measures, Nigerian airports recorded over 1,000 incidents of infiltration in 2022 (Okafor, 2022). These airports have been grappling with escalating security challenges, including petty thieves, touts, corrupt immigration and National Drug Law Enforcement Agency (NDLEA) officers, and accomplices in illicit trades. James (2021) reported an increase in aviation safety and security incidents, crime, and corruption at the airport, including insider participation in wildlife and other types of trafficking at Lagos Airport, and extortion of passengers by security officials. Touting activities, particularly at Lagos Airport, have led to dissatisfaction among many travelers or passengers, contributing to a negative image of the aviation industry. Touts pose a security risk to the country's airports and travelers, as they can be bribed to carry out or assist in criminal activities, to the detriment of passengers (Nwaogbe et al., 2018; Pius, Nwaogbe, Opeoluwa, & Guenane, 2017). Smuggling has also reportedly been common at Nigerian airports. For example, the Economic and Financial Crimes Commission (EFCC) seized large amounts of foreign currencies at airports from some Bureau De Change (BDC) operators, alleging that they were used as instruments of money laundering (Odunsi, 2022).

Table 1 Arrests of suspected drug smugglers in airports in Nigeria 2018-2019

Airport	2018	2019
Muritala Muhammed International Airports	89	104
Nnamdi Azikiwe International Airports	14	4
Mallam Aminu Kano International Airport	9	4
Enugu Airport	3	4
Port Harcourt International Airport	4	0

Source: Statista (2022)

Drug trafficking is a prevalent crime at Nigerian airports, with an increasing trend (Olugbode, 2022; Statista, 2022). In 2019, the Muritala Muhammed International Airports in Lagos State recorded the highest number of arrests of suspected drug smugglers, with 104 arrests, an increase from the previous year's 84 arrests. Meanwhile, the Nnamdi Azikiwe International Airports in Abuja recorded 14 arrests in 2018 and 4 in 2019. Other airports reported fewer than 10 arrests in both years. No arrests were reported at the Port Harcourt International Airport in 2019. In connection with drug smuggling, 11 members of trafficking syndicates were arrested at Lagos and Abuja airports (Olugbode, 2022). Reports indicate connivance between security operatives and airport officials in committing various crimes (Okafor, 2022). Despite stringent security measures, individuals have gained access to terminals after bribing security operatives. Bribes range from N500 to N1,000 for entry into terminals and higher amounts for moving banned items (Okafor, 2022). Two immigration officers were banned from airports for extorting N8,000 from a 14-year-old passenger. Another man was extorted of $100 due to his expired Nigerian passport (Nnodim, 2022).

The FAAN arrested 90 touts for extortion at the Muritala Muhammed Airport, Lagos, and Nnamdi Azikiwe International Airport, Abuja. They were involved in various criminal activities such as producing fake COVID-19 test results, touting, unauthorized entry, trespass, illegal facilitation, forgery, loitering, theft, public nuisance, and arguments. Some of those arrested were airport officials (Udegbunam, 2022). There have been a few reported cases of stowaways, including a 14-year-old boy found unconscious inside an aircraft at the Lagos Airport (Oyero, 2022). Terrorists have also infiltrated some Nigerian airports, with bandits attacking the runaway axis at the Kaduna Airport but were repelled by anti-banditry military personnel and the FAAN aviation security department (BBC Pidgin, 2022). While there are prevalent security and crime challenges at Nigerian airports (Okafor, 2022; Udegbunam, 2022), there is a dearth of empirical studies on them. Most of the existing knowledge on crimes in the aviation industry is obtained through grey literature such as news publications and other official documents. This study aims to fill this gap by exploring the prevalence of crimes within the aviation industry in Nigeria.

2. Objectives

The following objectives guide this study:

1) To explore the various types of crimes experienced by people at Nigerian airports.
2) To explore various types of crimes witnessed by people at Nigerian airports.
3) To examine the causes of aviation crimes in Nigeria.
4) To analyze the differing perceptions concerning the types and causes of crimes at Nigerian airports, with a particular focus on variations based on ethnicity and gender.

3. Materials and Methods

3.1 Theoretical Framework: Social Disorganization Theory and Routine Activity Theory

This study applies the Social Disorganization Theory (SDT) and the Routine Activity Theory (RAT) to examine the trends and prevalence of civil aviation crimes in Nigerian airports. SDT suggests that criminal behavior arises from a community's failure to realize common values and maintain effective social controls. Conversely, RAT posits that a crime occurs when a motivated offender, a suitable target, and the absence of a capable guardian coincide. These theories are integrated and applied to this study's context (see Figure 1). The adoption of both theories is motivated by the observed security inadequacies at Nigerian airports, which result from weak societal control mechanisms and increase individuals' susceptibility to criminal activities. The study seeks to understand the factors contributing to the prevalence of civil aviation crimes in Nigerian airports comprehensively.

3.1.1 Social Disorganization Theory (SDT)

SDT provides a significant theoretical framework for understanding the relationship between community characteristics and crime in urban areas (Kubrin, & Wo, 2015). Unlike theories that attribute crime to individual characteristics, SDT emphasizes the role of community types in either promoting or deterring crime and juvenile delinquency. This theory, first proposed by Shaw and McKay (1942; 2010/1969), suggests that environmental conditions of a community, rather than individual traits, impact crime rates. SDT posits that community characteristics, such as poverty, racial diversity, and residential instability, contribute to social disorganization, leading to criminal activity (Kubrin, & Wo, 2015; Sampson, & Groves, 1989). Social disorganization is defined as a community's inability to realize common values and maintain effective social regulations (Kubrin, & Weitzer, 2017). Kornhauser (1978) suggests that the first sign of social disorganization is when a community's structure and culture fail to reflect its members' values. A socially organized community is characterized by solidarity, cohesion, and integration, while a socially disorganized community lacks these attributes. SDT suggests that communities with less informal social control, a characteristic of social disorganization, tend to have higher crime rates. While community characteristics like poverty or residential instability are associated with crimes, these factors do not directly cause crimes. Instead, they indirectly link to crimes through community mechanisms such as informal social control. Thus, these factors are important due to their effects on the mediating mechanisms of social disorganization (Kubrin, & Wo, 2015). The fundamental causal model of SDT can be summarized as follows: community characteristics influence social connections, which in turn influence an informal social control, and ultimately, a crime.

3.1.2 Routine Activity Theory (RAT)

RAT suggests that a crime happen when a motivated offender identifies a suitable target in the absence of a capable guardian (Mustaine, & Tewksbury, 2000). The definition of a suitable target can vary depending on the crime and its context (Semprevivo, & Hawdon, 2021). Targets can be non-human, such as valuable items for burglary (Puente, & Hernández, 2022), or humans, such as a person flaunting valuable possessions. Large-scale societal changes can influence the number of suitable targets perceived by criminals (Cohen, & Felson, 1979), but an offender's evaluation of a suitable target largely depends on his/her perceptions (Williams, Levi, Burnap, & Gundur, 2019). Potential guardians are not limited to people (Semprevivo, & Hawdon, 2021). The presence of security measures or physical barriers can deter an offender. For instance, urban planning and neighborhood layout can design out crime (Chan, & Gibbs, 2022). This is relevant to this study, as airports have motivated offenders looking for opportunities to rob passengers. However, the effectiveness of these opportunities depends on the level of airport security and the obsolescence of available technologies (Okafor, 2022).

3.1.3 Theoretical Integration

This study uses SDT and RAT to analyze the trends and prevalence of civil aviation crimes at Nigerian airports. It follows the precedent set by studies such as Rountree, Land, and Miethe (1994), Smith, Frazee, and Davison (2000), Weisburd, Lawton, and Ready (2012), and Wilcox, Land and Hunt (2003). The study argues that the increasing rate of crimes in Nigerian airports reflects social disorganization in routine activities. SDT suggests that aviation crime prevalence arise from the absence of social control mechanisms, weakened social institutions, and law and order breakdowns. These conditions are common in communities characterized by chronic poverty, unemployment, overpopulation, illiteracy, and residential instability. Such conditions act as catalysts for motivated offenders, leading to crimes against suitable targets. These targets can include valuable items, forged documents, wealthy passengers, and illegal substances, especially in the absence of effective social control mechanisms or capable guardians. Therefore, this study provides a comprehensive understanding of the factors contributing to the prevalence of crime in Nigerian airports. Figure 1 presents a concept map illustrating an integrated theoretical explanation of these factors.

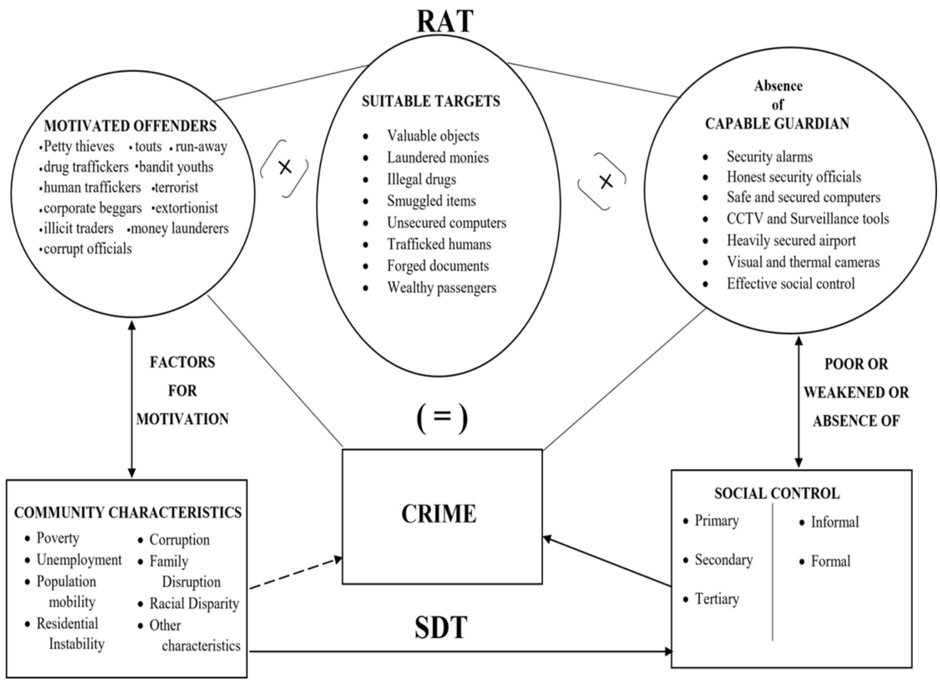

Figure 1 Concept Map
Source: Developed by the researchers

3.2 Methodology

This study employs a survey research design to examine the perspectives of airport officials and passengers at selected Nigerian international airports. Due to the absence of official records, the population size and sampling frame could not be precisely defined. To address this, a purposive non-probability sampling technique was applied, resulting in a sample size of 400 respondents (i.e., n = 400), calculated using the Taro Yamani formula. These respondents were drawn from six international airports, each representing one of Nigeria's six geopolitical zones: North-Central (NC), North-East (NE), North-West (NW), South-East (SE), South-South (SS), and South-West (SW). This strategic selection aimed to ensure equal representation across all Nigerian States and ethnic groups, thus capturing the full diversity and variability within the population. By employing quota sampling and selecting airports based on these geopolitical zones, the study aimed for its findings to be generalizable and reflective of characteristics pertinent to other airports not included in the research. The sample was evenly split into two groups of 200 respondents each, comprising airport officials and passengers. The decision to focus on a sample size of 400 enhances the credibility and generalizability of the findings, particularly in quantitative studies, where a minimum sample size of 387 is often recommended for infinite populations. It is important to note that a quota sampling technique was employed due to the unavailability of a comprehensive sampling frame, leaving researchers without access to accurate data on the number of officials and passengers at the selected airports.

Table 2 Sample selection

Airports	State (Zone)	Sample distribution
Muritala Muhammed International Airports (MMIA)	Lagos (SW)	Officials (50) and Passengers (50) = 100
Nnamdi Azikiwe International Airports (NAIA)	Abuja (NC)	Officials (50) and Passengers (50) = 100
Mallam Aminu Kano International Airport (MAKIA)	Kano (NW)	Officials (25) and Passengers (25) = 50
Maiduguri International Airport (MIA)	Borno (NE)	Officials (25) and Passengers (25) = 50
Port Harcourt International Airport (PIA)	Rivers (SS)	Officials (25) and Passengers (25) = 50
Akanu-Ibiam International Airport (AIA)	Enugu (SE)	Officials (25) and Passengers (25) = 50
Total		**Officials (200) and Passengers (200) = 400**

Table 2 presents the sample selection for this study. As earlier stated, the total sample size was 400 respondents, divided equally between airport officials and passengers across six international airports. However, the distribution of respondents across the six airports was uneven. Fifty respondents were selected from each of four airports – MAKIA, MIA, PIA, and AIA, while 100 respondents were selected from MMIA and NAIA. This discrepancy was due to the fact that Lagos and Abuja, where MMIA and NAIA are located, are homes to the busiest and most functional airports in Nigeria (Digit Insurance, n.d.; Okafor, 2022). These two airports are notably more prominent than the other international airports in Nigeria.

This study employed a quantitative research instrument, a questionnaire, to collect data. In this study, the questionnaire was used to collect data from the respondents. It was administered physically, where the researchers visited each of the airports to administer it. The researchers determined the procedures for data collection after observing the situations. The modes of administration of questionnaires were different across the airports. In MIU and MAKIA where communication is majorly done in Hausa language, the questionnaire was interviewer-administered, except where the respondent is fluent in English language and has no problem in answering the questions. Two of the researchers can communicate fluently in Hausa language and took charge of administering questionnaire in MIA and MAKIA located in the North-East and North-West regions respectively. The other researchers took charge of the administration of questionnaires in the remaining four airports (MMIA, NAIA, PIA, and AIA) where the questionnaire was mostly self-administered due to the lesser challenge of communication barriers since most people can communicate fluently in English language.

The researchers made use of their social networks and recruited seven assistants into the study to help in the administration of questionnaires and data collection. Subsequently, the data were analyzed using both descriptive and inferential statistical methods. Also, the researchers printed out an excess of 400 copies to account for missing or uncompleted questionnaire. The goal was to obtain 400 completed questionnaires for analysis. Subsequently, the analysis of results was on the completed questionnaire. Descriptive statistics were used to summarize the data, and Analysis of Variance (ANOVA) was used to test the hypotheses.

This study adhered to all ethical standards, codes of conduct, and best practices for quantitative social research. Ethical clearance was obtained from the University of Ilorin Ethical Committee. Participants were assured of their anonymity and confidentiality and informed of their rights to withdraw at any time. Consent was obtained from all respondents who volunteered to participate in the study.

4. Results and Discussion

The findings presented in this study are based on the analysis of 400 fully completed questionnaires. The data were presented in two formats: descriptive and inferential statistics. Univariate analyses were also conducted. Specifically, one-way and two-way ANOVA tests were performed to test differences between means and examine the interaction effect between two factors. A one-way ANOVA tests the effect of a single factor. A two-way ANOVA tests the effect of two factors and can also examine the interaction effect between them. These analyses provided a comprehensive view of the factors at play.

4.1 Demographic information of the respondents

Table 3 Demographic information of respondents (N = 400)

	Frequency	**Percentage**
Age		
15-24	24	6.0
25-34	163	40.8
35-44	179	44.8
45 and above	34	8.5
Ethnicity		
Yoruba	144	36.0
Igbo	122	30.5
Hausa	81	20.3
Others	53	13.3
Gender		

	Frequency	Percentage
Male	268	67.0
Female	132	33.0
Income level		
Less than N50,000	32	8.0
Between N50,000 and N149,999	116	29.0
Over N150,000	252	63.0
Marital status		
Married	199	49.8
Single	26	6.5
Separated	75	18.8
Divorced	100	25.0

Table 3 presents the demographic characteristics of respondents. The data reveals that a significant majority of respondents (85.6% or 342 people) are aged 25 to 44 years, with 40.8% (163) between 25 and 34, and 44.8% (179) between 35 and 44. This indicates that young adults are the primary demographic at Nigerian airports. The ethnic distribution is Yoruba (36.0%), Igbo (30.5%), Hausa (20.3%), and other ethnic groups (13.3%). This distribution mirrors the demographic reality of Nigeria, where the three largest ethnic groups are Hausa, Yoruba, and Igbo. The category labeled 'Others' encompasses various minority ethnic groups in Nigeria such as Ijaw, Tiv, Kanuri, Fulani, Ibibio, Igbira, among others. Interestingly, despite Hausa being the largest ethnic group (Findlay, 2019; Sasu, 2022), they rank third in this survey, possibly reflecting literacy levels or travel habits, and suggesting that Hausa may travel less frequently compared to Yoruba and Igbo. In terms of gender distribution, males (67%) outnumber females (33%). This data also indicates variations in travel habits based on gender, particularly in relation to business travel, which may be more prevalent among males. As for income, most respondents (63%) reported a monthly income exceeding N150,000, indicating air transportation is mainly used by higher income individuals. In the context of marital status, nearly half (49.8%) were married. This comprehensive demographic data offers valuable insights into the diverse backgrounds of the respondents, shedding light on their travel habits and preferences.

4.2 Types of aviation crimes experienced and witnessed in Nigerian airports

Table 4a Descriptive statistics on crimes experienced by respondents at Nigerian airports

	N	Mean	Std. Deviation	Skewness		Kurtosis	
				Statistic	Std. Error	Statistic	Std. Error
Stowaway	400	1.2975	.81280	2.839	.122	6.979	.243
Espionage	400	1.4400	.90191	2.312	.122	4.732	.243
Human trafficking	400	1.6525	.69495	.590	.122	-.788	.243
Prostitution	400	1.6975	.80474	.834	.122	-.265	.243
Money laundering	400	1.7825	.98876	1.338	.122	1.418	.243
Insider threats	400	1.9300	1.18685	.895	.122	-.599	.243
Stealing of baggage/luggage	400	1.9350	1.05288	.752	.122	-.399	.243
Criminal conspiracy	400	1.9875	1.20872	.948	.122	-.286	.243
Drug trafficking	400	2.0900	1.13142	.730	.122	-.392	.243
Destruction of baggage/luggage	400	2.1900	1.23398	.446	.122	-1.249	.243
Armed robbery	400	2.2575	1.28074	.473	.122	-1.195	.243
Extortion	400	2.2850	1.27390	.389	.122	-1.332	.243
Theft	400	2.3950	1.29931	.229	.122	-1.333	.243
Corruption among officials	400	2.4975	1.39278	.332	.122	-1.020	.243
Valid N (listwise)	**400**						

Table 4a and 4b present descriptive statistics on the various crimes experienced and witnessed by passengers and airport officials at Nigerian airports. Table 4a presents the descriptive statistics on various crimes *experienced* by passengers and airport officials in Nigeria. Every respondent reported a prevalence of crimes experienced at Nigerian airports, with the most prevalent being corruption among officials, theft, extortion, armed robbery, destruction of baggage, and drug trafficking. The mean score ranges from 2.4975 to 2.0900. Other crimes reported include criminal conspiracy, stealing of baggages, insider threats, money laundering, prostitution, and human trafficking. Conversely, espionage and stowaway were less frequently reported, with mean scores of 1.4400 and 1.2975 respectively, suggesting these crimes may be underreported or less prevalent. To the researchers' knowledge, existing studies have not thoroughly examined the types of crimes typical at Nigerian international airports (Nnodim, 2022; Odunsi, 2022; Okafor, 2022). While these crimes may be found globally, they seem particularly prevalent in developing countries like Nigeria. Among the crimes that appear unique to Nigeria are extortion by airport officials and stowaway incidents—crimes that are rarely reported in more developed countries.

Table 4b presents similar descriptive statistics for various crimes *witnessed* by the respondents in Nigeria airports. The data reveals that corruption among officials, destruction of baggage, theft, extortion, and armed robbery are the most witnessed crimes at Nigerian airports, with mean scores from 2.3600 to 2.1500. Other observed crimes include criminal conspiracy, stealing of baggage, insider threats, prostitution, money laundering, and human trafficking. Notably, espionage and stowaway crimes were less reported, with mean scores of 1.3475 and 1.2550, suggesting potential underreporting of these crimes. Previous studies on airport crimes in Nigeria have largely overlooked the frequency of different crimes (Nnodim, 2022; Odunsi, 2022; Okafor, 2022; Oyebade, 2018; Pius et al., 2017). In contrast, this current study is a departure from existing studies, aiming to address research gaps by examining the most prevalent crimes within Nigerian International Airports. The findings reveal that destruction of baggages, theft, extortion, and armed robbery are the predominant crimes observed. The prevalence of baggages destruction can be attributed to ineffective systems for managing passengers' luggage. Furthermore, the high incidence of extortion by officials may stem from insufficient oversight and management practices. Additionally, armed robbery appears to be escalating within the airports, likely due to weaknesses within the airport security apparatus.

Table 4b Descriptive statistics on crimes witnessed by respondents at Nigerian airports

	N	Mean	Std. Deviation	Skewness		Kurtosis	
				Statistic	Std. Error	Statistic	Std. Error
Stowaway	400	1.2550	.70086	3.113	.122	9.609	.243
Espionage	400	1.3475	.73695	2.368	.122	5.147	.243
Human trafficking	400	1.6400	.73604	.683	.122	-.865	.243
Money laundering	400	1.6650	.84235	1.203	.122	1.035	.243
Prostitution	400	1.6800	.76751	.751	.122	-.472	.243
Criminal conspiracy	400	1.8125	.97966	.881	.122	-.441	.243
Stealing of baggage/luggage	400	1.8625	.94913	.578	.122	-.947	.243
Drug trafficking	400	1.8750	.93625	.620	.122	-.824	.243
Insider threats	400	1.9450	1.18130	.877	.122	-.605	.243
Armed robbery	400	2.1500	1.22526	.541	.122	-1.165	.243
Extortion	400	2.2450	1.18680	.366	.122	-1.207	.243
Theft	400	2.2725	1.15176	.126	.122	-1.499	.243
Destruction of baggage/luggage	400	2.2775	1.17001	.258	.122	-1.170	.243
Corruption among officials	400	2.3600	1.44069	.499	.122	-1.046	.243
Valid N (listwise)	**400**						

The data provided in Tables 4a and 4b validate findings from existing grey literature and newspaper publications, indicating prevalent crimes at Nigerian airports (Inyang, 2017; James, 2021; Nnodim, 2022; Odunsi, 2022; Olugbode, 2022; Okafor, 2022; Oyebade, 2018; Pius et al., 2017; Sasu, 2018; The Guardian, 2022). Nwaogbe et al. (2018) suggest that while both airport officials and passengers both experience crimes, passengers are more affected. These crimes encompass corruption, often manifesting as passenger extortion and insider involvement in trafficking operations, implicating airport officials and security personnel. Other reported crimes include theft, burglary, robbery, vandalism, armed robbery, unauthorized access to airside areas, and money laundering. Corruption is also associated with incidents such as luggage theft from taxiing aircraft and social unrest (James, 2021; Nnodim, 2022; Odunsi, 2022; Okafor, 2022; Oyebade, 2018; Pius et al., 2017; The Guardian, 2022). Contrarily, espionage and stowaway are either underreported or less prevalent, aligning with Oyero's (2022) reports of few stowaway cases. In summary, evidence underscores the urgent need for improved security measures at Nigerian airports due to the prevalent crime trends. It is important to note that most existing reports on this topic were non-empirical. To the best of the researchers' knowledge, this study represents the first empirical investigation of crimes witnessed by passengers and airport officials at Nigerian airports.

4.3 Causes of aviation crimes in Nigeria

Table 5 presents descriptive results on the causes of aviation crimes in Nigeria. The table revealed that the major causes of crimes at airports include obsolete technologies for checking passengers (mean score: 4.7525), poor security checks at the airport entrance (4.7175), lack of organization in the airport (4.4975), improper monitoring of the airports by agencies responsible for it (4.4400), corruption among officials (4.3575), poverty and unemployment among the public (4.2675), insufficient security officers (4.2325), poor law enforcement (4.1600), lack of professionalism (4.0600), and lackadaisical attitudes on the part of airport authorities and security officers (4.0600 and 4.0225, respectively). Minor causes include inadequate training of security officers, improper passenger database handling, and passenger security unawareness. Skewness, kurtosis, and standard deviation are fairly within the normal level.

The results identify the top five contributors to aviation crimes in Nigeria as obsolete passenger-checking technologies, poor airport entrance security, disorganization (e.g., overcrowding at airports like MMIA), inadequate monitoring, and corruption among officials. These factors align with James' (2021) report attributing aviation crimes to similar security lapses. The integration of SDT and RAT supports the findings in this table. The increase in aviation crimes illustrates social disorganization, marked by a breakdown of law and order, alongside high poverty and unemployment rates, and weakened legal and social institutions. SDT links aviation crime prevalence to factors like official corruption, the lack of airport organization, insufficient law enforcement, untrained security personnel, and poor passenger database management, all stemming from weak social control structures. RAT posits that these conditions encourage motivated offenders, including corrupt officials, terrorists, unemployed or uneducated individuals, runaways, and petty thieves. Without effective guardianship—such as advanced passenger screening, thorough airport security checks, proactive authorities, and proper database management—these offenders are incentivized to commit crimes against vulnerable targets, including passengers and their belongings, as well as airport officials. It is noteworthy that studies on the causes of crimes in airports remains scarce. Despite increasing reports on aviation crime in the media, there has been limited scholarly attention focused on this issue. This current study offers a significant contribution to the existing literature, highlighting factors associated with aviation crimes that are particularly relevant to developing countries such as Nigeria.

Table 5 Descriptive results on the causes of aviation crimes in Nigeria

	N	Mean	Std. Deviation	Skewness		Kurtosis	
				Statistic	Std. Error	Statistic	Std. Error
Lack of security consciousness on the part of the passengers	400	2.2525	.43499	1.144	.122	-.696	.243
Improper handling of database of passengers	400	2.7475	.78440	.133	.122	-.784	.243
Lack of proper training of security officers on airport security	400	3.6400	.89297	-1.754	.122	3.084	.243
Lackadaisical attitudes on the part of security officers	400	4.0225	.43872	.114	.122	2.226	.243
Lackadaisical attitudes on the part of airport authorities	400	4.0600	.41452	.409	.122	2.642	.243
Lack of professionalism on the part of airport authorities	400	4.1600	.36707	1.862	.122	1.474	.243
Poor/inadequate law enforcement	400	4.1600	.36707	1.862	.122	1.474	.243
Inadequate security officers	400	4.2325	.71395	-.996	.122	1.596	.243
Poverty and unemployment among the general population	400	4.2675	.44321	1.054	.122	-.893	.243
Corruption among officials	400	4.3575	.51997	.162	.122	-1.045	.243
Improper monitoring of the airports by agencies responsible for it	400	4.4400	.49701	.243	.122	-1.951	.243
Lack of organization in the airport	400	4.4975	.60075	-.757	.122	-.398	.243
Poor security check at the airport entrance	400	4.7175	.45078	-.970	.122	-1.065	.243
Inadequate/obsolete technologies for checking passengers	400	4.7525	.45471	-1.492	.122	1.027	.243
Valid N (listwise)	**400**						

4.4 Test of Hypotheses

The hypotheses are essential for examining the differing perceptions of airport passengers and officials regarding the types and causes of crimes at Nigerian airports. Additionally, the analysis will consider variations based on the respondents' ethnicity and gender. This is crucial for determining whether there are significant differences in perceptions among these groups. The following hypotheses were tested using one-way and two-way Analysis of Variance (ANOVA): (1) no significant difference exists in the mean responses of passengers and airport officials on experienced crimes; (2) no significant difference exists in the mean responses of passengers and airport officials on witnessed crimes; (3) no significant difference exists in the mean responses of passengers and airport officials on crime causes; (4) no significant difference exists in the mean responses on crime causes based on ethnicity; and (5) no significant difference exists in the mean responses on crime causes based on ethnicity and gender.

Table 6 presents the ANOVA test results conducted on the responses regarding crimes experienced by two groups of respondents—passengers and airport officials—at Nigerian airports. The results indicate a significant difference in the mean scores of crimes experienced by passengers and airport officials. The test statistic was $F_{1, 398} = 2116.433$ and the p-value was 0.001, indicating a significant variation in crimes experiences between these groups. The passengers' mean response score was higher, suggesting they reported more crimes than airport officials. This variation in responses confirms that perceptions and experiences of aviation crimes differ substantially between these groups. In conclusion, this suggests that the perception and experience of crimes at airports differ substantially between these two groups. Specifically, passengers, being the primary victims of aviation crimes in Nigeria, report experiencing more crimes than airport officials. This aligns with existing reports (such as Nwaogbe et al., 2018) that, while airport officials do experience crimes, passengers are more affected by the criminal activities at the airports.

Table 6 ANOVA results on responses on crimes experienced by passengers and airport officials

	Sum of Squares	df	Mean Square	F	Sig.	
Between Groups	243.249	1	243.249	2116.433	.000	
Within Groups	45.743	398	.115			
Total	**288.992**	**399**				
	N	**Mean**	**Std. Deviation**	**Std. Error**	**95% Confidence Interval for Mean**	
					Lower Bound	**Upper Bound**
Passenger	200	2.7396	.42303	.02991	2.6807	2.7986
Airport official	200	1.1800	.22565	.01596	1.1485	1.2115
Total	**400**	**1.9598**	**.85105**	**.04255**	**1.8762**	**2.0435**

Table 7 presents the ANOVA test results for responses regarding crimes witnessed by two groups of respondents: passengers and airport officials. The test statistic was $F_{1,\,398} = 3729.314$ and a p-value was 0.001, indicating a significant difference in the mean response scores between these groups. The passengers' mean score was higher, suggesting they witnessed more crimes than airport officials. This variation implies that the perceptions and observations of aviation crimes differ substantially between these groups. Given that airport officials have been implicated in aviation crimes in Nigeria, such as corruption, extortion, and insider threats (Nnodim, 2022; Okafor, 2022; Udegbunam, 2022), we can also infer, from this result, that they are less likely to report witnessing crimes than passengers, who are primarily victims.

Table 7 ANOVA results on responses to crimes witnessed by passengers and airport officials

	Sum of Squares	df	Mean Square	F	Sig.	
Between Groups	199.112	1	199.112	3729.314	.000	
Within Groups	21.250	398	.053			
Total	**288.992**	**399**				
	N	**Mean**	**Std. Deviation**	**Std. Error**	**95% Confidence Interval for Mean**	
					Lower Bound	**Upper Bound**
Passenger	200	2.5904	.22065	.01560	2.5596	2.6211
Airport official	200	1.1793	.24103	.01704	1.1457	1.2129
Total	**400**	**1.8848**	**.74316**	**.03716**	**1.8118**	**1.9579**

Table 8 presents the ANOVA test results on responses regarding the causes of crimes committed at the airports between two groups: passengers and airport officials. The test statistic was $F_{1,\,398} = 14.184$ and the p-value was 0.001, indicating a significant difference in the mean response scores of the causes of crimes as expressed by both groups. This suggests that perceptions of causes of crime at airports differ significantly between these groups. This result indicates a tendency for both groups to choose answers that absolve them of blame rather than implicate them. For instance, passengers tend to attribute aviation crimes to factors such as corruption among officials, lackadaisical attitudes, and unprofessional conducts of airport officials, rather than their own lack of consciousness about security measures. Similarly, airport officials are more likely to cite factors like passengers' lack of security consciousness, poor training, inadequate security personnel, or outdated technology, rather than acknowledge personal involvement in corrupt activities. This result proves to be significant as they shed light on the varying perspectives of respondents. Thus, understanding these perspectives can be instrumental in formulating effective strategies to combat aviation crimes in Nigeria.

Table 8 ANOVA results on responses on the causes of aviation crimes

	Sum of Squares	df	Mean Square	F	Sig.	
Between Groups	.331	1	.331	14.184	.000	
Within Groups	9.277	398	.023			
Total	**9.608**	**399**				
	N	**Mean**	**Std. Deviation**	**Std. Error**	**95% Confidence Interval for Mean**	
					Lower Bound	**Upper Bound**
Passenger	200	3.9932	.16970	.01200	3.9696	4.0169
Airport official	200	4.0507	.13350	.00944	4.0321	4.0693
Total	**400**	**4.0220**	**.15518**	**.00776**	**4.0067**	**4.0372**

Table 9 ANOVA results on the different ethnic groups' responses on the causes of aviation crimes

	Sum of Squares	df	Mean Square	F	Sig.	
Between Groups	.508	3	.169	7.372	.000	
Within Groups	9.100	396	.023			
Total	9.608	399				
	N	**Mean**	**Std. Deviation**	**Std. Error**	**95% Confidence Interval for Mean**	
					Lower Bound	**Upper Bound**
Yoruba	144	4.0045	.16099	.01342	3.9779	4.0310
Igbo	122	4.0492	.14895	.01349	4.0225	4.0759
Hausa	81	3.9735	.14394	.01599	3.9417	4.0054
Others	53	4.0809	.14219	.01953	4.0417	4.1201
Total	400	4.0220	.15518	.00776	4.0067	4.0372

Levene Statistic	**df1**	**df2**	**Sig.**
1.274	3	396	.283

(I) Ethnic group	**(J) Ethnic group**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval for Mean**	
					Lower Bound	**Upper Bound**
Yoruba	Igbo	-.04472	.01865	.079	-.0928	.0034
	Hausa	.03092	.02105	.458	-.0234	.0852
	Others	-.07640*	.02435	.010	-.1392	-.0136
Igbo	Yoruba	.04472	.01865	.079	-.0034	.0928
	Hausa	.07564*	.02173	.003	.0196	.1317
	Others	-.03168	.02494	.582	-.0960	.0327
Hausa	Yoruba	-.03092	.02105	.458	-.0852	.0234
	Igbo	-.07564*	.02173	.003	-.1317	-.0196
	Others	-.10732*	.02678	.000	-.1764	-.0382
Others	Yoruba	.07640*	.02435	.010	.0136	.1392
	Igbo	.03168	.02494	.582	-.0327	.0960
	Hausa	.10732*	.02678	.000	.0382	.1764

*The mean difference is significant at the 0.05 level

Table 10 Two-way ANOVA results on responses on causes of crimes based on ethnicity and gender

Ethnic group	Gender	Mean	Std. Deviation	N
Yoruba	Male	1.9663	.68455	70
	Female	2.1236	.68495	74
	Total	**2.0471**	**.68690**	**144**
Igbo	Male	1.7143	.74915	88
	Female	2.5286	.50910	30
	3.00	1.6071	.62133	4
	Total	**1.9110**	**.77522**	**122**
Hausa	Male	1.5405	.69007	60
	Female	1.6224	.71790	21
	Total	**1.5617**	**.69379**	**81**
Others	Male	1.8314	.74870	50
	Female	2.6429	.00000	3
	Total	**1.8774**	**.75103**	**53**
Total	Male	1.7631	.73191	268
	Female	2.1484	.70430	128
	3.00	1.6071	.62133	4
	Total	**1.8848**	**.74316**	**400**

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	30.409[a]	8	3.801	7.824	.000	.138
Intercept	200.449	1	200.449	412.605	.000	.513
Ethnic group	13.028	3	4.343	8.939	.000	.064
Gender	7.952	2	3.976	8.184	.000	.040
Ethnic group * Gender	7.875	3	2.625	5.403	.001	.040
Error	189.953	391	.486			
Total	**1641.383**	**400**				
Corrected Total	**220.362**	**399**				

[a.] R Squared = .138 (Adjusted R Squared = .120)

Table 10 presents the results of a Two-way ANOVA, a statistical test used to examine the influence of two categorical predictor variables (in this case, ethnicity and gender) on a continuous outcome variable (in this case, respondents' responses on the causes of aviation crimes). The tested hypothesis posited no significant difference in the mean score of respondents' responses on the causes of crimes at the airport based on ethnicity and gender. However, the results revealed a statistically significant interaction at the p = 0.001 level, suggesting strong evidence against the null hypothesis. This indicates a significant effect of the interaction between ethnicity and gender on the responses. Moreover, the table also reveals a statistically significant difference in the mean number of crimes witnessed among various ethnic groups (p-value = 0.001), and between genders (male and female) (p-value = 0.001). This suggests that both ethnicity and gender independently exert a significant influence on the responses.

Figure 2, illustrating the estimated marginal means of crimes witnessed at Nigerian airports based on ethnicity and gender, reinforces the previous results. The graph displays four lines, each representing a different ethnic group (Igbo, Hausa, Yoruba, and Others). Each line has two data points, corresponding to the estimated marginal means for each gender within the respective ethnic group. The variations in these lines suggest differences in the mean scores for aviation crimes witnessed among the ethnic groups and between genders. Consequently, a statistically significant interaction was observed ($F_{3, 391} = 5.403$, p = 0.001) between the effects of gender and ethnic group on respondents' responses on the causes of crimes at Nigerian airports. The F value of 5.403 indicates a significant difference in variances, further supporting the interaction effect of gender and ethnicity on the responses. In summary, the analysis reveals that both ethnicity and gender independently exert a significant influence on respondents' responses of the causes of aviation crimes in Nigeria. However, the interaction effect between these two factors is also significant. This implies that the impact of one factor (gender) is not constant but varies depending on the level of the other factor (ethnicity). In other words, the perception of the causes of aviation crimes is not solely dependent on a respondent's gender or ethnicity but is influenced by the interplay between these two factors (i.e., gender and ethnicity). This nuanced understanding can provide valuable insights for developing more effective strategies to address aviation crimes in Nigeria.

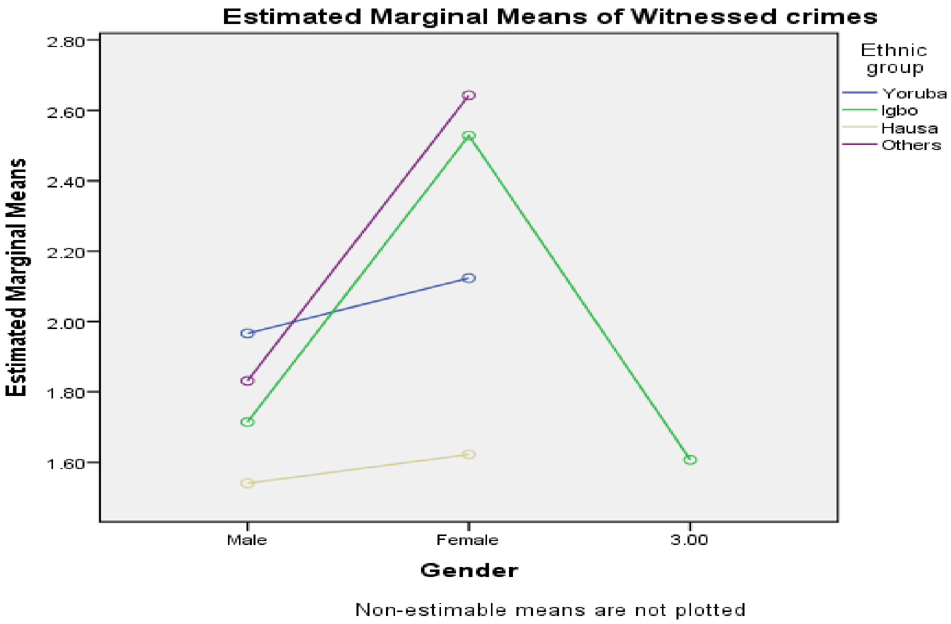

Figure 2 Estimated marginal means of crimes witnessed at Nigerian airports based on ethnicity and gender

Overall, passengers at Nigerian airports report witnessing and experiencing more crimes than airport officials, yet their perceptions regarding the types and causes of crimes in Nigerian airports are largely consistent. The most commonly reported offenses include extortion of passengers by both airport officials and non-officials, armed robbery, destruction of passenger luggage, and instances of stowaway. These crimes particularly appear to be more prevalent in developing countries compared to developed countries, likely due to lower levels of technological advancement for checkmating, monitoring and regulating airport activities. The analysis further reveals that these crimes are aggravated by obsolete passenger-checking technologies, inadequate airport security, operational disarray (such as overcrowding at airports like MMIA), insufficient oversight, and corruption among officials. Additionally, the analysis of variations in respondents' perceptions regarding the causes of aviation crimes in Nigeria among different ethnic groups, particularly highlights a significant divergence in views between Igbo and Hausa respondents. Notably, this study represents the first most recent empirical research focusing on the types, trends, and causes of crimes at Nigerian international airports, to the best of the researchers' knowledge.

The integration of SDT and RAT offers a comprehensive understanding of the factors contributing to aviation crimes in Nigeria. SDT sheds light on the structural and sociopolitical elements that foster a crime-friendly environment, while RAT focuses on the situational dynamics that connect motivated offenders with suitable targets in the absence of effective guardianship. SDT identifies key contributors to aviation crime, including corruption among officials, widespread poverty and unemployment, underfunded or understaffed law enforcement, disorganized airport operations, inadequate training, and poor management of passenger databases. In contrast, RAT outlines three critical factors that lead to crime: motivated offenders, suitable targets, and a lack of capable guardians. This theory posits that criminal activities are most likely to occur when these elements converge in both time and location. Motivated offenders may arise from economic desperation, personal grievances, or ideological motivations, encompassing a range of individuals such as terrorists, unemployed or uneducated persons, corrupt officials, petty thieves, and runaway children. Suitable targets primarily include passengers and airport officials. Effective guardianship mechanisms play a pivotal role in preventing crime; in this context, capable guardians consist of thorough security checks, advanced passenger screening technologies, proactive security personnel, and effective management of passenger databases. By addressing both structural weaknesses and situational vulnerabilities, this integrated approach can significantly enhance crime prevention strategies, ultimately improving the safety and orderliness of air travel environments. A nuanced understanding of this interplay will empower aviation authorities to develop more effective crime prevention tactics that tackle both the structural issues identified by SDT and the situational factors highlighted by RAT. By strengthening social institutions, investing in training, and leveraging technology, stakeholders can enhance overall airport security and effectively reduce crime rates.

5. Conclusion

Globally, the aviation industry plays a significant role in fostering rapid international and intercontinental connections, whether for socio-economic, political, or commercial objectives. Recognizing this significance, various security agencies, including the Police, Immigration Service, Customs, and State Security Service, are deployed to airports in all countries to ensure the utmost safety of individuals and their properties. However, it is unfortunate that despite these security measures, many airports, particularly those in Africa like the Nigerian airports, are plagued with insecurity, crimes, and antisocial issues. Reports of various crimes, such as stealing of baggage from taxiing aircrafts, theft, money laundering, vandalism, armed robbery, and smuggling of illegal goods, including hard drugs like cocaine, are common.

The discussion reveals that Nigerian airports are grappling with serious security and crime issues. These include corruption among officials, theft, destruction of baggage/luggage, extortion, armed robbery, drug trafficking, among others. The analysis also indicates that the increase in airport security challenges is linked to poor/obsolete technologies for proper checking of passengers, inadequate/outdated/malfunctioning security equipment, poor security check at the airport entrance, a lack of skilled and dedicated security personnel, lack of organization at the airports, among others. Specifically, there is a shortage of security escort vehicles for arriving and departing aircraft, enhanced CCTV systems, and patrols.

Drug trafficking is one of the most prevalent aviation crimes in Nigeria. Therefore, it is imperative to deploy drug detection equipment immediately. This would replace the current practice of manually searching passengers' bags at tables; a process that allows corrupt airport officials, especially checkers, to exploit and extort passengers. There have been allegations of officials planting drugs in passengers' bags and then demanding bribes when these are discovered. To improve runway and perimeter surveillance, additional watchtowers need to be urgently constructed. The existing watchtowers are insufficient, given the high traffic at Nigerian airports, especially those in Lagos. Also, the installation of a new, long-range pan-tilt-zoom apron surveillance system should be considered to enhance airport security.

More importantly, a pervasive culture of corruption exists among security officials and airport workers. The study underscores the need for concerted efforts to tackle this systemic corruption, as it can render other physical security measures counterproductive. Given that corruption is a systemic issue, a policy-based approach is required to counteract it. This approach should involve identifying the different forms of corruption and corrupt practices in existence, specifically in the aviation industry, and stipulating their corresponding penalties. The imposition and execution of these penalties should be swift, certain, and severe to achieve both specific and general deterrence. When anyone is caught engaging in any corrupt malpractice in the aviation industry, the application of the law and its punishment imposition should be fair and swift. This approach would contribute to the eradication of corrupt practices that negatively impact the reputation of both the aviation industry and the country.

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APPENDIX A

JOURNAL OF CONTEMPORARY SOCIAL SCIENCES AND HUMANITIES

(Formerly RANGSIT JOURNAL OF SOCIAL SCIENCES AND HUMANITIES)

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APPENDIX B

JOURNAL OF CONTEMPORARY SOCIAL SCIENCES AND HUMANITIES

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NOTE FOR AUTHORS

1. Aims and Scope

Journal of Contemporary Social Sciences and Humanities (JCSH) aims to provide a high profile vehicle for publication of various new issues in different academic areas in Humanities and Social Sciences. *JCSH* invites scholars, researchers, professionals and academicians to publish their manuscripts in the journal. The scope of the Journal encompasses, the author(s) can submit their manuscript covering, but not limited to Interdisciplinary Studies in Humanities and Social Sciences, any of the following areas:

Social Science

Anthropology
Criminology & Criminal Justice
Economics
Political Science
Sociology

Humanity

History
Linguistics
Philosophy (inc. Arts & Design)

2. Submission Deadline

Submissions are to be permanently open. A manuscript submitted between July 1st and December 31st will be considered for publication in the January-June Issue of the subsequent year whereas a manuscript submitted between January 1st and June 30th will be considered for publication in the July-December Issue.

3. Categories of Articles

The *Journal* accepts the following types of articles:

1. **Research Articles:** A research article is a regular quantitative or qualitative article which aims to present new findings or interpretations.
2. **Review Articles:** **A review article** or survey articles, also called a literature review, is an article that survey of previously published research on a topic an summarizes the current state of understanding on a topic. It should give an overview of current thinking on the theme and, unlike an original research article, won't present new experimental results. By analyzing a large body of data from existing studies, some systematic reviews can come to new conclusions. Review articles can also provide recommendations for potential research areas to explore next. Moreover, a review article surveys and summarizes previously published studies, rather than reporting new facts or analysis.
3. **Innovations:** An innovation is an article that aims to present creative arts and designs, procedures or devices.

Research articles, review articles, and innovations should not exceed 15 pages of standard A4 paper using *JCSH* format. The manuscript template is available at https://JCSH.rsu.ac.th. All categories of articles must coincide with manuscript preparation instruction (see Manuscript Preparation Section).

4. Editorial Policies

JCSH accepts only the original work that has not been previously published, nor is it a dual submission. The submission also implies that the authors have already obtained all necessary permissions for the inclusion of copyrighted materials, such as figures and tables from other publications. Submitting a copied piece of writing as one's own original work is considered plagiarism. The *Journal* is published by Rangsit University Press, Thailand. Contributions are in English. Copyright is by the publisher and the authors.

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***Research Involving Animals or Humans*:** Authors must state in the manuscript that the work was approved by, at least, their institutional ethical review board for any research involving human and animal subjects. These approvals are required for publication in *JCSH*.

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***General Instruction*:** Submit your manuscript in both PDF and MS word formats. Manuscripts are acceptable in both US and UK English, but the use of either must be consistent throughout the manuscript. Please note that the editors reserve the right to adjust style to certain standards of uniformity.

***Format*:** Unless specified, type text with 10-point Times New Roman font on 12-point line spacing, with a 1.25 inch left margin, 1 inch bottom and right margin, 2 inch top margin, 1.2 inch header, and 0.6 inch footer. Main text is set in single column. First lines of paragraphs are indented 0.5 inch. For hard copy, use standard A4 paper, one side only. Use ordinary upper- and lower-case letters throughout, except where italics are required. For titles, section headings and subheadings, tables, figure captions, and authors' names in the text and reference list: use ordinary upper- and lower-case letters throughout. Start headings at the left margin.
If you wish, you may indicate ranking of complicated section headings and subheadings with numerals (1, 1.1, 1.1.1). Try not to exceed three ranks. All pages must be numbered in the top right-hand corner.

***Title*:** Use 11-point bold font on 12-point line spacing. The length of the title of the article must not exceed 2 lines. A title should be concise and informative. The alignment of the title is centered.

***Author Names*:** Use 10-point font on 11-point line spacing. Centered alignment and leave one line space below the title of the article. Begin with the first name of the author followed by the last name. For more than one author, separate each name by a comma (,), and identify each author's affiliation by superscript numbers at the end of the author's last name.

***Author Affiliations*:** Use 9-point font on 10-point line spacing. Centered alignment and leave one line space below the author names. Include institutional and e-mail addresses for all authors. Place superscript numbers at the beginning of each affiliation accordingly.

***Abstract*:** Use 10-point font on 11-point line spacing for heading and 9-point font on 11-point line spacing for abstract content. An abstract of up to 250 words must be included as and when appropriate. For research papers; the purpose and setting of the research, the principal findings and major conclusions, and the paper's contribution to knowledge should be briefly stated. For empirical papers the locations of the study should be clearly stated, as should the methods and nature of the sample, and a summary of the findings and conclusion. Please note that excessive statistical details should be avoided, abbreviations/acronyms used only if essential or firmly established.

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***References in the Text*:** To insert a citation in the text use the author-year system, i.e., the author's last name and year of publication. Examples are as follows: "Since Johnson (2008) has shown that…" or "This is in agreement with results obtained later (Benjamin, 2010)". For 2-3 authors; all authors are to be listed, with "and" separating the last two authors, for more than three authors, list the first author followed by et al. The list of references should be arranged alphabetically by authors' names. All in-text citation must be appeared in the reference list. The manuscript should be carefully checked to ensure that the spelling of authors' names and dates are exactly the same in the text as in the reference list. Responsibility for the accuracy of bibliographic citations lies entirely with the author(s). Citation of a reference as "in press" implies that the item has been accepted for publication. Authors are responsible for the accuracy of the content of the references.

***List of References*:** *JCSH* uses the American Psychological Association (APA) referencing style, details of which can be found at http://www.apastyle.org/. References should be listed at the end of article, arranged alphabetically according to the last names of the authors and then chronologically. The following are examples of the APA referencing style. All in-text citation must be appeared in the reference list and all publications in the reference list must correspond to the in-text citation. Please delete the listed publications which are not appeared in the context.

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Author./(Year of publication)./Title of Abstract (abstract)./*Journal Title*,/*Volume*(Issue),/Page number.

Example:

Clark, D. V., Hausen, P. H., & Mammen, M. P. (2002). Impact of dengue in Thailand at the family and population levels (abstract).*Am J Trop Med Hyg*, *67*(2 Suppl), 239.

Books

Author./(Year of publication)./*Book Title*:/*Capital letter also for subtitle*./Edition (if any)./Location,/Country :/Publisher.

Example:

Cochrane, A. (2007). *Understanding urban policy: A critical approach.* Malden, MA: Blackwell Publishing.

Palmer, G. R., & Short, S. D. (2010). *Health care and public policy: An Australian analysis* (4th ed.). South Yarra, VIC: Palgrave Macmillan.

Bulliet, R. W., Crossley, P. K., Headrick, D. R., Hirsch, S. W., Johnson, L. L., & Northrup, D. (2011). *The earth and its peoples: A global history* (5th ed.). Boston, MA: Wadsworth.

Chapter in edited book

Richards, K. C. (1997). Views on globalization. In H. L. Vivaldi (Ed.), *Australia in a global worl*d (pp. 29-43). North Ryde, Australia: Century.

Article or Chapter in an Edited Book

Author./(Year of publication)./Title of chapter./In/Editor/(Ed.),/*Book Title*/(pages of chapter)./ Location:/Publisher.

Example:

O'Neil, J. M., & Egan, J. (1992). Men's and women's gender role journeys: A metaphor for healing, transition, and transformation. In B. R. Wainrib (Ed.), *Gender issues across the life cycle* (pp. 107-123). New York, NY: Springer.

Conference and Seminar Proceedings

To cite proceedings that are published regularly, use the same format as for a journal article. To cite proceedings that are published in book form, use the same format as for an article in a book.

Example:

Tester, J. W. (2008). The future of geothermal energy as a major global energy supplier. *Proceedings of the Sir Mark Oliphant International Frontiers of Science and Technology Australian Geothermal Energy Conference*, Canberra, Australia: Geoscience Australia. Retrieved from http://www.ga.gov.au/image_cache/GA11825.pdf

Dissertation or Thesis

Author./(Year of publication)./*Title of dissertation or thesis* /(Doctoral dissertation or Master's thesis)./Awarding Institution.

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Norasingha, A. (2009). *Expression and distribution of mucorinic receptors in hepatic composite of the cirrhotic rat* (Master's thesis). Rangsit University, Pathum Thani.

Editorials

Author./(Year of publication)./Title of Editorial (editorial)./*Journal Title*,/ *Volume*(Issue),/Page numbers.

Example:

Fisher, R. I. (2003). Immunotherapy in Non-Hodgkin's lymphoma: Treatment advances (editorial). *Semin Oncol*, *30*(2Suppl 4), 1-2.

Journal Articles

Author./(Year of publication)./Article Title./*Journal Title*,/ *Volume*(Issue),/Page numbers.

Example:

Leelawat, S., Leelawat, K., Narong, S., & Matangkasombut, O. (2010). The dual effects of delta 9-tetrahydrocannabinol on cholangiocarcinoma cells: Anti-invasion activity at low concentration and apoptosis induction at high concentration. *Cancer Investigation*, *28*(4), 357-363.

Polk, A., Amsden, B., Scarrtt, D., Gonzal, A., Oknamefe, O., & Goosen, M. (1994). Oral delivery in aquaculture. *Aquacult. Eng*, *13*, 311-323.

Seals, D. R., & Tanaka, H. (2000). Manuscript peer review: A helpful checklist for students and novice referees. *Advances in Physiology Education*, *23*(1), 52-58.

Srichandum, S. & Rujirayanyong, T. (2010). Production scheduling for dispatching ready mixed concrete trucks using bee colony optimization. *American J. of Engineering and Applied Sciences*, *3*(1), 823-830.

Letters

Author./(Year of publication)./Title of Letter./*Journal Title*./ *Volume*(Issue),/Page number.

Example:

Enzensberger, W., & Fisher, P. A. (1996). Metronome in Parkinson's disease (letter). *Lancet*, *347*, 1337.

Notes

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Example:

Haier, R. J., Schroeder, D. H., Tang, C., Head, K., & Colom, R. (2010). Gray matter correlates of cognitive ability tests used for vocational guidance. *Biomed Central*, *3*, 206.

Unpublished/In Press Articles

Author./(In press Year)./Article Title./*Journal Title*./(in press).

Example:

Veena, B. (2004). Economic pursuits and strategies of survival among Damor of Rajasthan. *J Hum Ecol.* (in press).

Internet periodicals

Author./(Year of publication)./Article Title./*Journal Title*,/*Volume*(issue),/ page numbers./Retrieved mm dd, year, from the full URL of the web page

Example:

Adams, P. J. (2000). Australian economic history. *Journal of Australian Economics, 5*(2), 117-132. Retrieved June 12, 2001, from http://jae.org/articles.html

Internet non-periodicals

Author./(Year of publication)./*Article Title*./Retrieved mm dd, year, from the full URL of the web page

Example:

Lemire, D. (n.d.). *Write good papers*. Retrieved July 1, 2010, from http//www.daniel-lemire.com/blog/rules-to-write-a-good-research-paper

Newspaper retrieved from a database

Article – with an author

Author./(mm dd, Year)./Article Title./*News agency*./Retrieved from the full URL of the web page

Example:

Darby, A. (August 20, 2002). Rarest tiger skin a rugged survivor. *Sydney Morning Herald.* Retrieved from http://www.smh.com.au

Article – without an author

Article Title./(mm dd, Year)./ *News agency*./Retrieved from the full URL of the web page

Example:

Rarest tiger skin a rugged survivor. (August 20, 2002). *Sydney Morning Herald.* Retrieved from http://www.smh.com.au

Illustrations and Figures**:** All illustrations should be provided in a file format and resolution suitable for reproduction, e.g., EPS, JPEG or TIFF formats, without retouching. Photographs, charts and diagrams should be referred to as "Figure(s)" and should be numbered consecutively in the order to which they are referred. In addition to placing figures with figure captions into the main text, **submit each figure individually as a separate file.**

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9. Further Reading

The following resources will provide valuable guidelines for the preparation of manuscripts.

Anonymous. (n.d.). How to write abstract. Retrieved January 17, 2011, from http://www.journal.au.edu/au_techno/2006/jan06/vol9num3_howto.pdf

Anonymous. (n.d.). How to write an abstract: Links and tips. Retrieved January 17, 2011, from http://research.berkeley.edu/ucday/abstract.html

Koopman, P. (n.d.). How to write an abstract. Retrieved January 17, 2011, from http://www.ece.cmu.edu/~koopman/essays/abstract.html

Lemire, D. (n.d.). Write good papers. Retrieved January 17, 2011, from http://lemire.me/blog/rules-to-write-a-good-research-paper/

Plonsky, M. (n.d.). Psychology with style: A hypertext writing guide. Retrieved January 17, 2011, from http://www.uwsp.edu/psych/apa4b.htm

Seals, D. R., & Tanaka, H. (2000). Manuscript peer review: A helpful checklist for students and novice referees. *Advances in Physiology Education*, *23*(1), 52-58.

Jones, A., & Pham, H. (n.d.). Basic Referencing using the APA System, Teaching and learning unit, Faculty of Economics and Commerce, The University of Melbourne. Retrieved February 15, 2011, from http://www.scribd.com/doc/57603066/A-Pa-Style

JOURNAL OF CONTEMPORARY SOCIAL SCIENCES AND HUMANITIES

(Formerly RANGSIT JOURNAL OF SOCIAL SCIENCES AND HUMANITIES)
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APPENDIX C

JOURNAL OF CONTEMPORARY SOCIAL SCIENCES AND HUMANITIES

Research Article Single-Column Template

Please note that the paper size is standard A4 size (approx 8.27 x 11.69 in)

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Begin with the first name of the author followed by the last name. For more than one author, type ‘and’ before the last author’s name. For more than two authors, also separate each name by a comma (,). Identify each author’s affiliation by superscript numbers at the end of the author’s last name.)

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Received date month year / Revised date month year / Accepted date month year / Publish Online date month year

Abstract (10-point bold font on 11-point line spacing)

For abstract content, use 9-point Times New Roman font on 11-point line spacing. First line is indented 0.5 inch. An abstract of up to 250 words must be included. Include your major findings in a useful and concise manner. Include a problem statement, objectives, brief methods, results, and the significance of your findings.

Keywords: *List up to 6 keywords and separate each keyword by a comma (,). The keywords should accurately reflect the content of the article. The keywords will be used for indexing purposes.*

1. Introduction

The actual manuscript will be published in a single-column style in the JCSH journal. This single column template is adopted as a user friendly format. Thus, with this template, the main text is set in a single column. Type text with 10 point Times New Roman font on 12 point line spacing, with a 1.25 inch left margin, 1 inch bottom and right margin, 2 inch top margin, 1.2 inch header, and 0.6 inch footer. First lines of paragraphs are indented 0.5 inch. Please note that the paper size is standard A4 size (approx 8.27 x 11.69 in). In MS Word, select “Page Layout” from the menu bar, and under Paper Size select A4 Size.

The introduction should put the focus of the manuscript into a broader context. As you compose the introduction, think of readers who are not experts in this field. Include a brief review of the key literature. If there are relevant controversies or disagreements in the field, they should be mentioned so that a non-expert reader can find out about these issues further. The introduction should conclude with a brief statement of the overall aim of the experiments.

To insert a citation in the text use the author-year system, i.e., the author’s last name and year of publication. Examples are as follows: "Since Johnson (2008) has shown that..." or "This is in agreement with results obtained later (Benjamin, 2010)". For 2-3 authors; all authors are to be listed, with “and” separating the last two authors, for more than three authors, list the first author followed by et al. The list of references should be arranged alphabetically by authors' names. All publications cited in the text should be presented in a list of references following the text of the manuscript. The manuscript should be carefully checked to ensure that the spelling of authors' names and dates are exactly the same in the text as in the reference list. Responsibility for the accuracy of bibliographic citations lies entirely with the author(s). Citation of a reference as "in press" implies that the item has been accepted for publication. Authors are responsible for the accuracy of the content of the references.

2. Objectives

The objectives of the study should be specified explicitly.

3. Materials and Methods

This section should provide enough detail to allow full replication of the study by suitably skilled investigators. Protocols for new methods should be included, but well-established protocols may simply be referenced.

4. Results

The results section should provide details of all of the experiments that are required to support the conclusions of the paper. There is no specific word limit for this section. The section may be divided into subsections, each with a concise subheading. The results section should be written in past tense.

Tables must be cell-based without vertical lines. They should be produced in a spreadsheet program such as Microsoft Excel or in Microsoft Word. Type all text in tables using 9-point font on 10-points line spacing. Type the caption above the table to the same width as the table.

Tables should be numbered consecutively. Footnotes to tables should be typed below the table and should be referred to by superscript numbers. Submit separate files of tables in their original file format and not as graphic files in addition to incorporating in the main text. Tables should not duplicate results presented elsewhere in the manuscript (e.g., in graphs).

Table 1 Table caption

C1	C2	C3	C4
R1			
R2			
R3			
R4			
R5			
R6			

If figures are inserted into the main text, type figure captions below the figure. In addition, submit each figure individually as a separate file. Figures should be provided in a file format and resolution suitable for reproduction, e.g., EPS, JPEG or TIFF formats, without retouching. Photographs, charts and diagrams should be referred to as "Figure(s)" and should be numbered consecutively in the order to which they are referred

Figure 1 Figure caption

Table 2 Table caption

C1	C2	C3	C4	C5	C6	C7
R1						
R2						
R3						
R4						
R5						
R6						
R7						
R8						
R9						
R10						

Figure 2 Figure caption

5. Discussion

The discussion should spell out the major conclusions of the work along with some explanation or speculation on the significance of these conclusions. How do the conclusions affect the existing assumptions and models in the field? How can future research build on these observations? What are the key experiments that must be done? The discussion should be concise and tightly argued. Conclusions firmly established by the presented data, hypotheses supported by the presented data, and speculations suggested by the presented data should be clearly identified as such. The results and discussion may be combined into one section, if desired.

6. Conclusion

The Conclusion section restates the major findings and suggests further research.

7. Acknowledgements

People who contributed to the work but do not fit criteria for authorship should be listed in the Acknowledgments, along with their contributions. It is the authors' responsibility to ensure that anyone named in the acknowledgments agrees to being so named. The funding sources that have supported the work should be included in the acknowledgments.

8. References

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Abstracts

Author./(Year of publication)./Title of Abstract (abstract)./*Journal Title*,/*Volume*(Issue),/Page number.

Example:

Clark, D. V., Hausen, P. H., & Mammen, M. P. (2002). Impact of dengue in Thailand at the family and population levels (abstract).*Am J Trop Med Hyg, 67*(2 Suppl), 239.

Books

Author./(Year of publication)./*Book Title:*/*Capital letter also for subtitle*./Edition (if any)./Location,/Country :/Publisher.

Example:

Cochrane, A. (2007). *Understanding urban policy: A critical approach.* Malden, MA: Blackwell Publishing.

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Bulliet, R. W., Crossley, P. K., Headrick, D. R., Hirsch, S. W., Johnson, L. L., & Northrup, D. (2011). *The earth and its peoples: A global history* (5th ed.). Boston, MA: Wadsworth.

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To cite proceedings that are published regularly, use the same format as for a journal article. To cite proceedings that are published in book form, use the same format as for an article in a book.

Example:

Tester, J. W. (2008). The future of geothermal energy as a major global energy supplier. *Proceedings of the Sir Mark Oliphant International Frontiers of Science and Technology Australian Geothermal Energy Conference*, Canberra, Australia: Geoscience Australia. Retrieved from http://www.ga.gov.au/image_cache/GA11825.pdf

Dissertation or Thesis

Author./(Year of publication)./*Title of dissertation or thesis* /(Doctoral dissertation or Master's thesis)./Awarding Institution.

Example:

Norasingha, A. (2009). *Expression and distribution of mucorinic receptors in hepatic composite of the cirrhotic rat* (Master's thesis). Rangsit University, Pathum Thani.

Editorials

Author./(Year of publication)./Title of Editorial (editorial)./*Journal Title*,/ *Volume*(Issue),/Page numbers.

Example:

Fisher, R. I. (2003). Immunotherapy in Non-Hodgkin's lymphoma: Treatment advances (editorial). *Semin Oncol*, *30*(2Suppl 4), 1-2.

Journal Articles

Author./(Year of publication)./Article Title./*Journal Title*,/ *Volume*(Issue),/Page numbers.

Example:

Leelawat, S., Leelawat, K., Narong, S., & Matangkasombut, O. (2010). The dual effects of delta 9-tetrahydrocannabinol on cholangiocarcinoma cells: Anti-invasion activity at low concentration and apoptosis induction at high concentration. *Cancer Investigation*, *28*(4), 357-363.

Polk, A., Amsden, B., Scarrtt, D., Gonzal, A., Oknamefe, O., & Goosen, M. (1994). Oral delivery in aquaculture. *Aquacult. Eng*, *13*, 311-323.

Seals, D. R., & Tanaka, H. (2000). Manuscript peer review: A helpful checklist for students and novice referees. *Advances in Physiology Education*, *23*(1), 52-58.

Srichandum, S. & Rujirayanyong, T. (2010). Production scheduling for dispatching ready mixed concrete trucks using bee colony optimization. *American J. of Engineering and Applied Sciences*, *3*(1), 823-830.

Letters

Author./(Year of publication)./Title of Letter./*Journal Title*./ *Volume*(Issue),/Page number.

Example:

Enzensberger, W., & Fisher, P. A. (1996). Metronome in Parkinson's disease (letter). *Lancet*, *347*, 1337.

Notes

Author./(Year of publication)./Title of Note./*Journal Title*./ *Volume*(Issue),/Page number.

Example:

Haier, R. J., Schroeder, D. H., Tang, C., Head, K., & Colom, R. (2010). Gray matter correlates of cognitive ability tests used for vocational guidance. *Biomed Central*, *3*, 206.

Unpublished/In Press Articles

Author./(In press Year)./Article Title./*Journal Title*./(in press).

Example:

Veena, B. (2004). Economic pursuits and strategies of survival among Damor of Rajasthan. *J Hum Ecol.* (in press).

Internet periodicals

Author./(Year of publication)./Article Title./*Journal Title*,/*Volume*(issue),/ page numbers./Retrieved mm dd, year, from the full URL of the web page

Example:

Adams, P. J. (2000). Australian economic history. *Journal of Australian Economics*, *5*(2), 117-132. Retrieved June 12, 2001, from http://jae.org/articles.html

Internet non-periodicals

Author./(Year of publication)./*Article Title*./Retrieved mm dd, year, from the full URL of the web page

Example:

Lemire, D. (n.d.). *Write good papers*. Retrieved July 1, 2010, from http//www.daniel-lemire.com/blog/rules-to-write-a-good-research-paper

Newspaper retrieved from a database

Article – with an author

Author./(mm dd, Year)./Article Title./*News agency*./Retrieved from the full URL of the web page

Example:

Darby, A. (August 20, 2002). Rarest tiger skin a rugged survivor. *Sydney Morning Herald.* Retrieved from http://www.smh.com.au

Article – without an author

Article Title./(mm dd, Year)./ *News agency*./Retrieved from the full URL of the web page

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