

INTERVIEW TRANSCRIPTION

Interview 1

- M: for this purpose would you mind to speak just a little bit louder so I can have this recorded
- R2: how loud?
- M: just in case then I'll just use my phone at the same time
- M: uh so just in case that's not working, oh uh may I get your name first so I can address, oh I don't have your name, how should I address you?
- R2: you can call me Jonathan
- M: Jonathan?
- R1: I'm Edwin
- M: Edwin?
- R2: yes
- M: ok, so Edwin and Jonathan ok both of you seem to feel that, why do you think it is important to have the universities name stated at the very beginning of the brochure?
- R1: i would say that the name is very important because in order for a student to know which university they are going in particular and another thing is normally what a student would want is like they would like to know which university i mean the name, the ranking they will check it in Google soon the i mean the telecommunication world is very wide nowadays they can Google and check the ranking
- M: ok
- R1: so when the ranking is very good of the university it will give a more reliable thing for the student to go that particular university
- M: ok that means you would check ok this university is in which rank, is it at a very top ranking
- R2: -yes
- M: ok so what about you Jonathan?
- R1: well i quite kind of agree with Edwin, of course we want to know where we are going to
- M: hmms hmm
- R1: just, just in case it's a fake one, who knows
- M: oh ok, a fake one as in what do you mean by that?
- R1: uh i mean there are some institute that they, I come across some institute that actually improvise some program but actually they are profitable organization
- M: ok, alright sure and uh, ok that's good. And then for the second one, uh Edwin thinks that uh, why do you think that it is necessary oh like you have mentioned the rankings and important
- R2: yes
- M: so how long and how much they have achieved so far in all this
- R2: yes, yes, exactly
- M: ok, and uh for Edwin and also Jonathan, maybe not Edwin, Jonathan you feel that uh, why do you think it is important to know like the experiences from past or current students with the experiences with that particular university, how can that particular information help you in deciding ok if i want to go to this university or that university?
- R1: of course one thing is what we wanna experience is we wanna exchange experience from which is extraordinary and also a pleasant one for us of course

then we wanna know what had happened in the university and what are we expecting and of course if the testimony are good then we have more confident to go on the abroad program

M: oh will you be able to just simply trust just over because they you know they just tell you the experiences and so you're saying in fact that if you can grab a few students then they can share with you their past experiences and things like that you will gage from there?

R1: hmm hmm, and because I have kind of a lot of students that already participated in abroad program then they shared experiences to me. so i tend to more rely on uh interpersonal uh recommendation other than just the testimony on the paper brochure.

M: ah ok i see so personal recommendation from your friends

R1: yea

M: which university are you going to by the way Jonathan?

R1: this, I'm going to Naresuan university in Thailand, yea

M: in Thailand

R1: yea and actually i already met some student which they exchange to here in our faculty

M: oh ok ok, so what about yourself uh Edwin?

R2: same, I'm also going to the same university, Naresuan university in Thailand

M: ok, alright, ok the academic details, and i believe you feel that it is important to include the details of the programs in the brochure when you actually take a look at the brochures, is it sufficient if it's just the name of the programs?

R1: mmm, for me personally, uh i would say at least give us the source code, i mean the code for the course and the name for the course so uh brief introduction would be good enough but not so detailed

M: why? how can those things help in you deciding ok if I'm suitable for this particular university?

R1: I'll say I'll choose program instead of the university so for example if there are courses like uh produce languages or Japanese languages and then uh how many hours they are gonna conduct course and weekly how many hours or what they are gonna cover coz for myself I'm a German major student

M: ok

R1: an uh actually look through kind of a lot of German university abroad program

R1: which i find that most of the time is very important to let student know that what they are expecting in the whole sections and of course what are we going to do during the exchange

M: ok so you practically have an overview of what do you expect from this particular program

R1: yes

M: what about yourself Edwin?

R2: i strongly agree with Jonathan uh like what he said we need to know how many credits, how many hours, what are they expecting and what is the course that they give. let's say i want to go to the university right, let's say I'm an engineering student, let's say they give all the courses that is non-related but at the same time if let's say I could see some like um leadership program, something that is I'm not studying in engineering, I might take that opportunity to learn that subject

M: mmmm

R2: so that i can see what are they providing?

M: ok in details

- R2: is it beneficial for myself or not
M: ok so before you enter you would like to see details
R1: ya
R2: yes
R1: and of course uh of course if there is a credit transfer is available of course this is a added value point for us
R2: yes
M: yes then you can bring back together with you guys
R2: yes
M: ok that's good, and what about the uh detailing of activities and facilities that they have in a particular university, is that really essential?
R1: well uh for me you can for just for me like because now this telecommunication device is so uh
R2: honest
R1: on hand we can use it so websites of course is good enough for me
M: websites
R1: yea, you can introduce in the website but i think that brochures should always be handy, just keep the information short and sweet
M: what about when the brochure itself tells you, oh we have all these activities, societies, you know student associations and all those things
R1: yea
M: would it be essential?
R2: that would be good but then umm, since what as Jonathan said it should be handy and short but i don't think so they could like put it in altogether
R1: if for me, for me, i like details so if there are details it's always good for me
M: oh ok, as detailed as they can and that's very good for you ok
R1: but if you ask me in the brochure, then i wont, i don't like a stack of newspaper
M: oh ok
R1: yea but it's quite short and simple and easy to view
M: oh ok
R2: so if they could provide a website just for us to go and visit and you know, look at the what are there
M: click and go through the website
R2: yea
M: to see all the details
R2: that would be great
M: ok so with for the contact person how did you get in touch with the person in charge, you know if you go through the brochure a brochure usually they would the end part would be the person in charge, you know, contact, so did you actually call?
R2: from my experience, sorry to interrupt
M: yea it's ok
R2: from my experience, i think, email, we normally, we dont call persons
M: oh
R2: like we don't know whether they are busy
M: ok
R2: or you know it's like we have to do roaming and all that the easiest way is through email
M: oh ok, through email
R2: from my experiences
M: ok but they i believe they do reply?

- R2: yes, they do reply
M: oh ok
R1: unless for me, unless its short distance, I would just call like cos if i really want that thing I'll just call and make sure i can ask more information
M: ah ok, ok, then you know when you view a brochure you sometimes you see the campus map the location and all those things do you actually go to that particular university to have your first view beforehand,
R2: no
M: before you decide?
R1: no
M: oh you don't?
R1: i i just Google it
M: oh ok so if you see all those things the information in the brochure that would be sufficient
R2: yes
R1: yes
M: for you to have a frame of reference, ok that's good and just final two question one is apart from, one minute, sorry, ok apart from all the information that just now both of you have gone through yea the uh you know the brochure name and the universities achievements and all this their mission and goals the academic details and all this type of activities they have, the programs and the contact information i believe is at the end here ok and the campus map and the which country, besides all of these, which other things you would suggest that should be included in i don't know probably future brochure designing
R2: you mean the priority they should be given?
M: apart from
R2: or apart from this?
M: apart from this, being a student that who had planned to go to abroad studies and when you are given a brochure what is it more that you would like to see in the brochure which would help you decide for your study abroad program apart from these
R1: well i think all this information is quite helpful for me
M: ok
R1: so i think it's more than enough
R2: sufficient enough right
M: sufficient it's enough for you, ok and last question like i had mentioned, is there anything in particular your hoping for to achieve by participating in this study abroad program, do you have a specific objective that's what I'm trying to say, do you have a specific objective in going for this study abroad program?
R1: no, me it's of course, meeting people for me is always uh vital, vital, um I'm sorry, i like to meet people
M: ok
R1: so i go abroad and i want to meet people and of course i want to get to know people
M: oh
R1: not just by just one or two day experience, maybe one month at least and then, to live in their culture and experience the culture is vital for me
M: so for you bringing back the academic element is just part of
R1: yes
M: your experience but going abroad and having the networking and bring back the culture and experience

- R1: yea to learn their culture
M: ok what about you Edwin?
R2: for me the most important thing why i wanna go abroad is first thing yes the culture, second thing the language, third thing is, most of this studying abroad things i believe they provide this motivational course leadership course which i think is very vital nowadays
M: ok
R2: as we know it's very competitive to the world outside
M: uh huh
R2: so i think that's why i wanna go for the leadership, skills, and the language
M: you mean they're providing all this
R2: yes
M: in their program?
R2: yes
M: ah ok ok, so you can bring all this back with you and definitely it could be very useful
R2: share it with other students here
M: ok, alright
R1: -and uh track back a little bit
M: sure
R1: so if if ask asked you ask me of course I would like to see more interesting pictures in the brochure
M: ok so to you the the uh
R1: visual visible
M: visibility of this particular university or the program is important so the pictures is essential to you
R2: yes of course
M: ok ok, alright, thank you very much
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Interview 2

M: How do I address you?

R3: Sandra

R4: Han Sin

M: Would you mind to speak a little louder so my recorder can have your voice in it? Ok? Thank you very much

R3: ok

M: Ok, Sandra and Hansin. Let me take a look which are the things that you think are important to be in the brochure. So, Hansin, why do you feel that it is necessary to include information concerning that particular achievement, how long has it been in the industry, what is it so special, why you feel it is important to include all these when you take a look at the brochure?

R4: If I know their achievement, so I can know what is the advantage of this uni so when I come back to UM I can give my opinion and suggestion for improvement, so I think this is very important

M: ok. Sandra, you would think that knowing the past comments from the current or the previous students re important for you in deciding , why do you feel this is important? How can this information help you in deciding if I should go to this uni?

R3: because the people I mean the students who actually giving the comments because they are the one who actually experiencing this kind of things, they are the one who tell me all these experience I think its more convincing than those staff in the uni would telling me, you know it might be they try to make it nice

M: but it may not be true

R3: ya, I think that's important

M: which uni are you planning to go for?

R3: Naresuan uni

M: In Thailand?

R3: Yup

M: Same goes for you?

R4: Yes

M: Next one, both of you think that academic details is important, would it be sufficient if just the name of the programme or do you feel it should be in details, credit transfer, how much you gonna pay? Why you feel it's important?

R4: I think it's important so that when I go there I can know what actually I will do there, what advantage I will get, I must know all details in that university

M: Sandra?

R3: I think the same thing

M: What about the activities and the facilities, you know when you look at the brochure, they will tell you this particular uni we have got student association, we have got this festival, activities, sports, would this be important

R4: Activity quite important also, so I know what to join, some activities got risks, so I can prepare first, if some activities may have some risks, should know the activities before I go

R3: I think important, because if the uni have more celebration, like that I think the uni quite interesting to be in, like fun life as well

M: Fun?

R3: True

M: How about the person in charge? How do you keep in touch you know at the end of the page, the email, address, how do you keep in touch, do you call? or email? Before you enrol in this particular uni?

- R3: I would just email them first because you directly call, then you have to pay more sometimes maybe like Japan, Korea, sometimes you call up, they don't really know how to speak English I think quite
- M: Language barrier, when you email, they response, what about you Hansin?
- R4: also prefer to email
- M: what about map and campus location? Do you actually go to the uni and look it before hand? Sometimes like this campus map, where? Do you actually go to look beforehand, or what you see here is actually enough?
- R3: Normally we will just see the location of the university, and what's around the uni, like shopping mall some facilities, form the brochure, and internet?
- M: Hansin?
- R4: Yes
- M: You mean you have travel to Thailand?
- R4: You mean before I go?
- M: Before you enter?
- R4: travel? No, when I get the brochure, I will look for some interesting place, historical place
- M: Besides these, what other things you suggest to include in future design? In future you want to have this in the brochure?
- R4: some pictures of the dormitory of the uni
- M: ok, accommodation, what else?
- R3: some extra information about the city, not just campus, nearby cities around campus
- M: is there anything in particular you are hoping to achieve for going to this study abroad programme? What is your specific objective
- R4: I want to know more about the country, I want to also know the culture, the people , foreigners
- R3: I would like to observe the culture diversity because quite important to see the difference, by seeing the difference we can realize to know our culture how important it is and I think that is the most important
- M: so besides academic elements you would like to experience the difference culture
- R3: especially attitude when they studying, what is the difference between the Malaysian students and the Thai students
- M: you all are going very soon right?
- R3: yes, very soon
- M: how soon?
- R3: coming Thursday
- M: ok, how long?
- R3: one month, thank you very much, token for you
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Interview 3

- M: Before that, I need to get your name first how do I address you?
- R5: Wei Chun
- R6: Chin Yi
- M: Wei Chun and Chin Yi. Ok. Before that which university? Also in Thailand?
- R5: Ya
- R6: Ya
- M: For 1 month?
- R5: Ya
- M: Very good, I can see here that for you Wei chun, why it is necessary for you to know the university's achievement, how long has it been, the rankings, what is it so special about this university? Why is it important to know all this beforehand?
- R5: I think better get the uni those like history specialities so I can find out what I can learn
- M: Achievement, rankings, how long has it been like 1980, why you need to know?
- R5: I guess I need to know
- M: Why?
- R5: Because of the name of the university
- M: You mean the brand name?
- R5: Like I tell someone I went to Thailand, I hope that people know the uni
- M: I see, people can recognize as soon as you mention the name of the university
- R5: Ya
- M: I see, so the recognition is important to you
- R5: Ya
- M: the vision and the goals important to you?
- R5: ya
- M: Why?
- R5: as I said what is the uni for, then I can know what I can learn from it,
- M: by knowing what are the uni goals and what you can learn from it
- R5: Ya
- M: And you think you tick for this one very important to know the comments form the past and existing students, that means you how can that help you to know that this is the right uni for you during your decision making process?
- R5: maybe I can use their experience what to do, how to adapt better
- M: As in?
- R5: Life and learning process
- M: When they share their experience with you, you can actually learn..?
- R5: Ya, I can learn what I have to do, you go to new environment, you know particular what to expect
- M: Chin Yi, do you have that, not very important, but it's important to you, why do you say that?
- R6: I think different people will have different comments for the particular uni, just a suggestion to know is this good or not?
- M: How that can info help you?
- R6: The expenditure
- M: You know what to expect because they share with you, ok that's fair, ok. The types of activities and facilities available, ok. Why do you think its important when you look in the brochure, activities, festivals to know before hand?
- R6: if the activities is interesting then maybe I will taking part, in the activity to have fun and learn some things through the activities that they have

- M: ok, besides the academic elements, it's the fun part
- R5: I think it helps to bring up our passionate
- M: passionate about the uni?
- R5: Ya, activities help students to mix up also,
- M: Together
- R5: We join their activities
- M: And for the contact information?
- R5: in case of emergency
- M: when you look at their brochure at the end, you usually have the email, website, call number, how do actually keep In touch, get info, call? Email?
- R6: Email
- M: ok, then they reply?
- R6: Ya
- M: You don't call?
- R6: if the time is closer then I will call
- M; To make sure, initial stage?
- R6: call
- M: Same for you?
- R5; Go to website, then find out what is it about
- M: Call?
- R5: No
- M: Efficient way, googling
- R5; when I reach there, I will get more info, details form people there
- M: ok,final 2 question, apart from all these, what other key info that you think should include in the brochure?
- R6: apart from these?
- M: Yes
- R5: Geography more details, I still hard to find out where is this
- M: map where this uni is, their campus location, not details enough
- R5: for people not Thailand, I found I see like this I really can't find where is this
- M; So, if they plot down where the location In the map
- R5: nearby city, some landmark, how far
- R6: current transport
- M: ok, do you have a specific objective when apply for going to this study abroad programme, do you have in mind what do you want to achieve for going to this study abroad programme?
- R6: learning the language
- R5: experiencing different culture, different life, mix with friends
- M: networking, you?
- R6; same, besides the academic that you will be bringing back, you get to experience the different culture, learning their language, meeting new friends, ok, that's all, very good
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Interview 4

- M: Before that, may I get your name?
- R7: Choong Chai Li
- M: You?
- R8: Sumithra
- M: Before that I believe, since the rest are also going for the university in Thailand, you guys are the same?
- R8: No, I am going to Germany
- M: Which university is that?
- R8: University of Applied Science
- M: You
- R7: Chonnam National University in Korea
- M: Oh Korea, you can speak Korea? Is that why you are planning to go to Korea? When are you travelling?
- R7: 26th
- M: Same goes with you?
- R8: No, in September
- M: Ok, everything is confirm
- R8: Exactly, I don't get your name
- M: I'm Lee, I can see these are the things that are important that should be in the brochure, alright. Let's start with , why do you think it is necessary to know beforehand this particular university's achievement, how long has it been in the academic industry, the specialities, why you think it's necessary when go through the brochure
- R8: First of all, the calibre of the university what I would be getting
- M: would you mind to speak a little louder
- R8: Basically, the calibre of the university, I would know what I would be getting from this university in erm of experience, that would determine why I would choose that
- R7: Almost the same, see whether the university is reliable, see the experience, if has many years, shows that the uni is good, the rankings as well, like university Malaya, then can compare with other university
- M: The recognition, the reputation, yourself, you think having the name the motto and slogan also important?
- R7: if you don't have the name, nobody will know is that university, identity of the university
- M: ok, good. We have I believe the visions and mission of the university
- R8: Exactly
- M: What are they looking for, what are their goals, you feel important, how can this help you, by having comments and sharing of thought with past and existing students? How can those info help you
- R8: When you put these things in the brochure, most of it is generic, what the university is about but having comment form students that's the real, it's the experience itself, the external factor, another is the experience itself, that would give you the real expectation so to speak as what you will be getting
- M: It would help in a way, a little bit of preview of what to expect
- R8: That's right
- M: what about you?
- R7: we don't know about the uni, these people have been there, and they have been abroad as well, so we can relate better.

- M: because of the actual experiences, the academic details. Would it be sufficient if just have the programme names alone? Just the name
- R8: not really
- M: you think should have all the details?
- R8: At least for the main part of it, for example when I was looking through the university, the university that I choose they have all these details, they are so foreign to us, it's not like another university in Malaysia, where you know the culture, you know the cost of living, it's totally different, you have no clue what the cost is going to be like, when you wanna choose something, you have to consider all these aspects as well, not just the reputation of the uni, when I read through their brochure, it all make sense to me, I read, and ok I can handle, you know
- M: it gives a framework what am I going to expect, how much its going to be
- R8: Yes, it helps in the planning
- M: Are you capable, affordable
- R8: Yes
- M: What about the types of facilities and activities available, is it very I mean why is it important, necessary to be included in the brochure, this festival, students association, why you think it should be include
- R8: Me again, for me education is not just about academic, study, its more about the experience, I think you learn so much more through interactions, activities, that makes you a person, it's not about just going to school studying getting your As and gong back its more that these, that's why these are important for me, it gives me broader perspective of life, when we go abroad, the culture, language, much better person
- M: Chai Li?
- R7: actually for me, I'm going for the summer session, for me studying is not really for three weeks
- M: For yourself, a month for you?
- R8: Mine is a semester
- M: How long? 4 or 6 months
- R8: 5 months
- R7: 3 weeks, that's why activities are important
- M: for yourself a short period of time
- R7: That's why you want to experience as much culture as possible
- M: You like a Korean too
- R7: I get a lot of that
- M: ok, blend in well, for the person in charge, the contact person, beforehand, did you actually go call and find out? About that university? Email/phone/fax?
- R8: for me email and they respond very quick, and again this info was available in the brochure, and very specific, international students abroad overseas contact this person, immediate respond, very convenient
- M: your case right there, good. Yourself?
- R7: in their website they didn't put the contact information it was difficult
- M: You u mean you did not have brochure to look for the info?
- R7: I went to their website, a bit out-dated, past years some programmes, through that get info
- R8: It's really hard isn't it when you don't have the contact person, they are the only ones who know when it's hard to find that person
- M: Sometimes, they give you a general line its difficult isn't it, go round and round and search

R8: for me it was really specific, they gave person name, email, was able to get her immediate

M: for this location and campus map, when you look into the brochure, I believe you have gone through, you would have things like that countrys surrounding place, campus location, faculties, would that be sufficient, do you actually go there and take a look? Before you decide

R8: for me, not important if everything else fits in, the campus itself, how is it located, or what's in it, doesn't matter, I will find my way, it would be the next step

M: find you way around

R8: After the process is done, you can read the brochure for the layout that's fine initial stages not necessary

R7: this is for initial stages ah? Then it's not very important, I thought it's like after you arrive, you can ask people how to go around

M: Initial not necessary look in details

R8: wouldn't be into your consider decision because of this layout ok I'm comfortable

M: Last final 2 question, besides these standard or generic content, what other key information would you think should be included for future brochure designing for people like you who are going to go abroad, what essential elements besides these? Pictures be essential

R7: no, maybe picture was taken when it was newly built so it's very deceiving ya

R8: you doubt right

M: So picture does not tell you the true picture

R8: But it helps right

R7: It helps

R8: for me exchange programme it an opportunity to explore the region to explore the cultural aspects, maybe a bit more emphasis on that I don't know from people I have spoken to, academic is not the main reason to go abroad, if its for academic may as well stay here and study, so more emphasis on that like travelling in Asia, if talk about studying in Malaysia, can talk more about the region itself statistical

M: Nearby cities

R8: main festivals in Malaysia, at this this month people are celebrating it this way, when they want to come over, they can plan ok let's go this semester to do this this things whether condition things like that

M: so more to the region, nearby cities, language, what about you?

R7: If I can I would choose to go for other weather not summer, but that's the only time I'm available

M: I believe you can go another time, is there anything in particular you are hopng to achieve in going for this abroad programme? Specific objective you have in mind?

R8: for me it's the exposure to the way of life in this western side as compared to Asia, exposure different way of life, I would love to experience the weather

M: September, is it winter?

R8: exactly, one of the reason studying abroad in the western versus the eastern which is something I've already been exposed to

M: for yourself besides the summer?

R7: Basically, the culture and to have fun, just to have fun, because in three weeks

M: I see, academic is not what to be stress

R7: I don't even know I can transfer credit

- M: ok
- R7: so, basically the culture and to have fun
- R8: I would say the exposure; the way people speak yours will be English right?
- R8: In that case, yes English, but they are speaking German as well, I'm looking forward to that
- M: you can learn?
- R8: Yes they say I could sit in for intensive course, I'm really into that
- M: That you very much, a little token of appreciation
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Interview 5

M: How do I address you?

R9: Fitri

M: How about you?

R10: Ada

M: Which university are you guys going to? IS it the one in Thailand?

R9: No, in Indonesia, Universitas Hasanuddin

M: Same goes for you, before that let me take a look, first of all both of you Fitri and Ada you think that knowing the institutions name, what are the achievements, how long has it been in the academic industry, their mission and goals are important. Why do you feel this information is important to be in the brochure before you decide, I want to go to this one?

R9: we know the institution by its name, and then we research on the best institution to study and then we pick the best we choose from the brochure, first we see all these things because one of the choose the best, research their achievement

M: what about you Ada?

R10: for me the first impression, the first thing to choose university is their vision, mission from the brochure, to know the level, how about the university

M: So it gives you the reputation, the recognition, when you talk about hasanuddin, people know about it?

R9: yes

M: What about the comments you don't really think it's important, then I will ask Ada, why do you think when you look at the university brochure, you have past experience sharing their experience, tis university macam ni, why you think this is important, how can that help you in your decision making process?

R10: from that brochure, we know something that we don't know, these comments will know something, a new from this university its ok for me.

M: Bagi Fitri tak important sangat, kalau Fitri dapat tengok macam ni macam ni kan, student past past lama lama, oh, tak important pada Fitri?

R9: Pada saya, komen dan pendapat itu tak semestinya dia perlu ada, tak kata dia tak penting tapi less important, kurang, kalau letak pun boleh, tak letak pun boleh, kadang kadang ini brochure ni tak semua berdasarkan pendapat student, kadang kadang, university tu dia pilih students di amabil aje

M: So you macam syak syak sikit lah, pick yang terbaik saja

R9: Dia kadang kadang ambil yang terbaik, ada yang lain mungkin dia tak suka

M: rasa tak original

R9: Ya

M: So to you, ada ok, tak ada pun ok tapi your actual experience kat sana nanti paling important lah, bila you experience dekat sana

R9: Yalah, kita akan mengalami itu sendiri baru kita tahu macam mana

M: So, bagi academic details, macam you tengok brochure kan, they tell you berapa jam kredit, macam mana cost of living, credit transfer, why do you this is important, is it important if I just put, program, nama saja, cukup tak?

R10: Tak cukup

M: Tak cukup, kena ada program yang dibentangkan dalam brochure, mengapa you rasa ia penting?

R10: memudahkan pelajar, bila kita tengok brochure, kita tak perlu bertanya banyak pada pegawai sebab di dalam ada semua, berapa transfer jam kredit, memudahkan pelajar

M: bila you nak pilih, bagi Fitri pula?

- R9: pada saya, saya rasa penting, sebab kita memilih sesuatu university kita lihat apa course yang dicadangkan, kita nak tengok sesuai tak dengan kehendak kita, jadi benda begitu penting, pada saya living xpenses bagi saya kurang, sebab apa, contoh kalau kita ke mana mana ke luar Negara, bila kita ke luar Negara, kebanyakan kita kalau nak sambung belajar contoh kita akan memilih sponsor, ataupun biasiswa, bila ada biasiswa, mesti dia akan ada biasiswa dengan keadaan...expense semua kurang lah, dia akan macam orang dah tahu, dia bagi biasiswa, dia dah tahu macam mana life kat sana kan, bukan kata tak penting tapi
- M: Tak worry sangat lah
- R9: Ha, tak worry sangat lah, ke luar Negara biasanya akan cari sponsor
- M: Bila you tengok brochure kan cantik, berwarna warni, adakah important kalau mereka bubuh semua aktiviti lah, facility ada library, festival ini, society ini, banyak dekat brochure, penting tak bagi Fitri?
- R9: kalau saya, facility tu paling penting
- M: Mengapa?
- R9: Memudahkan kita macam pelajar baru, kita tak tahu library kat mana, kalau dah ada brochure macam ini, kita tahu kat man kawasan ni, kita tak perlu contohnya kita tak menguasai bahasa dia lagi, so kita boleh cari, mudah kita nak cari, kalau macam aktiviti itu semua, actually taklah semua sepatutnya dimasukkan, yang mana aktiviti yang penting ataupun ada nilai yang terbaik rasa boleh masuk
- M: What about you, Ada?
- R10: saya juga setuju dengan Fitri
- M: Apa yang you setuju?
- R10: tak semua aktiviti perlu dimasukkan, yang mana mana yang penting dan apa contoh perpustakaan dalam brochure kita boleh tahu bila masa dia open, mudahkan kita
- M: Maksud dia facility dan aktiviti yang berkenaan...
- R9: yang pembelajaran
- M: yang pembelajaran saja yang penting?
- R9: Tak juga
- M: Kalau macam sport, leisure, fun
- R10: Ok juga
- M: yang tu?
- R9: bagi saya, yang simple, macam kawasan ni, untuk leisure kah, kat mana, dia bagi tahu just simple lah, tak payah begitu detail ok yang persatuan buat macam ni, just bagi tahu mungkin yang simple simple saja
- M: Ok, yang contact information kan mula mula sebelum Fitri dan Ada nak tahu pergi ke mana university, macam mana you keep in touch with the university? Bila you rujuk brochure, biasa you ada kan, telefon, email, website, you call ke universiti hasanuddin, macam mana you keep in touch, dari mula mula lagi sebelum you buat keputusan ke universiti hasanuddin?
- R9: biasanya kami ke ni, tapi banyak yang berhubung melalui email, sebab apa, mungkin kita tak tahu waktu kita dengan waktu kita call ni sama, jadi kita gunakan email, macam email kat rumah pun boleh buka, boleh check email, mana mana saja, untuk info, memang email
- M: Ada respons?
- R9: ya
- M: Ada, sama juga ada respon?
- R1: ya
- M: last sekali, institution map, campus location, penting tak, kalau mula mula Ada dan Fitri tengok, mereka bagi campus dan location map di mana ni Japan,

imagine ni hasanuddin Indonesia, ada peta ada information, location, fakulti mana, semua mana, penting tak bila initial stage masa Fitri dan Ada buat keputusan dulu?

R9: pada saya, rasa penting, contoh kalau dia ada map ok first kita nak datang, kalau kita pergi sana kita kena tahu, kat mana kawasan tu, senang information untuk kita dan juga orang lain selain daripada kita family, satu lagi kita nak pergi sana, kita nak tahu mana tempat dia, kat mana untuk beli tiket and then dia punya transportation, kita tak kita kena tahu untuk memudahkan kita semua, jadi kalau kita tak tahu kita tercairi cari macam first time I datang ke UM, I tak tahu tak pernah terfikir nak cari map, just bergantung pada family lah and then bila dah sampai, bila dekat university I baru tercairi mana map kawasan ni, mana KL, jalan nak guna transport apa, baru first time itu pengalaman saya, jadi saya rasa kena tahu, jadi kita akan mudah

M: Sama dengan Ada? Ada rasa perlu maklumat ini sebelum datang?

R10: Ya

M: So, bila datang tak kelam kabut, fakulti mana, jalan mana, belok mana, itu penting, last 2 questions, selain daripada information yang di sini, yang biasa kita tengok dalam brochure, information apa Fitri dan Ada rasa, pasti and memang perlu ada dalam brochure mungkin untuk future brochure designing bagi student yang pergi study abroad, picture penting kah?

R9: Yes, ya. Macam picture salah satu penting, kita tahu bentuk university macam mana, gambaran macam mana, selain itu pernah di dalam brochure pernah saya jumpa dia sediakan CD

M: Oh ada CD? Ada apa?

R9: Di dalam itu, yang brochure dia, CD dia detail, brochure dia simple, dalam CD ada video untuk course information, mapa dan macam macam, bagi saya, untuk zaman sekarang, kita tak boleh harap pada brochure dalam kertas, tak banyak kita boleh masukkan dlm itu, kalau kita masuk dalam satu ruang yang limited, kita tak mampu, sekarang pun ada CD kecil, benda itu memudahkan, kita boleh tahu dan kita tak perlu banyak kalau ada untuk berhubung, kita boleh tahu melalui macam itu.

M: Tapi pada sekelip mata, bagi Fitri, kalau brochure, kalau CD kena balik bubuh dlm computer, kalau pada sekelip mata, apa yang Fitri dan Ada rasa kena ada lah, kalau student dapat tengok, oh yalah ini baik, yang dapat menolong dalam buat keputusan, macam capture your attention at the very first beginning, CD itu very good suggestion, you can see very detail

R9: pada saya, contoh kita banyak brochure kan, kita ada gambar itu penting, tapi kita tak akan mampu buat keputusan dalam sekelip mata I nak pergi ini terus, kita akan balik, study balik kita akan buka web, google web, tengok balik nak kita nak study yang lebih baik, kita ada choice. Kalau untuk sekelip mata, kalau kita pandang just tengok kita punya mata ini macam tertarik kepada warna warna dan gambar

M: Tak banyak tulisan

R9: biasanya orang tak akan tengok tulisan, wah ini kalau dia suka warna orange dia tengok brochure orange

M: Sama dengan Ada juga?

R10: Ya

M: more than tulisan for brochure

R10: Ya

R9: Dia akan Nampak, dia akan ambil brochure yang ikut menarik dia akan ambil tengok buka baca

- M: last question, what is the specific objective for going to this study abroad program, apa yang terlintas pada fikiran Fitri dan Ada, apa sebabnya saya nak pergi study abroad program ini, bila pergi, bulan ini?
- R9: this Friday
- R10: Jumaat
- M: yang Thailand Thursday, what the objective
- R9: macam saya, saya study Antroposociology, kaji budaya dan kaji masyarakat, jadi bila dengar ada offer nak pergi sana, memang saya jenis yang nak tahu something yang baru, nak belajar yang baru, same time I suka buat observation, jadi sama dengan field saya, kita pergi luar Negara, kita boleh tengok dia punya perbezaan, kita boleh tengok dia punya culture and lifestyle, bagi saya itu dia punya main objektif, selain itu saya nak belajar juga kebudayaan, bahasa, masyarakat dia, dia punya melihat kawasan dia macam mana, kesesuaian dia
- M: Ada sama course dengan Fitri?
- R10: Saya sastera, literature. Pertama sekali, bila tahu ada tawaran pergi universiti hasanuddin, satu saja I nak tahu, kita ada karya kita sendiri dia orang pun ada karya dia orang sendiri, saya nak tengok sejauh mana karya itu perbandingan dengan Malaysia, sebab kita serumpun, tapi kita tak pernah mengenal dia orang, dengan program ni, kita akan cuba kenal dia orang,
- M: Dari segi akademik, penting tak, dari segi mereka cakap, bahasa mereka, culture mereka, hidup mereka,
- R10: Ya
- R9: Ya
- R10: Saya rasa sangat penting untuk
- R9: Kita belajar bukan saja daripada buku, jadi kita benda yang life
- M: Benda yang kita tak dapat cari dalam buku lah?
- R9: Yes
- R10: Yes
- M: Macam you pergi sana you experience first-hand lah, Hmmm very good thank you
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