UNIVERSITI TEKNOLOGI MARA
Cawangan Sarawak
Kampus Mukah

N57 TELLIAN

INDUSTRIAL REPORT FOR TELLIAN COMMUNITY PROJECT

2021 - 2026



Corporate Communication Unit,
UiTM Sarawak Branch,
Mukah Campus

TELLIAN COMMUNITY PROJECT

INDUSTRIAL REPORT

(2021 – 2026)

Perpustakaan Negara Malaysia

Kuala Lumpur

2026

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e-ISBN: 978-629-92881-0-7
Published Date: 1 November 2026

Published by
Corporate Communication Unit
Universiti Teknologi MARA
Sarawak Branch Mukah Campus
K.M 7.5 Jalan Oya
96400 Mukah, Sarawak

PUBLICATION CREDITS

Published in 2026 by
Corporate Communication Unit
Universiti Teknologi MARA
Sarawak Branch Mukah Campus
K.M 7.5 Jalan Oya
96400 Mukah, Sarawak

Printed by
Bao Enterprise
e-ISBN: 978-629-92881-0-7
Copyright: CRLY2026Q0752

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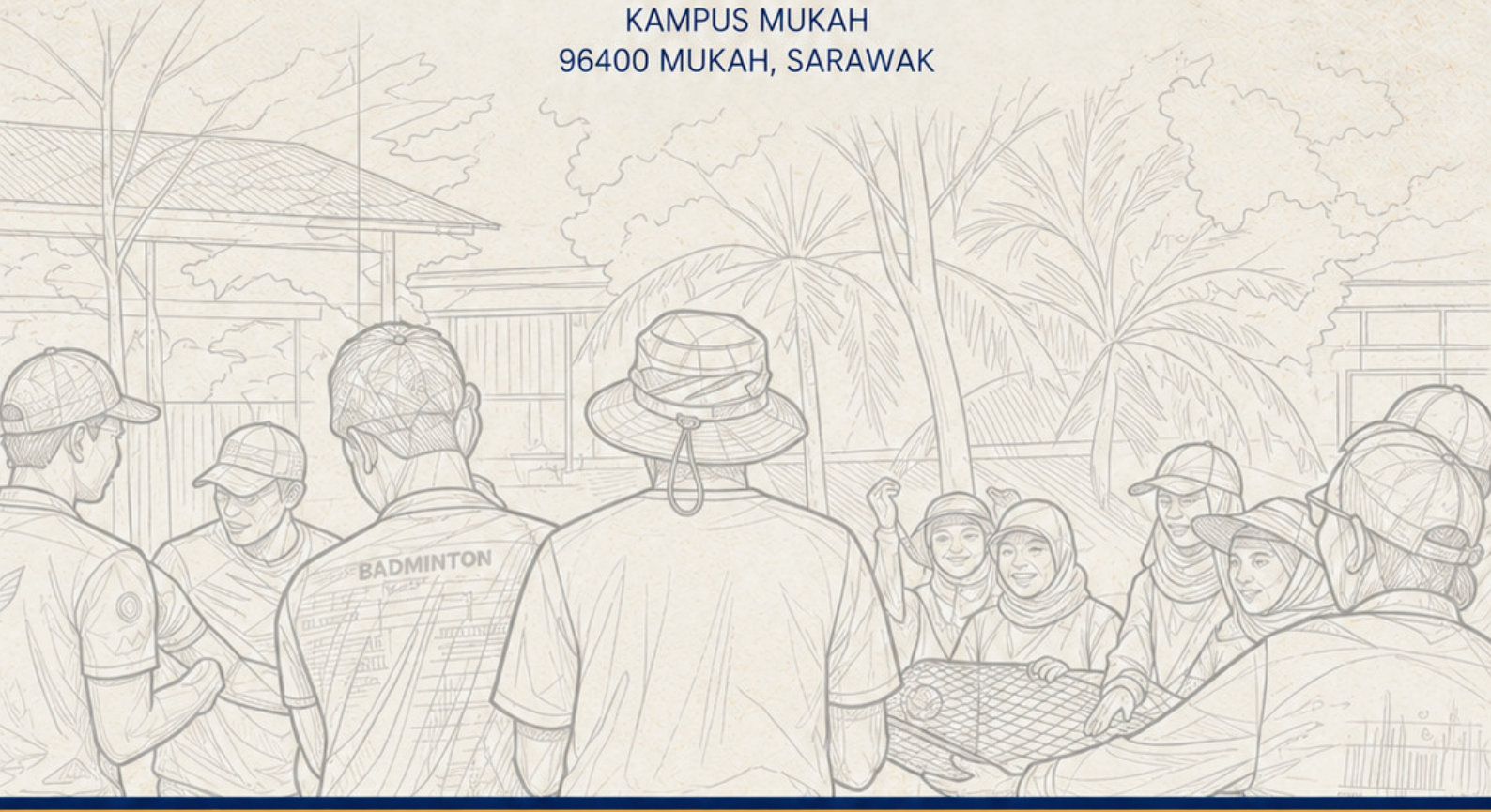
CHAPTER 3

TELLIAN MUKAH YOUTH ENTREPRENEUR DEVELOPMENT PROGRAMME

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1.0 INTRODUCTION

1.1 PROGRAMME/MODULE DETAILS

The Youth Entrepreneur Development Programme, together with the Mobile Application Development Programme, was held from 19 to 20 May 2023 at Kingwood Hotel, Mukah. The programme was organised to guide entrepreneurs in registering their ecotourism products with the relevant agencies. To support the development of their sales processes, the programme also provided participants with information and guidance on the procedures for obtaining halal certification for ecotourism products. In addition, business-matching sessions were conducted between the entrepreneurs and agencies relevant to their respective products. These sessions enabled the entrepreneurs to identify and better understand the potential of their businesses.

1.2 BACKGROUND OF THE STUDY/ PROGRAMME PROSPECTS

As part of efforts to ensure the continued growth of Sarawak's tourism industry, various initiatives have been undertaken by the state government and relevant stakeholders to develop the tourism sector into a sustainable and resilient industry that contributes inclusively to economic development. One of the initiatives currently being planned is the development of Sarawak's first floating market along the Tellian River in Mukah. The proposed floating market is similar in concept to the floating markets in Bangkok, Thailand, which are well-established tourist attractions. Although similar floating market concepts have already been introduced in Malaysia, such as those at Pantai Suri in Kelantan and Pangkalan Tok Kuning in Perlis, the establishment of a floating market in Sarawak represents a unique and practical initiative. The proposed Tellian River Floating Market forms part of the "Xtra Tourism" project under the "MukahXtra" development initiative. It is expected to enhance the socio-economic development of the local community and the Mukah Division as a whole.

The Tellian River area is home to a concentration of Melanau cultural and heritage attractions, including the Jerunei, Lamin Dana, the Sapan Puloh Mini Museum, and many other significant cultural treasures. It also represents an important aspect of Melanau identity, having served as a vital transportation and communication route from earlier times to the present day. The development of the floating market is also expected to contribute to the conservation of the river and the preservation of the culture and heritage of the local community.

This community development programme, which focuses on ecotourism and entrepreneurship, integrates elements of human capital development and capacity building through training, mentoring, and consultation conducted between UiTM Sarawak and the local Tellian community. In addition, the community development programme has contributed to improving the economic standing of local entrepreneurs while promoting Mukah as a preferred tourism destination. In brief, the programme provides opportunities for the local community to develop and showcase ecotourism products rooted in local culture, arts, and historical heritage. The programme has also nurtured an entrepreneurial community capable of becoming local champions who can ensure the long-term sustainability of the ecotourism products developed.

1.3 PROBLEM STATEMENT

At present, communities in the Mukah District still have limited opportunities to increase their income through existing products and services. Many entrepreneurs have been adversely affected by the COVID-19 pandemic since 2020, which has restricted their ability to develop their ecotourism products.Furthermore, the lack of preparedness among entrepreneurs in addressing such challenges has further complicated the situation, particularly as many have not received direct guidance on how to overcome these difficulties. Young entrepreneurs who are newly involved in business require comprehensive guidance and support in developing ecotourism products. Therefore, this programme assists entrepreneurs through collaboration with relevant industry stakeholders and government agencies. The project also aims to foster discipline and consistency among members of the local entrepreneurial community in managing and sustaining their businesses.

2.0 STUDY OBJECTIVES

2.1 DETAILS OF THE OBJECTIVES

From this community project, there are a few research objectives that can be attained, namely:

1. To develop ecotourism products for commercialisation
2. To nurture rural entrepreneurs whose businesses are centred on ecotourism

To assist entrepreneurs in developing ecotourism products, a business-matching module was conducted to connect them with suitable agencies and enable them to better understand their respective business requirements. At the same time, representatives from various agencies and organisations were invited to deliver relevant sessions. These included a session on Sharing Experiences in Community-Based Tourism Product Development, delivered by lecturers from UiTM Sarawak, as well as a sharing session on the business experience of KODELT Sago Noodles, presented by the Tellian Cooperative. To nurture entrepreneurs whose businesses are based on ecotourism, CRAUN Research also conducted a knowledge-sharing session on the development of sago-based products and the requirements for halal certification.

3.0 RESEARCH METHODOLOGY

To ensure that the ecotourism product development programme in the Tellian area generates a meaningful impact on the community, this study focuses on the level of entrepreneurship among micro-entrepreneurs in the area. Its primary purpose is to examine the relationships between several important entrepreneurial elements, including individual entrepreneurial orientation, entrepreneurship education, motivation, entrepreneurial intention, and entrepreneurial behaviour within the local community.

3.1 RESEARCH DESIGN

This study employed a quantitative approach through the distribution of questionnaires. The questionnaires were used to collect information concerning the perceptions, attitudes, and actual experiences of micro-entrepreneurs who were directly or indirectly involved in ecotourism-related activities.

3.2 RESEARCH LOCATION

The study was conducted at Kingwood Hotel, Mukah, with the participation of individuals from Kampung Tellian, Mukah. Kampung Tellian is a community that is actively developing its ecotourism potential through the involvement of local residents, particularly micro-entrepreneurs.

3.3 RESEARCH RESPONDENTS

The respondents comprised local micro-entrepreneurs, including traditional food producers, handicraft makers, and individuals actively involved in local economic activities. Purposive sampling was employed to ensure that only relevant individuals with entrepreneurial experience were selected. A total of 30 micro-entrepreneurs participated in the study.

3.4 DATA COLLECTION METHOD

Data were collected using a structured questionnaire developed based on five main constructs:



3.5 Research Instrument

The questionnaire consisted of closed-ended questions using a seven-point Likert scale, ranging from 1 = strongly disagree to 7 = strongly agree. This scale enabled the data to be measured consistently and analysed systematically. The introductory section of the questionnaire also contained demographic questions relating to age, gender, ethnicity, marital status, educational level, and business experience.

3.6 RESEARCH FINDINGS

3.6.1 Demographic Profile

Table 1: Demographic Profile of Micro-Entrepreneurs in the Tellian Area, Mukah

Demographic		Number	Percentage (%)
Gender			
	Male	8	24.2
	Female	25	75.8
Ethnic			
	Malay	3	9.1
	Chinese	2	6.1
	Bidayuh	1	3
	Melanau	27	81.8
Marital Status			
	Single	20	60.6
	Married	9	27.3
	Widowed/Divorced	4	12.1
Age			
	Below 20 years old	1	3
	20-29 years old	3	9.1
	30-39 years old	10	30.3
	40-49 years old	8	24.2
	50 years old and above	11	33.3
Educational Level			
	Secondary School	26	78.8
	Diploma	4	12.1
	Bachelor's Degree	1	3
	Master's Degree	1	3
	Doctor of Philosophy (PhD)	1	3

Demographic		Number	Percentage (%)
Involvement in Business Activities			
	Yes	26	78.8
	No	7	21.2
Estimated Monthly Business Income			
	BelowRM1000	6	23.1
	RM1000-RM1999	10	38.5
	RM2000-RM2999	3	11.5
	RM3000-RM3999	2	7.7
	RM4000-RM4999	3	11.5
	RM5000 and above	2	11.5

Table 1 presents the demographic distribution of the respondents according to gender, ethnicity, age group, educational level, involvement in business activities, and estimated monthly business income. The respondents were selected using stratified random sampling. All 33 respondents selected for the study comprised individuals with and without existing businesses in the Tellian area of Mukah.

3.6.2 Individual Entrepreneurial Orientation

No.	Statement	Dominant Score	Brief Analysis
1	I act boldly in situations involving risk.	Score 5 (33 respondents)	All participants indicated a moderate level of agreement regarding their willingness to take risks. This suggests a positive tendency towards risk-taking, although not to an extreme extent.
2	I prefer to focus on business projects that adopt unique and distinctive approaches rather than revisiting approaches that have previously been used.	Score 7 (25 respondents), remaining respondents selected scores ranging from 3 to 6	The respondents demonstrated a very strong inclination towards innovation. A substantial majority expressed strong agreement with the idea of adopting unique and unconventional approaches in business.
3	I prefer to use unique and distinctive methods when learning new things rather than following methods used by others.	Score 5 (30 respondents)	The findings indicate a strong preference for creative and individualised learning approaches. This is consistent with an entrepreneurial orientation that emphasises creativity and innovation.
4	I generally act in anticipation of future problems, needs, or changes.	Score 4 - 5 (26 respondents), remaining respondents selected scores 2, 6, and 7	Most participants demonstrated a relatively high level of awareness regarding future planning. This indicates that proactive tendencies are already present, although further improvement is required in relation to anticipation and strategic planning.

The findings indicate that participants generally demonstrated positive levels of individual entrepreneurial orientation, particularly in relation to innovativeness, creativity, risk-taking and proactiveness. For the statement “I act boldly in situations involving risk,” all 33 participants selected Score 5, indicating a relatively positive willingness to engage with business-related risk. Although this response does not suggest an extreme preference for risk-taking, it demonstrates that participants were generally prepared to make decisions under conditions involving uncertainty. Such willingness is important in entrepreneurship, where business owners are frequently required to make decisions concerning investment, new products, market opportunities and changes in business operations.

Innovativeness emerged as a particularly strong characteristic among the participants. For the statement concerning preference for business projects that adopt unique and distinctive approaches, 25 participants selected the highest score of 7, while the remaining participants selected scores ranging from 3 to 6. This indicates a strong inclination towards innovation and suggests that many participants were receptive to exploring approaches that differed from conventional or previously used business practices. A similar pattern was evident in participants' preferred approaches to learning. Thirty participants selected Score 5 for the statement indicating a preference for using unique and distinctive methods when learning new things. Together, these responses suggest that creativity and openness to new approaches were relatively well established among the participants and could provide a useful foundation for the introduction of new entrepreneurial practices, technologies and business development initiatives.

Participants also demonstrated evidence of proactiveness, although this dimension appeared somewhat less pronounced than innovativeness. For the statement "I generally act in anticipation of future problems, needs, or changes," 26 participants selected Scores 4 or 5, while the remaining participants selected Scores 2, 6 or 7. The more varied response pattern suggests differences in participants' ability or tendency to anticipate future business conditions. Therefore, although proactive behaviour was evident, further development in strategic planning, market anticipation and preparation for future challenges may be beneficial. Overall, the findings portray participants as entrepreneurs who are relatively innovative and willing to explore new approaches, while indicating potential for further strengthening of proactive and future-oriented business planning.

No.	Statement	Dominant Score	Brief Analysis
1	I would consider investing in and managing my own enterprise, as I regard entrepreneurship as an attractive career option.	Score 5 (27 participants)	This indicates a high level of interest in entrepreneurship as a primary career. Participants viewed entrepreneurship as a realistic and attractive life path.
2	I would start my own business because I want to be free and independent.	Score 5 (27 participants)	Participants were strongly motivated by freedom and independence, reflecting a strong sense of intrinsic motivation among the entrepreneurs.
3	I would start my own business because I have a good idea and want to turn it into reality.	Score 5 (30 participants)	Participants demonstrated a very high level of motivation based on their own ideas. This suggests that they were not merely interested in conducting business, but also possessed personal visions that they wished to realise.
4	I would start my own business to achieve a better financial position.	Score 5 (29 participants)	This indicates a strong desire to improve their standard of living and attain greater financial stability through self-employment.
5	I would start my own business because I want to succeed.	Score 7 (27 participants)	This was the most dominant statement in terms of motivational strength. Participants were highly driven by the aspiration to succeed, making it a principal motivating factor.

The results reported under Entrepreneurship Education indicate generally positive attitudes towards entrepreneurship as a career and business pathway. Twenty-seven participants selected Score 5 for the statement that they would consider investing in and managing their own enterprise because they regarded entrepreneurship as an attractive career option. The same number selected Score 5 for the desire to start a business in order to achieve freedom and independence. These responses demonstrate that participants viewed entrepreneurship positively and associated business ownership with personal autonomy and greater control over their working lives.

The strongest concentration of responses was observed for the statement concerning transforming a good idea into reality, for which 30 participants selected Score 5. This suggests that participants associated entrepreneurship not merely with generating income but also with the opportunity to realise their own ideas and aspirations. Financial considerations were similarly important, with 29 participants selecting Score 5 for the intention to establish a business to achieve a better financial position. The findings therefore indicate that participants' orientation towards entrepreneurship involved both intrinsic considerations, such as independence and implementing personal ideas, and economic considerations related to improving financial circumstances.

The strongest response in terms of score intensity concerned the desire to succeed. Twenty-seven participants selected the highest score of 7 for the statement "I would start my own business because I want to succeed." This indicates that personal achievement and success represented particularly strong considerations among the participants. Taken together, the responses demonstrate a highly favourable orientation towards entrepreneurship and suggest that participants possessed strong personal and economic reasons for engaging in business activities. However, because the questionnaire items presented under this construct focus predominantly on entrepreneurial motives rather than participants' exposure to or acquisition of entrepreneurial knowledge, the findings should be interpreted primarily as evidence of positive entrepreneurial orientation rather than as a direct measure of the effectiveness of entrepreneurship education.

3.6.4 Entrepreneurial Motivation

No.	Statement	Highest Score (Number of Participants)	Brief Analysis
1	I would consider investing in and managing my own enterprise, as I regard entrepreneurship as an attractive career option.	Score 5 (27 participants)	This indicates that the majority of participants viewed entrepreneurship as an attractive career and were considering becoming seriously involved in it.
2	I would start my own business because I want to be free and independent.	Score 5 (27 participants)	The desire for freedom and independence was particularly strong, reflecting well-developed intrinsic entrepreneurial values among the participants.
3	I would start my own business because I have a good idea and want to turn it into reality.	Score 5 (30 participants)	This indicates that the participants' interest was driven by their own ideas and creativity, as they wished to transform their business visions into reality.
4	I would start my own business to achieve a better financial position.	Score 5 (29 participants)	Economic considerations and financial stability were major motivating factors, as participants associated entrepreneurship with opportunities for a better standard of living.
5	I would start my own business because I want to succeed.	Score 7 (27 participants)	This statement recorded the highest level of motivation, indicating a strong aspiration to succeed and to improve social standing or personal achievement through entrepreneurship.

The entrepreneurial motivation findings reveal several factors that encouraged participants to engage in entrepreneurship. Entrepreneurship as an attractive career option received a dominant Score 5 from 27 participants, demonstrating that a considerable proportion viewed business ownership as a viable and desirable professional pathway. Similarly, 27 participants selected Score 5 for the desire to achieve freedom and independence through business ownership. This suggests that autonomy was an important intrinsic motivation, with participants valuing the ability to exercise greater control over their work and economic activities.

Personal creativity also emerged as a significant motivational factor. Thirty participants selected Score 5 for the desire to establish a business in order to transform a good idea into reality. This was the largest number of participants selecting the dominant response among the Score 5 items, suggesting that participants' own ideas and business visions represented an important source of entrepreneurial motivation. At the same time, economic motivation remained substantial, with 29 participants selecting Score 5 for starting a business to achieve a better financial position. The findings therefore suggest that entrepreneurship was perceived as both a mechanism for personal fulfilment and a means of attaining greater financial stability.

The desire to succeed recorded the strongest level of agreement, with 27 participants selecting Score 7. This finding indicates that achievement was a particularly powerful motivational factor among the participants. Overall, entrepreneurial motivation appears to be multidimensional, encompassing aspirations for success, financial improvement, independence, career development and the realisation of personal ideas. This combination of intrinsic and extrinsic motivations represents a potentially important strength in sustaining participants' involvement in entrepreneurial activities. It should nevertheless be noted that the statements and response distributions in this section are identical to those reported under Entrepreneurship Education in the supplied dataset; consequently, the two sections should be verified before the final version of the report is produced.

3.6.4 Entrepreneurial Intention

No.	Statement	Highest Score (Number of Participants)	Brief Analysis
1	I am prepared to do whatever it takes to become an entrepreneur.	Score 5 (29 participants)	This indicates a high level of commitment and determination among the majority of participants to pursue entrepreneurship.
2	My professional goal is to become an entrepreneur.	Score 5 (27 participants)	This suggests that entrepreneurship is not merely an area of interest, but a long-term career goal for most participants.
3	I will make every effort to establish and operate my own business.	Score 5 (28 participants)	This reflects strong determination, as participants demonstrated a clear desire and genuine commitment to starting a business.
4	I am determined to establish a business in the future.	Score 5 (29 participants)	Participants consistently demonstrated a serious intention to establish their own businesses.
5	I am seriously considering starting a business.	Score 5 (30 participants)	This statement recorded the highest level of agreement, indicating that the majority of participants had given considerable thought to entrepreneurship and were mentally prepared to become entrepreneurs.
6	I intend to establish a business one day.	Score 5 (28 participants)	Almost all participants had developed a long-term intention to become entrepreneurs, even though some had not yet started a business.

The findings demonstrate a consistently positive entrepreneurial intention among participants. Twenty-nine participants selected Score 5 for the statement indicating that they were prepared to do whatever was required to become entrepreneurs. This suggests a relatively high degree of determination and commitment towards entrepreneurial involvement. Similarly, 27 participants selected Score 5 for identifying entrepreneurship as a professional goal, demonstrating that entrepreneurial activities were regarded as more than a temporary interest and could form part of participants' longer-term career aspirations.

Participants also expressed strong intentions to establish and operate businesses. Twenty-eight participants selected Score 5 for their willingness to make every effort to establish and operate their own businesses, while 29 participants selected the same score for being determined to establish a business in the future. The strongest concentration of responses occurred for the statement “I am seriously considering starting a business,” for which 30 participants selected Score 5. In addition, 28 participants selected Score 5 for their intention to establish a business one day. The relatively consistent response pattern across all six statements indicates that entrepreneurial intention was not limited to one particular aspect but was reflected across commitment, career goals, effort, determination and future planning.

These findings are particularly interesting when considered alongside the Entrepreneurial Behaviour data, in which all 33 participants reported already owning businesses. Consequently, the intention items referring to becoming an entrepreneur or starting a business should be interpreted cautiously. Among existing business owners, such responses may reflect an intention to establish additional ventures, expand existing entrepreneurial involvement or continue pursuing entrepreneurship as a long-term career. However, the questionnaire does not distinguish among these possibilities. For future assessments, entrepreneurial intention items may therefore be refined to better reflect the circumstances of respondents who are already operating businesses, for example by measuring intentions to expand, diversify or formalise existing enterprises.

3.6.5 Entrepreneurial Behaviour

No.	Statement	Yes	No	Brief Analysis
1	Already owns a business	33	0	All participants reported that they owned a business. This indicates that every participant was actively involved in entrepreneurship.
2	Currently attempting to start a business, whether independently, through online retailing, or by other means	27	6	Most participants were attempting either to establish a new business or to expand into an additional business venture.
3	Frequently considers starting a business	26	7	The high number of affirmative responses indicates active entrepreneurial thinking among the participants.
4	Manages an operational team	5	28	The low number suggests that most participants were still operating individually or on a small scale.
5	Identifies market opportunities	27	6	The high number of affirmative responses indicates that participants possessed a good level of market awareness.
6	Prepares a business plan	27	6	This indicates an awareness of the importance of formal business planning.
7	Has a business name	27	6	Almost all participants had established their own business names or brands.
8	Has established a legal business entity, such as one registered with the Companies Commission of Malaysia, a Limited Liability Partnership, or a private limited company	6	27	The low number indicates that most participants had not yet formally registered their businesses as legal entities.
9	Registered with LHDN	7	26	The low registration rate may be attributable to the micro-scale or informal nature of most of the businesses.
10	Has financial savings for business investment	30	3	The very high number indicates that most participants were financially prepared to invest in their businesses.

11	Has invested personal funds in the business	30	3	This demonstrates a high level of commitment towards their respective businesses.
12	Requires and receives financial support, such as grants or loans	31	2	This indicates a considerable need for external financial assistance.
13	Seeks facilities and equipment	33	0	All participants were actively seeking physical resources to support their business operations.
14	Purchases or rents equipment, facilities, or property	6	27	The low number suggests that the businesses remained small in scale or relied on existing assets.
15	Purchases raw materials, inventory, or supplies	33	0	All participants were actively engaged in operational business activities.
16	Develops models or procedures for products or services	27	6	This indicates efforts to structure and standardise business operations.
17	Has begun marketing or promotional activities	26	7	The high number indicates that participants were actively promoting their products or services.
18	Is fully committed to the business on a full-time basis	25	8	The majority were involved in their businesses full-time, indicating that entrepreneurship served as a primary source of livelihood.
19	Has applied for a licence or patent	6	27	The low number may be due to the nature of the products, which may not require patents, or to limited knowledge of licensing and intellectual property procedures.
20	Employ workers	7	26	The low number indicates that most participants were still operating as micro - entrepreneurs or sole proprietors.

The Entrepreneurial Behaviour findings provide strong evidence that participants were actively involved in business activities rather than merely expressing an interest in entrepreneurship. All 33 participants reported already owning a business. In addition, 27 participants were currently attempting to start another business or become involved in additional entrepreneurial activities, while 26 frequently considered starting a business. These findings are consistent with the strong entrepreneurial intentions reported earlier and demonstrate that entrepreneurial interest was accompanied by actual business-related behaviour.

Participants also demonstrated considerable market awareness and engagement in business planning. Twenty-seven participants reported identifying market opportunities, preparing business plans and having established business names. An equal number reported developing models or procedures for their products or services. Furthermore, 26 participants had begun marketing or promotional activities. These findings suggest that most participants were engaged in several fundamental processes required to establish, structure and promote their businesses. The relatively high level of involvement in market identification, planning and promotion also indicates that many participants possessed practical entrepreneurial capabilities extending beyond the production or provision of goods and services.

Financial commitment to business activities was particularly evident. Thirty participants reported having savings available for business investment, while the same number had invested personal funds in their businesses. At the same time, 31 participants indicated that they required and received financial support such as grants or loans. This combination suggests that participants were prepared to commit their own financial resources but continued to require external support to develop their businesses further. Financial assistance may therefore remain an important component of future community entrepreneurship interventions, particularly where entrepreneurs seek to expand production, purchase equipment or increase their market reach.

The need for physical resources was also clearly demonstrated. All 33 participants reported seeking facilities and equipment, and all 33 purchased raw materials, inventory or supplies. However, only six reported purchasing or renting equipment, facilities or property. The substantial difference between the number seeking facilities and equipment and the number actually acquiring or renting such resources suggests a possible resource or capacity gap. While participants were actively engaged in business operations and recognised their resource requirements, many may not yet have reached the financial or operational scale required to acquire significant physical assets. This finding reinforces the potential importance of financial assistance, shared facilities, equipment support or other forms of business development assistance for local entrepreneurs.

Despite strong operational engagement, the results reveal comparatively low levels of formal business development. Only six participants had established a legal business entity, while seven were registered with LHDN. Similarly, only six participants had applied for a licence or patent. These figures contrast sharply with the finding that all participants reported owning businesses and suggest that a substantial proportion of the enterprises may remain informal or operate at a micro-business level. The low rate of formal registration represents an important area for future intervention because formalisation may provide entrepreneurs with greater access to financing, government assistance, business networks and opportunities for expansion. However, the present data do not identify the reasons for non-registration, and these should therefore be explored before specific conclusions are drawn.

The scale of participants' business operations appears similarly limited. Only five participants managed an operational team, and only seven employed workers. In contrast, 25 participants reported being fully committed to their businesses on a full-time basis. These results suggest that although entrepreneurship served as a significant economic activity for many participants, most businesses were likely operated individually or with limited organisational structures. The combination of high full-time commitment and low employment levels is characteristic of relatively small-scale entrepreneurial operations and points towards opportunities for capacity-building programmes focused on business expansion, human-resource management and organisational development.

Taken collectively, the Entrepreneurial Behaviour findings reveal an important distinction between entrepreneurial activity and business formalisation and growth. Participants demonstrated strong practical involvement through business ownership, personal investment, procurement of raw materials, market identification, business planning and promotional activities. However, comparatively few had established legal entities, registered with LHDN, employed workers, managed operational teams, acquired major facilities or equipment, or applied for licences and patents. Therefore, the primary developmental need within this group may not be simply encouraging participants to become entrepreneurs, since they are already actively engaged in business. Instead, future interventions could place greater emphasis on helping existing entrepreneurs formalise, strengthen, digitalise and scale up their enterprises.

3.6.6. Summary of Findings

Overall, the findings demonstrate that participants possessed a favourable entrepreneurial profile characterised by strong innovativeness, positive attitudes towards risk-taking, substantial entrepreneurial motivation, high entrepreneurial intention and active involvement in business activities. Success, financial improvement, independence and the opportunity to realise personal ideas emerged as important motivational factors, while participants also demonstrated practical behaviours such as identifying market opportunities, preparing business plans, investing personal funds, acquiring raw materials and undertaking promotional activities. Nevertheless, several developmental gaps were evident, particularly in business formalisation, tax registration, employment creation, operational team development, acquisition of facilities and equipment, and licensing or intellectual property activities. The findings therefore suggest that future community entrepreneurship initiatives would generate greater value by moving beyond basic entrepreneurial awareness towards targeted support for business formalisation, strategic planning, access to financing and resources, digitalisation, market expansion and enterprise growth. Such support would build on the participants' already strong entrepreneurial motivation and practical engagement while addressing the structural limitations that may constrain the long-term development and sustainability of their businesses.

4.0 PROGRAMME CONTENT

4.1 PROGRAMME IMPLEMENTATION

The Youth Entrepreneur Development Programme was implemented as part of an initiative to empower entrepreneurs in the Tellian area of Mukah. The programme was designed to provide entrepreneurs with additional knowledge and insights from various agencies and organisations. The organisations involved included KODELT Cooperative, experts from Universiti Teknologi MARA Sarawak, researchers from CRAUN Research, and successful Universiti Teknologi MARA alumni who shared their business experiences. The programme adopted an action research approach, emphasising knowledge transfer, practical training, programme implementation, and continuous improvement.

<table>
<tr><th>Day/ Time</th><th>7:00 am – 8:00 am</th><th>8:00 am – 9:00 am</th><th>9:00 am – 10:00 am</th><th>10:00 am – 11:00 am</th><th>11:00 am – 12:00 pm</th><th>12:00 pm – 2:00 pm</th><th>2:00 pm – 3.:00 pm</th><th>3:00 pm – 4:00 pm</th><th>4:00 pm – 5:00 pm</th><th>8:00 pm – 10:30 pm</th></tr>
<tr><td>Friday (19.05.2023)</td><td colspan="2" rowspan="2">Registration
Breakfast
Ice Breaking</td><td colspan="2">Session 1
UiTM

Community-Based Tourism Product Development: Experience Sharing
(Dr Azlina Bt Bujang)</td><td colspan="2">Session 2
Sharing of Business Experience in Developing KODELT Sago Noodles
(En Jetzson)</td><td rowspan="2">Rest/ Prayer</td><td colspan="2">Session 3
UiTM

(Dr Abdul Jabbar Abdullah)
Business Support Services Available in Sarawak</td><td colspan="2">Session 4
CRAUN Research

The Potential of Sago-Based Products: Product Development, Marketing and Halal Certification (Dr Hasawardi Hazmi)</td><td></td></tr>
<tr><td>Saturday (20.05.2023)</td><td colspan="3">Session 5 and Practical Activity
UiTM (Alumni)
Sharing of Business Experience in Developing Suzie Cakoi Smiley
(En Muhammad Aizat Ajiji)</td><td>Briefing Session

Conducted by the Deputy Project Director</td><td colspan="3">Session 6 and Practical Activity

UiTM</td><td>Sharing Session
Participant Sharing Session and Forum</td><td>Dinner</td></tr>
</table>

4.3 BENEFITS TO PARTICIPANTS

The programme provided participants with several direct benefits, including the following:

a) Enhanced Knowledge of Halal Certification

Through this programme, the entrepreneurs acquired additional knowledge about obtaining halal certification for their business products. They also gained a clearer understanding of the procedures involved in submitting applications for halal certification. The session on halal certification was delivered by Dr Hasawardi Hazmi of CRAUN Research. Detailed information concerning the application process was shared with all participating entrepreneurs to enable them to apply for halal certification for their respective products.

b) Sharing of Business Knowledge through Real-Life Experience

Mr Muhammad Aizat Ajiji, an alumnus of UiTM Sarawak, shared the challenges and successes he experienced while managing the Suzie Cakoi business. The session broadened the perspectives of young entrepreneurs who were relatively new to the business sector and encouraged them not to give up easily, but instead to persevere and recover from failure. The knowledge and experiences shared during the session inspired and motivated the entrepreneurs to remain positive when faced with business challenges and difficulties.

c) Business Support Services in Sarawak

This session provided entrepreneurs with detailed information and greater exposure to the various forms of business support available in Sarawak. Dr Abdul Jabbar Abdullah, an expert from UiTM Sarawak, shared information on business assistance opportunities offered by agencies such as TEKUN, MARA, Amanah Ikhtiar Malaysia (AIM), and other relevant organisations. This exposure enhanced the participants' understanding of the benefits and opportunities associated with obtaining financial, developmental, and advisory support from these agencies.

4.4 NARRATIVE DESCRIPTION OF THE PROGRAMME CONTENT: LECTURES AND GROUP TRAINING ACTIVITIES

The two-day programme provided participants, particularly micro-entrepreneurs from the Tellian area, with an opportunity to reassess their potential in entrepreneurship and ecotourism. The findings of the study were derived from the participants' involvement in the various lectures, practical training activities, and discussion forums conducted throughout the programme.

On the first day, a lecture delivered by Dr Azlina Bujang, who shared her experience in developing community-based tourism products, broadened the participants' perspectives on individual entrepreneurial orientation. Many participants began to recognise that the willingness to explore new ideas and the ability to identify business opportunities were essential for growth. Findings from the group discussions indicated that, despite possessing considerable interest and enthusiasm, participants still lacked the confidence to commercialise their products on a more serious and systematic basis.

The second lecture, delivered by Mr Jetzson on the sago noodle business, highlighted the value of local heritage products within the tourism market. This strengthened the participants' entrepreneurial motivation, as they began to view sago not merely as a traditional food but also as a viable business opportunity capable of promoting Mukah's identity beyond the local area. Many participants shared that they produced traditional cakes and sago crackers on a small scale and expressed an interest in expanding their production if appropriate guidance and support were provided.

The third and fourth lectures, which focused on business support services and the scientific potential of sago-based products, revealed that the participants' level of entrepreneurship education remained relatively limited. Many participants were unaware of the various government agencies that provided business assistance and training. A number of them had not formally registered their businesses and possessed limited knowledge of the importance of halal certification and product labelling. Nevertheless, the participants demonstrated a willingness to learn and expressed a need for follow-up training, particularly in digital marketing and small-business management.

On the second day, the lecture delivered by UiTM alumnus Mr Muhammad Aizat Ajiji had a significant impact on the participants. His success story in developing a branded street-food product inspired them to develop more serious entrepreneurial intentions. During the hands-on activities, participants began formulating business ideas such as a Sago Trail, Melanau cultural homestays, visits to sago-processing facilities, and handicraft workshops. This demonstrated that the participants were not only able to understand the theoretical concepts presented but had also begun applying these ideas in the form of practical business models.

The afternoon forum discussion further confirmed the presence of entrepreneurial behaviour among the participants. Rather than receiving information passively, they demonstrated a willingness to take action by proposing the establishment of a community cooperative and expressing their commitment to participating in further training. Group representatives also confidently presented short- and long-term plans for developing ecotourism products based on local strengths and resources.

Overall, each component of the programme directly influenced the key aspects examined in the study, namely entrepreneurial orientation, education, motivation, intention, and behaviour. The programme successfully raised awareness that community entrepreneurship could be developed collectively through structured support. It also demonstrated that the participants possessed considerable potential to participate actively and sustainably in the ecotourism sector, provided that they received continuous exposure and access to comprehensive entrepreneurial support facilities.

5.0 SCOPE AND LIMITATIONS OF THE STUDY

5.1 METHOD AND DEMOGRAPHIC FOCUS

To achieve the objectives established for this impact study, the scope of the study was limited to respondents from Kampung Tellian, Mukah, an area recognised for its natural resources and cultural heritage potential, which are suitable for ecotourism development. However, the study focused exclusively on residents of Kampung Tellian. Therefore, the findings cannot be generalised to other areas with different community characteristics and ecosystems.

5.2 STUDY LIMITATIONS

The study was conducted throughout the two-day programme, encompassing the planning, implementation, and preliminary evaluation phases. However, the duration of the study was limited. As the study was conducted within a short-term programme, the long-term impacts on community income and tourism sustainability could not be fully assessed.

The target groups for this study comprised young people and local entrepreneurs who participated in the training or were involved in ecotourism activities. The study also targeted community members who were directly or indirectly involved in tourism product development. However, the diversity of the target groups presented a challenge, as participants possessed varying levels of entrepreneurial knowledge and skills. These differences may have influenced the quality and outcomes of the products developed.

5.3 SCOPE OF THE STUDY IN RELATION TO THE MODULE/PROGRAMME

The aspects examined in this study included the level of community involvement in the development and promotion of tourism products, the effectiveness of the entrepreneurship training programme provided, the types of ecotourism products developed, such as homestays, traditional food products, eco-heritage activities, and other related products, as well as their potential economic and social impacts on the local community. However, the respondents were limited to programme participants. Consequently, the perspectives of external visitors and tourism investors were not comprehensively included in the study, as the data were obtained solely from the participants involved in the programme.

6.0 RECOMMENDATIONS FOR IMPROVEMENT TO STAKEHOLDERS

6.1 RECOMMENDATIONS FOR IMPROVEMENT FOR THE TARGET GROUP (PARTICIPANTS)

The findings of the study demonstrated positive progress in the business development of entrepreneurs in Tellian, Mukah. Nevertheless, to ensure sustainable long-term development, several improvements should be undertaken involving all key stakeholders, including the participants, implementing agencies, and relevant authorities responsible for policy formulation and community support.

6.1.1 Recommendations For Improvement For The Target Group (Participants)

a. Strengthening Knowledge of Business Assistance and Support

Although participants were introduced to agencies that provide financial assistance, loan facilities, and training programmes, many entrepreneurs remain unfamiliar with the relevant application procedures. Therefore, it is recommended that advanced modules be conducted regularly to train participants in strategies for applying for financial loans and obtaining training assistance from the relevant agencies.

b. Establishment of an Entrepreneur Support Group (Mentor-mentee Support)

The sharing sessions conducted by successful entrepreneurs have created opportunities for the introduction of a mentor–mentee approach among local entrepreneurs. Entrepreneurs are encouraged to establish structured community support groups through platforms such as WhatsApp groups, Telegram channels, or digital cooperatives. These platforms would enable existing mentors to share their knowledge and provide regular guidance and support to their mentees.

6.2 POLICY AND ACTION RECOMMENDATIONS FOR THE RELEVANT AUTHORITIES

Based on the findings of the programme implemented in the Tellian area of Mukah, the local community, particularly micro-entrepreneurs, possesses considerable potential to become a key contributor to the development of community-based ecotourism products. However, several constraints require the attention and strategic intervention of the Sarawak State Government to ensure that such development can be undertaken systematically, sustainably, and inclusively.

Firstly, it is recommended that the Sarawak State Government, through agencies such as the Ministry of Tourism, Creative Industry and Performing Arts, the Ministry of Entrepreneur Development, and the Ministry of Rural and Regional Development, consider establishing a Community Entrepreneurship Support Centre in the Mukah area. The centre could serve as a resource and advisory facility, a venue for technical training, a platform for promoting local products, and a local tourism information centre. It could also function as a hub for community activities, including product-development workshops, digital marketing training, and exhibitions of handicrafts and traditional food products, particularly sago-based products.

Secondly, the government is encouraged to introduce a series of structured entrepreneurship training modules involving development agencies such as MARA and TEKUN, as well as higher education institutions such as UiTM Sarawak Branch. These modules should address technical aspects that are frequently overlooked by micro-entrepreneurs, including branding strategies, packaging design, online marketing, halal compliance, and business registration procedures. The training should be conducted continuously rather than as a one-off programme, thereby enabling the community to develop progressively and achieve greater independence.
Furthermore, the findings indicate that many entrepreneurs are interested in expanding their businesses but are constrained by financial limitations. The state government, through financing agencies such as Yayasan Sarawak, Perbadanan Usahawan Nasional Berhad (PUNB), and credit cooperatives, could therefore consider introducing a dedicated financing scheme for community-based tourism entrepreneurs. Such a scheme should provide more flexible repayment terms and conditions suited to the circumstances of rural communities.

In addition, the state government is encouraged to develop a Tellian Community Ecotourism Master Plan involving the direct participation of the local community, community leaders, and industry stakeholders. The plan could include the restructuring of tourism zones centred on culture and food, the development of a Sago Trail, the establishment and enhancement of homestay services, and the formulation of community-based tourism standards. The introduction of such a master plan would ensure that development initiatives are no longer implemented in a fragmented manner or dependent solely on short-term projects.

The state government could also play an important role in strengthening digital marketing by developing a dedicated online platform to promote community products and tourism packages in Mukah. This platform could be linked to the state's official tourism portal, such as Sarawak More to Discover, and integrated with e-commerce platforms such as Shopee or MAHA AgroBazaar Online to provide local entrepreneurs with access to a broader market.

Finally, it is recommended that the state government establish a formal recognition system for local products through the introduction of distinctive labels such as "Tellian Heritage" or "Mukah Eco Product". Such recognition could enhance the commercial value of these products and strengthen confidence among consumers from outside the community. Awards or incentives for active and successful local entrepreneurs could also serve as a source of motivation, encouraging continued community participation in the sector.

In conclusion, the implementation of this programme has demonstrated that the Tellian community possesses not only rich cultural and heritage resources but also the determination and commitment required for further development. With continuous support and policies that facilitate progressive development, the Sarawak State Government has the opportunity to establish Tellian as a reference model for community-based ecotourism product development in rural areas. This initiative is also consistent with the state government's efforts to reduce the development gap between urban and rural communities and to promote sustainable tourism that is centred on community participation.

APPENDIX



Usahawan desa didedahkan perniagaan digital



KENANGAN... Pihak UiTM Kampus Mukah merakamkan gambar kenangan dengan tetamu jemputan dan peserta yang menyertai kursus tersebut.

NUR FARIHAN RAZALI
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MUKAH: Fakulti Pengurusan dan Perniagaan, Universiti Teknologi Mara (UiTM) Cawangan Sarawak, Mukah menganjurkan Kursus Pembangunan Produk Ekopelancongan dan Mobile Apps (ProPPEMA), di Hotel Kingwood, di sini.

Ketua Pusat Pengajian Fakulti Pengurusan dan Perniagaan, Carolin Ann Enchas, berkata kursus ini adalah kesinambungan daripada siri kursus dan bimbingan sebelum ini.

"Kursus sebelum ini disediakan khusus untuk kumpulan sasaran dalam kalangan usahawan desa di kawasan DUN Tellian.

"Pada kali ini, peserta kursus yang terdiri daripada usahawan desa diberikan pendedahan serta bimbingan khusus berkaitan platform perniagaan digital di samping pembangunan produk ekopelancongan," katanya.

Menurutnya, perkongsian serta pemindahan ilmu secara dua hala daripada pihak UiTM Cawangan Sarawak diharapkan mampu membantu usahawan tempatan berkaitan ilmu asas pembangunan produk serta penggunaan aplikasi mudah alih Gooina.

Sehubungan itu, program ini diharapkan dapat membantu semua komuniti dan komuniti usahawan desa terutamanya.

Peserta kursus juga disarankan untuk mempraktikkan ilmu dan bimbingan yang diperoleh sepanjang program ini diadakan.

Bukan itu sahaja, program yang diadakan selama dua hari ini turut menampilkan penceramah jemputan daripada pelbagai UiTM Kampus Kota Samarahan, UiTM Kampus Mukah, Politeknik Mukah, Craun Research Sdn Bhd, Suzie Cakoi dan Mee Sagu Kodelt.



Tarribah Fatimah, 2,688 rumah dari 21 kampung di Daerah Dalat akan menerima bantuan tersebut.

Beliau menyatakan Pusat Khidmat Ahli Dewan Undangan Negeri anjuran Pejabat Daerah Dalat pada Sabtu lalu.

Mengakui bahawa paras air masih di tahap kritikal masa itu, beliau mendedahkan bahawa pihak JBALB memasang pam air yang lebih besar bermula pada hari tersebut.

SERIUS... Dato Sri Fatimah Abdullah

MENIMBA ILMU... Peserta kursus bergambar bersama fasilitator dan pihak penganjur pada penghujung program di Mukah, baru-baru ini.

UiTM Mukah komited kongsi ilmu

MUKAH: Fakulti Pengurusan dan Perniagaan, Universiti Teknologi MARA Cawangan Sarawak Kampus Mukah (UiTM Mukah) menganjurkan Kursus Pembangunan Produk Ekopelancongan dan Mobile Apps (ProPPEMA) di sini pada hujung minggu lalu di sebuah hotel di Mukah.

Menurut Ketua Pusat Pengajian Fakulti Pengurusan dan Perniagaan, Carolin Anne Enchas, penganjuran kursus pada kali ini merupakan kesinambungan daripada siri kursus yang pernah dianjurkan.

"Ia adalah kesinambungan daripada kursus serta bimbingan yang disediakan khusus untuk kumpulan sasaran dalam kalangan usahawan desa di kawasan Dewan Undangan Negeri (DUN) Tellian.

Dalam siri kursus yang diadakan mulai 19 hingga 20 Mei lalu, perkongsian serta pemindahan ilmu secara dua hala daripada pihak UiTM Cawangan Sarawak diharapkan mampu membantu usahawan tempatan berkaitan ilmu asas pembangunan produk dan penggunaan aplikasi mudah alih Gooino," tambah beliau.

Peserta kursus yang terdiri daripada usahawan-usahawan desa berkenaan diberi pendedahan serta bimbingan khusus berkaitan platform perniagaan digital, di samping pembangunan produk ekopelancongan.

Program yang dijalankan selama dua hari itu menampilkan para penceramah jemputan dari UiTM Cawangan Sarawak Kampus Kota Samarahan, iaitu Dr. Azlina Bujang dan Dr. Abdul Jabbar Abdullah.

Selain itu, penganjur juga mengetengahkan para penceramah tempatan yang terdiri daripada Pengiran Saifudzin Pengiran Mahtar dari UiTM Mukah, Ahmad Faridzam Tokijan (Politeknik Mukah) serta wakil-wakil industri, Hasawardi Hazmi (Craun Research Sdn Bhd), Muhammad Azizi Ajijie (Suzie Cakoi) dan Jezzson Jacob Lemai Nawis (Mee Sagu KODELT).

Pihak penganjur berharap program sedemikian dapat membantu komuniti secara umum dan komuniti usahawan desa secara khususnya.

Justeru, peserta-peserta kursus disarankan untuk mempraktikkan ilmu serta bimbingan yang diperolehi sepanjang siri kursus tersebut.

"Terdapat dua lagi siri kursus yang akan berlangsung dalam tempoh terdekat bagi melengkapkan keseluruhan pelan pelaksanaan yang telah dirangka oleh UiTM khusus untuk komuniti usahawan desa Kawasan DUN Tellian ini selaras dengan hasrat UiTM untuk memperluaskan jalinan kerjasama dengan komuniti setempat," kata jurucakap bersama Mohammad Musa Bohari dan Siti Faridah Kamaruddin.



ISBN 978-629-92881-0-7