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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CHAPTER 4

COMMUNITY EMPOWERMENT PROGRAMME THROUGH THE TELLIAN ECOTOURISM PROJECT, MUKAH

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1.0 INTRODUCTION

The Community Empowerment Programme through the Tellian Ecotourism Project, Mukah was organised through a strategic collaboration between the local community and UiTM Sarawak Branch on 8 February 2023 at Kingwood Hotel, Mukah. The programme was designed to provide added value to the rural community, particularly rural entrepreneurs, by enhancing their knowledge and skills in ecotourism and entrepreneurship.

Tellian is an area with considerable ecotourism potential due to its unique Melanau culture, natural beauty, and well-preserved traditional heritage. This potential should be fully harnessed by the local community through strengthening entrepreneurial capabilities and digital marketing practices to generate sustainable income.

Through this programme, a two-way knowledge transfer approach was implemented, whereby UiTM academic staff delivered fundamental entrepreneurial and digital business knowledge to the participants, while participants shared the real challenges they encountered in managing their businesses.

2.0 MODULE OBJECTIVES

This module was developed based on three principal objectives aimed at empowering the local community as follows:



2.1. MODULE IMPLEMENTATION

The programme was conducted face-to-face at Kingwood Hotel, Mukah, involving members of the local community comprising micro-entrepreneurs, small business owners, and ecotourism operators. Three main lecture sessions were delivered:

Session 1 – Self-Empowerment and the Characteristics of Successful Entrepreneurs

This session focused on developing participants' entrepreneurial identity by introducing the characteristics of successful entrepreneurs, such as discipline, a willingness to take calculated risks, and proactiveness. Participants were also introduced to techniques for building self-confidence and self-motivation, including effective communication and goal setting. Personal branding was also discussed as an important strategy for developing a positive and consistent business image.

Session 2 – Digitalisation in Entrepreneurship: Strategies and Applications

This session emphasised the importance of using social media and e-commerce platforms to expand market reach. Participants were introduced to the use of Instagram and Facebook for business purposes, as well as techniques for creating engaging content and interacting effectively with customers online. Strategies for establishing a strong digital presence were also explored, including visual branding, marketing messages, and prompt responses to customer enquiries.

Session 3 – The Risks of Being Blacklisted: The Importance of Sound Business Management

This session raised participants' awareness of the risks of being blacklisted as a result of poor financial management. Emphasis was placed on sound financial management practices, separating personal and business accounts, and complying with legal requirements such as business registration and licensing. Participants were also reminded of the importance of maintaining a good business reputation and adhering to ethical business practices.

2.2. SCOPE AND LIMITATIONS OF THE STUDY

To achieve the objectives established for this study in measuring the effectiveness of the module implementation, the scope was limited to a relatively small sample of respondents. The study involved only a limited number of micro-entrepreneurs and, therefore, does not represent the wider population of entrepreneurs.

Furthermore, the study was conducted within a specific timeframe and did not involve a longitudinal investigation. In addition, data collection was limited to interviews with a selected group of respondents and did not include more extensive fieldwork due to financial constraints.

3.0 FINDINGS

3.1 RESULTS OF THE STUDY

3.1.1 Distributions of Respondents

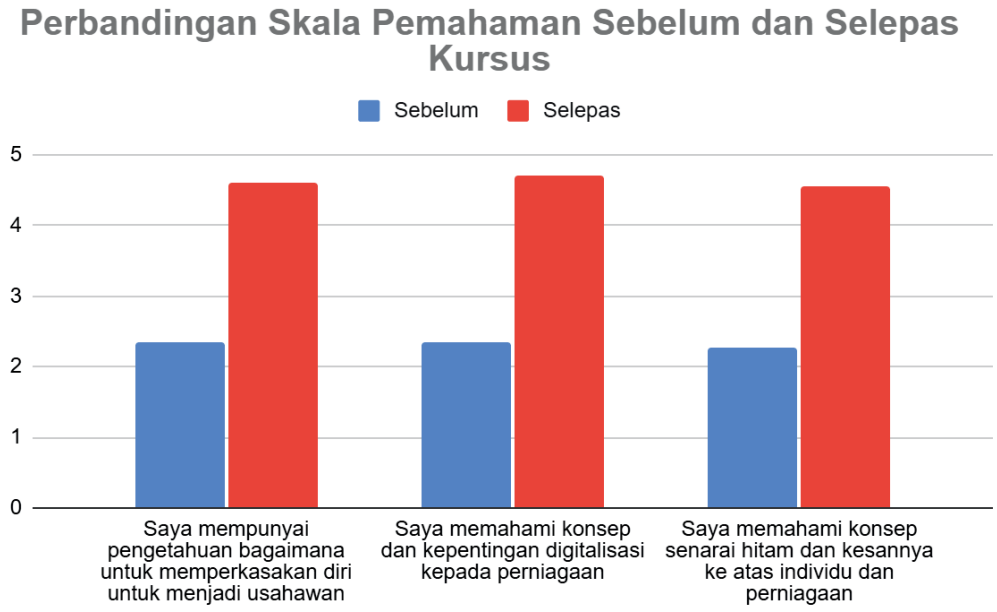
Table 1: presents the demographic distribution of the respondents:

Demographic Variable	Category	Frequency	Percentage
Gender	Male Female	15 31	32.6% 67.4%
Age	20 - 30 31 - 40	5 14	10.9% 30.9%
Ethnicity	Malay Melanau	2 42	4.3% 91.3%
Occupation	Trader Government employee	13 2	28.3% 4.3%
Business Registration	Yes No	17 29	37% 63%
Business Duration	Less than 1 year 1 - 3 years	12 9	26.1% 19.6%
Income	Less than RM1,000 Between RM1,000 and	21 19	45.7% 41.3%
Programme Suitability to Participants' Needs	Yes No	46 -	100% -

A total of 46 respondents participated in this study, representing diverse demographic backgrounds. The majority were female (67.4%) and of Melanau ethnicity (91.3%). In terms of age, most respondents were 50 years and above (37.0%), while the largest proportion were self-employed (43.5%). However, only 37.0% had formally registered their businesses. Most businesses had been operating for less than one year (26.1%), and 45.7% of respondents reported a monthly income of less than RM1,000. All respondents agreed that the programme was relevant and met their needs.

3.1.2 Comparison of Participants' Level of Understanding Before and After the Programme

Feedback collected from 46 participants was analysed using the Statistical Package for the Social Sciences (SPSS), Version 26.



The chart compares participants' levels of understanding of three main topics before and after attending the programme. A five-point Likert scale was used, where a score of 1 represented a very low level of understanding and a score of 5 represented a very high level of understanding. Overall, the results show a clear improvement in participants' understanding across all three topics after the programme.

For the statement on understanding of oneself as an entrepreneur, participants recorded a mean score of 2.3 before attending the programme, indicating a moderate level of understanding. After the programme, the mean score increased substantially to 4.5. This improvement suggests that the programme was effective in strengthening participants' understanding of themselves as entrepreneurs, particularly in relation to their entrepreneurial knowledge and confidence.

A similar improvement was observed for the statement on concept and importance of digitalisation. Participants' mean score increased from 2.3 before the programme to 4.6 after the programme, representing the highest post-programme score among the three topics. This finding indicates that the programme was effective in increasing participants' awareness and understanding of the important role of digitalisation in supporting business sustainability and growth.

For the statement on the concept of blacklisting and its implications, participants' mean score also increased from 2.3 before the programme to 4.5 after the programme. The increase indicates that participants developed a greater understanding of blacklisting and became more aware of the potential risks and consequences associated with it, particularly its possible effects on business reputation and operations.

Taken together, all three topics recorded improvements of more than two points on the five-point scale, demonstrating a substantial positive change in participants' understanding following the programme and reflecting the effectiveness of the teaching and learning approach adopted.

4.0 RECOMMENDATIONS AND CONCLUSION

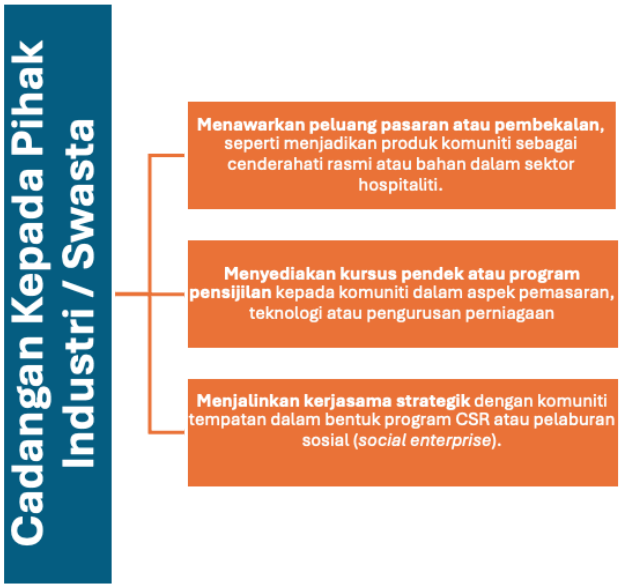
4.1 RECOMMENDATIONS

Based on participants' feedback, several recommendations have been identified to improve the implementation of future programmes:

- Conduct practical workshops based on participants' own products or businesses.
- Organise follow-up monitoring and mentoring sessions after the programme.
- Provide hands-on digital training, such as creating Shopee seller accounts and Facebook Business Pages.
- Establish an online digital entrepreneurs' community through platforms such as WhatsApp or Telegram.

To ensure the programme's long-term impact and facilitate its strategic expansion, several recommendations have also been proposed for the relevant stakeholders as follows:


Cadangan Kepada Pihak Universiti (UiTM Cawangan Sarawak)
Mewujudkan program susulan berbentuk pemantauan (monitoring) dan bimbingan (mentoring) usahawan selama 3–6 bulan selepas program.
Menubuhkan pasukan khas (task force) bagi mengenal pasti peluang geran, pasaran dan kolaborasi industri untuk membantu usahawan setempat.
Membangunkan modul keusahawanan digital mikro, khusus untuk usahawan desa yang boleh digunakan dalam pelbagai komuniti lain di Sarawak.
Mengintegrasikan projek komuniti ini dalam program pembelajaran pelajar melalui aktiviti service learning, agar program menjadi lebih lestari.
Cadangan Kepada Pihak Agensi Kerajaan dan PBT (seperti Pejabat Daerah, Majlis Daerah Mukah, MARA, TEKUN, SEDC)
Memberikan sokongan kewangan dan teknikal kepada usahawan yang dikenalpasti berpotensi untuk mengembangkan produk ekopelancongan mereka.
Mengadakan kempen kesedaran secara berterusan tentang kepentingan menjaga nama baik kredit dan rekod perniagaan.
Menambah baik infrastruktur asas di kawasan ekopelancongan seperti kemudahan jalan, tandas awam, papan tanda pelancongan dan Wi-Fi.
Menawarkan latihan lanjutan, termasuk pensijilan halal, pembungkusan, pematuhan piawaian industri dan sistem pembayaran digital.
Cadangan Kepada Komuniti dan Usahawan Tempatan
Menubuhkan koperasi atau persatuan komuniti bagi mengurus produk dan perkhidmatan ekopelancongan secara bersama untuk manfaat bersama.
Mengadaptasi kemahiran digital secara konsisten termasuk penggunaan media sosial, sistem pembayaran tanpa tunai dan penyertaan dalam platform e-dagang.
Mengambil langkah proaktif untuk mendaftar perniagaan secara sah dan mematuhi peraturan yang ditetapkan.
Melibatkan diri secara aktif dalam program-program pembangunan keusahawanan yang ditawarkan oleh universiti atau agensi kerajaan.



4.2 CONCLUSION

The Community Empowerment Programme through the Tellian Ecotourism Project, Mukah successfully achieved its objectives by providing relevant knowledge and practical exposure to the local community. This knowledge transfer initiative is expected to strengthen rural entrepreneurship, enhance business competitiveness, and create greater opportunities for digital marketing and high-impact ecotourism.

It is hoped that similar initiatives will continue to be implemented on a regular basis to support the holistic and sustainable economic development of rural communities. With the active involvement of all stakeholders, this community empowerment initiative through ecotourism has the potential to become a model for sustainable rural development. Continuous strategic collaboration will further strengthen Mukah's, particularly Tellian's, reputation as a recognised example of the successful integration of entrepreneurship, tourism, and community development.



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