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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 5

MOBILE APPLICATION DEVELOPMENT PROGRAMME (GOOINO)

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1.0 INTRODUCTION

1.1 MODULE DETAIL

Module Five, the Mobile Application Development Programme (Gooino), focuses on developing a mobile application for entrepreneurs in the Tellian area of Mukah.

1.2 BACKGROUND OF THE STUDY

Since 2020, Mukah District, particularly Kampung Tellian, has faced challenges in maximising the economic potential of its local community. The COVID-19 pandemic slowed income growth and reduced employment opportunities, especially among young people. Although the community offers various competitive local products and services, the lack of an inclusive and user-friendly marketplace continues to limit local economic growth.

To address this issue, the Gooino mobile application was developed as both an online marketplace and a platform for community economic development. Its main objectives are to promote local products through digital marketing, create employment opportunities for young people, and strengthen collaboration among the community, industry and government agencies.

Gooino also encourages creative sales and promotional strategies while fostering discipline and consistency among small-scale entrepreneurs. Through a systematic approach, the application has the potential to support sustainable socioeconomic development in Mukah District.

1.3 PROBLEM STATEMENT

Entrepreneurs in the Tellian area have faced significant difficulties in sustaining their businesses since the COVID-19 pandemic. The sudden shift from face-to-face transactions to online commerce left many local entrepreneurs unprepared in terms of digital skills, infrastructure and online marketing strategies. Although the Gooino mobile application was introduced to promote products and services such as food, handicrafts and homestays, challenges remain regarding its effective use.

The application has been well received, particularly by younger entrepreneurs, and includes features such as Melanau-language translation to facilitate communication with local and international customers. However, the consistent use of digital platforms and social media for business remains limited. This may be influenced by factors such as performance expectancy, social influence, facilitating conditions, cost value and effort expectancy. The perceived effort required to use social media consistently and effectively may also contribute to burnout and reduced productivity.

Overall, the challenges faced by Tellian entrepreneurs extend beyond access to technology. They must also adapt to the changing digital business environment through greater resilience, effective online marketing strategies and sustained support from relevant stakeholders.

2.0 RESEARCH OBJECTIVES

2.1 OBJECTIVE DETAILS

a) To increase the monthly income of small-scale entrepreneurs

This study aims to increase the monthly income of small-scale entrepreneurs in Tellian, Mukah, through the development and rebranding of ecotourism products. The Gooino mobile application enables their products and services to reach a wider online market, thereby supporting consistent sales growth.

b)To create employment opportunities for the local community

The study is expected to create employment opportunities in production, digital marketing, customer service and homestay management. This may help reduce unemployment within the local community following the COVID-19 pandemic.

c) To develop digitally literate and innovation-oriented entrepreneurs

The programme provides digital skills training in mobile application use, e-commerce management and social media marketing. This exposure enables small-scale entrepreneurs to improve their technological competence and adopt more innovative approaches to product development and marketing.

d) To ensure the long-term sustainability of community income

The study promotes long-term income sustainability through knowledge transfer and continued support. Participants are trained in strategic business management, financial planning, income diversification and business certification, including halal certification and registration with the Companies Commission of Malaysia (SSM). These practices are further supported through the use of the Gooino application.

e) To transfer skills and knowledge to the local community

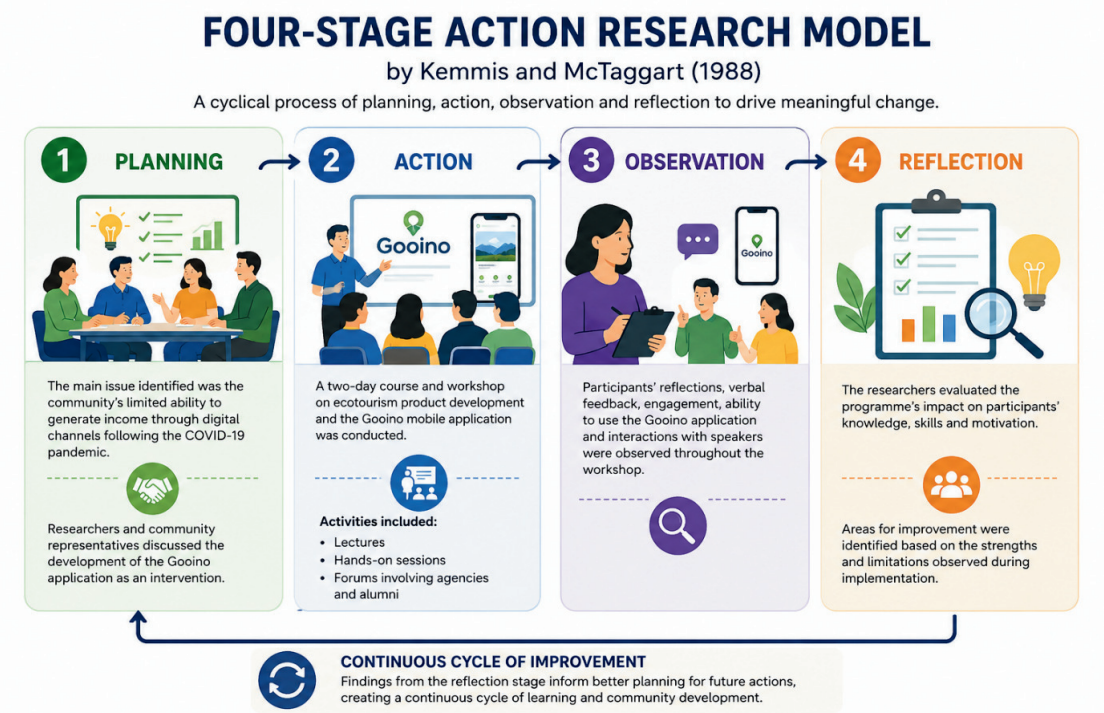
Through two-way knowledge transfer between the university and the local community, the programme equips participants with basic product development knowledge, entrepreneurial strategies and skills in using the Gooino application. This strengthens the development of a resilient, informed and self-reliant community.

3.0 RESEARCH METHODOLOGY

This study employed a practical and collaborative action research approach to address the challenges faced by entrepreneurs in Tellian, Mukah. Action research was selected because it enables researchers and the target community to identify problems, plan interventions, implement actions and evaluate outcomes systematically within a real-world context.

3.1 RESEARCH DESIGN

The study adopted the four-stage action research model proposed by Kemmis and McTaggart (1988) shown in the infographic below:



3.2. TARGET GROUP

The target group comprised small-scale entrepreneurs and residents of Kampung Tellian, Mukah, particularly those involved in traditional food, handicrafts and homestay services. A total of 50 participants took part in the programme.

3.3. RESEARCH INSTRUMENT

Qualitative and quantitative data were collected using several research instruments, including observations conducted during lectures and hands-on training sessions, participant feedback forms and written reflections, informal interviews with selected participants, and usage data from the Gooino application, which served as an initial indicator of the effectiveness of the intervention.

3.4 DATA ANALYSIS

The data were analysed thematically and descriptively based on observations, written feedback and post-workshop application usage. The analysis focused on improvements in digital understanding, readiness to use the application, attitudes towards technology and suggestions for improvement.

3.5 VALIDITY AND RELIABILITY

Data triangulation was employed to strengthen internal validity by comparing observations, participant reflections and application usage data. Reliability was enhanced through the involvement of researchers, facilitators and community representatives in the reflection process.

3.6 RESEARCH ETHICS

The study adhered to the principles of ethical community-based research by obtaining both verbal and written consent from participants, ensuring the confidentiality of participants' personal information, and maintaining cultural respect throughout all interactions with the community.

4.0 FINDINGS

4.1 PARTICIPANT BACKGROUND

Table 1: Participants' Demographic Information

Demographic Information	Details	N	%
Gender	Male	16	31.4
	Female	35	68.6
Age	16 – 19	3	5.88
	20 – 29	11	21.57
	30 – 39	13	25.49
	40 – 49	11	21.57
	50 – 59	8	15.69
	60 – 69	3	5.88
	70 – 79	1	1.96
	Not stated	1	1.96
Place of Origin	Within Mukah	42	82.4
	Outside Mukah	7	13.7
	Not stated	2	3.9
UiTM Alumni	Yes	2	3.9
	No	49	96.1

A total of 51 participants were represented in the dataset. As shown in Table 1, the majority of participants were female (68.6%), while 31.4% were male. In terms of age, the participants represented a relatively broad range, from 16 to 79 years old. The largest age group was 30–39 years (25.49%), followed by those aged 20–29 years and 40–49 years, each accounting for 21.57% of the participants. Participants aged 50–59 years represented a further 15.69%, while smaller proportions were recorded among the younger and older age categories. This distribution indicates that the programme reached participants at different stages of their working and entrepreneurial lives, although participation was concentrated among adults between 20 and 49 years of age. Most participants originated from within Mukah (82.4%), compared with 13.7% from outside Mukah, while 3.9% did not state their place of origin. In addition, only 3.9% of participants were UiTM alumni. The strong representation of local participants suggests that the programme successfully reached its intended community within the Mukah area.

Table 2: Participants' Business Information

Type of Information	Details	N	%
Registered Business	Yes	27	52.9
	No	24	47.1
Type of Business	Product	37	72.5
	Services	12	23.5
	Product & Services	1	2
	Not stated	1	2
Year of Business Establishment	1996 – 1999	2	3.92
	2003 – 2008	3	5.88
	2012 – 2019	22	43.14
	2020 – 2023	12	23.53
	Not stated	12	23.53
Monthly Income	RM500 and below	10	19.6
	RM1000 and below	10	19.6
	RM1500 and below	6	11.8
	RM1501 – RM3000	10	19.6
	More than RM3001	13	25.5
	Not stated	2	3.9
Business Experience	Yes	48	94.1
	No	3	5.9

Table 2 shows that slightly more than half of the participants (52.9%) operated registered businesses, while 47.1% reported that their businesses were not registered. This relatively narrow difference suggests that, although formal business participation was evident among the community, there remained a substantial proportion of entrepreneurs operating without business registration. In terms of business type, product-based businesses were clearly dominant, representing 72.5% of participants, compared with 23.5% who provided services and 2.0% who were involved in both products and services. The predominance of product-based enterprises is particularly relevant to digital entrepreneurship because such businesses may potentially benefit from online promotion, customer communication, ordering systems and digital marketplace applications.

The business establishment data further demonstrate considerable variation in entrepreneurial maturity. The largest proportion of businesses was established between 2012 and 2019 (43.14%), while 23.53% were established between 2020 and 2023. A further 23.53% did not state the year in which their businesses were established. The presence of businesses established during and immediately after the COVID-19 period may reflect the growing importance of alternative income-generating activities within the community. Monthly income also varied substantially, with the largest single category comprising participants earning more than RM3,001 per month (25.5%). At the same time, substantial proportions remained in the lower-income categories, indicating considerable differences in the scale and economic performance of the businesses represented. Importantly, 94.1% of participants reported having business experience, demonstrating that the programme largely involved individuals who were already engaged in entrepreneurial activities rather than participants with no prior exposure to business.

Table 3: Participants' Experience in Business

Type of Information	Details	N	%
Duration of Business Experience	Less than a year	5	9.8
	Less than five years	21	41.2
	Less than 10 years	14	27.5
	More than 10 years	5	9.8
	More than 20 years	4	7.8
	Not stated	2	3.9
Business Partners	Operating independently	21	41.2
	With family members	24	47.1
	With friends	6	11.8

The findings in Table 3 provide further evidence that participants possessed varying levels of entrepreneurial experience. The largest group (41.2%) reported having less than five years of business experience, while 27.5% had less than ten years of experience. Smaller proportions reported experience extending beyond ten years (9.8%) and more than twenty years (7.8%). Only 9.8% had less than one year of business experience. Overall, the distribution suggests that the participant group consisted predominantly of developing entrepreneurs with some practical business exposure, alongside a smaller number of highly experienced business operators

With regard to business partnerships, 47.1% of participants operated their businesses with family members, while 41.2% operated independently and 11.8% worked with friends. The high proportion of family-based businesses reflects the importance of family participation within the local entrepreneurial ecosystem. This pattern may have implications for the adoption of digital business practices, as business decisions, responsibilities and technology use may be shared among family members rather than managed solely by an individual entrepreneur. At the same time, the considerable number of independently operated businesses highlights the importance of providing digital tools that are accessible and manageable for individual business owners with limited technical or administrative support.

Table 4: Participants' Mobile Application Usage Patterns for Business Purposes

Type of Information	Details	N	%
Applications Used for Business	Facebook	2	3.9
	WhatsApp	5	9.8
	Other applications	1	2
	Using two applications concurrently	16	31.4
	Using three applications concurrently	6	11.8
	Using four applications concurrently	8	15.7
	Using all listed applications	3	5.9
	Not using any applications	10	19.6

Table 4 reveals that mobile applications were already being used by a substantial proportion of participants for business purposes. Only 19.6% reported not using any applications, meaning that approximately four out of five participants were already using at least one digital application in connection with their business activities. More importantly, multiple-application use was common. A total of 31.4% used two applications concurrently, 11.8% used three applications, 15.7% used four applications, and 5.9% reported using all the listed applications. By comparison, relatively small proportions relied exclusively on Facebook (3.9%), WhatsApp (9.8%) or another individual application (2.0%).

These findings indicate that the entrepreneurial community was not unfamiliar with mobile technology. Instead, many participants had already incorporated several applications into their business practices. This is an important finding because it suggests that the primary challenge may not necessarily be basic exposure to mobile applications, but rather how effectively existing digital practices can be integrated into more systematic business activities. The relatively widespread use of multiple applications also provides a favourable foundation for the introduction of a platform such as Gooino, as many participants appear to possess at least a basic level of digital familiarity. Nevertheless, the 19.6% who did not use any business applications represent an important group that may require additional digital skills training and practical support.

Table 5: Participants' Mobile Application Usage Patterns for Non-Business Purposes

Type of Information	Details	N	%
Applications Used apart from business purpose	Facebook & WhatsApp	41	80.4
	Shopee	1	2
	TikTok	6	11.7
	Shopee & TikTok	1	2
	TikTok, YouTube, Shopee & Misi	1	2
	WeChat & Mudah.com	1	2

Participants demonstrated even greater familiarity with mobile applications outside their business activities. As presented in Table 5, Facebook and WhatsApp were the most widely used applications for non-business purposes, reported by 80.4% of participants. TikTok was used by 11.7%, while smaller numbers reported using Shopee, combinations of Shopee and TikTok, or other applications such as YouTube, Misi, WeChat and Mudah.com.

The strong use of Facebook and WhatsApp outside business contexts is noteworthy because these applications can also serve commercial functions such as product promotion, customer communication, networking and order management. The findings therefore suggest an opportunity to help participants convert their existing familiarity with social and communication applications into more purposeful entrepreneurial use. In other words, the community already possesses a degree of digital exposure, but the programme may play an important role in helping entrepreneurs apply that familiarity more strategically to business development and income-generation activities.

Table 6: Participants' Level of Dependence on Mobile Applications and Factors Influencing Their Usage

Type of Information	Details	N	%
Level of Reliance on Applications	Very low	8	15.7
	Low	3	5.9
	Moderate	14	27.5
	High	12	23.5
	Very high	14	27.5
Reasons for Not Using Applications	Lack of skills	10	19.6
	Internet access issue	3	5.9
	Not applicable / No difficulty using applications	35	68.6
	Other issues	3	5.9
Other Issues	Orders received occasionally	1	2
	Security risks	1	2
	Infrequent product production	1	2
	No other issues	48	94.1

Table 6 shows that participants generally demonstrated moderate to strong reliance on mobile applications. A total of 27.5% reported a moderate level of reliance, 23.5% reported high reliance, and another 27.5% reported very high reliance. Taken together, 78.5% of participants indicated at least a moderate level of dependence on mobile applications. By comparison, 15.7% reported very low reliance and 5.9% reported low reliance. The results therefore reinforce the importance of mobile technology in participants' daily and business-related activities.

Most participants (68.6%) indicated that they either experienced no difficulty in using applications or that the stated barriers were not applicable to them. However, 19.6% identified a lack of skills as a reason for not using applications, while 5.9% reported problems related to internet access. Other issues, each reported by a small number of participants, included occasional customer orders, concerns about security risks and infrequent product production. These findings demonstrate that digital readiness within the community was not uniform. Although the majority appeared comfortable using mobile applications, a meaningful minority continued to experience skills-related and infrastructure-related barriers. Future digital entrepreneurship initiatives should therefore avoid assuming that all participants possess the same level of digital competence. Practical training, simplified application design and continued technical support would be particularly important for participants with lower levels of digital confidence.

Table 7: Implications of Mobile Application Usage for Participants' Monthly Income

Type of Information	Details	N	%
Income Before Using Applications	RM1500 and below	32	62.7
	RM1501 – RM3000	13	25.5
	RM3001 and above	5	9.8
	Not applicable	1	2
Income After Using Applications	RM1500 and below	24	47.1
	RM1501 – RM3000	10	19.6
	RM3001 and above	15	29.4
	Not applicable	2	3.9
Noticeable Difference in Income	Yes	37	72.5
	No	14	27.5

The findings in Table 7 suggest a positive pattern between the use of mobile applications and participants' reported monthly income. Before using mobile applications, 62.7% of participants reported monthly income of RM1,500 and below, 25.5% reported income between RM1,501 and RM3,000, and only 9.8% reported earning RM3,001 and above. After using mobile applications, the proportion in the RM1,500-and-below category decreased to 47.1%, while the proportion earning RM3,001 and above increased substantially to 29.4%. In addition, 72.5% of participants reported noticing a difference in their income following the use of mobile applications, compared with 27.5% who reported no noticeable difference.

The pattern is encouraging because it indicates that digital application usage may be associated with improved business income for some participants. Mobile applications potentially allow entrepreneurs to communicate more efficiently with customers, promote products to a wider audience, receive orders more conveniently and extend their business activities beyond conventional face-to-face transactions. However, the findings should be interpreted cautiously. The descriptive data demonstrate differences in reported income before and after application usage, but they do not by themselves establish that mobile application use directly caused the increase in income. Other factors, such as business growth, changes in customer demand, product type, business experience and broader economic conditions, may also have contributed to the reported changes. Nevertheless, the substantial proportion of participants who perceived a noticeable income difference supports the practical relevance of strengthening digital entrepreneurship within the Tellian community.

Table 8: Participants' Views on the Gooino Application

Type of Information	Details	N	%
Applications Are Easy to Use	Yes	43	84.3
	No	8	15.7
Payment Method	Cash	25	49
	Online payment	6	11.8
	Using both payment methods	20	39.2
Interest in Using Gooino	Yes	43	84.3
	No	8	15.7
Willingness to Pay for a Gooino Subscription	Yes	23	45.1
	No	28	54.9

Table 8 demonstrates generally favourable attitudes towards the proposed Gooino application. A substantial majority of participants (84.3%) considered applications easy to use, while the same proportion expressed an interest in using Gooino. Only 15.7% indicated that applications were not easy to use or that they were not interested in using Gooino. These findings suggest a strong level of initial acceptance and potential readiness among the target community for a locally focused digital platform.

Participants' payment practices, however, demonstrate the need for flexibility in the design of any future digital platform. Almost half of the participants (49.0%) relied on cash payments, while only 11.8% used online payment exclusively. A further 39.2% used both cash and online payment methods. The continued preference for cash indicates that a digital platform targeted at local entrepreneurs should not assume complete transition to cashless transactions. Instead, accommodating both conventional and online payment options may increase accessibility and encourage wider participation.

Although interest in using Gooino was high, willingness to pay for a subscription was considerably lower. Only 45.1% of participants indicated that they would be willing to pay for a Gooino subscription, compared with 54.9% who were unwilling to do so. This represents an important consideration for the future sustainability of the application. The difference between high interest in using the application and lower willingness to pay suggests that user acceptance does not automatically translate into willingness to subscribe financially. Cost sensitivity, uncertainty about the benefits of the platform, existing access to free applications and differences in business income may influence this decision. Consequently, the development of Gooino or any alternative digital platform should carefully consider its pricing model. Options such as free basic access, subsidised participation, introductory trial periods or tiered subscription packages may be more appropriate for encouraging adoption among community entrepreneurs.

Taken together, this finding section portrays a local entrepreneurial community with substantial business experience and a relatively strong foundation in mobile application usage, but with varying levels of business formalisation, digital competence and income. Most participants were already using mobile applications, frequently across multiple platforms, and more than three-quarters demonstrated at least moderate reliance on such technology. Reported income patterns following application use were also favourable, with the proportion of participants earning RM3,001 and above increasing and 72.5% reporting a noticeable difference in income, although these descriptive findings should not be interpreted as evidence of a direct causal effect. Participants also demonstrated strong interest in the Gooino application, with 84.3% expressing willingness to use it. However, the lower willingness to pay for a subscription, continued reliance on cash transactions, and the presence of skills and internet-access barriers indicate that accessibility, affordability and user support should remain central considerations in future implementation. Collectively, the results suggest that a dedicated digital entrepreneurship platform has potential within Tellian and the wider Mukah area, provided that its development is aligned with the actual digital practices, economic circumstances and technological readiness of the target community.

4.2 PROGRAMME IMPLEMENTATION

The Gooino Mobile Application Development Programme was implemented as part of an initiative to strengthen community entrepreneurship in Tellian, Mukah. The programme was jointly organised by UiTM Sarawak Branch and CRAUN Research Sdn. Bhd., with the active participation of local entrepreneurs and residents.

The programme adopted an action research approach, emphasising knowledge transfer, practical training, implementation and continuous improvement. It was planned in two main phases:

1. Development Workshop Phase

- This phase included lectures, hands-on activities, and exposure to digital marketing and mobile application development. The workshop was successfully conducted on 19–20 May 2023 at Kingwood Hotel, Mukah.

2. Soft Launch Phase

- This phase was planned in conjunction with the 2023 Mukah Kaul Festival and was intended to include the official launch of Gooino, product exhibitions and talks by invited agencies. However, it could not be implemented due to constraints involving the mobile application developer.

4.3 PROGRAMME ACTIVITIES

The main activities planned and conducted under the programme included:

Ecotourism Product Development Course

- Ice-breaking session and introductory briefing;
- Talks by experts from UiTM, cooperatives and CRAUN;
- Hands-on product development and branding;
- Product registration with relevant agencies; and
- Introduction to the halal certification process.

Gooino Application Development Course

- Technical talks and practical application development sessions;
- Briefing on social media sales strategies;
- Hands-on product uploading to the application; and
- Forum sessions with alumni and participants.

Gooino Soft Launch Ceremony

- Opening address by YB Mr Royston Valentine;
- Melanau cultural performances;
- Talks by CRAUN, MARDI and SDEC;
- Product sales booths and a community bazaar; and
- Lucky draws and distribution of souvenirs.

Publicity and Promotion

- Preparation of banners, bunting, T-shirts, tote bags and calendars; and
- Promotion of the application through exhibition booths and the distribution of promotional materials.

ITINERARY

<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

Pengalaman Produk Komuniti Berasaskan Pelancongan
(Dr Azlina Bt Bujang)</td><td colspan="2">Session 2
Koperasi Perkongsian Pengalaman Perniagaan Mee Sagu KODELT
(Mr Jetzson)</td><td rowspan="2">Rest/ Solat</td><td>Session 3
UiTM
Khidmat Sokongan Perniagaan di Negeri Sarawak
(Dr Abdul Jabbar Abdullah)</td><td colspan="2">Session 4
Craun Research
Potensi Produk Berasaskan Sagu (Pembangunan, Pemasaran & Pensijilan Halal)
(Hasawardi Hazmi)</td><td></td></tr>
<tr><td>Saturday (20.05.2023)</td><td colspan="3">Session 5 & Practical
UiTM (Alumni)
Perkongsian Pengalaman Perniagaan Suzie Cakoi Smiley
(Mr Muhammad Aizat Ajiji)</td><td>Briefing Deputy Project Director</td><td colspan="2">Session 6 & Practical
UiTM</td><td>Sharing Session (Forum)
Course Partipants</td><td>Dinner</td></tr>
</table>

4.4 BENEFITS TO PARTICIPANTS

The study provided several direct benefits to participants:

a) Improved Digital Literacy

Participants acquired basic skills in mobile application use, digital marketing and e-commerce strategies, supporting the digital transformation of rural small-scale entrepreneurs.

b) Increased Income and Economic Opportunities

During a hands-on session conducted by Mr Ahmad Faridzan bin Tokijan of Mukah Polytechnic, participants learned food photography techniques to produce more appealing product images. By uploading these images to social media, participants expanded their market reach and improved their monthly sales.

c) Stronger Entrepreneurial Networks

The programme created opportunities for collaboration with government agencies and industry partners, supporting product development and stronger supply networks.

d) Greater Entrepreneurial Consistency and Discipline

Exposure to branding, halal certification registration and online stock management enabled participants to operate their businesses in a more structured and sustainable manner.

4.5 PROGRAMME NARRATIVE

On the first day, the programme began with registration and an ice-breaking session led by the Project Director, Ms Dayang Hummida, who introduced the participants to the programme objectives and schedule. This was followed by talks on tourism product development delivered by UiTM lecturers and cooperative representatives. The success story of Mee Sagu KODELT also highlighted the importance of effective branding and product storytelling.

On the second day, Mr Pengiran Saifudzin bin Pengiran Mahtar, the lead developer of the Gooino mobile application, conducted a lecture and hands-on training session. Participants learned how to upload products, set prices, write product descriptions and communicate with customers.

Another notable session was delivered by Mr Aizat Ajiji, the owner of Suzie Cakoi Smiley and a UiTM alumnus who completed a Diploma in Business Studies at UiTM Sarawak Branch, Samarahan Campus. He shared his experiences, challenges and strategies for maintaining the relevance of a food business in the digital market.

Overall, the programme equipped participants with technical skills and strengthened their confidence as local entrepreneurs competing in the digital economy.

5.0 RESEARCH LIMITATION

5.1 METHOD AND DEMOGRAPHIC FOCUS

This study employed a practical and context-specific action research approach focusing on the small community of Kampung Tellian, Mukah. Although this approach supported direct and collaborative knowledge transfer, its focus on a single locality limits the generalisability of the findings to communities with different socioeconomic conditions, digital infrastructure and institutional support. Data collected through feedback forms and indirect observation may also have been influenced by personal perceptions and participants' willingness to provide candid responses, particularly within a local culture where respondents may be reluctant to express criticism openly.

5.2 TIME CONSTRAINTS

The intensive two-day programme provided only a limited intervention period, which was insufficient to assess long-term changes in entrepreneurial behaviour or digital technology use. Many participants were microentrepreneurs with daily business, family and rural commitments, resulting in inconsistent or partial attendance. This affected the consistency of participants' learning experiences and may have reduced the validity of the findings obtained during the reflection phase.

5.3 SCOPE OF THE STUDY

The study focused primarily on the use of the Gooino mobile application. Although digital marketing is important, the module did not fully address other key aspects of modern entrepreneurship, including digital financial literacy, consumer data protection, e-commerce logistics and customer relationship management systems. Consequently, the module remained introductory and did not provide sufficient depth for participants to explore business expansion strategies or sustainable business models comprehensively.

6.0 RECOMMENDATIONS FOR STAKEHOLDERS

The study demonstrated positive effects on digital literacy and local economic empowerment. However, several improvements involving participants, implementing agencies and relevant authorities are necessary to ensure the programme's continuity and long-term effectiveness.

6.1 RECOMMENDATIONS FOR THE TARGET GROUP (PARTICIPANTS)

a) Strengthen Advanced Digital Literacy

Although participants were introduced to the Gooino application, many still lacked advanced technical skills in sales analytics, paid social media advertising and e-payment integration. Regular advanced training should therefore be conducted to develop high-impact digital strategies.

b) Establish Peer Support Groups

Participants should establish structured support networks, such as WhatsApp groups, Telegram channels or digital cooperatives, to facilitate knowledge sharing, problem-solving and collaborative marketing.

c) Post-Training Coaching

Regular online or face-to-face coaching should be provided by programme facilitators or successful entrepreneur alumni. This would help participants apply their knowledge in actual business settings beyond the workshop.

6.2 POLICY RECOMMENDATIONS AND ACTIONS FOR RELEVANT AUTHORITIES

a) Improve Rural Digitalisation Policies

State government authorities and relevant agencies should strengthen rural digitalisation policies by providing internet subscription incentives, support for devices such as smartphones and point-of-sale systems, and subsidies for local e-commerce applications such as Gooino.

b) Establish Microfunding for Product Innovation

Agencies such as SDEC, MARDI and TEKUN should provide phased microfunding to support improvements in ecotourism products, including packaging design, halal certification, digital branding and delivery logistics.

c) Recognise and Expand the Programme

Relevant authorities should consider adopting the programme as a national training model for rural community economic development. It could be expanded to other districts in Sarawak and across Malaysia through a replication with localisation approach, whereby the Gooino model is adapted to local cultures and economic potential.

d) Develop Community-Based Social Entrepreneurship Policies

Policies supporting community-based social entrepreneurship should be introduced to recognise initiatives such as Gooino, which generate both economic value and sustainable social benefits for local communities.

7.0 **CONCLUSION**

Overall, the Gooino Mobile Application Development Module achieved its primary objective of empowering the entrepreneurial community of Kampung Tellian, Mukah, through an integrated approach combining training, technology and knowledge transfer. The programme introduced participants to digital applications while creating opportunities for income growth, employment and improved digital literacy within the rural community.

The programme's success was supported by close collaboration among UiTM Sarawak Branch, CRAUN Research Sdn. Bhd. and the Sarawak State Government through the Tellian N.57 State Legislative Assembly Service Centre. Participants' active involvement in hands-on sessions, talks and forums, as well as their exposure to e-commerce platforms such as Gooino, demonstrated a positive acceptance of digital innovation as a driver of local economic transformation.

However, the study identified several limitations, including the restricted scope of the module, the short training period and participants' logistical constraints. The proposed improvements for participants and relevant authorities are therefore essential to ensure the continuity and long-term effectiveness of the intervention.

The programme demonstrates that targeted, collaborative and comprehensive initiatives can support sustainable rural development through the integration of technology, entrepreneurship and progressive policy support. Similar initiatives should be continued and expanded to benefit more communities throughout Sarawak and Malaysia.

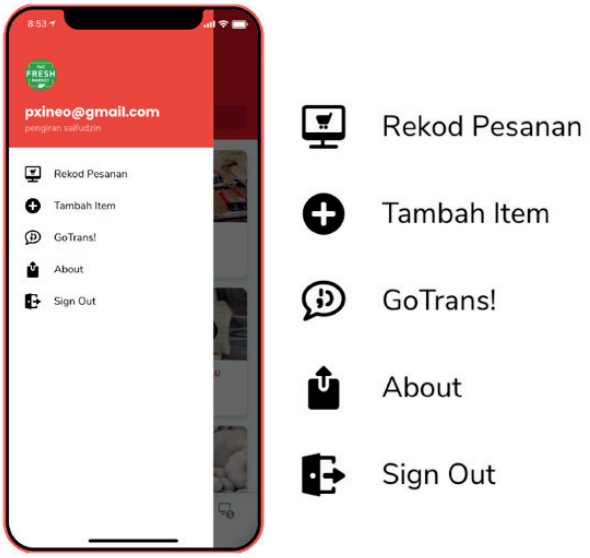
REFERENCE

Kemmis, S., & McTaggart, R. (1988). The Action Research Planner. Deakin University Press

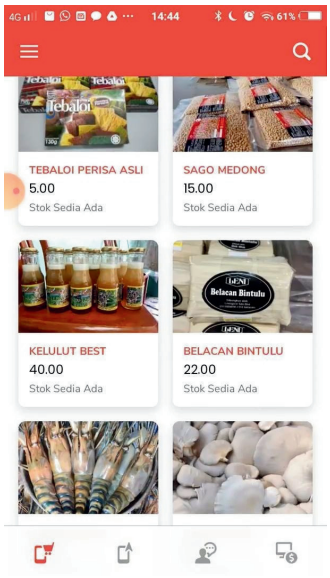
APPENDICES

Scholarly Output from Module Five

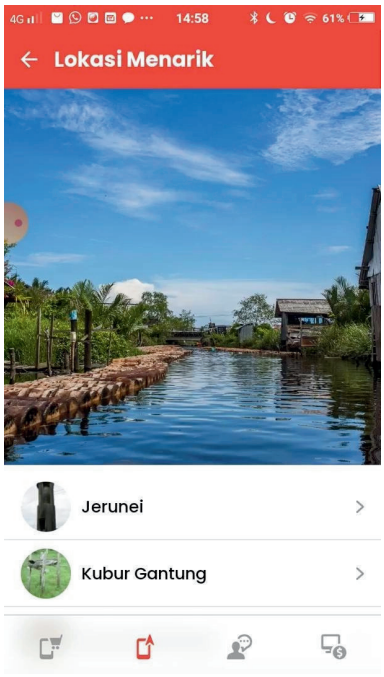
Development of the Gooino Prototype



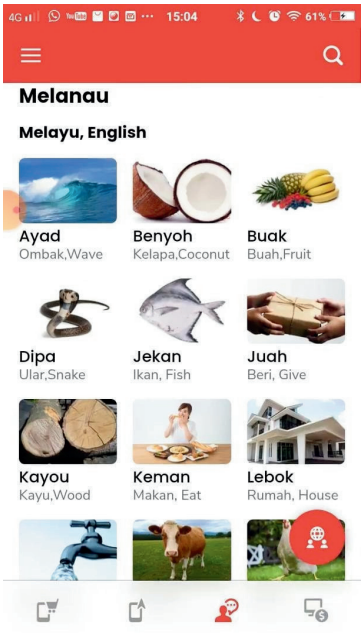
Application tab



Sales menu featuring food products by local entrepreneurs

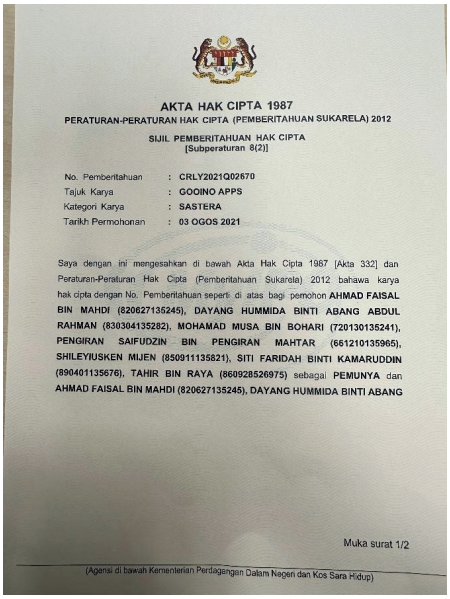


Ecotourism promotions incorporated into the application



The Melanau language dictionary is a distinctive feature of the Gooino application, designed to facilitate communication between entrepreneurs and customers throughout Malaysia and worldwide.

Copyright applied for the application



AKTA HAK CIPTA 1987
PERATURAN-PERATURAN HAK CIPTA (PEMBERITAHUAN SUKARELA) 2012
SIJIL PEMBERITAHUAN HAK CIPTA
[Subperaturan 8(2)]

No. Pemberitahuan : CRLY2021Q02670
Tajuk Karya : GOOINO APPS
Kategori Karya : SASTERA
Tarikh Permohonan : 03 OGOS 2021

Saya dengan ini mengesahkan di bawah Akta Hak Cipta 1987 [Akta 332] dan Peraturan-Peraturan Hak Cipta (Pemberitahuan Sukarela) 2012 bahawa karya hak cipta dengan No. Pemberitahuan seperti di atas bagi pemohon **AHMAD FAISAL BIN MAHDI (820627135245), DAYANG HUMMIDA BINTI ABANG ABDUL RAHMAN (830304135282), MOHAMAD MUSA BIN BOHARI (720130135241), PENGIRAN SAIFUDZIN BIN PENGIRAN MAHTAR (661210135965), SHILEYIUSKEN MIJEN (850911135821), SITI FARIDAH BINTI KAMARUDDIN (890401135676), TAHIR BIN RAYA (860928526975)** sebagai **PEMUNYA** dan **AHMAD FAISAL BIN MAHDI (820627135245), DAYANG HUMMIDA BINTI ABANG**

Muka surat 1/2

(Agensi di bawah Kementerian Perdagangan Dalam Negeri dan Kos Sara Hidup)



ABDUL RAHMAN (830304135282), MOHAMAD MUSA BIN BOHARI (720130135241), PENGIRAN SAIFUDZIN BIN PENGIRAN MAHTAR (661210135965), SHILEYIUSKEN MIJEN (850911135821), SITI FARIDAH BINTI KAMARUDDIN (890401135676), TAHIR BIN RAYA (860928526975) sebagai **PENCIPTA** telah didaftarkan ke dalam Daftar Hak Cipta menurut seksyen 26B Akta Hak Cipta 1987 [Akta 332].

KAMAL BIN KORMIN
PENGAWAL HAK CIPTA
MALAYSIA

Muka surat 2/2

(Agensi di bawah Kementerian Perdagangan Dalam Negeri dan Kos Sara Hidup)

Innovation Competition





Universiti Teknologi MARA
JIICaS 2023

CERTIFICATE OF AWARD

This is to certify that the product entitled

GOOINO

by

SITI FARIDAH BINTI KAMARUDDIN
NUR NADIA QAUSAR BINTI JUHARI
DAYANG HUMMIDA BINTI ABANG ABDUL RAHMAN
PENGIRAN SAIFUDZIN PENGIRAN MAHTAR
DR AZLINA BINTI BUJANG

has been awarded

SILVER

at the
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3 September 2023

Organized by
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Indexed Publication

INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES
Vol 15, Issue 3, (2025) E-ISSN: 2222-6990

The Moderating Effect of Effort Expectancy and the Dependency Behaviour on Using Social Media: A Perspective of Business Survival in the Tellian District

Siti Faridah Kamaruddin[1], Abd Hadi Mustaffa[2], Dayang Hummida Abang Abdul Rahman[3*], Nur Nadia Qausar Juhari[4], Pengiran Saifudzin Pengiran Mahtar[5]
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Published Date: 06 March 2025

Abstract
Business survival is one of the major challenges faced by entrepreneurs in the Tellian District of Mukah, Sarawak, following the COVID-19 pandemic. Early observations indicate that despite considerable efforts by entrepreneurs, they still exhibit lack dependency behaviour on social media for the sake of business survival. Hence, the study has two main objectives: 1) To examine the determinants of dependency on social media, and 2) To analyse the moderating effect of effort expectancy between determinants and dependency on social media among entrepreneurs in Tellian District. This study mainly applied the UTAUT theory as a foundation. The questionnaire was designed and collected from 51 entrepreneurs in the Tellian District. Partial Least Squares -Structural Equation Modelling (PLS-SEM) is applied as the main analysis tool in this study. The findings of this study indicated that social influence, facilitating conditions, and price value have a significant impact on social media dependency behaviour. In addition, effort expectancy has significantly weakened the relationship between social influence and dependency behaviour, and effort expectancy significantly strengthens the relationship between price value and dependency behaviour. The findings of this study will serve as a guide for policymakers at the Municipal Council and State Government in addressing issues related to dependency behaviour and business survival. Furthermore, this study advances the theory by testing effort expectancy as a potential moderating variable in the UTAUT theory, adding to its novelty.

Non-Indexed Publication
Cheritera ICAN (12 June 2023)



Community Development through Ecotourism and Entrepreneurship Programme at Tellian, Mukah

by Siti Faridah Kamaruddin, Dayang Hummida Abang Abdul Rahman, Pengiran Saifudzin Pengiran Mahtar, Shileyiuskan Mijen, Mohamad Musa Bohari, Tahir Raya, Ahmad Faisal Mahdi and Azlina Bujang

The implementation of the Movement Control Order (MCO) due to the pandemic a few years ago, forced the community of Tellian Village in Mukah, Sarawak to forfeit or limit their business and thus, left them struggling with poor income. To solidify income resources and to promote the tourism sector of Tellian Mukah, the Faculty of Business Management from UiTM Sarawak Branch, Mukah Campus worked together with ADUN N57 Tellian to execute the Community Development programme through the Ecotourism and Entrepreneurship Tellian Area , Mukah.

As the majority of the Tellian village community relies on business and tourism as their main source of income, the project aims to build eco-tourism and entrepreneurship programmes by sharing their knowledge and expertise in product marketability. One of the initiatives of the programme was to introduce Gooino, an application that acts as a digital marketplace that enables consumers to find distinctive high-quality local products. Other than that, the local business owners use this app to market their product digitally which then, helps them to broaden their market.

Gooino, an application that acts as a digital marketplace enabling consumers to find distinctive, high-quality local products, as well as helping the local business owners to market their trade online, is one of the initiatives of the project. The name Gooino was derived from the Melanau Mukah term "Gui Nou", which means "Crew behold (this)".

Additionally the Kampung Tellian Floating Market, which is similar to the floating market of Bangkok, Thailand was inaugurated on 2 January 2021 with the hope that it may attract more tourists to the area. This initiative was supported by former N57 Tellian assemblyman YB Yussibnosh Balo, and was carried out by his predecessor YB Royston Valentine.

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Inou Dengah, Second Edition (16 November 2023)



Inou dengah UiTM Mukah 7 / UiTM Mukah Bulletin 2nd Issue | Dec 2023 28

NEWS AND ARTICLES

Kursus Komuniti Usahawan Desa Mukah

Penulis: Dayang Hummida Abang Abdul Rahman dan Siti Faridah Kamaruddin

MUKAH: Kursus Komuniti Usahawan Desa Mukah merupakan gabungan dua program yang dijalankan di bawah Projek Pembangunan Produk melalui Ekopelancongan dan Keusahawanan kawasan Tellian, Mukah. Antara dua kursus tersebut adalah Program Pembangunan Produk dan Pembangunan Mobile Apps dengan menghasilkan satu aplikasi mudah alih yang dikenali sebagai Gooino. Seramai 43 orang usahawan desa sekitar Daerah Mukah telah menghadiri kursus selama dua hari ini. Kursus ini memfokuskan kepada pembangunan produk ekopelancongan untuk dikomersialkan, memberikan pengetahuan dan kefahaman asas kepada komuniti usahawan Daerah Mukah dan kebolehan menggunakan aplikasi mudah alih Gooino.

Aplikasi ini telah dibangunkan oleh sekumpulan pensyarah dan staf dari UiTM Mukah dan aplikasi ini merupakan aplikasi mudah alih yang akan dilancarkan ke pelbagai platform seperti iOS, Android, dan Windows dengan mudah untuk melahirkan usahawan desa berteraskan ekopelancongan. Kursus yang telah diberikan oleh pelbagai agensi luar dan kepakaran dari kalangan pensyarah UiTM ini telah menggabungkan elemen pembangunan modal insan dan pembangunan kapasiti melalui program latihan, bimbingan dan perundingan. Objektif yang dicapai untuk kedua-dua kursus ini adalah bagi membantu para usahawan meningkatkan taraf ekonomi selain membantu memperluaskan kefahaman peserta untuk menceburi platform perniagaan digital bagi memasarkan produk mereka.

Sokongan berterusan dari YB ADUN N.57 Tellian dalam menyumbangkan dana untuk kedua-dua program ini telah memudahkan perjalanan kursus dan pembangunan aplikasi Gooino. Kursus yang dijalankan secara kolaborasi ini melibatkan kakitangan dari UiTM Cawangan Sarawak dan agensi luar seperti Craun Research, Koperasi Desa Lestari Kampung Tellian dan alumni UiTM Cawangan Sarawak, Suzee Cakoi.

Local Newspaper Clippings



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
suarasarawak.news@gmail.com

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.



Tambah 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 Fandzam Tokjan (Politeknik Mukah) serta wakil-wakil industri, Hasawardi Hazmi (Craun Research Sdn Bhd), Muhammad Aizat Ajijie (Suzee Cakoi) dan Jetzson Jacob Lemai Nawis (Mee Sagu KODELIT).

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 Mohamad Musa Bohari dan Siti Faridah Kamaruddin.



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