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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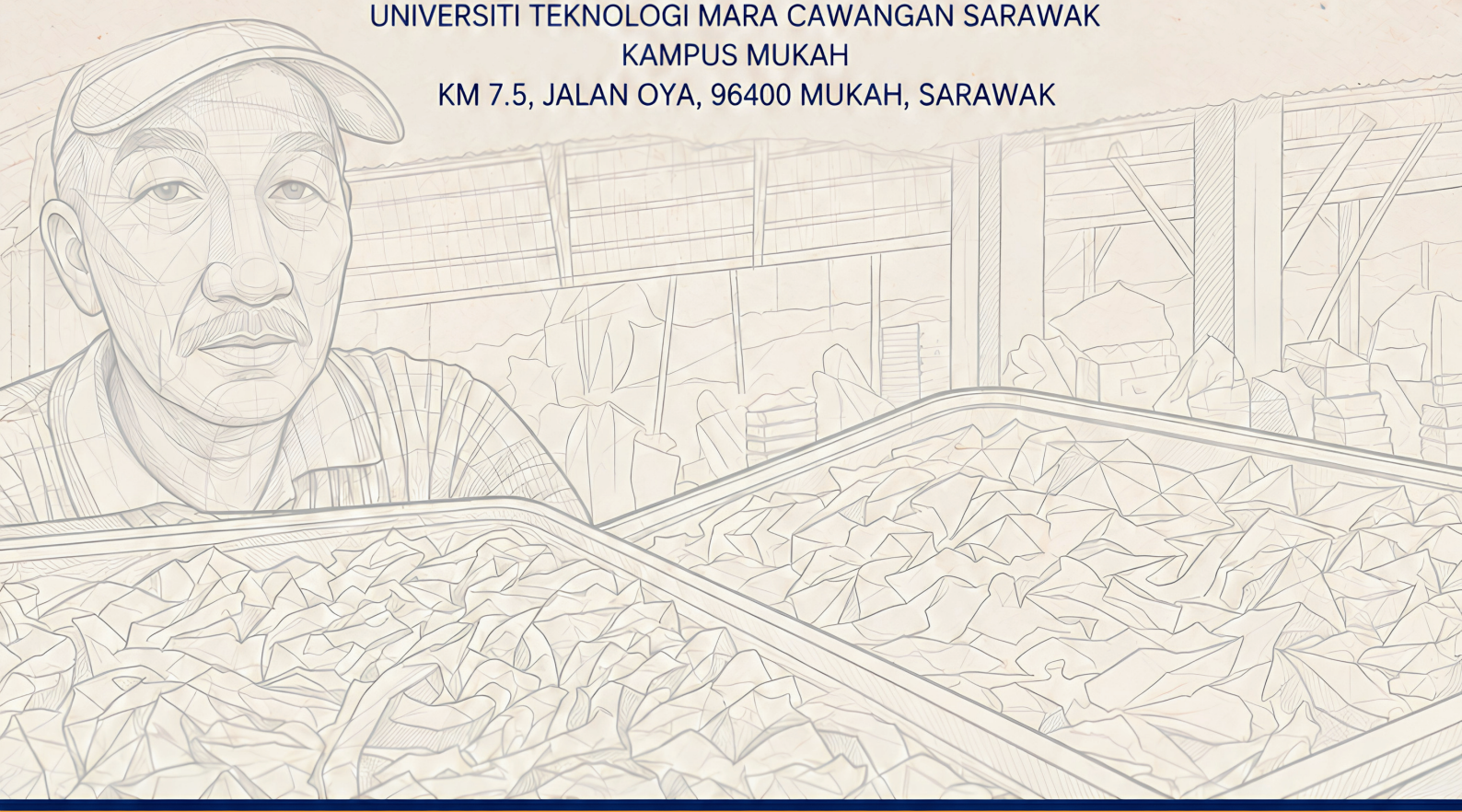
# CHAPTER 6

# ECOTOURISM PRODUCT MARKETING PROGRAMME

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## 1.0 INTRODUCTION

Marketing is an important process in business that encompasses the planning and execution of strategies to promote, distribute, and sell products or services. It involves understanding customer needs and building long-term relationships. Nowadays, marketing has also expanded to digital platforms such as social media and websites, enabling faster and more effective interaction with customers.

Awareness about the importance of marketing and e-marketing among entrepreneurs is increasing, however there is still a lack in terms of a deep understanding of basic marketing concepts such as market segmentation, target customers, and customer satisfaction, especially among micro and small entrepreneurs. Aside from that, past studies have focused heavily on theoretical aspects of marketing without emphasising the practical application of the 4Ps strategy within the context of small-scale businesses. Furthermore, the use of social media and digital platforms as marketing tools has not yet been fully utilised by rural entrepreneur communities or those who are less digitally literate. Therefore, there is a need to conduct a programme to identify the level of understanding, implementation, as well as the effectiveness of e-marketing strategies among local entrepreneurs, specifically for the purpose of improvement and empowerment of their businesses.

On 6 February 2023 located at Kingwood Hotel, Mukah, the Community Development Through Ecotourism & Entrepreneurship Programme for the Tellian Area: Marketing was held. A total of 46 participants who are entrepreneurs in the Tellian area, Mukah, participated in this programme. This programme aimed to provide exposure to the entrepreneur community regarding the important basics in the fields of marketing and e-marketing. Among the aspects that will be highlighted include understanding the concepts of marketing, determination of target customers, market segmentation, customer satisfaction, as well as strategies to build long-term relationships with customers. Aside from that, participants will also be exposed to effective marketing strategies and methods through the 4Ps approach (product, price, place, promotion), which are product, price, place, and promotion. This programme also provided guidance on how to promote products more effectively, particularly through online platforms such as social media and electronic media to expand market reach and increase sales.

However, the implementation of this programme faced several constraints, among which was a short timeframe that was insufficient for the full adoption of digital marketing concepts. In addition, the low level of digital literacy among participants and the lack of access to digital devices also became major challenges to the effectiveness of this programme.

Overall, this Community Development Through Ecotourism & Entrepreneurship Programme for the Tellian Area provided great benefits to the entrepreneurs in strengthening their basic knowledge of marketing and e-marketing. Although there were several constraints such as a lack of time, a low level of digital literacy, and limited device access, this programme still succeeded in opening up awareness and new opportunities for participants to expand their businesses online. It is hoped that programmes like this can be continued with improvements in the future so that the benefits can be expanded and provide a more comprehensive impact on the rural community.



55

NEWS AND ARTICLES

**Program Pembangunan Komuniti Melalui Eko Pelancongan dan Keusahawanan Kawasan Tellian Mukah: Pemasaran**

*Penulis: Agnes Kanyan, Siti Farah Lajim, Noor Emma Shamsuddin, Ahmad Faisal Mahdi*

**MUKAH:** Bertempat di Kingwood Hotel Mukah, UiTM Cawangan Sarawak Kampus Mukah dengan kerjasama Pusat Khidmat Masyarakat N.57 Tellian telah mengadakan "Program Pembangunan Komuniti Melalui Eko Pelancongan dan Keusahawanan" Kawasan Tellian, Mukah pada 6 Februari 2023. Program yang dijalankan selama sehari ini memfokuskan kepada *Pemasaran Produk*. Antara tujuan program ini adalah memberikan pendedahan kepada komuniti usahawan tentang asas pemasaran, strategi dan kaedah pemasaran, dan bimbingan kepada komuniti usahawan mengenai kaedah dan mempromosikan produk kepada pelanggan dengan lebih efektif. Seramai 50 orang peserta telah dipilih untuk mengikuti program ini yang terdiri daripada penduduk kawasan Tellian.

Program ini memfokuskan kepada pembangunan produk. Antara tujuan program ini adalah membina kemahiran pengurusan produk dari segi perancangan, pengurusan, pengembangan dan berfokus kepada pengguna dan mengetahui strategi-strategi dalam pembangunan produk dan membangunkan produk pelancongan berpotensi untuk dikomersialkan. Empat orang penceramah jemputan yang terdiri daripada pensyarah UiTM Cawangan Sarawak Kampus Mukah, telah dijemput untuk menyempurnakan pengisian program. Hasil daripada bimbingan penceramah-penceramah yang berpengalaman ini diharapkan dapat memberi pelbagai manfaat seperti pengetahuan tentang sistem asas inventori, sistem logistik, produk berpotensi, dan penjenamaan produk.



## 2.0 OBJECTIVE

Among the objectives of the organised programme are:

1. Giving exposure to the entrepreneur community regarding marketing/e-marketing basics such as definitions, concepts, elements in marketing/e-marketing, as well as explaining issues and challenges in marketing/e-marketing aspects.
2. Giving exposure regarding effective marketing/e-marketing strategies and methods that can be used by entrepreneurs to achieve sales targets.
3. Giving guidance to the entrepreneur community on methods and techniques to promote products to customers effectively through social media.
4. Giving guidance regarding the importance of marketing/e-marketing for the purpose of expanding business.

## 3.0 PROGRAMME ACTIVITIES/ CONTENTS

Throughout this programme, various activities were carried out to ensure the objectives could be achieved and that the delivery of knowledge and participant involvement were at an optimal level. Among the activities that were implemented were lecture sessions that delivered important information related to the programme topics, hands-on practical activities that provided opportunities for participants to apply the knowledge learned, as well as a digital poster competition aimed at encouraging creativity and deep understanding of the programme content. As a step to evaluate the programme's effectiveness, questionnaires were distributed to participants at the end of the programme to obtain feedback and assess their knowledge before and after participating in the programme.

| Date/Time<br>6 February 2023 | 10:00 – 11:00 am | 11.00 am – 12:00 pm | 2:00 – 3:00 pm | 3:00 – 4:00 pm |
|---|---|---|---|---|
| Activity/Content | **Effective Strategies and Methods of 4Ps Marketing (Lecture)** | **Production of Marketing Posters (Lecture and Hands On)** | **Marketing Through Facebook (Lecture and Hands On)** | **Marketing Through Instagram (Lecture and Hands On)** |
| Speaker | Mrs. Noor Emma Binti Shamsuddin | Ms. Umi Insyirah | Mr. Ahmad Faisal Mahdi | Mrs. Siti Farah Lajim |

## 3.1 LECTURE SESSION

This programme began with lecture sessions as an introduction to the main topics that would be discussed throughout the duration of the programme. Overall, a total of four lecture slots were conducted, each delivered by speakers who are experienced and knowledgeable in their respective fields, namely Mrs. Noor Emma Shamsuddin, Ms. Umi Insyirah, Mr. Ahmad Faisal Mahdi, and Mrs. Siti Farah Lajim. Each lecture session was framed with the purpose of providing initial exposure as well as increasing the participants' understanding regarding important aspects in the world of marketing, particularly within the context of digital marketing and the development of promotional materials. Below is the list of lecture sessions that were held:

1) Effective Strategies and Methods of 4Ps Marketing (Product, Price, Place, Promotion)
This lecture focused on the four main elements in an effective marketing strategy, which are product, price, distribution channels, and promotion. Participants were exposed to ways to plan and apply the 4P strategy to attract customer interest and increase sales. Participants were also exposed to definitions, concepts, and elements in marketing/e-marketing, as well as an explanation of the issues and challenges in marketing/e-marketing aspects.

2) Production of Marketing Posters
This slot emphasised the importance of visual materials in marketing efforts. Participants were given guidance and basic techniques in designing attractive and informative marketing posters, as well as introduced to the Canva application as a digital design tool.

3) Marketing Through Facebook
This lecture discussed marketing strategies and methods using the Facebook platform. Among those touched upon included business page creation, high-impact content writing, as well as methods to increase promotional visibility and reach to target customers.

4) Marketing Through Instagram
This slot focused on the use of Instagram in digital marketing. Participants were taught techniques to create attractive visual content, utilise features such as Instagram Stories and Reels, as well as build a brand through interaction with followers.






### 3.2 HANDS-ON PRACTICAL ACTIVITIES

After the lecture sessions were completed, the programme continued with the execution of hands-on practical activities to provide an opportunity for participants to apply the knowledge obtained directly. This activity aimed to increase participants' understanding and skills through a practical learning approach. Below is the list of hands-on activities that were conducted throughout this programme:

1) Production of Digital Posters through the Canva Application
The participants were given exposure and practical training in producing digital posters using the Canva application. This activity aimed to enable participants to apply their creativity in producing attractive and effective promotional materials. Canva was chosen because it is an easy-to-use platform, user-friendly, and highly suitable for digital marketing purposes.

2) Use of Facebook and Instagram in Marketing
Participants were also trained directly on how to use social media such as Facebook and Instagram as a marketing medium. This activity covered aspects such as creating attractive content, scheduling posts, using the 'Facebook Page' and 'Instagram Business' functions, as well as basic strategies to increase product visibility and reach to target customers.





### 3.3 ACTIVITY: DIGITAL POSTER COMPETITION

A digital poster competition was held as an effort to ensure that the participants truly applied the skills they had learned in the aspects of design and marketing. Through this competition, participants were given the opportunity to highlight their creativity as well as their ability to produce digital posters that were attractive, informative, and suitable for online product promotion purposes.




**SYARAT PENYERTAAN PERTANDINGAN POSTER DIGITAL**

1. Tema poster adalah "PRODUK EKO PELANCONGAN TELLIAN". Poster perlu selari dengan tema berkenaan.
2. Penyertaan TERBUKA kepada semua peserta program. Setiap peserta hanya dibenarkan menghantar satu (1) penyertaan sahaja.
3. Poster yang direka hendaklah bebas daripada unsur politik, perkauman dan isu yang menyentuh sensitiviti rakyat Malaysia.
4. Rekaan dan idea poster mestilah hasil ciptaan sendiri dan asli. Pihak penganjur tidak akan bertanggungjawab terhadap sebarang tuntutan hak cipta dibuat.
5. Peserta boleh menggunakan apa-apa medium aplikasi seperti *Canva* dan sebagainya untuk penghasilan poster digital.
6. Poster akan dinilai mengikut kriteria berikut: isi/tulisan/tema (30%), kreativiti & keaslian (20%), gambar/ ilustrasi (20%), kelestarian bahasa (20%) dan kekemasan (10%).
7. Pemarkahan poster 100% akan diberikan oleh juri yang telah dilantik. Keputusan panel juri adalah MUKTAMAD. Sebarang surat menyurat / emel tidak akan dilayan.
8. Penghantaran poster mestilah dalam format JPEG / PNG / PDF dan dihantar pada link ini https://forms.gle/vMtAeR4xAaGhJKf76
9. Tarikh tutup penyertaan pada 7 Februari 2023 (11.59malam).

Info tambahan.

1. Semasa slot penghasilan poster digital (ceramah dan hands on), penceramah akan mengajar cara penyediaan poster digital kepada para peserta dengan menggunakan aplikasi *Canva*.
2. Para peserta digalakkan untuk muat turun aplikasi *Canva* di dalam telefon masing-masing supaya memudahkan penyediaan poster digital nanti. Sekiranya ada peserta yang mempunyai laptop, boleh membawanya semasa sesi tersebut.
3. Para peserta boleh membuat persediaan awal dengan mengambil gambar bagi produk masing-masing supaya menjimatkan masa penyediaan poster digital semasa sesi hands on dijalankan.

Sekian, terima kasih.

-AJK Program Pemasaran-

## 4.0 METHODOLOGY

To evaluate the effectiveness level of the programme that was implemented, a questionnaire form was distributed to a total of 46 participants who were directly involved in this programme. The main purpose of distributing this questionnaire form was to obtain information quantitatively regarding changes in the participants' level of knowledge and skills before and after participating in the programme. This questionnaire also functioned as a measurement tool to evaluate the programme's impact from a learning perspective, as well as to identify areas for future improvement.

The evaluation of this programme's effectiveness encompassed four main components considered critical in the development of participants' capability, particularly within the context of product marketing. The first component was the participants' level of knowledge regarding effective marketing strategies and methods, including understanding of target markets, the use of social media, as well as precise promotional message delivery techniques. The second component evaluated the participants' skills in the aspect of producing product posters that are attractive, creative, and capable of drawing consumer attention. This skill is important for effective visual promotion on digital platforms.

The third component focused on the participants' level of knowledge regarding the use of the Facebook platform as a marketing medium. In today's digital era, Facebook is one of the most widely used platforms by entrepreneurs to promote their products and services. Therefore, knowledge on how to optimise Facebook functions such as Facebook Page, Facebook Ads, and Facebook Marketplace is extremely important. The fourth component evaluated the participants' level of mastery in practically applying the use of Facebook for marketing purposes, including their ability to create content, schedule posts, interact with customers, as well as analyse the performance of their marketing content.

The results from the findings of this questionnaire were analysed to identify the level of understanding among the participants regarding the programme conducted. Based on data analysis as well as feedback received, several improvements were suggested and implemented. These improvements are important to ensure that every participant gains maximum benefit from the programme conducted, while simultaneously increasing their competency level in marketing products more effectively in the future.

## 5.0 FINDINGS

### 5.1 RESEARCH ANALYSIS RESULTS

The research results are divided into 2 parts, which are the distribution of research respondents and the evaluation of the programme.

#### 5.1.1 DISTRIBUTION OF RESEARCH RESPONDENTS

| | Demographic | Total | Percentage |
|---|---|---|---|
| Gender | Male | 15 | 32.6% |
| | Female | 31 | 67.4% |
| Age | 20 - 30 | 5 | 10.9% |
| | 31 - 40 | 14 | 30.9% |
| | 41 - 50 | 10 | 21.7% |
| | 50 and above | 17 | 37% |
| Race | Malay | 2 | 4.3% |
| | Melanau | 42 | 91.3% |
| | *Orang Ulu* | 1 | 2.2% |
| | Others | 1 | 2.2% |
| Occupation | Merchant | 13 | 28.3% |
| | Government servant | 2 | 4.3% |
| | Self-employed | 20 | 43.5% |
| | Others | 11 | 23.9% |
| Business Registration | Yes | 17 | 37% |
| | No | 29 | 63% |
| Business Tenure | Less than a year | 12 | 26.1% |
| | 1 - 3 years | 9 | 19.6% |
| | 3 - 5 years | 9 | 19.6% |
| | 5 - 7 years | 7 | 15.2% |
| | 7 years and above | 9 | 19.6% |
| Income | Less than RM1000 | 21 | 45.7% |
| | Between RM1000 - RM2000 | 19 | 41.3% |
| | Between RM2001 - RM4000 | 4 | 8.7% |
| | RM4001 and above | 2 | 4.3% |
| Suitability of the course to the participants' needs | Yes | 46 | 100% |
| | No | - | - |

Table 1: Distribution of Research Respondents

This study involved a total of 46 respondents consisting of various demographic backgrounds, with the majority being female (67.4%) and from the Melanau ethnic group (91.3%). In terms of age, most respondents were aged 50 years and above (37%), while in terms of occupation, the majority of them were self-employed (43.5%). However, only 37% of the respondents had registered their businesses. Most of the businesses operated were less than a year old (26.1%), and 45.7% of the respondents earned an income of less than RM1,000 per month. All respondents agreed that the course conducted was suitable for their needs.

### 5.1.2 EVALUATION OF THE PROGRAMME

Data was analysed using the Statistical Package for the Social Sciences (SPSS) software application version 26. The evaluation based on the aspect of the participants' level of understanding regarding the course content that represents each criterion for the overall evaluation of the programme before and after the course was given according to the following scale:

| | |
|---|---|
| 1 = *Lemah* (Weak) | 4 = *Baik* (Good) |
| 2 = *Kurang memuaskan* (Unsatisfactory) | 5 = *Cemerlang* (Excellent) |
| 3 = *Sederhana* (Fair) | |

**A. Knowledge About Effective Marketing Strategies and Methods**




Table 2: Knowledge About Effective Marketing Strategies and Methods

To classify the participants' level of knowledge regarding effective marketing strategies and methods, the mean value was used as the basis of evaluation. Based on the findings, the mean value of the participants' knowledge level before the implementation of the programme recorded a score of 1.8, whereas after the programme, the value increased significantly to 4.52. This significant difference clearly shows that the implemented programme successfully increased the participants' level of knowledge regarding effective marketing strategies and methods. Therefore, this programme can be concluded as effective in empowering the participants' understanding and skills in the field of marketing.

**B. Knowledge to Produce Product Posters**

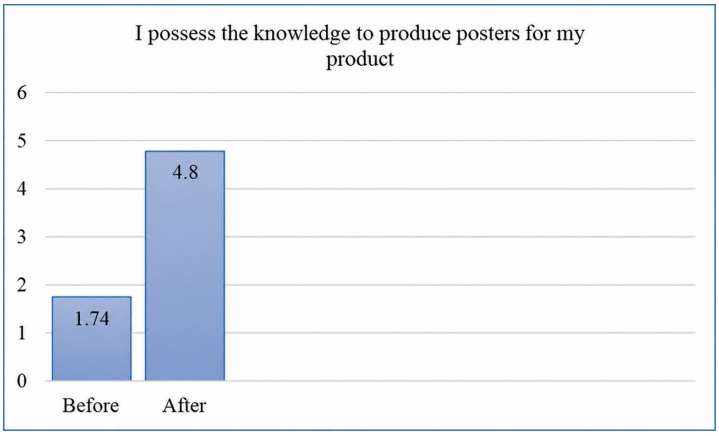



Table 3: Knowledge to Produce Product Posters

To classify the participants' level of knowledge in the aspect of product poster production, an evaluation method based on the mean value was used. Study findings show that the mean value of the participants' knowledge level before the programme was 1.74, whereas after the implementation of the programme, the mean value increased significantly to 4.8. This increase illustrates that the programme conducted successfully delivered a positive impact on the participants' knowledge in producing effective posters for product promotion purposes. Overall, these results prove the effectiveness of the programme in enhancing the participants' understanding and skills in the field of product poster design.

**C. Mastery of Instagram Use for Marketing Activities**

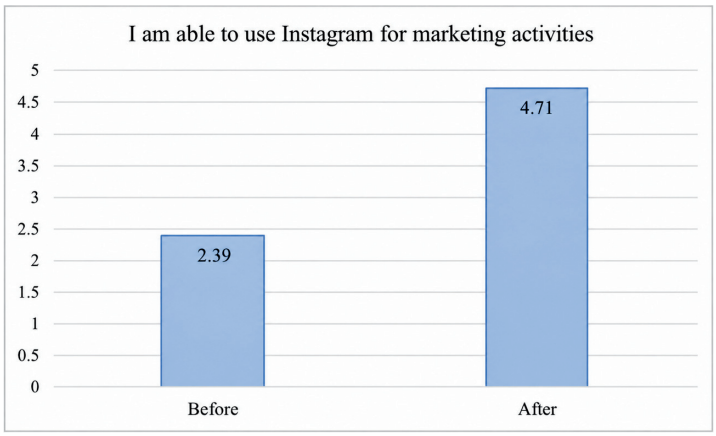



Table 4: Mastery of Instagram Use for Marketing Activities

To classify the participants' level of knowledge regarding the mastery of Instagram use in marketing activities, an analysis was conducted using an evaluation method based on the mean value. The findings show that the mean value of the participants' knowledge level before participating in the programme was 2.39. However, after the programme was implemented, the mean value increased significantly to 4.71. This significant increase clearly illustrates that the programme successfully enhanced the participants' level of mastery in using the Instagram platform as a marketing medium. Overall, this programme is proven effective in strengthening the participants' capability to leverage social media, particularly Instagram, as a strategic marketing tool relevant to current needs.

**D. Mastery of Facebook Use for Marketing Activities**

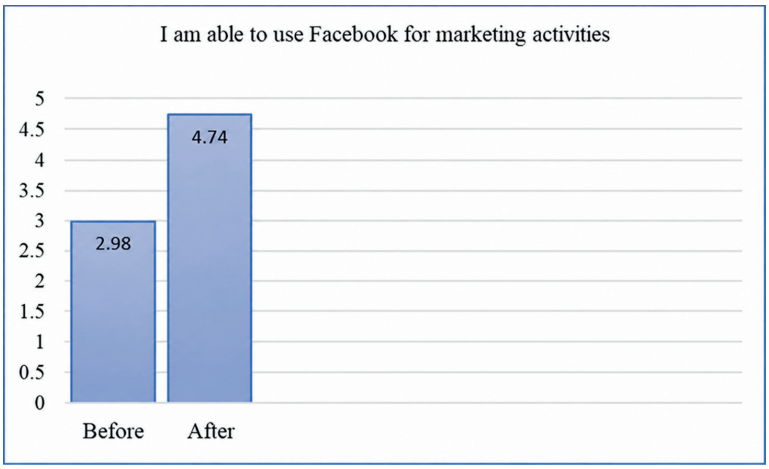



Table 5: Mastery of Facebook Use for Marketing Activities

To classify the participants' level of knowledge regarding the mastery of Facebook use for marketing purposes, an evaluation method based on the mean value was used. Based on the findings, the mean value of the participants' knowledge level before participating in the programme was 2.98. After the implementation of the programme, the mean value increased significantly to 4.74. This significant increase shows that the programme successfully increased the participants' level of knowledge regarding effective marketing strategies and methods through the Facebook platform. Overall, these findings prove that the programme conducted was effective in strengthening the participants' mastery of Facebook use as a relevant and impactful marketing medium.

# 6.0 RECOMMENDATIONS AND CONCLUSION

## 6.1 RECOMMENDATIONS

The following are proposed improvements for this programme to ensure its implementation becomes more comprehensive and effective.

### Provision of Advanced and Diverse Modules

It is recommended that an advanced module offering deeper insights be provided for participants who have mastered the basics of marketing, particularly in digital marketing. This module could cover topics such as paid marketing strategies (ads), social media analytics, and marketing automation. In addition, module variations should also be prepared based on the background or needs of the participants, such as small traders, women entrepreneurs, or businesses in the food sector.

### Post-Programme Supervision and Monitoring

It is suggested that a monitoring system be established, such as mentoring sessions or a support community after the programme, to help participants apply the strategies they have learned. Periodic evaluations, such as impact surveys after one month or three months, can be conducted to assess the long-term effectiveness of the programme.

### Use of the Latest Platforms and Technology

Training programmes should encourage a broader use of digital marketing platforms beyond Instagram and Facebook, such as TikTok, WhatsApp Business, Google Business Profile, or Shopee Live. Training could also focus on the latest applications or software, such as Canva Pro, Meta Business Suite, as well as Artificial Intelligence (AI) platforms for marketing.

### Implementation of Outcome-Based Evaluation

In addition to using evaluation methods based on mean values, it is recommended that performance-based evaluations also be implemented, such as sales performance after applying the strategies learned.

## 6.2 CONCLUSION

The programme implemented has a very positive impact on increasing the level of knowledge and skills of the participants in various aspects related to marketing. Based on the analysis of the mean value used as the evaluation basis, it was found that there was a significant increase in the participants' knowledge level after joining this programme. This is clearly shown through the four main areas evaluated.

First, from the aspect of knowledge regarding effective marketing strategies and methods, the mean score increased from 1.8 to 4.52 after the programme. This shows that participants gained a much better understanding of planning and executing strategic and effective marketing techniques. Second, in the aspect of producing product posters for promotional purposes, the increase in the mean value from 1.74 to 4.8 proves that this programme successfully enhanced the participants' understanding and skills in creating attractive visual materials suitable for use as product marketing media.

Third, for the use of social media, particularly Instagram, as a marketing tool, the mean score increased from 2.39 to 4.71. This shows that the programme strengthened the participants' ability to optimise the use of digital platforms to reach a broader and more relevant audience, in line with current marketing trends. Fourth, the use of Facebook as a marketing medium also showed a significant increase, where the mean value jumped from 2.98 to 4.74. This proves the effectiveness of the programme in guiding participants to master social media-based marketing strategies, thereby boosting their competitiveness in promoting products or services online.

Overall, the programme conducted was highly effective in empowering participants in terms of knowledge, as well as technical and practical skills in digital marketing. The consistent increase across all components shows that the approach, content, and execution of the programme met the participants' objectives and needs. This programme should be continued and expanded so that more individuals can benefit in an increasingly challenging and competitive digital marketing era.



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