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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OPENING REMARKS BY THE HONOURABLE STATE ASSEMBLY REPRESENTATIVE

It is my great pleasure to present these opening remarks for the Industrial Report on the Community Development through Ecotourism and Entrepreneurship Project for the Tellian Area, Mukah. This report documents an important community development initiative that reflects our shared commitment to strengthening the socioeconomic well-being of the people of Tellian through entrepreneurship, capacity building, innovation, and sustainable ecotourism.

The development of Tellian must be built upon the strengths, aspirations, and unique identity of its people. Rich in Melanau culture, heritage, traditional knowledge, and natural attractions, Tellian possesses considerable potential to grow as a distinctive community-based tourism destination. Through this project, local entrepreneurs and residents have been provided with opportunities to enhance their knowledge and skills in areas such as business development, product enhancement, digital marketing, financial literacy, homestay management, and the use of technology. These efforts are important in enabling the community to participate more confidently and competitively in emerging economic opportunities.

The success of community development depends on strong cooperation among the community, government agencies, educational institutions, industry partners, and other stakeholders. I therefore commend Universiti Teknologi MARA Sarawak Branch and all parties involved for their commitment to bringing knowledge, expertise, and practical guidance directly to the people of Tellian. Such collaboration demonstrates how strategic investment in human capital can create meaningful opportunities, strengthen local entrepreneurship, and contribute towards more inclusive and sustainable rural development.

Moving forward, it is my hope that the achievements, experiences, and recommendations documented in this report will provide valuable guidance for the continued development of Tellian. With sustained cooperation, strong community participation, and continued commitment from all stakeholders, I am confident that Tellian can further strengthen its position as a vibrant community that preserves its cultural heritage while embracing entrepreneurship, innovation, and sustainable tourism for the benefit of present and future generations.

Thank you.

YB Royston Valentine
State Assembly Representative for N.57 Tellian, Sarawak



FOREWORD BY RECTOR OF UITM SARAWAK

It is my great pleasure to present this Industrial Report on the Community Development through Ecotourism and Entrepreneurship Project for the Tellian Area, Mukah, which documents UiTM Sarawak Branch's commitment to translating academic expertise into meaningful and sustainable community impact. This report reflects the collective efforts undertaken to empower the Tellian community through knowledge transfer, capacity building, entrepreneurship development, digitalisation, and community-based ecotourism. The continued advancement of our communities depends on strong partnerships, shared responsibility, innovation, and the ability to transform local strengths into sustainable opportunities. Through a series of structured programmes, this project has brought together the expertise of UiTM academics, government agencies, industry partners, community leaders, and local entrepreneurs. From strengthening entrepreneurial readiness and product development to advancing digital marketing, financial literacy, homestay development, and the use of technology, these initiatives demonstrate the important role that universities can play in addressing real community needs while supporting socioeconomic development.

With sustained commitment, UiTM Sarawak Branch will continue to strengthen strategic engagement that creates measurable and lasting impact beyond the university. The Tellian Community Project demonstrates how collaboration between academia, government, industry, and the community can contribute towards strengthening local entrepreneurship, preserving cultural heritage, expanding economic opportunities, and promoting sustainable community-based tourism. More importantly, it reflects our aspiration to ensure that knowledge and innovation remain accessible, relevant, and responsive to the communities we serve.

Such dedicated efforts affirm UiTM's role as a catalyst for community transformation and reinforce our commitment to developing resilient, empowered, and future-ready communities. It is my hope that the experiences, findings, and recommendations documented in this report will provide valuable direction for future initiatives and inspire further high-impact collaborations in Tellian, Mukah, Sarawak, and beyond.

Thank you.

Professor Dr. Firdaus Abdullah
Rector
Universiti Teknologi MARA Cawangan Sarawak



MESSAGE FROM THE ASSISTANT RECTOR OF UITM MUKAH CAMPUS

I am honoured to present this Industrial Report on the Community Development through Ecotourism and Entrepreneurship Project for the Tellian Area, Mukah, which reflects Universiti Teknologi MARA (UiTM) Sarawak Branch, Mukah Campus's commitment to advancing community development through meaningful knowledge transfer, strategic collaboration, and sustainable engagement.

This report represents our collective effort to empower the Tellian community by transforming knowledge into practical opportunities for socioeconomic advancement. Through structured initiatives encompassing entrepreneurship development, product enhancement, digital marketing, financial literacy, homestay development, and technological innovation, the project has strengthened the capacity of local entrepreneurs while encouraging greater participation in community-based ecotourism. At the same time, it recognises the importance of preserving Tellian's distinctive Melanau heritage, cultural identity, and local resources as valuable foundations for sustainable development.

By bringing together the expertise of UiTM academics, government agencies, industry partners, community leaders, and local entrepreneurs, this project demonstrates the value of collaboration in creating meaningful and measurable impact. More importantly, it reflects the role of UiTM Mukah Campus as an institution that remains closely connected to the needs and aspirations of the surrounding community. Through continuous engagement, innovation, and shared responsibility, we aspire to strengthen local entrepreneurship, expand economic opportunities, and contribute towards the development of resilient and self-sustaining communities.

Moving forward, UiTM Sarawak Branch, Mukah Campus will continue to strengthen partnerships that translate knowledge into action and create lasting benefits for society. It is my hope that the experiences, outcomes, and recommendations documented in this report will serve as a valuable reference for future community initiatives and encourage further collaboration towards positioning Tellian as a sustainable model of community-based entrepreneurship and ecotourism development.

Thank you.

Dr. Yussri Sawani
Assistant Rector
Universiti Teknologi MARA Cawangan Sarawak Kampus Mukah



EXECUTIVE SUMMARY

The Community Development Programme through Ecotourism and Entrepreneurship in Tellian, Mukah, Sarawak, is a proposed two-year initiative by Universiti Teknologi MARA (UiTM) Sarawak, running from March 2021 to February 2023. However, the appointment as the implementing team for this project was extended until 2027 due to the COVID-19 pandemic, which significantly affected the implementation of face-to-face activities. In addition, following consideration by the Honourable State Assembly Representative, the project period was extended to provide the researchers with sufficient time to produce high-impact publications and develop innovative products arising from the project More broadly, the project aims to use Tellian's natural, cultural, and socioeconomic resources to create sustainable economic opportunities while developing the area as an attractive ecotourism destination. Tellian has strong ecotourism potential through the Sungai Tellian ecosystem, Melanau cultural heritage, traditional food, sago-related activities, jerunei, Lamin Dana, Muzium Mini Sapan Puloh, and other attractions. The proposed floating market at Sungai Tellian could further enhance the tourism experience while supporting the preservation of local culture and the environment.

The programme focuses on three main goals: developing ecotourism and entrepreneurship, diversifying income for rural entrepreneurs, and developing ecotourism-based businesses. Eight projects were implemented, including community awareness, ecotourism product development, community empowerment, a Mukah Tourism mobile application (GOOINO Apps), marketing, homestay development, and financial management. Universiti Teknologi MARA Cawangan Mukah Kampus Sarawak has provided training, mentoring, consultation, research, and knowledge transfer to strengthen entrepreneurial, digital marketing, tourism product, homestay, and financial management skills. It was hoped that the programme has been able encourage the participation of youth, B40 communities, and women.

Expected outcomes include new rural entrepreneurs, employment and income opportunities, marketable tourism products, registered homestays, and greater community participation in tourism. Digital platforms, including the proposed Mukah Tourism mobile application, Gooino, was initially developed to support tourism promotion and product marketing. Nevertheless, the development of the mobile application had to be postponed due to certain unavoidable circumstances. As a result, the entrepreneurial community in Tellian was unable to fully benefit from the application that had been intended to facilitate and support their business activities. Despite this setback, the Honourable State Assembly Representative remains committed to the initiative and will continue to explore suitable alternatives for the development of a dedicated mobile application to support entrepreneurs in Tellian and, more broadly, the entrepreneurial community throughout the Mukah area. The programme has a proposed allocation of RM115,000 and UiTM Mukah staff and students have involved successfully in collaboration with the local community. Overall, this programme has managed to strengthen sustainable community-based ecotourism and entrepreneurship in Tellian, create economic opportunities, improve local tourism products, and position Mukah as a distinctive tourism destination.

Dayang Hummida Abang Abdul Rahman
Chief Coordinator
Community Development through Ecotourism and Entrepreneurship in Tellian, Mukah

PREFACE

This Industrial Report presents the implementation and outcomes of the Community Development through Ecotourism and Entrepreneurship Programme in Tellian, Mukah, an initiative led by Universiti Teknologi MARA (UiTM) Sarawak Branch, Mukah Campus in collaboration with the local community and supported by the Office of the State Assembly Member (N.57 Tellian). The programme was designed to harness the unique cultural, environmental, and economic potential of the Tellian area by strengthening community capacity, promoting sustainable ecotourism, and fostering entrepreneurship as drivers of inclusive socioeconomic development.

Recognising Tellian's rich cultural heritage, natural attractions, and emerging tourism opportunities, the programme adopted an integrated approach that combined knowledge transfer, skills development, entrepreneurship training, and community engagement. Eight strategic initiatives were implemented, encompassing community awareness and readiness, product inventory development, ecotourism product development, community empowerment, mobile application development, product marketing, homestay establishment, and financial management. These initiatives were carefully designed to equip local entrepreneurs with practical knowledge and competencies while enhancing the commercial value and marketability of community-based tourism products.

This report documents the implementation process, evaluates the impact of each programme component, and highlights the achievements, challenges, and lessons learned throughout the project. It demonstrates how strategic collaboration between higher education institutions, government representatives, and local communities can contribute to sustainable rural development, income generation, employment opportunities, and the preservation of local heritage. The findings also provide valuable evidence to support future policy decisions and the continuous improvement of community development initiatives within the Tellian constituency.

UiTM Cawangan Sarawak expresses its sincere appreciation to the Office of the State Assembly Member for Tellian, government agencies, community leaders, entrepreneurs, and all stakeholders whose commitment and collaboration were instrumental in the successful implementation of this initiative. It is hoped that this report will serve not only as a record of the programme's accomplishments but also as a reference for future efforts to strengthen community resilience, expand entrepreneurial opportunities, and advance sustainable ecotourism development in Mukah and beyond.

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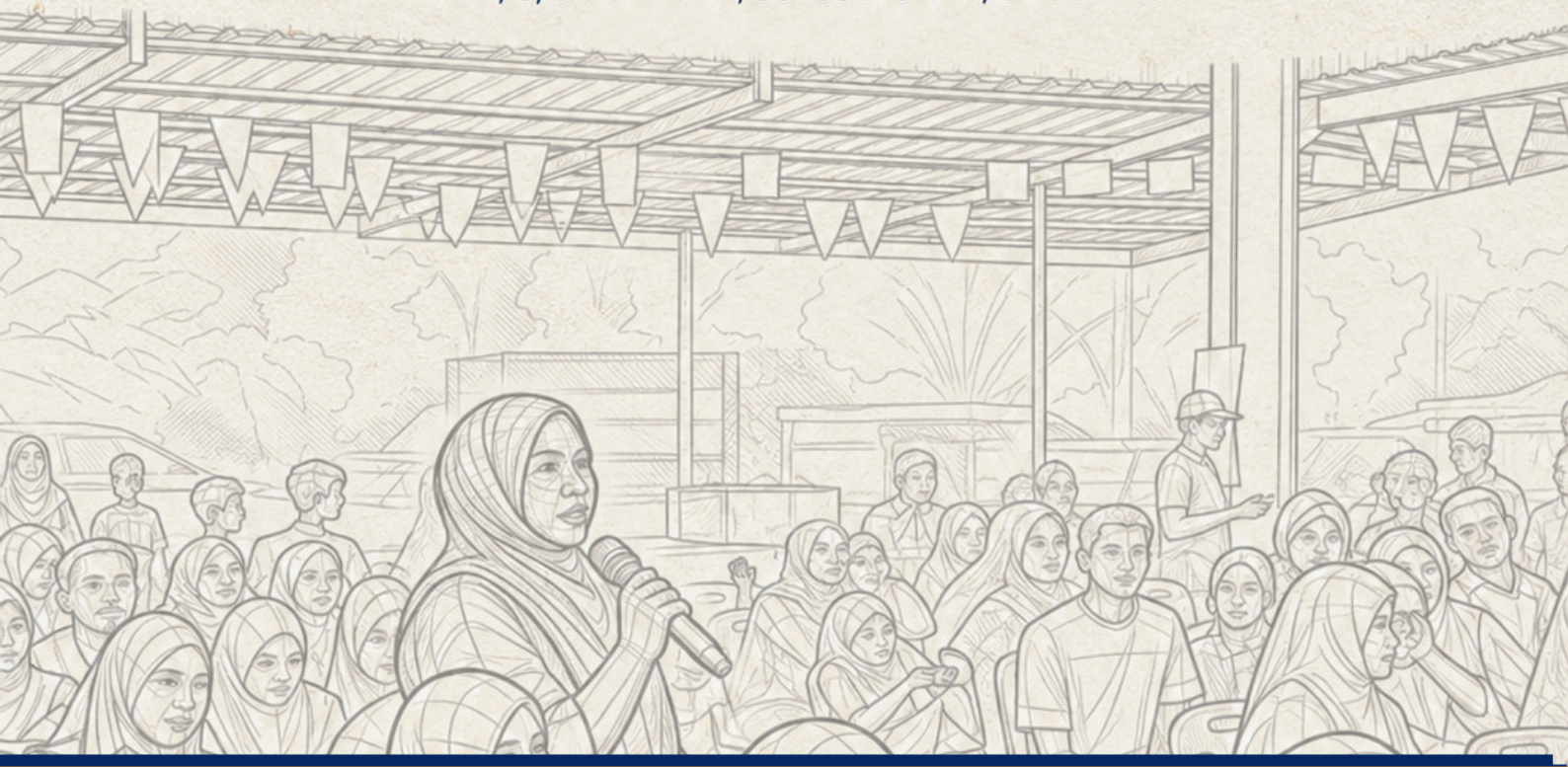
CHAPTER 1

COMMUNITY AWARENESS AND READINESS PROGRAMME

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1.0 PROGRAMME PURPOSE

The programme aimed to enhance the knowledge and skills of local entrepreneurs and prepare them to embark on business activities, particularly through the initial development of an entrepreneurial mindset. It also sought to cultivate motivation, resilience, and a strong sense of identity among entrepreneurs in Mukah while providing them with opportunities to manage their businesses in a more focused, structured, and guided manner.

2.0 PROGRAMME INTRODUCTION

The Community Development through Ecotourism and Entrepreneurship Programme for the Tellian area was held at the Tellian Multipurpose Hall in Mukah and organised by Universiti Teknologi MARA (UiTM), Sarawak Branch Mukah Campus, in collaboration with the N.57 Tellian Community Service Centre.

The Community Awareness and Readiness Programme was one of eight programmes conducted as part of a structured programme series. Implemented over two days, the programme focused on strengthening community awareness and readiness. Its primary objective was to enhance the participants' entrepreneurial knowledge and skills in preparation for upgrading their businesses from small-scale trading activities to formally registered sole proprietorships.

The first day of the programme was officially launched by Mr. Royston Valentine, the State Legislative Assembly Member for N.57 Tellian. The event was also attended by representatives from several government agencies, including the Mukah District Office, the Dalat and Mukah District Council (MDDM), and the Malaysian Agricultural Research and Development Institute (MARDI).

Community leaders, project coordinators, and participants from Kampung Tellian also attended the programme. A total of 62 participants from the Tellian area were selected to take part. They were strongly encouraged to continue participating in the other five programmes, as the overall community development initiative was scheduled to be implemented over a period of two years. Eight guest speakers contributed to the programme. They comprised of lecturers from UiTM Sarawak Branch Mukah Campus, representatives of government agencies, and UiTM alumni entrepreneurs.

Through the guidance provided by these experienced speakers, participants gained valuable knowledge and practical exposure in several areas, including business registration, fundamental entrepreneurship principles, marketing, business operations, and the use of the Gooino application. The application was developed for collective use following the completion of the overall Community Development through Ecotourism and Entrepreneurship Programme.

Table 1: List of Speakers and Topics

Speakers	Organisation/Affiliation	Introductory Topic
Shafrie Bin Saili	Mukah District Office	Business Registration Procedures
Zamrah binti Abdullah	Dalat and Mukah District Council (MDDM)	Business Licence Application Procedures
Ahmad Faisal bin Mahdi	UiTM	• Establishment and Registration of Cooperatives • Fundamentals of Management
Siti Farah binti Lajim	UiTM	Fundamentals of Marketing
Noor Emma binti Shamsuddin	UiTM	Fundamentals of Business Operations
Juriah Japar	UiTM	Fundamentals of Financial Record-Keeping
Pengiran Saifudzin Pengiran Mahtar	UiTM	Introduction to the Gooino Application
Muhammad Aizat Ajji	UiTM Alumni Entrepreneur	Entrepreneurial Success-Sharing Session: Suzie Chakoi

3.0 OBJECTIVES

The objectives of the programme were to:

- develop ecotourism and entrepreneurship initiatives;
- diversify the income sources of rural entrepreneurs by strengthening their knowledge of business fundamentals;
- provide entrepreneurs with exposure to the digital business environment; and
- develop rural entrepreneurs with a focus on ecotourism-based enterprises.

4.0 RESEARCH METHODOLOGY

4.1 STUDY PARTICIPANTS

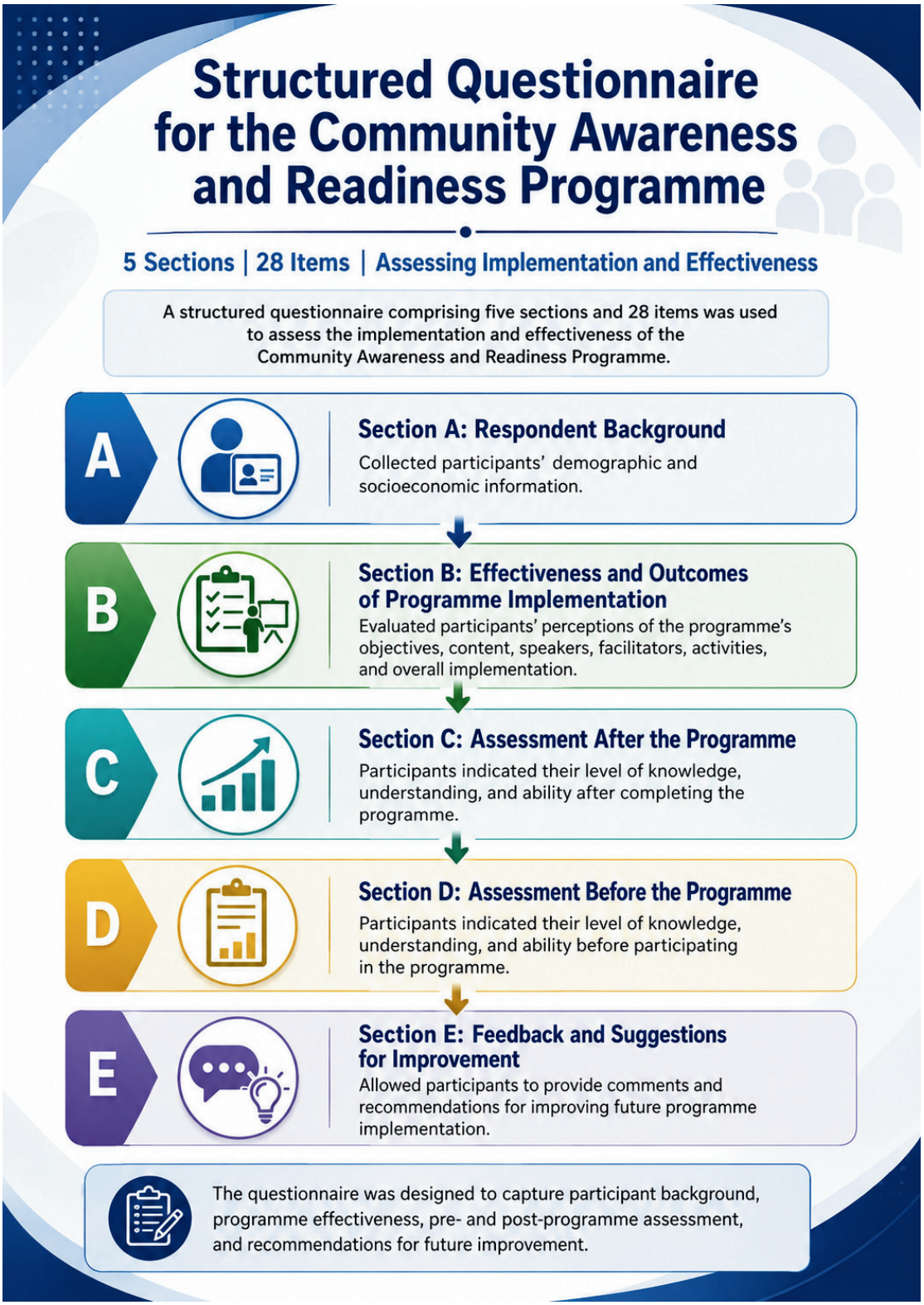
The study participants attended the Community Awareness and Readiness Programme held on 21–22 January 2022 at the Tellian Multipurpose Hall. A total of eight speakers from the District Office, District Council, industry, and UiTM contributed to the programme. Following the completion of the programme, an online impact assessment survey was distributed to evaluate its implementation. All participants responded to the survey. A detailed distribution of the respondents is presented in Table 2.

Table 2: Distribution of Study Respondents

Category	Respondent Group	Percentage (%)
Gender	Male	23.5
	Female	76.5
Age	21–30 years	14
	Above 31 years	86
Income	Below RM500	3.9
	RM501–RM1,500	88.3
	RM1,501–RM3,000	5.8
	Above RM3,001	2

4.2 RESEARCH INSTRUMENT

A structured questionnaire comprising five sections and 28 items was used to assess the implementation and effectiveness of the Community Awareness and Readiness Programme. The questionnaire was organised as follows:



Of the 28 questionnaire items, 22 were designed to measure the programme's effectiveness, outcomes, and impact on the participants. The items in Sections B, C, and D were rated using a five-point Likert scale ranging from 1 to 5. The data obtained were subsequently analysed and presented using descriptive statistics.

5.0 STUDY FINDINGS

The data were analysed using the Statistical Package for the Social Sciences (SPSS), Version 25. The evaluation focused on two aspects: the effectiveness of the programme and the participants' level of understanding of the programme.

Table 3: Evaluation of Programme Effectiveness

Item	Strongly Agree (%)	Agree (%)	Uncertain (%)	Disagree (%)
Relevance of the programme objectives	46.2	50	3.8	–
Programme content	46.2	48.1	5.8	–
Speakers' expertise in delivering knowledge	53.8	36.5	9.6	–
Facilitators' competence in ensuring the smooth implementation of the programme	48.1	42.3	7.7	1.9
Effectiveness of the activities conducted	46.2	48.1	5.8	–
Overall evaluation of the programme	59.6	36.5	3.8	–

Based on Table 3 presented above, the participants were generally highly satisfied with the Community Awareness and Readiness Programme. The facilitators' competence in ensuring the smooth implementation of the programme was the only aspect that recorded a small level of participant dissatisfaction, with 1.9% of respondents indicating that they disagreed, which was attributed to minor technical issues encountered during participant registration

Table 4: Participants' Level of Understanding of the Programme

Statement	Before: Strongly Disagree (%)	Before: Disagree (%)	Before: Uncertain (%)	Before: Agree (%)	Before: Strongly Agree (%)	After: Strongly Disagree (%)	After: Disagree (%)	After: Uncertain (%)	After: Agree (%)	After: Strongly Agree (%)
I am interested in the knowledge and skills presented during the programme.	5.8	1.9	50	28.8	13.5	–	–	11.5	42.3	46.2
I possess knowledge and skills in the relevant field.	3.8	13.5	44.2	28.8	9.6	–	1.9	17.3	50	30.8
I am able to apply the knowledge and skills acquired in my daily work.	3.8	7.7	34.6	34.6	19.2	–	–	13.5	46.2	40.4
I am able to share the knowledge and skills acquired with colleagues or other individuals.	3.8	3.8	40.4	38.5	13.5	–	–	9.6	55.8	34.6
I am able to teach the knowledge and skills acquired to colleagues or other individuals.	3.8	3.8	48.1	32.7	11.5	–	–	17.3	55.8	26.9
I am able to continuously disseminate the knowledge and skills acquired to the wider community.	3.8	3.8	42.3	36.5	13.5	–	–	15.4	44.2	40.4

The analysis of the assessments completed by participants throughout the two-day Community Awareness and Readiness Programme produced highly encouraging results as shown in Table 4. Assessments conducted before the programme on the first day and after its completion on the second and final day demonstrated a marked improvement in participants' acquisition and acceptance of the knowledge delivered by the speakers.

The percentage of participants who selected "Uncertain" decreased significantly from approximately 40–50% before the programme to 9–17% after the programme. This substantial reduction provides clear evidence of the programme's effectiveness. Furthermore, responses under the "Strongly Disagree" and "Disagree" categories were almost entirely eliminated following the programme, indicating a considerable improvement in participants' knowledge, understanding, and confidence.

6.0 RECOMMENDATIONS FOR IMPROVEMENT AND PARTICIPANTS' FEEDBACK

Based on the impact assessment questionnaires distributed, participants proposed several recommendations to strengthen the implementation of the programme. The key recommendations and feedback provided were as follows:

- incorporate more practical, hands-on training, including direct assistance with business registration and licence applications;
- extend the duration of the programme to allow for more detailed explanations and a deeper understanding of the topics covered; and
- use a language that is more accessible to the local community, as Malay is not the primary language of communication among many members of the Melanau community in Mukah.

7.0 CONCLUSION

Overall, the Community Awareness and Readiness Programme had a positive impact on participants from the Tellian community in Mukah. It also provided a strong foundation for the implementation of subsequent programmes under the Community Development through Ecotourism and Entrepreneurship Programme for the Tellian area, Mukah. The structured implementation of the programme successfully achieved its objectives and delivered meaningful benefits to the participants and the wider Tellian community.

8.0 APPENDICES



Figure 1: Participants of the Community Development through Ecotourism and Entrepreneurship Programme for the Tellian Area, Mukah



Figure 2: A speaker delivering a briefing to the programme participants



Figure 3: A question-and-answer session between the speaker and the participants



Figure 4: Speakers in a group photograph with participants of the Community Development through Ecotourism and Entrepreneurship Programme for the Tellian Area, Mukah

Program Pembangunan Komuniti Melalui Eko Pelancongan dan Keusahawanan

KAWASAN TELIAN, MUKAH

Disediakan oleh: Ahmad Faisal Mahdi, Agnes Kanyan, Siti Farah Lajim & Noor Emma Shamsuddin





Pada 21 – 22 Januari 2022 bertempat di Dewan Serbaguna Tellian Mukah, UiTM Cawangan Sarawak Kampus Mukah dengan kerjasama Pusat Khidmat Masyarakat N.57 Tellian telah menganjurkan Program Pembangunan Komuniti Melalui Eko Pelancongan dan Keusahawanan Kawasan Tellian, Mukah. Program ini dilaksanakan selama dua hari dengan memfokuskan pada kesedaran & kesediaan komuniti dengan objektif untuk meningkatkan pengetahuan dan kemahiran usahawan sebagai persediaan untuk menaik taraf perniagaan daripada penjaja kepada pemilikan tunggal.

Program pada hari pertama telah dirasmikan oleh Encik Royston Valentine, wakil rakyat DUN Tellian N.57, yang turut dihadiri agensi – agensi kerajaan seperti Pejabat Daerah Mukah, Majlis Daerah Dalat dan Mukah (MDDM), dan MARDI. Majlis juga turut disertai oleh ketua-ketua masyarakat, penyelaras projek dan para peserta yang terdiri daripada penduduk Kampung Tellian. Seramai 62 orang peserta telah dipilih untuk mengikuti program ini yang terdiri daripada penduduk kawasan Tellian. Selain itu, mereka juga amat digalakkan untuk meneruskan penyertaan dalam 5 program yang lain di mana program pembangunan komuniti ini akan berlangsung selama 2 tahun.

Lima orang penceramah jemputan dari kalangan pensyarah UiTM Cawangan Sarawak Kampus Mukah, wakil – wakil agensi kerajaan dan usahawan alumni UiTM telah terlibat menyempurnakan pengisian program. Hasil daripada bimbingan penceramah- penceramah yang berpengalaman ini, para peserta telah memperolehi pelbagai manfaat seperti pengetahuan berkenaan pendaftaran perniagaan, pendedahan tentang asas keusahawanan, pemasaran, operasi dan juga penggunaan aplikasi Gooino yang dibangunkan untuk kegunaan bersama setelah tamat keseluruhan program Pembangunan Komuniti Melalui Eko Pelancongan dan Keusahawanan ini.

Figure 5: Coverage of the programme in the Inou Dengah Online Bulletin, Issue 1, 2022

Community Development through Ecotourism and Entrepreneurship Programme Tellian Area, Mukah

Prepared by: Hj. Ahmad Faisal Hj. Mahdi, Agnes Kanyan, Siti Farah Lajim, and Noor Emma Shamsuddin

On 21–22 January 2022, Universiti Teknologi MARA (UiTM), Sarawak Branch, Mukah Campus, in collaboration with the N.57 Tellian Community Service Centre, organised the Community Development through Ecotourism and Entrepreneurship Programme for the Tellian area, Mukah. The two-day programme focused on strengthening community awareness and readiness. It aimed to enhance the participants' entrepreneurial knowledge and skills in preparation for upgrading their businesses from small-scale trading activities to formally registered sole proprietorships.

The programme was officially launched on its first day by Mr Royston Valentine, the State Legislative Assembly Member for N.57 Tellian. Representatives from several government agencies were also present, including the Mukah District Office, the Dalat and Mukah District Council (MDDM), and the Malaysian Agricultural Research and Development Institute (MARDI). The event was also attended by community leaders, project coordinators, and participants from Kampung Tellian. A total of 62 residents from the Tellian area were selected to participate in the programme. They were also strongly encouraged to continue their participation in five other programmes under the community development initiative, which would be implemented over a period of two years.

Five guest speakers contributed to the programme, comprising lecturers from UiTM Sarawak Branch, Mukah Campus, representatives of government agencies, and UiTM alumni entrepreneurs. Through the guidance provided by these experienced speakers, participants gained valuable knowledge and exposure in areas such as business registration, entrepreneurship fundamentals, marketing, business operations, and the use of the Gooino application. The application was developed for collective use following the completion of the overall Community Development through Ecotourism and Entrepreneurship Programme.
Excerpted from: https://ir.uitm.edu.my/id/eprint/118096/1/118096.pdf

English translation of the news excerpt can be found below.

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RESEARCH ARTICLE

Assessing Mukah Community's Readiness Participation in the Ecotourism Industry

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ABSTRACT

Ecotourism is a distinct category within the broader tourism sector. Ecotourism is an excellent option for enhancing local socioeconomic circumstances and generating economic activity that positively impacts the national economy. The involvement of local communities, specifically rural youth communities, in ecotourism activities can offer employment prospects such as serving as nature guides, engaging in business ventures within the ecotourism industry, benefiting from the activities and products of ecotourism, and fostering social connections and local income growth. However, an essential determinant of the effectiveness of tourist development programs is the level of readiness within the community to engage in these ecotourism activities. The objective of this essay is to evaluate the preparedness of the local community in Mukah for the implementation of ecotourism activities. The study was carried out as part of the community program. A total of 62 respondents originated from the surrounding communities of Mukah, Sarawak. The findings indicated that most participants had neither attended nor received any kind of training in nature guiding. Although most respondents initially did not engage in ecotourism activities, a significant number of them showed a newfound interest in becoming nature guides and stated a readiness to pursue relevant courses in the future after enrolling in the program. It indicates that a significant proportion of young people participating in this program had the necessary readiness to engage in local ecotourism initiatives.

Contribution/Originality: This study contributes to the existing literature by offering a wider spectrum of community participation in the ecotourism industry. The study is one of the very few studies that have investigated the rural area acceptance of involvement in the ecotourism industry among native communities in Sarawak.

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Figure 6: Publication of the Study on the Community Awareness and Readiness Programme

CHAPTER 2

PRODUCT DEVELOPMENT PROGRAMME

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1.0 INTRODUCTION

The Product Inventory Development Course, organised by the UiTM Sarawak Branch, Mukah Campus, on 7 February 2023 at the Kingwood Hotel Mukah, is a training programme aimed at equipping entrepreneurs and prospective entrepreneurs in the Tellian N.57 state constituency with the knowledge and skills to manage product inventory.

To ensure that businesses remain competitive, the products and services offered by a business must have market value and meet the needs of current customers. Among the issues frequently faced by traders in small and medium-sized enterprises (SMEs) is producing high-quality products with a competitive edge that place a business on par with existing products in the market. Consequently, to increase capacity building related to product inventory development among entrepreneurs in the Tellian Area, this programme was implemented to address these issues. However, time constraints were one of the main challenges faced in delivering the modules, especially those that are technical in nature, such as the inventory system.



Among the products of the participants who attended the course

2.0 OBJECTIVES & METHODOLOGY

The Product Inventory Development Course was conducted for one (1) day by setting several objective targets as follows:

- 2.1 Building product management skills in terms of planning, management, expansion, and focusing on consumers
- 2.2 Comprehending the strategies in product development
- 2.3 Developing potential tourism products to be commercialised

The methodological approaches used in this programme included Lectures, Q&A (Question and Answer), In-Group Training (LDK), and Programme Effectiveness Questionnaires.

3.0 CONTENTS OF THE PROGRAMME

A total of 46 participants consisting of entrepreneurs, government staff, and various professions attended the programme. Participants showed high commitment and gave positive feedback throughout the organisation of this programme. The contents of the Product Inventory Development Course were as follows:

Time	Content	Speaker
9:00 – 11:00 a.m.	Basic Inventory System	Nur Ain Abu Bakar
11:00 – 12:00 noon	Logistics System	Ahmad Faisal Mahdi
2:00 – 3:00 p.m.	Potential Products	Siti Farah Lajim
3:00 – 4:00 p.m.	Product Branding	Agnes Kanyan

3.1 LECTURE CONTENT

3.1.1 Activity 1: Basic Inventory System Lecture

Lecture 1, titled Basic Inventory System, was delivered by Ms Nur Ain binti Abu Bakar, an Accounting Lecturer at Universiti Teknologi MARA Sarawak Branch, Mukah Campus. The essence of the lecture focused on the introduction to inventory management systems, types of inventories, cost components in inventory, good inventory system management, inventory classification, and the impact of good inventory management in an organisation. Good inventory management in an organisation starts from good planning. Managers in an organisation need to plan sales aspects in business, such as the number of quantities to be sold, to ensure that stock supply is sufficient. The lecture was followed by a group activity requiring each participant to understand inventory management methods using the inventory management system discussed in the lecture room.

3.1.2 Activity 2: Logistics System Lecture

Lecture 2, titled Logistics System, was delivered by Hj. Ahmad Faisal Hj. Mahdi, a Senior Lecturer at Universiti Teknologi MARA Sarawak Branch, Samarahan Campus. The essence of the lecture revolved around basic exposure to the logistics and supply chain fields, explaining the role of logistics in business and industrial operations. Logistics refers to the process of planning, implementing, and controlling the flow of goods, information, and resources from the point of origin to the endpoint, efficiently and cost-effectively. It involves activities such as transport, storage, packaging, inventory management, and distribution. Without effective logistics, products will not reach customers on time. Businesses can lose money if goods arrive late, are out of stock, or if delivery costs are too high. For example, companies like Shopee and Lazada rely heavily on efficient logistics systems to remain competitive. The logistics field is becoming increasingly important alongside the development of e-commerce and globalisation. It is not just about delivering goods, but also about operational strategies that can determine the profit and loss of a business. The lecture was followed by a group activity requiring each participant to understand the elements of logistics management to be applied in the context of the entrepreneur's business.

3.1.3 Activity 3: Potential Products Lecture

Lecture 3, titled Potential Products, was delivered by Madam Siti Farah Lajim, Senior Lecturer at Universiti Teknologi MARA Sarawak Branch, Samarahan Campus. The essence of the lecture focused on the definition of potential products, the importance of product innovation, barriers to innovation and creativity, and examples of potential products and services. Potential products are products that are in demand, able to solve consumer problems, and can grow in the market. It might be an innovation, an improvement of an existing product, or an ordinary product marketed creatively. Choosing a potential product requires a combination of interest, market research, and creativity. But the most important thing is action and the willingness to try, fail, and relearn. The lecture was followed by a group activity requiring each participant to research products to sell and look at marketability potential to be applied in the context of the entrepreneur's business.

3.1.4 Activity 4: Product Branding Lecture

The lecture titled Product Branding was delivered by Madam Agnes Kanyan, Senior Lecturer at Universiti Teknologi MARA Sarawak Branch, Mukah Campus. The essence of the lecture pertained to types of brands and brand selection, packaging, and labels. Branding is not just a logo or product colour. It is the identity, emotion, and story you bring with the product. It determines how customers view and remember your product. Product branding can increase customer trust because branded products look more professional and build customer loyalty. The lecture was followed by a group activity requiring each participant to brainstorm to produce a competitive brand for business purposes.



NEWS AND ARTICLES

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

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



MUKAH: Pada 7 Februari 2023 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.

Program ini memfokuskan kepada pembangunan produk. Antara tujuan program ini adalah untuk membina kemahiran pengurusan produk dari segi perancangan, pengurusan, pengembangan dan berfokus kepada pengguna dan mengetahui strategi-strategi dalam pembangunan produk dan membangunkan produk pelancongan yang 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.



3.2 RESULTS

3.2.1 RESEARCH RESPONDENT DISTRIBUTION

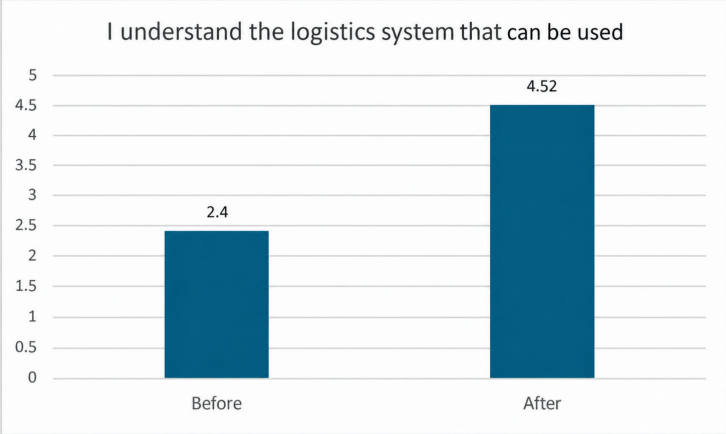
Demographics	Category	Total	Percentage
Gender	Male Female	15 31	32.6% 67.4%
Age	20 - 30 31 - 40 41 - 50 50 and above	5 14 10 17	10.9% 30.9% 21.7% 37%
Race	Melayu Melanau Orang Ulu Others	2 42 1 1	4.3% 91.3% 2.2% 2.2%
Occupation	Businessman/Traders Government Staff Self-employed Others	13 2 20 11	28.3% 4.3% 43.5% 23.9%
Business Registration	Yes No	17 29	37% 63%
Business Age	Less than a year 1 - 3 years 3 - 5 years 5 - 7 years 7 years and above	12 9 9 7 9	26.1% 19.6% 19.6% 15.2% 19.6%
Income	Less than RM1,000 Between RM1,000 - RM2,000 Between RM2,001 - RM4,000 RM4,001and above	21 19 4 2	45.7% 41.3% 8.7% 4.3%
Course suitability to participant needs	Yes No	46 -	100% -

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

4.0 PROGRAMME EVALUATION

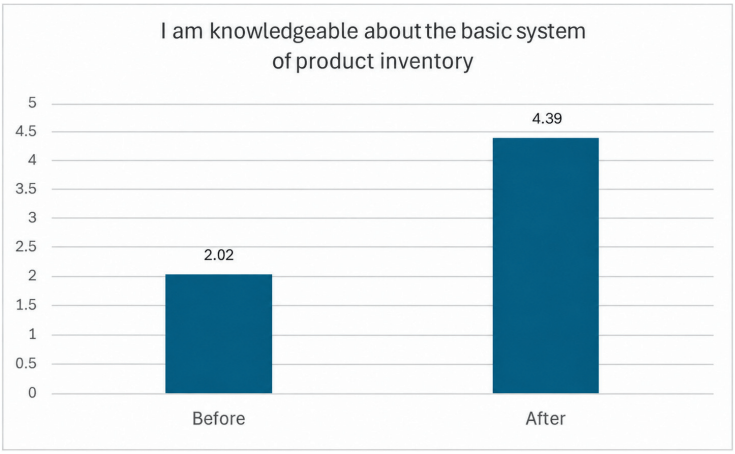
4.1 UNDERSTANDING OF THE LOGISTICS SYSTEM

Feedback data from 46 participants was analysed using the Statistical Package for the Social Sciences (SPSS) software version 26. The evaluation was measured based on the participants' level of understanding of logistics basics, product inventory, potential products, and product branding before and after the workshop was implemented.



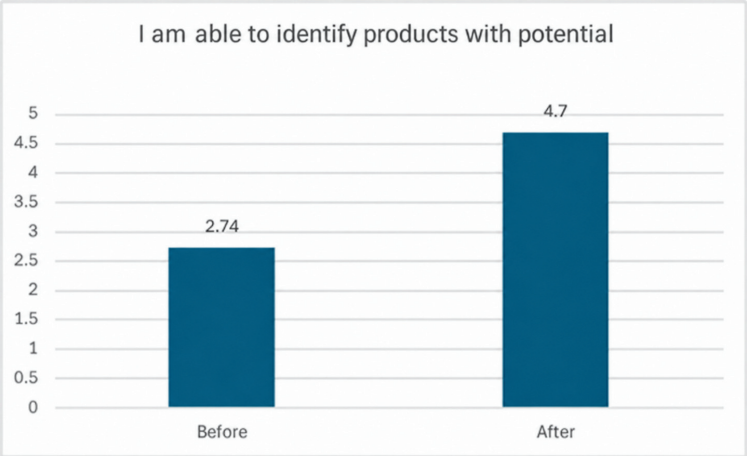
The findings showed that the mean value of understanding regarding logistics before the programme was 2.4 and after the programme was 4.52. This shows a good response from the participants, where understanding increased after this programme. The initial score of 2.4 indicates a moderately low level of understanding, where participants might have only had a basic or general knowledge of logistics. Meanwhile, the score after the workshop of 4.52 indicates that this programme successfully delivered the logistics content effectively, enabling participants not only to understand the theory but also to master the practical applications and strategic importance of logistics in a business operation.

4.2 KNOWLEDGE IN BASIC PRODUCT INVENTORY SYSTEM



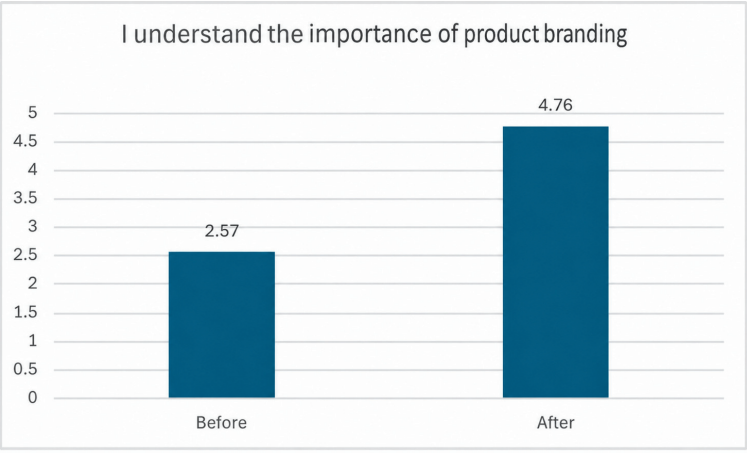
The findings for the participants' level of knowledge in the basic product inventory system showed an increase from 2.02 before joining the workshop to 4.39 after participation. This mean score increase of 2.37 is a significant shift, indicating that this workshop successfully achieved its organisational objectives. The mean score of 2.02 before the workshop signifies that the participants' basic knowledge level regarding the inventory system was initially at a low level. This shows that the majority of participants might not have had a clear understanding or only possessed limited knowledge about how to manage product inventory systematically. The increase in the mean score to 4.39 after the workshop proves that the participants gained an in-depth understanding and solid knowledge related to the topics taught. They are now more proficient in the concepts and applications of basic inventory systems.

4.3 KNOWLEDGE IN IDENTIFYING POTENTIAL PRODUCTS



The findings for the level of identifying potential products showed that the mean value of understanding for potential products before the workshop was 2.74 and increased to 4.7 after the programme. The mean score of 2.74 is at a moderate level, signifying that initially, participants had a general idea about existing products but lacked the skills to identify new products that have high market potential. The increase in the mean score to 4.7 proves that participants have now mastered these skills very well. They are now expected to have the ability to evaluate the market, identify consumer needs, and translate them into viable product ideas.

4.4 UNDERSTANDING THE IMPORTANCE OF PRODUCT BRANDING



The findings for the level of understanding regarding the importance of product branding showed that the mean value of understanding before the workshop was 2.57 and after the workshop surged to 4.76. The pre-workshop score suggests that initially, participants only had a basic awareness of branding but did not fully understand its strategic importance. The score increase to 4.76 indicates a profound transformation in understanding, where participants now clearly understand that branding is the core of business strategy. Participants now understand that a strong brand can differentiate a product in the market, build emotional connections with customers, and command a more premium price.

5.0 RECOMMENDATIONS FOR IMPROVEMENT

Based on the workshop and participant feedback, here are several recommendations for improving the implementation of modules in the future.

5.1 BUSINESS REGISTRATION SEMINAR

A specific session to guide participants through the business registration process with relevant agencies such as the District Office. This directly addresses the problem of 63% of participants who are not yet registered.

5.2 INVOLVEMENT OF INDUSTRY PARTNERS AND SUCCESSFUL ENTREPRENEURS

Besides academic speakers, successful local entrepreneurs or representatives from marketing agencies could be invited to share actual experiences. This can provide inspiration and practical insights regarding challenges and opportunities in the real market. This programme could also involve collaboration with women's cooperatives, local NGOs, or community leaders, considering 67.4% of the entrepreneurs are female.

5.3 FOLLOW-UP AND MONITORING PROGRAMME

A follow-up programme or monitoring session after 3 to 6 months should be established to evaluate the participants' progress in applying the knowledge learnt. This step is crucial to ensure the programme's effectiveness in the long term and provide continuous support, especially to the 26.1% of new entrepreneurs whose businesses are still less than a year old.

This follow-up study could also measure metrics such as the percentage increase in participants' monthly income, the number of businesses successfully registered, and the number of new products successfully launched as a result of the knowledge gained through the programme. This data is highly valuable as an indicator of the community programme's return on investment (ROI), besides helping in planning future interventions more strategically and focus-driven.

6.0 CONCLUSION

This course has successfully increased the participants' level of knowledge and skills in aspects of inventory management, logistics, branding, and potential product development. A total of 46 entrepreneurs from the Tellian area, Mukah, participated in this programme, with the majority being female (67.4%), of the Melanau ethnic group (91.3%), and self-employed (43.5%). The participants' backgrounds indicate an urgent need for such programmes, given that a large portion of their businesses are still unregistered (63%), less than a year old (26.1%), and earning an income below RM1,000 a month (45.7%). Overall, this programme successfully transformed the participants' level of understanding from a basic to a strategic and practical level. The significant increase in mean scores across all modules taught proves the effectiveness of the approach and course content offered. This success is also supported by the feedback from 100% of the participants who agreed that this course met their needs.

Therefore, this programme should be continued and its implementation expanded as one of the capacity-building strategies for rural and local community entrepreneurs in a structured and high-impact manner.



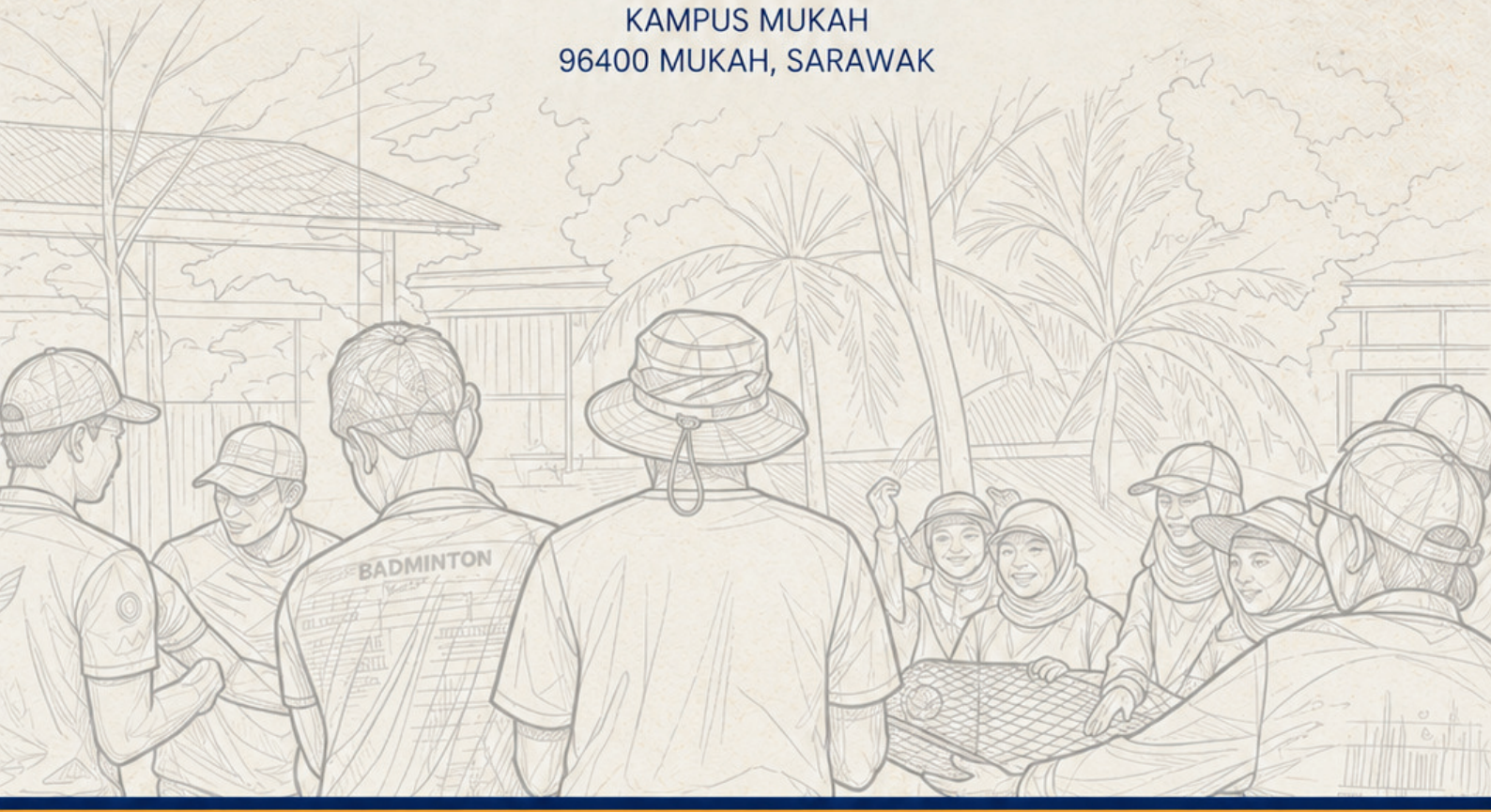
CHAPTER 3

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
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.

"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.

CHAPTER 4

COMMUNITY EMPOWERMENT PROGRAMME THROUGH THE TELLIAN ECOTOURISM PROJECT, MUKAH

Prepared By:

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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

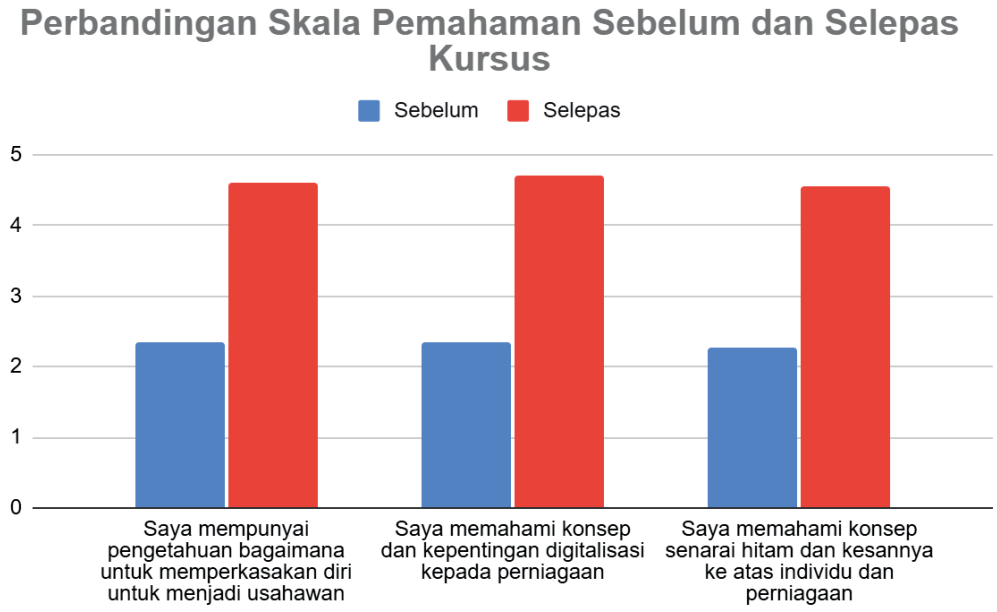
Table 1: presents the demographic distribution of the respondents:

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

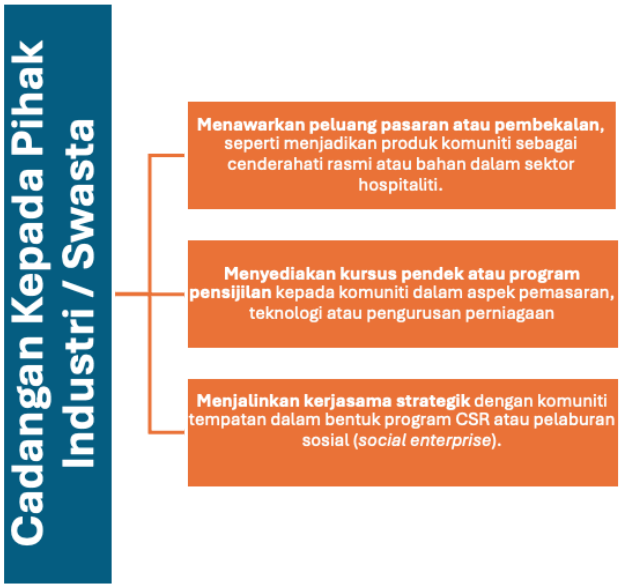
4.1 RECOMMENDATIONS

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.

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

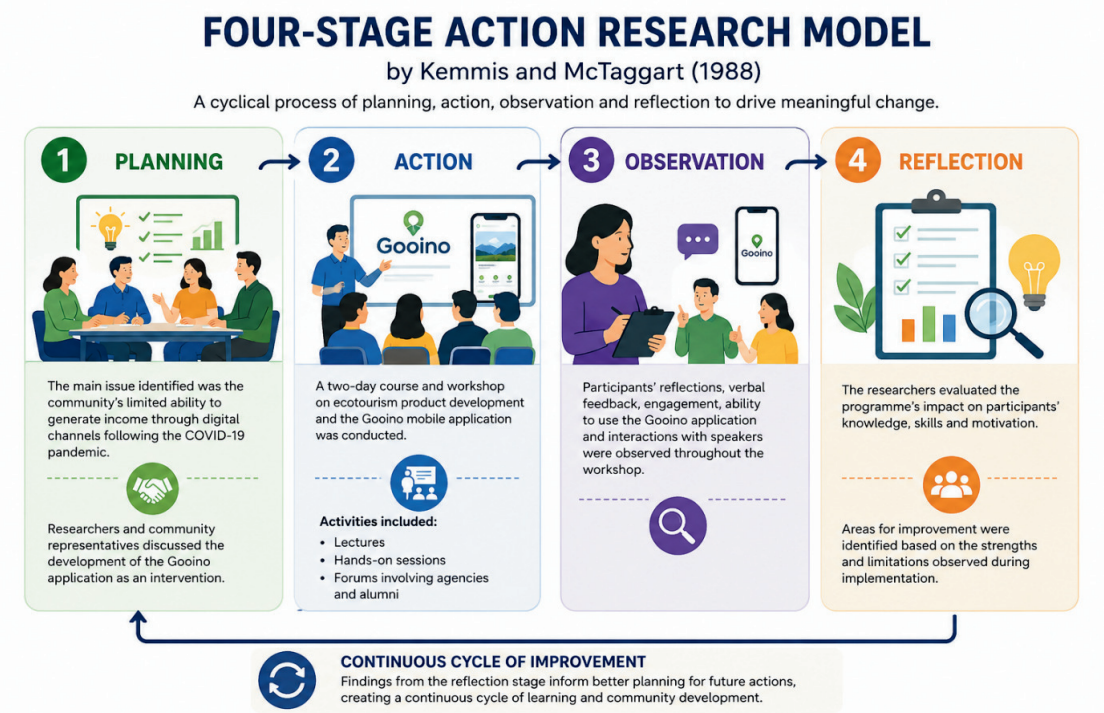
Through two-way knowledge transfer between the university and the local community, the programme equips participants with basic product development knowledge, entrepreneurial strategies and skills in using the Gooino application. This strengthens the development of a resilient, informed and self-reliant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

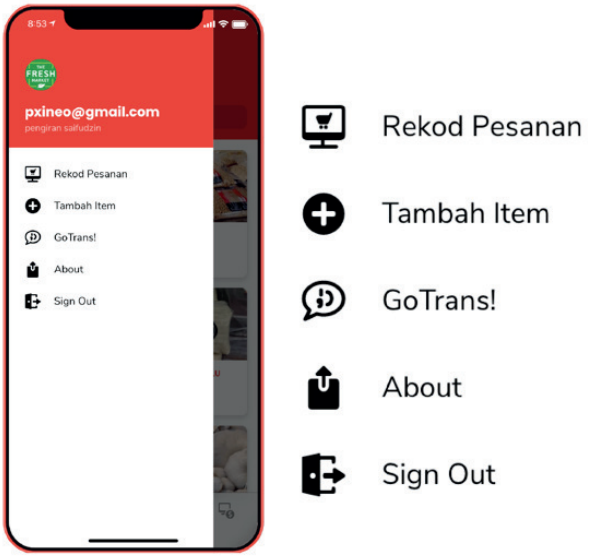
REFERENCE

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

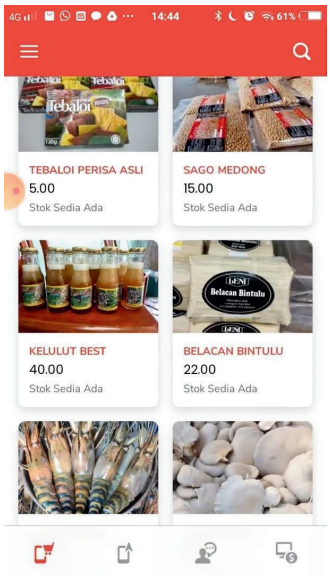
APPENDICES

Scholarly Output from Module Five

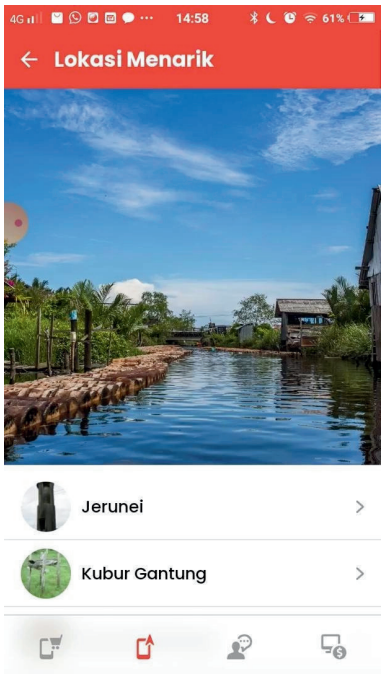
Development of the Gooino Prototype



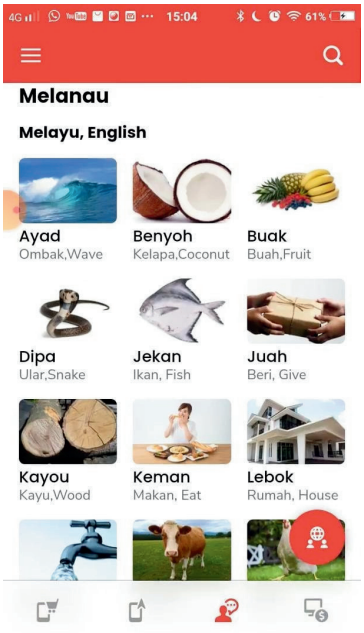
Application tab



Sales menu featuring food products by local entrepreneurs

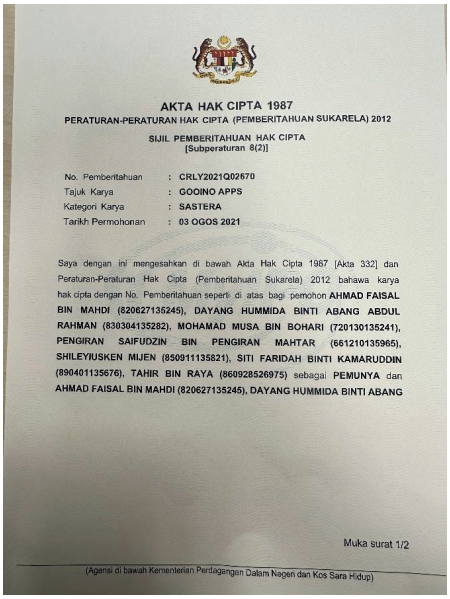


Ecotourism promotions incorporated into the application



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
Johor Innovation Invention Competition and Symposium 2023 (JIICaS 2023)
3 September 2023

Organized by
College of Computing, Informatics & Mathematics,
Universiti Teknologi MARA, Johor Branch, Pasir Gudang Campus

PROF. MADYA DR. SAUNAH ZAINON
Rector
UiTM Johor Branch

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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To Link this Article: http://dx.doi.org/10.6007/IJARBSS/v15-i3/24889 DOI:10.6007/IJARBSS/v15-i3/24889
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.

40 • ICAN

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.

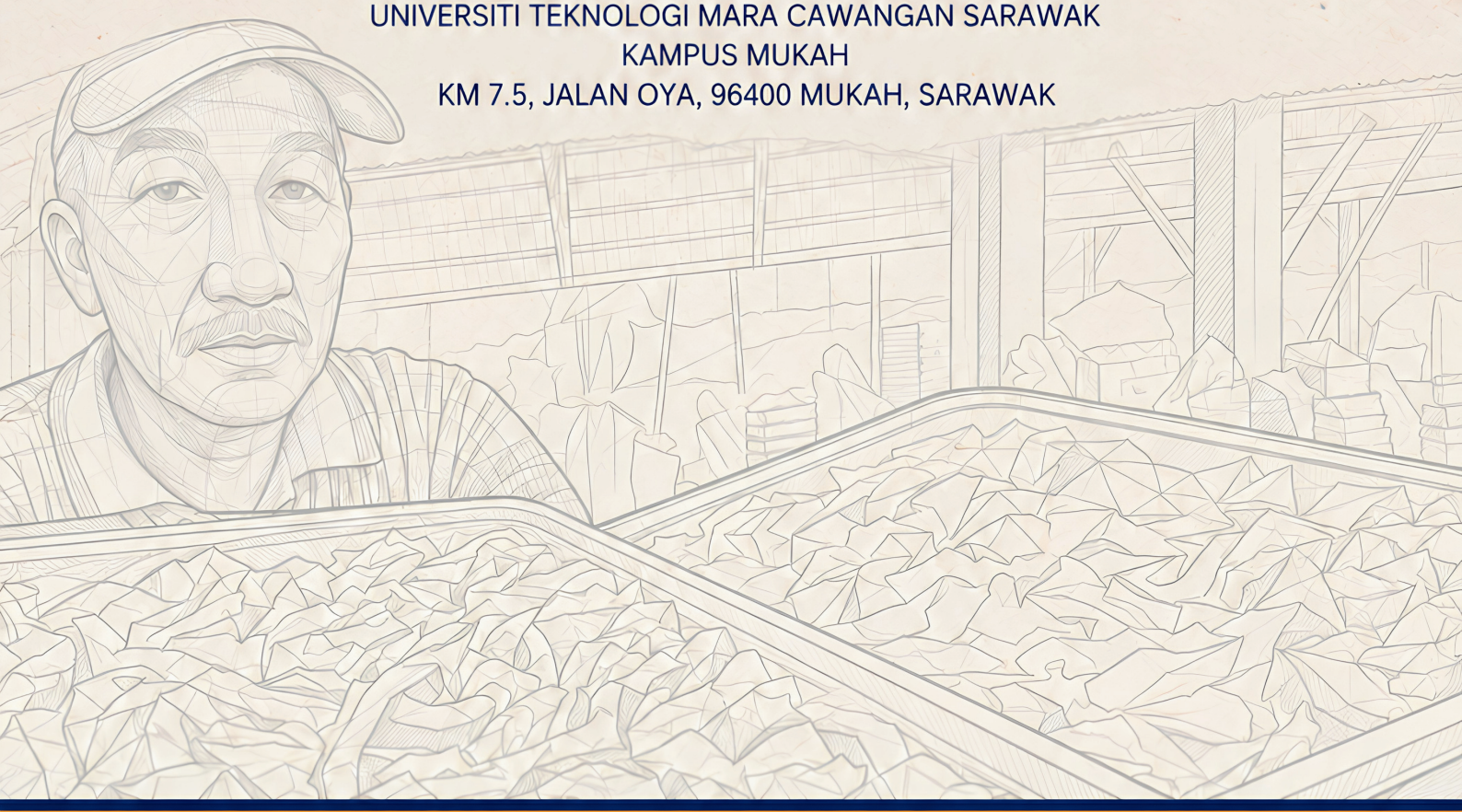
CHAPTER 6

ECOTOURISM PRODUCT MARKETING PROGRAMME

Prepared By:

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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.



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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 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

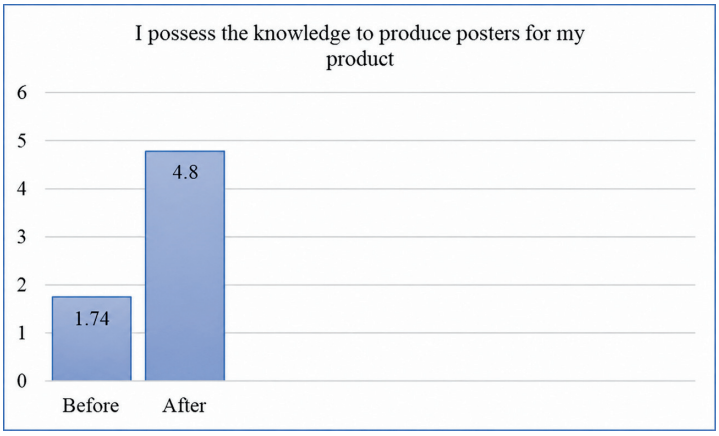


Table 3: Knowledge to Produce Product Posters

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

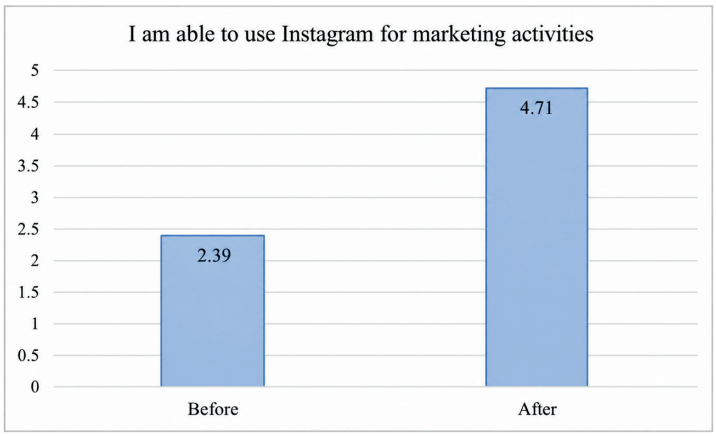


Table 4: Mastery of Instagram Use for Marketing Activities

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

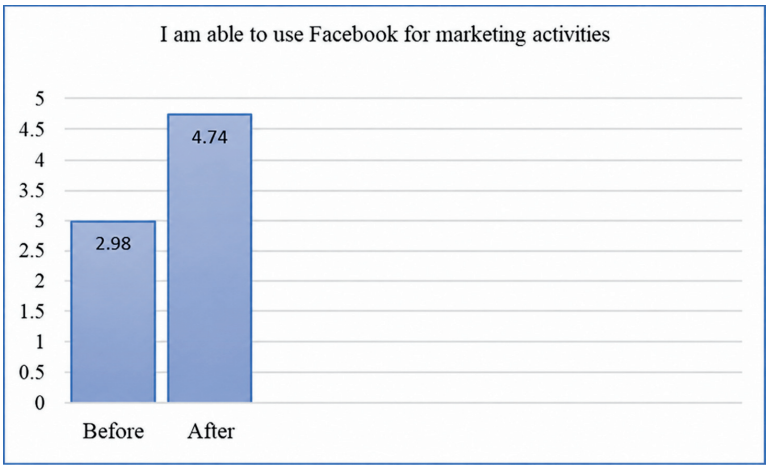


Table 5: Mastery of Facebook Use for Marketing Activities

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.

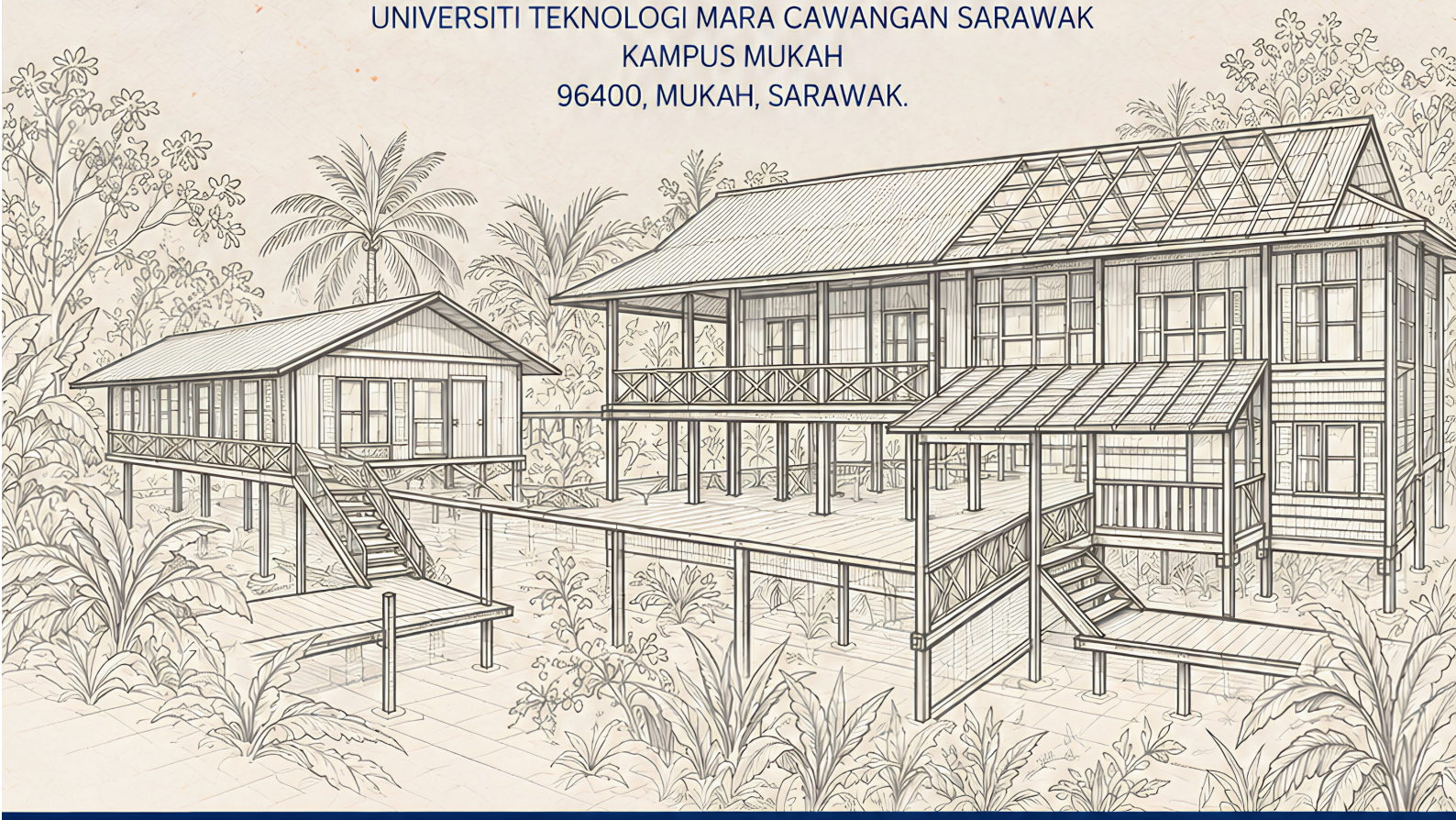
CHAPTER 7

FUNDAMENTALS OF HOMESTAY ESTABLISHMENT PROGRAMME

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1.0 INTRODUCTION

A homestay programme is a form of community-based tourism that offers visitors the opportunity to experience the natural environment and local rural lifestyle. It typically involves tourists staying with members of the local community, enjoying local cuisine, and participating in traditional events and activities organised by the villagers. As part of efforts to improve the socioeconomic well-being of the local community, the Basic Homestay Establishment Programme was introduced as an initiative with the potential to generate supplementary income through the tourism sector. A homestay not only provides accommodation for visitors but also offers them an opportunity to experience the culture and way of life of the local community. The programme also has the potential to develop certified local tour guides who can provide tourists with accurate and reliable information. This would enhance the dissemination of information concerning the local community's economic activities, locally produced goods, and places of interest in Tellian, Mukah.

In an era of economic development driven by community-based tourism, the establishment of homestays and the development of certified tour guides play an important role in generating alternative sources of income for rural communities. Kampung Tellian, Mukah, which is rich in Melanau cultural heritage and natural attractions, has considerable potential to become a distinctive cultural tourism destination in Sarawak. Therefore, organising a basic homestay establishment programme in conjunction with certified tour guide training is highly relevant to empowering the local community to participate in the tourism sector. In addition to providing preliminary exposure to homestay management, the programme seeks to develop knowledgeable, competent, and officially recognised tour guides. This initiative is expected to cultivate an entrepreneurial spirit among the villagers and increase their sustainable participation in tourism-related economic activities.

The programme was open to all permanent residents of Kampung Tellian, including residents of Tellian Tengah, Tellian Tradisi, and Tellian Ulu. It was available to youths and senior citizens aged 15 years and above, as well as anyone interested in participating in tourism entrepreneurship activities. The programme focused on homestay development, tour guide training, and the potential of local sites as community-based tourism destinations. It also examined the roles of local institutions and government agencies in supporting the development of a community-based tourism ecosystem. Particular emphasis was placed on Melanau cultural elements, local traditions, ethnic cuisine, and historical sites as the area's main tourism attractions.

2.0 PROGRAMME OBJECTIVES

The programme aimed to provide the residents of Kampung Tellian with fundamental knowledge of homestay management. Through the involvement of invited speakers, it also sought to train and develop certified tour guides from among the local community. In addition, the programme aimed to enhance the community's knowledge and skills in managing visitors and communicating information about local culture and history effectively. Participants were also expected to assess the readiness of the existing infrastructure and the level of community support for the development of community-based tourism. Through engaging and high-impact programme activities, the initiative ultimately sought to develop a sustainable tourism model founded on the direct participation of the local community.

3.0 METHODOLOGY

The programme adopted a mixed-method approach involving both qualitative and quantitative methods. Semi-structured interviews were conducted with community leaders, tourism operators, existing participants, and representatives of state tourism agencies. Questionnaires were also distributed to village residents to identify their level of interest, basic knowledge, and readiness to participate in the homestay programme and tour guide training. Field observations were conducted to assess the availability and suitability of existing facilities, including potential homestay premises, tourism routes, and prospective tourism sites.

The training programme comprised two presentation sessions. Session 1, Fundamentals of Homestay Establishment, was delivered by Ms Nursyaida Bujang from the Ministry of Tourism, Arts and Culture Malaysia (MOTAC). Session 2 featured a knowledge-sharing session with Mr. Roslie Ariffin, a successful homestay operator.

A review of the relevant literature was also conducted, with reference to successful community-based tourism models implemented in other locations. The programme concluded with a group training session. A total of 47 participants took part in the programme. Following its completion, an online impact assessment survey was distributed to evaluate the programme's implementation. All participants responded to the survey. A detailed distribution of the respondents is presented in Table 1.

Table 1: Distribution of Study Respondents

Demographic Category	Respondent Group	Number	Percentage (%)
Gender	Male	11	23.4
	Female	36	76.6
Ethnicity	Melanau	45	95.7
	Malay	1	2.1
	Others	1	2.1
Age	30 years and below	5	10.6
	31–35 years	5	10.6
	36–40 years	5	10.6
	41–45 years	10	21.3
	46 years and above	22	46.8
Marital Status	Single	5	10.6
	Married	34	72.3
	Widowed	8	17
Occupation	Self-employed	38	80.8
	Public sector	6	12.8
	Private sector	3	6.4
Monthly Income	Below RM1,500	31	66
	RM1,501–RM2,240	10	21.3
	RM2,241–RM2,980	3	6.4
	RM2,981–RM3,240	2	4.3
	RM3,241 and above	1	2.1
Educational Attainment	Primary education	4	8.5
	Secondary education	32	68.1
	Diploma/Degree	11	23.4

However, the programme also encountered several constraints that limited its overall effectiveness. Some participants had low levels of digital literacy, which made it difficult for them to utilise online platforms for homestay promotion and reservation management. During the initial promotion of the programme, public response was moderate, as some residents remained uncertain about the long-term prospects of the tourism industry. Financial and logistical constraints also emerged as major challenges. Limited financial resources restricted participants' ability to upgrade their accommodation facilities and cover the costs associated with tour guide certification.

Language proficiency presented an additional barrier. Limited English proficiency among some participants made it difficult for them to communicate effectively with international tourists using their services. Finally, there were concerns regarding cultural awareness. Throughout the programme, the facilitators consistently emphasised the importance of strengthening participants' understanding of local culture and history to ensure that accurate and reliable information could be communicated to visitors.

4.0 PROGRAMME ACTIVITIES

Two programmes were organised under this module. The Best Homestay Competition 2024 was held on 24 February 2024, followed by the Basic Homestay Establishment Programme, Tour Guide Course, and Experience-Sharing Session with a Successful Homestay Operator on 2 March 2024.

4.1 ACTIVITY 1: BEST HOMESTAY COMPETITION 2024

The Best Homestay Competition 2024 for the Tellian area, Mukah, was held on 24 February 2024. The competition aimed to support the development of small-scale entrepreneurs in Mukah by identifying houses with the potential to be converted into homestays. The judging process involved participants from three villages: Kampung Tellian Tradisi, Kampung Tellian Tengah, and Kampung Tellian Ulu. The uniqueness and creativity demonstrated by the participants in decorating and presenting their homes reflected their commitment to developing viable homestay businesses.



The competition also provided valuable exposure to Melanau traditions and culture. Participants were interviewed about the activities they intended to offer visitors, including barbecues, fishing, and the preparation of traditional dishes. They explained that their main motivations were to generate additional income and share Melanau culture with visitors, despite facing constraints related to age, workforce availability, and home ownership.



A briefing for the judges was conducted at 1.45 p.m., followed by the judging session at 2.00 p.m. The judging panel was led by Mrs. Dayang Hummida Abdul Rahman and comprised two other appointed judges, Ms. Siti Faridah Kamaruddin and Mr. Tahir Raya. At the end of the homestay evaluation, the competition was won by Mr. Hairin Junang, representing Kampung Tellian Ulu. Second place was awarded to Ms. Raunah Jara'ee of Kampung Tellian Tengah, while Mr.Juran anak Begit of Kampung Tellian Tradisi secured third place.

4.2 ACTIVITY 2: BASIC HOMESTAY ESTABLISHMENT PROGRAMME, TOUR GUIDE COURSE, AND EXPERIENCE-SHARING SESSION WITH A SUCCESSFUL HOMESTAY OPERATOR

The initiative continued with the Basic Homestay Establishment Programme for the Tellian community, Mukah, which was conducted on 2 March 2024 at Kingwood Hotel, Mukah. The one-day programme involved 60 participants from villages in the Tellian area, including Tellian Tradisi, Tellian Tengah, and Tellian Ulu.



The primary objectives of the programme were to provide entrepreneurs with an understanding of the fundamentals of establishing a homestay, guide them on the procedures and available channels for obtaining government grants, and expose them to methods of generating income through homestay operations and tour-guiding services.

The programme was aligned with the Malaysia Homestay Experience Programme, which offers visitors more than conventional accommodation services. Under this initiative, tourists stay with host families operating homestays, many of which are traditional houses registered with the Ministry of Tourism, Arts and Culture Malaysia (MOTAC). Visitors are given the opportunity to experience the daily lifestyle of Malaysian communities and participate in community-based tourism activities, such as traditional games, cultural events, communal food preparation, festivals, dance lessons, cooking activities, and other local experiences. The programme therefore emphasised the concepts of experiential tourism and community-based tourism. The programme included presentations on the fundamentals of homestay establishment and tour-guide training. Both topics were delivered by Ms Nursyaida Bujang from the Ministry of Tourism, Arts and Culture Malaysia (MOTAC).



During the sessions, the speaker explained the definitions and roles of homestay operators and tour guides, the guidelines for homestay registration, eligibility requirements, financial assistance and facilities available through relevant agencies, and the benefits of becoming a registered homestay operator or tour guide. The participants demonstrated strong interest in obtaining further information and guidance from the speaker.



The subsequent session featured an informal experience-sharing session with Mr Roslie Ariffin, a successful operator of Homestay Terbekang Melayu in Serian, Sarawak. During the session, he shared his experience in managing a homestay, the development history of his business, the types of homestay packages that could attract visitors, and the challenges involved in operating a homestay.



The one-day programme concluded with a group-based training activity in the afternoon. Each group presented its proposed homestay concept and the packages it intended to offer. Constructive feedback was provided to strengthen the proposed homestays and tourism packages, thereby increasing their potential to attract more visitors and encouraging them to experience the services offered by local homestay operators.



5.0 STUDY FINDINGS

The data were analysed using the Statistical Package for the Social Sciences (SPSS), Version 26. The assessment focused on two aspects: participants' understanding of the programme's impact on the national economy and their understanding of its impact on the local community.

5.1 EVALUATION OF THE PROGRAMME'S IMPACT

The findings indicated that the programme not only increased participants' awareness but also positively enhanced their understanding of the contribution of homestays and tour-guiding services to the national economy, the local community, and personal development. With regard to economic impact, participants expressed strong agreement with all the items assessed. The detailed findings are presented in Table 2.

Table 2: Respondents' Perceptions of the Programme's Contribution to the National Economy

Item	Statement	Number	Percentage (%)
1	The development of the industry encourages the diversification of economic activities.	16	34
2	The development of the industry can increase employment opportunities.	15	31.9
3	The overall development of the industry provides economic benefits to the local community.	11	23.4
4	The development of homestays and tour-guiding services promotes the local handicraft industry.	14	29.7

In addition to enhancing participants' understanding of the programme's economic impact, the programme also positively affected their understanding of its benefits to the local community. The findings indicated a high level of agreement among participants across all items relating to the programme's impact on the local community. The detailed findings are presented in Table 3 below.

Table 3: Respondents' Perceptions of the Industry's Impact on the Local Community

Item	Statement	Number	Percentage (%)
1	The development of the industry can provide families with additional sources of income.	12	25.5
2	The development of the industry can improve the standard of living of the local village community.	11	23.4
3	The development of the industry can promote local culture.	14	29.7
4	The development of the industry can generate additional income.	15	31.9
5	The development of the industry can help alleviate poverty among village residents.	9	19.1
6	The development of the industry can contribute to improvements in local facilities.	12	25.5
7	The development of the industry can strengthen cooperation among local residents.	12	25.5
8	The development of the industry can enhance Mukah's visibility at both the national and international levels.	17	36.1

With regard to the programme's impact on participants, the findings indicated that it enhanced their knowledge and understanding in relation to personal development and individual growth. The majority of participants strongly agreed with all the items assessed. Detailed findings are presented in Table 4 below.

Table 4: Percentage Distribution of the Programme's Impact on Participants

Item	Statement	Number	Percentage (%)
1	The development of the industry enhances participants' management competencies.	12	25.5
2	The development of the industry improves individuals' knowledge and skills.	11	23.4

The findings indicate that 25.5% of participants identified enhanced management competencies as an impact of industry development, while 23.4% reported improvements in their knowledge and skills. Overall, participants demonstrated a moderate level of awareness and knowledge following the programme. This suggests that follow-up workshops incorporating practical, hands-on training are required to further strengthen the programme's impact on participants.

6.0 RECOMMENDATIONS

Several improvements may be introduced to further enhance participants' awareness and strengthen the overall impact of the programme. The following recommendations may be considered:

6.1 ENHANCEMENT OF PROGRAMME CONTENT

The programme content may be strengthened by incorporating more educational and awareness-building elements through interactive activities such as workshops, simulations, and learning-oriented site visits. These activities should address current and relevant issues, including environmental sustainability, local cultural heritage, and tourism ethics. The use of multimedia materials, such as videos, infographics, and mobile applications, may also improve participants' understanding and increase their interest in the programme.

6.3 CONTINUOUS EVALUATION AND FEEDBACK

Continuous evaluation and feedback should be conducted through pre- and post-programme assessments to measure changes in participants' levels of awareness. Participants should also be provided with opportunities to share open feedback on their experiences so that improvements may be made based on actual needs and circumstances.

6.4 POST-PROGRAMME AWARENESS AND PROMOTION

Post-programme awareness initiatives should be established through follow-up platforms such as social media groups, digital bulletins, or alumni programmes to maintain participant engagement. Participants should also be encouraged to serve as community ambassadors for sustainable tourism by sharing the knowledge and experiences gained from the programme.

6.5 PROGRAMME DURATION AND DIVERSITY OF ACTIVITIES

The duration and variety of programme activities should be reviewed, as an overly brief programme may have a limited impact. A series of follow-up programmes or activities may be introduced. Additional activities, such as small-scale projects, tourism idea competitions, and volunteer initiatives, could further strengthen participant engagement and understanding.

7.0 CONCLUSION

The implementation of this programme represents an important preparatory initiative for both existing and aspiring entrepreneurs. It provides participants with fundamental awareness, knowledge, and skills relating to homestay operations and tour-guiding services. The knowledge and basic competencies shared throughout the programme are expected to benefit existing and prospective entrepreneurs by equipping them with the foundational understanding required to prepare for involvement in the homestay and tourism industry.

CHAPTER 8

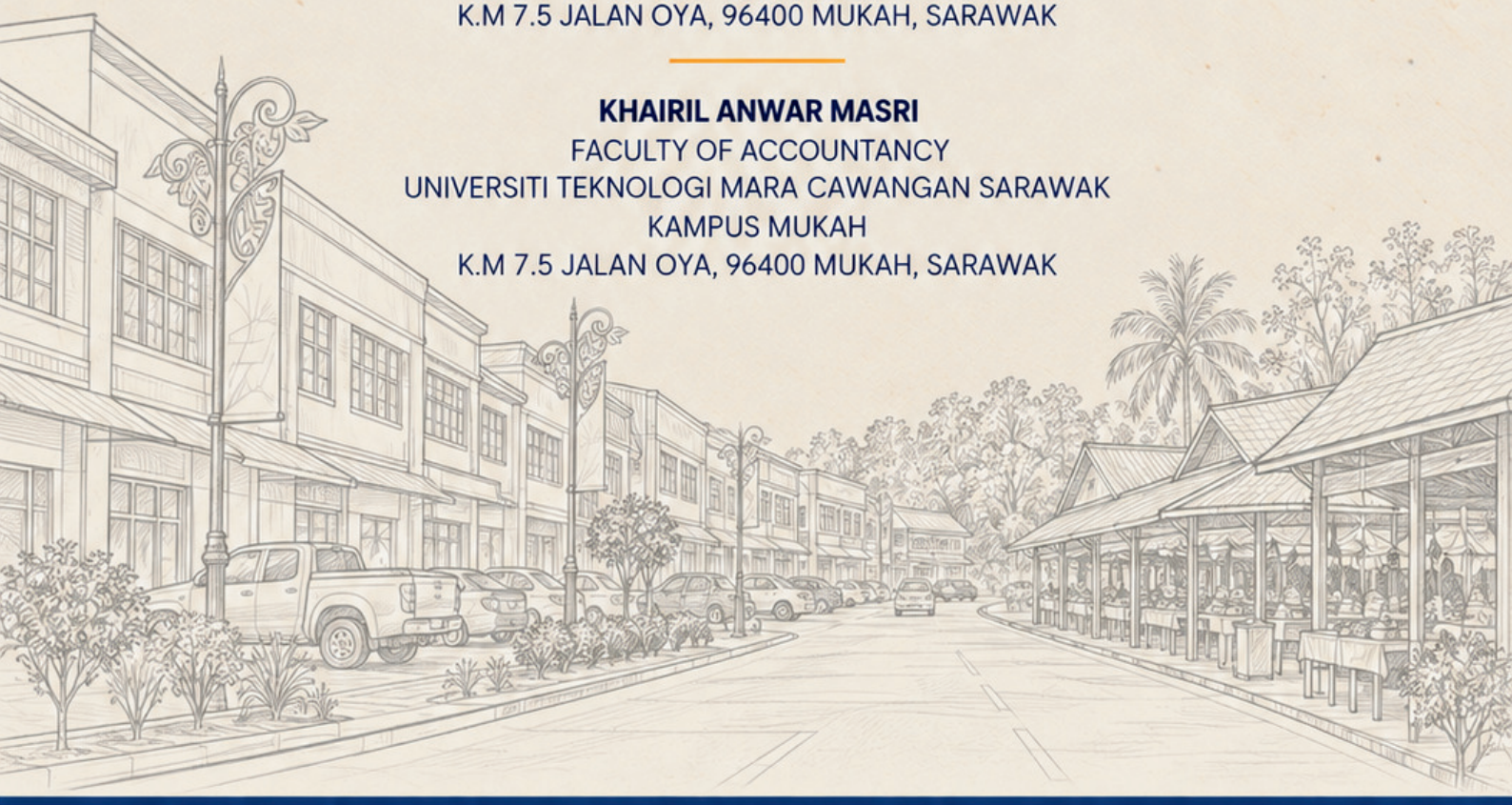
THE IMPLEMENTATION OF THE FINANCIAL LITERACY PROGRAMME

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1.0 INTRODUCTION

1.1 PROGRAMME OVERVIEW

The Financial Literacy Programme was designed to provide entrepreneurs with a fundamental understanding of financial management skills. Through this programme, participants were guided on the procedures and appropriate channels for obtaining grants from government agencies, external organisations, and financial institutions. The programme also highlighted income-generating opportunities through ecotourism enterprises, which have experienced increasing growth within the Tellian community. Overall, the programme adopted a Knowledge Transfer approach to equip local entrepreneurs with essential financial knowledge and skills.

This report presents the findings of the impact assessment of the Financial Literacy Programme implemented throughout 2024. The purpose of the assessment was to evaluate the programme's effectiveness in improving participants' knowledge, skills, and attitudes towards personal financial management, as well as their practical understanding of financial literacy.

1.2 BACKGROUND OF THE PROGRAMME

Financial management and entrepreneurial competencies are essential for ensuring the sustainability and success of entrepreneurs, particularly those operating in rural communities such as Tellian, Mukah, Sarawak. However, many entrepreneurs continue to have limited exposure to fundamental financial management practices and opportunities to generate income through various available channels.

The Tellian Community Financial Literacy Programme was established as an initiative to empower the local community by providing targeted guidance on financial management skills while introducing participants to grant opportunities offered by government agencies and financial institutions. Through this approach, entrepreneurs are expected not only to improve their level of financial literacy but also to diversify and enhance their sources of sustainable income. The programme also supports the broader aspiration of promoting sustainable economic development within rural communities.

2.0 RESEARCH OBJECTIVES

2.1 STUDY OVERVIEW

The Financial Literacy Programme was implemented with the following objectives:

- To provide entrepreneurs with a fundamental understanding of financial management skills.
- To guide entrepreneurs on the procedures and appropriate channels for obtaining grants from government agencies, external organisations, and financial institutions.
- To expose participants to methods of generating income through product- and service-based enterprises.

3.0 RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

This study employed a quantitative research approach through the administration of structured questionnaires. The purpose was to collect data based on the perceptions, attitudes, and actual experiences of micro-entrepreneurs who were directly or indirectly involved in ecotourism-related activities.

3.2 STUDY LOCATION

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

3.3 RESEARCH INSTRUMENT

3.3.1 Data Collection Method

Data were collected using a structured questionnaire comprising two main sections:

- Section A: Evaluation of the programme content and implementation.
- Section B: Assessment of changes in participants' financial knowledge, attitudes, and practices before and after the programme.

Responses were measured using a five-point Likert scale, where 1 = Strongly Disagree and 5 = Strongly Agree.

3.4 RESPONDENTS

Study involved participants from a range of age groups and both genders. A total of 83 respondents completed the questionnaire. The demographic profile of the respondents indicates that:

- Gender: Female participants outnumbered male participants.
- Age: The majority of respondents were aged between 40 and 60 years.

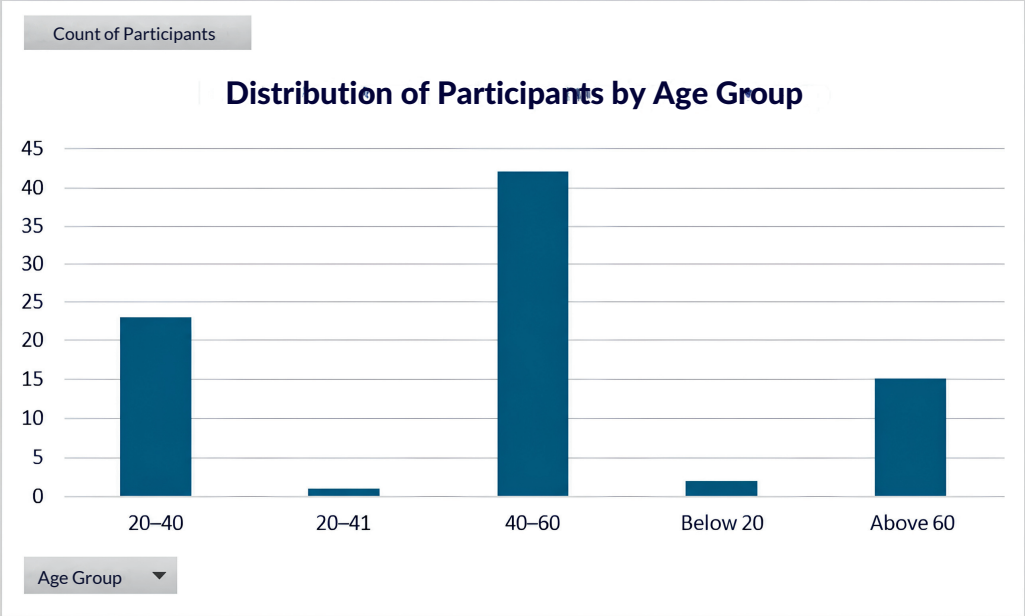


Chart 1: Distribution of Participants by Age

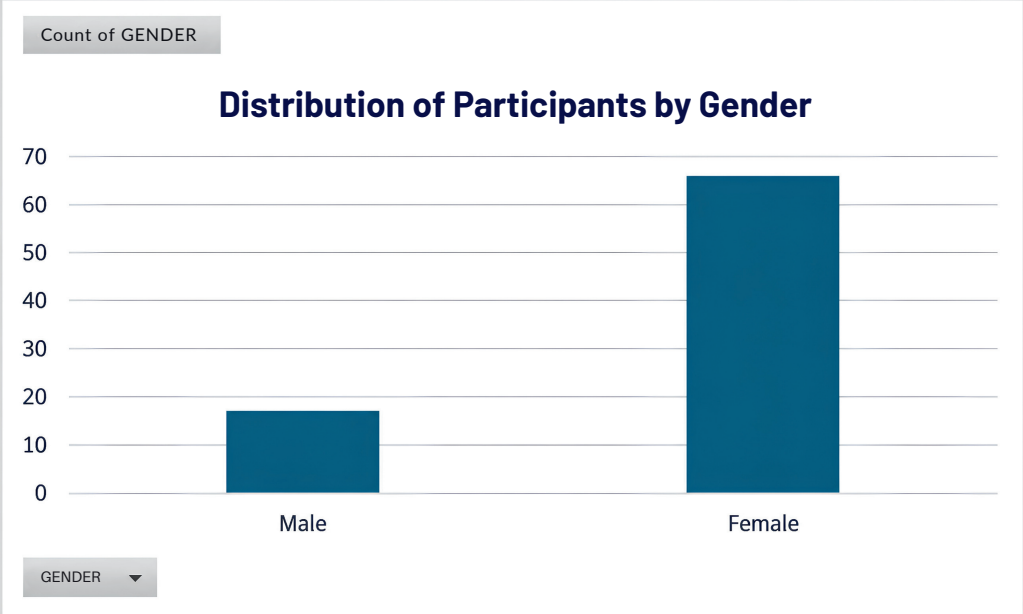


Chart 2: Distribution of Participants by Gender

4.0 RESEARCH FINDINGS

4.1 EVALUATION OF PROGRAMME IMPLEMENTATION (SECTION A)

The following aspects of the programme were evaluated:

- Relevance of the programme objectives
- Programme content and delivery
- Competence of the facilitators
- Effectiveness of the programme activities
- Overall evaluation of the programme

The findings indicate that the majority of participants awarded scores between 4 and 5, demonstrating a high level of satisfaction with the overall implementation of the programme.

4.2 EVALUATION OF PROGRAMME IMPACT BEFORE AND AFTER PARTICIPATION (SECTION B)

Table 1 presents a summary of the comparison between the mean scores before and after the programme for each assessment item.

Item	Before the Programme	After the Programme	Mean Difference
Interest in financial management topics	3.51	4.54	1.04
Basic financial knowledge	3.1	4.4	1.3
Application of financial knowledge in daily work	3.34	4.48	1.14
Sharing knowledge with peers	3.37	4.49	1.12
Teaching others	3.23	4.4	1.17
Disseminating knowledge within the community	3.25	4.43	1.18

Overall, all assessed aspects recorded a significant improvement following the programme. The greatest increase was observed in basic financial knowledge, while the areas relating to knowledge sharing and community dissemination also demonstrated strong positive outcome.

4.3 PROGRAMME IMPLEMENTATION

The Faculty of Business and Management organised the Tellian Community Financial Literacy Programme, which was held on 1 March (Friday) at Kingwood Hotel, Mukah. The programme was attended by 60 participants from four villages in the Tellian area of Mukah, namely Tellian Tradisi, Tellian Tengah, Tellian Ulu, and Tellian Laut. This programme was among the final initiatives implemented under the Community Development through Ecotourism and Entrepreneurship Project in the Tellian Area, Mukah, which received a total allocation of RM115,000 funded by the N.57 State Legislative Assembly Constituency (DUN).

4.4 PROGRAMME ACTIVITIES

The main activities conducted throughout the programme included:

- Ice-breaking session
- Financial Literacy Talk by AKPK
- Funding Opportunities Talk by AIM
- Funding Opportunities Talk by MARA
- Financial Management Talk by Ms Norazimah Mejri, Finance Lecturer, UiTM Sarawak Branch, Mukah Campus
- Group Work Session

Tentatif

1 Mac 2024

Hari/ Masa	7.30 am – 8.00 am	8.00 am – 8.30 am	8.30 am – 9.30 am	9.30 – 10.30 am	10.30 am – 11.30 am	12.00 pm – 2.00 pm	2.30 pm – 3.30 pm	3.30 pm – 4.30 pm	4.30 pm
1 Mac 2024 (Jumaat)	PENDAFTARAN & MINUM PAGI	SESI SUAI KENAL	CERAMAH CELIK KEWANGAN (AKPK)	PELUANG-PELUANG PEMBIAYAAN (AIM)	PELUANG-PELUANG PEMBIAYAAN (MARA)	REHAT/ MAKAN TENGAHARI /SOLAT	PENGURUSAN KEWANGAN (Cik Norazimah Mejri)	LDK (Carolin Ann, Dr Yusman Yacob, Norazimah Mejri, Joyceyline Nyandang, Khairil Anwar, Nur Ain Abu Bakar, Umi Insyirah)	MINUM PETANG/ BERSURAI

4.5 BENEFITS TO PARTICIPANTS

The Tellian Community Financial Literacy Programme provided numerous benefits to participants, particularly local entrepreneurs.

a) Improved Financial Literacy
Participants gained a clearer understanding of fundamental financial management principles, including budgeting, cash flow management, and savings, enabling them to make more informed financial decisions.

b) Access to Information on Grants and Funding
The programme guided participants on the procedures for obtaining financial assistance from government agencies, external organisations, and financial institutions, thereby creating opportunities to expand their businesses

c) Enhanced Entrepreneurial Skills
Participants were introduced to methods of generating additional income through product- and service-based enterprises, including opportunities within the local ecotourism sector.

d) Networking and Community Support
The programme enabled participants to interact, exchange experiences, and establish supportive networks with fellow entrepreneurs within their community.

4.6 PROGRAMME NARRATIVE

The programme commenced with a series of talks delivered by representatives from the Credit Counselling and Debt Management Agency (AKPK), Amanah Ikhtiar Malaysia (AIM), Majlis Amanah Rakyat (MARA), and lecturers from Universiti Teknologi MARA Sarawak Branch. The programme concluded with a group work session, designed to assess participants' understanding of direct and indirect business costs, as well as their ability to calculate gross profit. Participants responded positively to the activities, demonstrating the effectiveness of the training module. The programme officially concluded with a dinner attended by the Mayor of Dalat and Mukah, representing the State Assembly Member for N.57.

5.0 SCOPE AND LIMITATIONS

5.1 SCOPE

This programme focused on the entrepreneurial community in Kampung Tellian, Mukah, Sarawak. Its primary objective was to provide participants with fundamental knowledge of financial management and information on obtaining grants from government agencies and financial institutions.

In addition, the programme included:

- Practical training sessions, including business simulations relevant to participants' enterprises.
- Experience-sharing sessions by successful local entrepreneurs.
- Question-and-answer sessions with representatives from relevant agencies.

5.2 LIMITATIONS

The Tellian Community Financial Literacy Programme was implemented specifically for the Tellian community in Mukah, Sarawak, and did not include participants from other areas within or outside Mukah.

Furthermore, the effectiveness of the programme depended largely on participants' attendance and active engagement throughout the sessions. The programme focused primarily on the fundamentals of financial management and did not provide in-depth coverage of technical areas such as business licensing, investment structures, or digital marketing. Time constraints and the availability of teaching personnel also influenced the breadth of content delivered.

6.0 RECOMMENDATIONS FOR IMPROVEMENT AND PARTICIPANT FEEDBACK

Based on the feedback received, participants provided several constructive suggestions to enhance the effectiveness of future Financial Literacy Programmes.

A. General Recommendations from Participants

- Continue organising the programme on a regular basis (for example, quarterly) to ensure continuous learning and reinforcement of financial knowledge.
- Include more practical activities or financial simulations, such as household budgeting exercises, small project cost analyses, and financial planning for micro-businesses.
- Develop modules tailored to different age groups, including young people, youth, and homemakers.
- Integrate digital elements, such as financial planning applications, gamified learning activities, and interactive online learning platforms.
- Participants also expressed their appreciation and congratulated the organisers for delivering a well-organised programme with a direct and meaningful impact.

B. Recommendations for UiTM (Programme Organiser)

- Establish strategic collaborations with relevant faculties, including the Faculty of Business and Management (FBM) and the Faculty of Administrative Science and Policy Studies (FSPPP), to strengthen programme modules and research activities.
- Integrate elements of social entrepreneurship and sustainable tourism into the programme, particularly for participants interested in ecotourism.
- Offer micro-credential certification to participants who successfully complete the programme, providing added value when applying for grants, licences, or business funding.
- Organise advanced financial literacy clinics (Phase 2 or Phase 3) specifically for participants who have completed the introductory programme.

C. Recommendations for Collaboration with Stakeholders (e.g. the Ministry of Tourism, Arts and Culture, MOTAC)

- Organise engagement sessions with MOTAC or state tourism agencies to provide participants with early exposure to career opportunities in community-based tourism and local enterprises.
- Offer specialised mentoring sessions on developing local products and rural tourism ventures, including financial planning, business licensing, and digital marketing.
- Develop a Financial Literacy module that can serve as a national reference for rural tourism communities.

7.0 CONCLUSION

Overall, the Financial Literacy Programme successfully enhanced financial literacy among participants. The findings demonstrate clear improvements in participants' financial knowledge, the application of financial management skills, and their willingness to share knowledge with others. The programme proved not only to be relevant but also to have a direct and meaningful impact on the financial well-being of both individuals and the wider community by strengthening everyday financial management practices.

8.0 APPENDICES



Figure 1: Banner of the Financial Literacy Programme and the Fundamentals of Establishing the Tellian Community Homestay



AINI and others record memories with participants at the event.

UiTM lauded for community upliftment efforts

MUKAH: The Faculty of Management and Business at Universiti Teknologi Mara (UiTM) Mukah Campus has initiated several programmes aimed at increasing the income of the Tellian community.

Tellian assemblyman Royston Valentine said that these efforts were designed to elevate the economic standards and quality of life for the local populace.

"They are expected to boost incomes, especially among low-income groups and those requiring government assistance," he said in a speech read by Aini Suhaili, chairman of the Dalat and Mukah District Council (MDDM) at the Financial Literacy Programme Dinner and Basics of Establishing the Tellian Community Homestay, held at the Kingwood Hotel here recently.

Royston stressed the potential of such initiatives to not only improve local livelihoods but also to position Mukah as a preferred tourist destination.

Meanwhile, he outlined four key programmes already in motion, namely, the Community Awareness and Readiness Programme, the Community Development Programme through Tellian Mukah Ecotounsm and Entrepreneurship, the Tellian Community Ecotourism Product Development Programme and Mobile Application Development, and the Financial Literacy Programme along with the Basics of Establishing a Tellian Community Homestay.

"These initiatives aim to create job opportunities, cultivate innovative thinking and diversify business ventures. They offer guidance on effective product promotion through various digital platforms," he added.

Universiti bantu komuniti

| NUR FARIHAN RAZALI
suarasarawak.news@gmail.com



TERIMA KASIH... Aini (tiga kanan) menerima cenderamata daripada pihak UiTM dalam majlis tersebut.

MUKAH: Fakulti Pengurusan dan Perniagaan Universiti Teknologi Mara (UiTM) Cawangan Sarawak Kampus Mukah membantu komuniti Tellian melalui beberapa program bagi meningkatkan pendapatan penduduk setempat.

Ahli Dewan Undangan Negeri Tellian Royston Valentine berkata, pelaksanaannya adalah untuk kemajuan dan peningkatan taraf ekonomi hidup komuniti setempat.

"Ia dijangka mampu melonjakkan pendapatan mereka khususnya golongan berpendapatan rendah dan yang memerlukan perhatian daripada pihak kerajaan.

"Dengan adanya program seperti ini juga, ia sekali gus memperkenalkan Mukah sebagai destinasi pelancongan yang dipilih ramai," katanya.

Beliau berkata demikian menerusi teks ucapan yang dibacakan oleh Walikota Majlis Daerah Dalat dan Mukah (MDDM) Aini Suhaili dalam Majlis Makan Malam Program Celik Kewangan dan Asas Penubuhan Homestay Komuniti Tellian Mukah, di Hotel Kingwood, malam kelmarin.

Terdapat empat program telah dilaksanakan. Antaranya Program Kesedaran dan Kesediaan Komuniti, Program Pembangunan Komuniti melalui Ekopelancongan dan Keusahawanan Tellian Mukah, Program Pembangunan Produk Ekopelancongan dan Pembangunan Aplikasi Mobile Komuniti Tellian serta Program Celik Kewangan dan Asas Penubuhan Homestay Komuniti Tellian.

"Dengan pelaksanaanprogram ini, diharapkan ia dapat memacu ke arah mewujudkan peluang pekerjaan, memupuk minda kreatif dan inovatif kepada komuniti di sini.

"Bukan itu sahaja, mereka dapat mempelbagaikan aktiviti perniagaan serta memberikan bimbingan mengenai teknik dan kaedah dalam mempromosikan produk melalui laman web, blog, media sosial, media elektronik dan sebagainya," jelasnya.

"Diharapkan program seperti ini akan diteruskan pada masa akan datang," tambahnya.

Mengenai Program Celik Kewangan dan Asas Penubuhan Homestay Komuniti Tellian, ia diadakan pada 1 hingga 2 Mac lalu dan merupakan penutup untuk kesemua program yang dilaksanakan.

Figure 2: Local Newspaper Clippings

NEWS AND ARTICLES

Program Celik Kewangan dan Asas Penubuhan Homestay bersama Komuniti Tellian Mukah

Penulis: Carolin Ann Enchas dan Ikhwan Naguib Jusoh



Universiti bantu komuniti

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MUKAH: Fakulti Pengurusan dan Perniagaan Universiti Teknologi Mara (UiTM) Cawangan Sarawak Kampus Mukah membantu komuniti Tellian melalui beberapa program bagi meningkatkan pendapatan penduduk setempat.

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melalui Ekopelancongan dan Keusahawanan Tellian Mukah, Program Pembangunan Produk Ekopelancongan dan Pembangunan Aplikasi Mobile Komuniti Tellian serta

mewujudkan peluang pekerjaan, memupuk minda kreatif dan inovatif kepada komuniti di sini.

"Bukan itu sahaja, mereka dapat mempelbagaikan aktiviti perniagaan

"Diharapkan program seperti ini akan diteruskan pada masa akan datang," tambahnya.

Mengenai Program Celik Kewangan dan Asas Penubuhan

TERIMA KASIH... Aini (tiga kanan) menerima cenderamata daripada pihak UiTM dalam majlis tersebut.

Fakulti Pengurusan dan Perniagaan telah menganjurkan Program Celik Kewangan dan Asas Penubuhan *Homestay* Komuniti Tellian, Mukah, yang berlangsung selama dua hari bermula dari 1 hingga 2 Mac (Jumaat dan Sabtu) bertempat di Hotel Kingwood, Mukah. Penyertaan program ini terdiri daripada 60 orang peserta dari empat buah kampung di kawasan Tellian, Mukah, iaitu Tellian Tradisi, Tellian Tengah, Tellian Ulu, dan Tellian Laut. Program ini adalah antara program terakhir di bawah Projek Pembangunan Komuniti Melalui Eko Pelancongan dan Keusahawanan Kawasan Tellian, Mukah, dengan jumlah peruntukan sebanyak RM115,000.00 yang dibiayai oleh Dewan Undangan Negeri (DUN) N.57.

Antara objektif utama program ini adalah bertujuan untuk memberikan kefahaman asas tentang kemahiran pengurusan kewangan dan asas penubuhan *homestay* dalam kalangan para usahawan, membimbing mereka tentang cara dan saluran mendapatkan geran-geran dari kerajaan, agensi luar serta institusi kewangan dan memberi pendedahan tentang kaedah menjana pendapatan melalui perusahaan *homestay* dan pemandu pelancong.

Pada hari pertama, program dimulakan dengan beberapa pengisian yang diantaranya adalah ceramah yang disampaikan oleh penceramah dari Agensi Kaunseling dan Pengurusan Kredit (AKPK), Amanah Ikhtiar Malaysia (AIM) dan Majlis Amanah Rakyat (MARA) dan pensyarah dari Universiti Teknologi MARA Cawangan Sarawak Kampus. Program hari pertama ini telah diakhiri dengan para peserta membuat aktiviti Latihan dalam kumpulan (LDK). Aktiviti latihan dalam kumpulan ini bertujuan untuk menguji kefahaman para peserta dalam mengenalpasti kos langsung dan tidak langsung dalam menjalankan perniagaan serta membuat pengiraan bagi mendapatkan untung kasar dan bersih.

Program diteruskan lagi pada hari kedua dengan memfokuskan kepada Program Asas Penubuhan *Homestay*. Antara pengisian program ini adalah ceramah Asas Penubuhan *Homestay* dan Asas Pemandu Pelancong yang disampaikan oleh penceramah daripada Kementerian Pelancongan, Seni dan Budaya Malaysia (MOTAC). Seterusnya sesi perkongsian secara santai bersama pengusaha *homestay* yang berjaya dan program hari kedua ini diakhiri dengan aktiviti latihan dalam kumpulan (LDK) pada sebelah petangnya.

Maklum balas peserta yang positif membuktikan keberkesanan modul dan projek ini ditutup secara rasmi dengan majlis makan malam yang dihadiri Walikota Dalat dan Mukah sebagai wakil YB DUN N.57.



Figure 3: Inou Dengah Newsletter, Third Edition (October 2024)

Conclusion

The university's two-year Community Development through Ecotourism and Entrepreneurship Programme in N.57 Tellian, Mukah constituency is a milestone in rural development capacity building. Universiti Teknologi MARA (UiTM) Cawangan Sarawak Kampus Mukah coordinated this holistic initiative with the N.57 Tellian Community Service Centre, which was funded with RM115,000 from the N.57 State Legislative Assembly Constituency (DUN) fund. It linked academic research, state agencies, and grassroots execution through a 2-year programme.

Eight comprehensive programmes designed to address rural micro-entrepreneurs' multifaceted COVID-19 concerns aim to achieve the overall programme objective. Basic business training, digital technology, ecotourism product development, and financial literacy were used to create a scalable model for rural economy growth based on Melanau culture, heritage, and community empowerment.

A rigorous synthesis of empirical assessment criteria across courses reveals a major shift in participants' mindsets, operational knowledge, and commercial preparedness. Pre-intervention data showed that Kampung Tellian micro-entrepreneurs experienced structural obstacles. The Community Empowerment Programme, Product Inventory Development, and Marketing Programme module surveys found that 63.0% to 75.8% of participants were female and that 81.8% to 95.7% were Melanau. Economically, 63.0% owned unregistered firms, 26.1% had been operating for less than a year, and 45.7% made less than RM1,000 per month. The pre-assessment scores also showed a lack of awareness of formal business structures and a poor understanding of inventory control systems, digital branding, and strategic marketing.

Most notably, the implementation of this programme has generated significant positive outcomes and impacts. Competencies among participants have improved significantly in all domains after the intervention modules:

Entrepreneurial and Operational Awareness, Foundational Community Awareness and Readiness, and Product Portfolio Development Programmes improved participants' baseline understanding. SPSS analysis showed that mean scores for all main operational modules increased from 2.02–2.74 (low-to-moderate baseline knowledge) to 4.39 – 4.76 out of 5.00 after the workshop. Participants improved their understanding of inventory systems (2.02 to 4.39), logistics management (2.40 to 4.52), potential product identification (2.74 to 4.70), and product branding techniques (2.57 to 4.76).

The abrupt shift to internet commerce prompted the Mobile Application Development programme to build Gooino, a mobile marketplace for local entrepreneurs. Gooino's internet store, order tracking, and digital Malay-English dictionary help local producers and international tourists communicate. The poll found that 84.3% of users were interested in using Gooino, and 72.5% reported a significant increase in monthly income after using online business tools. Participants also learned how to use Canva to create digital posters, administer Facebook Pages, and promote their items on Instagram.

Conclusion

Sustainable income generation through the Youth Entrepreneur Development Programme and the Basic Homestay Establishment Programme has been linked to the protection of local culture. The programme created an entrepreneurial ecosystem by leveraging cultural assets, including the proposed Tellian River Floating Market (under MukahXtra), Lamin Dana, Jerunei, and traditional sago processing (KODELT Sago Noodles). Participants proposed viable business models such as the “Sago Trail", Melanau artisan workshops and homestays. In the homestay module, 36.1% said the industry can promote Mukah at the local and international levels. More than 70 percent of those surveyed said homestays help local jobs, cultural preservation, and family income.

The final module of the Tellian Community Financial Literacy Programme addressed financial vulnerabilities and grants. A substantial increase in fundamental financial knowledge and its practical application was observed in a survey of 83 respondents. Additionally, local entrepreneurs may initiate direct communication with the Credit Counselling and Debt Management Agency (AKPK), Amanah Ikhtiar Malaysia (AIM), and Majlis Amanah Rakyat (MARA) to acquire comprehensive strategies for managing cash flows, avoiding financial blacklisting, and securing external development grants.

Tourism is a significant driver of economic development in PCDS 2030. The Tellian approach demonstrates that community-based ecotourism (CBT) has the potential to transform indigenous cultural heritage and ecological assets into high-value tourism products. The initiative established local homestays and trained local tour guides to promote direct visitor spending in rural areas and to establish sustainable economic benefits for the local ecosystem. The Tellian community effort has demonstrated that it is a compelling data-backed roadmap for regional economic development, in addition to its localised village results, that directly complements the strategic objective of the Sarawak State Government. The project's objectives and results are consistent with Sarawak's Post COVID-19 Development Strategy 2030 (PCDS 2030), which emphasises Economic Prosperity, Inclusive Growth, and Environmental Sustainability.

Mukah's Community Development through Ecotourism and Entrepreneurship Programme in Tellian demonstrates that a structured, multidisciplinary intervention can transform fragile rural informal economies into resilient, digitally literate, and commercially viable entrepreneurial hubs. The project successfully sensitised communities, branded local ecotourism products, and promoted young entrepreneurship, mobile platform usage, hospitality standards, and financial discipline. The first university-led initiative must become institutional policy support, mentorship following training, and long-term infrastructure investment to maintain momentum and avoid a collapse of commercial activity.

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COMMUNITY AWARENESS AND READINESS PROGRAMME



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CHAPTER 3

TELLIAN MUKAH YOUTH ENTREPRENEUR DEVELOPMENT PROGRAMME



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