



SARAWAK TERUBUK MASIN ENTREPRENEUR

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ABSTRACT

Sarawak Malay entrepreneur of *terubuk ikan masin* has become one of the successful entrepreneurs in the entrepreneurial field. Even though the amount of the entrepreneur is still small, but Sarawak Malay entrepreneur of *terubuk ikan masin* become one of the greatly contribute to the economy of the country. Hence, those entrepreneurs still have to face a lot of challenges and obstacles in the business. Thus, this research aims are to identify the challenges faced and the framework with regards to the challenges faced by the Sarawak Malay entrepreneur of *terubuk ikan masin*. Using qualitative study to understand the challenges that they are faced in line with this business and finding shows the challenges they faced both personally and in business itself during the various stage of business development are location not strategic, economy problem, lack of business knowledge and financial support. Moreover, Sarawak Malay entrepreneur *terubuk ikan masin* also play important role in economic development and income growth because *terubuk ikan masin* one of the best product in Sarawak besides multilayer cake. *Terubuk ikan masin* gives contribution especially in eco-tourism. Therefore these studies were designed to explain about types of *terubuk ikan masin* which is the tropical shad of genus *Tenualosa* (family Clupidae). Hence, these *terubuk ikan masin* are important estuarine fishes, both commercially and culturally in many Asian countries including Malaysia. The information that generated from this research will be useful for further studies not only for the future researcher but also for sustainable on commercial fish.

CHAPTER 1

INTRODUCTION

1.1 Research Background

Sarawak is still dependent of natural resource as the main economic drivers. After the post independent in 1963, Sarawak as build up her wealth on the exportation of natural resources, largely in the form of timber, oil, and natural gas. According to the Sarawak Borneo Post (2012), the agriculture sector including fisheries and livestock, it contributed 8 per cent to Sarawak's economy with revenue totalling RM 4 billion. According to the Assistant Minister of Agriculture (Farmers Organizations, 2012), it's been mentioned that since 1980s the economic structure has been diversified and there riches with value added product. In other hands, Sarawak just not only popular within natural resources but also popular in tourism industry. Sarawak is well known as its gastronomic cooking styles that can't be found in any other parts of the world and how these foods symbolize the personality of every residence tribe. Sarawak offers a variety of local delicacies and some of it can't be found in some other parts of the world. One of their famous history is salted *terubok ikan masin*. *Terubok ikan masin* is very popular among the tourist, especially the visitors from peninsula Malaysia, Sabah and Brunei Darussalam, which makes it obligatory souvenir when visiting the land of the hornbills. Salted *terubok masin* became one of the famous Malay dishes in Sarawak. *Terubok ikan masin* popularity is linked to the fact that long extinct fish from rivers in the peninsula but in Sarawak many species of bony fish can still be found mainly in spawning season between June and October. According to the Agriculture Department (2011), stated that an allocation of RM1.35 million has been givenduring the current Tenth Malaysia Plan (10MP) to improve Lingga and Semariang Batu fishery stations for research and mass production of *terubok ikan masin* fry. In addition, the Ministry of Science, Technology and Innovation had approved funds amounting to RM5.5 million for upgrading of infrastructure and new research and development facilities in Tarat Fishery Station on Empirit breeding. Besides that, the demand of *terubok ikan masin* is high especially during holidays and events that been organized by Sarawak tourism such as visit Sarawak, Sarawak International Dragon Boat Regatta and Sarawak Regatta. Furthermore, *terubok ikan*

CHAPTER 2

LITERATURE REVIEW

2.1 Preamble

Malaysia highly moves towards turning into a profoundly industrialized economy, this changing in economic scenario and structure would make it necessary to evaluate the role and contribution of the agricultural sector in the economic development of the country. Malaysia also honoured nation with the prolific soil and right atmosphere which is exceptionally suitable for agriculture activities. According to the Silva (2010), agriculture sector involved in wide array of industries such as farming, breeders, fisheries, food processing, non-food processing, plantation and many more. In agriculture based products, the most popular activities are fisheries and agro based industry. Fisheries and agro based industry is the rise of new contract farming activities such as leech rearing, worms rearing, herbs and mushroom have indeed attracted huge interests from public (Silva et al., 2010). According to the Deputy Chief Minister Agriculture and Food Industry Minister (2014), entrepreneur fisheries need a new mentality and attitude change to adopt entrepreneurial characteristics. Nowadays, the field of entrepreneurship has been considered as one of the important areas in a country's economic growth including job creation (van Praag and Versloot 2007) and economic development (McMullen, Bagby and Palich 2008; Audretsch 2007; Shu 2001). The entrepreneur is a person who bought factors of production for the production of goods to be sold (Othman et al., 2010). According to the (Firth 1966; Ooi 1990), fishing activities were manly small scale making use of traditional fishing gears in shallow inshore areas. Fisheries are an element part of Malaysian society. According to the (Saharuddin 1995), they provide an affordable source of protein for up to two thirds of Malaysia's population. Fishing activities also central sources of income and employment in rural coastal fishing villages throughout the country, both historically and in present time (Firth 1966; Raduan et al. 2007). In the meantime, in state of Sarawak has a special type of fish that rarely be found in Peninsular Malaysia which is *terubuk ikan masin*. *Terubok ikan masin* mostly found in only a few river estuaries and coastal areas of Sarawak and in smaller quantities (Department of Fisheries Ministry Agriculture Malaysia, 1998).