

UNIVERSITI TEKNOLOGI MARA

**SARAWAK FAMOUS LOCAL FOOD
LOCATOR APPLICATION**

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JANUARY 2017

ACKNOWLEDGEMENT

Alhamdulillah, praises and thanks to Allah because of His Almighty and His utmost blessings, I was able to finish this research withn the time duration given. Firstly, my special thanks go to my supervisor, Saidatul Rahah Hamidi for the guidance and advice during this project.

Special appreciation also goes to my beloved parents Jibli bin Maribi and

for the motivation, advice and financially to complete this project.

Last but not least, I would like to give my gratitude to my dearest classmates in been supportive throughout this project.

ABSTRACT

Sarawak Famous Local Food Locator application is an informative mobile application. This project is develop because of Tourist and non-Sarawakian do not know where the famous Sarawak local food located, some of Sarawak famous local food have different name at different places that might make tourist or non-Sarawakian confuse. Besides, each area or district in Sarawak has its own famous local food that does not mention in Sarawak Tourism official website. Therefore the objectives of this project are to design and to develop a mobile application of Sarawak Famous Local Food Locator. This application provides the information on the famous local food in Sarawak in textual form and media such as images where the outputs of this project will permit the public to acknowledge more about Sarawak famous local food from different culture in Sarawak such as *Sarawak Malay*, *Iban* and *Bidayuh*. In addition, Sarawak Famous Local Food Locator application will give benefits to Sarawak tourism to increase their market sales for the local product. Mobile Application Development Life Cycle (MADLC) is a method that been used in developing this application. This method consist of five phases which are Discovery Phase, Design Phase, Prototyping Phase, Development Phase and Testing Phase. Finally, it is hope that in future, this application able to make through online to reduce the number of on-phone-call reservation. More information on the cuisines for other districts will be include in the application and able to show the reviews and rating of each restaurant in the lists.

TABLE OF CONTENTS

CONTENT	PAGE
SUPERVISOR APPROVAL	ii
STUDENT DECLARATON	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	v
TABLE OF CONTENTS	vi
LIST OF FIGURES	viii
LIST OF TABLES	x
CHAPTER ONE : INTRODUCTION	
1.1 Project Background	1
1.2 Aim	3
1.3 Problem Statement	3
1.4 Research Question	4
1.5 Project Objective	5
1.6 Project Scope	5
1.7 Project Significant	5
1.8 Research Design	6
1.9 Summary	7
CHAPTER TWO : LITERATURE REVIEW	8

CHAPTER 1

INTRODUCTION

This chapter provides the background and rationale for the study.

1.1 PROJECT BACKGROUND

In an increasing worldwide market, the issue of cultural differences on the use of computerized systems is a matter of great interest. Sarawak Tourism Board was incorporated under the Sarawak Tourism Board (Incorporation) Ordinance, dated 12 November 1994. Their objectives retrieved (from <http://sarawaktourism.com/about-sarawak-tourism-board/>):

- To achieve its objectives of expanding visitor entries in the country
- To make mindfulness among the exchange, media and public about the differing qualities of premise
- To position Sarawak as a choice destination for society, nature and experience tourism in the above areas

This proposed project will focus on the local food of Sarawak and the location of the famous food by using mobile application as platform. Sarawak Tourism functions were to invigorate and elevate tourism to and inside Sarawak. Other than that, it is likewise to invigorate, advance and market Sarawak as a traveler destination where this can arrange, secure and upgrade reputation in Malaysia and abroad for vacation spots in Sarawak.

Current business process on Sarawak cuisine is that their official website only indicates an information that is a general statement. It is also does not include the specific location of the famous food in Sarawak. There are also some