

**FACTORS INFLUENCING THE PERCEPTION FELDA'S YOUNG
GENERATION TOWARD WORKING
IN PLANTATION
INDUSTRY**

ABDUL HALIM ROSLAM BIN RAZALI

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Degree of Bachelor of Science (Hons.) Plantation Technology and Management
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DECLARATION

This Final Year Project is a partial fulfilment of the requirements for a degree of Bachelor of Science (Hons.) Plantation Technology and Management, Faculty of Plantation and Agrotechnology, Universiti Teknologi Mara.

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Date: 10/8/2015

Name: ABDUL HALIM ROSLAM BIN RAZALI

I hereby declare that I have checked this project and in my opinion, this project is adequate in terms of scope and quality for the award of the degree of Bachelor of Science (Hons.) Plantation Technology and Management, Faculty of Plantation and Agrotechnology, Universiti Teknologi MARA.

Signature: 

Name of Supervisor: CIK NURDIANA BINTI IBRAHIM

Position: Lecturer B.Sc (Hons.) Plantation Technology and Management

Date: 10/8/15

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CONTENTS

DECLARATION	ii
ACKNOWLEDGEMENTS	iii
Contents	iv
LIST OF FIGURES	vii
LIST OF TABLE	viii
ABSTRACT	ix
ABSTRAK	x
Chapter One	1
1.1 Background of Study	1
1.2 Problem statement	3
1.3 Objective of study	6
1.4 Significance of Study	7
1.5 Scope of Study	8
1.6 Limitation of Study	8
Chapter Two CHAPTER 2	9
2.1 Human Perception	9
2.2 characteristic of perception	12
2.2.1 Perceivers – Specific Characteristic:	12
2.2.2 Target –Specific Characteristic:	13
2.2.3 Situations-specific characteristics:	14
2.3 Federal Land Development Authority (FELDA)	16
2.4 The Influence by Interest	19
2.5 The Influence of Reward	19
2.6 The Influence of Family Background	20
2.7 The Influence of Education Background	20
2.8 The Influence of friends and Peer’s	21
Chapter Three	22
3.1 Introduction	22

ABSTRACT

In order to face the problem lack of local workers in the plantation fields, the industry must find ways to overcome this problem by attract the Malaysian citizen to participate in the industry. Felda's young generation is the potential people that can contribute in the industry because they are used to lie in the plantation environment along their life. Then a survey has been conducted based on the factor influencing perception of Felda's young generation toward working in the plantation industry. There are several factors that have significant correlate with the perception of young generation. Therefore, the industry need to think about the factors relating to the participation by the young generation. Then the objective of this research is to identify the main factors affecting the perception of Felda's young generation toward working in the plantation industry and then to identify their interest to involved in the industry. Other, than that, this research aimed to discover which variables in the main perception that are most dominant and had strong correlation between the variable. This study was conducted in Felda Keratong 1, Pahang. On this study, the analysis method use to analyse the data was the correlation and multiple regressions analysis. In addition, the information that provided in this study hopefully can help the industry to overcome the influx of foreign workers in the plantation by exchange to labour from the local people.