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Kampus Sungai Petani

Faculty of Administrative
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ABSTRACT
According to Datuk Seri Nancy Shukri, Minister of Tourism, Arts and Culture Malaysia (2021), the sales of Malaysia handicraft products have decreased from RM519 million in 2019 to RM200 million in 2020. Furthermore, Pasar Seni had a lesser visitor every day and hit the lowest due to the COVID-19 pandemic (Bernama, 2021). This has caused economic and social disruption to the handicraft business owners. To counter this issue, we innovated an application called Locallah. It is an application related to the tourism industry which acts as intermediaries between handicraft business owners and customers. The objectives of Locallah are 1) to help handicraft business owners in promoting their products, 2) to increase profit by eliminating excessive intermediaries' cost, and 3) to educate local entrepreneurs and the users. The novelties of Locallah are to promote handicraft products from rural areas, to facilitate handicrafts business owner in sustainable business, and to educate in the importance of selling and buying from local handicrafts market. This application brings an impact on 1) **the economy** as it helps handicraft business owners to gain more profit and helps in job creation, and 2) **the social** as it educates the seller and buyer on importance in local handicrafts market. Lastly, the potential of commercialization can be seen in the ease of use of the application. In addition, the Malaysian Communication and Multimedia Commission (MCMC) (2018) stated that there are 26.7 million Malaysian use smartphones and 15.3 million people use the internet for online purchase and booking. This number indicates the significance of using smartphones and applications to which the travel and tourism industry is proceeding.

Keywords: Handicraft market, handicraft business owner, application.

ISSUE

According to Datuk Seri Nancy Shukri, Minister of Tourism, Arts and Culture (2021), in 2019 Malaysian handicraft items had sales volume of RM519,74 million. In 2020, it dropped to RM200 million. Additionally, Pasar Seni, which was once known as the Kuala Lumpur Central Market having fewer visitors every day and hit the hardest due to the COVID-19 pandemic (Bernama, 2021). Furthermore, this pandemic affects the business owner as they have lesser income. To counter this issue, we come out with an application known as LocalLah. LocalLah is a platform for local business owners to market their handicraft products.

INTRODUCTION

LocalLah application is an application for local entrepreneurs where they can sell local products such as kain songket, bakul anyaman buluh, tembikar, batik, baju kurung, baju melayu, and to name a few. Each handcraft comes with detailed description which will be helpful to assist potential customers. Therefore, this application is a suitable for small medium enterprise to promote their products efficiently and widely.

OBJECTIVE

This application aims to promote and help the local entrepreneur especially those who have affected and lost their customers due to the Covid-19. The following objectives of LocalLah are 1) to help local entrepreneurs in promoting their products and services. 2) to increase profit by eliminating excessive intermediaries and 3) to educate local entrepreneurs and the users. It educates in terms of making local people aware of the importance of supporting local product. So it is important for entrepreneurs to sustain their practices even though it is a challenge as entrepreneurs must be well-versed with all business strategies such as establishing long-term value, considering how a company operates, and understanding in the environment's ecological, social and economic factors.

NOVELTY

The novelties of LocalLah are promoting, facilitating, and educating handicraft business owners and customers. In the promoting aspect, LocalLah helps in promoting the handicraft and eliminate evasiveness intermediaries cost as the prices of the handicrafts will be clearly stated in the application. While in the facilitating aspect, this app helps handicraft business owner on providing ample employment opportunities even with low capital investments and become a prominent medium for foreign income. As for the education aspect, LocalLah provides information that educates customers regarding the local products such as region of origin, history, the process of making the handicrafts, etc. What makes this app different from others is that it focuses on helping entrepreneurs especially in the outskirts area to sell their products and services. This can benefit in reducing poverty as it is proven that due to COVID-19. It has caused a higher unemployment rate and also financially fragile to the handicraft entrepreneurs. Besides that, LocalLah application eases the payment transaction and helps in promoting a cashless society. This application also is a user-friendly application and provides a navigation system so that it will be easier for customers to keep on track.

IMPACT

This application brings an impact on 1) the economy as it helps handicraft entrepreneurs to gain more profit due to the COVID-19 pandemic. During this pandemic, digitalization is increasingly helpful for handicraft entrepreneurs to improve efficiency and competitiveness. Hence, most of them gain more orders due to this process of adaptation. This also helps to create job opportunities for handicraft entrepreneurs because they need manpower. This manpower is a crucial cycle as it builds business codependency. For example, those local entrepreneurs who produce local foods eventually they need more riders to send the orders to their customers later. If local entrepreneurs produce more foods, they will need more riders to help them send the orders. When the customers get their orders, eventually, they will order more products. During the pandemic, entrepreneurs must be extra aggressive virtually; as customers become passive physically. Thus, the entrepreneurs will have many advantages if they maximize this virtual opportunity. 2) Social as it can help educate the buyers by providing information about the uniqueness and quality of an original batik to feel more confident in their decision abilities. For example, the application can explain the differences between **the original Batik** (natural color, vibrant and solid) or **the printed Batik** (not natural, not solid colors and an opaque) and 3) environment as it helps to reduce paper waste. It can reduce the necessary resources and personnel to complete transactions because all receipts will be sent to the customer through the internet. This can also reduce deforestation and carbon dioxide emissions. This can provide a healthy competitive environment. Small businesses can compete successfully with larger firms because smaller businesses can provide more personalized products and services to their customers. They can also provide products and services where smaller orders and projects are required and fill unique customer needs, which larger companies do not provide.

PRODUCT COMMERCIALIZATION

According to the Malaysian Communication and Multimedia Commission (MCMC) (2018), there are approximately 28.7 million internet users, 93.1% using smartphones and 53.3% using the internet for online purchases and booking. Hence, it is a good platform for them to purchase local products at one application. Besides that, consumers who purchase the products through the application are not only supporting the business owners, but they are also contributing to the community at the same time. By contributing to society here, the consumers will feel empowered, and they will want to purchase the product again. Moreover, by supporting local products, it will help to keep the money circulating in local communities. It helps to boost the local economy when the business owners support other business owners by purchasing product supplies, working on a marketing plan, and creating a cycle of support. In fact, it will create job opportunities for local people thus reducing the unemployment rate in Malaysia. Other than that, it creates diversity in business ownership. It will allow minorities, women, university students, and others to start their businesses. A profitable business will generate a large amount of revenue, implying that it can pay more taxes. This money is then distributed to local hospitals, colleges, and other organizations.

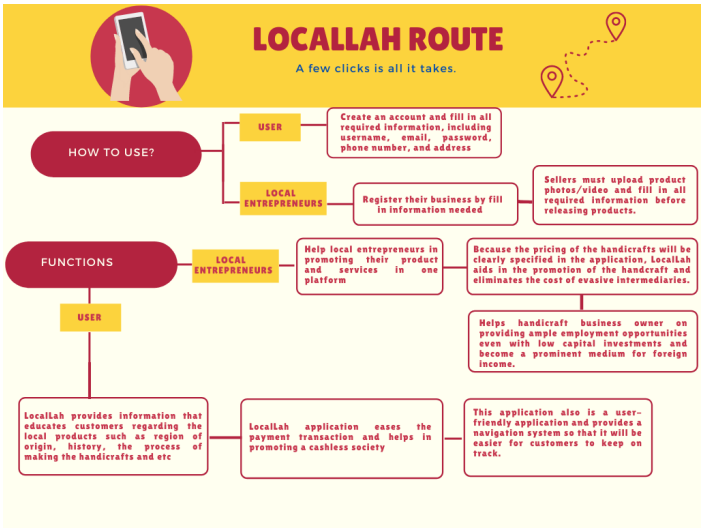


Figure 1. Process of using LocalLah Application

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