



UiTM Cawangan Kedah



Faculty of Business and Management

UiTM di hatiku

VOLUME 5



"772716"599000" e-ISSN 2716-599X



FBM INSIGHTS

Faculty of Business and Management

Universiti Teknologi MARA Cawangan Kedah

e-ISSN 2716-599X

The editorial board would like to express their heartfelt appreciation for the contributions made by the authors, co-authors and all who were involved in the publication of this bulletin.

Published by : Faculty of Business and Management,

Universiti Teknologi MARA Cawangan Kedah

Published date : 27 April 2022

Copyright @ 2022 Universiti Teknologi MARA Cawangan Kedah, Malaysia.

All rights reserved. No part of this publication may be reproduced, copied, stored in any retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission from the Rector, Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani, 08400 Merbok, Kedah, Malaysia.

The views, opinions, and technical recommendations expressed by the contributors and authors are entirely their own and do not necessarily reflect the views of the editors, the publisher and the university.

ii

TABLE OF CONTENTS

Edito	rial Board	iii
Recto	or's Message	iv
rom	The Desk Of The Head Of Faculty	V
1.	INDUSTRIAL REVOLUTION (IR) 4.0: IT IS ESSENTIAL IN TODAY'S BUSINESS Abd Rasyid Ramli, Norhidayah Ali & Rosliza Md Zani	1
2	YOUTH ENTREPRENEURSHIP DURING COVID-19 PANDEMIC: DOES THE GOVERNMENT CARE? Azyyati Anuar & Daing Maruak Sadek	3
3	ISLAMIC BANKING INDUSTRY IN FINTECH ECOSYSTEM: ISSUES AND CHALLENGES Hasmah Laili Jamalurus	6
4	APPLICATION OF TECHNOLOGY IN FOOD INDUSTRY Baderisang Mohamed, Mohd Sukor Md Yusoff & Siti Nur Athirah Mohd Kamal	10
5	ANNOTATIONS GIVE MEANINGFUL LEARNING EXPERIENCE Farah Merican Isahak Merican, Nizar Nazrin & Shafilla Subri	13
6	AN INTRODUCTION TO ENSA: THE ANIMATED SCREEN ANNOTATION APPLICATION Farah Merican Isahak Merican, Syafiq Abdul Samat & Abdullah Kula Ismail	15
7	E-COMMERCE ISSUES IN RETAIL INDUSTRY Baderisang Mohamed, Mohd Sukor Md Yusoff & Nurul Ain Syauqina Azlan	17
8	DIGITALISATION OF MALAYSIAN AGRICULTURAL SECTOR Baderisang Mohamed, Mohd Sukor Md Yusoff & Nurul Ain Syauqina Azlan	21
9	STUDENT INTERNSHIP CHALLENGES DURING COVID-19 Fatihah Norazami Abdullah, Nor Edi Azhar Mohamed & Noriza Mohd Saad	25
10	INDUSTRY 4.0 AND ITS CHALLENGES Rosliza Md Zani, Ramli Saad & Mohd Radzi Mohd Khir	28
11	BALANCING THE SCALE OF WORK AND LIFE Norhidayah Ali & Azni Syafena Andin Salamat	31
12	NANOCREDIT PROGRAMMES: WHEN MICROCREDIT IS TOO BIG Zuraidah Mohamed Isa, Dahlia Ibrahim & Zaiful Affendi Ahmad Zabib	34
13	ERGONOMICS WORKSTATION FOR HOME OFFICE Norafiza Mohd Hardi, Norhafiza Hashim & Hasyimah Razali	36
14	RETIREMENT SAVINGS: HOW IT FARES DURING COVID-19 PANDEMIC Dahlia Ibrahim & Zuraidah Mohamed Isa	39

15	LEVERAGING AR-RAHNU MICRO FINANCING FOR FLOOD VICTIMS Mohd Shafiz Saharan, Mohd Fazil Jamaludin & Khairul Azfar Adzahar	41
16	WHAT IS LEAN 4.0? Azyyati Anuar & Daing Maruak Sadek	43
17	21ST CENTURY SKILLS - THE NEEDED SKILLS NOW Azfahanee Zakaria, Syed Mohammed Alhady Syed Ahmad Alhady & Sarah Sabir Ahmad	46
18	NEW MARKETING STRATEGY THREATENING THE TRADITIONAL HEALTHCARE BUSINESSES Sarah Sabir Ahmad, Azfahanee Zakaria & Isma Fazlini Ismail	49
19	COVID-19: DOES IT MAKE A DIFFERENCE IN ASEAN MOTOR VEHICLE SALES? Anita Abu Hassan, Najah Mokhtar & Mohd Syazrul Hafizi Husin	52
20	FACTORS INFLUENCING TOURISTS READINESS TO TRAVEL DURING PANDEMIC Wan Shahrul Aziah Wan Mahamad & Ramli Saad	55
21	THE USE OF CELEBRITY ENDORSEMENT IN ADVERTISING PROMOTION Ramli Saad, Wan Shahrul Aziah Wan Mahamad & Yong Azrina Ali Akbar	57
22	FACTORS ROCKETING IN THE PRICE OF ESSENTIAL GOODS IN MALAYSIA Nor Azira Ismail, Jamilah Laidin & Shahiszan Ismail	61
23	THE IMPACTS OF COVID-19 ON POVERTY IN MALAYSIA Nor Azira Ismail	63

LEVERAGING AR-RAHNU MICRO FINANCING FOR FLOOD VICTIMS

Mohd Shafiz Saharan
shafizsaharan@uitm.edu.my
Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah

Mohd Fazil Jamaludin mfazil@uitm.edu.my Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah

Khairul Azfar Adzahar azfar938@uitm.edu.my Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah

Malaysia was struck by a series of flash floods in December 2021, affecting numerous parts of the nation, including Kuala Lumpur, Selangor, Pahang, Kelantan, and Negeri Sembilan. These regions experienced increased rainfall, resulting in pluvial floods that caused significant property damage and fatalities. Despite a warning issued by the Malaysian Meteorological Department (MET Malaysia) on 17 December, 2021, victims and the government took little action to prepare for the inevitable. In addition, the department was accused of failing to issue a warning or update information to Malaysians on Typhoon Rai and Tropical Depression Twenty-Nine to Malaysians ("Malaysia's Meteorological dept denies claims it failed to issue rainfall warnings", 2021). At least 17 people perished as a result of the surge, and more than 60,000 people were evacuated to rescue centres (Farah Syazwani, 2021). Moreover, Malaysia was expected to have sustained damage of more than RM300 million consequent to the destruction of victims' property and infrastructure in all affected states (Nurfarahin, 2021).

The effects of a flood can be severe for victims, depending on how severe the flood was. The immediate implications of floods include loss of lives and damage to property, such as houses and vehicles. The effect of the flood will require a considerable amount of money to restore homes and fix vehicles, as most insurers exclude flood damage under most policies. The insurer provides such coverage as an optional feature with an additional premium charge of approximately 0.2 percent to 0.25 percent to the customer, and most customers do not opt for natural disaster protection in their property and vehicle insurance policies (Mohd Zaky, 2021). Therefore, victims need to use their savings or secure additional financing to fix or restore their property. To reduce the burden on victims, the government, NGOs, and private companies have announced some measures of assistance. The Malaysian Prime Minister has announced RM1,000 in aid to every household affected by the devastating flood. In addition, RM100 million has been allocated for repairing damaged infrastructure, including bridges, roads, and others (Bernama, 2021). However, the assistance may not be adequate to compensate for the loss (Free Malaysia Today, 2022). Therefore, this article provides information for the victims to consider Ar-Rahnu as an immediate access to financing for recovering the damages stemming from the flood.

According to the National Flood Forecasting and Warning System, important family documents and gold jewellery are the most critical items to save first. Victims do, in fact, carry and wear gold jewellery as an ornament on their necks, arms, and fingers. The majority of women obtain gold jewellery through inheritance, dowry, gifts, or purchase (Moors, 2013). Their gold jewellery is a valuable asset that may be liquidated, particularly during difficult economic circumstances. Ar-Rahnu has been extensively recognised and approved by the public, and victims should consider using the service. In addition, a study by Suhana et al. (2016) demonstrates that the Ar-Rahnu scheme was well-received among the rural population.

Ar-Rahnu offers a more affordable and expedient method of obtaining funding by pledging gold jewellery to the Ar-Rahnu operator (Saharan et al., 2021). The micro-financing obtained from

the Ar-Rahnu operator may be used to fix or restore victims' damaged property, thus reducing their burden. Therefore, it is recommended that the operator of the Ar-Rahnu offer a solution regarding the terms and conditions of safekeeping charges for individuals impacted by the devastation caused by the excessive rainfall. This offer can function as a form of relief assistance by Ar-Rahnu operators to alleviate the victims' burden.

In conclusion, floods have wreaked havoc on the victims' livelihoods. Property damage necessitates that victims have a considerable amount of money in order to repair and restore their property. Loss of life, particularly of the household's breadwinner, will also result in financial hardships. Thus, Ar-Rahnu intends to establish a mechanism for victims to obtain immediate financial assistance, and the Ar-Rahnu operator should take the initiative to alleviate the victims' burden.

REFERENCES

- Bernama. (2021, December 21). Speed up payment of aid to flood victims PM. *News Straits Times*. https://www.nst.com.my/news/nation/2021/12/756673/speed-payment-cash-aid-flood-victims-pm
- Farah Shazwan, A. (2021, December 20). Lebih 60,000 mangsa banjir di seluruh negara.. Sinar Harian. https://www.sinarharian.com.my/article/178972/BERITA/Semasa/Lebih-60000-mangsa-banjir-di-seluruh-negara
- Free Malaysia Today. (2022, January 1). Increase aid to flood victims, PKR youth tells govt. Free Malaysia Today.

 https://www.freemalaysiatoday.com/category/nation/2022/01/01/increase-aid-to-flood-victims-pkr-youth-tells-govt/
- Mohd Zaky, Z. (2021, December 20). Banjir: Ramai tidak langgan polisi insurans bencana alam. Berita Harian. https://www.bharian.com.my/bisnes/lain-lain/2021/12/901608/banjir-ramai-tidak-langgan-polisi-insurans-bencana-alam
- Moors, A. (2013). Wearing Gold, Owning Gold: The Multiple Meaning of Gold Jewelry. *Etnofoor*, Gold, *25*(1), 79-89.
- Nurfarahin, H. (2021, December 2021). Banjir: Negara rugi RM300 juta. *Utusan* https://www.utusan.com.my/nasional/2021/12/banjir-negara-rugi-rm300-juta/
- Saharan, M. S., Jamaludin, M. F., Adzahar, K. A., & Wagiran, N. (2021). Comparative study on financing limit, margin of financing and safekeeping fee among Ar Rahnu operators. *FBM Insights Universiti Teknologi MARA Kedah Branch*, *3*, 96-99.
- Suhana, M., Sham, R., Jaffar, H. H., Latif, R. A., Zaharum, Z. Z., Abidin, R. A., Mohd Hasan Abdullah, N., Ahmad, Z., Don, M. A. M, H., S. & Mohamad, W. M. W. (2016), "The acceptance of ar-rahnu scheme among rural population", Regional Conference on Science, Technology and Social Sciences (RCSTSS 2014), Springer, Singapore, 663-673.
- Malaysia's Meteorological dept denies claims it failed to issue rainfall warnings. (2021, December 20) *The Straits Times* https://www.straitstimes.com/asia/se-asia/malaysias-meteorological-dept-denies-claims-it-failed-to-issue-rainfall-warnings