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THE EFFECT OF INNOVATION MANAGEMENT (PROCESS) ON MALAYSIAN MUNICIPAL SOLID WASTE ORGANIZATION PERFORMANCE

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Abstract: *Innovation management (process) is widely adopted, but its influence on organizational performance are little researched in municipal solid waste services. This study examine the effect of innovation management (process) on organizational performance of municipal solid waste management. The organizational performance covers only one specific area of organizational results, which is a non-financial performance. In Malaysia, waste management system is privatized to private concessionaires as authorize body in handling municipal solid waste (MSW). These authorized organizations are selected as the population of the study. Literature review revealed the importance of innovation process implementation in ensuring an organization's survivability and competitiveness. In Malaysia, solid waste is one of the three major environmental problems. Despite the massive amount and complexity of waste produced, the standards of waste management in Malaysia are still poor. This paper test the hypothesis using Partial Least Squares Structural Equation Modelling software analysis (Smart-PLS 3). The finding indicates that innovation management (process) positively affects organization performance in SWM industry.*

Keywords: *Innovation Management (Process), Organization Performance, Solid Waste Management Organization.*

Introduction

The performance of an organization are often measures by its productivity and quality due to the transition state that has become more dynamic in business. In order to grow productivity and quality of a product, service or process, innovation plays an important role because it could give rise to improvements of products, service or process. Besides, innovation influences level of technology, which bring an impact to economic welfare and real incomes. Innovation also vital for development and sustainability of competitive trade positions of domestic growth. Hence, innovation is vital not only to economic performance, but in the long term to the government financial position and the welfare of the population as well (OECD, 2010). Innovation has been realized as another level of excellence, play a large function in improving and maintaining an efficient system (Gopalakrishnan, 2000). Moreover, innovation was found to be the leading key force that stimulates growth of raw merchandise, creating new markets and transforming industries to confront global rival (Sood & Tellis, 2009).

A survey on innovation investment for the year 2010 resulted that 40-70 % of the organizations of several countries had invested in innovation showed an increase in sales and productivity (OECD, 2010). The above scenario pictured the vital position of innovation and relationship between innovation and performance, which both are critical to economic growth. Innovation able to accelerate organization to achieve competitiveness through business performance in respect of strategy, product, skills or service contributions (Kim & Mauborgne, 1997). Hence, it is necessary for an organization to innovate since it could raised performance levels and indicates that industries need to harness innovation to achieve the sustained and steady effect on system performance (MPC, 2012).

The transformation of corporations and governments towards innovation for sustainable growth has gone to increasing recognition of the demand for a measuring system, which integrates economic, societal and environmental matters. The demand to assimilate these matters into the management system is widely recognized across a range of industries including solid waste management.

Municipal solid waste (MSW) management is a basic urban service. However, it encounters numerous issues at every stage of the municipal solid waste value chain, from collection to disposal of MSW. The production rate of solid waste in Malaysia within 2010 and 2020 is forecasted to be increased nearly 4.3 million metric tonnes per year (Ministry of Housing and Local Government, 2006). Rapid population growth, increasing in urbanization, fast growth of infrastructure, changing lifestyle and economic conditions contributed to increasing in waste production. These factors with the addition of financial constraint had caused the inefficient of solid waste management systems.

According to Bel & Warner (2008), waste management can be organized through: pure private service, pure public service and hybrid form of public private partnership, where public ownership is mixed with private operation. Privatisation of solid waste services was introduced to overcome the problems arised in MSW management.

The Solid Waste Management and Public Cleansing Corporation (SWCorp) were recognized to complement and secure the effective execution of the National Solid Waste Management Policy. The main role of the Corporation is to guarantee an efficient and intergrated MSW management services and also to meet consumers' expectatancies. In 1997, local authorities was privatized solid waste management to Alam Flora Sdn. Bhd. and Southern Waste Sdn. Bhd., both concession companies were appointed to manage solid waste services that covers central and south area of Malaysia, respectively. Then, E-Idaman Sdn. Bhd was selected as consession company to manage the northern part of Malaysia in 2004. Privatization was believed able to improve efficiency and capability of service management. However, the objective of privatization in Malaysia could not be fully implemented and thus affect the future facility for waste management in Malaysia. Hence, the organizations that were appointed as private concessionaires by the SWCorp should adapt innovation and improve their organisational performance to meet the privatization objective.

Recently, the subject of the importance and relationship between innovation and organizational performance were getting popular. The studies were performed across the world including various economic sectors. Companies were encouraged to implement innovation that resulted in better performance and economic growth (Kemp et al., 2003). Similarly, the relationship between innovation and organizational performance had been explored to compare between manufacturing and service organization and revealed positive impact of innovation on performance innovation. (Prajogo, 2006). This will surely benefit the organization for a period of time, also maintain and improve their organizational performance.

Literatures found the significance of innovation on organization performance in terms of sales growth, profitability, market share, market value, productivity and asset growth (Akgün et al., 2009; Bolinao, 2009; Prajogo & Sohal, 2003; Salomo et al., 2008). Still, there is limited research explicitly conducted on innovation of the solid waste management system/municipal waste. Earlier works were really required in identifying actions needed to implement process in an organization and consequently achieve performance. For examples, the relationship between innovation process input and organizational performance was found to be significant, yet, literature on the relationship between innovation process output and performance was apparently limited (Mothe & Thi, 2010). This has provided an important gap to study the innovation process, which is acting as inputs to innovation. Hence, based on these deficiencies, it is required to study the effect between innovation processes that contributes to organizational performance in municipal solid waste management.

Literature Review

Definition of Innovation

According to Hidalgo & Albors (2008), innovation can be defined as new combinations of rich resources. The value judgment of the economic and social perspective attached to innovation, Knight (1967) defined innovation as the implementation of a fresh variety to an organizational and significant to the environment and the strong point of the definition lies in the word adoption indicating that innovation itself is ahead of the concept of new idea.

Based on these definition, the fresh concept and changes in an organization applied into products, process and organisational structure. Similar to Knight's definition, Damanpour (1991) has also defined innovation as acceptance that occurred from new ideas or behaviors. Acceptance in this background is established when innovation is new to product or services, production, process technology, social organization or administrative arrangement, program or program to the organizational members by adopting organizations (Damanpour, 1991).

Damanpour (2014) considered that, an innovation does not need to be new and a relative improvement over the adopter's current processes is seen an innovation and innovation can refer to activity at the individual and organizational level, and, therefore, innovations can be adopted at the individual and organisational level. Management innovations, to a larger extent than any other case of innovation, have propelled organizations to new performance thresholds (Hamel, 2009). On the other hand, even if organizations did not achieve better economic performance, firms were ranked as more highly admired and more advanced when they were associated with a management innovation (Damanpour & Evan, 1984).

Matzler et al., (2013) study showed that, organizations able to protect their organization from highly uncertain or unstable situations, which give the organization better chances in seeking new opportunities or redevelop existing ideas. Moreover, innovation is also an essential element in constructing and maintaining a organization's advantage. Hence, innovation improves organizations' overall performance. Therefore, organizations find the adaptation process to business environment easier.

Innovation is a complex process which carries inherent risks, but then again, according to Damanpour and Schneider (2006), innovation only provides substantial benefits if successful and the act of innovating is deliberate, requires the implementation of ideas and the management of innovation considering to the fear of change. In this perspective, understanding of innovation is established on three underlying premises. First, innovation is not invention, whereas innovation requires intention and applicability and it is not only a question of generating wonderful ideas (inventing), but is mainly the capability to purposefully develop and go through these estimates to put through it (innovating). Furthermore, Geroski and Machin (1992) was made clear about it, when analyzing the pattern of introduction that creates novel and different values, which can be altered or merged into new resources or entrepreneurial opportunities and it might take several ages before an invention becomes an actionable innovation. Secondly, Huizingh (2011) found that, there are different forms and degrees of innovation. To behave as a continuous source of viable change, an organizational level needs to be well nourished and managed. Every kind of innovation in any degree produces social and economic reactions that move upon the context in which it takes place. Successful and purposeful innovation implies understanding and managing its technologies, products, services, and administrative (new processes, policies and organizational forms) dimensions in relation to socio-economical circumstances (Jussila et al., 2013). Lastly, innovation is a dynamic source of long – term economic development. According to O'Sullivan and Dooley (2008), innovation is the riding power of industrialized societies while intellect and innovation, as intentional human attributes, are the sources of almost all economic value, growth and strategic edge today. Schumpeter (1934) was the first economist to argue that innovation should be situated at the center of economic analysis as the endogenous disruption, or force, that affect an economy.

The academic and business worlds had shown an increasing interest on innovation for effectiveness. Researchers had emphasized organizations to implement innovation for their success in long-term. The argument was supported by Yang (2012); "lack of innovation has been considered in the literature as an obstacle to corporate growth". Thus, it is critical to develops the capacity to control innovation and manage the innovation process to cope with nowadays increasing competition.

Type of Innovation

According to Li et al., (2010), there are three types of innovation; administrative and technical, product and process, and radical and incremental. These types of innovation benefited the most attention and most often employed. The organization innovation activities on public presentation has been analyzed by Li et al., (2010) on exploratory innovation and exploitative innovation. Exploratory innovation refers to radical innovation such new design, new market segments and new distribution channel while exploitative innovation is incremental innovation aimed to improve current situation such as improve established design, enhance product line and increase efficiency (Li et al., 2010).

The exploratory innovation is the extremist type of innovation, which follows the new market segment for emerging customer while exploitative refers to incremental innovation meant for improvement. Then, fit between the two is needed in terms of two complement each other and to establish balance effect on performance. Based on Li et al., (2010) research, an organization could retain their current business system at the low cost in less competitive environments by identifying the exploratory innovation in dynamic environment. Moreover, risk in exploitative innovation which is more advantageous to improve system performance. Li et al., (2010) considered the administration strategy has a significant effect on organizational performance. Two cases of innovation has been named by Chen (1999) in seeking the effects of marketing and organizational innovation strategies on technological and non-technical innovation. Both types is very essential for organizational which will reflect on organizational performance.

From year 1960 to 2007, Keupp et al., (2012) shown on types of innovation and has produced innovation type mapping tool and discovered four type of innovation: (1) service and hybrid which is it mix between service and the product creation; (2) product innovation which refer to product; (3) process innovation which bring up to management and business system administrative, production, organizational and technical; (4) position innovation which refer to commercial or marketing innovation and to some extent business system innovation and paradigm innovation which is similar to position innovation. In the context of this research, the scholar emphasizes on the cognitive operation of innovation from the perspective of management and business system administrators (non-technical innovation) in SWM organization which reflect on organization performance.

Organization Performance

Organizational performance is the main focus in the organizational management studies (March & Sutton, 1997). Most of the studies stated that, the objective of organizational performance is to improve and increase performance and comprehend the competitive survival of an organization in the innovation process and response from the environment adaptation (March & Sutton, 1997). Moreover, organizational performance concept was commonly used in academic literature as an important indicator (Gavrea et al., 2011). Scholars focused on the explanation of organizational performance from various point of views. The definition of performance changed in correspond to organizational perspective and its aim on individuals, organizational structure, organizational ability to use resources and the capability of organizations to implement its objectives (Gavrea et al., 2011).

Organization Performance and Innovation

In describing the connection between innovation and organizational performance, Gopalakrishnan (2000), claimed that there could be several dimensions linked with performance measurement. The performance comprise of efficiencies and effectiveness of the related measure. The study also conceptualized financial measures (e.g: return on investment, income growth) and non-financial measures (e.g: the employees rating on overall effectiveness) in determining performance (Gopalakrishnan, 2000). This has signified a scope of approaches for innovation to be correlated to organizational performance.

Organization reforms their structure and process to improve performance level. It was reported that innovation management level showed long-term impact on the performance compared to technological innovation (Damanpour & Evan, 1984). Studies on Spanish organizations (Garcia-Morales et al., 2008), manufacturing industries (Gunday et al., 2011), and public service organizations in United Kingdom (Damanpour et al., 2009) were reported that there is positive relationship between technological and/or administrative innovation and organizational performance. The term technological innovation is related to basic activities pertaining to product and services, while administrative innovation involved organizational structure and administrative process. Damanpour & Evan (1984) found that administrative innovations which is under organizational innovation has a potential to change personnel policies, interdepartmental relations, organizational climate and the communication.These studies showed the involvement of both, expert and organizational innovation help in improvement of the system performance.

In this framework, performance is the capacity to establish to deal with all four processes; inputs, outputs, transformation and feedback effects. The above discussion shows the relationship between innovation and organizational performance. Both conceptual or empirical have showed a positive influence of innovation on organization. Table 2.0 demonstrated the measurement of organizational performance used in the previous innovation studies.

Table 2.0: Sample of Previous Studies on Organization Performance Measurement

Author/s (Year)	Organization Performance Measurement
Damanpour and Evan (1984)	Eleven performance indicators which are categorized under five types of measures: efficiency measure, service bar, input measure, output measure, subjective measure
Han et al., (1998)	Line of work performance measures was assessed for growth and profitability
Kemp et al., (2003)	Turnover growth and Employment growth
Baer and Frese (2003)	Use subjective performance: Firm goal a achievement and return on asset.
Hult et al., (2004)	The accomplishment of organizational goals related to profitability and growth in sales and market share, as considerably as the achievement of general organization strategic goals.
Prajogo (2006)	Business Performance: sales growth, market and profitability.
Akgün et al., (2009)	Performance compared to the main competitors (5 point scales): Sales, Market shares Profitability, Gross Margin, Market Value and Return on Investment
Seokin et al., (2009)	Productivity (individual)
Li et al., (2010)	Performance compared to the main competitors by using 5 scales with regards to market share, turnover, profitability, asset development, turnover rate and staff morale.
Camison and Lopez (2010)	Economic performance and satisfaction performance
Phromket et al., (2010)	Invest (money) in executing business
Gunday et al., (2011)	Market Performance and Financial Performance

Research Framework and Hypothesis

This study aim to fill the gaps through empirical evidence on the relationships that occur between innovation process (non-technical innovation) and organizational performance. Figure 1.0 below shows the conceptual framework of the two main variables of this study.

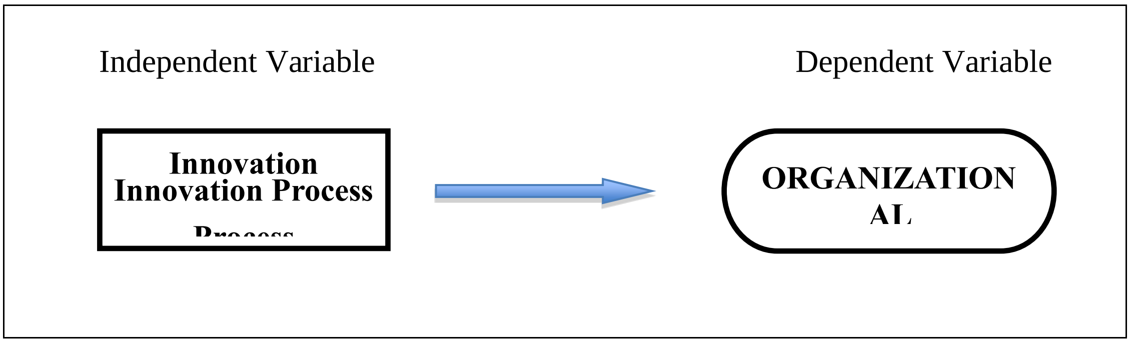

Figure 1: Conceptual Framework

The innovation process is shown as a process of transformation from innovative input to innovative output and the efficiency of this stage determine the extent of innovation activities in the organization (Kemp et al., 2003). Indeed, evidences from previous studies have agreed that the implementation of innovation in an organization will involve innovation management (process) and eventually affect organization performance (Pullen et al., 2009). The innovation management (process) is different between the new and improved product and this affects the organization's short term and long term performance (Enzing et al., 2011).

Analysis of the relationship between innovation management (process) and organizational performance in the Municipal Solid Waste Management organization has indicated that the organization has benefited from the innovation process if the development of innovation is managed diligently (Rosenbusch et al., 2010). The innovation process is foreseen in the form of innovation process input and innovation process output and it is found to have an overall impact on performance. The outcomes from the findings have indicated both innovation management (process) input and output have a positive relationship on performance (Rosenbusch et al., (2010). Therefore, this study proposed a testable statement as follows:

H1: There is a relationship between innovation process and organization performance.

Research Methods

This research is to study the impact of the variable that have been suggested as having an influence on MSW organization bodies and the practitioners. Correlational analysis is used to study causative relationships between variables (Zikmund et al., 2010). For this study, the relationship innovation process and organization performance among Malaysia's MSW practitioners was examined. This study is confirmatory in nature, in which data were collected cross-sectionals and all the variables were measured concurrently. The field study for this research was conducted in a non-contrived setting wherein a self-administered questionnaire was used for data collection on the studied variables.

The sample is a subset or some section or larger population whose properties are analyzed to acquire info about the whole. Consequently, this study uses a sampling method as the process to make inference about the whole population. The target population for this study is organizations involved in handling, planning and execution on MSW in Malaysia which is neither the concessions nor their vendors itself. The main purpose of sampling is to extrapolate from the sample to target population. The more representative the sample, the more confident the scholar can be, that the outcomes can be generalized to the target population.

The proposed model was analysed using a Partial Least Squares Structural Equation Modelling software analysis (Smart-PLS 3), a multivariate data analysis tool. The analysis software is used to analyse relationship between innovation process and organizational performance.

Result and Discussion

This section describes the analysis undertaken and presents the empirical results to test the research hypotheses. Out of the 417 questionnaires sent out, only 298 (71.46%) targeted respondents responded. Among that, 267 questionnaires received were answered by the intended respondents while another 31 were answered by the Human Resource (HR) department. Therefore, only 267 (64.03%) questionnaires were reasonable to be used, subsequently coded and analysed.

Individual Reliability

The reliability of each items, convergent validity, composite reliability, and discriminant validity were assessed using PLS tool. The individual reliability of the items were assessed using factor loading. Table 1 shows factor loading for each items. The factor loading values show in range of 0.769 to 0.977, which considered satisfactory according to Chin et al. (2003) and Chin & Henseler (2010). The value that more than 0.7 is considered satisfactory because measurement models meet the conventional acceptance thresholds of reliability and validity (Chin & Henseler, 2010) and value of 0.5 is the minimum value (Hair et al., 2010). Therefore, these items were retained for further assessment.

Convergent Validity

Convergent validity is tested to examine the extent to which the multiple construct used to measure the same concept are in agreement. Convergent validity is presented by analysing average variance extracted (AVE) and the recommended value should be equal or above 0.5

(Fornell and Larcker, 1981). Table 1 shows all the constructs present an AVE values are between 0.704 and 0.898, which above the recommended minimum value.

Composite Realibility

Composite reliability (CR) were evaluated using factor loadings of the items. In order to indicate an adequate convergence or consistency, CR value should be higher or equal to 0.7 (Gefen et al., 2000). Referring to Table 1, the CR value for all items are above 0.7, indicated consistency of the items.

For Cronbach's alpha (α), any value of more than 0.70 means that the measurement tool is reliable and can be used in the research (Nunally, 1978). However, Sekaran & Bougie (2010) suggested that the minimum acceptable level was set at 0.60, and Lower Cronbach's α values of 0.50 are still acceptable for factors that only contain two or three items but are theoretically meaningful with the conceptualization of the construct under study (Larcker, 1981). According to Table 1, the Cronbach's alpha (α) value is above 0.5. Hence the measurement tool was reliable.

Table 1: The Number of Items in Each Scale and The Composite Reliabilities for Each Construct

Latent Variable	Item	Factor Loading	AVE	CR	Cronbach's α
Organization Performance	OP1	0.977	0.898	0.978	0.972
	OP2	0.960			
	OP3	0.924			
	OP4	0.965			
	OP5	0.911			
Innovation Process	IP1	0.908	0.704	0.943	0.931
	IP2	0.804			
	IP3	0.905			
	IP4	0.769			
	IP5	0.777			
	IP6	0.836			
	IP7	0.865			

Discriminant Validity

Discriminant validity could be established by using the value of square root of AVE in each latent variables and the value must be larger than the correllation between latent variables (Fornell & Lacker, 1981). It is also called Fornell-Larcker criterion. Table 2 shows that the square root values for latent variable IP and OP are larger than the correllation between variables. The results indicated that discriminant validity was well established.

Table 2: Fornell-Larcker Criterion Analysis for Discriminant Validity

	IP	OP
IP	**0.748**	
OP	0.676	**0.878**

Heterotrait-monotrait (HTMT) ratio of correlation is another tool to establish discriminant validity. HTMT was found to obtain higher specificity and sensitivity rates (97% to 99%) compared to Fornell-Lacker (20.82%) (Henseler et al., 2015). Discriminant validity has been established if the HTMT value below 0.9. The HTMT is used as a criterion by comparing it to a predefined threshold. Table 3 shows the result from HTMT analysis. The

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result (0.681) indicated that the constructs of Innovation Process (IP) and Organization Performance (OP) are not having any problems and not measuring the same constructs. Hence, the discriminant validity was established.

Table 3: Heterotrait-Monotrait Ratio (HTMT)

	IP	OP
IP		
OP	**0.681**	

Assessment of PLS-SEM Structural Model

After analysing the validity of the measurement model, a structural model was created using PLS- SEM analysis. Inner model was used for this purpose. Given an adequate measurement model, the hypotheses could be tested by examining the structural model. The research framework for this structural model consisted of two variables; innovation process is independent variable and organization performance is dependent variable.

Assessment of Coefficient of Determination (R^2 value)

The following step of the analysis is the determination of R^2. The R^2 value method was used to predict the accuracy of model. High value R^2 indicates high level of predictive accuracy. R^2 value of 0.75, 0.5 and 0.25 were described as substantial, moderate and weak, respectively (Hair et al., 2011; Henseler, et al., 2009) or the closer the value to 1 the higher the explained variance of analyzed variable will be. Table 4 shows that 45.8% of the variance in OP. Hence, this value confirmed that the model had slightly moderate predicting ability. Furthermore, this value considered a direct relationship between OP and IP.

Table 4: Endogenous Variable Coefficients of Determination

	R^2	R^2 Adjusted
OP	0.458	0.455

Assessment of Hypothesis

The evaluation of structural model in Figure 1 showed a direct relationship of variables. The hypothesis were tested and were reported as “supported‟. Hair et al. (2014) suggested to examine the relationship of the constructs directly with the dependent variable, instead of assessing the dependent variable with the highly-order components directly.

A P-value of less than 0.05 implies significance and p-value of less than 0.01 implies high significance. Therefore, referring to Table 4, result shows P=0.000, implied high significance. The strength of relationship between the constructs was analyzed using the value of its path coefficient (β) and its significant levels. Hypothesis could be tested using both values. Referring to Table 5, the direct relationship between innovation process and organization performance tested was significant (β=0.676, t=22.129).

In summary, the effect of innovation management (procees) on Malaysian MSW on organization performance occurs when innovation process take place. Therefore, there is a positive relationship between innovation process and organization performance.

Table 4: Hypothesis Assessment

Hypothesis	Relationship	Path Coefficient (β)	Std. Deviation	t-value	P-value	Decision
H1	IP-OP	0.676	0.031	22.129	0.000	supported

**p<0.05, Result are significant with 1 tail as below:
T values > 1.645 (p values < 0.05)
T values > 2.33 (p values < 0.01)

Conclusion

Clear understandings of the exact nature of innovations that increase the performance need to be explored (Gunday et al., 2011). Management innovations, to a larger extent than any other case of innovation, have propelled organizations to new performance thresholds (Hamel, 2009). On the other hand, even if organizations did not achieve better economic performance, firms were ranked as more highly admired and more advanced when they were associated with a management innovation (Hervas-Oliver et al., 2011). Most of previous scholars more focused on technology application, financial, method of implementation (operation).

The point of conducting this study was for a better understanding of the innovation in the organisation based on municipal solid waste companies in Malaysia. In the field of innovation, it is noted that there were many studies conducted from various perspectives to denote its implementation, definitions, theoretical views, impacts, contributing factors and its relationship with organization performance on solid waste fields. Nevertheless, there are still inconsistencies in the previous findings, the relationship between the variables is fragmented and there are also limited studies to capture the level of innovation implementation. Thus, this paper looks specifically at the organizational performance of municipal solid waste management and the research outcomes provided some valuable information regarding MSW industries. After the data for these two variables fit to the model, findings for this issue indicated that there is a positive relationship between innovation process and organizational performance. In addition, this study could provide better understanding of the managerial line on the significant role of innovation in relation to the organizational performance and encourage their participation at the managerial level. The framework presented could guide future analysis and discussion related to cost efficiency towards innovation management (process) implication.

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SATISFACTION AS A MEDIATING FACTOR TOWARDS RESPONSE BEHAVIOR ON PARTICIPANT IN MALAYSIA SPORTS CHALLENGE (MYSC 2019)

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Abstract: *In Malaysia, every sporting event held has its own potential and prospects. The organized sporting event involves a number of locations suitable for events that are equally applicable to the involvement of tourists in sports activities during their holidays. This study aims to identify sport event attributes that affect participant response behaviour to Malaysia Sports Challenge in Malaysia also to examine the relationship between sport event attributes and participant response behaviour to Malaysia Sports Challenge in Malaysia and to examine the mediating effect of satisfaction on the relationship between sport event attributes and response behaviour in Malaysia Sports in Malaysia 2019. This research is based on data obtained from a survey questionnaire and reviewing public reaction to these attributes based on perceptions of visitors and participants. This study using quantitative approach which is self-administered survey questionnaire and the questionnaire distributed in 3 days event, respondents are participant who are participated in Malaysia Sport 2019 and the data analysed using Statistical Package For The Social Science (SPSS) Version 25 for windows. The data was, analysed to evaluate about the sport event attributes, satisfaction and participant response behaviour. This research can be extended further by making among event creator and participant towards satisfaction as a mediating factor towards response behaviour on participant in Malaysia Sport Challenge 2019. For the conclusion, information collected from this study very useful as it could help the event management to take further steps in order to enhance public participation through powerful marketing strategies. The respective organization might use the data collected and use it as their tool to raise response behavior on the participation in sport event. This reports gained share with the management itself and also with other organization.*

Keywords: *Sports Tourism, Sports Event, Sports Participant, Malaysia Sports Challenge 2019*

Introduction

The National Sports Policy is the foundation of sports development towards the development of sports culture and the strengthening of national integration through comprehensive community engagement and international achievement of excellence. As a result, the outcome of the Cabinet Meeting on January 28, 2015 was in accordance with a memorandum from the Minister of Youth and Sports, the National Sports Day Celebration was held on the second Saturday of October every year. National Sports Day celebrations are declared every second Saturday of October each year. The National Sports Day Celebration is an initiative of the Ministry of Youth and Sports which is an active step in the transformation process towards achieving the goal of making Malaysia a 'Sporting Nation'. As such, National Sports Day is a national agenda in line with national goals towards Vision 2020. In 2016, the National Sports Day will be filled with various sports and recreational activities to ensure that all walks of life participate in celebrating Sports Day The country will be celebrated simultaneously across the country. All parties involved such as private and public sectors will work together to organize and participate in sports and fitness programs and activities on the day. National Sports Day is an important part of the government's efforts to encourage the people to adopt a vibrant and active living culture as the percentage of Malaysians who are active in sports is still low at around 40 per cent compared to 50 to 60 per cent in developed countries. Sports culture through active and active lifestyles can help lower the rate of chronic illness among Malaysians. With the change government in Malaysia after 14th General Public Election, the name of National Sports Day was changed to the Malaysia Sports Challenge (MySC) upon the launch of a program held in August 2019. This change was not significant as the original program was established and is still in process. At a ceremony officiated by the new Minister of Youth and Sports.

Research Background

Tourism is an important agenda in economic framework of many counties and it is considered as an economic and employment generator. In addition, tourism industry is one of the international growing pioneers among service industries (Fourie & Santana, 2013) and it is predicted that the demand for international tourism will reach one billion people per year till 2020 (Han, Ren, Wu, Chen, Du & Ye, 2018). Tourism is a section, which is turning into the first industry in the world due to positive social, cultural and economic effects in a way that many countries intend to benefit from this industry through providing proper backgrounds and infrastructures and attempting to satisfy tourists' demands (Bagheri, Shojaei & Khorami, 2018). Despite the importance of sports sector, policy decisions aimed at reaping economic, social and health positive the benefits are still growing. In Malaysia, the development of a sports plan only developed in early 2016, with the main goal is to increase the number people who train regularly for 1% per annum over the next 10 years (Department of Health Malaysia, 2016). Also, the new National Sports New policy launched by Government (Department of Youth and Sports Malaysia, 2018). New set of policies vision for the sport from 2018 to 2027 and one of the basic goals is to increase overall adult participation (+16) in sports from the current level of 43% of adults population up to 50% by 2027. In this case, a emphasis is placed on increasing participation among women, people with disabilities and people from lower socioeconomic background.

Sports associations act as the main regulatory authority for organized sports, whose primary responsibilities include providing organizational prerequisites for the development of performance sports and developing sports events that are more attractive to the public (Sotiriadou, Brouwers, & De Bosscher, 2016). Like Gilchrist and Wheaton (2017) have identified that there is real potential for a lifestyle or this sporting and developmental event must continue because it has an impact on all walks of life. More recently, studies are recording positive outcomes to suggest that sport can develop social skills among youth from vulnerable backgrounds, improve social connectedness and enhance a sense of community (Sherry, 2016). In the current economic climate for public investment, with extreme inequality across communities under pressure (Widdop, King, Parnell, Cutts, & Millward, 2018) any public investment into a major event for their sport or other impact on those who less able to compete in certain events. In determining this, the parties need to look at the broader scope. Sporting events have gone beyond the bounds of the world and sneaked in without obstacles, most recently focusing on the setting up of large scale sporting events and public funding to organize mega sports events (Dowse & Lindsay 2014), but many discussions have focused on issues related to economic and social impacts, benefits, infrastructure development and is associated with globalization. However, when organizing a sporting event it is possible recognizes the importance of local sports players in cities, and this has a positive impact on sustainability advantages of promotions and economy and community benefits brought by sports events (Taks, Chris, Misener & Chalip, 2018).

In recent times Malaysia has organized various sporting events at the local and international level such as 16th Commonwealth Games in Kuala Lumpur 1998, Le Tour de Langkawi (LTDL) since 1996 untill now, Royal Langkawi International Regatta first edition 2006 and still happen this year, Ironman Triathlon, Formula 1 Grand Prix Malaysia , FEI Showjumping World Cup, Petronas Primax 3 Merdeka Millennium Endurance Race, Super GT, Malaysian Motorcycle Grand Prix, A1GP Malaysia and the latest in 2017 is the Sea Games taking place in Kuala Lumpur. In addition to strengthening the country's economy, organizing a sporting event in a country has proven that maturity and confidence and venture into various fields, not only sports but tourist attraction of interest in the industry, will exist by itself (Horner, & Swarbrooke, 2016).

Problem Statement

Malaysia Sports Challenge Need to Review and Keep Up to Date

Malaysia Sport Challenge formerly know National Sports Day needs to undergo periodic reviews to keep it up to date with the latest methods, thoughts and technologies in line with the development and needs of sports in the international arena. This will allow for the strengthening of the inclusive value of technology and diversity in general, the sport that is always held (Ray, 2015). The ultimate goal of Malaysia Sports Challenge is to create a sports culture among Malaysians. Keshkar et al. (2017) showed that sport culture values, attitudes, behaviors of athletes and fans in different sports vary. This sports culture includes participation in sports and physical activities through Sports For All, High Performance Sports and sports as an industry.

The Spirit of Volunteerism Reduced

Involvement of volunteers in encouraging and organizing Malaysia Sport Challenge activities among the community is very important. However, the spirit of volunteerism has been reduced and it needs to be improved. Volunteering such as technical expertise and club leadership, and expectations, such as resource allocation, club administration, and coach support, affect experienced volunteers (Harman & Doherty, 2014). But at 2012, World Giving Index study by the Charities Aid Foundation says there is still too much work to be done to make volunteerism a core part of Malaysian life, as Malaysia is currently ranked 76th compared to 160 countries studied in terms of willingness to take time out. In volunteering, providing financial assistance to others and willing to help non-Malaysians (Wang & Ashcraft, 2014). However, Azizan Bahari (2014) stated that average membership in formal organizations and youth participation in voluntary work is measured in terms of quantity as an indicator and indicator of youth activism and volunteerism in volunteer organizations rather than on quality and commitment levels.

Level of sport culture among Malaysian is to low

The level of sports culture among Malaysians is still low at about 40.8% compared to developed countries (Review of Sports Culture Among People of Malaysia, 2014). Generally, Malaysians are interested and concerned about the team national and international commercial sports but community involvement in the sports field is not that exciting. According to British medical research, The Lancet, Malaysia has the highest rate of obesity in Asia with 44% of men and 49% of women being obese. The proportion of overweight Malaysians is 45.3%. Total Non-Communicable Diseases (NCD) is also high at 15.2% diabetes, 32.7% high blood pressure

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and 35% cholesterol based on the National Health and Morbidity Research (2011). This has an impact on the cost of treatment and medicine as well as the quality of life of Malaysians.

Modern trends, create individualistic lifestyle

Modern trends have directly shaped a more individualistic lifestyle. Broadband facilities and penetration of up to 67% indirectly undermine the community's spirit due to the lack of physical communication between individuals in Malaysia, especially in urban areas. Malaysia Sport Challenge promotes sports activities conducted with communities regardless of demographics or sports of choice.

Literature Review

The Malaysian Sports Challenge (MySC) organized by the Ministry of Youth and Sports should focus on this rather than inviting people to sports every day of the year. In fact, the achievement of high performance sports remains a priority of the ministry and all stakeholders. But this sport is not just about elite athletes and hope to win medals on the international podium. Organizing and evaluating leadership in an event, the approach emphasizes the importance of the mental leadership model is the latest model used (Billsberry, 2018). Malaysia Sports Challenge (MySC) month celebration was held on 12^{th} October 2019, at the Kuala Lumpur Sports City, Bukit Jalil and have attended over 20,000 participants. The newly branding Malaysia Sports Challenge (MySC) this year, is the 5th edition featuring variations, because enabled throughout October. It was years ago is celebrated only one day on the second weekend of the month October. The Malaysia Sports Challenge (MySC) is very important and relevant to the business. The government encourages the people to adopt a culture of healthy living active besides raising awareness of importance sports to create an active community.

Sports Development in Malaysia

Indeed, every year many of us bring good news to sports fans in Malaysia who see more and more world-class events coming and going. In the past, only a few sporting events got places to go, but things were changing. The 1998 Commonwealth Games organization marked the beginning of Malaysia's potential for international sports promotion. Several international tournaments have been planned and held by various parties, especially the government to fulfill the country's aspiration to make Malaysia a sports hub in the region. Examples of the ability to host the SEA Games in 1977, 1989, 2001 and 2017, World Cup Hockey 2002, the Annual Grand Prix Formula One (F1) Championship and Moto GP and further strengthen the evidence that Malaysia has expertise in organizing international sporting events.

Sport Events Attributes

According to Zarei, Holmes and Yusof (2018), the nature of sports events is detailed and these include convenience and accessibility, sports facilities, popularity of sports and promotion free offering. All of these are combined to make sure, and this shows that most of the factors are involved because they want to learn something as well as the attitudes and values that are inherent in them.

Convenience and Accessibility

In determining the concept of convenience and accessibility, it must be measured and evaluated in various aspects especially to the participants, sports enthusiasts and even those behind the scenes. Research on sports adherence is more focused on measuring the value of convenience and accessibility as it relates to sporting activities more generally than sporting events (Lukwu & Luján, 2011).

Sport Facilities

In order to ensure that the sport facilities and services provided are of a high degree of satisfaction and quality, niceness factors should also be considered. According to Borena, Shidaram, and Abdul Kadir (2019) outlines that niceness sports facilities are the determinants of community participation to come and use the structure comfortably and safely. In this regard, the main thing that should be emphasized is the aspect identify what already exits that sport facilities, evaluate the structure of exits building, evaluate the internal space of building and scheduling system for sport facilities.

Popularity of Sports

Issues of participation in sporting events often raise concerns about the attractiveness of the game's quality, team reputation and the value of the effectiveness of the sporting event. All this needs to be looked at and must have the perfect results and research to get the latest results. Muñoz-Bullón, Sanchez-Bueno & Vos-Saz, (2017), show that there are certain factors that make an event or event attractive to a participant attendance and response behavior. These limits surround the concept of the same area and therefore do not show significant differences. This determination is expected to come out of the original concept and focus more on the presence of sports tourists.

Promotion and Free Offering

In managing event as well as public and participation in sports events, aspects of promotions and free offers also need to be applied to add value to the program. The sport is not only for spectacle and entertainment but also as a unifying agent in bringing together Malaysians of various races and religions. Each entertainment presented during a sporting event represents an image and the ability to attract participation (Higham, 2018).

Satisfaction

Satisfaction is a key element that providers should pay attention to during the service period provided to tourists. Satisfaction is the most important element that customers need to meet. According to Hill, Brierley (2017), satisfaction is the best measure to quality of services provided to them. Good quality of service will continue to lead to customer satisfaction. In the context of tourism, once a management organization is able to provide a good package along with attractive and informative program filling, satisfaction will be achieved automatically.

Response Behaviour

Participants who are satisfied with the services provided by the event organizers choose to buy back and return to their event. In addition, attending participant are more likely to act as word-of-mouth advertising agents that can bring new friends, relatives and participant to the event or service (Stephen, Lehmann, 2016). A Pansari, V Kumar (2017) state that word of mouth may contribute up to 60% of attendance to new participants.

Theoretical Framework

Based on the literature review explained earlier, this study comes with one theoretical model that's show relationship between Sports Event Attributes, Response Behaviour and Satisfaction (see figure 1). Hence, the following hypothesis was developed:

H1: There is a positive relationship between sport event attributes and response behavior.

- H1a : There is positive relationship between convenience and accessibility towards sport event participant response behavior.
- H1b : There is positive relationship between sport facilities towards sport event participant response behavior.
- H1c : There is positive relationship between popularity of sport towards sport event participant response behavior.
- H1d : There is positive relationship between promotions and free offering towards of sport event participant response behavior.

H2: There is a positive relationship between sport event attributes and sport event participant satisfaction.

H3: There is positive relationship between sport event participant satisfaction and their response behavior.

H4: Satisfaction mediates the relationship between sport event attributes and sport event participant response behavior.

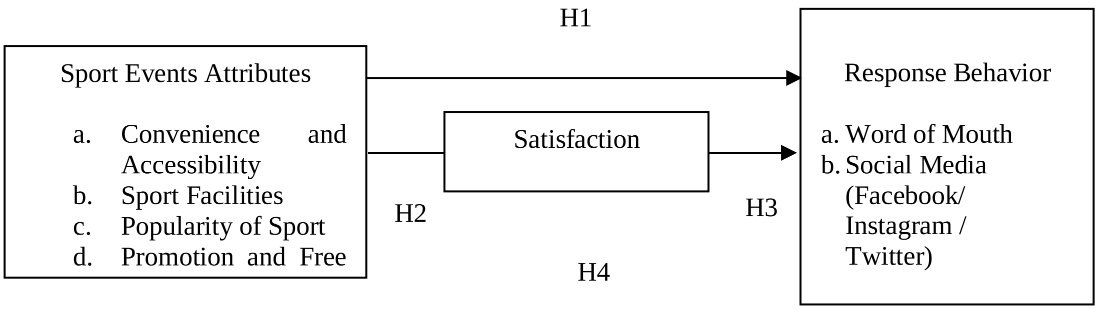

Figure 1. Research Framework

Methodology

This study using quantitative approach which is self-administered survey questionnaire and the questionnaire distributed in 3 days event, respondents are participant who are participated in Malaysia Sport 2019. Therefore, a total of 400 questionnaires were collected over a period of time (150 questionnaire distributed for day 1, 150 questionnaire day 2 and 100 questionnaire day 3) which is total 400 on data collection and from that number, 16 questionnaire were uncompleted. The study required 384 questionnaires as described in Krejcie and Morgan (1970). Therefore, to obtain accurate data, the largest sample size was selected, which is 384 sets of questionnaires that distributed to respondents.

That be developed and adapted based on the variables stipulated in the conceptual study framework. Items in the independent, mediating and dependent variables and be adapted from previous studies in these fields.

Five Point Likert Scale is used to identify items in all dimensions (sport event attributes satisfaction and revisit intention) ranging from 1 = strongly disagree to 5 = strongly agree. Considering the diversity of respondent's profiles, the questions used briefly designed so that they are easy to understand by respondents. In section A, the respondent was asked 20 possible questions pertaining to the sport event attributes regarding with convenience and accessibility 8 questions, sport facilities with 4 questions, popularity of sport 4 questions and promotion and free offering also 4 questions. Moreover in the second section which is section B, each of the 10 possible questions pertaining to the participant satisfaction. Section C discussed and including 10 questions regarding with response behaviour. The data analysed using Statistical Package for the Social Science (SPSS) Version 25 for windows. The data was, analysed to evaluate about the sport event attributes, satisfaction and participant response behaviour.

Result

Respondent Demographic

Respondent chosen among the participant in Malaysia Sport Challenge (MySC 2019) to analyzed demographic distribution of the respondents such as gender, age, marital status, occupation, monthly income, purpose of participate, joining partner and know information about Malaysia Sport Challenge comprised of 384 respondents.

Table 4.1 Respondent Demographic

Demographic	Category	Frequency	Percent
Gender	Male	205	53.4
	Female	179	46.6
Age	18-25 years	217	56.5
	26-35 years	64	16.7
	36-49 years	95	24.7
	>50 years old	8	2.1
Marital status	Single	243	63.3
	Married	141	36.7
Education	Higher Degree-Master/Phd	73	19.0
	Tertiary Education-Diploma/Degree	273	71.1
	Secondary/High School Education	27	7.0
	Primary/Elementary Education	3	0.8
	No formal Education	8	2.1
Occupation	Government	106	27.6
	Private	53	13.8
	Own Business	32	8.3
	Student	185	48.2
	Others	8	2.1
Income	No Income	183	47.7
	<MYR 1,000	28	7.3
	MYR 1,001-MYR 5,000	111	28.9
	MYR 5,001-MYR 10,000	51	13.3
	MYR 10,001-MYR 50,000	9	2.3
	MYR 50,001-MYR 100,000	1	0.3
	>MYR 100,000	1	0.3
Purpose of participate	Leisure/Recreation/Holiday	152	39.6
	Shopping	12	3.1
	Culture and Heritage	11	2.9
	Visit Friends/Relatives	11	2.9
	Education/Teaching/Training	64	16.7
	Business/meeting	6	1.6
	Health treatment	19	4.9
	Sports treatment	71	18.5
	Convention/Conference	4	1.0
	Others	34	8.9
Joining Partner	Alone	91	23.7
	Family	66	17.2
	Friend	163	42.4
	Club/Society	33	8.6
	Spouse/Partner	8	2.1
	Organized Group	16	4.2
	Business associate	1	0.3

	Others	6	1.6
Know about Malaysia Sport Challenge	Brochures /poster	54	14.1
	Newspaper	35	9.1
	Travel Agent	3	0.8
	Airport Advertisement	3	0.8
	Youth& Sport Office	20	5.2
	Social network (FB/Instagram)	188	49.0
	Travel festival/booth	4	1.0
	Friends and relatives	26	6.8
	Television advertisement	23	6.0
	Website	13	3.4
	Others	15	3.9

The Factors of Sport Event Attributes That Affect Participant Response Behaviour to Sport Event in Malaysia

Convenience and Accessibility

Based on the finding, duration of the event (Mean=3.916, SD=0.746) and safety provisions (Mean=3.916, SD=0.81) were taken into account. Duration of the event should in range 30 minutes to 1 hour to ensure everybody still fit in the period of time. For safety provision, it is important to ensure the safety become the main priority. In this situation, event organizer should hire medical team to standby for any emergency cases and conducted the event at the safe place. As those aspects are well considered, it give great convenience and accessibility towards the public, so that the participation among the public also great.

Table 4.2: Descriptive or Convenience and Accessibility

Statement	1	2	3	4	5	Mean	SD
Duration of the event	2 (0.5%)	12 (3.1%)	76 (19.8%)	220 (57.3%)	74 (19.3%)	3.916	0.746
Schedule convenience	2 (0.5%)	12 (3.1%)	94 (24.5%)	217 (56.5%)	59 (15.4%)	3.83	0.736
Parking accessibility	5 (1.3%)	32 (8.3%)	121 (31.5%)	168 (43.8%)	58 (15.1%)	3.63	0.884
Location convenience	2 (0.5%)	12 (3.1%)	87 (22.7%)	207 (53.9%)	76 (19.8%)	3.893	0.765
Signage	1 (0.3%)	13 (3.4%)	104 (27.1%)	201 (52.3%)	65 (16.9%)	3.822	0.754
Universal accessible transport system	5 (1.3%)	15 (3.9%)	108 (28.1%)	191 (49.7%)	65 (16.9%)	3.77	0.82
Safety provisions	2 (0.5%)	12 (3.1%)	95 (24.7%)	182 (47.4%)	93 (24.2%)	3.916	0.81
Pathway and circulation area	2 (0.5%)	19 (4.9%)	97 (25.3%)	188 (49%)	78 (20.3%)	3.835	0.821
Overall						3.827	0.623

Sport Facilities

The respondents stated that sport facilities also taken into account which influence them to participate in sport event. It is involved niceness of facility (Mean=3.94, SD=0.839) and newness of facility (Mean=3.88, SD=0.827). This situation make the public convenient and feel safe to use the sport facilities provided. In this situation, the cooperation among the public also needed which everyone should showed their responsibilities by using the facilities in proper manner.

Table 4.3: Descriptive for Sports Facilities

Statement	1	2	3	4	5	Mean	SD
Newness of facility	5 (1.3%)	16 (4.2%)	79 (20.6)	204 (53.1)	80 (20.8)	3.88	0.827
Niceness of facility	2 (0.5%)	21 (5.5%)	72 (18.8)	192 (50%)	97 (25.3)	3.94	0.839
Cleanliness of the facility	5 (1.3%)	18 (4.7%)	110 (28.6)	159 (41.4)	92 (24%)	3.82	0.894
Easy access to the facility	3 (0.8%)	15 (3.9%)	105 (27.3)	184 (47.9)	77 (20.1)	3.825	0.819
Overall						3.866	0.741

Popularity of Sport

The interest towards the activity could be due to the popularity of the activity for example football. It can be related to the normal perception towards the popularity of football player. It can be relate to the interest towards football which could attribute the participant to become popular. The popularity of the respective sports caused by population of players (Mean=3.867, SD=0.817). In addition, the popularity of sport due to the crowd diversity among the participants (Mean=3.911, SD=0.806). The common sport for example football, badminton and futsal become the choice among the public to involve in sport activities and it involving crowd diversity among the public.

Table 4.4: Descriptive for Popularity of Sport

Statement	1	2	3	4	5	Mean	SD
Crowd diversity	2 (0.5%)	12 (3.1%)	95 (24.7%)	184 (47.9%)	91 (23.7%)	3.911	0.806
population of players	3 (0.8%)	7 (1.8%)	118 (30.7%)	166 (43.2%)	90 (23.4%)	3.867	0.817
Crowd noise	4 (1%)	23 (6%)	101 (26.3%)	158 (41.1%)	98 (25.5%)	3.841	0.91
New sport event	6 (1.6%)	18 (4.7%)	94 (24.5%)	181 (47.1%)	85 (22.1%)	3.835	0.877
Overall						3.863	0.692

Promotion and Free Offering

Promotion and free offering for event referred to the sales promotion on the specific sports equipment for example sport attires (Mean=3.906, SD=0.897). The promotion involved the discount, giving free items and releasing new arrival with affordable price. It is one of the effective way to enhance the interest among the public to participate in the sport events. Besides that, event organizer give promotion on concession (food and beverages) (Mean=3.888, SD=0.945). It is to encourage public to join the event as the food provided as the events finished.

Table 4.5: Descriptive for Promotion and Free Offering

Statement	1	2	3	4	5	Mean	SD
Offering free tickets	14 (3.6%)	28 (7.3%)	95 (24.7%)	128 (33.3%)	119 (31%)	3.807	1.069
Offering free ticket (no charges) free entrance	9 (2.3%)	25 (6.5%)	101 (26.3%)	131 (34.1%)	118 (30.7%)	3.843	1.009
Promotion on concession) food and beverages)	7 (1.8%)	17 (4.4%)	102 (26.6%)	144 (37.5%)	114 (29.7%)	3.888	0.945
Sales promotion (specific sporting equipment)	4 (1%)	18 (4.7%)	96 (25%)	158 (41.1%)	108 (28.1%)	3.906	0.897
Overall						3.861	0.88

Satisfaction among Participant to Sport Event in Malaysia

According to the finding obtained, majority of the respondents agreed that their choice to stay with the Malaysia Sport Challenge is right decision (Mean=4.018, SD=0.796). Besides that, the respondents also stated that they enjoyed the event Malaysia Sport Challenge (Mean=3.93, SD=0.795). Overall, the respondents stated they satisfied with sport event organized in Malaysia with mean value 3.893 (SD=0.656). Overall, the finding proved that there is a positive linear relationship between sport event attributes and participation satisfaction.

Table 4.6: Descriptive for Satisfaction

Statement	1	2	3	4	5	Mean	SD
The services that provide by the organizer is up to a satisfactory level	3 (0.8%)	9 (2.3%)	99 (25.8%)	192 (50%)	81 (21.1%)	3.882	0.787
The organizer provides satisfactory information to the participant	3 (0.8%)	10 (2.6%)	90 (2.6%)	191 (49.7%)	90 (23.4%)	3.924	0.799
I was pleased with the outcome of Malaysia Sport Challenge event	2 (0.5%)	14 (3.6%)	88 (22.9%)	188 (49%)	92 (24%)	3.921	0.81
Organizer provided a satisfactory resolution to the problem	3 (0.8%)	14 (3.6%)	102 (26.6%)	192 (50%)	73 (19%)	3.828	0.802
I was satisfied with the compensation offered by the organizer	2 (0.5%)	23 (96%)	102 (26.6%)	191 (49.7%)	66 (17.2%)	3.77	0.82
I have enjoyed the event Malaysia Sport Challenge	0 (0%)	15 (3.9%)	89 (23.2%)	185 (48.2%)	95 (24.7%)	3.937	0.795
I very satisfied with the organizer services	1 (0.3%)	15 (3.9%)	97 (25.3%)	179 (46.6%)	92 (24%)	3.901	0.814
My choice is to stay with the Malaysia Sport Challenge	2 (0.5%)	10 (2.6%)	76 (19.8%)	187 (48.7%)	109 (28.4%)	4.018	0.796
This is one of the best event I ever participated	3 (0.8%)	19 (4.9%)	102 (26.6%)	173 (45.1%)	87 (22.7%)	3.838	0.858
I think I choose the right event for my participants	3 (0.8%)	11 (2.9%)	103 (26.8%)	167 (43.5%)	100 (26%)	3.911	0.841
Overall						3.893	0.656

Participant's Response Behaviour to Sport Event in Malaysia

Based on the finding obtained in terms of response behaviour, the respondents stated that they would spread positive word of mouth about the event (Mean=4.14, SD=0.772). Besides that, the respondents also stated that they would give a good review about the event (Mean=4.125, SD=0.778). Recently, the role of information technology with the adoption of social media acts as new platform for public to gain and seek for information. Social media acts as the medium to provide information towards the public in order to assist them on decision making in participate in the event organized.

Table 4.7: Descriptive for Response Behavior

Statement	1	2	3	4	5	Mean	SD
I would like to join this event in the future	5 (1.3%)	9 (2.3%)	64 (16.7%)	165 (43%)	141 (36.7%)	4.114	0.856
I consider this event as my first choice	7 (1.8%)	22 (5.7%)	97 (25.3%)	178 (46.4%)	80 (20.8%)	3.786	0.9
I would strongly recommend this event to friends and others	1 (0.3%)	11 (2.9%)	73 (19%)	171 (44.5%)	128 (33.3%)	4.078	0.81
I will encourage others to choose this event	1 (0.3%)	11 (2.9%)	81 (21.1%)	170 (44.3%)	121 (31.5%)	4.039	0.815
I would spread positive word of mouth about this event	2 (0.5%)	3 (0.8%)	70 (18.2%)	173 (45.1%)	136 (35.4%)	4.14	0.772
I would say positive things about this event to others	1 (0.3%)	6 (1.6%)	68 (17.7%)	185 (48.2%)	124 (32.35)	4.106	0.758
I would recommend to friends and relatives	3 (0.8%)	11 (2.9%)	68 (17.7%)	165 (43%)	137 (35.7%)	4.099	0.843
I will describe regarding this event positively if people ask me about this event	3 (0.8%)	5 (1.3%)	75 (19.5%)	181 (47.1%)	120 (31.3%)	4.067	0.792
I will promote this event to my friends	3 (0.8%)	6 (1.6%)	73 (19%)	170 (44.3%)	132 (34.4%)	4.099	0.811
I would give a good review about this event	2 (0.5%)	5 (1.3%)	68 (17.7%)	177 (46.1%)	132 (34.4%)	4.125	0.778
Overall						4.065	0.694

Conclusion

In this study, sport event attributes evaluated in terms of convenience and accessibility, sport facilities, popularity of sport and promotion as well free offering. This study attempts to provide an in depth analysis into the way on how to enhance participation among public on the even organized. Convenience and accessibility is most influence on response behavior while the popularity of sport is the least influence on response behavior. Convenience aspect become the main priority among the participants to attribute in the sport event. Convenient and easy access is important factor which influence response behaviour. Hence, they take the alternative to participate in the event organized. Participation is motivated by enjoyment and the development and maintenance of social support networks. One of the aspects which need great consideration is sport facilities provided which could become the main influence which influencing the participation in the sport events. The facilities should be in the great condition, so that everybody could use it well. The information collected from this study will be very useful as it could help the event management to take further steps in order to enhance public participation through powerful marketing strategies. The respective organization might use the data collected and use it as their tool to raise response behavior on the participation in sport event. The reports gained will be shared with the management itself and also with other organization.

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FACTORS AND IMPACTS OF COMMUNITY INVOLVEMENT TOWARDS CULTURAL TOURISM IN KUCHING, SARAWAK

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Abstract: *The aim of the study was to determine the factors and impacts of local community involvement towards cultural tourism. This study was conducted in Kuching, Sarawak. A study sample of 758 respondents was randomly selected among the local community. A survey was conducted through questionnaires and Microsoft Excel were used for data analysis. Majority of the respondents agreed that variety of occupations available, business opportunities, improving socioeconomic, and increase cultural tourism knowledge were the factors that contribute to of the local community involvement in cultural tourism. Meanwhile, the impact that rise from the involvement are ought to promote cultural tourism, maintain the community uniqueness, highlight the traditional culture that is being practiced, helps to nurture understanding between locals and helps to preserve and conserve cultural heritage. As a conclusion, local community were aware and actively involved in cultural tourism in various ways due to several factors and found that their involvement gives more positive impact towards the tourism industry and indirectly sustain the cultural tourism in the selected area.*

Keywords: *Local Community Involvement, Cultural Tourism, Factors, Impacts*

Introduction

Tourism has gained recognition as one of the fastest growing industry in Malaysia and generated substantial revenue to the country. Tourism has been recognised for its vast contribution to the economy in many countries in which tourism contributes to economic diversification, profitability, and employment opportunity for a country (Ismail & Turner, 2008). Tourism is the third biggest contributor to Malaysia's GDP, after manufacturing and commodities. In 2018, this sector contributed around 5.9 percent to the total GDP. In recent years, the tourism industry in Southeast Asia had experienced significant growth, and Malaysia was keen to capitalise on this trend. The "Visit Truly Asia Malaysia 2020" campaign was launched in hopes of reaching the ambitious targets of 30 million visitors and 100 billion Malaysian Ringgit in tourism receipts for 2020 (Hirschmann, 2020). Sarawak is a unique and enjoyable tourism destination, and Kuching is the capital city. Apart from the city life, Sarawak is also famous with various national parks, eco-tourism destinations, cultural attractions, authentic local foods, various tourism activities and a variety of local handicraft. Majority of tourist are interested to visit Kuching due to its culture. For instance, the various types of ethnics make it exciting to discover new culture there (Sapheri, Jainal, Bakar, & Zahari, 2018).

Cultural tourism is a type of tourism that has two definitional perspectives. Firstly, the conceptual definition of cultural tourism which is people moving to cultural attractions that are away from their usual residence, with the purpose to collecting novel information and experiences to gratify the cultural needs. Secondly, the technical definition of cultural tourism which is all movements of persons to specific cultural attractions, such heritage sites, artistic and cultural manifestations, arts and drama outside their normal place of residency (Patrick, 2018).

On the other hand, community participation is the involvement of a group of people residing in a specific geographic area and conditioned by the sub-cultural or life processes of cooperation, assimilation, competition and conflict in a particular project or endeavor. It is an active process by which beneficiary client groups influence the direction and execution of a development project with a view to enhancing their well-being in terms of income, personal growth, self-reliance or other values they cherish (Patrick, 2018).

Thus, the purpose of this research is to identify the factors and impacts of local community involvement towards cultural tourism in Kuching which is a capital city of Sarawak. The city is on the Sarawak River at the southwest tip of the state of Sarawak on the island of Borneo and covers an area of 431 square kilometres with a population of approximately 702,700 people in 2019. One of the most attractive features of Sarawak and one which sets it aside from many of the other Malaysian states is its cultural diversity. With the 27 distinct indigenous ethnic groups that speak at least 45 different languages and dialects, Sarawak can be proud to boast of people who adhere to a variety of traditions, practices and religions. The cultural diversity also allows Sarawak to be one of the most popular tourist destinations in the region. There are 27 ethnic groups in Sarawak. They include Iban, Chinese, Bidayuh, Melanau, Kayan, Kenyah, Lun Bawang, penan, Kelabit, kedayan, Bisaya, Berawan, Lahanan, Sekapan, Kejaman, Punan, Baketan, Ukit, Sihan, Tagal, Tabun, Saban, Lisum, Longkiput and others. Cities and towns are populated by Chinese and Malays and a growing number of indigenous people who have migrated from their home-villages.

Literature Review

Cultural Tourism

The World Tourism Organization defines "cultural tourism" as trips with the main or concomitant goal of visiting sites and events with cultural and historical value. Cultural tourism includes a means or opportunity to enjoy past human accomplishments. In other words, "visiting such places creates admiration, national pride, and the rediscovery of the achievements of our ancestors." An important aspect of cultural tourism is intangible cultural heritage. This is defined as those practices, expressions, knowledge, and skills that communities and individuals recognise as part of their cultural heritage. Transmitted through generations and constantly recreated, they provide humanity with a sense of identity and continuity. In fact, Cultural tourism helps preserve and promote the unique cultural aspects of a place, preventing them from being forgotten or forever lost (Goss,2016). Cultural Tourism gives visitors the opportunity to understand and appreciate the essential character of a place and its culture as a whole, including its: history and archaeology; people and their lifestyle (including the ways in which they earn a living and enjoy their leisure); cultural diversity; arts and architecture; food, wine and other local produce; social, economic and political structures and landscape (Omotoso & Omotoba, 2016).

Community Involvement

Community involvement can be defined as the magnitude to which the residents are involved in the daily activities within the communities that they live in (Lee, 2013). Hence, tourism development will be more successful with the involvement of the local communities as their perception and attitudes are important for the decision makers to achieve sustainable rural tourism (Eshliki & Kaboudi, 2012). Spencer (2009) stated that in terms of employment, tourism generally provides both full time as well as part-time employment for the local community such providing river transportation and related services, in addition to providing cultural shows and performances as well as making and/or selling local handicrafts. Community participation in tourism helps to uphold the local culture, tradition and indigenous knowledge of the local people. It also helps in conservation of the environment and culture of the local community. Community has to actively participate in involved working, meaningful decision making and representation in structured communities. The aim of community participation should be in line with proper communication among the stakeholders in facilitating better decision making and sustainable growth and development (Aref, 2011). Besides that, local community can be involved in various ways such as employment in tourism sector, local entrepreneurship, leasing out land for tourism, making partnership agreement with tourism operators, and participation in planning and decision making related to tourism, wildlife, parks and land uses (Ashley & Roe, 1998).

In theory, greater local participation in the tourism activities would ensure more social and economic benefits to the indigenous people. Local indigenous are normally the targets of tourism insofar as cultural tourism is concerned. Therefore, the local people deserve to be given fair opportunities to be involved in the tourism related activities, thereby increasing their earnings which could subsequently help to uplift their standards of living (Spencer,2009).
Goodwin and Santilli (2009) stated that community empowerment is positively related to cultural sustainability in a tourist destination. Local communities who are in control of tourism development will ensure that the cultural integrity in the community are maintained and preserved. Furthermore, the findings were also congruent with the findings of Sebele (2010) that empowerment is positively related to livelihoods and economic development in a community. Locals who take control over tourism development will have a better standard of living in the community.

The involvement of local communities in tourism-related business is influenced by two main factors, namely income and family encouragement. These factors are also aided by confidence, interests and opportunities available in Langkawi. Communities also must be made aware of the opportunities to earn or increase their income through tourism related businesses. They also need to be exposed to the opportunities available. Additionally, they are also to continuously receive the support from family members, institutions or government; as well as the increase in confidence and interest factors (Norlida, Shafiin, Redzuan, et.all, 2016).

Methodology

Data collection was conducted through premier data obtained by interview and questionnaire distribution to the host community in the study area. A quantitative study approach used by a total of 758 respondents were chosen through random sampling among the local community in Kuching. The survey was analysed using Microsoft Excel. The analysis is to find out the factors and impacts of local community involvement towards cultural tourism in Kuching, Sarawak.

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Findings

Table 1: Demographics

NO.	DEMOGRAPHIC VARIABLE	CATEGORY	PERCENTAGE
1.	Gender	Male	49.6
		Female	50.4
2.	Age	18-29 years	52.8
		30-40 years	30.1
		41-50 years	10.8
		51 years and above	6.3
3.	Occupation	Student	31.2
		Entrepreneur	31.2
		Government servant	15.7
		Private sectors	19.1
		Retiree	2.8
4.	Monthly Income	Less than RM1000	35.1
		RM1000 – RM3000	40.1
		RM3001 – RM5000	21.3
		RM5001 – RM7000	2.5
		Above RM7001	1.0
5.	Number of households	0-2 person	33.9
		3-4 person	37.7
		5-6 person	17.2
		7-8 person	11.1
6.	Race	Malay	56.9
		Ibanese	11.2
		Chinese	11.6
		Bidayuh	11.6
		Melanau	3.6
		Ulu people	1.3
		Others	3.8

The study analysed six variables in the demographic namely gender, age, occupation, monthly income, number of household and race as shown on Table 1. 50.4% of the respondent were male while 49.6% were female.

Concerning age, 52.8% of respondents were aged between 18 -29 years, 30.1% were between 30-40 years, 10.8% were aged between 41 – 50 years, and 6.3% were aged more than 51 years old. This meant that a majority of the respondents were between 18-29 years old. It can be inferred that cultural tourism initiatives in the area can be sustained because a majority of the locals were in their prime ages.

Besides that, results reveal that there are equal highest percentage of occupation which are students and entrepreneur with 31.2%. While 15.7% of the respondents comprised of government servants, 19.1% of the respondents were employed in private sectors and the remaining 2.8% of respondent were retirees. This indicated that majority of the respondents consist of students and entrepreneurs which actively involved in tourism industry.

With regards of monthly income, 35.1% of respondents gained less than RM1000 per month. While 40.1% of respondents earned between RM1000 – RM3000, 21.3% of respondents gained RM3001 – RM5000, 2.5% of respondents gained RM5001 – RM7000 and remaining 1.0% of respondents gained more than RM7001 per month. It shows that majority of the respondents have moderate monthly income level which is between RM1000 – RM3000.

Other than that, the majority number of households in Kuching is between 3-4 person with 37.7%. Subsequently, 33.9% of respondents consisted of 0 – 2 persons, 17.2% comprised of 5 – 6 persons, and the remaining 11.1% with 7 – 8 persons in a house.

With regards to race, 56.9% of the respondents were Malay, 11.2% were Ibanese, 11.6% were Chinese, 11.6% were Bidayuh, 3.6% were Melanau, 1.3% were Ulu people and others with 3.8%. The above-mentioned indicated that majority of the respondent is Malay.

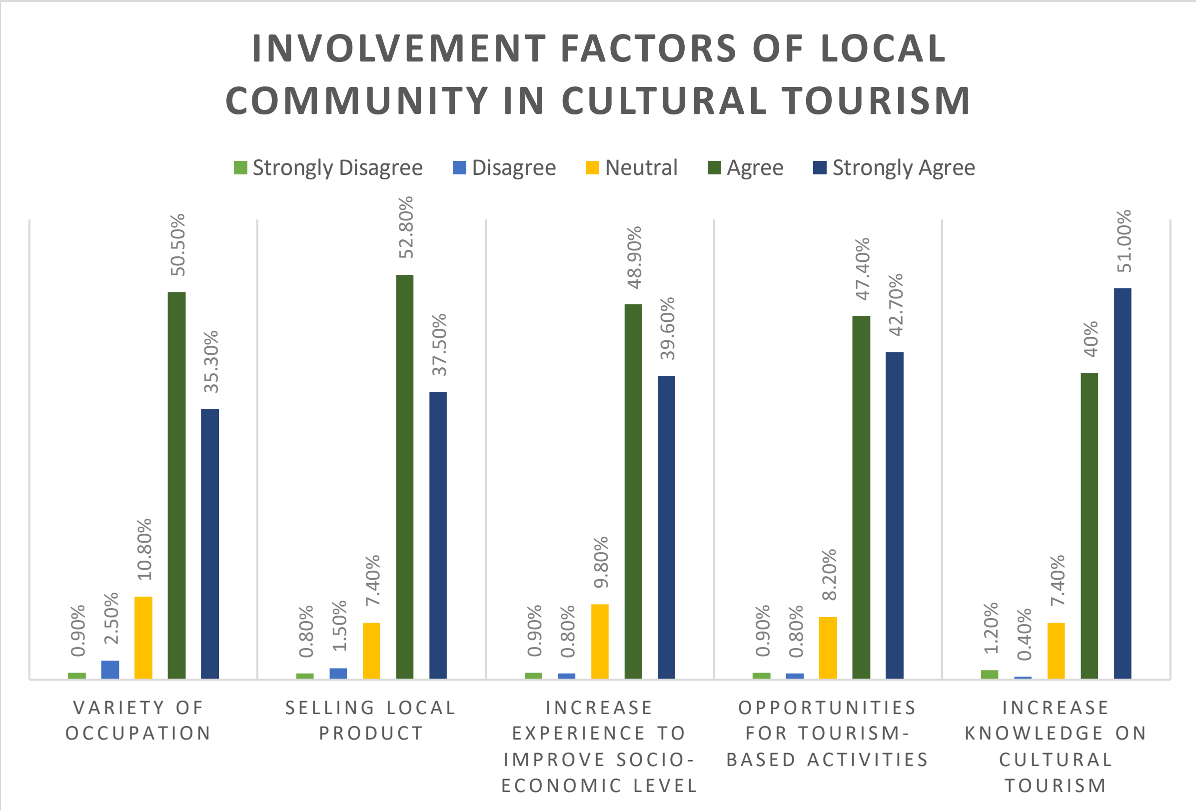

Figure 1: Involvement Factors of Local Community in Cultural Tourism

As shown in Figure 1, the result showed that majority of the respondents comprise of 50.5% agreed that variety of occupation available were the factors of their involvement in cultural tourism in the study area. Hence, as cultural tourism in booming, it creates many job opportunities to the locals. Several types of businesses often taken up by local communities are accommodation, retailing, wholesaling, transportation, restaurants and other tourism-related support services.

The result also indicates that 52.8% of the respondents agreed their involvement were in the context of selling local products. Kuching are very famous with local products such as Pua Kumbu, handicraft, local food, white pepper, black pepper and so forth.

Besides that, majority of the respondents comprise of 48.9% agreed that by involving in the cultural tourism, they can increase their experience in order for them to improve their socio-economic level. Local community in the study were ready and comfortable in entertaining tourist. This situation can be seen in any tourism destination. Their hospitality service makes tourist feel the culture and enjoy the journey.

On the other hand, another factor that encourage local community to involve in tourism sector in Kuching is because of the need to increase their experience to improve their socioeconomic level. By involving in the industry, the community were able to tolerate with other culture, understanding each other and being supportive amongst themselves.

As Kuching is one of the must-visit city in Sarawak, majority of tourist will definitely visit and engage in tourism activities. For instance, there are various tourism attraction in Kuching such as Sarawak Cultural Village, Kuching waterfront, Cat Museum, Kuching Mosque, Sarawak Museum, Main Bazaar, Tua Pek Kong Chinese Temple, Bako National Park, Old Courthouse, Sunday Market, Cat statue, Fort Margerita, Semenggoh Nature Reserve, St. Thomas Catheral, Annah Rais Longhouse, Sarawak Islamic Museum, Indian Mosque and so forth. The aforementioned attractions offer variety of activities operated and managed by the local community.

Besides that, the results shown that a 51% majority of respondents strongly agree that another factor that promote their involvement is to increase knowledge on cultural tourism. Culture is an important element of tourism product which create uniqueness in a global marketplace. In return, tourism provides an important means of enhancing culture and creating income which can support as well as strengthen the cultural heritage. Hence, by increasing knowledge of cultural tourism, the local community may promote their culture and create job opportunities for better living.

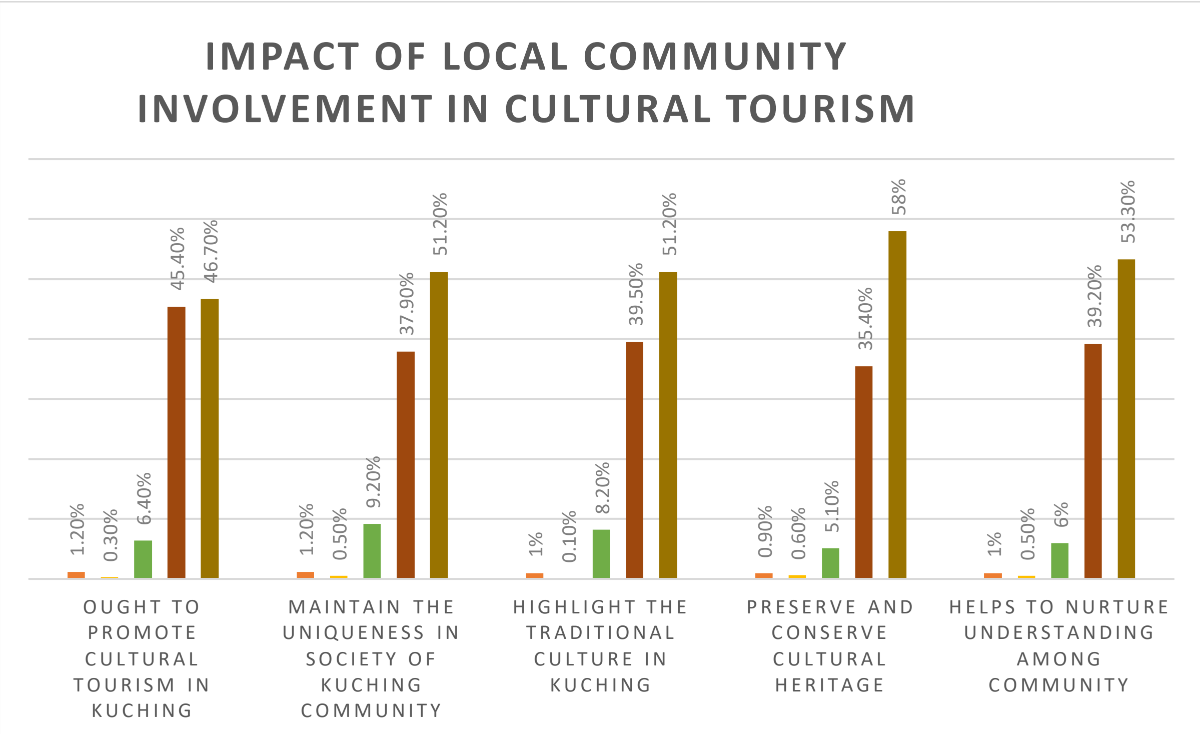

Figure 2: Impacts of Local Community Involvement in Cultural Tourism

As shown in Figure 2, a majority of respondents with 46.7% strongly agreed that their involvement can promote cultural tourism in the study area. With a variety of tourism attraction and various types of involvement supported by the unique values of the traditional local culture, surely it is able to serve as a stepping stone for promoting Kuching to the world.

On the other hand, 51.2% of the respondents strongly agree that by being involved in the industry, they can sustain the uniqueness of Kuching society. As mentioned earlier, Kuching is a multicultural city. Hence, by involving in the cultural tourism they can preserve the mother tradition without depending on other people outside of their area to portray their cultural image. They believe that only themselves are able to show the tradition and culture to others originally.

Besides that, 51.2% of the respondents also strongly agreed that local involvement could highlight the traditional culture in the study area. For example, tourist could lively experience local culture and lifestyle of local community during their visit to Kampung Budaya Sarawak as well as Annah Rais Longhouse.

The results also shown that 58% of respondents strongly agreed that their involvement in cultural tourism helps to conserve and preserve their cultural heritage. This is because they are practicing their local culture or lifestyle daily without being affected by tourist's culture.

Another impact of community involvement in cultural tourism are helping to nurture understanding among the community. It was supported with the result that shown 53.3% of the respondents strongly agreed with the above-mentioned statements. Community in Kuching comprises of multi-races and definitely they have their own beliefs and practices. Hence, as they take part in the tourism sector from various types of involvement, it automatically creates understanding and sense of respect among the community.

Conclusion

To develop cultural tourism, local community involvement is very essential. Local food, local culture and festivals are add-on products to tourism and it also provides authentic experiences to the tourists. The uniqueness of each race portrays authenticity of each culture and tradition. Local community were actively involved in cultural tourism because of several factors such as for increasing household income and also sustaining their original culture. By practicing local tradition, it creates positive impacts such as preserving and conserving the culture as well as enhancing respects among the local community.

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POTENTIAL OF SMEs TOURISM AT SABAK BERNAM SELANGOR: A QUALITATIVE APPROACH

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Abstract: *Small Medium Enterprises (SMEs) play an important role in the development of economic at rural area and also contribute job opportunities for local community. Due to the lack of promotion of SMEs information, it is crucial to identify potential of available agriculture resources to produce SMEs cottage product for the villages. The objective of the study is to explore SMEs tourism product available at the villages. By using qualitative method, a structured interview question given to respondents during focus group interview session. Based on the interview session, it is found that the Unique Selling Proposition (USP) of the villages is their SMEs that produced product from their agriculture resources. Thus, the finding shown that there are four aspects of potential SMEs which are economy, agro resources, business and heritage. The potential SMEs that have been identified can be represented as the identity of the villages cottage product at Sabak Bernam, Selangor. In conclusion, there have a lot of potential SMEs product that need to aggressively promoted in order to increase the gross of SMEs cottage product.*

Keywords: *Small Medium Enterprises (SMEs), Unique Selling Proposition (USP), Sabak Bernam*

Introduction

Small and Medium Enterprises (SMEs) are businesses whose personnel numbers fall below certain limits. SMEs are, by definition, small; however, they outnumber large firms by a wide margin. Though they do not have the resources of large companies, their essence is entrepreneurial and, therefore, they are very important to the innovation and growth of a country's economy. In Kampung Parit Baru, Kampung Teluk Rhu and Kampung Sungai Apong, Sabak Bernam there are various types of SMEs which could be found. The products available are Kuih Kapit, Kerepek, Tempe, Pau and Pecal. Most of the SMEs are actually quite unique and produce variety of cottage product according to their own innovation but it is completely unknown to the outsiders.

Most of the rural tourism destinations face particular challenges in respect of creating and projecting effective marketing identities. The same could be said for Kampung Parit Baru, Kampung Teluk Rhu and Kampung Sungai Apong. These three villages have a lot of attractive and unique tourism destination but it remained unknown to the outside world due to the limited pulling power that rural destinations are able to achieve. The Unique Selling Proposition (USP) of Kampung Parit Baru, Kampung Teluk Rhu and Kampung Sungai Apong is their Small & Medium Enterprises (SMEs). Due to the lack of promotion of SMEs information, it is crucial to identify potential of available agriculture resources to produce SMEs cottage product for the villages and indirectly, the public will be able to get to know the uniqueness of these villages.

The objective of the study is to explore SMEs tourism product available at the villages which will help the villages in identifying their strength and able to represent their cottage products.

Literature Review

Tourism

According to UNWTO Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure. Akoglu, T. (2015); Williams, S. (Ed.). (2004) stated that tourism product meet marketplace demands, are produced cost-effectively, and are based on view use of the cultural and natural resources of the destination. In addition, Petrevska, B. (2012) stated that tourism generates various economic effects, which affect positively on the overall economy of the country and may have variety of microeconomic influences, like assisting in quality improvement of the employees, benefiting from the scale economies and developing new facilities according to the international standards for tourism demand and supply. According to Hung, W. T., Ding, H. Y., & Lin, S. T. (2016); G. Olya, Alipour, & Dalir, (2014), tourism is not simply a trip, but rather it is a complicated system composed of various sectors conducive to new ideas and entrepreneurialism. The positive effects of tourism are varied. For tourists, a holiday means satisfaction as travel gives them the opportunity to bring their hopes and dreams to life. (Telfer, D. J., & Sharpley, R. 2015); (Glaesser, 2003). In addition, according to Marfo, A. K. (2014); Holden, (2008) stated that tourism is an activity that probably little conscious thought is given to beyond recollecting the enjoyment of the last holiday, and deciding where to go to for the next one.

Tourism Industry

According to Najda-Janoszka, M., & Kopera, S. (2014); Nordin & Dawyer, (2008), industry representatives had a broad understanding of the traits that characterize the tourist of tomorrow. Therefore, they argued that operators should attempt to become experience providers developing personal encounters, and authentic experiences, designed to create long-lasting memories, engaging travel and increased customer loyalty. When the term 'tourism industry' is used, it refers to an amalgam of different businesses and organisations, connected by the common factor of providing services in some capacity to tourists. (Matarrita-Cascante, D. 2010); (Holden, 2008)

Rural Tourism

Adeyinka-Ojo, S. (2020); Aref, F., & Gill, S. S. (2009) mentioned that rural tourism is located in agricultural landscapes and is characterized by enjoyment of a tamed nature or highly modified landscape. It is about the land uses and human cultures that the interaction between humans and the land have created. Reffering to Bouchon, F., & Rawat, K. (2016) the underdevelopment of rural areas is nevertheless perceived as a potential for tourism due to largely untouched natural resources and scenic rural communities that offer beauty, peace, and tranquility. In addition, Law, F. Y., & Lo, M. C. (2016) stated because of visitors' changing expectations and the strong competition from urban tourism destinations, there is a need for entrepreneurs in rural tourism to take into account customers' needs into their competitive strategies to enable themselves to thrive in this tough environment in the coming years.

Small Medium Enterprises (SMEs)

According to Omar, Arokiasamy, & Ismail. (2009), Small Medium Enterprises (SMEs) in the manufacturing sector are defined as enterprises with full time employees not exceeding 150 or annual sales turnover not exceeding RM25 million whereas SMEs in the services and primary agriculture sectors and ICT are enterprises with full time employees not exceeding 50 or annual sales turnover not exceeding RM5 million. In addition, Mohammad Nor & Shah Alam. (2009) stated that Small and Medium sized Enterprises are defined as firms employing full-time employees 150 or with annual sales turnover not exceeding RM25 million, and play a significant role in the country's economic development, particularly in the manufacturing sectors. The SMEs sector is often perceived as homogeneous, the defining characteristic explaining its behaviour being size. While size is a factor, and many SMEs may conform to such views, there are other internal and external dynamics that explain their behavioural characteristics. (Jenkins, 2009). Furthermore, Berthon, T. Ewing, & Napoli. (2008) SMEs contribute significantly to a country's gross domestic product, national employment, and export performance. According to Rao, Metts, & Mora Monge. (2003), organizational structure in SME's is organic compared to a more bureaucratic structure in large firms.

Methodology

Qualitative method has been applied in this study where the interview was conducted at Sabak Bernam villages namely Kampung Parit Baru, Kampung Teluk Rhu and Kampung Sungai Apong. In the interview session it involves 7 informants which consist of head of villages and local community. The interview instrument consists of demographic information and questions on villages inventory resources. All the interview transcripts had been analysed by using content analysis.

Findings and Discussion

Informant Profile

The findings show seven informants was selected for this study. Details of the informants are as the following:

Table 1: Informant Profile

DEMOGRAPHIC	INFORMANTS PARTICULAR						
AGE	42	64	45	27	35	62	49
GENDER	Male	Female	Female	Male	Female	Male	Male
POSITION	Head of village	Resident	Enterpreneur	Enterpreneur	Enterpreneur	Head of village	Head of village

Source: Field Study 2019

Table 1 shown the information on 7 informants that has been interviewed. It is indicating that the average of the respondent age is between 27 years old to 64 years old. From the above table it also shown that there are 4 males and 3 females. The position of the respondents consists of head of village, resident and entrepreneur that represent the community of the villages.

Potential SMEs

Economic Aspect

In terms of economy, agriculture has a large influence in the villages' economy. This is because most of the villagers are actually employed in the agricultural sector and their main sources of income are from the agricultural product while additional income are made by opening up a small business.

Employment of Villagers

Based on the interview, the information collected about the employment of the villagers are that most of them are actually working in the agriculture sector such as at the banana plantation, palm plantation and at the coconut plantation area. En. Mohd Shah Razad Bin Abdul Ghani stated that;

> *"Due to the many plantation areas in these villages, the majority of the villagers are actually working in the agriculture sector as planters and farmers."*

Apart from that, En. Muhd Zakieyuddin Bin Mat Nor stated that;

> *"Most of the villager are actually doing village work such as working at the coconut, palm and also the banana plantation area."*

It can be seen that majority of the villages are actually doing village work such as working at the plantation area as their employment.

Main Income

The main income of the villagers are actually from their employment in the agriculture sector. Therefore, it can be said that the main income of the villagers are actually the agricultural product. During the interview session, En. Ishak Bin Harun stated that;

> *"The main sources of income for the villagers are from the agricultural product such as the farm produce, the oil palms, coconut, banana and others"*

Based on the interview, the information collected are that the main income of the villagers came from their employment in agriculture sector.

Additional Income

The additional income of the villagers is from their side work such as being an entrepreneur. Pn. Nurul Azrein Ibnu stated that;

> *"The villagers get their side income by doing some online businesses, placing their own products at the IKS and also opening up a small business."*

Based on the interview, it can be seen that most of the respondent actually have the same opinion in which being an entrepreneur is the villagers' sources of additional income.

Agro-Resources Aspect

In terms of agro resources, there are many types of plantation which could be found in these villages. The plantation area could be divided into two groups which are the major plantation and the minor plantation in the villages. The product market is both villagers and outsiders.

Major Plantation

The major plantation that could be found in these villages are the banana, coconuts and oil palm. During the interview, En. Mohd Shah Razad Bin Abdul Ghani stated that;

> *"The plantation which could be found the most in these villages are the banana, oil palm and coconuts while a few other plantation are still being developed"*

The major plantation of these villages could be divided into three which is the banana plantation, the coconut plantation and also the oil palm plantation.

Minor Plantation

There are a lot of minor plantation in these villages such as watermelon, corn, pumpkin, lime, and vegetables. Pn. Nurul Azrein Ibnu stated that;

> *"There are a few plantations which are planted on small scale. Examples are the watermelon and lime."*

Apart from that, Pn. Nurul Azlin Binti Tasirin also mentioned that;

> *"The minor plantation in these villagers are corn, pumpkin, vegetables and etc."*

Based on the interview, it can be concluded that there are many types of minor plantation which could be found in these villages, however it is planted on small-scale and mostly by a certain individual.

Product Market

The produce of the plantation is sold to both villagers and also outsiders. The produce that are sold to villagers are mostly coconuts and bananas while the oil palm is sold to the outsiders or sent to the processing factory. En. Ishak Bin Harun stated that;

> *"Most of the produce such as coconuts, bananas and the vegetables are sold inside of these villages while the lime and oil palm are sold to the outsiders or sent to the factory for processing."*

Based on the interview, it can be seen that the agricultural produce are sold to both villagers and outsiders.

Business Aspect

The business sector of these villages are actually quite flourishing. It can be seen that there are a lot of business popping up in these villages.

Type of Business

Based on the interview, the type of business available in these villages are actually monopolized by the Small & Medium Enterprises (SME). This is because there are a lot of SME which could be found around the villages. En. Sudarta Bin Amnan stated that;

> *"The majority of the business here are actually the SME which produce product such as 'tempe, kuih koci, sambal pecal, bahulu gulung, kerepek pisang' and etc."*

In addition, SME are actually the business which are flourishing in these villages. En. Mohd Shah Razad Bin Abdul Ghani stated that;

> *"The type of business which are flourishing or have been flourishing for quite some time already is the SME. Example of the SME's product are such as 'kerepek, roti, temper' and also cake."*

Other than that, the SME of these villages are actually quite unique as they mostly use the yield of the farms in the villages as their main ingredient or material. Pn. Nurul Azrein Ibnu stated that;

> *"The main type of business of our villages are the SME. Our SME is actually quite unique in comparison to other SME because our SME uses the yield of the farms from inside of these villages as their main or additional ingredient."*

Apart from that, the SMEs are actually the main type of business in these villages due to their flexibility in making a variation of product. During the interview, Pn. Hajah Siti Maimun Binti Swandi that;

> *"The highest number of types of business are actually the SME. This is because the SMEs are actually quite flexible in which they will be able to make a variation and also make an innovation on their product based on the trend."*

Moreover, the SMEs are unique because their product are mostly agricultural-based product. En. Ishak Bin Harun stated that;

> *"There are many types of businesses which could be found in these villages but most of them are the SME. Our SME are unique as the product that they produced are mostly the agricultural-based product. These products uses the agricultural yield or crops as they main ingredient. They uses the ingredient such as banana, sweet potatoes, onions and many others."*

Based on the interview, it can be concluded that SMEs are the main Unique Selling Proposition (USP) of these villages.

Target Market

After the product are produced, the majority of the product are usually sold to the wholesalers and outsiders while the minority are sold in these villages. During the interview, En. Muhd Zakieyuddin Bin Mat Nor stated that;

> *"The product are mostly sold to the outsiders and wholesaler which will usually sell it around Kuala Lumpur. Only a small quantity of the product will be sold in these villages."*

The product produced by the SMEs are sold to both villagers and outsider. Apart from that, the products are also sold to the wholesaler for them to brought it to the city for sale.

Types of Product Produced

The types of product are actually produced according to the entrepreneurial skills and also according to customer demands. Pn. Nurul Azrein Ibnu stated that;

> *"The products are mostly produced according to entrepreneurial skills. This is because by using the entrepreneurial skills, innovation and modification could be done on the product and it will be beneficial for the marketing of the product. Then, the product will keep on being produced in accordance to the customer demands."*

Based on the interview, it can be concluded that the product are first produced in accordance to the entrepreneurial skills, however, the product keep on being produced later on due to customer demand.

Heritage Aspect

The heritage that will be discussed is about the food, musical instruments and also the traditional games being played in these villages.

Food

There are various types of food that are quite unique which could be found in these villages. The examples are '*Sambal Ta'un, Pecal, Nasi Ambeng, Lemper'* and etc. Pn. Nurul Azlin Binti Tasirin stated that;

> *"The traditional food which could be found in these villages are 'Nasi Ambeng, Pecal, Lemper, Sambal Ta'un, Kuih Koci' and many more."*

En Muhd Zakieyuddin Bin Mat Nor also stated that:

> *"Tempe is the most popular traditional food in this area which each dishes will be served together with it"*

Pn Hajah Naimah Bt Jalal, as one of the traditional food provider stated that:

> *"Many villagers seek for traditional food during feast, eid and any events such as Nasi Ambeng, Kuih Koci, Punten, Lemper and Pecal."*

It can be seen that these villages actually have a variety types of food which are unique and probably could only be found here.

Musical Instruments

Music is a form of entertainment which are enjoyed throughout the times. In Kg. Parit Baru, Kg. Teluk Rhu and Kg. Sg Apong, the musical instruments which could be found here is *'Kompang'*. The *'kompang'* played in each of these villages are actually different. En. Ishak Bin Harun stated that;

> *"The musical instruments which are still being played and practiced now are the 'kompang'. All of the three villages have their own 'kompang' team, however the types of 'kompang' played are actually different from one another."*

The *'kompang'* is the only musical instruments left which are still being played by the villagers. Each of these villages have their own team but using different types of *'kompang'*. Not only that, En Mohd Shah Razad Bin Abdul Ghani stated that:

> *"The kompang played for each villages are different. Kg Parit Baru has kompang kodaro while Kg Teluk Rhu and Kg Sg Apong has kompang ribu and truntung"*

Each village has their own team and skills in playing this different type of kompang. They usually performed kompang during feast and any events. But, the most unique in this three villages are the kompang team will be combined when they are performing in big events or festival in Kg Parit Baru.

Traditional Games

Games is an activity which could be done in order to fill in the villagers' leisure time. The game which are usually being played by the villagers are the *'wau pagi'*. During the interview, En. Mohd Shah Razad Bin Abdul Ghani stated that;

> *"During the morning around the sunrise, the villagers will come out from their house to play 'wau pagi' before they went back home in order to get ready to go to work."*

Based on the interview, the information that are collected are that the traditional games which are still being played by the villagers are the *'wau pagi'*, however it will only be played before the villagers goes off to work.

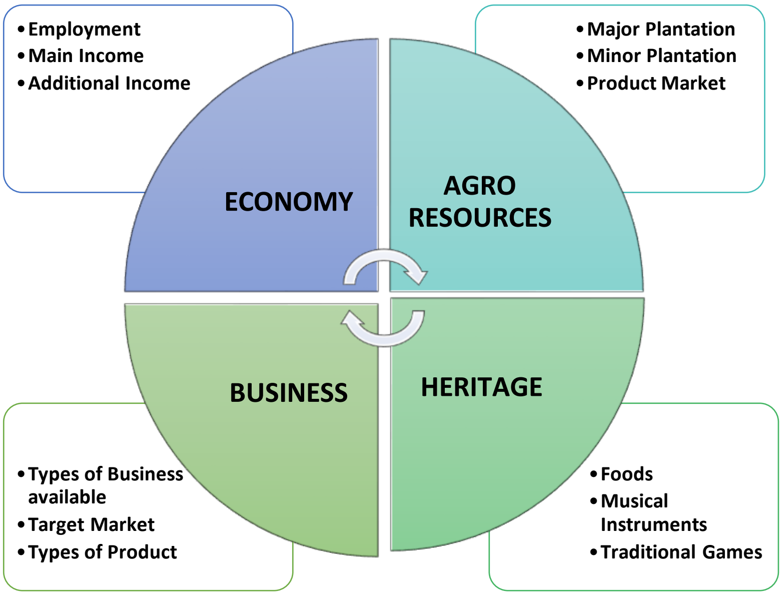

Figure 1: Summary of Findings

Source: Field Study 2019

Based on the content analysis it can be summarized into four aspect of potential SMEs at the Sabak Bernam villages which are economy, agro resources, business and heritage.

Conclusion

The Unique Selling Proposition (USP) in Kampung Parit Baru, Kampung Teluk Rhu and Kampung Sungai Apong are their Small & Medium Enterprises (SMEs). The product produced by the SMEs are very unique and could be highlighted to promote these villages at Sabak Bernam. Therefore, it is important to identify the potential of agriculture resources available in order to come out with the Unique Selling Proposition (USP) on the cottage product that represent the identity of the villages at Sabak Bernam. In conclusion, further research need to be conducted in order to attract more tourist to visit Small Medium Enterprises (SMEs) at Sabak Bernam villages.

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O-FARM (OPEN FARM) AS A PLACE AND EMPOWERMENT TO OPTIMIZE THE MARKETING OF FOOD CROPS AND ORNAMENTAL PLANTS FOR THE COMMUNITY AS AN EFFORT TO IMPROVE THE REGIONAL ECONOMY

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Abstract: *In the last five years (2014-2019), the production of horticultural crops, in this case, vegetables, fruits, and decorative plants have almost increased every year (Central Bureau of Statistics and Directorate General of Horticulture). Increased productivity has also occurred in various yield sub-sectors of these horticultural crops. The increase in production yields and the positive trend of horticultural crops is due to several factors, including the increase in harvested area for several commodities and the effectiveness of planting and maintenance. Although there is an increase in production every year, the production of these horticultural crops is still unable to compete in the market. That is because of the high data on imports of horticultural crops from other countries (BPS, 2019). Based on this, there are problems in the distribution and marketing activities of horticultural crops, which should have been abundant, Indonesia no longer needs to import these horticultural crops. If there is effectiveness in the distribution and marketing of products, then there will be a significant impact on both farmers and the area. These impacts include opportunities for sustainable business development, tourist destinations, and the opening of MSME fields for local communities and will have an impact on improving the regional economy. The research method used in this study is to use the Research and Development method produces a product and tests the effectiveness of the solutions that have been giving, O-Farm mobile application expected to be able to provide convenience for horticultural farmers to market their crop.*

Keywords: *Horticultural Crop Yields, Distribution and marketing Activities, Regional Economic Improvement*

Introduction

Indonesia is an agricultural country, is a country where the majority of the population is engaged in farming activities. According to the Agricultural Epublication Portal, Ministry of Agriculture, in February 2020 the total workforce working in the agricultural sector reached 38,046,726 people (Ministry of Agriculture, 2020). With the large working population in the agriculture sector, it expects that the output of agriculture products will be optimal. Especially with the abundant natural wealth, fertile land, and supported by tropical seasons, it is not surprising that the agricultural sector is one of the sectored that is relied on to supported people's lives. With large numbers in the agriculture sector, this sector is relied on by the central and regional governments to develop their regions and make the people prosperous.

Tabel 2.1. Penduduk Berumur 15 Tahun ke Atas
yang Bekerja di Sektor Pertanian dan Non Pertanian Menurut Provinsi Tahun 2019 - Februari Tahun 2020

No	Provinsi	Sektor Pertanian*)			Sektor Pertanian Lainnya**)			Pertanian dalam arti luas ***)		
		2019		2020	2019		2020	2019		2020
		Februari	Agustus	Februari	Februari	Agustus	Februari	Februari	Agustus	Februari
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
1	Aceh	831.807	710.617	772.133	105.207	99.249	106.103	937.014	809.866	878.236
2	Sumatera Utara	2.659.596	2.180.421	2.447.189	186.168	194.019	226.600	2.845.764	2.374.440	2.673.789
3	Sumatera Barat	804.163	791.856	836.160	45.552	52.208	52.158	849.715	844.064	888.318
4	Riau	1.104.588	1.048.643	1.071.383	88.961	86.180	95.799	1.193.549	1.134.823	1.167.182
5	Jambi	773.550	739.188	784.950	26.091	29.528	22.336	799.641	768.716	807.286
6	Sumatera Selatan	1.929.535	1.756.248	1.919.887	59.190	65.811	80.480	1.988.725	1.822.059	2.000.367
7	Bengkulu	438.959	415.146	467.248	27.004	14.351	21.707	465.963	429.497	488.955
8	Lampung	1.968.262	1.587.714	1.899.446	62.760	63.887	69.924	2.031.022	1.651.601	1.969.370
9	Bangka Belitung	156.393	174.807	156.145	44.037	33.446	45.677	200.430	208.253	201.822
10	Kepulauan Riau	72.013	28.681	66.238	54.463	43.484	57.487	126.476	72.165	123.725
11	DKI Jakarta	4.485	14.098	4.566	32.024	8.580	54.683	36.509	22.678	59.249
12	Jawa Barat	3.021.772	2.697.161	3.226.676	216.187	204.820	255.694	3.237.959	2.901.981	3.482.370
13	Jawa Tengah	4.491.698	3.879.627	4.427.586	180.621	215.048	258.641	4.672.319	4.094.675	4.686.227
14	DI Yogyakarta	444.674	393.743	422.006	17.481	12.112	14.207	462.155	405.855	436.213
15	Jawa Timur	6.349.981	6.054.066	6.472.857	324.691	391.140	339.241	6.674.672	6.445.206	6.812.098
16	Banten	631.278	479.970	641.436	70.315	73.231	70.155	701.593	553.201	711.591
17	Bali	516.350	437.327	477.495	26.757	21.103	24.152	543.107	458.430	501.647
18	Nusa Tenggara Barat	821.483	673.625	821.583	41.973	53.788	32.705	863.456	727.413	854.288
19	Nusa Tenggara Timur	1.301.766	1.054.865	1.345.411	96.964	111.393	110.562	1.398.730	1.166.258	1.455.973
20	Kalimantan Barat	1.168.462	1.082.683	1.064.262	54.651	73.249	70.269	1.223.113	1.155.932	1.134.531
21	Kalimantan Tengah	439.371	436.227	404.713	82.421	68.474	92.119	521.792	504.701	496.832
22	Kalimantan Selatan	624.456	540.695	614.465	67.469	70.872	81.125	691.925	611.567	695.590
23	Kalimantan Timur	327.078	256.771	329.294	36.789	62.993	99.201	363.867	319.764	428.495
24	Kalimantan Utara	69.210	61.625	53.515	39.237	40.300	52.632	108.447	101.925	106.147
25	Sulawesi Utara	237.336	286.797	243.532	36.635	35.886	31.228	273.971	322.683	274.760
26	Sulawesi Tengah	509.820	530.585	551.845	64.645	64.848	57.137	574.465	595.433	608.982
27	Sulawesi Selatan	1.342.446	1.206.547	1.258.364	171.106	170.861	170.168	1.513.552	1.377.408	1.428.532
28	Sulawesi Tenggara	368.534	348.232	356.620	98.256	76.601	83.414	466.790	424.833	440.034
29	Gorontalo	163.950	148.912	131.858	24.944	23.571	25.303	188.894	172.483	157.161
30	Sulawesi Barat	291.832	263.983	269.285	29.533	33.383	28.868	321.365	297.366	298.153
31	Maluku	214.453	203.984	198.418	61.870	42.825	63.364	276.323	246.809	261.782
32	Maluku Utara	184.447	195.507	194.060	31.208	24.799	22.767	215.655	220.306	216.827
33	Papua Barat	130.901	98.471	113.822	29.960	34.786	38.082	160.861	133.257	151.904
34	Papua	1.022.272	1.089.691	958.708	157.105	112.492	189.582	1.179.377	1.202.183	1.148.290
	Indonesia	35.416.921	31.868.513	35.003.156	2.692.275	2.709.318	3.043.570	38.109.196	34.577.831	38.046.726

Sumber : BPS - Data Mentah Sakernas Februari 2020 diolah oleh Pusdatin - Kementerian Pertanian
Keterangan :

- : Data dapat diabaikan
*) Pertanian dalam arti sempit (Tanaman Pangan. Hortikultura. Perkebunan. Peternakan)
**) Sektor Pertanian Lainnya (Perikanan. Kehutanan. Perburuan dan lainnya)
***) Pertanian dalam arti luas (Sektor Pertanian + Sektor Pertanian Lainnya)

6 Statistik Ketenagakerjaan Sektor Pertanian, Februari 2020

Figure 1 : Population >15 Years Who Work In The Agricultural Sector

Central Bureau of Statistics noted that in 2015-2019 there was an increase in productivity in agriculture horticultural crops, in this case, vegetables, fruit, and ornamental plants (BPS, 2019). Especially for fruit commodities, the percentage of positive increases from 2018-2019 occurred in almost all types of fruit. For vegetable and ornamental plant commodities, there were several negative percentages, but for several others, there was a positive increase. This increase in productivity should be in line with the distribution of the needs for horticultural agricultural products throughout Indonesia to reduce dependence on imports that have been happening so far (Agricultural Databese, 2019).

Technological efforts in agriculture through digital are currently mandatory needs where digitalization has penetrated various sectors. Apart from increasing the productivity of agricultural products, agricultural digitization is also able to boost the market and reach potential domestic customers. By what was conveyed by the Secretary of Extension of Human Resource Development Agency (PPSDMP) (2019), agricultural digitization is able to improve farmer welfare. Digitalization of marketing becomes a forum for farmers to access sales optimally.

The importance of digitizing agricultural marketing encourages the writer to present a forum for farmers and potential buyers to interact directly in the digital world so that marketing effectiveness in the form of mobile applications can be accessed easily by everyone. I present O-Farm (Open Farm) as a marketing forum for horticultural crops that connects farmers with potential buyers to be able to market agricultural products optimally and indirectly improve the regional economy and improve the welfare of local communities.

Literature Review

Community Development

Definition of Community Empowerment

Community empowerment is an effort to provide power (empowerment) or strengthening (strengthening) to the community. Community empowerment is the ability of individuals with the community to build the empowerment of the community concerned so that it aims to find new alternatives in community development (Mardikanto, 2014).

Community Empowerment Objectives

According to Mardikanto (2014: 202), there are six objectives of community empowerment, namely:

a. Institutional improvements (better institutions). By improving the actions undertaken, it is hoped that the institution will improve, including the development of business partnership networks.
b. Business improvement (better business). Improving education (enthusiasm for learning), improving business accessibility, activities, and institutional improvements are expecting to improve the business that is being carried out.
c. Improved income (better income). With the business improvements made, it is hoped that it will be able to improve the income it earns, including the income of families and communities.
d. Better environment (better environment). Improvements in income are expected to improve the environment (physical and social) because environmental damage is often caused by poverty or limited income.
e. Better living. Improved income levels and environmental conditions are expected to improve the living conditions of every family and community.
f. Better community. A better life, supported by a better environment (physical and social), is expected to bring about a better life for the community.

Concept of Human Empowerment

To empower the community, it can be seen from three sides, namely (Sumodiningrat, Gunawan, 2002);

a. Creating an atmosphere or climate that allows the community's potential to develop (enabling).
b. Strengthening the potential or power of the community (empowering).
c. To empower also means to protect.

Digital Marketing

Digital Marketing is a marketing activity that has a broad scope because it refers to digital media such as the web, e-mail, and wireless media. Includes managing digital customer data, as well as how the internet can be used in conjunction with traditional media to acquire and provide services to customers. (Chaffey & Mayer, 2009).

Mobile Application

a. According to Supriyanto (2005: 2) is a program that has command processing activities required to carry out user requests for specific purposes.
b. According to the Large Dictionary Indonesian is the application of a system design to process data using rules or provisions of programming languages.

Hypothesis

Based on the explanation above, the hypothesis that occurs is :

H1: Many horticultural farmers are not literate in technology and digitalization of marketing so that they are not able to market their agricultural products optimally

H2: The production of horticultural crops has not been able to compete in the national market so that the high number of imports of horticultural agricultural products

H3: The production and distribution of horticultural agriculture products have an impact on the welfare of horticultural farmers

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Problem statement

Based on the above hypothesis, the problems that occur are:

a) How to make horticultural farmers technology literate?
b) How to market horticultural agricultural products with technology?
c) How does the O-Farm application work?

Materials and Methods

Research Approach

The approach used in this research is descriptive qualitative. This qualitative approach is used because it provides a detailed explanation of the state of the horticultural agricultural business in Indonesia, accompanied by research supporting data.

Research purposes

The purpose of this research is to find out the state of the horticultural agricultural product business in Indonesia with various research approaches that will have an impact on the effectiveness of the solutions offered.

Data collection technique

The techniques that the authors use to collect data in this study are:

a. Literature study, namely a series of activities related to data collection methods library, reading and taking notes and processing research materials.
b. Documentary, documentation study is carried out by reading previous writings of reports and articles accessed from the internet, books, and journals according to existing problems.
c. Intuitive-subjective is the involvement of the author's opinion on the issue being raised/discussed.

Data processing

The collected data were then analyzed using descriptive methods. This method describes the facts and events that occur in the field and tries to see the relationship between existing problems and other problems that will happen.

Framework of thinking

Horticultural plants are one of the plants with a high level of cultivation in the community. The results of horticultural crops include fruit, vegetables, ornamental plants, etc. Currently, the land for horticultural farming is increasing, and the level of productivity begins to experience a positive increase. However, problems occur in the distribution and marketing sector of horticultural agricultural products. The high number of imports of horticultural agricultural products still happens in Indonesia, and the numbers are increasing almost every year. Because horticultural farmers still use manual marketing techniques whose sales only take place during face-to-face meetings. So that an effective marketing method is needed so that the distribution of products is optimal and reduces the level of imports of horticultural agricultural products in the community.

The O-Farm application is a solution in marketing horticultural agricultural products in order to optimize the distribution of domestic horticultural cultivation products. With this application, farmers will be able to reach the target market optimally which is not limited to space and time, thus increasing their sales.

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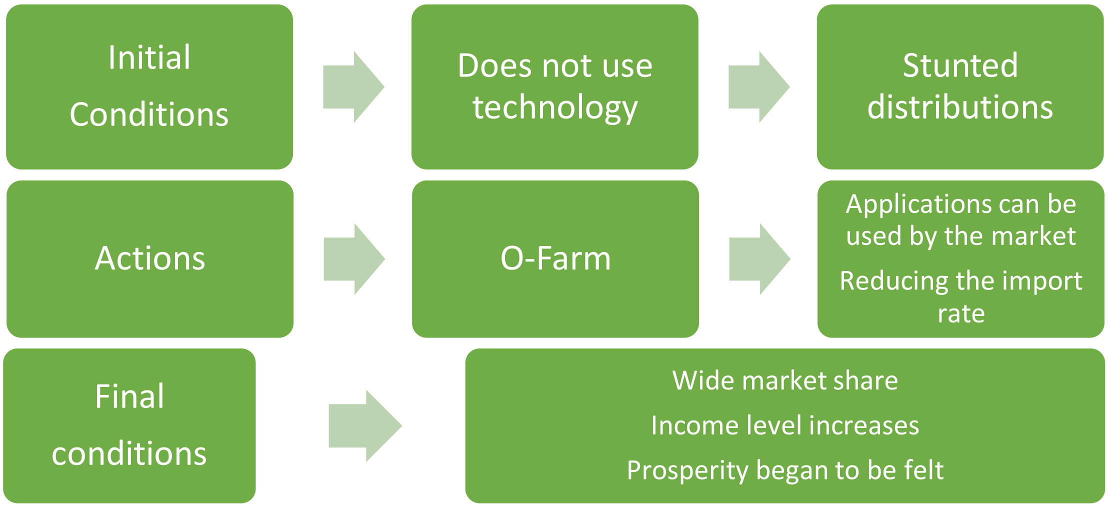

Figure 2 : Framework Of Thinking

Results and Discussion

Horticultural agricultural condition data

The horticultural agricultural sub-sector has enormous potential to develop. Starting from the condition of Indonesia's very fertile soil for various horticultural seed developments during society, the increasing land area, to the number of workers in the agricultural sector, which is still ranked 1st in the largest labor sector in Indonesia. This is a problem that must be resolved immediately. The agriculture sector has not been optimally utilized by farmers so that it has an impact on the welfare of these horticultural farmers.

Horticultural Land Conditions

Luas Panen Sayuran di Indonesia, Tahun 2015 - 2019

(Ha)

No.	Komoditas/ *Commodities*	Tahun/*Year* 2015	2016	2017	2018	2019	Pertumbuhan/ *Growth* 2019 *over* 2018 (%)
1	Bawang Merah	122,126	149,635	158,172	156,779	159,195	1.54
2	Bawang Putih	2,563	2,407	2,146	5,013	12,280	144.96
3	Bawang Daun	52,895	57,510	60,953	63,261	60,358	-4.59
4	Kentang	66,983	66,450	75,611	68,683	68,223	-0.67
5	Kubis	64,625	71,934	90,838	66,110	64,991	-1.69
6	Kembang Kol	11,195	11,990	13,466	12,531	14,496	15.68
7	Petsai/Sawi	58,652	60,600	61,133	61,047	60,871	-0.29
8	Wortel	30,280	31,814	30,654	35,876	41,354	15.27
9	Lobak	1,427	1,285	3,052	1,499	1,541	2.80
10	Kacang Merah	15,637	17,379	13,596	13,064	12,383	-5.21
11	Kacang Panjang	63,177	60,923	56,111	53,405	51,359	-3.83
12	Cabe Besar	120,847	123,404	142,547	137,596	133,434	-3.02
13	Cabe Rawit	134,869	136,818	167,600	172,847	166,943	-3.42
14	Paprika	183	117	257	350	656	87.43
15	Jamur	536	467	475	440	462	5.00
16	Tomat	54,544	57,688	55,623	54,158	54,780	1.15
17	Terung	45,919	44,829	43,905	44,535	43,954	-1.30
18	Buncis	25,645	25,104	23,746	25,014	24,635	-1.52
19	Ketimun	43,573	42,214	39,809	39,850	39,118	-1.84
20	Labu Siam	9,436	8,828	8,917	8,002	8,431	5.36
21	Kangkung	48,996	52,542	47,805	48,575	49,131	1.14
22	Bayam	42,138	43,458	40,608	39,725	39,405	-0.81

Sumber : Badan Pusat Statistik dan Direktorat Jenderal Hortikultura

Luas Panen Buah-buahan di Indonesia, Tahun 2015-2019

(Ha)

No.	Komoditas/ *Commodities*	Tahun / Year 2015	2016	2017	2018	2019	Pertumbuhan/ *Growth* 2019 *Over* 2018 (%)
1	Alpukat	24,352	20,508	24,422	34,190	36,840	7.75
2	Belimbing	2,631	2,497	2,766	3,750	3,791	1.09
3	Duku/Langsat	29,618	20,409	11,655	28,940	32,857	13.53
4	Durian	72,559	57,198	63,533	103,481	105,345	1.80
5	Jambu biji	8,864	26,769	9,533	13,211	13,321	0.83
6	Jambu air	11,296	10,451	12,135	17,525	18,676	6.57
7	Jeruk siam/keprok	48,119	60,338	51,811	64,100	66,303	3.44
8	Jeruk besar	1,787	4,457	4,947	5,700	6,780	18.95
9	Total Jeruk	49,906	64,795	56,757	69,800	73,083	4.70
10	Mangga	197,502	161,730	201,080	272,911	284,293	4.17
11	Manggis	22,377	21,298	18,058	29,715	29,573	-0.48
12	Nangka/Cempedak	49,918	44,716	48,394	68,156	69,025	1.28
13	Nenas*	12,646	13,067	21,274	24,798	27,750	11.90
14	Pepaya	9,287	10,167	10,763	12,713	12,852	1.09
15	Pisang*	88,728	81,812	89,615	107,683	105,799	-1.75
16	Rambutan	107,229	81,490	73,215	110,964	111,294	0.30
17	Salak*	23,556	23,024	23,887	25,664	27,050	5.40
18	Sawo	9,391	9,231	9,782	14,325	14,477	1.06
19	Markisa	1,404	1,368	1,004	956	649	-32.11
20	Sirsak	4,445	4,348	4,050	5,694	5,748	0.95
21	Sukun	10,836	10,168	10,416	14,432	15,163	5.07
22	Apel	2,891	3,028	2,922	3,756	3,830	1.97
23	Anggur	157	178	180	160	237	48.13

Sumber : Badan Pusat Statistik dan Direktorat Jenderal Hortikultura
Source : *BPS - Statistics Indonesia and Directorate General of Horticulture*
Keterangan : *) Dalam rumpun

Luas Panen Tanaman Hias di Indonesia, Tahun 2015-2019

(m²)

No.	Provinsi/*Province*	Tahun/*Year* 2015	2016	2017	2018	2019	Pertumbuhan/ *Growth* 2019 *Over* 2018 (%)
1	Anggrek	1,134,221	1,387,241	1,721,941	1,767,681	1,760,096	-0.43
2	Anthurium Bunga	173,662	131,628	261,811	294,662	265,679	-9.84
3	Anyelir	95,945	73,263	74,779	82,629	88,304	6.87
4	Gerbera (Herbras)	198,846	183,677	427,402	671,199	862,745	28.54
5	Gladiol	157,239	87,066	83,692	124,139	131,650	6.05
6	Heliconia (Pisang-pisangan)	225,664	236,346	247,150	223,961	200,702	-10.39
7	Krisan	10,871,199	10,914,154	11,635,498	11,105,178	10,217,202	-8.00
8	Mawar	3,543,676	3,457,518	3,723,288	4,111,040	4,362,352	6.11
9	Sedap Malam	2,547,140	3,400,042	3,090,745	3,096,687	3,554,179	14.77
10	Dracaena	129,278	95,398	107,320	260,329	279,909	7.52
11	Melati	16,180,121	15,196,235	12,836,607	8,139,434	11,779,405	44.72
12	Palem[1)]	904,458	655,857	403,395	406,768	386,276	-5.04

Sumber : Badan Pusat Statistik dan Direktorat Jenderal Hortikultura
Keterangan : 1) satuan dalam pohon

Figure 3 : Horticultural Harvest Area Data In Indonesia

Based on data from the Indonesian Ministry of Agriculture (2019), almost all commodities have an increase in harvested area. For example, for vegetable commodities, until 2019 the highest harvest area was the Rawit Chili commodity, which reached 166,943. However, the highest growth from 2018-2019 occurred in the Garlic commodity at 144.96%. For fruit commodities, the highest harvest area was mangoes, namely 284,293, but the highest growth from 2018-2019 occurred in wine, namely 48.13%. In ornamental plant commodities, the highest harvest area was in jasmine, namely 11,779,405, and the highest growth from 2018-2019 also occurred in jasmine, namely 44.72%.

Horticultural Production Conditions

Produksi Sayuran di Indonesia, Tahun 2015 - 2019

(Ton)

No.	Provinsi/*Province*	Tahun/*Year* 2015	2016	2017	2018	2019	Pertumbuhan/ *Growth* 2019 *over* 2018 (%)
1	Bawang Merah	1,229,184	1,446,860	1,470,155	1,503,436	1,580,243	5.11
2	Bawang Putih	20,295	21,150	19,510	39,300	88,817	126.00
3	Bawang Daun	512,486	537,921	510,476	573,216	590,596	3.03
4	Kentang	1,219,270	1,213,038	1,164,738	1,284,760	1,314,654	2.33
5	Kubis	1,443,232	1,513,315	1,442,624	1,407,930	1,413,059	0.36
6	Kembang Kol	118,388	142,844	152,869	152,114	183,815	20.84
7	Petsai/Sawi	600,188	601,198	627,598	635,982	652,723	2.63
8	Wortel	522,520	537,521	537,341	609,630	674,633	10.66
9	Lobak	21,475	19,478	22,417	27,236	24,247	-10.97
10	Kacang Merah	42,384	37,165	74,364	67,862	61,517	-9.35
11	Kacang Panjang	395,514	388,056	381,185	370,190	352,695	-4.73
12	Cabe Besar	1,045,182	1,045,587	1,206,266	1,206,737	1,214,418	0.64
13	Cabe Rawit	869,938	915,988	1,153,155	1,335,595	1,374,215	2.89
14	Paprika	5,655	5,254	7,390	18,151	19,357	6.65
15	Jamur	3,348,464	40,914	37,020	31,052	33,163	6.80
16	Tomat	877,792	883,233	962,845	976,772	1,020,331	4.46
17	Terung	514,320	509,727	535,419	551,529	575,392	4.33
18	Buncis	291,314	275,509	279,040	304,431	299,310	-1.68
19	Ketimun	447,677	430,201	424,917	433,923	435,973	0.47
20	Labu Siam	431,203	603,314	566,845	453,989	407,962	-10.14
21	Kangkung	305,071	297,112	276,970	289,555	295,556	2.07
22	Bayam	150,085	160,247	148,289	162,263	160,306	-1.21

Sumber : Badan Pusat Statistik dan Direktorat Jenderal Hortikultura

Produksi Buah-buahan di Indonesia, Tahun 2015-2019

(Ton)

No.	Komoditas/ *Commodities*	Tahun / Year 2015	2016	2017	2018	2019	Pertumbuhan/ *Growth* 2019 *Over* 2018 (%)
1	Alpukat	382,537	304,932	363,148	410,084	461,613	12.57
2	Belimbing	98,961	78,761	85,318	101,547	106,067	4.45
3	Duku/Langsat	274,310	206,018	138,397	236,746	269,337	13.77
4	Durian	995,729	735,419	795,200	1,142,094	1,169,802	2.43
5	Jambu biji	195,743	206,986	200,488	230,690	239,405	3.78
6	Jambu air	92,543	88,681	100,918	111,799	122,943	9.97
7	Jeruk siam/keprok	1,744,330	2,014,206	2,165,184	2,408,029	2,444,516	1.52
8	Jeruk besar	111,746	124,252	130,126	102,391	118,969	16.19
9	Total Jeruk	1,856,076	2,138,459	2,295,310	2,510,420	2,563,486	2.11
10	Mangga	2,178,826	1,814,540	2,203,789	2,624,783	2,808,936	7.02
11	Manggis	203,100	162,862	161,751	228,148	246,476	8.03
12	Nangka/Cempedak	699,487	654,910	656,580	775,475	779,859	0.57
13	Nenas*	1,729,600	1,396,141	1,795,982	1,805,499	2,196,456	21.65
14	Pepaya	851,527	904,282	875,106	887,580	986,991	11.20
15	Pisang*	7,299,266	7,007,117	7,162,678	7,264,379	7,280,659	0.22
16	Rambutan	882,623	572,182	523,699	715,924	764,583	6.80
17	Salak*	965,198	702,345	953,845	896,504	955,763	6.61
18	Sawo	134,641	132,279	133,604	144,102	144,964	0.60
19	Markisa	113,125	101,963	77,190	59,265	44,977	-24.11
20	Sirsak	58,987	55,907	62,272	68,487	70,728	3.27
21	Sukun	125,039	108,370	104,960	124,274	122,481	-1.44
22	Apel	238,433	329,780	319,000	481,654	481,373	-0.06
23	Anggur	11,406	9,506	11,735	10,867	13,723	26.29

Sumber : Badan Pusat Statistik dan Direktorat Jenderal Hortikultura
Source : BPS - Statistics Indonesia and Directorate General of Horticulture
Keterangan *) Dalam rumpun

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Produksi Tanaman Hias di Indonesia, Tahun 2015-2019

(Tangkai)

No.	Provinsi/*Province*	Tahun/*Year*					Pertumbuhan/ *Growth* 2019 *Over* 2018 (%)
		2015	2016	2017	2018	2019	
1	Anggrek	21,513,280	19,978,078	20,047,855	24,717,840	18,608,657	-24.72
2	Anthurium Bunga	2,837,074	1,760,610	2,631,003	5,390,417	4,463,472	-17.20
3	Anyelir	2,185,392	1,814,485	1,673,556	1,732,585	1,872,739	8.09
4	Gerbera (Herbras)	7,118,774	5,412,790	14,753,526	26,608,911	33,003,177	24.03
5	Gladiol	2,552,060	1,008,758	1,415,184	2,341,720	1,997,219	-14.71
6	Heliconia (Pisang-pisangan)	1,272,012	1,088,191	1,399,736	1,583,467	1,564,737	-1.18
7	Krisan	442,698,194	433,100,145	480,686,763	488,176,610	465,359,952	-4.67
8	Mawar	188,302,152	181,884,630	184,465,907	202,065,050	213,927,138	5.87
9	Sedap Malam	116,687,423	117,094,086	112,292,299	116,909,674	123,520,862	5.65
10	Dracaena	4,712,824	4,691,549	2,491,192	7,081,323	8,017,348	13.22
11	Melati[1)]	31,582,698	31,183,991	24,514,836	32,578,506	25,847,060	-20.66
12	Palem [2)]	2,093,805	982,631	947,878	745,544	713,454	-4.30

Sumber : Badan Pusat Statistik dan Direktorat Jenderal Hortikultura
Keterangan : 1) satuan dalam kg
2) satuan dalam Pohon

Figure 4 : Horticultural Crop Production Data In Indonesia

Based on data from the Indonesian Ministry of Agriculture (2019), almost all commodities experience an increase in production every year. For fruits, the banana was the highest production commodity at 7,280,659. For vegetables, Shallots are the highest production commodity at 1,580,243. For ornamental plant commodities, the chrysanthemum was the highest production commodity at 465,359,952.

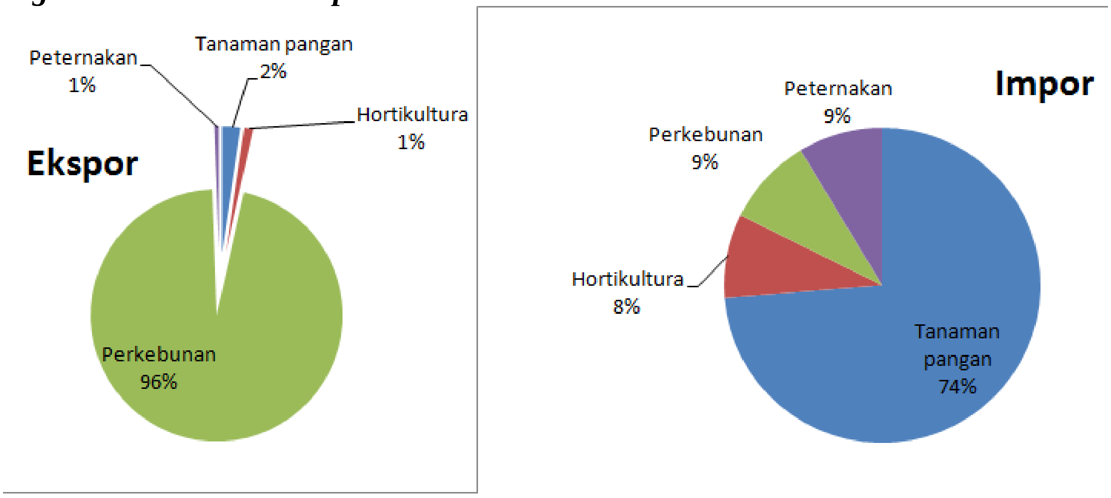
Farmer Exchange Rates

Sektor NTPH (2018=100)	NTPH (Nilai Tukar Petani Hortikultura) Menurut Sektor (2018=100)	
	Perubahan Indeks	Indeks
	2020	2020
	Januari	Januari
INDEKS HARGA YANG DITERIMA PETANI	2.82	110.26
Sayur-sayuran	3.94	111.50
Buah-buahan	-0.06	106.12
Tanaman Obat	1.45	112.24
INDEKS HARGA YANG DIBAYAR PETANI	0.74	104.83
NILAI TUKAR PETANI HORTIKULTURA	2.05	105.17
NILAI TUKAR USAHA PERTANIAN HORTIKULTURA	2.15	105.45

Figure 5 : Farmers Exchange Rate Data 2020

Based on data from the Central Bureau of Statistics (2020), the Horticultural Farmers Exchange Rate (NTPH) is> 100. This means that farmers get a surplus because the production price rises more than the increase in consumer prices. This NTP figure shows the level of competitiveness of agricultural products compared to other products.

Agricultural Product Import Data



Source: BPS, compiled

Figure 6 : Agriculture Sector Export And Import, December 2013

Imports of food crops occupy 74% of the total imports by the government. Meanwhile, imports of livestock, horticulture, and plantations amounted to 8 - 9%. In December 2013, plantation exports included palm oil, coconut, rubber, and sugar cane by 96%. This data shows that the fulfillment of domestic consumption is still very dependent on imports.

The high number of horticultural imports in Indonesia has made efforts to optimize horticultural marketing efforts to continue. However, the development of horticultural marketing optimization must consider several things that can be done to be able to market horticultural agriculture optimally in the community.

a. Cooperating with relevant governments, such as the Ministry of Agriculture, Ministry of Cooperatives and MSMEs, Regional Governments, Regional Agricultural Services, for business accessibility and legality.
b. Cooperating with horticultural farmers to carry out marketing digitization activities.
c. Cooperating with horticultural farmers to process agricultural products in ready-to-eat conditions as a form of product innovation
d. Introducing O-Farm as an e-commerce platform that focuses on providing horticultural agricultural products that are needed by the community.
e. O-Farm application to optimize the marketing of horticultural agricultural products in Indonesia

O-Farm application to optimize the marketing of horticultural agricultural products in Indonesia

The O-Farm application is here as a solution to optimize the marketing of horticultural agricultural products in Indonesia. This application allows buyers and farmers to interact directly and make transactions within the application. This application will make it easier for farmers to market their agricultural products to anyone who is not limited by space and time so that the efficiency of distribution activities can occur in the community. This application also helps them to reach larger markets, because currently they only market their agricultural products through sellers in traditional markets in their area. Marketing with such a system makes their wages erratic and unfit for their life.

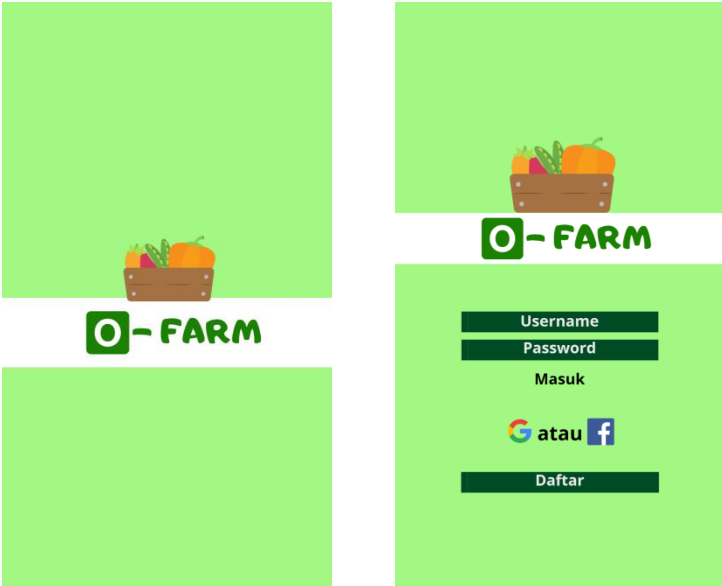


Figure 7 : The Application Home View And The Sign In Or Sign Up View

This application will also make it easier for buyers to find horticultural agricultural products. The limited information search and a place for sharing domestic agricultural products made them think of importing goods from abroad. This application can be access by household buyers as well as buyers for their businesses such as traders, restaurant owners, etc. In this application, it is also possible to purchase in bulk. Whit this platform, buyers will change their direction of purchasing horticulture to domestic farmers.

O-Farm Application Features for Consumers

On the home screen, there is an electronic newspaper that contains updated information about agriculture every day. These news stories come from trusted media companies and already have a lot of readers every day. In this initial display, there is a three-line on the top left side contains the main features of this application, namely O-Order, O-Chat, O-History, O-Reward, O-Recipe.

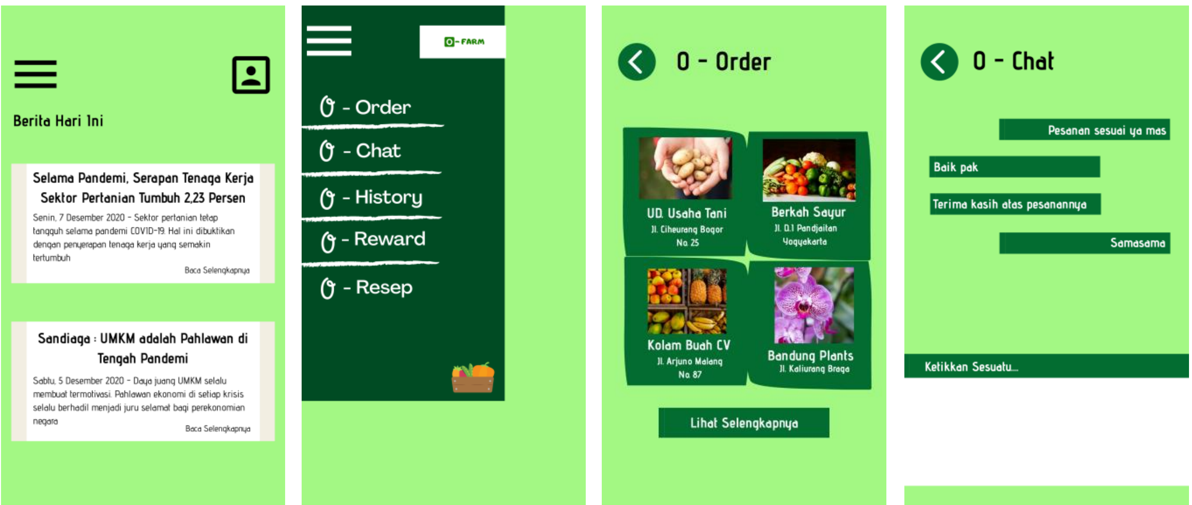


Figure 8 : Home View, Menu Feature, Order Feature, And Chat Feature

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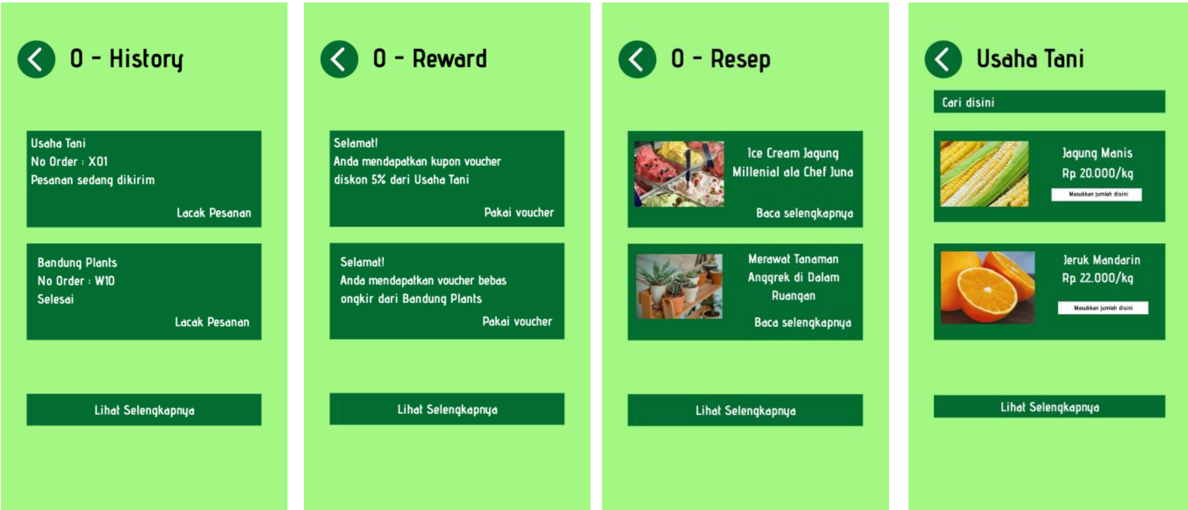

Figure 9 : View History, Rewards, Recipes, And Shop Orders

O-Order contains an information page for the farmer's business name that can be selected to make a transaction. Then you can choose the product you want to order, the number of orders, shipping costs until the transaction is complete. O-Chat contains message pages that can be addressed to sellers or receive messages from sellers. O-History, information about transactions that have been occurred and orders that are still in the process of packaging or shipping. O-Reward contains rewards that consumers get from the results of their transactions through this application. Finally, O-Resep contains information pages for food recipes, snacks, or ornamental plant cultivation regarding processing methods, tools needed, etc.

On the home screen, it also contains consumer account features regarding consumer data, About Us, Notifications, Help, and Settings. The About Us feature contains information that includes goals and expectations for Indonesia's economy and agriculture. The Notification feature, incoming messages from the O-Farm application for consumers. The Help feature contains ways to use O-Farm, transactions through O-Farm, to consumer complaints. Finally, the Settings feature, settings for consumer application use, includes editing profiles, notification sounds, language, etc.

O-Farm feature for Seller / Farmers

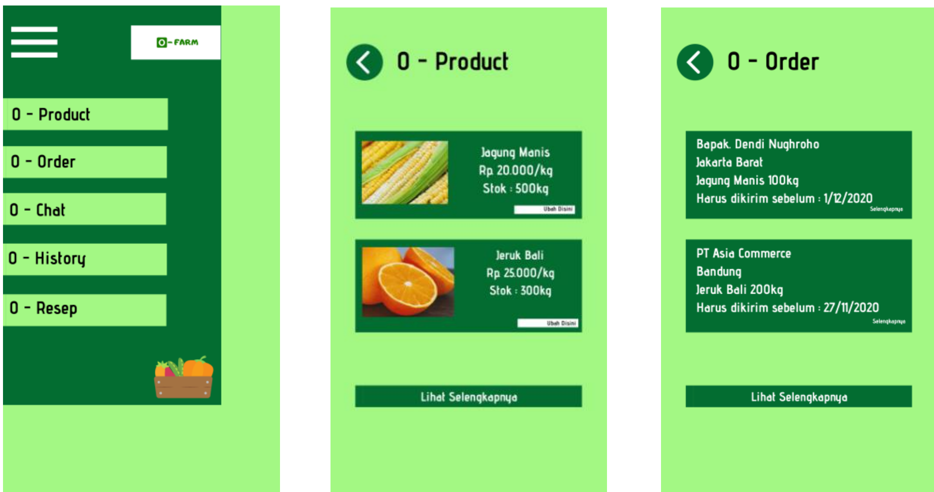

Figure 10 : Home View, Product Features, Order Features

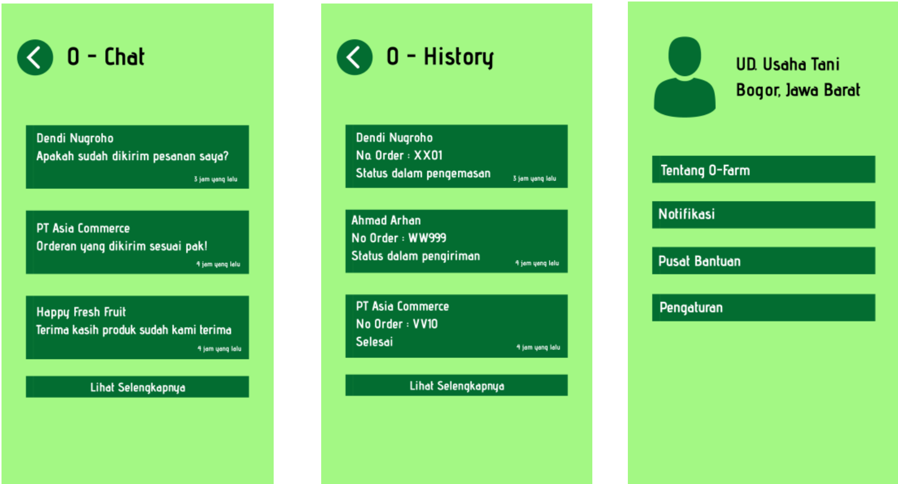

Figure 11 : Chat Feature, History Feature, And Profile View

The application for sellers/farmers is not much different from applications for buyers. There are several differences, including O-Product, O-Order, O-Chat, O-History, O-Recipe. O-Product contains products sold by farmers and can add/reduce the available stock, change product photos, set prices, etc. The O-Order feature, orders that enter from consumers regarding the types of products that consumers want. The O-Chat, chat from consumers and as an interaction between consumers and sellers. The O-History, a history of transactions from consumers that have been occurred and their consumers' feedback about the product. The O-Recipe feature contains plant processing recipes that sellers can try for processing reference materials for sale, ready-to-eat, and processed products. In the account menu, there is also a seller/farmer profile, a notification feature from the application manager, a Help Feature that contains methods and complaints to the application manager. Settings feature for changing data, changing languages, etc., an About Us feature which information about O Farm.

Conclusion

Farmers have an important role in improving the country's economy. The domestic horticultural cultivation results have not been able to meet the needs of the market has switched to using the media as a means of transaction. With these limitations, the high level of horticultural agricultural imports in Indonesia. Farmers must change and be ready to take over the availability of food and domestic needs. The change was made to improve the welfare of their lives will have an impact on the regional and state economy. O-Farm is here as a solution that can answer the problem of domestic horticulture distribution. The features available at O-Farm are what consumers and sellers/farmers need. In the O-Farm application, horticultural farmers can distribute horticulture optimally and meet domestic horticultural needs which will have an impact on reducing horticultural imports and increasing the welfare of farmers.

Acknowledgment

Praise be to Allah SWT for giving his blessings and gifts so that the author can complete a paper entitled "O-Farm (Open Farm) as a Place and Empowerment to Optimize the Marketing of Food Crops and Ornamental Plants for the Community as an Effort to Improve the Regional Economy". With the various obstacles faced, the author can complete this paper on time.

This Paper was created as a solution to solve the problems of horticultural farmers. The problem is marketing and distributing horticulture causes their agricultural products to be paid cheaply and disturbs their welfare.

Therefore, the authors hope that the solutions offered can help solve the problems of horticultural farmers in Indonesia. The author would like to thank all those who have helped complete this paper. The author realizes that in writing this paper there are still deficiencies and errors. The author hopes that some criticisms and suggestions will have an impact on the results of further written works so that they are more optimal and liked by readers.

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HALAL TOURISM: UNDERSTANDING THE CHALLENGES ON MALAYSIAN MUSLIM WOMEN TRAVELLER THROUGH FAITH BASED SERVICE NEEDS

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Abstract: *The study aims to determine the significant factors of challenges on Muslim Women travellers through Faith Based Service Needs and why the challenges will affect their desire to travel in a way to Halal Tourism sustainable. Women Muslim Travelers are an emerging sub segment of travel and continuing increasingly ubiquitous either travelling alone, with family and friends or travelling on purpose of work. Based on this study also should be benefit to all the stakeholders and travel sector from the growth of this segment and so that they can planning to offering better services. A set of questionnaire was applied to 139 Women Muslim Travelers all over the country. The researcher uses random sampling method in selecting respondents to this study and the data collection were analysed by using Statistic Package for Social Science (SPSS) software version 23.0. From the descriptive results showed that, highest total means for Faith Based Service Need is on the nice to have services with total mean 4.85. However, others faith based service needs play a significant role to the Women Muslim Travelers to better understand their travel planning more organized and safe tourism trip ever.*

Key Words: *Halal Tourism, Challenges, Muslim Women Travellers, Faith Based Services Needs*

Intoduction

In recent years, there has been a growing number of tourist arrival to Malaysia. From Tourism Malaysia Performance Report, the growth of 4.9% tourist arrivals in the year 2019 with total number of 13 million tourists with total 41 million expenditures to Malaysia economy. Previous research from Hanafiah & Harun (2010) said that tourism industry has been identified as the second largest foreign exchange earning sector for Malaysia economy. As mentioned by (Giap et al., 2016) the growing factor of tourism industry worldwide by various factor such as growth of international tourist's arrival, growth in tourism revenues and contribution to foreign exchange earnings to most of the visited country including Malaysia.

Halal tourism in Malaysia is one of emerging industry for the pass years. Emerging of Halal tourism related to the growth of Muslim Tourists from all over the world. According to research that has been conducted by Crescent Rating (2019), 230 million Muslims tourist expected to travel locally and abroad by year 2026 with expected expenses of $300 billion to the global economy. According to Battour & Ismail (2016) growing interest of Halal tourism is partly growth of the Muslims population worldwide. Besides, from the report of Mastercard-CrescentRating (2018) several key drivers on the Muslim travel growth are growing of the Muslim middle class, younger population, increasing access to travel information, increasingly availability of Muslim friendly travel services and facilities, Ramadan travel and business travel.

Despite form the Women Muslim in Travel 2019 report (2019), Aisha Islam Vice President of Market Product Management MasterCard said that more than $80 billion Women Muslim Travelers spent for their travel journeys and more than half of them particularly young

Muslim Women in the global travel market. This young and educated Muslim women population with raising of income levels, growing desire to travel for leisure and shaping the tourism industry globally. From the survey that has been conducted by Crescent MasterCard (2019), there are six group examined of women Muslim travellers including Gen Z, Millennials, Millennials and Gen X, Gen X, Baby Boomers and Baby Boomers and Traditionalist. Malaysia has been reported as the top popular Muslim women friendly destinations with 78 GMTI 2019 scores. More than 71 percent of Women Muslim travellers travel with their own family, 29 percent travel in all female group, 28 percent travel as solo travellers and 22 percent travel in a mixed gender group (WMTI, 2019).

Regarding Puad et al., 2016, many tourism activities that do not meet the needs of Faith Based Service Needs so that Muslim Women Travelers face some challenges while travelling to others country especially non-Muslim countries.

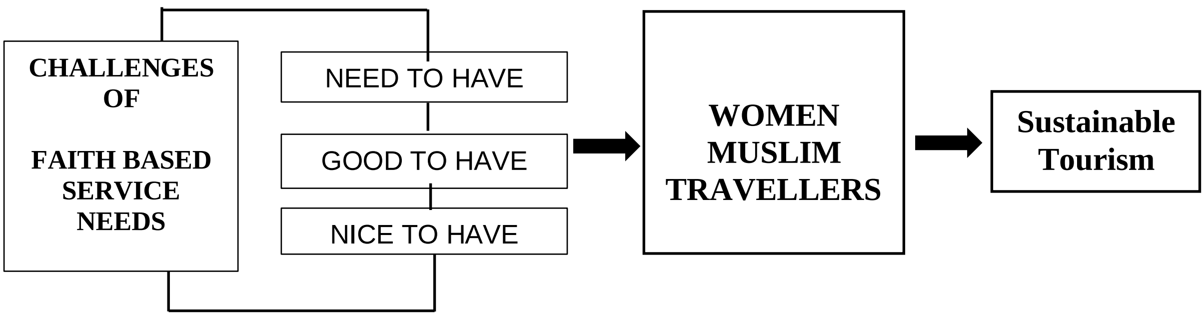
Problem Statement

The problem of the study to determine the significant factors of challenges on Muslim Women travellers through Faith Based Service Needs and why the challenges will affect their desire to travel in a way to Halal Tourism sustainable. To fulfil this paper research, a quantitative type of research will be conducted on selected focus group of Women Muslim Travellers in Malaysia.

Research scope

The research scope covers on the Malaysian Women Muslims Travellers, Faith Based Service Needs and sustainable of Halal Tourism in Malaysia. The researcher aims to identify the challenges and the effect to Muslim Women Travellers Faith Based Service Needs and the outcomes significant to sustainable of Halal Tourism in this country.

Research Framework



Research Objectives

This study was conducted to achieves this following objectives:

a. To identify the challenges of Women Muslim Travellers through Faith Based Service Needs in Need to have services.
b. To identify the challenges of Women Muslim Travellers through Faith Based Service Needs in Good to have services.
c. To identify the challenges of Women Muslim Travellers through Faith Based Service Needs in Nice to have services.
d. To identify the significant challenges of Women Muslim Travellers through Faith Based Service Needs

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Research question

a. What is the level of Faith Based Service Needs in Need to have services among Women Muslim Travelers?
b. What is level of Faith Based Service Needs in Good to have services among Women Muslim Travelers?
c. What is the level of Faith Based Service Needs in Nice to have services among Women Muslim Travelers?
d. What is the significant level of Faith Based Service Needs of Women Muslim Travelers?

Literature Review

Halal Tourism

Recent research from Prayag (2020), mentioned that despite Halal tourism is now significant to travel industry globally but the body of knowledge of Halal tourism is remain infancy. As mentioned from previous study, Halal tourism is becoming booming industry because of the emergent outbound holiday trend among Muslim travellers and current opportunities for practitioner related to Halal tourism has been created (Mohsin et al., 2016). Practitioner on Halal Tourism and Hospitality services including airlines, hotels, food services, tour destinations and local tour guides has a great opportunity in Halal tourism segment. Several definition of Halal tourism has been defined by several researchers. Halal tourism is defined by Rasul (2019) “a distinct segment of tourism industry for Muslims where relevant services adhere to the Islamic Shariah teaching”. However, according to Muhamad et al., (2019) halal tourism has been defined “as the use or engagement of any object or action by Muslim travellers that conforms to the Islamic teaching and facilitate the practise of the religion”. Nevertheless, Boğan & Sarıışık (2019) defined Halal Tourism “activities or products are in compliance with Islamic rules”. Refer from the meaning of Halal tourism from previous researcher, the scope of this segment includes all tourism types but do not against Islamic law and rules (Han et al., 2019).

Women Muslim Travellers (WMT)

Refer to Muslim Women in Travel (2019), women travellers is one of the fastest growing segments in this tourism industry market. In the year 2018, there were over 63 million Muslim women travellers includes 45% of global Muslim visitor arrivals all over the world. From that total, making up 34% of Women Muslim travellers average age 20 to 40 years mostly contributor travellers to this emerging segment. The increasingly of this travel market segment because of several key drivers such as rapid growth of young and educated Muslim women population, growth of middle class in the countries with large Muslim populations, higher disposable income, global trend of proliferation of women travellers, higher participation women in workforce and women empowerment to travel. Despite, limited research in women Muslim travellers from previous researchers however Yang et al., (2017) mentioned that Asian women travellers focused primarily on travel motivation, tourist gaze, cultural and gender influenced behavioural. As mentioned on Women Muslim In Travel (2019) report, four top destinations including Malaysia, United Arab Emirates, Turkey and Indonesia seen to be major Muslim women friendly most visited countries.

Faith Based Service Needs

According to Mannaa (2019), Women Muslim travellers unabashed about fusing her Islamic faith and comfort with modernity. Besides, their excitement to explore new travel experiences and destinations it also drives the increased of awareness of faith-based needs. Faith Based Service Needs model has been reported in Women Muslim In Travel (2019) with three categories based on their level of importance such as Need to have, Good to have and Nice to have. Need to have services such as Halal food services, prayer facilities, water friendly washrooms and no islamophobia. Regarding Diane Watt (2008), islamophobia is a modernist view of culture is constructed but most of the concern is the manner which this practice serves to potentially fuel the particular racism. Meanwhile for good to have services include social causes, Ramadan service and facilities and local Muslim experience. Social causes referring to ability to improve local living conditions, various green initiatives to protect the environment and eco-friendly tourism practises. Nowadays, there are an increasingly number of Ramadan travellers which arrangement of suhoor and iftar buffet or meals for room services. Third Faith Based Services needs are nice to have services including recreational spaces for privacy and no non halal services. The sub segment of Women Muslim travellers also look at privacy recreational spaces such as women floor for gym, swimming pool and spas. Meanwhile, Muslim travellers also seek for destination and activities with no non halal services such as drinking alcohol, gambling and discotheques. In a meantime, halal tourism type of tourism that involves Muslim travellers who do not wish to compromise their faith based needs while travelling for a purpose (Puad et al., 2016). Regardless of that, growing number of shariah compliance hotels, halal restaurants and food, gender segregation usage of facilities and services and halal tour packages proven that faith based services needs are the most key needs for Muslim travellers especially for Women Muslim travellers.

Research Methodology

In general, research designs mean a structure to plan and execute a research. The research design basically into qualitative. In this study, qualitative method was developed in the social sciences. Quantitative data sources and questionnaires suitable for this research because generally experimental, quasi-experimental, correlational or descriptive research (Richard A. Swanson, Elwood F. Holton, 2005).

For this study, method of distribution of online questionnaire was employed. Questionnaire will be conduct to Women Muslim travellers in Malaysia through faith based service needs. This questionnaire consists of 5 sub section including demography, travel information, need to have services, good to have services and nice to have services. Questionnaire of selected individuals is a very important method used by qualitative researcher. The rationale for using the questionnaire method is to enable the researcher to find out what is the major challenges facing by them while travelling to other countries especially not Muslim country. Questionnaire have been distributed to selected group of women Muslim tourist from list of tourist data of travel agencies which doing outbound packages to Muslim travellers in Malaysia.

Research Findings and Discussion

From this analysis of this study, descriptive statistics are used to describe the basic features of the data. They provide simple summaries about the sample and the measures. Together with simple graphics analysis, they form the basis of virtually every quantitative analysis of data. The descriptive analysis helped researcher to provide better result in frequency and percentage of the respondent’s background even also the mean score and standard deviation of each

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variables. Purpose using Statistic Package for Social Science (SPSS) to analysed a large amount of raw data for a better understanding the objective of this study. Accordance to Nunnally & Berstein, 1994, the interpretation of means scores divided into four stages as shows on the table 1 below

Table 1: Interpretation of the mean scores

Mean Scale	Level
4.01 – 5.00	High
3.01 – 4.00	Medium High
2.01 – 3.00	Medium Low
1.00 – 2.00	Low

Research Question 1: What is the level of Faith Based Service Needs in Need to have services among Women Muslim Travelers?

Descriptive analysis shows that the average mean for the Need to have service construct is at medium high level with an overall mean value of M=4.01, SD=2.16. This suggests that Malaysian Muslim Women Travelers mandatory requirement of the Need to have service while their travelling to others countries especially non-Muslim country. Table 2 shows the mean score of each item for Need to have service.

Table 2: Mean score and the interpretation of the Mean Score for Need to have service

Item	Statement	Mean	Standard Deviation	Interpretation
1	What matters to Women Muslim Travelers on Halal Food?	3.51	2.92	Medium High
2	What matters to Women Muslim Travelers on Prayer facilities?	4.63	1.45	High
3	What matters to Women Muslim Travelers on Water friendly washrooms?	4.49	1.33	High
4	What matters to Women Muslim Travelers on No Islamophobia?	3.67	2.94	Medium High
Overall for construct of Need to have service		4.01	2.16	High

Research Question 2: What is the level of Faith Based Service Needs in Good to have services among Women Muslim Travelers?

Descriptive analysis shows that the average mean for the Need to have service construct is at medium high level with an overall mean value of M=3.48, SD=1.93. This suggests that Malaysian Muslim Women Travelers required most of the Good to have service while their travelling to others countries especially non-Muslim country. Table 3 shows the mean score of each item for Good to have service.

Table 3: Mean score and the interpretation of the Mean Score for Good to have service

Item	Statement	Mean	Standard Deviation	Interpretation
1	What matters to Women Muslim Travelers on Ramadan services?	3.99	1.84	Medium High
2	What matters to Women Muslim Travelers on Muslim experiences?	2.97	2.02	Medium Low
Overall for construct of Good to have service		3.48	1.93	Medium High

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Research Question 3: What is the level of Faith Based Service Needs in Nice to have services among Women Muslim Travelers?

Descriptive analysis shows that the average mean for the Need to have service construct is at medium high level with an overall mean value of M=4.85, SD=1.58. This suggests that Malaysian Muslim Women Travelers required most but most necessary of the Nice to have service while their travelling to others countries especially non-Muslim country. Table 4 shows the mean score of each item for Nice to have service.

Table 4: Mean score and the interpretation of the Mean Score for Nice to have service

Item	Statement	Mean	Standard Deviation	Interpretation
1	What matters to Women Muslim Travelers on Recreational spaces with privacy?	4.92	1.62	High
2	What matters to Women Muslim Travelers on No Non Halal services?	4.78	1.54	High
Overall for construct of Nice to have service		4.85	1.58	High

Research Question 4: What is the significant level of Faith Based Service Needs of Women Muslim Travelers?

Descriptive analysis shows that the most significant for the Faith Based Travel Need construct is Nice to have service high level with an overall mean value of M=4.85, SD=1.58. This suggests that Malaysian Muslim Women Travelers required all of the service need especially the Need to have service but Nice to have service is the important additional needs while travelling to others countries especially non-Muslim country. Table 5 shows the mean score of each item for Faith Based Travel Needs.

Table 5: Mean score and the interpretation of the Mean Score for Faith Based Travel Needs

Item	Statement	Mean	Standard Deviation	Interpretation
1	Need to have service	4.01	2.16	High
2	Good to have service	3.48	1.93	Medium High
3	Nice to have service	4.85	1.58	High

Based on the results of the survey, Good to have services got the lowest mean followed by Need to have service and the highest mean was Nice to have service. This shows Women Muslim Travelers, increasingly need Nice to have services while traveling their tourists. Among the needs that need and should be given attention by tourism practitioners are recreational facilities such as spas / beauty hair / hair salons, pools, gym, beaches and women floors in hotel. In addition, they also look at facilities, destination, transportation and accommodation with non halal services.

Conclusion

Based on the overall construct of Faith Based Travel Needs for Malaysian Muslim Women Travelers it's shown that Nice to have service has significant increasingly important needs. From this results, all the tourism key players can take into account these factors to provide this Nice to have service to sustain the halal tourism in Malaysia and also others country especially non-Muslim country which may encourage the tourism practitioners such as travel agencies, to provide the best product and services.

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ATTENDANCE SYSTEM BASED ON FACE RECOGNITION IN KUCHING COMMUNITY COLLEGE

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Abstract: *Face recognition is one of the biometrics that has potential to replace conventional approaches for attendance and management system. It is capable of migrating the manual or conventional based attendance systems, whether for organization's meeting, event or classroom attendance in education. The conventional approaches have been identified tedious for manual input, self-signed, pass over attendance sheet, besides fraudulent, and question of authenticity. It also costly and time consuming for documenting attendance sheets. Registered into problems recently is the requirement for safety measures to prevent COVID-19 transmission, which requires contactless registration for attending functions or entering classroom and premises. This paper aims to propose an attendance system using face recognition in Kuching Community College Malaysia to address the issues of manual conventional system, and contactless attendance management system. Coupled with facemask detection, this system plans to record the length of time an attendee spent in the lecture where the attendees' face recording will be time-stamped and stored in a database.*

Keywords: *Attendance System, Face Recognition, Management System, TVET*

Introduction

In current scenario, student's attendance recording plays an important role in improving the quality of educational system. Attendance records should have details information about the attendees such as start and end time, date, and venue (Yusof et al., 2018). The manual and labour included in the maintenance and management of the traditional or conventional attendance sheets is tedious as it costs quite a time for the lecturer. The efficiency of attendance check by manual record is not always satisfying, and it is really a headache to the whole educational field (Liang & Fang, 2018). Students who have poor attendance records will generally link to poor retention in classroom and affect their studies (Marr and Lancaster, 2005). Thus, there is a requirement for robust computerized biometric based attendance recording system. Face recognition-based method is one of computer vision and machine learning approaches that has potential replacement for conventional systems, in case if the students to be addressed are more. Face recognition is gaining popularity due to demand in application of security, access control, person identification and video surveillance. System such as in banks, airports, offices and schools need to be protected, and require identification for security. The face recognition system has taking over the manual and conventional system. It has been tremendous change in access control such as Auto Teller Machine (ATM), workstation and computer, and Personal Identification Number (PIN) for its security. Other reliable biometrics method promises are fingerprint analysis, palm prints, iris recognition and face recognition. All the methods require individual contacts except face recognition (Sharif, Yasmin, Shahid & Rehman, 2017). Presently, biometric mechanisms are considered to be most secure due to the use of direct authentication to users (Rahmatulloh, Gunawan, Darmawan, 2019). Face recognition does not require active cooperation of person, thus it is much more convenient as compared to the other biometric (Singh & Prasad, 2019).

Many attendance management systems are available in the market for automated attendance tracking. With the introduction of this variety of attendance system, skipping classes without the lecturers' knowledge have become difficult for the students. In this paper, a student attendance system with face recognition is proposed. This paper will contribute to a face recognition-based attendance system that can be implemented in education sector with an embedded mask detection due to current pandemic situation.

Related Work

Problem Statement

More and more people are preferable towards an online attendance that far more suitable with today's advancement of technology (Kassim, Mazlan, Zaini & Salleh, 2012). Conventional attendance system required manual input writing in a paper or attendance sheet. It requires attendees to self-sign and later pass over the sheet to other attendees. In classroom conventional method for attendance taking also requires teacher to read aloud name and reply with marking based on the students' response. The process of these manual attendance systems are time and cost consuming (Oo et al., 2018). Person in charge need to queue for attendance taking, and this repetitive process are done to complete the generated sheet. In security factor, the attendance sheet can be easily manipulated and prone to proxies. Thus, conventional attendance system is exposed to fraudulent. Meanwhile in certain situation attendance requirement, the engagement of student need to record and thus, an approach for automatic taking the time engaging and involvement.

Most organization is facing the same issues, which is to replace the conventional attendance system to automatic and real time attendance system. The real time attendance system is more reliable to the current scenario. However, the software and the hardware are pricey in the market place and cost highly for modification to suit organization's need. To the best knowledge of the author, the current system still does not provide the modification features that suit organization's need. The need for lightweight system that can run in ready own hardware such as laptop and video camera for saving cost setup. The system also captures the time entrance and exit of the attendees so that the calculation time spent can be recorded. This is valuable especially for classroom that required hours spent by student.

In the face of the rapidly spreading disease, especially coronavirus type of diseases required contactless registration and even wearing facemask is made compulsory. The medium for spreading of diseases such paper and pen should be avoided, beside wearing mask to cover nose and mouth is one of the prevention measures to limit spread of certain respiratory diseases, including COVID-19 viruses. Thus, conventional attendance system should be replaced with digitalization attendance system to reduce virus transmission.

Attendance System Based Face Recognition

Face recognition system as an identification has been used for phones verification, airport checks-in, attendance system and personal computer. The system does not require intervention from individual to operate, which makes identification possible with images taken from the camera only. Attributable to individual contactless recognition with its user-friendly features where facial image carries biological characteristics, face recognition is becoming very attractive for biometric authentication systems (Kortli, Jridi, Folou & Atri, 2020; Sharif et al, 2017). Face recognition method have been developed and used in attendance system in replacing the conventional method in taking attendance.

Recently, many face recognition-based algorithms for attendance management has been proposed, such as student attendance monitoring (Matilda & Shahin, 2019), in classroom attendance based on video face recognition (Lin & Li, 2019), attendance monitoring system for classroom environment (Bhattacharya, Nainala & Routray, 2018; Cao, Wang, & Wang, 2018; Ping, Da-Peng, & Zu-Ying, 2018) and real time attendance marking system (Jin, Xie, Wang, Gao, & Shi, 2018; Sawhney, Kacker, Jain, Singh, & Garg, 2019).

The common face recognition system consists of three main parts that are pre-processing, feature selection and classification (Sharif et al., 2017). According to (Kortli et al., 2020) the three main parts can be details for face recognition structure which consists of face detection, features extraction and face recognition as shown in Figure 1. The face detection step is a one to one match that correlate a face image against available face image databank whose personality being matched (Singh & Prasad, 2019). Later the feature extraction step is employed to extract the feature vectors for any human face located in the first step. Finally, the face recognition or classification step includes the features extracted from the human face in order to compare it with all template face databases to decide the human face identity.

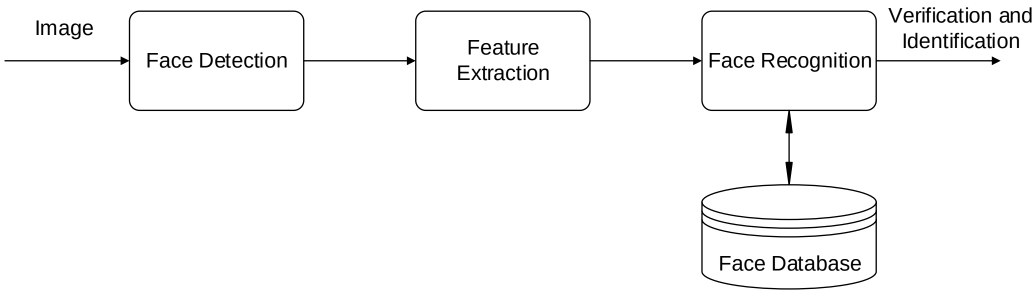

Figure 1: Face Recognition Structure

For details process, Matilda and Shahin (2019) proposed a student attendance monitoring system using image processing for economical and time saving setup. Figure 2 shows the workflow of the system. Both of the system can be tailored to suit the trade-off between performance and hardware according to organization requirement.

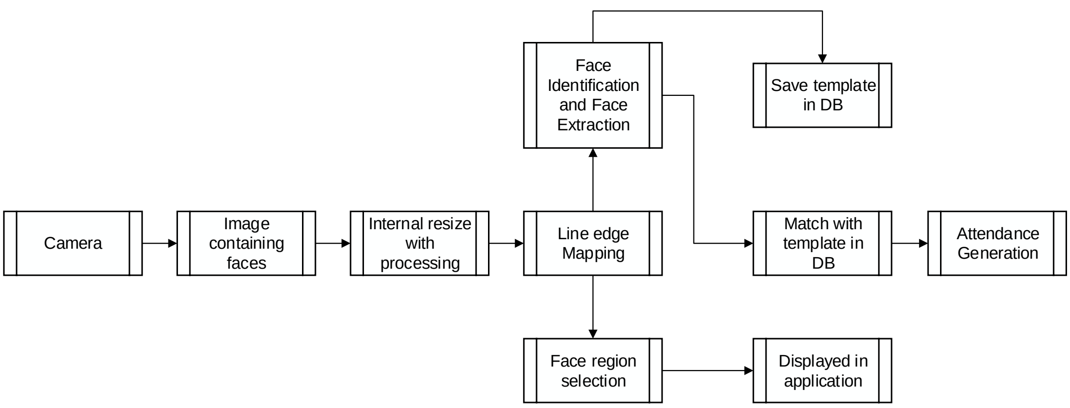

Figure 2: Student Attendance Monitoring System Workflow

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For algorithms, there are different face recognition algorithm accessible to use such as Viola Jones algorithm and Eigen faces algorithm (LeBlanc, 2005; Gaddam & Ramesh, 2016; Yang, Song, Ren & Huang, 2016). These algorithms have their own advantage and disadvantage, in this case, the light brightness and facial expressions would affect the face detection. Patil, Karhe & Jain (2014) developed an automatic attendance recording system with 95% accuracy in detecting and recognizing frontal face orientations.

Proposed System

This system consists of software and hardware. The hardware required for processing and main engine of the system, and to capture the image from recorded video. The software required to operate the system. The process consists of a number of steps and each step requires execution of series of task that will be modified to achieve the objective.

The proposed framework

The approach for the system is tailored from the related work. The approach consists of face detection, mask detection, face recognition, and attendance recording. Figure 3 shows the proposed system.

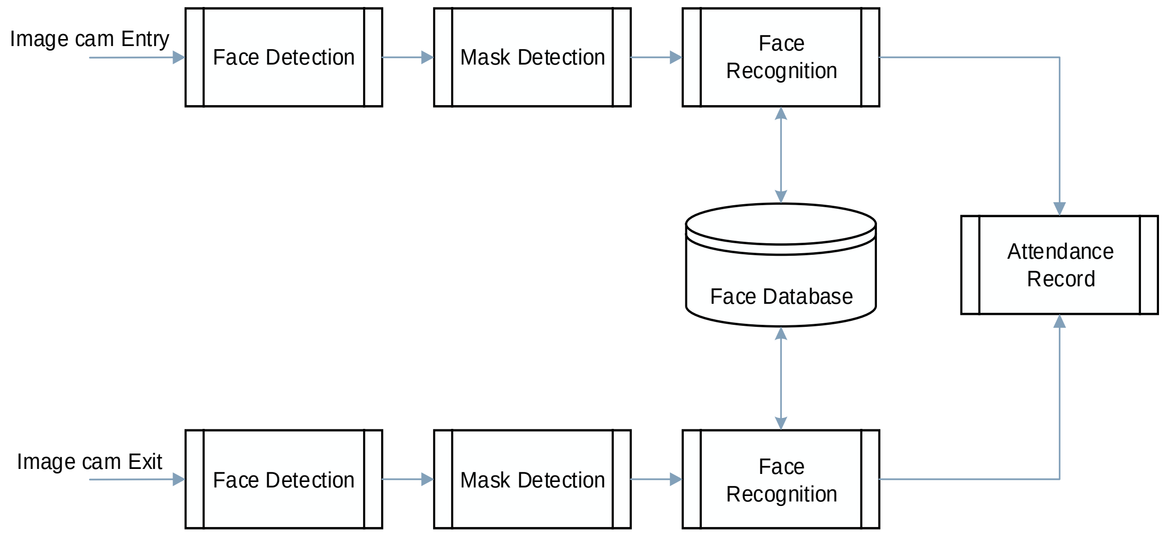

Figure 3: Proposed Attendance System Based Face Recognition

Image Cam Entry

At starting point, image from the user is captured by each video camera. One at the entry door and another one at exit door.

Face Detection

The detection of the attendees' face is in this stage. The detection using cascade classifier algorithm (Viola & Jones, 2001).

Mask Detection

Facemask detection are performed before face recognition. The system uses trained mask cascade classifier to detect if attendees are wearing mask. The train mask of Renal (2020) can be adapted for embed in the system.

Face Recognition

Face image from attendees is performed recognition by comparing the record face database using either Local Binary Patterns Histogram (LBPH), Eigenface or Fisher algorithm. Administrator (system user) can choose among the algorithms with threshold to predict the input faces. For this system, internal database was chosen for simplicity and saving cost. Hence, the objective for database mitigation has achieved for training, modelling and record keeping.

Attendance Recording

Time of recognition image that match to the saved database is recorded. This recognition is based on the threshold set by administrator. The calculation is made for the time spent in the event by deduction entry and exit captured time. The output file type generated for each recognition. The saved record from entrance and exit of attendees will be retrieved and the difference will be calculated. The time spent in the event calculated and return the result minute and hours engage between the two files.

Develop System

To develop the proposed system, hardware and software are required.

Hardware Feature

Laptop or personal computer can be used as central processing unit (CPU) or main engine of the system. Two video cameras used for recording. One camera for entry at the entrance and one for exit at the exit door. A laptop with two front and back video cameras also can be used for cost saving. Figure 4 shows the laptop with two built in video cameras. An extra camera can be added for laptop with one camera.

Figure 4: Laptop with two built in cameras for hardware requirement

Software Feature

The software or programming code required to execute the task of each stage as described in Section 3.1. The Python and OpenCV can be used for the system as it used an internal database for storage. Figure 5 shows the capture of OpenCV software environment.

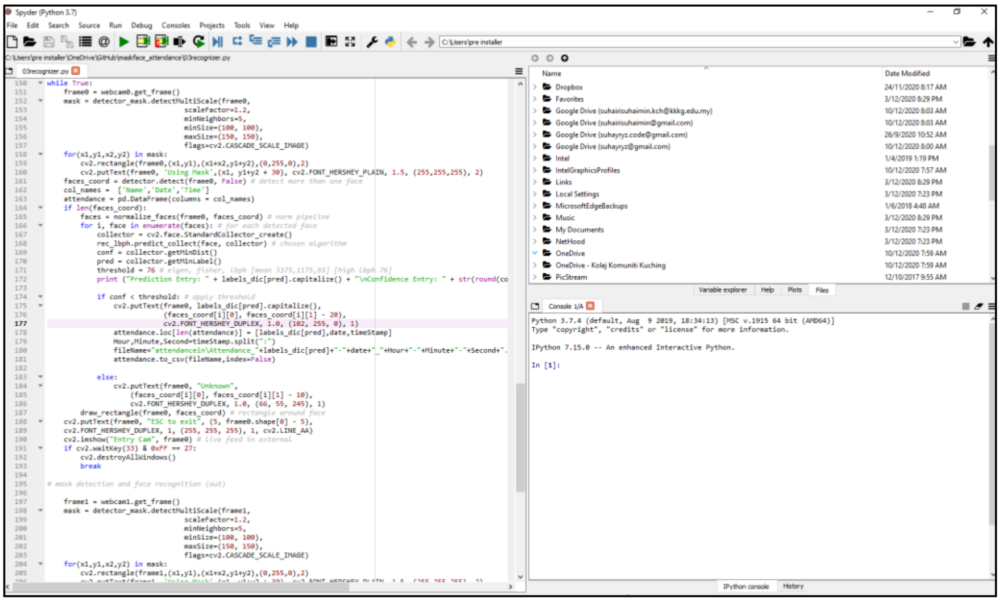

Figure 5: OpenCV Python Software Environment

Output

A final output of attendance system based on recognition and time stamped is expected can calculate the time spent of attendees. The details of the log are also expected to be provided as shown in Figure 6.

Attendance In & Out:

	Name	DateIn	TimeIn	...	TimeOut	Engage-Min	@Engage-Hrs
0	aida	2020-10-25	11:28:57	...	11:46:14	17	0.28
1	aisyah	2020-10-25	11:30:57	...	11:47:36	16	0.27
2	grace	2020-10-25	11:28:05	...	11:46:14	18	0.30
3	iffah	2020-10-25	11:25:57	...	11:46:14	20	0.33
4	izzyie	2020-10-25	11:30:57	...	11:47:36	16	0.27
5	jessica	2020-10-25	11:30:11	...	11:46:14	16	0.27
6	liew	2020-10-25	11:30:57	...	11:47:36	16	0.27
7	liza	2020-10-25	11:30:57	...	11:47:36	16	0.27
8	marelyn	2020-10-25	11:35:57	...	11:46:14	10	0.17
9	noraziah	2020-10-25	11:28:57	...	11:46:14	17	0.28
10	nordiana	2020-10-25	11:28:57	...	11:46:14	17	0.28
11	norharizatul	2020-10-25	11:20:57	...	11:46:14	25	0.42
12	nurazlin	2020-10-25	11:21:37	...	11:46:14	24	0.40
13	safina	2020-10-25	11:28:57	...	11:46:14	17	0.28
14	shahnaz	2020-10-25	11:23:57	...	11:46:14	22	0.37
15	suhairi	2020-10-21	11:09:47	...	11:49:47	40	0.67
16	tazilah	2020-10-25	11:19:35	...	11:46:14	26	0.43
17	vivian	2020-10-25	11:35:57	...	11:47:36	11	0.18
18	zidah	2020-10-25	11:35:01	...	11:47:36	12	0.20

Figure 6: Details of Attendance System Output

Conclusion

In this paper, a student attendance system using facial recognition is proposed. Facial recognition has emerged as an attractive solution to student attendance tracking system where it will significantly improve the current manual process of student attendance recording and tracking system, especially in a university environment. Coupled with mask detection, the user-friendly system will benefit education sector where the attendance data can be stored and retrieved easily.

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PROBLEM SOLVING ASSESSMENT CALCULATOR (PROSAC)

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Abstract: *The innovative "ProSAC" project is specially designed for mathematical problem solving in the 3rd semester teaching and learning for students and lecturers involved in Polytechnics to review Mathematical Engineering solutions. This innovation uses a smartphone application designed specifically for ease of use. Among the key features are the arrangement of some questions or tasks for Mathematical Engineering 3, with these students and lecturers able to check the results of the work more quickly and efficiently. With this innovation, students and lecturers can review the results of the assignment. This innovation is a complete trainer who has not been in the market. It produces systematic and consistent methods. In addition, this application can be reached upon registration with Department of Mathematics, Science and Computer, Kota Bharu Polytechnic. It also saves time when performing tasks, as the result coincides with teaching and learning based on the Polytechnic curriculum. The cost to produce this project is zero. The process of teaching and learning related to Mathematical Engineering 3 is easier and orderly as each solution is available, and students are also more likely to understand the task. It is user friendly innovation. Users need to install the android application (ProSAC) into Android mobile devices that are available from lecturer of the course. After opening the application, it displays the topics in Engineering Mathematics 3 (DBM3013). Next, the user will select the appropriate problem with the displayed icon and follow the examples provided and easy to understand. This innovation is suitable for use in all institutions offering courses related to Mathematical Engineering. This innovation will benefit users in terms of time, energy and enhance students' understanding in Engineering Mathematics courses.*

Keywords: *Engineering Mathematic, Calculator, Assessment*

Introduction

ProSAC is an innovation that develops and implements interactive mathematical application systems through smartphones, but it is clear that it also includes the actual development of material accumulation that will enable research to grow. The first segment of our materials will include Statistics (Ungroup Data), Statistics (Raw Data), Statistics (Group Data), Linear Equation, Polynomial Equations, and Laplace Transform which will cover most of the Mathematics courses for the 3rd semester of the Department of Science and Computer Mathematics at Polytechnics. This system is used by engineering students in Politechnic. However, this system also can be used for all students and tutors who teach mathematics.

Content

Our Innovation using smartphones with Android system operation 5.0 and above. After a few exhibition of PKB level innovation, we found many students interested in the project. From the research and brainstorming done by group members, then an android application replicated from the original project, and named "ProSAC". Based on the original innovation that has been

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produced, the group members have succeeded in producing one innovation through innovation that was done. ProSAC has been tested on the students of Engineering Mathematics 3. Following the assessment of this test, a set of lines has been generated.

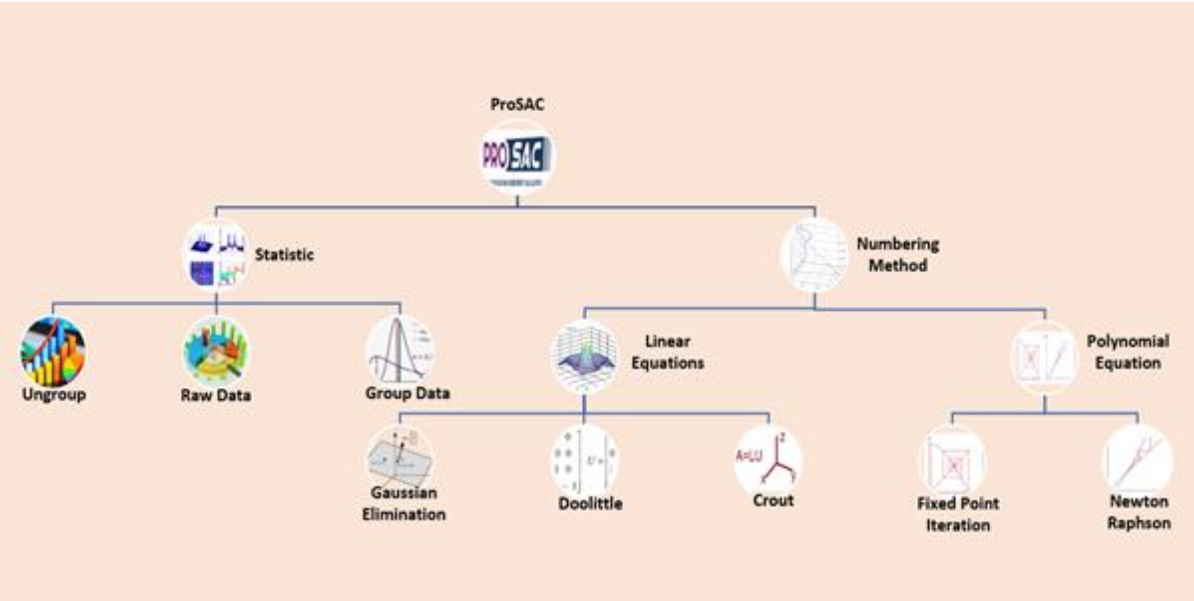
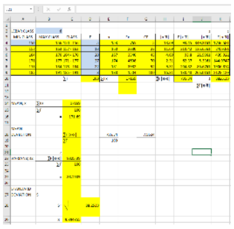
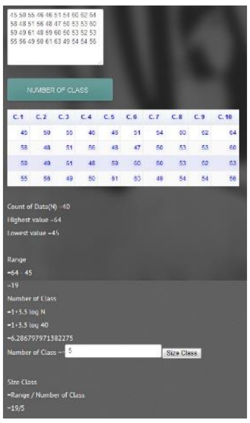


Figure 1: Project Futures

Value Added

Added value in the resulting android application

BIL	BEFORE	AFTER	VALUE ADDED	FEATURES
1.	 Excel		Used Excel to Android Application.	Complete the solution Ungroup data:- ● Bar Chart ● Horizontal Bar Chart ● Line Graft ● Pie Chart
2.	Manually on paper..		To analyse raw data.	Analyse raw data produced Frequency Distribution Table. So it will draft and calculate the :- ● Histogram ● Ogive ● mean ● median ● mode ● Quartile ● Decile ● Percentile

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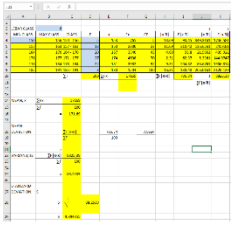
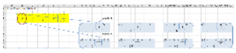
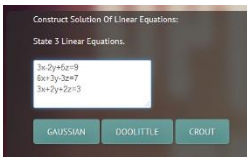
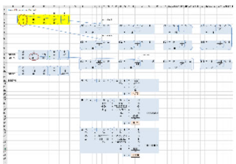
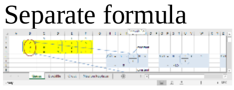
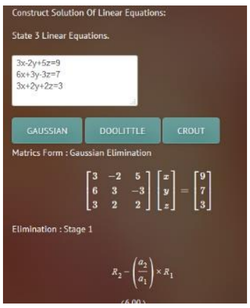
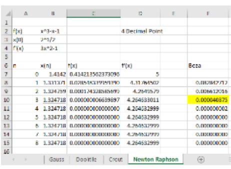
				• mean deviation • variants • standard deviation
3.	 Excel, problem with number of class		To create Frequency Distribution Table..	Frequency Distribution Table to solve: • mean • median • mode • histogram • ogif • Quartile • Decile • Percentile • mean deviation • variants • standard deviation
4.	 Excel		Linear Equation	To Calculate and define x,y and z value by 3 method. • Gaussian Elimination • LU Doolittle • LU Crout
5.	 Separate formula 		Complete solving problem	Complete Solution.
6.	 Excel		Polynomial Equation	Solve Polynomial method : • Fixed Point Iteration Method • Newton Raphson Method

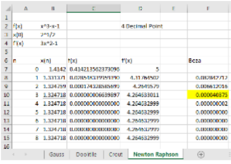
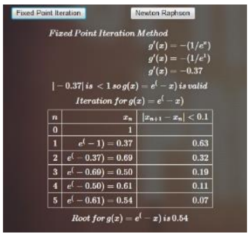
7.	 No end point		Solve the root value.	Complete Solution.

Table 1: Example Value Added

Potential of Innovation Development.

User Friendly Project. Users need to install the android app (ProSAC) into Android mobile device. After opening the application, it displays the topics in Engineering Mathematics 3 (DBM3013 / DBM3023). Next, the user will select the appropriate problem with the displayed icon and follow the examples provided and easy to understand.

Conclusion

In conclusion, this project can provide satisfaction to all customers. It also can provide a proof that polytechnic lecturers are able to produce innovations to be used in technical education where they have not been sold in the market in the future. The Group is also capable of generating ideas and inspiration as well as creating innovations that can save time, cost and enhance productivity of teaching and learning.

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CURRENT ISSUES AND EMERGING TRENDS OF SOCIAL MEDIA EFFECTIVENESS IN VOLUNTEER ORGANIZATION

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Abstract: *The use of social media towards volunteers is a relatively new area of research. Social media provides the organisation with an ability to reach a wide audience of like-minded people, those with common experiences, anyone with similar experiences, as well as those with an interest in a particular subject. Social media online offers a sense of community that decreases feelings of isolation. Research on the promotion of volunteerism offers many parallels to the methods used by a growing number of practitioners engaged in social marketing but the effectiveness of online social networks such as Facebook and Twitter in managing an organization is a field appropriate for research in information management research. However, the specific study of the relationship between online social media and volunteer organizations is an unknown area of research for volunteer management and IS research. This context of research is particularly unique since volunteers and employees work differently in their approach, which influences how they communicate with the organization and its processes. This research uses the theory of social capital to encourage the use of social online to manage volunteers. As this field of research is relatively new, this study explores how social media affects the likelihood of users to volunteer and their intention to continue volunteering.*

Keywords: *Social Media, Facebook, Volunteer Management, Social Capital Theory, Marketing*

Introduction

Social activities are volunteering and online social networks. They enable us to connect with others with common interests, priorities and motives, to learn about them, and to have our voices heard. 'Be the change you want to see in the world,' Mahatma Gandhi urged us. Volunteer organisations (VOs) enhance the quality of life every day, growing social capital at a micro level. Online social media provides an affordable solution to enter and sustain a conversation with a wide spectrum of individuals, which enhances the potential of a company to reach new and old members. Social networking increases the social capital of users and extends their social networks (Ellison, Charles Steinfield, & Lampe, 2007) and, coincidentally, greater social resources and broader social networks increase the possibility of volunteering (Musick & Wilson, 2008; Wilson, 2000). "Volunteers freely give their time to benefit another individual, group or organisation" (Wilson, 2000). A volunteer organisation is called the organisation to which they give their time. An undisclosed area of study for volunteer management and IS research, however is the exact nature of the relationship between online social media and volunteer organisations.

Volunteering and social media online represent complementary aims. They provide forums for making friends with common interests, ambitions and motivations, learning about them, sharing one's beliefs, and engaging with communities. Volunteering promotes personal well-being and increases the general health of society. Conceptually, through general, publicly accessible social networking platforms such as Facebook and Twitter, social media can promote and reinforce volunteering. Most volunteers are adults of working age (USDOL, 2011). The majority of working-age individuals in the United States routinely use these sites (pingdom, 2010) and expect organisations to use them too (Pingdom, 2010; Larrumbide, 2008). But are organisations in today's digital world reaching tech-savvy volunteers, particularly organisations already hard-pressed to maintain a steady volunteer workforce? One-third of the volunteers will absolutely give up volunteering and not return next year (Eisner, Jr., Maynard, & Washburn, 2009). How should scarce time and money be best used by organisations, and why? How does volunteering apply to online social media? In order to understand what is successful, this study examines how organisations are currently using social media to attract and retain volunteers. More specifically, to explain why and how social media might be productive for volunteer organisations, this study considers social capital theory.

Current Issues of Social Media Effectiveness

Importance of Studying Online Social Media

Malaysians should justifiably take pride in the effectiveness of their social media. The nation has some 16 million Facebook users, 6.5 million Instagram users and at least 3.5 million Twitter users, with a population of about 31.2 million. 4 In terms of mobile phones, computers and internet connectivity, the popularity of social networking sites (SNSs) such as Facebook has been made possible by the rise in ICT use. With respect to organisations, the influence of online social media remains underexplored.

Non-volunteer organisations are beginning to actively use these innovations in day-to-day business, considering the increasing dependence of users on online social media. Users are expecting them (Elowitz, 2011). Yet volunteer organisations would need to consider the effects on the members and constituents of their community in order to use online social media effectively. As online social media has become more ingrained in everyday life, its relevance has evolved dramatically to where it seems important (Howard, 2004).

Since these media are so "deeply embedded in the lives of people," actually disabling them becomes no easy thing. They are "personalised, tailored, and user-driven" but not exclusive media demanding our full attention" (Howard, 2004), which is partly why very quickly they have become very popular. They "coexist with other technologies that save our time of day and consume it" (Howard, 2004). Time spent on Facebook in the U.S. is expected to dramatically eclipse time spent searching the rest of the Internet, and this time is increasing (Elowitz, 2011). Younger users, particularly those under 40 years of age, expect organisations to actively use social media such as Facebook and Twitter to reach them, making it easier and cheaper for organisations to do so (Safko & Brake, 2012).

Online social media is used by customer-cantered organisations to join the discussion and become readily accessible when consumers need their goods (Safko & Brake, 2012). In the past, marketers would blast consumers with advertisements saying "You need my product!" You've got to buy it! This technique no longer fits well for consumers suffering from data overload (Lohr, 2007).

In addition, trust is key for online product sales. Online reviews customers trust. Online positive reviews boost sales of goods (Hu & Zhang, 2008). This research extends this spirit to voluntary work. Since volunteering is a highly social (Musick & Wilson, 2008; Wilson, 2000), social media online can influence users, particularly when close personal friends are involved, to consider volunteering and/or improve volunteering. This research explores how online social media impacts the probability of users volunteering and their intention to continue volunteering. This research provides guidelines for volunteer organisations to consider how the recruitment and retention of volunteers is affected by online social media.

Social Media Use in Volunteer Organizations

A fairly recent field of inquiry is the use of online social media in relation to volunteers. A few studies carried out in this field were case studies of a single organisation (Farrow & Yuan, 2011; Hovey, 2010; Panagiotopoulos et al., 2011; Witman, Johnson, & Sparkman, 2010; Zhang et al., 2010). The issues of how volunteers interpret online social media, how volunteers feel about the volunteer organization using online social media, or how volunteers are influenced by online social media are less understood. Initial research considered the attitudes of participants towards the use of online social media by a trade union (Panagiotopoulos et al., 2011), a congregation of churches (Witman et al., 2010), an alumni network (Farrow & Yuan, 2011), and a dance studio (Hovey, 2010). These researches, however, did not recognise how voluntary processes are influenced by online social media, nor did they discuss the elements of these processes.

Online social media can serve several different functions and in multiple ways, meet volunteers. Social networking online allows users to make comments, upload images, engage in groups and activities, play games, and send private messages on their personal networks. What people value and judge social media determines how their network communicates with them. In addition, within the culture, an entity performs different roles. Members of the group may link directly or indirectly to the organization, but within its immediate network, the organization only regulates contact. The group will enter the expanded networks of the participants with social media, reaching a whole new generation of potential volunteers. Online social media facilitates two-way contact with the ability to send messages and immediately push them to the intended user plus all his or her friends.

With online social media, several individuals can be reached immediately on a social network. These media allow users to comment in exchange for this (Safko & Brake, 2012). Volunteers will see which friends also volunteer, providing an impact that is self-reinforcing. Online social media offers an opportunity for the business to enter a wide audience of like-minded people, those with common backgrounds, and those with an interest in a specific subject. Social networking online offers a sense of community that decreases feelings of isolation (Ellison et al., 2007).

When friends share their social media volunteering experience, the data remains on the web for others to see as well. When sharing information about their volunteer experience, users can also see their own data to encourage their mates to participate. Volunteers report a greater intention to continue volunteering when both expectations and experiences are strong (Quartuch, Siemer, & Decker, 2020). This expertise can be used by charitable organizations such as event management to develop more efficient social media methods to boost volunteer involvement and satisfaction among volunteers (Rabah, 2019).

Generally, big events draw the attention of crowds of people and the press at the national level (Cooper, Volo, Gartner, & Scott, 2018). Significant events for the host group are also seen as legacies, mostly because of the positive impacts that exist long after the event ends.

Volunteers are likely to have prior experience at major sporting events (Dickson, Benson, Blackman, & Terwiel, 2013; Doherty, 2009; Sand, 2017), it is equally important to know more about this community and continued volunteer factors. Via social media, positive impacts on the host community can be seen in the ongoing effects of tourism benefits, such as developing a favorable picture of the destination, building better facilities and other amenities, as well as supporting community growth and sustainability

Volunteers versus Employees in Organizations

In organisations, even within the same company, it cannot be assumed that staff and volunteers would behave equally. Employees and volunteers derive their work satisfaction and purpose from various needs to continue with the volunteer organisation. The need for autonomy predicted the job satisfaction and intent of workers to stay; while the job satisfaction and intent of volunteers to stay derived from their need for partnerships within the organisation (Boezeman & Ellemers, 2009). Thus the motivations of a volunteer vary greatly from those of an employee, which alters how a volunteer views the organisation and its position within it (Clary, et al., 1998; Pearce, 1993; Wilson, 2000). There are eight variations between volunteers and paying employee below:

Table 1: Distinctions Between Volunteers and Paid Employees

No	Volunteer	Employee
1.	Volunteers give their time and are not charged to the company through their own free will, ensuring they can not be influenced by monetary incentives and are free at any time to join or leave the VO.	Employee being paid and motivated by the monetary rewards given.
2.	Volunteers are typically only involved emotionally and/or morally	Employees experience additional dedication because they need the money, protection, or similar benefits offered by getting a job, so' volunteers can leave at will without thinking about the next pay check, pension rights, health care benefits, or where they will work next' (Cnaan & Cascio, 1998). It is always important to contribute their time to (Eisner et al. 2009).
3.	In a progressive manner, volunteers can offer only a few hours per week.	Employees work sufficiently more consistent hours per week, because of their fragmented schedule volunteers may find it much more difficult and time consuming to become socialized into the organization than if they were paid workers who spend more time there (Haski-Leventhal & Bargal, 2008; Pearce 1993)
4.	Volunteers will allocate their time and attention between many voluntary organisations.	Employees do not necessarily have more than one employer.
5.	Volunteer recruiting is significantly more casual in nature and less prohibitive or time-consuming than for employees.	Employees hired by referrals tended to be higher performing than those recruited by more formal sources and minorities were more likely to use formal sources of recruitment (Sameen, 2016)
6.	Since volunteers are not paid, if discriminated in the workplace, "courts may consider that no damage has been done if there is no monetary loss." Unhappy volunteers will simply leave the VO (Cnaan et al. 1998).	In most state and federal discrimination cases, the employee is entitled to receive the following types of damages: back pay; front pay; lost benefits such as health, vacation, sick leave, and pension; reinstatement; reasonable accommodations; and compensatory and punitive damages (Gold, 2001).
7.	In exercising their spiritual and social duties, volunteers often practice far more	Nevertheless, even in workplaces where workers feel highly responsible for improvement, these feelings of

	free will than workers feel capable of doing. Therefore a volunteer is more likely to respond with his or her honest opinion than to a political one (Pearce, 1993). Likewise, volunteers are motivated by their own interests to advance the aims of the charitable organisation and can vocalise those views easily and frequently (Wilson, 2000).	responsibility can not be sufficient to motivate low-level workers to speak up. Employees usually refrain from acts that can stop them from fulfilling their fundamental psychological (Srarzyk & Sonnentag, 2019); (Deci & Ryan, 2000).
8.	Laws regulating volunteers who cause the organization's harm or liability can be less straightforward than those for workers.	The employee is liable for the part of damage cost by him/her to his/her employer which is considered reasonable taking into account the extent of the damage, the nature of the act, the position of the employee who caused the damage, the needs of the recipient of the damages and other circumstances. The employee is responsible to his/her employer for the portion of the damage expense that is deemed fair, taking into account the magnitude of the damage, the nature of the act, the status of the employee who caused the damage, the needs of the damage receiver and other circumstances.
9.	Volunteer work assessments that "may seem to question the efforts of volunteers," (Cnaan & Cascio, 1998) may encourage volunteers to simply leave rather than promote change as intended for workers.	Employees who are completely capable of carrying out their shared duties, leading to greater work satisfaction, prefer to hold their jobs longer. Training and development is a critical instrument used not only to optimise employee efficiency, but also to help workers become more successful, efficient, happy, inspired and creative in the workplace (Rodriguez & Walters, 2017).

This research is focused on volunteering findings rather than employment literature for all these reasons, since volunteers and workers vary in their motives, job satisfaction and intent to stay. They are also motivated by different needs and it can also vary whether they join the company and then stay.

Emerging Trends of Social Media Effectiveness

Online Social Media: Terminology and Definitions

The concepts social media online, Web 2.0, and social networking online are frequently used interchangeably, growing the increasing confusion around these definitions. Instead of a synonym, Kaplan & Haenlein (2010) describe Web 2.0 as a precursor to social media. To differentiate between the terms, researchers search mainly for who creates the material and how much. Online social media is primarily user-generated, "continuously modified in a participatory and collaborative fashion by all users" (Kaplan & Haenlein, 2010, p. 61).

It is first important to identify what makes communication through online social media special versus traditional face-to-face communication when conducting a new analysis of the marketing context. In a special way, consumers appreciate one-to-many connections and connect to each other. For example, users can freely declare virtual bonds between themselves and their friends, family and colleagues on Facebook, Twitter and LinkedIn and keep in contact with less effort than conventional means of communication. Users show friends their interests and hobbies and keep up with regular messages from friends. The opportunity to send messages and drive them directly to the targeted user plus all his or her friends is enabled by social media with two-way contact. Using social media, several users on a social network can be contacted immediately. As a consequence, the management of contact and relationships between businesses and their clients has become less linear and transparent.

Users can solidify ties via social media online. Social networking motivates people to respond and interact. Social media users can see the desires of their friends very easily by means of comments and news feed services, creating a self-reinforcing effect. Social networking enables users to access a wide group of like-minded people with similar backgrounds, and people with an interest in a specific subject. Social networking, therefore, offers a sense of community that decreases feelings of alienation.

Social Media Use in Malaysia

There has been a significant increase in internet use in all Malaysian states, even if uneven across the country (Lee, 2017). Overall, internet use among individuals in Malaysia rose from 57% in 2013 to 71.1% in 2015. In countries including Sarawak, Sabah, Negeri Sembilan and Perak, the digital divide between rural and urban areas remains substantial.

In addition to very regular internet usage by Malaysians (86.6% at least once a day), participation in social networks is also extremely high (843%) (Table 2). Facebook is the most common in terms of social networking websites (Table 3). In a 2016 survey conducted by the Malaysian Communications and Multimedia Commission (MCMC), 96.5% of the internet users surveyed had at least one Facebook account, and 53.8% of the internet users had regular access to Facebook. The study also showed that political views are shared by some 18.3% of social media users.

Table 3: Patterns of Internet Usage in Malaysia, 2015
(% of individuals participating in activities)

State	Using Internet at Least Once a Day	Participating in Social Networks	Getting information about Goods and Services	Sending or Receiving Emails
Johor	86.1	86.2	77.0	68.5
Kedah	82.8	85.9	84.4	71.1
Kelantan	84.0	90.0	64.5	65.6
Melaka	89.8	83.9	82.2	80.7
Negeri Sembilan	86.4	88.6	79.1	64.6
Pahang	88.2	92.2	93.1	76.7
Pulau Pinang	87.4	86.3	78.5	77.8
Perak	81.3	80.1	64.6	60.5
Perlis	84.8	90.7	84.2	84.2
Selangor	89.8	81.1	86.5	68.2
Terengganu	84.4	88.8	78.1	78.9
Sabah	84.0	85.3	69.7	53.0
Sarawak	81.7	79.4	75.5	68.4
FT Kuala Lumpur	92.6	82.5	91.3	75.9
FT Labuan	94.4	87.1	71.4	71.3
FT Putrajaya	97.5	93.7	95.3	90.2
Malaysia	**86.6**	**84.3**	**79.6**	**68.4**

Source: Department of Statistics, Malaysia (Lee, 2017).

Table 3: Internet Users' Social Media Activities

Account Ownership (%)					
Facebook	WeChat Moments	Instagram	YouTube	Google+	Twitter
96.5	60.2	46.7	42.1	30.9	26.5
Frequency of Social Networking (%)*					
Site	Daily	Weekly	Monthly	Occasionally	Never
Facebook	53.8	13.8	5.1	22.8	1.5
WeChat	31.7	9.0	2.4	14.7	2.5
Instagram	19.8	10.6	1.9	12.3	2.2
YouTube	13.5	10.1	2.8	13.9	1.9
Google+	5.6	5.5	3.4	13.4	3.3
Twitter	8.3	3.6	2.2	9.0	3.6
Time Spent on Social Networking Sites in a Day					
Time	≤ 1 hour	1-4 hours	4-8 hours	8-12 hours	8-12 hours
% Social Media Users	40.4	41.6	11.1	3.1	4.1

Source: Malaysian Communications and Multimedia Commission, Internet Users Survey 2016 (Lee, 2017).

Social Capital

The key focus of the present research is on the literature on the marketing effects of social media. Other research considering the role of social media in various fields (i.e. education, social relations, politics and management) have therefore been omitted. People have many reasons for volunteering, but as mentioned earlier, social media connects people to new ideas and increases awareness of shared experiences. Volunteers need a voice to question their organisational position, facilitate social interaction and get a sense of support (Fait & Sakka, 2020). In addition, the power of social media to encourage volunteerism is another example of how volunteerism can both build social capital and result in higher levels of volunteerism (Stukas, Snyder, & Clary, 2016).

Ellison, et al. (2007) described social capital as the ability of one to remain connected with members of a community previously inhabited" (Ellison et al., 2007, p. 1143). The words social capital and social resources are often taken to mean the relationships between individuals that can be formed in order to achieve one's objectives (Wilson, 2000). It was described by Coleman (1998) as the resources accumulated through individual relationships" (Ellison et al., 2007, p. 1145). Either way, it has been claimed that volunteering is positively correlated with increased social capital. More specifically, the use of Facebook can contribute to increased "maintained social capital" (Ellison et al., 2007), indicating that volunteering should be positively linked to Facebook use.

Relationship between Social Media and Volunteer Retention

In order to determine if virtualizing the retention process will be successful, it is important to first create a useful link between social media and volunteering. This research therefore establishes a connection between continuing volunteering (retention) and social media online. No a priori hypothesis exists to direct this investigation. Volunteering theories explain why individuals volunteer in offline environments but do not account for the consequences of social media online, and social media influence theories are evolving at best. However, their connection to social capital is the golden thread that links these diverse realms.

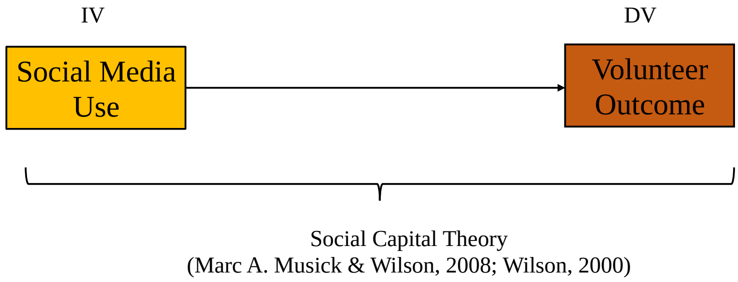

Figure 1: A proposed conceptual model

In the voluntary context, this conceptualization of social capital is rendered with regard to how it applies to social media. Centered on social links, online social media brings people together. It exposes people to desires outside of them. By uploading photos and status updates, it allows users to express themselves. As a way to stay in contact with friends and to connect with friends, social media, especially Facebook, was launched. Therefore, as a result of self-affirmation, online social media should increase volunteering in terms of its effectiveness as a strategic tool for voluntary retention, since social media highlights and enhances visibility of issues posted to it.

Review of Relevant Theories

Seven hypotheses were established on the basis of the previous research literature review to theoretically explain why a person chooses to volunteer. These theories are listed briefly below (as well as less-comprehensive, voluntary-related theories):

Table 4: Potentially Relevent Theories

Theory (Authors)	Summary	IV/DVs
Functional motives (Clary et al., 1998; Omoto & Snyder, 1993)	Explains *why* people volunteer. Six motives for volunteering; widely used; linked with actual behavior. Six studies completed; studies 1, 2 and 3 tested scales; study 4 showed ads tailored to person's motive were more effective for recruiting non-volunteers; studies 5 and 6 showed motive and benefit fit or match increased satisfaction and commitment in volunteers	IVs: values, enhancement, social, career, protective, and understanding; benefits received DVs: ad effectiveness for recruitment; satisfaction and continuance intention
Organizational commitment (Meyer & Allen, 1991)	*Affective* (emotional attachment and identification), *continuance* (awareness of costs of leaving) and *normative* (feeling of obligation to continue) commitment. Each of these commitments has antecedents (personal responsibility, behavioral commitment, work experiences, organizational structure characteristics, personal characteristics, alternatives, socialization, reciprocity norm)	IVs: antecedents of commitments MVs: three commitments DVs: Turnover and on-the-job behavior (performance, absenteeism, and citizenship)
Relationship	Volunteers are more likely to continue	IVs: Trust, commitment,

management theory (Waters, 2007; Ziebarth, 2010)	working for an organization if they trust the organization and feel included. Stresses relationship between the organization and the individual. Organization can change the relationship through communication.	satisfaction and control mutuality (power balance) DVs: Intent to continue, hours volunteered Also: Impact of group inclusion on four IVs.
Self- determination theory (Ryan & Deci, 2000)	Meta-theory; intrinsic and extrinsic motives affect individual's behavior, "degree to which an individual's behavior is self-motivated and self- determined." Volunteers and employees motivated differently. In a matched sample, for volunteers, satisfaction of relatedness needs predicted job satisfaction and intent to remain; for employees, DVs were predicted by satisfaction of autonomy needs. (Boezeman&Ellemers 2009).	IVs: Competence, autonomy and relatednessDVs: job satisfaction and intent to continue
Theory (Authors)	**Summary**	**IV/DVs**
Social exchange theory (Emerson, 1976)	Individuals weigh the costs of an activity versus the benefits when deciding whether to do the target behavior. Volunteers will continue even when costs outweigh the benefits (Corrigan 2001)	IVs: difference between costs and rewards DVs: target behavior
Theory of planned behavior (Ajzen, 1991)	Attitude, social norms and behavioral control decide whether an individual will intend to do a target behavior, and intention leads to action. Performed better than functional theory in limited study of above-average participation (Greenslade& White 2006)	IVs: Attitude toward behavior, subjective norm, and perceived behavioral control MV: Behavioral intention DVs: target behavior
Person-organization fit theory (Blau, 1987)	People who fit an organizational environment are more likely to be selected to work there and to stay longer than those who don't match. Stress on value congruence between an individual and the organization.	IVs: Protestant work ethic, perceived job scope and growth need strength DVs: job involvement and organizational commitment
Additional Theories		
Socio-emotional selectivity theory (Carstensen, 1992)	Importance of emotion regulation, self- concept and information seeking motives change with age, which affect individuals' interests in social contact. In volunteers, motives to volunteer were different for older volunteers.	IVs: Age DVs: Motives, interaction frequency, emotional closeness, relationship satisfaction

Source: (AJ Conolly, 2014)

Conclusion and Future Agenda

This study gives managers a benchmark to understand why certain initiatives in social media may work better than others, depending on the reasons why their volunteers participate. When volunteer organizations reach people with the social media that matches their motives, people should be more inclined to continue volunteering. To provide insights on how volunteer organizations can strategically use online social media for volunteer retention , this study investigated how volunteer motives are related to online social media.

Results of this study lay the foundation for future research on volunteer organizations' social media use. To date, this type of investigation has not been conducted with any great depth, particularly in understanding how volunteer organizations perceive the role of online social media within the organization structure, how volunteer organizations use online social media for recruitment and retention of volunteers, and how online social media impact volunteers' desire to join and remain with the organization.

The focus of the current study was exclusively on the main body of literature of social media in the marketing context while it was ignored large part of studies that have conducted over different areas such as education, political, sociocultural environments. Thus, it could be worth considering these studies conducted over different areas by future studies. Even though this study does a contribution by theoretically scan the main body of literature, there is still aneed for statistical evidences from these studies by conducting a meta-analysis study especially in the light of the fact that there is a good of number of quantitative studies that have conducted over the area of social media marketing. As a new trend and topic, researchers need to spend more efforts on how such phenomenon could behave different from platform to another; over different countries (i.e. developed, emerging, developing); cultures (i.e. collectivism versus individualism); and different contexts (i.e. tourism, sports, governmental).

The researcher expect to find that very few volunteer organizations are currently using online social networks to manage volunteers but feel that their use would be beneficial. The expect to present results showing that although organizations are not yet using OSNs for managing volunteers, they would like to learn how to do so strategically to increase retention and recruitment. Should the researcher find an organization actively using OSNs to manage volunteers, based on the theory of functionalist motivations, we would expect to find a higher rate of recruitment and participation in the organization since they began using the OSN. Lessons learned here should be relevant for any organization that relies on a volunteer workforce. Future research should investigate whether this model can be applied to for-profit companies that experience high turnover such as call centers. VO's can use the results presented in this study to encourage volunteers to continue serving the common good.

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ASSESSING THE B40 HOUSING SATISFACTION OF PROGRAM PERUMAHAN RAKYAT IN JOHOR BAHRU

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Abstract: *Malaysian government is always trying to make sure that the citizens, especially for those low-income citizens to have a comfortable and quality house. The housing satisfaction is an important indicator to give a quality house that will create a significant impact on the individual's quality of life. Therefore, this study attempted to identify the perimeters of housing satisfaction of the Program Perumahan Rakyat (PPR) housing scheme and further examine the relationship between socio-economics characteristics and residents' satisfaction. A cross-sectional survey design was employed for the study, and structured questionnaires were distributed to the residents of PPR Johor Bahru. One hundred six data were analysed by Frequency Analysis, Relative Important Index and Chi-Square analysis. The study revealed that the surrounding economy, namely housing price, or rental price strongly influenced the housing satisfaction among PPR residents in Johor Bahru.*

Keywords: *B40 Income Group, Housing Satisfaction, Low-cost Housing, PPR*

Introduction

The residence is an essential element of humanity. Residential use for various purposes, for example, shelter from all hazards and protect against weather changes. Therefore, the built house is significant to provide comfortable spaces for every individual. Additionally, adequate and safe residences will enable each individual to acquire healthy physical, psychological, social, and economic wellbeing. Recognizing this, the government actively promotes access to comfortable and quality residences and affordable housing for all citizens, especially those with low incomes, in urban and rural areas (Malaysia Quality Assurance Report, 2004).

The government is always concerned and strives to ensure that the country's economic growth can be enjoyed by all the people, especially the bottom 40% income earners (B40), to benefit from national development. Besides, the National Housing Policy's primary objective is to ensure that all the people, especially those with low income, can enjoy the quality and comfortable housing facilities (Sixth Malaysia Plan). The government's role not only to build quality housing but also to provide comfort to its residents (Packiam, 2008).

According to Jamaluddin (2001), most of the occupants of low-cost terrace houses in Taman Bersatu, Jitra, and Kedah did not feel satisfied with the kitchen area, quality of building materials, road conditions, ditches and drains, children's playground, telephone service, and garbage collection services.

The problem experienced by low-cost housing occupants has been around for a long time, but the relevant parties underestimate any action to rectify and address this problem. According to Tan (2012), the public and private sectors do not emphasize low-cost housing programs where there are various grievances and complaints about their quality and dissatisfaction with low-cost housing. There is no denying that the public and private sectors provide low-cost housing programs. However, the emphasis on quality and satisfaction of the population is still lacking, resulting in residents' dissatisfaction with the physical, environmental, and neighborhood quality of the housing.

Based on a previous study by Mohit, Ibrahim & Rashid (2010), the factors studied to measure housing satisfaction are the characteristics of residential units, support service units, public facilities, social environment, and neighborhood facilities. Tan (2012) studied the factors, namely structural aspects, neighborhood aspects, and location aspects. On the other hand, Sulaiman & Yahaya (1987) studied residential, service, and neighborhood facilities' characteristics. Mohit & Azim (2012) explore physical aspects, service, public facilities, social environment, and socio-economic factors. According to Huang & Du (2015), the study housing characteristics, public facilities, social environment, neighborhood aspects, and household characteristics.

There are deficiencies in previous studies where researchers tend to focus on the role of housing facilities in determining residential satisfaction at a particular city or region. Previous studies have only examined the impact of housing conditions on overall satisfaction. Moreover, this study examines the B40 housing satisfaction defined by socio-economic characteristics such as the number of households and income in specific housing affordable schemes, enabling our study to provide more specific conclusions for policymakers. Therefore, this study attempted to examine the perimeter that contributes to satisfaction in the context of low-cost housing by collecting questionnaire data from a sample of 106 respondents comprising residents of Program Perumahan Rakyat (PPR) housing scheme to provide a full picture of the extent of coverage of housing satisfaction dimensions.

Literature Review

Housing Satisfaction

Satisfaction is an essential indicator of the quality of life, a better life and happiness, and housing quality (Amole, 2008). According to Yahaya (1998), some previous researchers have expressed satisfaction with housing as an essential component, affecting the quality of life. This statement is supported by Salleh (2008), stating that housing satisfaction is an integral component of the individual's quality of life. Measuring this satisfaction can show the response of the occupants to the residential environment. Housing satisfaction can be described as a combination of five dimensions such as physical attributes, community and neighborhood, public facilities, economic climate, and internal physical attributes (Mohit, Ibrahim, & Rashid 2010; Tan 2012; Sulaiman & Yahaya 1987; Mohit & Azim 2012; Huang & Du 2015).

Low-Cost Housing

According to Bujang et al. (2001), public housing or low-cost housing is government-provided housing for low-income families. Low-cost housing is an affordable housing example for low-income people in Malaysia. Because housing is essential to the people, the Malaysian government has taken the preliminary program to bring more low-cost housing schemes to improve the quality of life and create a comfortable and well-suited environment for low-income families (Hashim et al., 2012).

Program Perumahan Rakyat

The People's Housing Program is a government program for the relocation of squatters and meeting the needs of housing for the lower-income group (B40). The National Housing Department, Ministry of Housing and Local Government, is the leading implementing agency for PPR projects throughout Malaysia. The PPR consists of 2 categories, namely PPR Rent and PPR Owned.

B40 Income Group

Based on the Household Income and Expenditure Survey (HIES) 2014, the lowest 40% income group (B40 or Bottom 40) refers to households with an average monthly income below RM 3,860. The B40 household group also includes poor households with monthly income less than the poverty line (PGK) income. The National PGK value is RM 950 per month.

National Housing Policy

According to Dato 'Ahmad bin Haji Kabit, the Secretary-General of the Ministry of Housing and Local Government, the National Housing Policy (DRN) was set up to outline the direction and to serve as the basis for planning and development of the federal, state, and local levels of housing. The DRN goal is to provide adequate, comfortable, quality, and affordable houses to improve the well-being of the people.

According to Harrisa and Arku (2007), over the last few decades, the challenge of housing policy in developing countries is to ensure that the basic needs are met and at a reasonable price for the majority of citizens. While the National Housing Policy has been enacted, it is a great challenge to achieve all goals and objectives, as stated in the policy.

Method

A cross-sectional survey design (Creswell, 2003; Bethlehem, 1999) was employed for this study, and structured questionnaires was distributed to 118 residents of PPR schemes in Johor Bahru to get their feedback on housing satisfaction. The questionnaire used a 5-point satisfaction Likert scale to measure PPR's housing satisfaction (Pettet, 2003). Majid (1990) says that the Likert scale is chosen because it has a high degree of reliability.

Taro Yamane Formula was used to determine the sample (Yamane, 1976). Sampling is selecting a number of subjects from a population to be the respondents of the study. Thus, the minimum sample of the resident of PPR in Johor Bahru achieved was 106 with a population of 1,334,188 (Ismail, 2015) at a 90% confidence level, 8% confidence interval. Next, the data were analyzed by using Frequency analysis, Relative Important Index (RII), and Chi-Square test.

Data Analysis and Interpretation

Relative Important Index Analysis

Survey data were analysed using the RII to identifying the perimeter contributing to housing satisfaction of PPR residents in Johor Bahru. The surrounding economy (housing price/rent) perimeter is rated as very satisfied by the respondent with a total score of 4.29. While neighborhood and community (relations with neighbours), physical attributes (leisure facilities), public facilities (recreation), physical attributes (multipurpose hall), public facilities (places of worship), physical attributes (parking facilities), neighbourhood and community (help from neighbours), physical attributes (places of worship), internal physical attributes (corridor), internal physical attributes (stairs), public facilities (pre-school / school), and public facilities (shops/markets / supermarkets) were rated as satisfied by the respondents.

Further, public facilities (police office), physical attributes (design), public facilities (public transport services, i.e., taxis, buses), internal physical attributes (suspension room), public facilities (childcare centre) fall within the unsatisfied interval. In contrast, the perimeters that fall within the very unsatisfied interval is a physical attribute (house size), and a physical attribute (lift facilities) record the total score of 3.23 and 3.17, respectively.

Chi-square Analysis

The Chi-square analysis was used to examine the relationship between housing satisfaction perimeters and socioeconomics of the PPR resident, such as the number of households and their household income. The Chi-Square method is used to determine whether there is a relationship between two variables.

According to Zaidatun and Mohd (2003), the Chi-Square analysis shows that the value between .00 and .05 is said to be significant. Majid (1990) states that significant levels are significant in this test as it is a statistical standard used as a basis for research and confidence at a level below .05 or 95 percent.

Chi Square for PPR Housing Satisfaction based on Number of Household

The number of the household have significant relationships with seven parameters of housing satisfaction such as size ($X2$=21.885, $p<.0005$), parking facilities ($X2$=26.673, $p<.005$) leisure facilities ($X2$=27.498, $p\leq.001$), multipurpose hall ($X2$=20.220, $p<.05$), neighbours ($X2$ =17.444, $p<.05$), pre-school/school ($X2$=36.990, $p\leq.000$), and recreational facilities ($X2$=14.582, $p<.05$).

Seven perimeters such as size, parking facilities, leisure space facilities, multipurpose halls, neighbors, pre-school/school, and recreation are important factors contributing to the satisfaction amongst the PPR households. Mohit et al. (2010) also found that seven perimeters, namely size, parking facilities, leisure space facilities, multipurpose halls, contact with neighbours, pre-school / school, and recreation, are significant on housing satisfaction.

Chi Square Relationship Between Household Income with PPR Housing Satisfaction

Household income has significant relationships with nine perimeters of housing satisfaction, such as the size ($X2$ =47.294, $p<0.001$), leisure space ($X2$=32.532, $p\leq.005$), worship facilities ($X2$=33.706, $p<.005$), relationships with neighbours ($X2$=30.501, $p<.05$), pre-schools/schools ($X2$= 28.349, $p<.05$) , home/rent prices ($X2$=30.216, $p<.05$), distance to the city centre ($X2$=24.971, $p\leq.050$), corridors ($X2$=27.731, $p<.05$) and stairs ($X2$=26.895, $p<.05$). These parameters are vital for housing satisfaction. Nine parameters i.e., the size, leisure space facilities, places of worship, relationships with neighbours, pre-schools/schools, home/rent prices, distance to the city centre, corridors, and stairs, are important factors that contribute to housing satisfaction across income level of PPR household.

Previous studies conducted by Mohit and Azim (2012) and Sulaiman and Yahaya (1987) also found that nine perimeters of size, leisure space facilities, places of worship, contact with neighbours, pre-school/school, house/rental prices, distance to the city centre, corridors and stairs are significant on housing satisfaction. The residents are satisfied with the basic facilities provided as their income is just enough to own or occupy a low-cost house as PPR residents are the B40 income group.

Conclusion

Home is a necessity in human life; thus, one will focus on their housing comfort and live in a good and safe environment. Therefore, developers must ensure that housing development, especially low-cost housing, has a good quality level and does not pose much of a problem for occupants. It is the developer's responsibility not to neglect the comfort factor of low-cost housing occupants so that the occupants feel satisfied with their residence despite occupying low-cost housing. This proves that the level of housing satisfaction plays a vital role in housing. Every individual needs a residential unit that is complete with the basic features to ensure their comfort to the residence no matter whether the housing is luxury, medium, or low-cost housing. The responsibility and cooperation of all parties are important to ensure that the National Housing Policy can be accomplished, and the rights of every citizen, especially the B40, are no longer neglected.

Furthermore, the limitations of this study may include external validity or generalization of the study. Research findings are statistically limited as they are produced in a limited sample population, although the reliability test in this study shows adequate reliability (Kirk and Miller, 1986). Generalization requires data on the broad classification of populations to provide the best basis for comprehensive generalization results (Hultsch, 2002).

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RESILIENCE: A REVIEW OF ROLE AND SIGNIFICANCE IN PHYSICAL ASSET MANAGEMENT

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Abstract: *Concept of resilience have been discuss in many area of studies such as social studies, health, engineering, ecology and management. The objectives of this studies is to understand the role of resilience in physical asset management. The study use previous studies and investigate the definition of resilience and role of resilience in physical asset management. The study found out that resilience and physical asset management have connection. Understanding and good governance on physical asset management can yield a resilience system towards any interruptions however resilience planning must be organize thoroughly by physical asset management. It is suggested that resilience planning should take place in the initial phase of system development and the decision making process of physical asset management.*

Keywords: *Resilience; Physical Asset Management; Strategic Planning; Infrastructure Asset Management, Good Governance*

Introduction

The concept of resilience is to describe the state of things to get up to its normal performance. The concept of resilience is a multivariate concept applied in any situation, time, condition, and shape. Understanding the definition of resilience made by various previous studies can explain why this concept is multivariate and can be applied in any situation and time. Then, we need to analyse what is the true meaning of resilience that can be understood by all the researchers. Another key point is asset management. Asset Management is a management program to organise, administrate, and operate the asset to benefit the organisation that owns or uses it. But why asset management need the resilience concept in its form? The asset is proven eventually to fail and perform poorly across time. The life cycle of an asset give its limitation to continue its function to the best of its ability. In the case of disruption that causes damage for an asset, it will affect the asset to perform poorly to deliver its true objective in the system.

Thus, to understand this issue, it is essential to review the articles discussing the relationship between resilience and asset management. Does resilience give high significance in asset management or otherwise? Then we can assume how resilience works in asset management thoroughly. The definition of resilience is identified from previous research where the papers are collected using Google Scholar. The list of the definition is listed in Table 1.

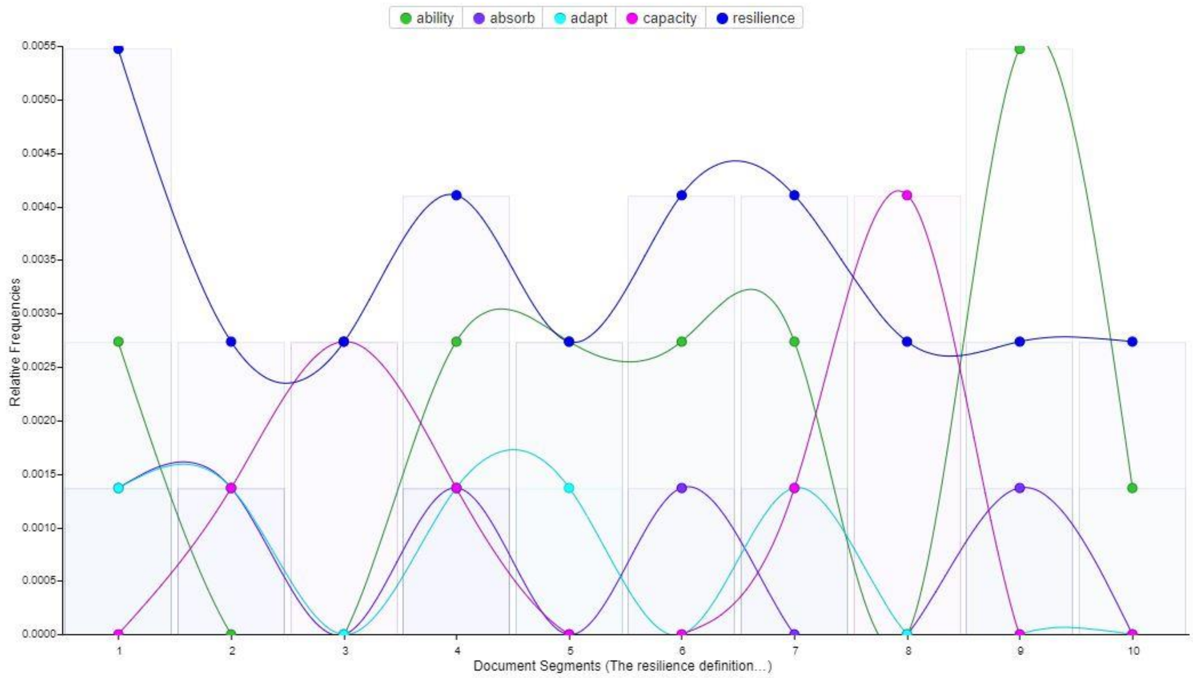
Table 1: Definition of Resilience

No.	Author(s)	Definition	Sector
1.	Juan Garcia et al. (2017)	The resilience definition adopted is: "the ability to prepare and plan for, absorb, recover from, and more successfully adapt to adverse events".	Water
2.	Hesketh et al. (2018)	Resilience training could improve employee performance and well being.	Organisation
3.	Dehghanian et al. (2018)	Resilience is the ability of the system to restore itself with little or no human intervention to a safe and reliable operation from any disturbance or outages.	Electric
4.	Williams et al., (2017)	Resilience as the process by which an actor (i.e., individual, organization or community) builds and uses its capability endowments to interact with the environment in a way that positively adjusts and maintains functioning prior to, during and following adversity.	Organisation
5.	Bunch et al., (2011)	Resilience is an approaches that can help reduce vulnerability to natural hazards, maintain ecological flows of water and the provision of other ecological services, and promote long-term sustainability of coupled human and natural systems.	Ecosystem
6.	Hernantes et al., (2019)	City resilience as the capacity to resist, absorb, adapt to and recover from schocks and stresses to keep critical services functioning, to monitor and learn from on-going processes through city and cross-regional collaboration and to increase adaptive abalities and strengthen preparedness by anticipating and appropriately responding to future challenge.	Urban Planning
7.	Arghandeh et al., (2016)	Resilience in power systems and provides a review of key related concepts, including robustness, hazards, vulnerability, risks, capacity and severity, focusing mostly on distribution networks.	Power system
8.	Hoddinott (2014)	Resilience as the capacity that ensures adverse stressors and shocks do not have long-lasting adverse development consequences.	Food Security
9.	IPCC (2007)	Resilience as the ability of a social and ecological system to absorb disturbances while retaining the same basic structure and ways of functioning the capcity of self-organization, and the capacity to adapt stress and change.	Urban Climate Change
10.	Erol et al., (2009)	Enterprise resilience as a function of enterprise flexibility, adaptability, agility and efficiency.	Enterprise
11	Agasisti et al., (2018)	Academic resilience as the ability of 15-year-old students from disadvantaged backgrounds to perform at a certain level in the programme for International Student Assessment (PISA) in reading, mathematics and science that enables them to play an active role in their communities and prepares them to make the most of lifelong-learning opportunities.	Academic

12	Jackson (2007)	Resilience as the ability of organizational, hardware and software systems to mitigate the severity and likelihood of failures or losses to adapt to changing conditions and to respond appropriately after fact	Command and Control
13.	Field et al (2012)	Resilience as the ability of a system and its component parts to anticipate, absorb, accommodate, or recover from the effects of a hazardous event in a timely and efficient manner.	Social-Ecological System
14.	Rose (2004)	Static economic resilience as the ability of an entity or system to maintain function when shocked. Dynamic economic resilience is the speed at which an entity or system recovers from a severe shock to achieve a desired state.	Economic
15.	Taft (2017)	Grid resilience is the ability to withstand grid stress events without suffering operational compromise or to adapt to the strain so as to minimize compromise via graceful degradation. It is in large part about what does not happen to the grid or electricity consumers	Electric
16.	Rajan-Rankin (2014)	Resilience as the individual's adaptive response to adversity, stress-resistant personality traits and the ability to 'bounce back', yet the processes by which resilience is developed remain under explored.	Social Care
17.	Lin et al., (2013)	Resilience is an enduring ability or capacity that is exhibited as strength of the caregiver when responding to chronic stresses and problem solving.	Social Care
18.	Obrist et al., (2010)	Social resilience as the capacity of actors to access capitals in order to-not only cope with and adjust to adverse conditions (that is, reactive capacity)-but also search for and create options (that is, proactive capacity), and thus develop increased competence (that is positive outcomes) in dealing with a threat.	Social
19.	Cimellaro et al., (2006)	Seismic resilience is loss recovery required to maintain the function of the system with minimal disruption.	Seismic
20.	Francis and Bekera (2014)	Ability to reduce the magnitude and/or duration of disruptive events.	Water
21	Mugume et al., (2015)	Ability to maintain its basic structure and patterns of behaviour through absorbing shocks or stressors under dynamic condition.	Sewerage
22.	Naswall et al., (2013)	Employee resilience as an ability to thrive in a changing environment, which is facilitated by organisational initiatives.	Organisation
23.	Ta et al., (2009)	Freight transportation system resilience is defined as the ability for the system to absorb the consequences of disruptions to reduce the impacts of disruptions and maintain freight mobility.	Transportation
24.	Madni and Jackson (2008)	Resilience engineering is concerned with building systems that are able to circumvent accidents through anticipation, survive disruptions through recovery, and grow through adaptation.	Engineering

25.	Butler et al, (2014)	Degree to which the system minimizes level of service failure magnitude and duration over its design life when subject to exceptional conditions.	Wastewater
26.	Scott et al., (2012)	Resilience is the ability to gracefully degrade and subsequently recover from a potentially catastrophic disturbance that is internal or external in origin.	Wastewater

These are a few definitions regarding resilience in the literature that can be found in the paper articles. The text analysis using the Voyant tools found that resilience is highly associated with ability, adopt, absorb, and capacity. The analysis revealed that most of the definitions of resilience contain words such as ability, capacity, disruptions, stress, events, reduce, adverse, recover, absorb, and maintain, system. Figure 1 depicts the most frequent codes in the corpus: resilience (25), ability (15); capacity (8); absorb (5), adapt (5). This shows that the definition of resilience contains a word such a possession of the means or skill (e.g., ability and capacity) to process towards (e.g., reduce, adverse, recover, absorb, maintain) the causation (e.g., disruptions, stress, events) in the system. The system here is a group of things that work together form a mechanism or a set of the organized scheme that is put together. Most of the studies focus on the resilience of these 'skills' and 'process' to counter the system's causation. The investigation of this skill and process is the central theme for most researchers to emphasize. The next question is how related physical asset management and resilience? Is there any significant between these two relationships? How the role of resilience took place in physical asset management. Thus we need to understand the definition and purpose of physical asset management.



Note: Code frequency in the corpus: resilience (25); ability (15); capacity (8); absorb (5); adapt (5)

Figure 1: The text analysis of the definition of resilience

Hastings (2010) indicated that the meaning of physical asset management is the administration of fixed or non-current assets, for example, equipment and plant. Physical Asset Management offers a systematic approach to the management of these assets from concept to disposal. The fundamental principles of physical asset management in the asset management process are including initial business appraisal, identification of fixed asset needs; financial evaluation; logistic support analysis; life cycle costing; maintenance strategy; outsourcing; cost-benefit analysis, disposal, and renewal. The importance of managing physical assets are also depicted by the foundation of ISO 55000:2014 and EN 16646:2014.

Maletic et al. (2018) emphasize that physical asset management has a vital role in managing an asset's lifecycle as a whole, pursuing economic and physical performance, and integrating risk measures. Physical asset management uniting other disciplinary in the field such as accounting, engineering, finance, humanities, logistics, and information systems technologies. In this paper, we consider that physical asset management and infrastructure asset management are the same; however, the term related to infrastructure asset management is primarily on public sector infrastructure. Infrastructure asset management, according to Yang et al. (2019), is defined as a series of coordinated activities in organizations to achieve the predefined level of services through cost-effectively managing their infrastructure assets. The term of asset in the dictionary is “Any item of economic value owned by an individual or corporation” or “an item of property owned by a person or company, regarded as having value and available to meets debts, commitments or legacies”. The term ‘physical’ asset refers to items, for example, buildings, water pipes, roads, rail lines, oil rigs, chemical plant, or electrical cables and opposite to financial assets, personal assets such as skills, data, or system. The importance of asset management gives many benefits to organisations, such as reducing the total costs of operating, reducing the capital cost of investing in the asset base, and improving the operating performance of their assets. Reduce the potential health impacts of operating the assets, reduce the safety risks of operating the assets, minimise the environmental impact of operating the assets, maintain and improve the reputation of the organisation, improve the regulatory performance of the organisation and reduce legal risks associated with operating assets (Davis, 2016).

The purpose of the physical asset management plan is to coordinate an organisation to define and deliver a set of actions towards achieving the objectives set out in the Asset Management strategy. Even the set of objectives in each organisation is different, but asset management aims to prevent failure. Any interruption in the system must achieve its normal state again when the preferable condition is accepted. Resilient structures find strategies to keep the backbone intact (Argahandeh et al., 2016). Asset management poise many benefit as proposed by CSS (2004) where a well-defined asset management system provides a specific benefit which includes the following a) reduced life cycle costs b) defined level of service c) ability to track performance d) improved transparency in decision-making e) predicting consequences of funding decision f) decreased financial, operational and legal risk g) ability to discharge to financial reporting responsibilities and statutory valuation. Then we seek the relationship between resilience and physical asset management reported from previous studies.

Literature Review

The study on resilience has many gaps because resilience research can be disseminated in every discipline. The resilience measurement in each study differs, if not significantly, but slightly from one another. Many examples can be observed to prove that resilience in each discipline is different. For instance, Hernantes et al. (2019) describe the cities resilience are involving a) leadership & governance, b) stakeholders, c) infrastructure & resources, d) preparedness e) cooperation. Gay and Sinha (2013) state that civil infrastructure resilience involves physical asset design, construction, operation, maintenance, and performance matric, which can enhance resilience. According to Ta et al. (2009), freight transportation system resilience properties are redundancy, the autonomy of components, collaboration, efficiency, adaptability, and interdependence. Juan-Garcia et al. (2017) state that water system resilience involves buffering, spare replacement, asset renewal, active asset management, system centralization, asset protection, repair strategy, and energy production. In comparison, these two systems have different measures to enhance their system resilience. Each variant of the system has its measurement to enhance resilience. What is the measurement of physical asset management? Does physical asset management does have its resilience?

Relationship of Resilience and Physical Asset Management

Resilience concept have been discuss in many disciplinary of studies. The importance between resilience and physical asset management have been addressed in Sinha (2014) where the integration of resilience methodologies with asset management is convenient given the increase in risks to infrastructure performance worldwide. The integration of resilience concept and physical asset management are shown by Yang et al., (2019) where the framework of Resilience Infrastructure Asset Management (RIAM) using qualitative analysis were expected to provide an operational basis to the quantitative resilience management of civil infrastructure assets which could also be used to enhance community resilience. The study have focus four themes in their RIAM framework namely a) preparatory process b) resistant and absorptive capacity analysis c) restorative capacity analysis d) long-term and continuous resilience improvement. This studies shows that there are significant relationship between resilience concepts integrated to infrastructure asset management. The framework clearly clarify the process that need to be consider by infrastructure asset management team when certain hazard or disruption occurs in the system.

Resilience concept can be considered add value to asset management where it can clarify the quick response and action need to be taken to the asset management team where the resilience system are dependent on how prepared it is to absorb the disruption either from natural hazard such as floods, earthquake, drought and etc. Even ageing infrastructure such as power outage or breakdown, and mitigate those risks with proper planning. Shah et al., (2014) proposed that resilience concept should be implement in asset management systems and strategies as to support long-term policies and investment. Morevover, policies is seen as key driver in future proofing the infrastructure and making it resilient. This clarifies that resilience must be integrate with planning and design processes where it is not only consider the changes in use and growing age of the infrastructure but also the necessity to invest well in infrastructure maintenance.

According to Alberta (2015) the understanding on asset management itself can build resilience in the system. Alberta discuss that asset management gives many benefits and a set of practices for making good decisions and it is ongoing process. The relationship between asset management and resilience is where understandable asset management can create community resilient towards any hazard and threat that coming in the future. Asset management build the resilience with good decision making. To make a good decision making, we must fully understand the risk, services and costs that build the resilience to the system. Communication and information management are the things that essential for the foundation of asset management. The resilience in physical asset management where the role of physical asset management are fully understand by its stakeholders and asset managers then resilience of a system can be achieved. We must fully grasp the challenges and risks involved by physical asset management to achieve a resilience system. Then all the factors and measurements must be taken into action such as deregulate the policies, changing the strategies and planning or enhance the funding program to provide better programmes that can enhance the system resilience.

Role of Resilience in Physical Asset Management

The role of the resilience concept in physical asset management is for physical asset management to understand the factors that can make a system more resilient whenever unexpected and expected events hit the system. This can be understood from the expansive definition given. However, the main point is that a system's quickness bounces back to normal after interrupted either by expected or unexpected events.

However, each system's resilience factors covered by physical asset management are entirely different from one another. Physical asset management refers to managing assets from the start of designing a system to the end of an asset until the time it will be disposed of. Each asset management in a different field has different critical success factors of resilience. The resilience concept in physical asset management refers to a system or structure's ability to maintain normal functionality after hits by interruptions (expected/unexpected) through sound asset management practices.

According to Gay and Sunha (2013), system resilience is transdisciplinary. The civil infrastructure resilience depends not only on its physical asset; nevertheless organisation, resources, people, or the community. System resilience will produce good results with the interaction with these components. The role of resilience exists in physical asset management; however, it was not appropriately addressed. The asset manager does not point out the critical success factors that enable the system to withstand the interruptions' impact. Moreover, the success factors that enhance resilience differ from another system.

For example, the article discusses the infrastructure system in three different areas, e.g., water, power, and transport. Generally, each type of infrastructure has various success factors of resilience system. Thus approach, measurement, or action in each system differ and cannot be treated as the same even though there is the same resilience component, e.g., repair strategy for the water system and road system.

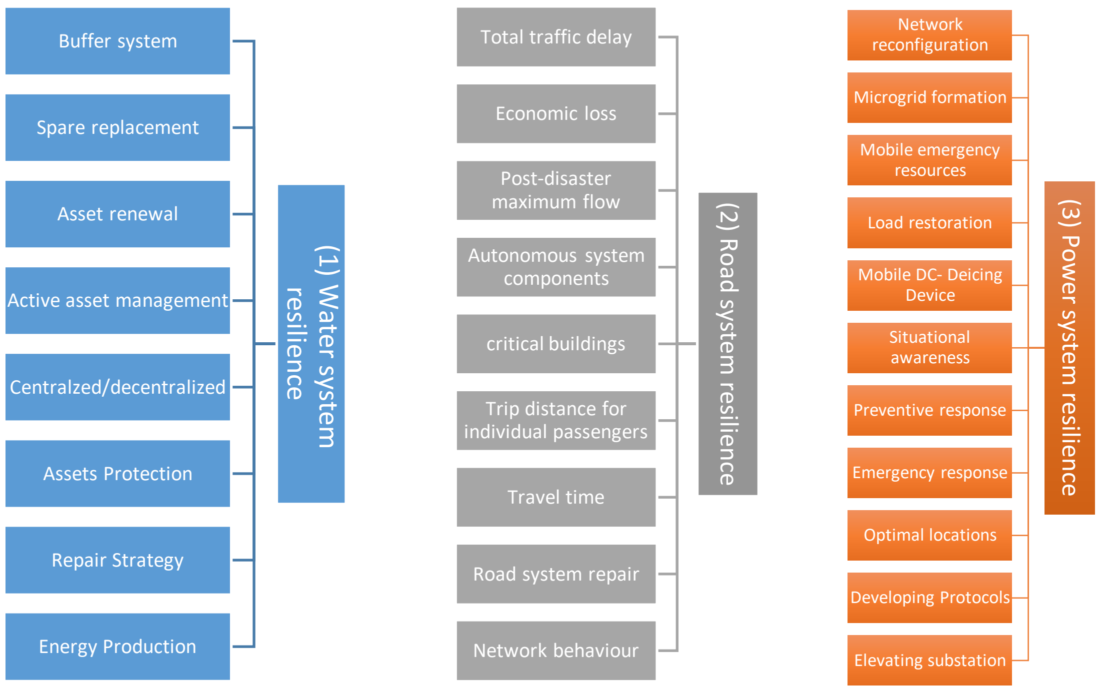


Figure 2: (1) Water System Resilience (Juan-Garcia et. al, 2017); (2) Road Transportation System Resilience (Ganin et. al, 2017); (3) Power System Resilience (Bhusal et. al, 2019)

Each system resilience has a different number of interventions or measurements needed to enhance its system resilience. The number of measurements might increase from time to time, depending on the complexity of the system. Therefore, the system's complexity depends on the growth of technology, engineering, or management progress in the system in the future.

Conclusion

Investing in improvements to infrastructure resilience can demonstrate a legacy of leadership, provide economic growth and job creation, and result in more liveable communities. The concept of resilience can be properly implemented if there are workable asset management practices through good governance. Good governance ensures the main objectives and functionality of assets could be delivered well to the end-users. Resilience, however, is a concept to push back the system's performance back to normal after interruptions hit the system. Physical asset management ensures the functionality throughout its lifecycle in the system to achieve the organisation's objective. Understanding the work of physical asset management can give the system resilience by understanding the key measurements that need to be prioritised in strategic decision making. The relationship between resilience and physical asset management seems correlated; however, some statistical analysis is required to understand whether the relationship is positively correlated or negatively correlated. Another set of the question also arises either these two variables have single or bidirectional causality? The study can be investigated in the future. The resilience concept's role is giving the idea that resilience is a planning process or management process to protect the system from worst failure or total lost functionality and bouncing back the system to normal state performance. The resilience planning or resilience management must be studied in the early adoption of the decision-making process or during the system's initial building to ensure that the system can get total protection from the expected or unexpected interruptions.

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HOUSING CONDITIONS OF LOW-INCOME SETTLEMENTS IN MALAYSIA: A CONCEPTUAL EXPLORATION

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Abstract: *The government of Malaysia has been providing low-income settlements to ensure people have access to adequate housing. However, the housing conditions of low-income settlements are deemed inadequate even though basic amenities and facilities are provided, partly due to the lack of knowledge regarding the appropriate indicators for housing conditions of low-income settlements to match the socioeconomic factors of the occupants. Therefore, this paper attempts to explore the housing conditions dimension of low-income settlements. This study revealed that low-income settlements' housing condition is conceptualized as a composite of four dimensions, such as the physical aspect, facilities, location aspect, and social support. This paper provides relevant insight for local authorities and property developers in planning for the future development of low-income settlements in Malaysia.*

Keywords: *Housing Conditions, Low-income Settlement, Wellbeing*

Introduction

Housing provides the essential basic needs of the shelter. It is included in the most important needs in the Maslow Hierarchy of Needs as it provides the essential basic needs of shelter and security (Mahdi and Purwanto, 2018). However, many citizens cannot afford to own a house (Stafiee, 2010). Therefore, the government provides various housing schemes for the lower-income group (Idrus and Siong, 2008). Public housing schemes are the government's initiative to ensure that the lower-income citizens live in a good housing condition by providing minimum acceptable standards of amenities and facilities within their residence (National Housing Policy, 2019). Despite all that, the residents' wellbeing and satisfaction are yet to be fulfilled due to the housing conditions of the urban poor in Malaysia, which fails to provide for its residents' physical, mental, and emotional health (Zainal et al., 2012).

Xie and Chen (2018) stated that the government bodies face difficulties in improving housing conditions of low-income settlements due to the socioeconomic factors of the low-income settlements' occupants as opposed to those who have better income and could do something to improve their housing conditions. Even though the government comes up with housing schemes, most of them are inadequate due to the lack of knowledge of variables that determine housing conditions (Wahi et al., 2018). Although housing condition is an important consideration that has to be taken into account as it affects the wellbeing and quality of life of the residents, previous research shows that there is a lack of evidence that identifies the indicators that contribute to the housing condition of low-income settlements (Li et al., 2011; Zhang et al., 2018 and Wahi et al., 2018).

Literature Review

Housing

Housing is contemplated as a long-lasting item bought by users as a form of shelter or as an asset for investment to produce profit either in the form of rental or as capital gains (Chen et al., 2007). It is considered the second most important, after food, in necessities for human beings to live an adequate life in this world (Abdullah, 2008; Ismail et al., 2014). Bilal and Razak, 2018, states that housing is an elementary need in people's daily lives and is the primary setting for human beings that gives protection from the weather, provides a place to sleep, and a sense of wellbeing for its occupants. A home is more than just a tangible structure; it is also made up of the surrounding area's environment and within the house. It conveys a relationship between people and the environment (Turner, 1968).

Globally, being able to live in adequate housing is a basic right for everyone. The Habitat Agenda (1996), adopted by many countries worldwide, discussed adequate housing and their agreement that adequate housing is considered an elementary need for humans as it provides a healthy and productive environment for its inhabitants. They defined adequate housing as something more than just a shelter. Adequate housing here includes sufficient space, accessibility, security, structural stability, facilities, and sanitation. To achieve adequate housing, the housing conditions of a house must be at a certain point. It further discussed that it should comply with the World Health Organization (WHO) regulations, which include that all housings should provide security against communicable diseases, security against chronic diseases and injury, and reduce psychological and social stresses. (WHO) defined housing as a physical structure that gives shelter and protection, which is good for its occupants' physical and mental health.

Housing Condition

According to the Organization for Economic Co-operation and Development (OECD), good housing conditions are vital for its inhabitants' health and childhood development. Good housing conditions are when both the physical features of the property such as basic utilities and sanitization and the demographic features and location is in good condition. Both these features make a good housing condition as it makes up for what housing is described as by Turner,1968 and OECD. Based on the OECD's research on housing conditions, there is no universal standard that can be used to measure housing conditions. The housing condition concept is wide as it includes the physical features and the demographic features of the housing.

According to the American Public Health Association (APHA), healthy housing, or housings with good housing condition has the following characteristics:

a) Fulfills physical needs of the house, such as lower temperature inside the house than the temperature outside the house, good lighting, healthy ventilation, and lessens the noise from outside.
b) Fulfills psychological needs.
c) Protect the occupants from diseases by having clean water, a good sanitary system, and clean air.
d) Protect the occupants from disasters by having a strong foundation, good wirings to avoid fire, and stairs that are not steep.

Housing conditions are what the residents of a housing feel about it (Rahman and Rahdriawan, 2017). Lee et al., 2011 state housing conditions to be highly influenced by housing norms and housing constraints. Housing quality, size, and location also affect and make up a housing condition (Xie and Chen, 2018). However, there is no definite standard on housing conditions for developers, government, or housing authorities to adhere to, making it challenging to determine the housing condition of a settlement. Further, housing conditions are varied and are usually affected by corresponding factors (Saegert and Evans, 2003).

Housing Affordability

As adequate housing becomes more unlikely for a significant population of people in most countries, the awareness of housing affordability is taken more attentively globally (Tsenkova and French, 2011). Housing affordability is a term used to provide solutions, standards, and structure when planning housing policies and housing schemes. It is frequently used to show a household's affordability to own a house (Norazmawati, 2012). Housing affordability is one of the leading indicators that portray the socioeconomic stability and the development of a country. It is also used as a guideline to enable every category of an income earner, which includes the T20 group, M40 group, and B40 group, to own a house (Suhaida et al., 2010). Housing affordability is defined by Stone (2006) as a link between housings and humans. It is deemed as a household choice between housing and non-housing expenditures (Suhaida and Twail, 2010).

Stone (2006) defines housing affordability as an aspect of housing service concerning the users' capability and decision to own or purchase a house. Goh (2009) studies the spatial distribution of affordability issues and executes the difference between demand and supply of affordable housing to household income. Hancock (1993) states that it signifies a households' capability to fulfill housing expenditure without unreasonably limiting themselves to non-housing cost.

Bujang, Zarin, and Jumadi (2010) refer to affordability as an individual's capability to finance something. Housing affordability is when users can pay up to 30% of their household income, minus all expenditures in their working period, to buy or rent a house (Anirban et al., 2006; Bujang, 2006; Sani and Rahim, 2007). Occupants that pay more than 30% of their household income for housing may face complications to pay for other basic needs such as sustenance, apparel, transportation, and health care (Bujang, 2006; HUD, 2002).

Quan and Hill (2008) observe housing affordability from three points of view, which are purchase affordability, repayment affordability, and income affordability. Purchase affordability is when resolving whether a household has access to enough funding to purchase a house or not. Repayment affordability is the household's ability to face the burden of paying the mortgage for the house, whereas income affordability is the ratio measurement of the house price to the household income of the purchaser.

Research by Norizan et al. (2016) finds that housing affordability usually depends on five socioeconomic factors: household income, household expenditures, type of employment, level of education, and household savings. These factors contribute to the affordability of the people to own houses. It was discussed that even though a household's income increases, it does not guarantee an increase in the affordability of owning a house.

Low-Income Settlement

Charoenkit and Kumar (2014) and Olanrewaju et al. (2015) states that low-income housing is known in several terms, such as affordable housing, social housing, and public housing. Low-income housing is defined as housing for households eligible for a certain amount of social security benefit (Statistics Netherlands, 2001). The book Technologies for the Provision of Basic Infrastructure in Low-Income Settlements expresses ''low-income' as a meaning that already has opposing variables like 'high-income.'

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Many of the occupants of low-income housing used to be squatters (Abdullah et al., 2017). As the city area has the most economic activities, rural communities migrate to the cities to get a good occupation. This has led to increased squatters and cities' overcrowded situation (Shresta et al., 2014). The increasing number of squatters made it difficult for the authorities to control illegal land occupation (Sufian, 2009). Therefore in 2001, the “Zero Squatter Policy” was introduced where the plan was that every household would live in proper housing (Abdul Aziz, 2012). The squatters were relocated to low-cost housings. This was done in several ways, including in-situ relocation, where the squatter settlement sites were demolished, and low-cost housing was built at the site. Squatters were also relocated to low-income settlements within the election zone (Abdullah et al., 2017). These are all considered as the upgrading of low-income housing.

Low-income settlements are for households that otherwise could not afford adequate housing without the help of the government or NGO’s (Johnston and Neil, 2008). Low-income settlements help the lower-income group access adequate housing with less financial burden (Milligan et al. 2004). This housing is considered price-appropriate for the lower-income group to manage the non-housing expenditure and their basic needs (Johnston and Neil, 2008).

Low-income settlements are usually made up of lower quality materials and components to be sold at a lower price. This is evident from the complaints, annoyance, and dissatisfaction of the low-income settlements’ occupants (Olanrewaju et al., 2015). Low-income settlements in Malaysia are priced at less than RM300,000.00, made for the lower-income group whose median monthly household income is RM3000.00 (Nor et al., 2018). When the mortgage repayment cost of housing is not more than 30% of the lower-income group or the B40, it is considered as low-income housing. This includes the income after expenditures such as tax, utilities, and maintenance (US Department of Housing and Urban Development, 2006). A median multiplier is also used to measure whether housing is to be considered low-income housing. Median house price is compared to the median household income based on an annual Housing Affordability Survey (Demographia, 2015). Bujang (2006) agrees that for housing to be considered affordable and suitable for the lower-income group, the allocated amount of housing expenses should be no more than 30% of the household’s monthly income, minus non-housing expenditures.

Program Perumahan Rakyat (PPR)

The Third Malaysian Plan 1976-1980 focuses on eliminating poverty in the country, and in acting onto the plan, various housing schemes were provided as homeownership could reduce the number of poverty (Fallahi, 2017). In 1996, the government came up with a “Zero Squatter Policy” to eradicate poverty and to ensure adequate housing for everyone. In 1998, “Program Perumahan Rakyat” (PPR) was introduced by the National Economic Action Council in cities and towns all over the country. It is a housing scheme that offers affordable, adequate housing for the lower-income group (B40) and relocates squatters. Some are built on the squatter’s site itself, and the squatters there will move into the housing provided, and some are built someplace else where the squatters who are in the same election area will be relocated there.

Program Perumahan Rakyat (PPR) is a state-funded project and is implemented by the State Housing and Local Government Department. It is managed by the State Secretary (Housing Division). All housing units of the PPR scheme comply with the National Housing Standards design of Low-Cost Housing (Rahim, 2011). It is made to provide adequate housing units equipped with basic facilities and public amenities at a reasonable price (KPKT, 2018). There are two types of programs to this scheme, namely Owned PPR and Rented PPR.

The government introduces Owned PPR to assist the lower-income group (B40) in owning a house at a reasonable price. The housing units for Owned PPR are priced at RM35,000.00 per unit in East Malaysia and RM42,000.00 per unit in Sabah and Sarawak. As for the Rented PPR program introduced in February 2002, it was implemented so that the lower-income group (B40) and squatters could afford to live in adequate housing by renting the housing unit at a low price of RM124.00 per month per unit (KPKT, 2018).

Conclusion

This research discussed theories and concepts of housing conditions of low-income settlements. As summary, *the physical aspect, facilities, location aspect, and social support* are the key factors contributing to housing conditions of low-income settlements that must be taken into consideration by the authorities when developing and planning housings for the lower-income group. The study discovered that housing conditions of low-income settlements should be initiated at local scales. The future direction of the research is to produce indicators of housing conditions in relation to economic and social aspects.

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QUALITY OF LIFE IN MULTI-STOREY AFFORDABLE HOUSING: A REVIEW

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Abstract: *The Malaysian National Housing Policy (2018-2015) explains that the housing sector has expanded to the fifth phase, which in the last phase explains about the affordable housing. However, the planning and implementation of affordable housing places more emphasis on home prices rather than the impact of the physical aspects on the well-being and quality of life of its occupants which has directly raised issues and problems that related to the quality of life of the occupants. Therefore, this paper attempted to investigate the quality of life dimension of multi-storey affordable housing and its relationship with socio-economic. The literature identified, five dimensions signify the quality of life of the occupants viz. environment, physical aspects, public safety, social involvement, and public facilities. This helps extend the literature on quality of life as a multidimensional as demonstrated by a growing number of studies that have been conducted. Further research and policy simulations are necessary to provide specific and relevant recommendations by considering composite household indicators that can significantly affect the quality of life.*

Keywords: *Quality of Life, Multi-storey Housing, Affordable Housing*

Introduction

According to Pauzi (2017), the National Housing Policy (NDP) is a guiding principle for the planning and development of the housing sector in Malaysia whose aim is to provide adequate, quality, and affordable housing to improve the quality of life of the people (National Housing Department, 2011). Through this policy, there have been various affordable housing programs specifically to help the low-income group (B40) and the middle-income group (M40) own a home where the program can also help build the country's economy as well as eradicate squatter problems and thus improve quality of life. Quality of life is an important aspect that society has used to evaluate their quality of life (Lahat, 2012).

Shafii and Miskam (2011) stated that the quality of life gained a place in Malaysia as the starting point in the Eighth Malaysia Plan, where every country's economic growth should be accompanied by an improvement in the quality of life. Malaysian Quality of Life Report (1999) defines the quality of life as a matter of personal development, healthy lifestyle, access and freedom to acquire knowledge, and adheres to a standard of living that exceeds individuals' basic and psychological needs to achieve social well-being that's in line with national aspirations.

Housing is a basic need for every human being. But not all people can afford to buy a house, especially for the low-income group. As a result, the government has set up a number of affordable housing programs to help solve this problem. Among the housing programs created to help Malaysians own homes is the "Program Perumahan Rakyat" (PPR). Based on the report of the planning and implementation of affordable housing, the emphasis is more on home prices than the impact of the physical aspects of the home on the well-being and quality of life of the occupants (Rahim, 2011). As such, there are issues and problems related to the quality of life of the people living in the house.

Rahim (2011) explains that among the concerns raised by PPR residents are physical issues such as poor housing quality due to the structure of building materials, maintenance system problems, lack of community facilities, and flash floods. Problems also arise due to social issues such as the vandalism of public property and the symptoms of hanging out and free association among teenagers (Rahim, 2011 and Zairuslan, 2013). National Community Policies also address the common social problems of low and middle-income housing such as failure to pay rent and building management fees, lack of responsibility in the use and maintenance of public utilities, sanitation, health and environmental concerns, community communities unsympathetic and unified, as well as a low system of internal and external communities. Therefore, a good housing environment must be well equipped with adequate facilities and infrastructure. These two elements are closely related to each other, enhancing the quality of life of a community (Manan, 2013). There has been a lack of scientific literature research exploration to determine the socio-economic relationship and quality of life. Therefore, this study's objective was to investigate the quality of life of multi-storey affordable housing and investigate the relationship between life quality and socio-economic in multi-storey affordable housing.

Quality of Life

Quality of life has different meanings or definitions based on how it is being interpreted, and the meaning will also vary according to the time and place that the quality of life is evaluated (Manan, 2013). The study also stated that quality of life is subject to economic aspects and includes many other aspects such as social, psychological, cultural, political, and environmental aspects. Awang et al (2008) agreed that quality of life encompasses many aspects in which his study stated that quality of life was assessed in terms of self-sufficiency and access to the environment. The quality of life is assessed based on development and takes into account the views and perceptions of the community towards its surrounding (Awang et al., 2008). The United Nations (1985) explains that quality of life is a state of life in which interactions between factors including economic aspects such as gross income, and poverty, social aspects such as physician ratio with the population, social factors such as divorce, as well as physical and environmental factors that influence these people's development and human life (Manan, 2013). In addition, the World Health Organization (WHO) in 1993 presented the definition of quality of life as individuals' views and perceptions of their life-style and position in the context of their culture and system in which they were able to relate closely to their goals, expectations, levels, and burdens in life.

According to a study conducted by Mohd Shamsuddin (1995), quality of life is defined as environmental conditions that include nutrition aspects, living conditions, health facilities, and sewerage that can affect a person's life. Furthermore, according to Yahaya (1998), the quality of life is an aspect of the economic, social, political, and environmental elements of which it attains a level practiced and accepted by society. Norizan (2000) explained that quality of life covers two main areas, namely subjective and objective areas where it is stated that subjective quality of life refers to situations that reflect the lives of individuals who are happy and satisfied with matters related to their lives while objective quality of life related to social and cultural needs such as wealth status, social status and personal health.

Previous studies show that the dominant factors affecting the quality of life are environmental, housing, security, social, and public, and community amenities. The Malaysian Quality of Life Report (2011) aims to assess the quality of life of Malaysians whose quality of life is measured using 45 indicators for 11 key components (Menteri, 2012). Among the key components are transportation and communication, culture and leisure, social inclusion, income and distribution, education, family life, and work environment. In addition, quality of life can also be measured based on factors of housing and the housing environment (Manan, 2013; Lahat, 2012; Rahim, 2011; Shafii and Miskam, 2011; IKHM 2011). Rosli et al. (2018), Zainal et al. (2012), Shafii and Miskam (2011), and IKHM (2011) agreed that health and safety indicators can be used in measuring a person's quality of life. Furthermore, social participation and public utilities are also frequently used as an indicator to assess the quality of life (Lahat, 2012; Rahim, 2011). Ismail et al. (2015) described that quality of life could be measured using two indicators, namely subjective indicators related to satisfaction level and objective indicators related to physical elements.

Housing

Manan (2013) stated that a house is a basic need for every human being, built in a particular area over a period of time whose purpose is to make the house a place of protection, especially from rain, heat, and shelter at night. Bujang et al. (2010) agree that people need a house for shelter, and he further states that a house is needed for use as a living space. Providing an adequate house is important because the house's poor quality will affect the satisfaction of housing, peace, family health, academic achievement, family relationships, and other social indicators that will have a major impact on children's development (Nurizan, Juliana and Norfaizura, 1998).

According to Zairuslan (2013) the functioning of the home is not confined to a mere place of reflection or control over physical health alone, but the house should also be used to assist in the mental and spiritual development of the individual and the family. According to the Dictionary of Human Geography, housing is meant to form the housing, protection, welfare services, investment, and entry into employment, services, and social support (Manan, 2013). While the United Nations (1960) defines housing as a residential, neighborhood, and micro-environment where physical aspects are used as a shelter and the environment is necessary for the physical, health, and social well-being of a family and individual (Shaari, 2012). On the whole, people need perfect housing, a home that meets their needs and provides for the well-being of its residents, which indirectly can improve the quality of life (Meeks, 1980).

Affordable Housing

The definition of affordable housing is any housing provided by the government or the private sector which must meet the benchmark of affordable housing prices compared to the government-determined income for a country (Azmi et al., 2015). He also explained that affordable housing in Malaysia could be defined based on the prices offered because of these affordable houses' pricing, which should be less than RM400, 000 per unit. According to Stone (2006), however, the definition of affordable housing can be interpreted if these three basic questions can be answered, namely, capable of who; on the standard of ability; and for how long? This means affordable housing should have its target groups, such as low-income and medium-income groups, meet minimum standards in line with the prices offered and the household's ability and the housing market to change over time. According to the Department of Town and Country Planning (2017), affordable housing is a housing development initiated by the government targeting low and medium-income groups to own a house. For the developing countries, the priority in the formulation of housing policy is more focused on providing adequate housing for the people, especially for the low and middle-income groups (Bujang, 2006). To delivering sufficient housing for the group, the construction of affordable housing should be given priority.

Zabardast (2006) argues that defining affordable housing accurately is subjective because it depends on government policies that are fundamentally different for different countries. However, the important thing is that affordable housing built should meet the basic needs of the home where the buyer is able to buy the house and still have the money to spend on everyday necessities (Cheah et al, 2017). The National Affordable Housing Policy states that there are two categories of affordable homes for which type I is under RM150, 000, and type II category is between RM250, 001 to RM300, 000. Some of the types of affordable housing introduced under the affordable housing program through the 2018 budget are:

a) Rumah Mesra Rakyat (RMR)
b) Program Perumahan Rakyat (PPR)
c) Perumahan Rakyat 1Malaysia (PR1MA)
d) Projek Perumahan Awam 1Malaysia (PPA1M)

Multi-Storey Housing

According to Muhamad Yahya (2013), multi-storey housing is defined as buildings with multi floors and need to use elevators or stairs. The study also clarified that the ownership rights to these multi-storey buildings are using strata ownership, which means that the ownership rights are divided by units within the building. The Development Planning Guidelines (Flat Real Estate Low Cost), 2013 also provide the same meaning for multi-storey, which having multiple floors and has separate ownership per unit. Examples of buildings that use strata ownership are flats, apartments, and condos. The need for this multi-storey development is due to the scarcity of land resources. The Housing Planning Guidelines (2016), describe the standard height of multi-storey buildings for low-cost and medium-cost apartments without elevators is four floors, and buildings with elevators are 20 floors.

Program Perumahan Rakyat (PPR)

According to the Ministry of Housing and Local Government, the “Program Perumahan Rakyat” (PPR) was created by the government to relocate squatters and meet the housing needs of the low-income group. The PPR is divided into two categories, namely PPR Rent and PPR Owned, which is for PPR rent for low income and squatter at RM 124 per month. In contrast, Owned PPR's purpose is to enable the low-income group to own a house for RM 35,000 in Peninsular Malaysia and RM 42,000 in Sabah and Sarawak. Planning and construction of PPR housing use the specification and design of low-cost housing as defined by the National Housing Standard for Low-Cost Real Estate Housing. In short, the features of PPR for the urban type of PPR in urban areas are 5 to 18 storey houses whereas for PPR in the suburban type of dwellings are terraced houses, thus PPR has a total area of not less than 700 square feet and has three bedrooms, one living room, one kitchen space and two bathrooms per unit of the house. Besides, basic amenities are built in the PPR, such as halls, prayer rooms, business spaces, kindergartens, playgrounds, and garages.

Quality of life and Socio economic

The concept of socio-economy is broad and encompasses various elements such as the level of pay, wealth, health, education, and quality of life that encompass the spiritual and mental aspects. According to Richard Ho (1975), socioeconomic development encompasses all aspects of development such as education, health, income, housing and opportunities, working conditions, military facilities, quality of life, and more, including spiritual and psychiatric aspects. Some many ways or approaches can be used to measure a person's quality of life. According to Katiman Rostam (2004), socioeconomic indicators such as income, employment, health, and education are among the socio economic factors commonly used in measuring the quality of life. According to a study conducted by Keyvanara et al. (2011) and Brennan et al. (2012) in relation to the relationship of quality of life and socioeconomic status explain the socioeconomic factors used to identify such relationships as ownership (home, vehicle), occupation (job, job type), income (high, low), rent or lease payments and education. Keyvanara et al. (2011) also explained the results of their study found a direct and significant relationship between quality of life and variables of Isfahan's socioeconomic status. Socioeconomic variables for health status, namely physical and mental health, showed a significant positive relationship with quality of life, whereas housing status was not related to quality of life.

Nanor et al. (2018) conducted a study on the relationship between quality of life and socio-economic characteristics in Kumasi, Ghana. The results show a significant relationship between quality of life and socioeconomic characteristics such as gender, age, marital status, educational background, household income, and housing type. One possible interpretation of this study's findings is that higher scores on socioeconomic dimensions and housing reflect a better quality of life. The study shows that the respondents' marital status and education level have a significant relationship with the quality of life. According to him, the level of education affects the quality of life through the income earned by an individual, and usually, the income will be higher for those with higher educational attainment. According to Ahmad (2008) and Ross and Wu (1996), education profoundly affects a human being's life because educated people can acquire, maintain, and change their quality of life. Education has a positive impact on the quality of life and helps the community break out of poverty, build a democratic society, and build a prosperous society. Ahmad (2008) emphasized that education is vital in building quality life.

Thumboo et al. (2003) conducted a study on the quality of life of Asian urban people and found that the relationship between quality of life and socioeconomic status varied by race. In this study, the Chinese, Malays, and Indians' quality of life in Singapore is measured to determine the population, socioeconomic status, mental features, and other relevant indexes. The quality of life or well-being of a person can be achieved and made more meaningful if the government can play a better role, especially in increasing income, providing more health facilities and affordable housing, and providing a better working environment (Hussain et al., 2017).

Conclusion

This research discussed theories and concepts of quality of life in multi-story affordable housing. *The literature identified, five dimensions signify the quality of life of the occupants viz. environment, physical aspects, public safety, social involvement, and public facilities.* The study discovered that quality of life should be initiated at local scales. The future direction of the research is to produce indicators of quality of life in relation to economic and social aspects. It is important to continue to test the quality of life in multi-story affordable housing dimensions, so that additional reliability evidence and construct validity can be achieved. Hence, it is hoped that this paper will encourage positive debate and gain some attention from the policymakers, practitioners and researchers in Malaysia.

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HOUSEHOLD WELLBEING OF PROGRAM PERUMAHAN RAKYAT IN JOHOR BAHRU: A PRELIMINARY ANALYSIS

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Abstract: *In the present climate, most low and middle-income households are affected by market conditions; hence the positive impact of household wellbeing is difficult to achieve as expected. This paper examines the social and economic wellbeing of Program Perumahan Rakyat (PPR) scheme in Johor Bahru by collecting 109 survey data to provide a full picture of the extended coverage of household wellbeing dimension. A cross-sectional survey was employed to establish research objectives, and the survey data were analysed by using the Relative Importance Index analysis. The results indicated that the number of households, number of bedroom and bathroom, monthly consumption, monthly income, and housing quality are the factors that extremely influencing household wellbeing of the PPR scheme.*

Keywords: *Household Wellbeing, Low-Cost Housing, Program Perumahan Rakyat, Social Wellbeing, Economic Wellbeing*

Introduction

Significant growth of Malaysian residential property development is evident, particularly in the main areas such as Kuala Lumpur, Johor Bahru, and Penang (Shapee et.al., 2018). However, the uncontrolled housing supply that leads to an increase in housing price is caused by the vast development in residential property. Things will be getting worse when the price offered in the market for residential property is beyond the reach of many families. This is because the space needed to raise children becomes more expensive. It can negatively impact the households because the situation affected the household's economic well-being in homeownership affordability.

Anyhow, with the property market condition right now, the positive impact on the household's wellbeing is difficult to achieve as expected. The step-up of housing prices, especially in focus areas, will burden a certain society with a low-income level to have a house. This situation has indirectly forced them to rent a house or stay with their family due to limited financial resources. Low-income people do not have the alternatives to choose for a quality house, and they also do not have many options to rent or buy an affordable house in the centre of town due to financial constraints [2].

The government stated committed to implementing a balanced development approach with stressed economic growth and society well-being (Economic Planning Unit, 2018) .

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Wellbeing is referred to as the level and quality of life that fulfill the socioeconomic, physical, and individual's psychology requirement. The 11th Malaysia Planning (RMK 11) also stated that every Malaysian citizen would have access to the healthcare and quality of the affordable housing, neighborhood surrounding, and secure public area which the citizens will enjoy the peace of mind and community (Economic Planning Unit, 2018).

However, Malaysia has at least 2.7 million B40 households with an income of RM2,370 per month (RMK 11) (Economic Planning Unit, 2018). Based on the Government of Malaysia's Official Portal, a B40 group is a group that lives with a household income below RM3,050 per month. The real situation that they faced the pressure on housing affordability for life's sake. This situation happens because of the increase of cost to have a home and they are forced to find other alternatives such as rent a house or stay with friends or family that is far away from their workplace. The effect is that they will indirectly deal with the increasing cost of living or economical it can be said as "hidden cost which has to be borne.

Today, Malaysia's housing price is *unaffordable* for *most middle* to *lower-income groups*, thus affecting their social and economic well-being. The government initiative helps the middle group have a home by providing them home that affordable for all groups of households, especially households with low and middle income.

Literature Review

Household Wellbeing

The purpose of the housing policy that is formed is mostly to overcome the problem of housing need for low income and middle-income group (Bujang, 2006). In addition, the house that is built or provides must fulfill the quality and standard required to ensure the house is affordable to be owned and comfortable to give a satisfaction and sense of well-being to the households. Figure 1 shows the picture of the overall concept of household well-being in housing affordability.

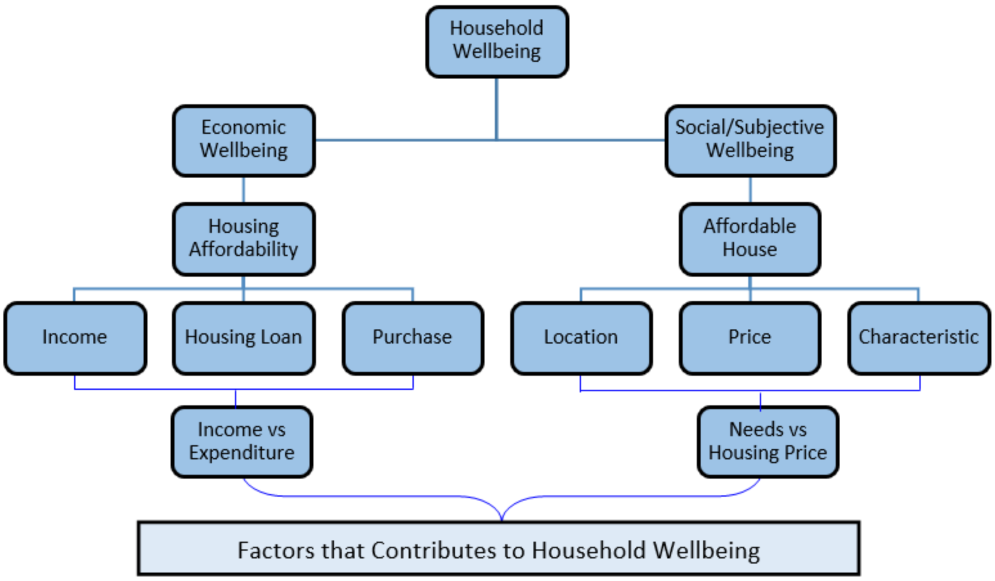

Figure 1: Household Wellbeing

(Shapee et.al 2018)

The concept of wellbeing is complex. This because several definitions are different. However, wellbeing has occurred when there is prosperity, health, and happiness (Shapee et.al., 2018). Well-being is also a dynamic situation. The individuals can build and develop the self-potential, work productively and creatively, develop a positive and strong relationship with the societies, and contribute to the entire community. The value of wellbeing is also surging when someone's can fulfill their personal and social goals to achieve the community's purpose (Shapee et.al., 2018). Individual experiences or perception of how far they live is measured as criteria of quality of life (Naess, 1999).

Wellbeing is defined by the positive individual characteristics of a country (happiness) (Polard and Lee, 2003). Wellbeing also can be defined in terms of the overall context of a person (living standards), lack of wellbeing (depression), or collective (sharing of understanding) (Polard and Lee, 2003). In the context of wellbeing, wellbeing can be related to the origin of Bentham's Utilitarianism in which individuals will try to maximize their happiness (May, 2007). However, Bentham's idea has been expanded by other liberals by claiming that happiness also involves intellectual, spiritual, and cultural excitement.

Economic Wellbeing

Conventional measurement to measure household economic well-being does not sufficiently reflect the advantages or benefits from the asset ownership or disadvantages received from liabilities (Wolff and Ajit, 2006). This is due to the income generated from the asset's ownership usually measured in the form of property income, for example, the sum of dividends, interest, or rent.

The measurement that is commonly used to measure the household's economic wellbeing in United States is based on the household's income itself (Short and O'Hara, 2008). This measurement is adopted based on the income that usually criticized because it gives the wrong captures towards the aged households' economic well-being. This is due to the lack of household's income, especially the elderly after retirement, then they are seen as groups that are more likely to lack wellbeing compared to other households (Short and O'Hara, 2008).

The main factor contributing to the household's economic well-being and the living standard of households is income, expenses, and wealth. Income can be used to support expenditure on goods and services (Australian Bureau of Statistics, 2006). Besides that, it can also be kept and invested in increasing the wealth that can be used in the future. However, some low-income households that allocate to wealth in the future will have to limit their expenses today.

Subjective Wellbeing

Subjective wellbeing involve assessment on many dimensions of life include cognitive Subjective well-being involves assessing many dimensions of life, including cognitive consideration of life satisfaction and judgment on emotions. Some economists defined the phrase of subjective wellbeing as happiness and joy (Conceição and Bandura, 2008). Previous research found that the factor of sosio-demographic also affects the happiness. Below is the demographic's indicator that is used to measure subjective wellbeing (Conceição and Bandura, 2008).:

a) Age
b) Marital Status
c) Type of family
d) Children
e) Household's size
f) Housing quality

The measurement of subjective wellbeing and economic wellbeing is complementary rather than a substitute. Understanding the relationship between subjective wellbeing and economic variables such as income and expenditure is important to collect in well-being measurement (Conceição and Bandura, 2008).

Factors that contribute to household wellbeing

Table 1 shows the factors that contribute to the household wellbeing based on previous research. It revealed that the factors that contribute to the household wellbeing are income, overcrowding, transportation, tenure, rent, length of time in the dwelling, financial, neighborhood quality, environmental factor, social factor, socioeconomic, number of bedrooms, number of bathrooms, age, homeownership, and family composition.

Table 1: Factors that contributes to household wellbeing

Walker, Ballard, Taylor & Hillier (2007).	Rowley and Ong (2012).	Ayoola Oni and Adenike Adepoju (2013)	Solari and Mare (2010)	Zhang, Zhang and Hudson (2017).	Wu, Stephens, Du and Wang (2018).	**Shapee (2017).**
Income	Financial	Environmental factor	Housing crowding	Income	Family composition	Social wellbeing
Overcrowding	Neighbourhood quality	Social factor	Sosioeconomic	Number of bedrooms	Neigbourhood built environment	Economic wellbeing
Transport		Individual household factor	Demographic	Number of bathrooms	Individual socioeconomic	
Tenure				Age	Household demographic	
Rent				Homeownership	Homeownership	
Length of time in dwelling				House size		

Program Perumahan Rakyat (PPR)

Housing has been recognized as an important development tool for restructuring society and eradicating poverty. In 1996, the “Zero Squatter by 2005” policy was implemented in the whole of Malaysia. Further to the economic recession in late 1997, a four-tier pricing system on ‘*Program Perumahan Rakyat (PPR)*’ schemes in cities and major town for the resettlement of squatters has been implemented to ensure its citizen, particularly lower-income groups, to continue enjoying the benefits of adequate, affordable and quality housing. However, it is important to ensure that the provisions of housing can create a harmonious society and promote a sustainable living environment (Rahim, 2011).

There are two types of People’s Housing Project, which is Owned PPR and Rented PPR. Owned PPR aims to help provide perfect housing to those with low income in rural areas and the suburbs, while Rented PPR is to place the squatters involved with government development projects. Therefore, it can be concluded public housing is the low-cost houses constructed by the sector publicly aimed at providing perfect housing units with basic facilities and community amenities (Rahim, 2011).

In understanding the concept of People's Housing Program, there are several important features that the KPKT has outlined to ensure that its construction is achievable objectively defined. Basically, these features are a guideline used in the implementation of community housing programs by the parties involved. Among the characteristics of the people's housing programmed are as follows:

i. **Target group**
Low income household and squatter income less than RM3, 000 per month.

ii. **Type of housing**
5-18 level apartments in large urban areas and terrace house in suburban area.

iii. **Housing concept**
The development concept of PPR is the share housing. This is because this concept can optimize the use of land in big cities, providing homes to the people while improving the standard of living of the people especially those with low incomes.

iv. **House size**
KPKT has set floor area of not less 700 square feet includes 3 bedrooms, 2 bathrooms and toilet. 1 living room and 1 kitchen area.

v. **House price**
The price of housing for the PPR is RM35,000 per unit while for the price of rented PPR determined monthly rental rates RM124 per month. But this price is not necessarily followed by any state.

Methodology

In this research, the quantitative approach has been adopted in collecting the data. A quantitative approach is one in which the investigatory primarily uses postpositive claim for developing knowledge for instance, cause and effect thinking, reduction to specific variables and hypotheses and question, use of measurement and observation, and the test of theories employs strategies of inquiry such as experiment and survey and collect data on predetermined instrument that yield statistics data (Chih-Pei and Chang, 2017).

Survey Design

This study is concentrated on the selected respondent, which is households with low- and medium-income levels. The purpose of this study is to examine the households' wellbeing that has low- and medium-income level. In this research, the questionnaire is adopted as an instrument because many people can be reached to identify the factors contributing to the households' wellbeing.

The cross-sectional survey design is employed in this study. A cross-sectional survey design requires the researcher to collect data at one point in time (Creswell, 2010). This is because when the respondents had completed their surveys about the factors that contributing to the households' wellbeing, at the same time, the data about their present views are recorded. This type of survey design examines current attitudes, beliefs, opinions, or practices.

Sample

Sampling is selecting a number of subjects from the population to be the respondents to ensure that the research is valid, so that appropriate use of the sample will be used (Azmi, 2018). To obtain the desired number of respondents, the sampling formula by Taro Yamanee is used (Taro Yamane,1976). Using the adapted formula from Taro Yamane, the targetted sample of residence in PPR Johor Bahru was 106 with a population of 1,334,188 at a 90% confidence level and margin error of 8% (Ismail, 2015).

Instrument

The questionnaire was drawn from the literature review. Four important parts in the questionnaires cover the respondent's socioeconomic, income, and occupation, collecting the information about the respondent's homeownership and factors that contribute to the respondents' wellbeing. The 5-point Likert scale ranging from 'not all influential', 'slightly influential', 'somewhat influential', 'very influential' and 'extremely influential' was used to measure the best support of someone's opinion by measuring the particular question or statement that stated or listed in the questionnaire.

Result and Discussion

Table 2 shows the factors influencing household wellbeing in PPR in Johor Bahru score by mean score. The most influential factor for a household's wellbeing in PPR is the social wellbeing which is a number of households with a total score of 4.60. Social well-being (numbers of bedroom and bathroom) is recorded as the second highest factor that will influence this problem with an average score of 4.40. This is followed by economic well-being, which is monthly consumption, monthly income and social wellbeing (housing quality) with the average mean score of 4.39 and 4.35. This is due to the increasing of house price in the market. So that household's monthly income and monthly consumption give the households a burden to buy a house that fulfills the household's criteria such as numbers of household, numbers of bedroom and bathroom, and housing quality. So, they were forced to occupy a house as their basic needs to have a shelter based on their income level. The household size is important to enable the understanding of household income on subjective well-being (Conceição and Bandura, 2008).

As discussed in the literature review, all the seven factors are related to each other with their socioeconomic status to ensure it can give the maximum wellbeing to the households. Economic well-being, which is housing repayment and monthly income, is considered the factor that influences the well-being of the household in PPR. The concept of housing affordability includes income affordability, purchasing affordability, and repayment affordability (Gan and Hill, 2009). Social wellbeing, which is housing quality and facilities, are the factors that have to be considered first in PPR. This is because housing quality is an important element to someone's life in occupying a house (Conceição and Bandura,2008). It is evident that the quality of housing can give a sense of subjective well-being.

The nature of subjective well-being depends on not just family composition but also other individuals' socioeconomic characteristics and neighborhood-built environment (Wu et. al., 2018). Wellbeing has been recognized to encompass more than income and consumption issues, including health, education, nutrition, security, environmental integrity, freedom, social relations, and affiliations (Ayoola and Adenike, 2014).

Table 2: RII analysis on the Factors that affecting the Respondent's Wellbeing in PPR In Johor Bahru.

Scale	Index Range	Factors that influence the household's wellbeing	Mean
Extremely Influential	4.25 – 4.62	Number of households	4.60
		Number of bedroom and bathroom	4.40
		Monthly consumption	4.39
		Monthly income	4.35
		Housing quality	4.35
Very Influential	3.87 – 4.24	Individual health	4.23
		Facilities	4.19
		Environment/Neighbourhood	4.17
		Community's safety and lifestyle	4.14
		Size of living room	4.14
		Age	4.01
Somewhat Influential	3.49 – 3.86	-	-
Slightly Influential	3.11 – 3.48	Individual status	3.47
		Society's culture and politic	3.36
Not All Influential	2.73 – 3.10	Education and intellectual development	2.94
		House price	2.78
		Housing repayment	2.73

Conclusion

A cross-sectional survey was employed to establish research objectives, and the survey data were analysed by using the Relative Importance Index analysis. The results indicated that the number of households, number of bedroom and bathroom, monthly consumption, monthly income, and housing quality are the factors that extremely influencing household wellbeing of the PPR scheme.

Planning and development should focus on the strategy towards providing affordable housing delivery system that is effective in providing social and economic wellbeing. Basically, this means that the house that is provided not only affordable, but also liveable, comfortable, and conducive. These circumstances will improve the household's welfare and comfort.

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FACTORS THAT INFLUENCE THE TRAVEL PATTERN OF PUBLIC TRANSPORTATION IN NOURLUNGA STATION AND NORTH EAST ROAD, ADELAIDE

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Abstract: *Nowadays, there are a growing number of research regarding socioeconomic and urban forms and its relationship to travel patterns. The studies have been found from a diversity of sources, a variety of locations and geographic scales. The aim of this study is to identify the relationship of the urban and socioeconomic forms with travel patterns. Two objectives were outlined in this study, the first is to identify the suitable variable to be carried out and secondly is to identify the best method that would be utilized in this study. The public transportation is used as a dependent variable. While the other factor influencing travel patterns of the public using public transport was socioeconomic and urban forms. The independent variable used in this study was; "no people with car ownership, population, number of workers per household, distance to CBD and weekly income per household". Based on the result using OLS, there are only two variables that were significant to this study. The two variables that influenced people to use public transportation are the number of people with Total income weekly per household and the number of workers per household. In a nutshell, two objectives of this study were achieved. The first is identifying the suitable variable to be applied in the study area and the second is provision of a map that will utilize transportation planning to create the mapping for the study area. The other variables were also significant to the effectiveness and efficiency of public transportation in the Adelaide area. In addition, the recommendation to the new researcher is to identify more variables such as mix of land used, availability of parking area, road network, and pedestrian network.*

Keyword: *travel pattern, urban form and social-demographic*

Introduction

Public transportation is very important medium of travel in the human society around the world. It provided vast majority traveller basic mobility for decades (Research, Research & Institute 1996). The connection among urban form and travel behaviour has been widely discovered, and much literature offers observed evidence on the role of urban planning in influencing individual travel behaviour (Newman & Kenworthy) cited in (Figueroa, Nielsen & Siren 2014), (Agrawal et al. 2011). There are a lot of people who are interested to study the relationship between transportation and land (Giuliano, g, & Narayan, d 2002). There are a vast number of literature review that was found related to travel pattern and urban form. The studies were assumed that travel pattern is directly affected from the urban form and social-demographic. In this study, it will include a literature review, discussion, result and conclusion.

This study area was implemented at Norluanga station and North East road in Adelaide. The accessibilities of the area of the station are 800 meters while from the bus stop is 400 meters. The figure below indicate the study area for this research.

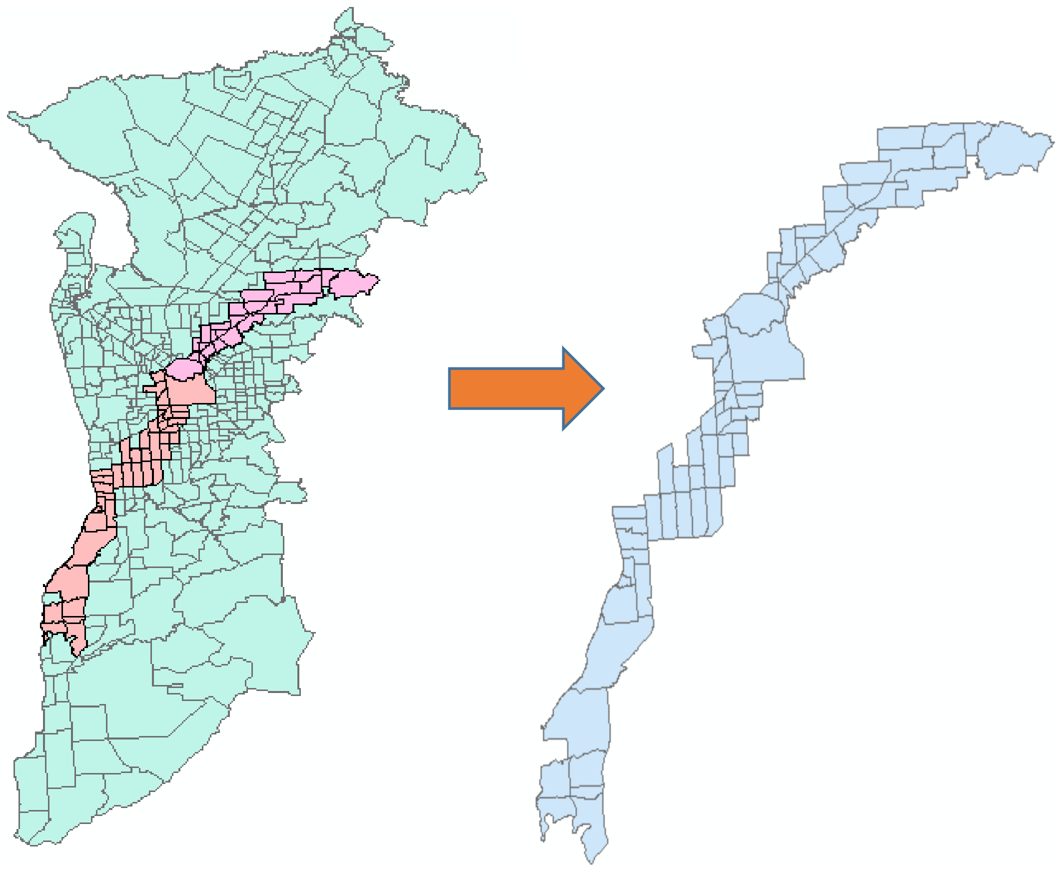

Figure 3: Left figure coloured in peach is Nourlunga station and coloured in pink is North East road.

The aim of this study is to identify the relationship of the urban form and socioeconomic with travel pattern. The two objectives of this study are to identify the variable that is suitable to be used in this study, and to identify the best method that will be utilized in this study. The hypothesis of this study is socio-demographic and urban form will be significantly associated with travel pattern. The limitation of this study was a limitation in skill and time limitation. The study has required the student to use the tools provided in ArcGIS. However, the lack of skill and as a beginner the application of the tools is difficult. On the other hand, there is a time limitation on focusing for this study due to a lot of study that need to be implemented. addition, if more time was given, the task will be implemented most efficiently. This report will provide a description on the literature view for the studies, method, discussion and result and finish with a conclusion.

Literature review

A literature review is the presentation, classification and evaluation of what other researchers have written on a particular subject (Davies & Beaumont 2007). Understanding the literature review helps the reader to comprehend the studies better. This literature review will cover travel pattern, urban form, Social-Demographic, followed by the hypothetical model and previous studies.

Travel Pattern

According to van de Coevering and Schwanen (2006) four factors that had a relationship with travel pattern are urban form, the transport service level, housing system and housing history and socio-demographic factor. There are two elements in urban form. Land use intensity, such as population and employment density and land use distribution that cover the percentage of a total number of jobs. The second factor, transport service level is the supply of infrastructure for the public and car travel. The other is housing system and housing history, which cover tenure, the age of dwelling stock and dwelling size. The last factor mentioned earlier had two elements which are a demographic structure (e.g. Age and gender) and the second element was socioeconomic. The factor that will be covered in this study area is urban form and socioeconomic. There are five types of travel patterns comprising of travel distance, journal frequency, modal split, travel time and transport energy consumption. Travel distance is included average journey distance, journey distance by car and travel distance for all modes (D, T & N 2008).

Urban Form

Urban form is referred to as the pattern of development in a city; it was considered an aspect like density, transportation, use of land, the degree to which development is scattered or contiguous. (Chakraborty 2009). According to Lynott, Mcauley and Mccutcheon (2009), urban form influenced travel pattern, including the number of trip and transportation mode. Urban form is an area with a different combination of built environment characteristic. Urban form, sometimes influences people's daily physical activities (Siu et al.) The table below shown the interaction of travel pattern and urban form.

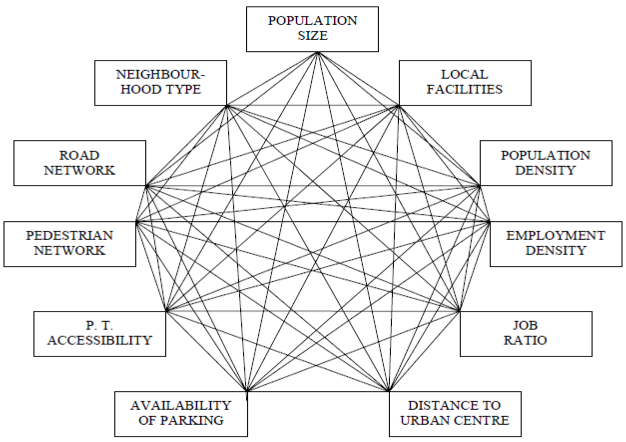

Figure 4: Interaction of Travel Pattern and Urban Form

Source:(Stead & Marshall 2001)

Measure Urban Form

According to Giuliano and Narayan (2003), there are two methods to measure urban forms such as metropolitan size and population density. The aforementioned was also supported by Bailey (2004), stating that urban form was based on neighbourhoods density (people per square mile for census block groups). Metropolitan size is a rough substitute for the measure of accessibility and urban structure. The smaller metropolitan is the place that has fewer than

500,000 populations and it was tending to be self-contained with one main center. The largest metro area has a high potential for a high level of daily travel due to high accessibility and long average commutes over an extensive area (Giuliano & Narayan 2003). However, the non-metropolitan area may be very self-contained and limited of accessibility.

Population density is the amount of people in the area. According to van de Coevering and Schwanen (2006) there are four reasons why population density may be linked to travel patterns.

1. Widen the range of opportunities for the development of local personal contacts and activities.
2. Widen the range of service that can be supported in the local area, reducing the need to travel long distance.
3. Reduce average distances between homes, services, employment and other opportunities.
4. Amenable to public transport operation and use and less amenable to car ownership.

To measure of density in the area is based on hectare equation. The area with less than 5 persons per hectare can be categorized as low density. While, the higher density is classified as more than 60 people per hectare. In addition, the factor of size settlements is also as a measure for the urban form. The aforementioned varies between a small settlement and a large settlement. Small settlements that are unable to support a large range of services and facilities may force local residents to travel longer distances in order to access the services and facilities that they require. However, large settlements with a very large range of jobs and services may also attract people living long distances away to travel to them. Long trip distances are observed in rural areas and the largest conurbations, while short distances are observed in medium-sized cities. The measure of the smallest category of settlements contains fewer than 3,000 residents.

Relationship Between Travels Pattern And Urban Form

The following table was shown the relationship between urban form and travel pattern. The example of urban form were distance to CBD, settlement size, mixing land used, density, availability of parking in residential and main transport network. As an example, the nearer distance to CBD will increase travel pattern, trip frequency and mode choice.

Table 1: Relationship between Urban form and travel pattern

Urban form	Travel pattern				
Variable	Travel distance	Trip frequency	Mode choice	Travel time	Energy consumptions
Distance of residents from an urban centre	+	+	+		
Settlement size	+		+	+	+
Mixing of land uses	+	+	+	+	+
Density of development	+	+	+	+	+
Availability of residential parking	+		+		
Proximity to main transport networks	+		+	+	

Source: Adaptive from (Stead & Marshall 2001)

Social-demographic

Socio-demographic is an economic and sociological classification indicating the close relationship between someone's relative wealth and the person's social status or social position relative to others based on income, education, occupation. The figure below is shown the interaction of the social-demographic with travel pattern.

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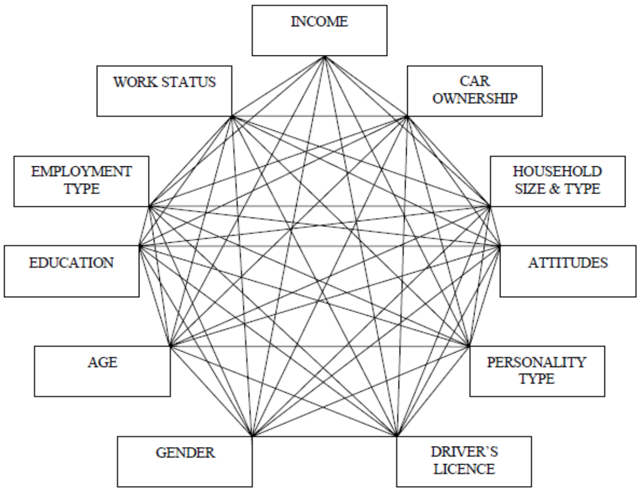

Figure 5: Interaction of travel pattern and sociodemographic

Source: (Stead & Marshall 2001)

Measure of socio-demographic

According to van de Coevering and Schwanen (2006) the socio-demographic contain two elements. First is the demographic structure such as age and gender and the second element are socioeconomic such as education, income level and etc.

The variable of social-demographic is income, education, driver license and age (Lynott, Mcauley and Mccutcheon (2009). Income can be categorized into four classes; less than 30,000, 30,000 to 49,999, 50,000 to 79,999 and 80,000 or more. On the second variable, it was divided into six point scale from (1) less than high school to (6) post-graduate education. Having a driver's license is also included on socio-demographic.

Relationship of travel pattern and socioeconomic

The table below indicated the relationship between social-economic and travel pattern. As an example, people with high income are able to have a long distance travel, more frequency trip and they preferred using a car. For low income, they preferred using public transportation as their travel mode.

Table 2: Relationship between Socioeconomic and travel pattern

Socioeconomic		Travel pattern				
Variable		Travel distance	Trip frequency	Mode choice	Travel time	Energy consumptions
Increased income		+	+	+		+
Driver license				+		
Vehicle ownership		+	+	+	+	
Household size			+			
Level of education						
Personality types		+	+			
Attitude	Pro-car attitude	+				
	pro-public transport	-				

Source: Adaptive from (Stead & Marshall 2001)

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Case study

There's a vast research that has shown the relationship between socio-demographic, urban form with travel pattern. The table below indicates different variable that highlights on their research. Most of the studies that are shown in the table below utilized multiple analysis to identify the relationship of urban form and travel pattern.

Table 3: The previous method and variable from other researchers

Author	Case study	Estimated method	Variable	Independent variable	Note
Lynott, Mcauley and Mccutcheon	United Stated	Multiple analysis	Sociodemographic	White Gender Driver license Educations Income Health- disability	Dependent variable: Times out per week Times out yesterday
			Urban form	Urban Suburban Rural	
(Giuliano & Narayan 2003)	U.S and Great Britain	Multiple analysis	Socioeconomic	Gender Age Income Employed	
			Urban form	Population density Urban area (msa)	
(Figueroa, Nielsen & Siren 2014)		Multiple analysis	Sociodemographic	Gender Driver license Educations Income Disability Household Employed Car in household	
			Urban form	Population density Urban area (msa)	

(Eran 2006)		A meta-analysis	Travel variables	(Vmt, vht, vehicle trips, non-work Vehicle trips, The probability of commuting by automobile, transit, or by walking)	
			Urban form	Residential density, Employment density, land use mix, Sidewalk ratio, Grid percentage)	
(Ma, Mitchell & Heppenstall 2014)	Beijing, China	Multiple analysis	Sociodemographic	Gender Age Income Occupations Child presence Household size	
			Urban form	Communicating time Population density Residence Workplace Retail employment Resident	

Hypothetical model

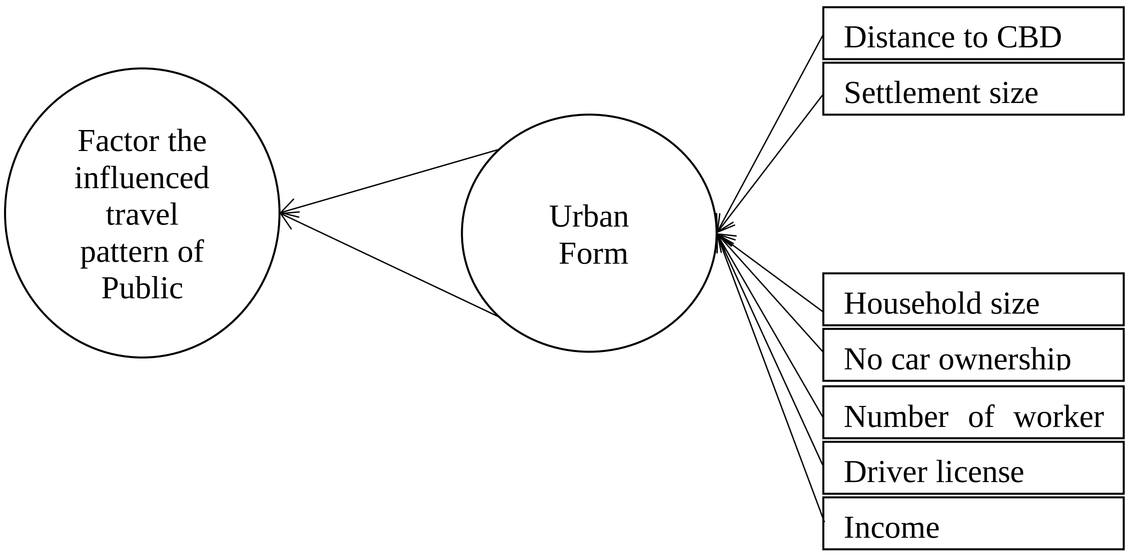

Figure 4: First Hypothetical Model

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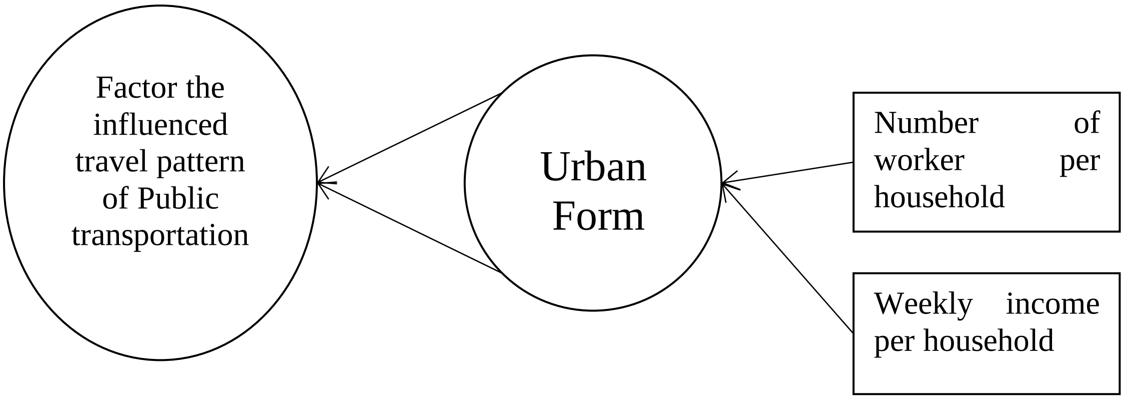

Figure 5: Final hypothetical model

Methodology

The methodology in this study has three phases; (1) Gathering information, (2) Analyse the information using ArcGIS and (3) result and conclusion. The following figure indicates the phases of this research.

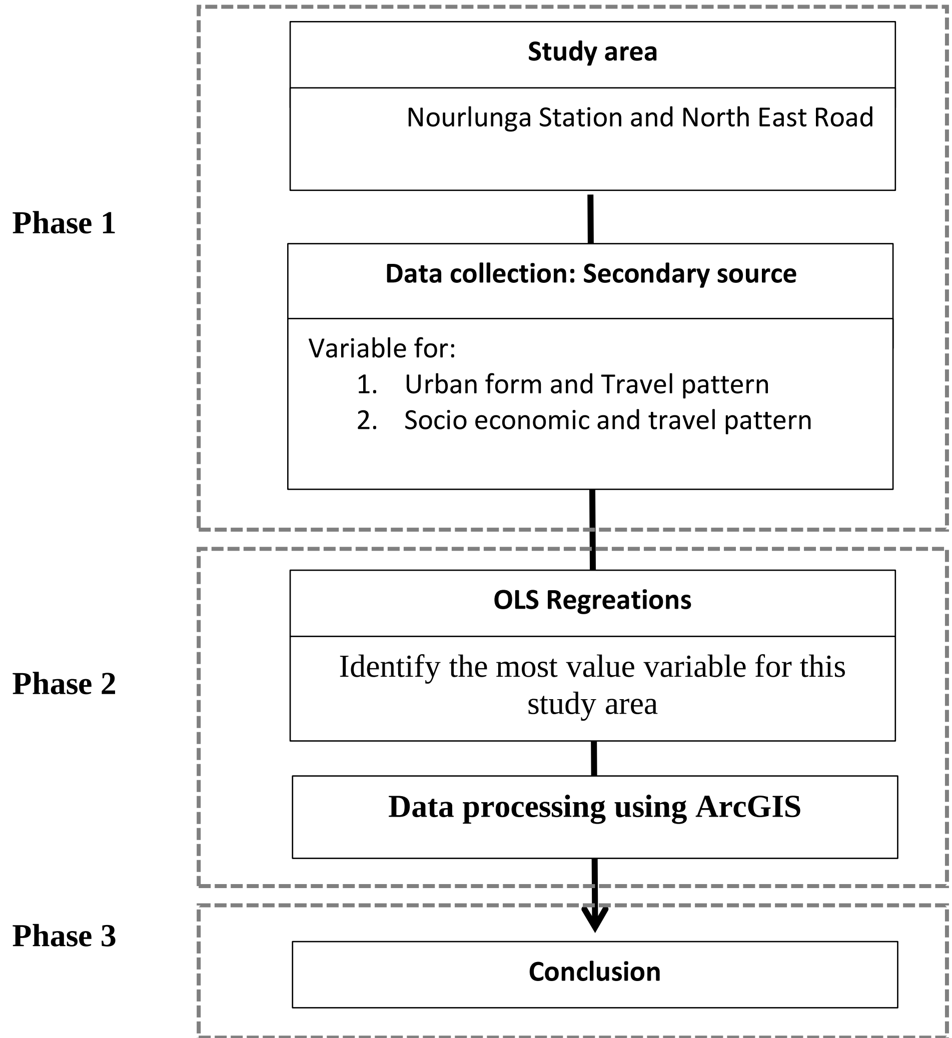

Figure 6: Methodology of research

The first phase comprise of identifying the study. It is important to understand the urban area of the place and gathering the literature review of the previous research. The literature review is important to highlight the variable that can be used in the OLS regression on the second phase. In addition, from the literature review, we also can identify the method utilized in their research. The study area is classified using the arc map using a buffer of 400 meters from North East Road for the bus stop while 800 meters from the Nourlunga station for the railway station.

In the third phase, the tools in ArcGIS are OLS regression. Ordinary least squares (OLS) regression is a starting point for regression analysis. OLS is a global regression model that assigns one equation to all the features one is trying to predict or analyse. OLS regression will help find the best set of explanatory variables for the dependent variable. From the analyses, the variable that is suitable becomes the result of the study. The variables that are suitable are used in ArcMap for building the relationship of travel pattern; urban form and socioeconomic.

Discussion

On the discussion and the result, some tools will be used. They are Explanatory Regressing, Ordinary Least Square (OLS), Spatial Autocoreltion (Morans 1), And Geographically Weighted Regression (GWR)

Explanatory regression

The explanatory regression helps to identify the best amount of variable that will be used in this study. The figure below shown that r2 between choose 2 and 3 is not too high. Hence, only 2 variables were selected. The two variables were the total income for household/weekly and the number of workers per household. Both of them have a strong relationship due to having three strikes.

```
Choose 1 of 4 Summary
    Highest Adjusted R-Squared Results
AdjR2    AICc    JB  K(BP)   VIF    SA     Model
 0.86  729.84  0.00  0.37  1.00  0.03   +WORKER_SQ***
 0.53  813.38  0.00  0.84  1.00  0.04   +C_OWNERS***
-0.01  865.49  0.00  0.60  1.00  0.26   -DISTANCE_S
         Passing Models
AdjR2  AICc  JB  K(BP)  VIF  SA    Model

********************************************************************************
Choose 2 of 4 Summary
            Highest Adjusted R-Squared Results
AdjR2    AICc    JB  K(BP)   VIF    SA     Model
 0.88  721.13  0.01  0.01  1.01  0.21   -T_INC_HHOL***  +WORKER_SQ***
 0.86  729.90  0.00  0.07  2.22  0.09   +C_OWNERS   +WORKER_SQ***
 0.86  732.10  0.00  0.45  1.01  0.03   +WORKER_SQ***  +DISTANCE_S
         Passing Models
AdjR2  AICc  JB  K(BP)  VIF  SA    Model

********************************************************************************
Choose 3 of 4 Summary
                   Highest Adjusted R-Squared Results
AdjR2    AICc    JB  K(BP)   VIF    SA     Model
 0.88  722.62  0.00  0.01  2.34  0.32   -T_INC_HHOL***  +C_OWNERS   +WORKER_SQ***
 0.88  723.43  0.01  0.01  1.02  0.23   -T_INC_HHOL***  +WORKER_SQ***  -DISTANCE_S
 0.86  732.18  0.00  0.12  2.25  0.09   +C_OWNERS   +WORKER_SQ***  +DISTANCE_S
         Passing Models
AdjR2  AICc  JB  K(BP)  VIF  SA    Model
```

Figure 7: Explanatory regression

The two variables will be set to run on OLS to identify either the data is normal or the model need to implement geographically weighted regression (GWR).

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Ordinary Least Square (OLS)

There are six things that needed to be evaluated from the OLS result. First is the relationship of independent variable with the dependent variable. The positive relationship was shown in the figure below. If the people in the study area have lower income, it will potentially increase the usage of public transportation. Similarly with the worker, the more worker in the study area, the more people will use public transportation.

The second thing that needed to be evaluated is VIF, if the VIF is > 7.5 it indicates redundancy. Hence, smaller is definitely better. The third thing checks the explanatory variable on whether to possess a statistically significant coefficient. It was shown by the asterisk on the probability. Both of the variable have an asterisk.

Summary of OLS Results

Variable	Coefficient [a]	StdError	t-Statistic	Probability [b]	Robust_SE	Robust_t	Robust_Pr [b]	VIF [c]
Intercept	-45.345985	33.650064	-1.347575	0.182476	40.525496	-1.118950	0.267278	--------
T_INC_HHOL	-2.755312	0.816636	-3.373978	0.001256*	0.821590	-3.353636	0.001337*	1.013435
WORKER_SQ	9.336055	0.418200	22.324359	0.000000*	0.766318	12.182998	0.000000*	1.013435

OLS Diagnostics

Input Features:	study_area	Dependent Variable:	PT_TOTAL
Number of Observations:	68	Akaike's Information Criterion (AICc) [d]:	721.129825
Multiple R-Squared [d]:	0.884758	Adjusted R-Squared [d]:	0.881212
Joint F-Statistic [e]:	249.515686	Prob(>F), (2,65) degrees of freedom:	0.000000*
Joint Wald Statistic [e]:	156.000976	Prob(>chi-squared), (2) degrees of freedom:	0.000000*
Koenker (BP) Statistic [f]:	9.333431	Prob(>chi-squared), (2) degrees of freedom:	0.009403*
Jarque-Bera Statistic [g]:	9.686096	Prob(>chi-squared), (2) degrees of freedom:	0.007883*

Figure 8: OLS

The other 2 things are Koenker-test, JB test and R-squared. The R-squared as above shown that the two variables were 0.8812. Hence, this explained the volume of the story. Generally, a higher R2 is better. The one variable could be the lowest amount for R2. The Koenker-test was shown that studies have a significance. The small probabilities are better than large probabilities. The probabilities show 0.0094. However, the JB-test shows that regression model is not normally distributed. It was proven by implementing the bell curve for the OLS using spatial autocorrelation.

The figure below was shown that data were none normally distributed using autocorrelation for OLS. The data were clustered. To change the clustered data to random the geographically weighted regression (GWR) tools need to be applied.

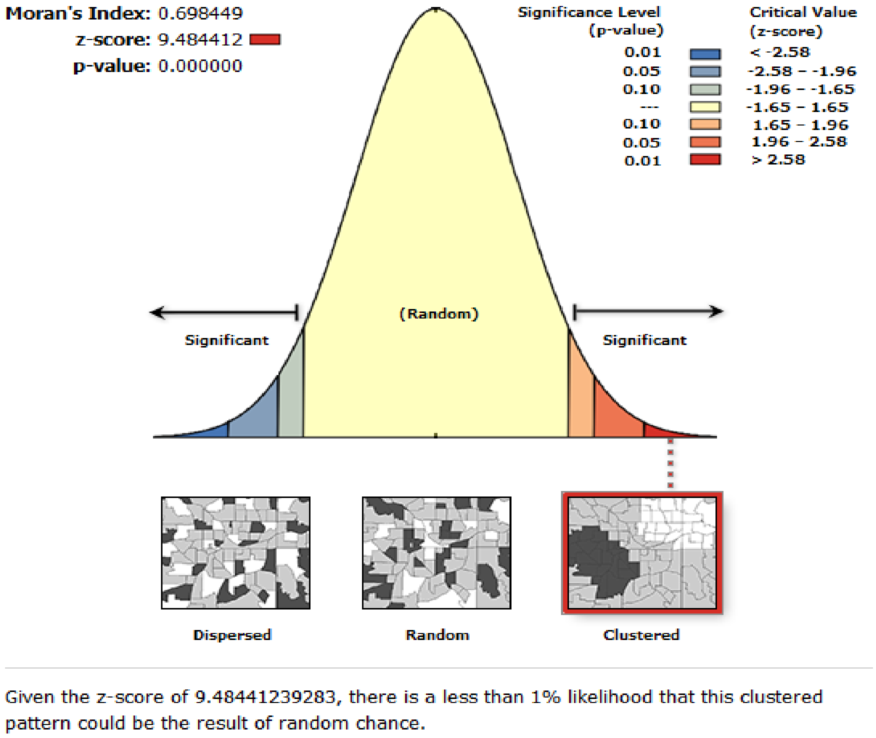

Figure 9: Cluster data for OLS

Geographically weighted regression (GWR)

The figure below shown that the r2 have been adjusted because of the change from the cluster to the random data. The R2 adjuster was 87%. The change took place from 88% to 87%. The AICc value was lower than GWR model. The increased amount indicates the real improvement of the model performance. The AICc for the GWR was 722.98 while the AICc for OLS was 711.13

```
Messages
Executing: GeographicallyWeightedRegression study_area PT_Total T_Inc_hhol;Worker_sq
Start Time: Mon Nov 09 11:35:02 2015
Neighbors              : 68
ResidualSquares        : 138367.1277078063
EffectiveNumber        : 5.1709763803304805
Sigma                  : 46.928460522249694
AICc                   : 722.98051143907048
R2                     : 0.88724677528784168
R2Adjusted             : 0.87976152388671558
Succeeded at Mon Nov 09 11:35:04 2015 (Elapsed Time: 2.11 seconds)
```

Figure 10: Geographically Weighted Regression GWR

Upon implementation of Spatial Autocorrelation regression to the variable; the data were distributed normally. This is indicated on the bell curve below.

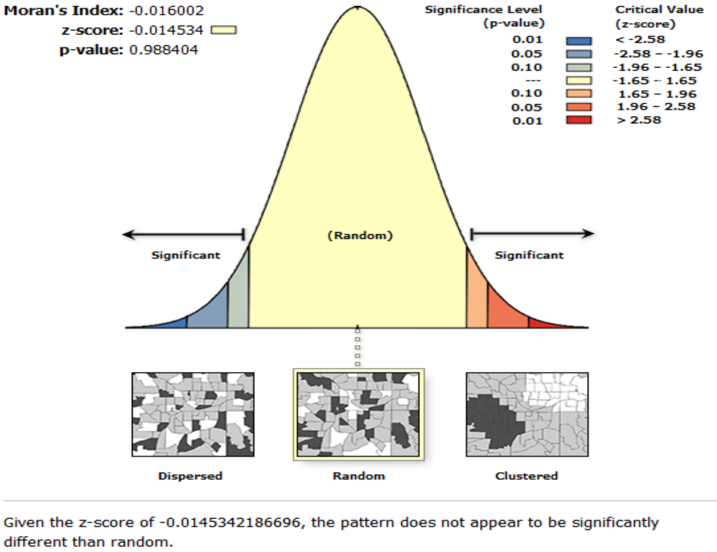

Figure 11: The Random Data after Spatial Autocorelation

Result

The result shown a coefficient map for total income and worker per household at Nourlunga Station and North East Road, Adelaide. The map indicates the standard deviation of the variable.

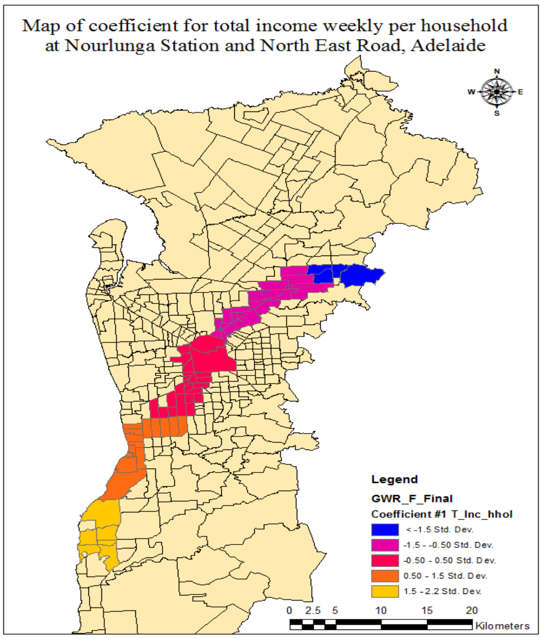

Figure 12: Map for Total Income coefficient

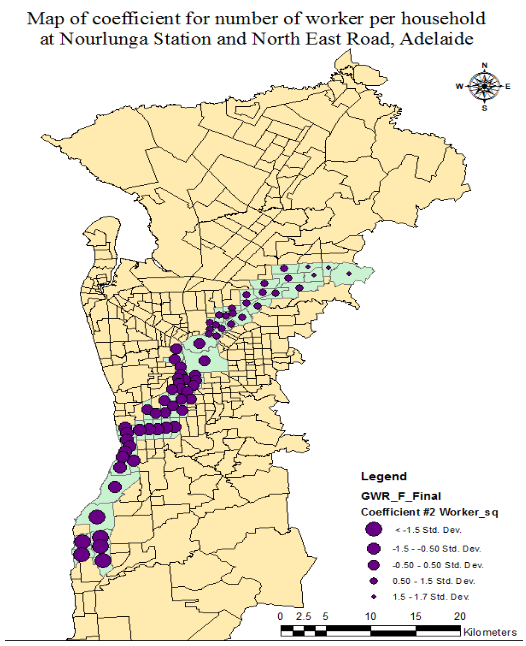

Figure 13: Map of number of workers coefficient

Conclusion

As a conclusion, the identifier of the variable for public travel pattern will help the management of transportation in planning and evaluation of the effectiveness and efficiency of the service provided to the Adelaide communities. In this study, the author highlighted five different variables that will used in this study. However, there are only two variables that were utilized in the Nourlunga station and North East road which is number people with total household income and the number of workers per household.

The user of the Arcgis is imported to identify that significant variable in the study. The tools that were used are Exploratory Regression, Ordinal Least Square (OLS), Geographically Weighted Regression (GWR) And Autocorrelation Morons 1. The result was shown in the discussion section. In a nutshell, two objectives of this study was achieved. The first was identifying the variable suitable to apply in the study area and the second was provision of the map that will utilize transportation planning to create the mapping for the study area. In addition, the recommendation to the new researcher is to identify more variable such as mix of land used, availability of parking area, road network, and pedestrian network. The other variables were also significant to the effectiveness and efficiency of public transportation in the Adelaide area.

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THE HUMAN RESOURCE INVESTMENT TO IMPROVE HUMAN CAPITAL IN HOTEL SECTOR: A CASE STUDY OF THE DATAI, LANGKAWI

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Abstract: *Recent investigations suggest that human capital investment influence and largely impacted the organization's performance and success. Other human resource practices such as training and development may also improve the level of human capital in the firm. In this study, the human resource investment that aims to improve the level of knowledge and skills of mid-level managers, as well other features such as their potential, interpersonal skills and collaborative capacity, that was practiced by The Datai Langkawi, will be the main focus. The program initiated by The Datai Resort in Langkawi, called the 'Datai Investing People' or 'DIP' program, is a certification for an executive program for their mid-level managers and supervisors. This program for the executive track was a collaboration between The Datai, a consultant company and Universiti Utara Malaysia A qualitative interview was conducted with the DIP program participants, in investigating the impact of such human resource investment effort. The data from the interview were recorded, transcribed verbatim and analysed using thematic analysis. It was found that overall, participants of the DIP program were satisfied and mentioned the challenges of the program, personal improvement, development and changes in their work performance, and their perception towards the DIP program. Furthermore, the program has successfully conducted and achieved its intended outcome for The Datai. As a pioneer of such program, this could be a catalyst to promote human resource practices among hotels, in ensuring an improved organization's performance and human capital's knowledge and skills development.*

Keywords: *Human Capital, Human Resource Management, The Datai Langkawi, DIP program, Hospitality*

Introduction

In the hotel sector, human resources are potential assets in the search of competitive advantage and is particularly pertinent in the hospitality industry. Human Resource Development or HRD practices are programs or activities planned and put into action in order to increase and develop employee's skills, knowledge and experience, which will improve their competencies and help achieve performance's expectancies (Otoo et al., 2018). HRD practices can stimulate positive behaviour in individuals and impact their knowledge, skills and attitudes, continuously improve employees' capability and performance through the existing practices of training, career development and performance appraisal to ensure organization's success (Clardy, 2008; Yuvaraj & Mulugeta, 2013). However, in recent years, almost every hotel firms claims to be people-oriented and trust the importance of human resource development (HRD), but in practice, only a small number follow through on these claims. HRD is often seen as an

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exclusive activity targeted at training for an immediate problem solving at work rather than long term development of work. Therefore, it is important to study the human resource development practices of hotel firms that aims at improving their employees' development and skills. This paper will be focusing on the Datai Investing in People, or DIP program that was conducted by The Datai Resort, Pulau Langkawi, Malaysia, as part of the hotel's significant initiative of HRD effort.

The Datai Investing in People Program (DIP)

The 'Datai Investing in People' or DIP program is a pioneer HRD effort of The Datai Resort, Langkawi, and it is of importance to study the program's success and employee's perception, after taking part in the certification program. The DIP is an initiative of education program developed for The Datai Resort's staff members, allowing them to earn certification during the resort's initial closure for regeneration. The fact that The Datai management was able to sustain most of their staff albeit full closure and investing in their education instead, is an admirable and great effort in valuing and appreciating their staff. The DIP program is designed based on two tracks, the Executive Advance Certificate in Hospitality Management and the Certification Education Programme. The former program is tailored to the mid managers and supervisory level, and the latter was developed for the rank and file employees. The Datai is the first resort in the Asian region to offer such certification education programs to its employees to support and groom their staff members to prolong their talent and delivery of service excellence. Hence, the resort has designed every aspect and principles of this program to provide their staff with opportunities to grow and excel, by nurturing their talent in the hospitality industry.

The DIP program runs on several module related to hotel's operation, such as front office, housekeeping, food and beverage, hospitality law, hospitality accounting and finance, among others. Each module was offered for a full 5 days, with the last day reserved for participants' presentation and assessment. The content of each module was developed for the purpose of highlighting the current trends and issues, challenges, innovation, and case studies, to allow for interactive and deep learning sessions with the participants. The trainers for each module are selected among Universiti Utara Malaysia's academicians. The training for this executive program took place at Kompleks Kraf, Pulau Langkawi, where the meeting room was arranged to resemble a classroom setting. In addition, the participants also took part for a session held at Universiti Utara Malaysia itself, with the purpose to expose the participants to a real university environment. This was truly a different training for most of the participants who had never attend any formal higher education experience.

The DIP program, through the Executive Advance Certificate track, was not only design to expose the participants to every aspects of the hotel's operation, they also need to come up with innovative and creative operational ideas that may be applied when the resort reopens its business to the public. Eventually, at the end of every module, the participants were divided into groups, and each group must present their ideas to the panels. Each of the presentations will be evaluated by the trainers from Universiti Utara Malaysia, as well as the department heads from The Datai. The evaluation was also meant to measure the development of each of the participants, to encourage new ideas to improve the hotel's operation and to serve as a platform to promote innovation among the employees.

Consequently, the DIP program can be regarded as an pioneer HRD practice that can help increase the human capital of The Datai, as well as create competitive advantage for the resort that coincides with the Datai DNA, a proud image of the excellent quality service offered at The Datai. The DIP program has enhanced the work of HR department in the hotel and its effectiveness by promoting the idea that excellence in management supports the organization's success. Any program that promotes improvement of employees' performance can accelerate the achievement of the hotel's mission through the effectiveness of leadership, which focuses on the human capital as a resource in the organization (Alshare et al., 2020).

The Case Study Objectives

For the purpose of this case study, this paper will highlight the impact of the Executive Advance Certificate towards the middle managers and supervisors at The Datai. There are two objectives for this case study. The first is to explore the impact of DIP program to the employees and the second is to understand the challenges experienced by the employees when participating in this program. The Executive Advance Certificate is a program that integrates a curriculum emphasizing on work related concept and a cross-departmental exposure, a holistic approach to initiate participants' evaluation from a management viewpoint. The Middle Management and Supervisors track earns participants the 'Advance Certificate of Excellence for Executives in Hospitality Management' from Universiti Utara Malaysia as the trainer, and in partnership with Overview Sdn. Bhd, as the consultant company for this program.

Methodology

This study is aimed at investigating the success of the 'Datai Investing in People' or DIP program, as perceived by the staff who took part in the mid-management and supervisors track. There are altogether 48 employees who took part as participants for this track that started from July 2017 and extended until March 2018. A year after the DIP program ended, qualitative study using in-depth semi structured interview was conducted to collect data from the participants on their perception after taking part in this program. The gap of one year between the DIP program and the interview was to allow the participants to work and experience the changes that it had to offer towards their work performance. The qualitative interview is appropriate in meaning-making of their perception of the DIP program. There were 9 participants who voluntarily agreed to be interview. The profile of the 9 respondent is presented in Table 1 next.

Table 1: Interview respondents' profile

Respondent	Department/ operation	Age	Education background	Nationality	Duration of working at The Datai
NT	Front Office	29	Master	Malaysian	1 year
SR	Concierge	35	SPM	Malaysian	4 years
KA	Recreation	45	SPM	Malaysian	2 years
KF	Concierge	40	SPM	Malaysian	20 years
WB	Purchasing	26	Diploma	Malaysian	2 years
JF	Food and Beverage	42	SPM	Malaysian	4 years
MZ	Housekeeping	28	Diploma	Malaysian	15 years
AF	Kitchen	26	Degree	Malaysian	3 years
FH	Accounting	40	SPM	Malaysian	17 years

Each of the interview lasted from 45 minutes to 1 hour. The interview was audio recorded with the approval from the respondent and the Human Resource department of the hotel. All the data from this case study interviews were used for academic purposes only. Interview transcripts were transcribed verbatim and thematic analysis was applied to analyse the data.

Results and Findings

From the thematic analysis, four major themes were developed. The themes are related to the objectives of this case study which are to explore the impact of DIP program to the employees and the second is to understand the challenges experienced by the employees when participating in this program. The themes identified are (1) improved managerial skill; (2) personal development and improvement; (3) improved interdepartmental communication; and (4) challenges of the DIP program.

Improved Managerial Skills

All the participants for the Executive Advance Certificate track were either holding a mid-managerial or supervisory level position. Therefore, they must possess leadership and management skills, and these can be considered s crucial value for human capital. However, it was found that some of the respondent confessed that they were unable to take full responsibility as managers and immediate supervisor to their subordinates due to lack of confidence. This is added by the perception that seniority played a larger role when giving instructions, rather than position. Some of the DIP participants interviewed has worked at The Datai for less than 5 years and as expected, they would face the barrier of having to give instruction to more senior staffs. Nonetheless, the participants agreed that the DIP program has given them confidence in performing the task of a manager and supervisor, contributed by the endless training, sharing theoretical perspective and the opportunity to participate in interactive discussion as part of the content of the program.

> "The overall work management for me is better now. Before DIP, I work in receiving but did not explore the administration side. After I join this program, I started to manage it. Before that I never had the confidence. I join DIP and practice work in management. I am grateful for this study because now I learned how to manage", (WM, Purchasing, Diploma).
>
> "I can see that who join DIP program have changes in terms of self-management, working with another associates, guest, external or internal in this hotel. We follow rules of punctuality, work, management, operation. I give a simple example, PLOC (planning, lead, organize and control). It is simple and in this DIP program we have learned the costing, timeline, leadership and many benefits that bring back to work in Datai", (JF, F&B, SPM).
>
> "Before that we felt relax with our current position. After this program we understand how the management works and start to think of upper management role", (MZ, Housekeeping, Diploma).

Based on the response from the three participants, it can be concluded that the DIP program has enabled the participants to gain more confidence in performing the managerial and supervisory role. The DIP program also prepared them in understanding the principles of leadership and strategizing approaches and methods to become a successful leader. The participants were encouraged to critically think of how they can improve on their managerial skills. It was also observed that the participants appeared to be more confident and many of them were given the opportunity to progress to a higher-level position after the DIP program ended and the hotel reopened for business.

Personal Development and Improvement

On the other hand, the DIP program was also designed to allow the participants to learn about other department's operation, task and responsibilities. Although they were from different department in The Datai, the DIP program was design to cover the content about several departments of a hotel. First impression of the participants was this could be perceived as irrelevant. However, after the DIP program was completed, the participants admitted the program has helped their self-development and improvement of knowledge.

> "So, we know the responsibility of general manager and understand staff's pressure. We understand about another department's function", (JF, F&B, SPM).
>
> "In this DIP program, I have learned new things. Before I join this program, I don't know the function of other departments and other people's task in hotel. Now at least I learn the basic", (KF, Concierge, SPM).

As a manager, a person must continuously develop and improve their skills and expertise. Evidence of self-development not only helped the participants to succeed in the job they hold but can also help to secure future job promotion, as employers increasingly look for existing staffs who not only have knowledge but are actively pursuing further learning when considering internal promotion. Moreover, most of the DIP participants for the Executive Advance Certificate track was promoted since the program ended.

Improved Interdepartmental Communication

The third theme developed from the interview was improved interdepartmental communication. It was mentioned by the DIP participants that at the beginning of the program, they hardly knew each other. Perhaps with the hundreds of staffs working in various departments, they rarely meet and talked to each other. It is understandable when working in a hotel environment that staffs often stay close and maintain contact with only those within the same department. The opportunity to interact, carry out teamwork and group discussion as the method of training in the DIP program has allowed the interdepartmental communication among the DIP participants improved even after the program ended.

> "I realize there are so many people that I am not close with them although we are in same company. The reason is we are from different department. We never work together. After that we have relate with DIP program then we become friends and help each other", (KA, Recreation, SPM).
>
> "We don't understand the issues with other department, because we don't know what they are doing, but now we understand. The internal communication between departments are very good now", (NT, FO, Master).
>
> "This program helps to increase our understanding how other's work. We work better now, and we know our group from DIP", (JF, F&B, SPM).

It was found that the DIP participants kept close contact after the DIP program ended and a few of them has got the chance to do cross training in other department in order to increase their understanding and experience in the hospitality industry. The teamwork has improved tremendously, and this has contributed to the overall positive working condition and environment for everyone at The Datai Resort.

Challenges of The DIP Program

The final theme developed from the interview was the challenges of the DIP program for the participants. This is an important perspective to explore and it will guide the design for the next DIP program in the future. Based on the review of the 48 participants' profile, they have various educational and demographic profile. Consequently, some participants would be facing a different kind of challenges when they took part in the DIP program. The challenges as mentioned by the interview respondents are classified into two subthemes; (1) approach and method applied in the DIP program; and (2) unfamiliar classroom setting and environment.

Approach and Method of The Program

Most of the DIP participants were promoted to their current the mid-managerial and supervisory position based on the time they have been working for The Datai. It can be said that the participants were so accustomed to the hotel's working environment and the daily physical work. Therefore, the design for the DIP program must include innovative and creative method that could encourage interaction, participation and creativity to promote interest. However, part of the design for the program does include a few methods that failed to attract the participants.

> "I think the last week of this program have games, but the games are not interesting. It does not give any impact. The objective for the games is not achieve. I saw conflict between trainers, so the students become confused", (NT, FO, Master).

Unfamiliar Classroom Setting and Environment

Some of the DIP participants have graduated from high school but was never exposed to any formal higher education such and colleges and universities.

> "During that time, we need to sit down and listen to the lecture. The first week was difficult for me, most of the time need my listening skill. Along the way, I learned to adjust myself. It is a really good experience because I never knew how university and campus life was. So, this program it is very good for me" (SM, Concierge, SPM).
>
> "In terms of learning is quite challenging, we need to follow many things. Such as time, discipline, attitude. It is because working in hotel are not the same. For example, the personality of hotelier, we need to learn to be like a student such as (the way) we speak, we need to control. After the third or fourth day, then we understand the concept of university. Silent in class, discussion, many aspects such as nutrition of food. We can see the difference and we make changes and try it at the working place. The way we work also different now" (JF, F&B, SPM).

The requirement to participate in the DIP program in a classroom style was seemed daunting to a few of the participant because it was perceived as a very formal setting at a university. Due to the lack of experience of being in a higher education institution, the participants expressed their worries that they would not be able to fit in. However, after the first week, it was found that the participants can really adapt to the approaches in the DIP program. The activities planned out by each of the trainer for the modules have applied interactive methods to ensure that the participants can engage with the content of the modules. The positive perception towards the design of the program indicated that it can be applied again for the next DIP program in the future. The challenges mentioned by the participants are manageable and can be improved for the betterment of the program.

Discussion

The results from this case study were used to indicate the 'Datai Investing in People' or DIP program's impact as perceived by the participants of Executive Advance Certificate track. It can be concluded that based on the response from the DIP participants, the DIP program is regarded as a successful program but there are still room for improvement for the program's methods and approaches. The positive outcome as mentioned by the interviewee reflected that The Datai has achieved its intended outcome of improving the quality service The Datai holds through its Datai DNA principle. The results also indicated the importance of human resource investment to increase the value of human capital of The Datai Resort, Langkawi. The success of the DIP program can be replicated by other organization in their effort to improve motivation and job performance, encourage employees' self-development and increase human capital. In addition, the DIP program has also offered its employees a platform to increase their knowledge by furthering their study and gain formal certification for it.

The findings of the study also have the potential to help stakeholders and management of other hotels in adopting properly and well-articulated educational practices in human resource development to stimulate positive motivation and development of individuals that impact their knowledge, skills and attitudes. This study helped extend the literature by adducing evidence that employee competencies and organizational performance of the hotel industry will be greatly influenced by HRD practice such as the DIP program. It also suggests that investments in training not only increase individual performance but also encourage employees to adjust their knowledge and skills to organizational needs**.** Additionally, as a complement to training, organizations can encourage professional development of their employees to help them build idiosyncratic knowledge, which will be more valuable for the firm than for its competitors The challenges mentioned by respondent provides suggestions to improve on the HR training and development to become a catalyst for innovative human resource development practices.

Recommendations for Future Studies

The results of this study could be an indication that the HR practices in the hospitality sector must be analyzed by considering the possible existence of different practices for the different categories of workers. Furthermore, the data from this paper show that additional research is necessary to further examine the various innovative practices applied by HR in hospitality sector. Studies of this type will lead to a better understanding of the link between HR practices and human capital. It is important for the hospitality firms to encourage teamwork and to cultivate a spirit of cooperation between workers, encourage them to gain expertise and skills through innovative training and development program such as the DIP program by The Datai Resort, Langkawi.

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KEBERKESANAN LET'S PLAY SAD

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Abstrak: *Kajian ini dijalankan untuk menilai keberkesanan penggunaan buku latihan Let's Play SAD yang berkonsepkan permainan terhadap pencapaian pelajar. Kajian kuasi eksperimen ini dilakukan ke atas pelajar semester tiga, Politeknik Mersing. Seramai 56 orang pelajar dijadikan sampel bagi kumpulan eksperimen dan 58 orang pelajar lagi dijadikan sampel bagi kumpulan kawalan. Melalui sesi pengajaran dan pembelajaran pelajar dalam kumpulan eksperimen diberi buku latihan Let's Play SAD. Data diperolehi daripada borang soal selidik dan pencapaian gred markah kursus System Analysis and Design (DFC3043) pelajar di akhir semester tiga. Dapatan kajian menunjukkan prestasi pelajar kumpulan eksperimen lebih baik berbanding kumpulan kawalan. Di samping itu, kumpulan eksperimen menunjukkan interpretasi skor min pada tahap tinggi dalam soal selidik. Implikasi dapatan kajian ini mencadangkan bahawa pendekatan berbentuk permainan sebagai latihan wajar digunakan sebagai salah satu pendekatan pengajaran dan pembelajaran meningkatkan pencapaian prestasi pelajar.*

Kata Kunci: *System Analysis and Design, Politeknik, Pelajar, Permainan*

Abstract: *This study was conducted to evaluate the effectiveness of the use Let's Play SAD exercise book with a game concept on student achievement. This quasi-experimental study was conducted on semester 3 students, Politeknik Mersing. A total of 56 students were sampled for the experimental group and another 58 students were sampled for the control group. Through teaching and learning sessions, students in the experimental group were given the Let's Play SAD exercise book. Data were obtained from the questionnaire form and achievement grade of the System Analaysis and Design (DFC3043) course marks at the end of semester three. The findings of the study showed that the performance of the students of the experimental group was better than that of the control group. In addition, the experimental group showed a high level interpretation of mean scores in the questionnaire. Implications of the findings of this study suggest that a game-based approach as exercise should be used as one of the teaching and learning approaches to improve student achievement.*

Keywords: *System Analysis and Design, Politeknik, Student, Game*

Pengenalan

Let's Play SAD adalah satu produk inovasi berbentuk buku kerja (*workbook*). Penghasilan buku ini memberi peluang kepada pelajar untuk melihat keseluruhan kandungan pembelajaran bagi setiap topik kursus DFC 3043. Pendekatan kaedah permainan atau juga dikenali *Game Based Learning* (GBL) digunakan untuk pembelajaran secara santai dan berkesan. Teknik pengulangan digunakan untuk mengukuhkan pemahaman pelajar di mana mereka perlu mengingati nama penuh terma, singkatan, mengeja terma-terma dengan betul, mengingati kata kunci dan isi-isi penting dalam setiap topik.

Pengunaan nota secara maksimum dapat diimplementasi oleh setiap pelajar dalam usaha mereka untuk mendapatkan jawapan bagi setiap soalan. Pada masa yang sama, kaedah ini memberi peluang kepada pelajar untuk mengeksplorasi dan memahami setiap topik dengan lebih mendalam dan berkesan. Soalan yang dikemukakan adalah berkait rapat dengan nota yang disediakan dan ia memenuhi keperluan silibus yang ditetapkan. Jawapan akhir akan diperbincangkan di penghujung aktiviti melalui skema jawapan yang akan dipaparkan oleh pensyarah. Dengan itu, pelajar dapat menyemak dan membuat pembetulan bagi setiap jawapan yang telah dibincangkan. Melalui kaedah yang dilaksanakan ini, pelajar dapat mengulangkaji pembelajaran secara santai dan cepat di samping dapat mengukuhkan lagi pemahaman dan penguasaan isi penting bagi setiap topik. Pelajar dapat belajar dengan baik apabila mereka menikmati apa yang telah diajar disebabkan oleh keseronokan dan keperluan yang kuat untuk berhubung (Glasser, 1998). Malahan menurut Oblinger (2006), permainan memiliki potensi besar dalam mencipta lingkungan pembelajaran yang mendalam dan berpengalaman di samping meningkatkan kemampuan pemprosesan maklumat, membuat keputusan, penyelesaian masalah dan kolaborasi.

Pernyataan Masalah

Melalui pemerhatian yang dilakukan, antara permasalahan yang dihadapi dalam proses Pengajaran dan Pembelajaran (PdP) bagi kursus ini ialah pelajar kurang memahami terma-terma dan konsep-konsep penting dalam kursus. Selain itu, pelajar juga menunjukkan sikap kurang berminat, bosan dan tidak aktif di dalam kelas disebabkan kekurangan penggunaan inovatif sebagai alat bantu mengajar yang menyeronokkan.

Objektif Kajian

Kajian ini dijalankan bagi:-

i. Mengenalpasti persepsi pelajar terhadap keberkesanan penggunaan buku *Let's Play SAD*.
ii. Mengkaji tahap pencapaian pelajar di akhir semester bagi pelajar yang menggunakan buku dengan tidak menggunakan buku latihan *Let's Play SAD*.

Skop Kajian

Kajian ini tertumpu kepada pelajar semester 3 yang mengambil kursus *System Analysis and Design* (DFC3043) bagi program Diploma Teknologi Maklumat (Teknologi Digital) di Jabatan Teknologi Maklumat dan Komunikasi (JTMK), Politeknik Mersing bagi sesi Disember 2019 iaitu seramai 114 orang responden.

Kajian Literatur

Kaedah permainan atau GBL dalam proses pengajaran dan pembelajaran bukanlah satu kaedah asing. Teknik ini telah lama digunakan terutamanya dalam proses pengajaran dan pembelajaran di kalangan kanak-kanak. Menurut Junaidah et. al (2016) dalam kajian yang dilakukan oleh Moncada dan Moncada (2014), keberkesanan kaedah permainan yang diaplikasikan dalam proses pengajaran dan pembelajaran haruslah mempunyai ciri-ciri seperti berikut:

a. Mempunyai objektif pendidikan dan hasil pembelajaran yang jelas.
b. Mengenalpasti kemahiran-kemahiran yang diperlukan untuk aktiviti yang dijalankan.
c. Memberikan cabaran dan kepuasan melalui kemenangan.
d. Mempunyai warna-warna yang menarik.

e. Mempunyai susun atur yang jelas.
f. Mengandungi arahan yang jelas dan ringkas.
g. Mempunyai peraturan permainan yang mudah difahami.
h. Mempunyai maklumbalas dan ganjaran yang relevan kepada pemain.
i. Mengandungi isi kandungan yang tepat dan relevan.
j. Menggalakkan penglibatan pemain secara berinteraktif.

Penggunaan kaedah permainan atau GBL dalam pendidikan secara tidak langsung telah mengubah corak pengajaran, di mana pelajar tidak lagi belajar dengan hanya mendengar semata tetapi telah berubah kepada suasana pembelajaran aktif (Garris & Ahlers, 2002) yakni pelajar memberi tindakbalas terhadap pembelajaran. Kaedah permainan dalam proses pengajaran dan pembelajaran ini terbukti mampu mewujudkan suasana pembelajaran yang lebih seronok dan berkesan, di samping mengurangkan kebosanan seperti yang berlaku dalam kaedah pengajaran konvensional (Junaidah et. al, 2016; Vlachopoulos & Makri, 2017). Dapatan ini juga selari dengan beberapa dapatan kajian yang turut dilakukan terhadap penggunaan kaedah permainan atau GBL dalam pembelajaran dan pengajaran memberikan kesan yang positif kepada pelajar.

Antara kesan positif yang telah dikenalpasti oleh pengkaji-pengkaji terdahulu adalah potensi kaedah permainan atau GBL untuk memotivasikan pelajar dan mewujudkan suasana pembelajaran yang menarik serta menghiburkan serta mampu membantu dalam meningkatkan pencapaian, motivasi, kemahiran penyelesaian masalah dan kreativiti pelajar, mempercepatkan proses pembelajaran dan mewujudkan suasana interaksi yang positif di kalangan pemain, memberikan kesan yang positif ke atas prestasi akademik pelajar dan pelajar berkebolehan menyelesaikan masalah dan menglibatkan diri secara aktif dalam menyiapkan tugas yang diberikan (Chew & Fikri, 2020; Wong & Kamisah, 2018; Vlachopoulos & Makri, 2017; Junaidah et. al, 2016; Taspinar et. al, 2016; Sharifah & Aliza, 2011).

Metodologi Kajian

Kajian ini dijalankan berasaskan reka bentuk kuasi eksperimen melibatkan pelajar semester 3 yang mengambil kursus *System Analysis and Design* (DFC3043) di Politeknik Mersing. Kumpulan pertama melibatkan kumpulan yang diajar menggunakan buku latihan *Let's Play SAD* selain daripada nota dan tugasan yang telah ditetapkan silibus kursus disebut kumpulan eksperimen terdiri daripada 56 orang pelajar. Manakala kumpulan kedua melibatkan kumpulan yang diajar dengan pendekatan konvensional tanpa penggunaan buku latihan *Let's Play SAD* disebut sebagai kumpulan kawalan terdiri daripada 58 orang pelajar. Reka bentuk kuasi eksperimen tidak menggunakan persampelan rawak dalam memilih subjek ke dalam kumpulan eksperimen dan kawalan kerana kedua-dua kumpulan tersebut telah disatukan sebelum kajian bermula (Mohd Majid Konting, 1990). Di dalam reka bentuk kajian kuasi eksperimen ini terdapat dua pembolehubah iaitu pembolehubah bersandar dan pembolehubah tidak bersandar. Pembolehubah bersandar dalam kajian ini diperolehi melalui gred markah kursus, manakala pembolehubah tidak bersandar ialah kaedah pengajaran dengan menggunakan buku latihan *Let's Play SAD* dan tanpa buku latihan *Let's Play SAD*.

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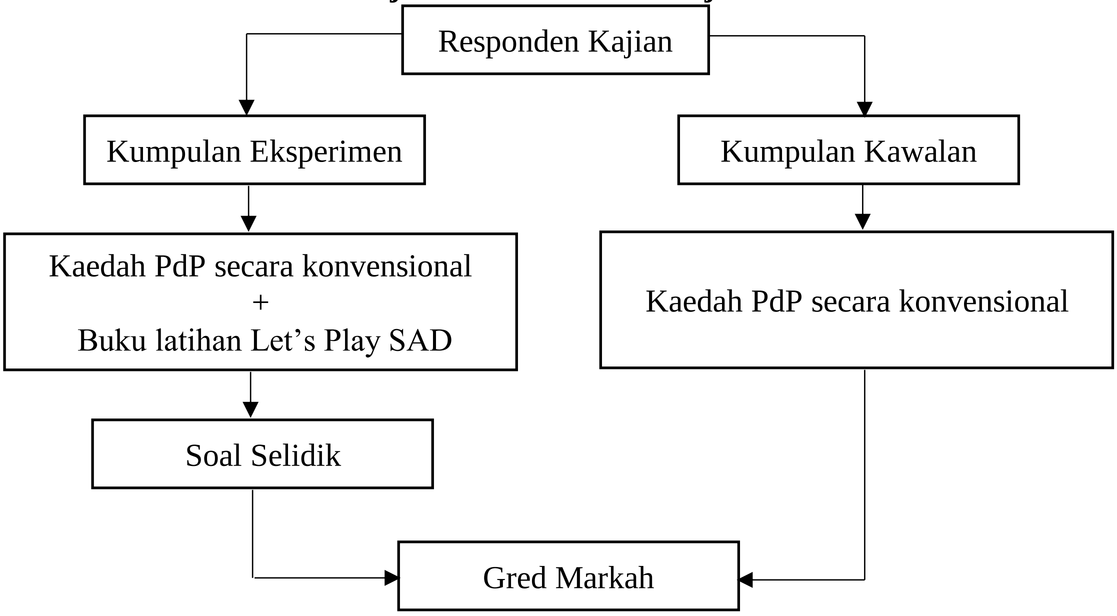
Rajah 1: Reka Bentuk Kajian



Jangka masa kajian adalah selama 14 minggu bersamaan 56 jam per semester dan pensyarah yang mengajar merupakan pensyarah kursus bagi kaedah konvensional dan pengkaji bagi kaedah konvensional berbantukan buku latihan *Let's Play SAD*. Ini merupakan ralat dalam kajian kerana sepatutnya kelas tersebut di ajar oleh pensyarah yang sama. Hasil daripada penganalisisan statistik ke atas data yang diperolehi akan memberi keputusan kepada penyelidik sama ada penggunaan buku latihan *Let's Play SAD* berkesan atau tidak dalam meningkatkan pencapaian pelajar dalam kursus *System Analysis and Design*.
Kajian ini dijalankan menggunakan dua instrumen kajian iaitu:

Soal Selidik

Borang soal selidik ini diedarkan kepada responden yang mengambil kursus *System Analysis and Design* (DFC3043) untuk mengetahui persepsi pelajar terhadap keberkesanan penggunaan buku latihan *Let's Play SAD* dalam membantu mereka mengulangkaji kursus bagi meningkatkan pemahaman mereka. Borang soal selidik ini terbahagi kepada dua bahagian iaitu Bahagian A melibatkan demografi iaitu jantina manakala Bahagian B melibatkan penilaian keberkesanan penggunaan buku *Let's Play SAD*. Dalam Bahagian A, soalan aneka pilihan dibangunkan untuk menentukan jantina responden manakala Bahagian B menggunakan soal selidik skala *Likert* 4 mata seperti yang ditunjukkan dalam Jadual 1.

Jadual 1: Skala *Likert*

NILAI SKALA	PERNYATAAN
1	Sangat Setuju (SS)
2	Setuju (S)
3	Kurang Setuju (KS)
4	Tidak Setuju (TS)

Sebelum responden menjawab soal selidik, mereka diingatkan untuk menjawab kesemua item yang diberikan dengan jujur. Setelah kesemua item soal selidik diisi dan dikumpul untuk dianalisis. Kebolehpercayaan soalan secara kajian rintis telah dilaksanakan terhadap 30 responden. Nilai kebolehpercayaan diuji dengan menggunakan perisian Statistical

Package for the social Science (SPSS versi 26.0). Setelah dianalisis indeks kebolehpercayaan soalan mempunyai nilai pekali Alpha Cronbach sebanyak 0.902 untuk semua soalan. Jika pekali Alpha Cronbach di antara nilai 0.8 hingga 1.0 bermakna item kajian boleh diterima (Mohd Najib, 1999). Oleh demikian, soalan kaji selidik yang diedarkan oleh penulis sesuai digunakan dalam kajian ini.

Buku latihan Let's Play SAD

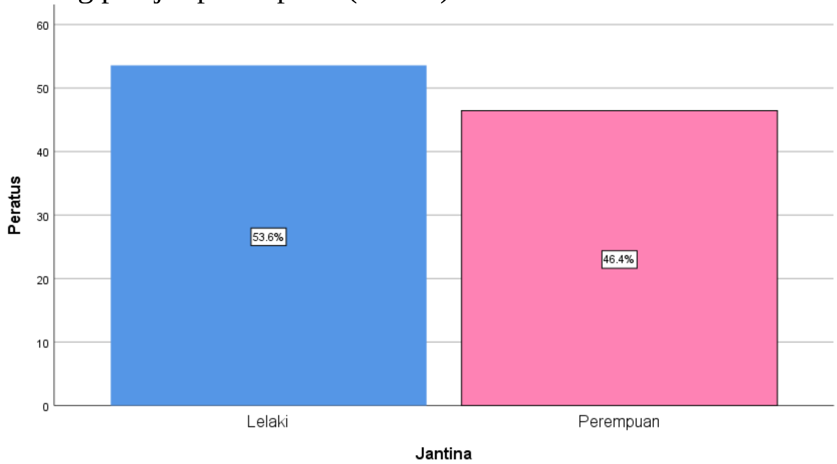
Buku latihan *Let's Play SAD* digunakan sepanjang pengajaran yang akan dilaksanakan kepada responden. Di dalam buku ini terdapat 5 topik iaitu (1)*Introduction to System Analysis and Design*, (2)*System Planning*, (3)*System Analysis*, (4)*System Design* dan (5)*System Implementation and Support*. Terdapat tiga jenis permainan di dalam setiap topik iaitu teka silang kata, cari perkataan dan dam ular.

Dapatan Kajian dan Perbincangan

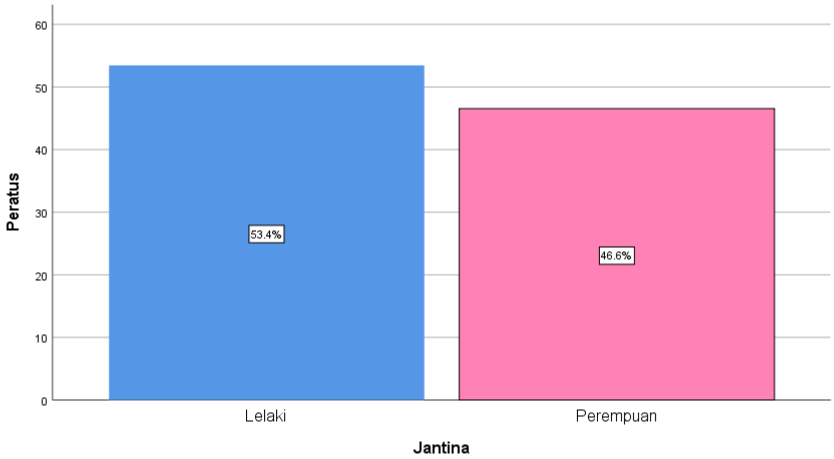
Dapatan kajian melibatkan paparan data dan interpretasi data. Paparan data merupakan hasil pemprosesan data mentah daripada maklum balas responden terhadap instrumen soal selidik manakala interpretasi data melibatkan proses memberi makna dan signifikan kepada data analisis. Analisis data soal selidik melibatkan kaedah statistik deskriptif. Analisis deskriptif digunakan dalam menghuraikan data secara menyeluruh. Menurut Mohd Najib (2003), analisis deskriptif menerangkan ciri sampel menggunakan statistik asas seperti kekerapan, peratus, taburan, sebaran dan kecenderungan memusat. Min ialah purata yang diperoleh dengan menambahkan semua skor dan dibahagi dengan jumlah responden atau item. Nilai ini menerangkan kecenderungan setiap pemboleh ubah secara purata. Semua data yang dikumpulkan untuk penyelidikan ini diperolehi daripada maklum balas responden dan gred markah responden dalam kursus *System Analysis and Design*.

Maklumat Demografi Responden

Bahagian A dalam borang selidik ini melibatkan jantina responden. Rajah 2 menunjukkan taburan responden berdasarkan jantina bagi kumpulan eksperimen. Responden terdiri daripada 30 orang pelajar lelaki (53.6%) dan 26 orang pelajar perempuan (46.4%). Manakala kumpulan kawalan menunjukkan taburan responden berdasarkan jantina sebanyak 31 orang pelajar lelaki (53.4%) dan 27 orang pelajar perempuan (46.6%).



Rajah 2: Taburan Responden Kumpulan Eksperimen Mengikut Jantina



Rajah 3: Taburan Responden Kumpulan Kawalan Mengikut Jantina

Pada bahagian B, terdapat 8 item yang dinilai bagi mengukur keberkesanan penggunaan buku latihan *Lets Play SAD*. Dapatan daripada item yang dinilai adalah seperti dalam Jadual 3.

Maklumat Persepsi Kumpulan Eksperimen terhadap Penggunan Buku Latihan Let's Play SAD

Item soal selidik di bahagian B adalah berkaitan penggunaan buku latihan *Let's Play SAD* dalam kalangan responden. Terdapat 8 item soalan yang dibina. Cara interpretasi skor min mengikut Ghani Hj Talib (1996) adalah seperti yang ditunjukkan seperti Jadual 2 berikut:

Jadual 2: Interpretasi Skor Min

Selang Skala Min	Interpretasi Skor
1.00 – 2.00	Rendah
2.01 – 3.00	Sederhana
3.01 – 4.00	Tinggi

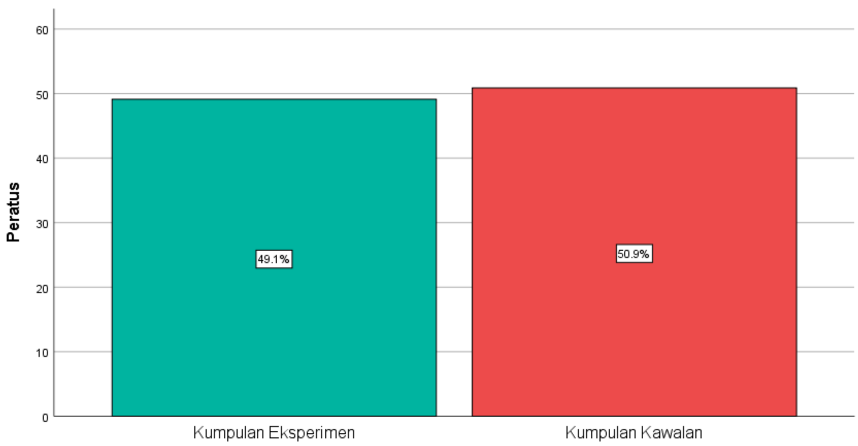
Sumber: Ghani Hj Talib (1996)

Jadual 3: Analisis Deskriptif Persepsi Kumpulan Eksperimen Terhadap Penggunaan Buku Latihan *Let's Play SAD*

Item	SS	S	KS	TS	Min	Sp	Interpretasi Skor Min
1. Buku ini membantu saya dalam mengulangkaji pelajaran.	39 (69.6%)	17 (30.4%)	0	0	3.69	.463	Tinggi
2. Buku ini mampu membantu saya mengingati terma-terma penting dalam kursus.	33 (58.9%)	23 (41.1%)	0	0	3.58	.496	Tinggi
3. Buku ini mampu meningkatkan lagi pemahaman saya terhadap kursus.	40 (71.4%)	16 (28.6%)	0	0	3.71	.455	Tinggi
4. Buku ini sesuai dan mudah digunakan serta boleh dibawa ke mana-mana.	42 (75.0%)	14 (25.0%)	0	0	3.75	.436	Tinggi
5. Buku ini menjadikan saya lebih aktif berinteraksi dengan rakan sekelas.	45 (80.4%)	11 (19.6%)	0	0	3.80	.400	Tinggi

6. Olahan grafik dan susun letak isi kandung buku ini adalah menarik.	44 (78.6%)	12 (21.4%)	0	0	3.78	.414	Tinggi
7. Soalan-soalan yang ada dalam buku ini sesuai dengan kandungan kursus.	37 (66.1%)	18 (32.1%)	1 (1.8%)	0	3.64	.519	Tinggi
8. Saya lebih suka menggunakan buku ini berbanding Alat Bahan Bantuan Mengajar yang lain.	41 (73.2%)	15 (26.8%)	0	0	3.73	.446	Tinggi

Jadual 3 menunjukkan taburan peratusan, min dan sisihan piawai berhubung persepsi pelajar terhadap buku latihan *Let's Play SAD*. Hasil dapatan kajian menunjukkan taburan peratusan item 5 menunjukkan jumlah min yang tertinggi berbanding jumlah min item yang lain iaitu sebanyak 3.80. Taburan peratusan item 8 menunjukkan lebih ramai pelajar menyatakan sangat setuju (80.4%) bahawa buku ini menjadikan pelajar lebih aktif berinteraksi dengan rakan sekelas. Ini kerana kebanyakan aktiviti di dalam buku ini dilaksanakan secara berpasangan atau berkumpulan dengan rakan sekelas. Taburan peratusan item kedua tertinggi ialah taburan peratusan item 6 yang menunjukkan jumlah min sebanyak 3.78, pelajar menyatakan sangat setuju (78.6%) bahawa olahan grafik dan susun letak isi kandung buku adalah menarik. Bagi item 4 menunjukkan taburan peratusan sebanyak 75.0% sangat setuju bahawa buku ini sesuai, mudah digunakan dan boleh dibawa ke mana-mana kerana bersaiz kecil. Manakala bagi item 8, pelajar lebih menyukai buku ini berbanding alat bahan bantuan mengajar yang lain. Pelajar sangat setuju dengan menyifatkan buku ini membantu dalam meningkatkan pemahaman (71.4%) dan membuat ulangkaji (69.6%) bagi kursus *System Analysis and Design* (DFC3043). Taburan peratusan bagi item 7 menunjukkan lebih ramai pelajar menyatakan sangat setuju (66.1%), bahawa soalan di dalam buku latihan ini bersesuaian dengan kursus., berbanding yang menyatakan kurang setuju (1.8%) dan item 2 menunjukkan ramai pelajar sangat bersetuju (58.9%), bahawa buku latihan ini membantu pelajar dalam mengingati terma penting dalam kursus. Berdasarkan interpretasi skor min, dapatan kajian menunjukkan bahawa kelapan-lapan item adalah pada tahap tinggi. Jelas menunjukkan bahawa pendekatan permainan dalam buku latihan *Let's Play SAD* dapat memberi impak yang positif kepada pelajar. Impak ini dapat dilihat dalam gred prestasi penilaian berterusan dan penilaian akhir pelajar bagi kursus *System Analysis and Design* (DFC3043).

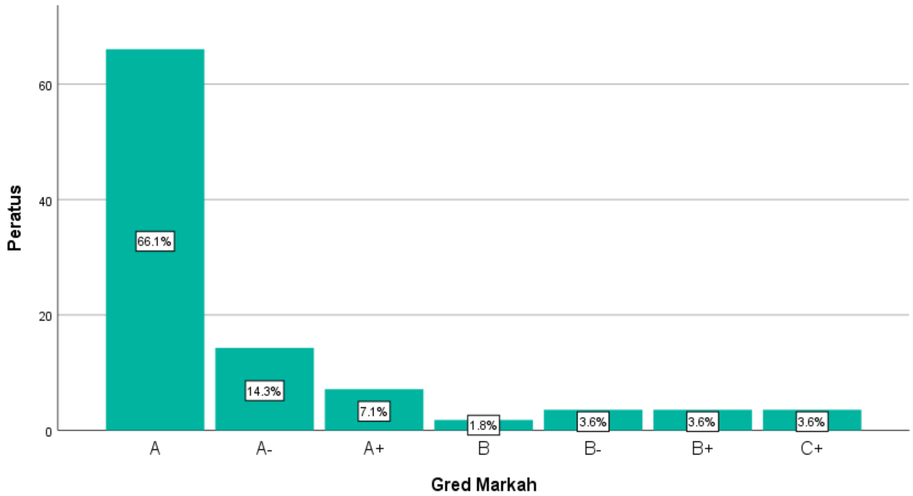


Rajah 4: Taburan Peratusan Responden Kumpulan Eksperimen dan Kumpulan Kawalan

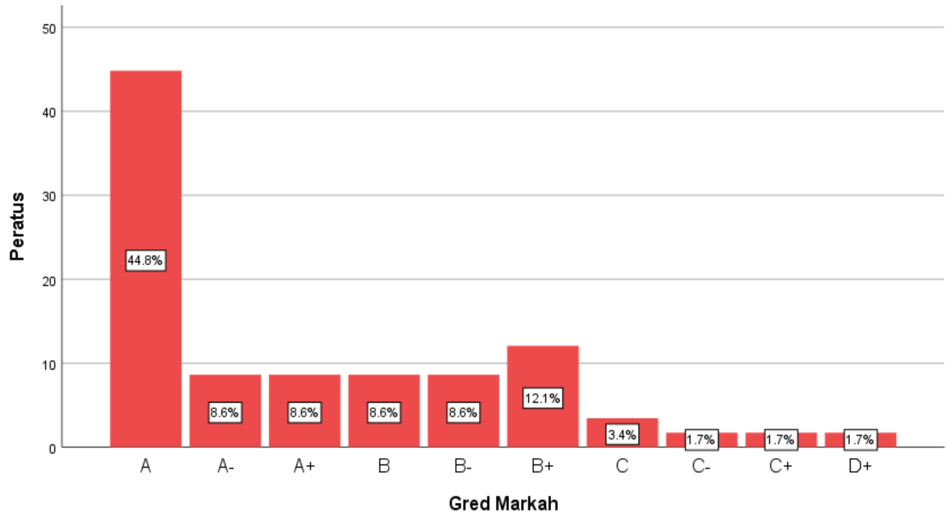
Rajah 4 menunjukkan taburan peratusan responden kumpulan eksperimen dan kumpulan kawalan. Hasil dapatan kajian menunjukkan bahawa taburan peratusan respoden kumpulan eksperimen yang menggunakan buku latihan *Let's Play SAD* sebanyak 49.1% manakala kumpulan kawalan sebanyak 50.9%.

Jadual 4: Gred Markah Kumpulan Eksperimen dan Kawalan

Kumpulan	Gred Markah	Kekerapan	Peratusan
Eksperimen	A+	4	7.1%
	A	37	66.1%
	A-	8	14.3%
	B+	2	3.6%
	B	2	3.6%
	B-	1	1.8%
	C+	2	3.6%
Kawalan	A+	5	8.6%
	A	26	44.8%
	A-	5	8.6%
	B+	7	12.1%
	B	5	8.6%
	B-	5	8.6%
	C+	1	1.7%
	C	2	3.4%
	C-	1	1.7%
	D+	1	1.7%



Rajah 5: Gred Markah Kumpulan Eksperimen



Rajah 5: Gred Markah Kumpulan Eksperimen

Hasil dapatan kajian menunjukkan jumlah responden yang mendapat gred A bagi kumpulan eksperimen iaitu kumpulan yang menggunakan buku latihan *Let's Play SAD* adalah sebanyak 49 orang (87.5%) berbanding kumpulan kawalan sebanyak 36 orang (62%). Ini menunjukkan tahap pencapaian pelajar kumpulan eksperimen lebih baik berbanding kumpulan kawalan. Malahan gred markah yang paling rendah bagi kumpulan eksperimen adalah C+ berbanding kumpulan kawalan iaitu D+.

Kesimpulan dan Cadangan

Secara keseluruhannya, hasil kajian menunjukkan bahawa penggunaan buku latihan *Let's Play SAD* yang dihasilkan menggunakan kaedah permainan dalam pengajaran dan pembelajaran atau *Game Based Learning* (GBL) bagi kursus *System Analysis and Design* (DFC3043) di JTMK, PMJ dapat membantu pelajar memahami dan menguasai kursus dengan lebih baik. Pembelajaran yang menerapkan kaedah gamifikasi ini bukan sahaja mampu menarik minat pelajar bahkan mampu melahirkan pelajar yang berfikiran kreatif dalam menyelesaikan masalah yang diberikan. Namun begitu, walaupun kebanyakan kajian dilakukan untuk mengukur keberkesanan kaedah permainan dalam pengajaran dan pembelajaran di kalangan kanak-kanak adalah baik, namun kajian terhadap kaedah yang sama diaplikasikan dikalangan pelajar di institusi pengajian tinggi agak kurang. Situasi ini amat bertentangan dengan hasil kajian yang dikemukakan oleh Nurfazliah et. al (2017) dan Vlachopoulos & Makri (2017) yang menyatakan bahawa penggunaan GBL dalam pembelajaran sesuai digunakan untuk semua peringkat sama ada sekolah rendah, sekolah menengah atau peringkat yang lebih tinggi selagi mana kita tahu bagaimana GBL diintegrasikan dalam pembelajaran mengikut sukatan yang telah ditetapkan. Penyelidik berpendapat buku latihan ini sesuai dinaik taraf sebagai permainan berkomputer pada masa akan datang.

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PEMBELAJARAN TEKNOLOGI REKABENTUK WEB MENGGUNAKAN KAEDAH GAMIFIKASI

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Abstract: *Kursus pengaturcaraan Teknologi Rekabentuk Web memerlukan pelajar menguasai pelbagai bahasa pengaturcaraan. Oleh yang demikian, kaedah pengajaran yang berkesan diperlukan bagi membantu pelajar mahir dalam menguasai bahasa-bahasa pengaturcaraan ini. Tinjauan awal mendapati pelajar beranggapan pengaturcaraan merupakan kursus yang sukar untuk dipelajari. Hal ini memberi kesan kepada sikap, motivasi dan perkembangan kognitif pelajar. Gamifikasi merupakan pendekatan yang mengaplikasikan permainan dalam proses pengajaran dan pembelajaran (PdP) bertujuan untuk menjadikannya lebih efektif dan menarik. Kajian ini membangun dan mengkaji penggunaan permainan digital Battle Web dari aspek kebolehgunaan, kebergunaan, sikap, motivasi dan perkembangan kognitif. Battle Web dibangun menggunakan model ADDIE. Soal selidik yang mempunyai enam konstruk diedarkan bagi mendapat maklumbalas dengan penglibatan 53 orang pelajar. Data dikumpul dan dianalisis menggunakan perisian SPSS. Kebolehpercayaan item dilaksanakan bagi menjamin kualiti item soal selidik dan data yang diperolehi. Kajian mendapati Battle Web membantu dalam proses pembelajaran pelajar dari segi motivasi, sikap dan perkembangan kognitif. Ini disokong oleh penggunaan elemen-elemen multimedia yang sesuai, arahan yang jelas dan bahasa yang mudah dalam merekabentuk Battle Web. Justeru, penggunaan kaedah gamifikasi untuk kursus Teknologi Rekabentuk Web akan terus dilaksanakan kerana mempunyai kesan positif dalam pembelajaran pelajar.*

Keywords: *Gamifikasi, Pengaturcaraan, Permainan Digital, Teknologi Rekabentuk Web*

Abstract: *Web Design Technologies is a programming course that require students to master a variety of programming languages. Therefore, effective teaching methods are needed to help students become proficient in mastering these programming languages. Preliminary surveys found that students thought programming was a difficult course to learn. This affects the attitudes, motivations and cognitive development of students. Gamification is an approach that applies games in the teaching and learning process (PdP) aims to make it more effective and interesting. This study develops and examines the use of Battle Web digital games in terms of usability, usefulness, attitude, motivation and cognitive development. Battle Web is built using the ADDIE model. Questionnaires with six constructs were distributed to get feedback with the involvement of 53 students. Data were collected and analyzed using SPSS software. Reliability is implemented to ensure the quality of the questionnaire items and the data obtained. Studies have found that Battle Web helps in the learning process of students in terms of motivation, attitude and cognitive development. This is supported by the use of appropriate multimedia* *elements, clear instructions and simple language in designing Battle Web. Thus, the use of gamification methods for Web Design Technologies course will continue to be implemented because it has a positive effect on student learning.*

Keywords: *Gamification, Programming, Digital Games, Web Design Technologies*

Pengenalan

Teknologi Rekabentuk Web merupakan salah satu kursus yang perlu dikuasai oleh pelajar bidang Teknologi Maklumat dan Sains Komputer di institusi pengajian tinggi. Kursus ini memberi penekanan tentang pembangunan rekabentuk web, di mana pelajar perlu menguasai beberapa bahasa pengaturcaraan seperti Hypertext Markup Language (HTML), Cascading Style Sheets (CSS), JavaScript (JS) dan jQuery. Kursus ini memerlukan pelajar memahami sintaks-sintaks pengaturcaraan dan seterusnya mampu menulis kod program dalam merekabentuk web.

Namun demikian, terdapat permasalahan yang dihadapi oleh pelajar di dalam proses memahami dan menguasai bahasa-bahasa pengaturcaraan ini. Keadaan ini menjadikan proses pengajaran dan pembelajaran (PdP) menjadi kurang berkesan. Justeru pensyarah memainkan peranan yang penting bagi mengenal pasti kaedah pembelajaran yang dapat meningkatkan pencapaian pelajar sehingga ke tahap yang lebih cemerlang. Sesuai dengan perkembangan teknologi kaedah seperti *augmented reality*, realiti maya dan gamifikasi boleh diaplikasikan dalam proses PdP.

Gamifikasi atau *gamification* merupakan kaedah mengaplikasikan permainan dalam proses PdP bertujuan untuk menjadikan proses PdP lebih efektif dan menarik. Istilah gamifikasi diperkenalkan pada tahun 2002 oleh Nick Pelling semasa pembentangan di persidangan TED (Technology, Entertainment, Design). Pembelajaran menggunakan kaedah gamifikasi boleh dianggap sebagai kaedah PdP yang membolehkan pelajar meneroka permainan sebagai satu bentuk pembelajaran untuk membantu meningkatkan kemahiran mereka atau mencapai hasil pembelajaran tertentu. Oleh yang demikian, pensyarah perlu lebih kreatif dalam mereka bentuk bahan bantu mengajar dengan mengaplikasikan kaedah permainan dalam konteks pembelajaran berkaitan pengaturcaraan yang bukan bersifat permainan.

Kajian Literatur

Gamifikasi bermaksud penggunaan penggunaan elemen permainan dalam persekitaran bukan permainan (Durin et al., 2019) bagi menyelesaikan masalah (Su & Cheng, 2015) dan mendorong tingkah laku yang baik dalam pembelajaran (Khaleel et al., 2020). Kaedah gamifikasi membantu dalam perkembangan potensi pelajar dari segi kognitif, psikomotor dan afektif (Rahimah Wahid, 2019). Tujuan penggunaan gamifikasi adalah untuk menjadikan proses pembelajaran lebih menarik (Bicen & Kocakoyun, 2018). Kebelakangan ini, gamifikasi sering diterapkan dalam pendidikan untuk pelbagai mata pelajaran, aktiviti pembelajaran, tahap pendidikan dan mempunyai pelbagai reka bentuk (Bovermann & Bastiaens, 2020). Ini kerana gamifikasi boleh mengubah pembelajaran pasif kepada pembelajaran aktif (Ardiana & Loekito, 2020). Antara aplikasi gamifikasi yang disediakan di atas talian yang boleh digunakan untuk proses PdP adalah Kahoot (Bicen & Kocakoyun, 2018) dan Quizziz (Sanchez et al., 2020).

Penggunaan gamifikasi dalam proses PdP di dalam kelas merupakan salah satu bahan bantu mengajar yang dapat membantu pensyarah dalam menarik minat dan meningkatkan prestasi pelajar. Ini kerana permainan interaktif yang mempunyai ciri-ciri reka bentuk yang menarik dan berkonsepkan maklum balas segera diminati oleh pelajar kerana pelajar akan lebih seronok dan mengelakkan kelas bosan (Bovermann & Bastiaens, 2020). Kajian menunjukkan bahawa gamifikasi dalam PdP bukan sahaja dapat meningkatkan keseronokan (Azmi et al., 2017; Ibrahim et al., 2018) malah dapat meningkatkan penguasaan terhadap isi kandungan dalam kalangan pelajar, meningkatkan motivasi (Su & Cheng, 2015; Ardiana & Loekito, 2020; Ibrahim et al., 2018; Durin et al., 2019; Rahim et al., 2018), meningkatkan minat pelajar dalam pembelajaran (Khaleel et al., 2020), meningkatkan pencapaian pelajar (Su & Cheng, 2015), meningkatkan kadar penglibatan pelajar di dalam kelas (Azmi et al., 2017; Figueiredo & Garcia-Penalvo, 2020; Khaleel et al., 2020), meningkatkan kehadiran ke kelas dan pelajar menjadi lebih aktif (Figueiredo & Garcia-Penalvo, 2020) dan meningkatkan pemahaman dan prestasi pelajar (Durin et al., 2019).

Permasalahan Kajian

Proses PdP bagi kursus Teknologi Rekabentuk Web di Jabatan Teknologi Maklumat dan Komunikasi, Politeknik Mersing mengamalkan corak pembelajaran secara kuliah bagi menerangkan tentang konsep dan melaksanakan praktikal. Beberapa kajian menunjukkan kaedah pembelajaran secara kuliah tidak mencukupi untuk mengajar pelajar berkaitan kursus pengaturcaraan (Rais et al., 2011), kaedah pengajaran menggunakan nota dan slaid tidak berkesan untuk pengajaran pengaturcaraan (Zhang et al., 2013) dan pembelajaran bersemuka yang dilaksanakan secara tradisonal tidak dapat melibatkan pelajar di dalam kelas (Azmi et al., 2017).

Tinjauan awal mendapati pelajar beranggapan pengaturcaraan adalah kursus yang membosankan dan sukar dipelajari. Tanggapan negatif ini juga diperolehi daripada pelajar senior yang pernah mengambil kursus pengaturcaraan. Secara tidak langsung ini memberi kesan kepada motivasi pelajar di mana pelajar akan kurang memberi perhatian di dalam pembelajaran, kurang melibatkan diri secara aktif, tidak mempunyai inisiatif untuk melaksanakan pembelajaran kendiri dan mengambil masa yang lama untuk menyelesaikan latihan yang diberikan oleh pensyarah. Pelajar juga akan mengalah jika tidak dapat menyelesaikan masalah yang diberi.

Selain itu terdapat beberapa faktor lain yang menyumbang kepada masalah pembelajaran berkaitan pengaturcaraan, antaranya pelajar tidak memahami dan tidak menguasai sintaks pengaturcaraan (Qian & Lehman, 2017), tidak menguasai kemahiran matematik (Rahim et al., 2018; Qian & Lehman, 2017) dan mengalami kesukaran untuk menterjemahkan penyelesaian kepada kod program (Rahim et al., 2018). Oleh yang demikian, langkah proaktif perlu dilakukan oleh pensyarah bagi membantu melancarkan proses PdP iaitu dengan membuat pembaharuan teknik pengajaran menggunakan konsep gamifikasi supaya dapat mengubah persepsi pelajar terhadap pengaturcaraan.

Objektif Kajian

Terdapat tiga objektif kajian iaitu:

i. membangunkan permainan digital Battle Web untuk kursus Teknologi Rekabentuk Web
ii. menilai kebolehgunaan dan kebergunaan Battle Web untuk kursus Teknologi Rekabentuk Web
iii. mengenalpasti kesan penggunaan Battle Web dari aspek motivasi, sikap dan perkembangan kognitif pelajar untuk kursus Teknologi Rekabentuk Web

Model Rekabentuk Pembangunan Battle Web

Permainan Battle Web dibangunkan dengan berpandukan kepada model ADDIE yang mempunyai lima fasa iaitu Analisis, Reka Bentuk, Pembangunan, Pelaksanaan dan Penilaian (Cahyadi, 2019). Model ADDIE digunakan sebagai panduan kerana keupayaannya untuk menyediakan rangka asas yang baik bagi menghasilkan bahan pengajaran yang berkesan.

Permainan Battle Web merupakan permainan platform dua dimensi yang dimainkan di komputer atau laptop dan dikendalikan menggunakan papan kekunci. Battle Web mempunyai latihan yang bersesuaian dengan kandungan silibus kursus Teknologi Rekabentuk Web. Permainan ini mempunyai empat tahap yang dipilih daripada topik yang terdapat di dalam silibus Teknologi Rekabentuk Web seperti pada Jadual 1.

Jadual 1 : Tahap dan topik Battle Web

Tahap	Topik	Tajuk
1	1	Introduction to web Development
2	2	Hypertext Markup Language (HTML)
3	3	Cascading Style Sheets (CSS)
4	4	Javascript

Setiap tahap mempunyai 10 soalan objektif yang wajib dijawab oleh pemain sebelum ke tahap seterusnya. Ganjaran markah akan diberikan jika menjawab dengan betul dan penalti akan dikenakan dengan menolak markah jika memberikan jawapan yang salah. Permainan ini mengaplikasikan elemen-elemen gamifikasi yang melibatkan unsur – unsur seperti cabaran, ganjaran, bar kesihatan, tahap kesukaran, markah, sistem mata, pertandingan dan nyawa.

Dapatan Kajian

Penilaian dilakukan menggunakan soal selidik yang mempunyai 6 konstruk iaitu kebolehgunaan antaramuka, kebolehgunaan elemen multimedia, kebergunaan dalam pembelajaran, motivasi, sikap dan perkembangan kognitif. Soal selidik ini mempunyai 47 item dan menggunakan skala Likert 5 skala bermula dari 1 (sangat tidak setuju) hingga 5 (sangat setuju). Soal selidik diedarkan kepada 53 orang pelajar sebagai responden dari program Diploma Teknologi Digital (Teknologi Digital) – DDT yang mengambil kursus Teknologi Rekabentuk Web. Responden terdiri daripada 38 pelajar semester 4 (71.7%) dan 15 pelajar semester 5 (28.3%) di mana 35 orang lelaki (66%) dan 18 orang perempuan (34%) berumur di antara 20 hingga 24 tahun. Setiap responden menggunakan laptop atau komputer untuk bermain permainan digital Battle Web yang dimuat naik di portal CIDOS (Curriculum Information Document Online System). Data dianalisis dengan menggunakan Statistical Packages for The Social Sciences (SPSS). Proses mengukur kebolehpercayaan item dilaksanakan bagi menjamin kualiti item soal selidik dan data yang diperolehi.

Maklumat berkaitan nilai kebolehpercayaan yang merujuk kepada nilai Alpha Cronbach dan bilangan item soal selidik ditunjukkan seperti Jadual 2.

Jadual 2 : Nilai kebolehpercayaan dan bilangan item soal selidik

Kod Item	Konstruk	Bilangan Item	Nilai Kebolehpercayaan Alpha Cronbach
KA	Kebolehgunaan Antaramuka	9	.956
KEM	Kebolehgunaan Elemen Multimedia	9	.952
KDM	Kebergunaan Dalam Pembelajaran	8	.964
M	Motivasi	8	.964
S	Sikap	6	.908
PK	Perkembangan Kognitif	6	.930

Skor min diukur berdasarkan Jadual 3.

Jadual 3 : Interpretasi Skor Min

Skor Min	Interpretasi
1.00 – 2.33	Rendah
2.34 – 3.67	Sederhana
3.68 – 5.00	Tinggi

Jadual 4 menunjukkan peratusan dan min untuk konstruk Kebolehgunaan Antaramuka. Daripada analisis, skor min adalah antara 4.23 hingga 4.34 dan purata skor min adalah tinggi iaitu 4.29. Berdasarkan keputusan min yang ditunjukkan, kod item KA6 mencatatkan jumlah min tertinggi iaitu 4.34 berbanding jumlah min bagi item yang lain. Ini menunjukkan secara keseluruhannya responden setuju bahawa Battle Web mempunyai antaramuka yang menarik dan bersesuaian dari segi latarbelakang, grafik, butang navigasi, arahan dan bahasa. Ramai responden yang setuju (73.6%) bahawa rekabentuk antaramuka bersifat mesra pengguna, berbanding yang tidak pasti (1.9%). Bagi kod item KA2 dan KA4, 69.8% setuju bahawa paparan grafik latar belakang dan paparan butang yang digunakan adalah bersesuaian. Manakala, 67.9% responden setuju bahawa paparan warna latar belakang bersesuaian dan arahan yang dinyatakan mudah.

Jadual 4 : Peratusan dan min untuk konstruk Kebolehgunaan Antaramuka

Kod Item	Item	1	2	3	4	5	Min	Interpretasi
KA1	Rekabentuk antaramuka bersifat mesra pengguna	0%	0%	1.9%	73.6%	24.5%	4.23	Tinggi
KA2	Paparan grafik latar belakang bersesuaian	0%	0%	0%	69.8%	30.2%	4.30	Tinggi
KA3	Paparan warna latar belakang bersesuaian	0%	0%	0%	67.9%	32.1%	4.32	Tinggi
KA4	Paparan butang dari segi saiz bersesuaian	0%	0%	1.9%	69.8%	28.3%	4.26	Tinggi
KA5	Butang yang digunakan mudah difahami fungsinya	0%	0%	1.9%	64.2%	34.0%	4.32	Tinggi
KA6	Butang navigasi berfungsi mengikut arahan	0%	0%	1.9%	62.3%	35.8%	4.34	Tinggi
KA7	Bahasa yang digunakan dapat difahami	0%	0%	1.9%	64.2%	34.0%	4.32	Tinggi
KA8	Arahan yang dinyatakan mudah	0%	0%	3.8%	67.9%	28.3%	4.25	Tinggi
KA9	Arahan yang dinyatakan boleh difahami	0%	0%	3.8%	66.0%	30.2%	4.26	Tinggi
					Purata Skor Min		4.29	Tinggi

Jadual 5 menunjukkan peratusan dan min untuk konstruk Kebolehgunaan Elemen Multimedia. Daripada analisis, skor min adalah antara 4.13 hingga 4.28 dan purata skor min adalah tinggi, iaitu 4.21. Berdasarkan keputusan min yang ditunjukkan, kod item KEM4 dan KEM5 mencatatkan jumlah min tertinggi iaitu 4.28 berbanding jumlah min bagi item yang lain. Ini menunjukkan secara keseluruhannya responden setuju bahawa elemen-elemen multimedia yang terdapat di dalam permainan digital Battle Web seperti huruf, warna, imej, audio dan animasi adalah bersesuaian. Elemen multimedia yang sesuai mampu memberikan impak yang positif. Ramai responden setuju (69.8%) bahawa warna yang digunakan pada huruf sesuai dan animasi yang digunakan tidak menganggu pembelajaran. Terdapat juga segelintir responden tidak setuju (1.9%) bahawa imej yang dipaparkan adalah jelas, audio dapat didengari dengan jelas dan animasi yang terdapat dalam permainan adalah menarik.

Jadual 5 : Peratusan dan min untuk konstruk Kebolehgunaan Elemen Multimedia

Kod Item	Item	1	2	3	4	5	Min	Interpretasi
KEM1	Jenis huruf yang digunakan sesuai	0%	0%	5.9%	66.7%	27.5%	4.21	Tinggi
KEM2	Saiz huruf yang digunakan sesuai	0%	0%	5.7%	67.9%	26.4%	4.21	Tinggi
KEM3	Warna yang digunakan pada huruf sesuai	0%	0%	3.8%	69.8%	26.4%	4.23	Tinggi
KEM4	Huruf yang digunakan jelas	0%	0%	1.9%	67.9%	30.2%	4.28	Tinggi
KEM5	Huruf yang digunakan mudah dibaca	0%	0%	3.8%	64.2%	32.1%	4.28	Tinggi
KEM6	Imej yang dipaparkan adalah jelas	0%	1.9%	3.8%	67.9%	26.4%	4.19	Tinggi
KEM7	Audio dapat didengari dengan jelas	0%	1.9%	5.7%	64.2%	28.3%	4.19	Tinggi
KEM8	Animasi yang terdapat dalam permainan adalah menarik	0%	1.9%	7.5%	66.0%	24.5%	4.13	Tinggi
KEM9	Animasi yang digunakan tidak menganggu pembelajaran	0%	0%	5.7%	69.8%	24.5%	4.19	Tinggi
						Purata Skor Min	4.21	Tinggi

Jadual 6 menunjukkan peratusan dan min untuk konstruk Kebergunaan dalam Pembelajaran. Daripada analisis, skor min adalah antara 4.17 hingga 4.21 dan purata skor min adalah tinggi, iaitu 4.21. Berdasarkan keputusan min yang ditunjukkan, kod item KDM7 mencatatkan jumlah min tertinggi iaitu 4.25 berbanding jumlah min bagi item yang lain. Ini menunjukkan secara keseluruhannya responden bersetuju bahawa mudah untuk memahami dan menggunakan Battle web kerana arahan yg jelas, kandungan sesuai dengan silibus kursus dan penggunaan Battle Web membantu dalam proses pembelajaran. Bagi kod item KDM1, 77.4% reponden setuju dan 20.8% sangat setuju bahawa Battle Web mudah difahami. Bagi kod item KDM2 dan KDM3, 69.8% responden setuju bahawa Battle Web mudah digunakan dan arahan yang diberikan membantu dalam penggunaan Battle Web. Manakala kod item KDM7, 28.3% responden sangat setuju bahawa kandungan Battle Web sesuai dengan silibus kursus berbanding yang tidak pasti iaitu 3.8%. Ini kerana soalan latihan yang digunakan digubal dan disemak oleh pensyarah pakar. Bagi kod item KDM8, 71.7% reponden setuju bahawa Battle Web membantu dalam proses pembelajaran berbanding 3.8% tidak pasti dan 28.3% sangat setuju.

Jadual 6 : Peratusan dan min untuk konstruk Kebergunaan dalam Pembelajaran

Kod Item	Item	1	2	3	4	5	Min	Interpretasi
KDM1	Battle Web mudah difahami	0%	0%	1.9%	77.4%	20.8%	4.19	Tinggi
KDM2	Battle Web mudah digunakan	0%	0%	3.8%	69.8%	26.4%	4.23	Tinggi
KDM3	Arahan yang diberikan membantu dalam penggunaan Battle Web	0%	1.9%	3.8%	69.8%	24.5%	4.17	Tinggi
KDM4	Arahan yang diberikan jelas	0%	1.9%	1.9%	71.7%	24.5%	4.19	Tinggi
KDM5	Bahasa yang digunakan membantu dalam memahami isi kandungan Battle Web	0%	0%	3.8%	71.7%	24.5%	4.21	Tinggi
KDM6	Persembahan maklumat mudah untuk diikuti	0%	0%	1.9%	75.5%	22.6%	4.21	Tinggi
KDM7	Kandungan Battle Web sesuai dengan silibus kursus	0%	0%	3.8%	67.9%	28.3%	4.25	Tinggi
KDM8	Penggunaan Battle Web membantu dalam proses pembelajaran	0%	0%	3.8%	71.7%	24.5%	4.21	Tinggi
					Purata Skor Min		4.21	Tinggi

Jadual 7 menunjukkan peratusan dan min untuk konstruk motivasi. Daripada analisis, skor min adalah antara 4.15 hingga 4.23 dan purata skor min adalah tinggi, iaitu 4.18. Berdasarkan keputusan min yang ditunjukkan, kod item M5 mencatatkan jumlah min tertinggi iaitu 4.23 berbanding jumlah min bagi item yang lain. Ini menunjukkan secara keseluruhannya responden bersetuju bahawa penggunaan Battle Web memberi kesan yang positif kepada proses pembelajaran mereka dari segi motivasi kerana keupayaannya untuk merangsang minat, menimbulkan keseronokan, membantu dalam mengingati maklumat dan meningkatkan kemahiran. Bagi kod item M1 menunjukkan lebih ramai responden menyatakan sangat setuju (28.3%), setuju (64.2%) berbanding tidak pasti (7.5%) bahawa penggunaan Battle Web menjadikan kursus lebih menarik. Bagi kod item M2, penggunaan Battle Web berupaya merangsang minat untuk belajar kerana 60.4% responden setuju manakala 28.3% sangat setuju. Bagi aspek keseronokan pula 26.4% responden sangat setuju berbanding 1.9% tidak setuju. Selain itu, 28.3% responden sangat setuju bahawa penggunaan Battle Web meningkatkan keupayaan untuk mengingat maklumat dan kemahiran yang telah dipelajari. Bagi kod item M8, menunjukkan responden setuju (67.9%) untuk menggunakan kaedah permainan digital untuk pembelajaran kursus lain berbanding tidak setuju (1.9%).

Jadual 7 : Peratusan dan min untuk konstruk Motivasi

Kod Item	Item	1	2	3	4	5	Min	Interpretasi
M1	Penggunaan Battle Web menjadikan kursus lebih menarik	0%	0%	7.5%	64.2%	28.3%	4.21	Tinggi
M2	Penggunaan Battle Web merangsang minat untuk belajar	0%	1.9%	9.4%	60.4%	28.3%	4.15	Tinggi

M3	Berasa seronok menggunakan Battle Web untuk sesi pembelajaran	0%	1.9%	7.5%	64.2%	26.4%	4.15	Tinggi
M4	Lebih suka melaksanakan latihan menggunakan Battle Web	0%	0%	9.4%	64.2%	26.4%	4.17	Tinggi
M5	Penggunaan Battle Web meningkatkan keupayaan untuk mengingat maklumat yang telah dipelajari	0%	0%	5.7%	66.0%	28.3%	4.23	Tinggi
M6	Penggunaan Battle Web meningkatkan keupayaan untuk mengingat kemahiran yang telah dipelajari	0%	1.9%	5.7%	64.2%	28.3%	4.19	Tinggi
M7	Battle Web sebagai alat penyemakan yang baik	0%	3.8%	3.8%	66.0%	26.4%	4.15	Tinggi
M8	Berminat menggunakan kaedah permainan digital untuk pembelajaran kursus lain	0%	1.9%	5.7%	67.9%	24.5%	4.15	Tinggi
					Purata Skor Min		4.18	Tinggi

Jadual 8 menunjukkan peratusan dan min untuk konstruk Sikap. Daripada analisis, skor min adalah antara 4.11 hingga 4.28 dan purata skor min adalah tinggi, iaitu 4.21. Berdasarkan keputusan min yang ditunjukkan, kod item S5 mencatatkan jumlah min tertinggi iaitu 4.28 berbanding jumlah min bagi item yang lain. Ini menunjukkan secara keseluruhannya responden bersetuju bahawa penggunaan Battle Web memberi kesan kepada sikap responden kerana responden boleh melakukan pembelajaran secara kendiri, pembelajaran menjadi lebih aktif, lebih fleksibel, penilaian dapat dilakukan secara kendiri dan membantu meningkatkan proses pembelajaran. Bagi kod item S1, ramai responden setuju (71.7%) berbanding tidak setuju (1.9%) berkaitan melaksanakan pembelajaran kendiri dengan lebih baik. Bagi kod item S2, 28.3% responden sangat setuju pembelajaran menjadi lebih aktif dengan menggunakan Battle Web. Bagi kod item S3, ramai responden setuju (24.5%) dan setuju (69.8%) penggunaan Battle Web membantu belajar mengikut kehendak sendiri. Manakala bagi kod item S6, ramai responden setuju (64.2%) dan sangat setuju (30.2%) bahawa Battle Web membantu meningkatkan proses pembelajaran.

Jadual 8 : Peratusan dan min untuk konstruk Sikap

Kod Item	Item	1	2	3	4	5	Min	Interpretasi
S1	Boleh melaksanakan pembelajaran kendiri dengan lebih baik	0%	1.9%	5.7%	71.7%	20.8%	4.11	Tinggi
S2	Pembelajaran menjadi lebih aktif	0%	0%	5.7%	66.0%	28.3%	4.23	Tinggi
S3	Boleh belajar mengikut kehendak sendiri	0%	0%	5.7%	69.8%	24.5%	4.19	Tinggi
S4	Lebih fleksibel untuk menentukan masa untuk belajar	0%	0%	3.8%	73.6%	22.6%	4.19	Tinggi
S5	Dapat menilai sendiri proses pembelajaran	0%	1.9%	3.8%	58.5%	35.8%	4.28	Tinggi

S6	Battle Web membantu meningkatkan proses pembelajaran	0%	0%	5.7%	64.2%	30.2%	4.25	Tinggi
					Purata Skor Min		4.21	Tinggi

Jadual 9 menunjukkan peratusan dan min untuk konstruk Perkembangan Kognitif. Daripada analisis, skor min adalah antara 4.19 hingga 4.25 dan purata skor min adalah tinggi, iaitu 4.21. Berdasarkan keputusan min yang ditunjukkan, kod item PK3 mencatatkan jumlah min tertinggi iaitu 4.25 berbanding jumlah min bagi item yang lain. Bagi kod item PK1, ramai responden setuju (67.9%) berbanding tidak setuju (1.9%) berkaitan penyelesaian masalah menjadi lebih menarik. Bagi kod item PK2, 69.8% responden setuju penggunaan Battle Web menjadikan kaedah penyelesaian masalah yang lebih menarik. Bagi kod item PK3, ramai responden sangat setuju (30.2%) dan setuju (64.2%) menggunakan Battle Web menjadikan aktiviti dalam mencari penyelesaian amat menarik minat. Manakala bagi kod item S4, ramai responden setuju (71.7%) dan sangat setuju (24.5%) bebanding tidak setuju (1.9%) bahawa permainan Battle Web membantu berfikir secara kritikal. Bagi kod item PK5 dan PK6, 24.5% responden sangat setuju permainan Battle Web mencabar pemahaman dan pengetahuan. Jelas bahawa penggunaan Battle Web memberi kesan positif kepada perkembangan kognitif responden.

Jadual 9 : Peratusan dan min untuk konstruk Perkembangan Kognitif

Kod Item	Item	1	2	3	4	5	Min	Interpretasi
PK1	Penyelesaian masalah menjadi lebih menarik	0%	1.9%	1.9%	67.9%	28.3%	4.23	Tinggi
PK2	Kaedah penyelesaian masalah yang lebih menarik	0%	0%	5.7%	69.8%	24.5%	4.19	Tinggi
PK3	Aktiviti dalam mencari penyelesaian amat menarik minat	0%	0%	5.7%	64.2%	30.2%	4.25	Tinggi
PK4	Permainan Battle Web membantu berfikir secara kritikal	0%	1.9%	1.9%	71.7%	24.5%	4.19	Tinggi
PK5	Permainan Battle Web mencabar pemahaman	0%	0%	5.7%	69.8%	24.5%	4.19	Tinggi
PK6	Permainan Battle Web mencabar pengetahuan	0%	0%	1.9%	73.6%	24.5%	4.23	Tinggi
					Purata Skor Min		4.21	Tinggi

Soal selidik yang diedarkan menyediakan ruangan maklumbalas. Antara maklumbalas yang diperolehi adalah:

Responden 1: “Pada pandangan saya, Battle Web adalah satu platform yang sangat sesuai untuk pembelajaran kerana ia dapat meningkatkan semangat pelajar untuk terus membuat latihan ataupun ulangkaji.”

Responden 2: “Ia sangat bagus kerana dapat mengurangkan bosan pelajar sewaktu PdP.”

Responden 3:“Saya rasa permainan ini adalah sesuatu yang baharu dan mungkin boleh digunakan semasa sesi PdP untuk pelajar merasa lebih tertarik untuk belajar.”

Responden 4:“Sangat membantu kerana dapt menarik minat untuk menyelesaikan soalan.”

Perbincangan dan Kesimpulan

Secara keseluruhannya Battle Web merupakan bahan bantu mengajar yang berpotensi membantu pensyarah dalam menarik minat, keseronokkan dan seterusnya meningkatkan prestasi pelajar bagi kursus Teknologi Rekabentuk Web. Ramai pelajar memberikan respon setuju dan sangat setuju berkaitan kebolehgunaan antaramuka, kebolehgunaan elemen multimedia dan kebergunaan Battle Web dalam pembelajaran. Begitu juga untuk kesan motivasi, sikap dan perkembangan kognitif pelajar di mana kebanyakan pelajar memberikan respon setuju dan sangat setuju berbanding dengan tidak setuju. Respon yang positif ini dapat dilihat daripada nilai min yang tinggi iaitu antara 4.18 hingga 4.29. Berdasarkan maklumbalas, pelajar menunjukkan minat untuk menggunakan Battle Web dalam sesi PdP kerana kaedah permainan menarik minat dalam menyelesaikan masalah, mengurangkan kebosanan dan menyediakan platform untuk membuat ulangkaji berkaitan topik yang telah dipelajari.

Dapat disimpulkan apabila pendekatan gamifikasi diterapkan dalam pendidikan dengan betul yang berpusatkan kepada pelajar, gamifikasi boleh dianggap sebagai alat pendidikan yang efektif dalam meningkatkan motivasi, sikap dan perkembangan kognitif pelajar. Selain itu, soalan latihan disediakan dan disemak oleh pensyarah yang mahir tentang Teknologi Rekabentuk Web berdasarkan kepada hasil pembelajaran dan silibus kursus. Oleh yang demikian, penggunaan kaedah gamifikasi dalam proses PdP untuk kursus Teknologi Rekabentuk Web akan terus dilaksanakan kerana memberi kesan positif kepada pelajar. Ini disokong oleh keupayaan pelajar pada masa kini yang mahir tentang penggunaan teknologi dan membesar dalam era media interaktif dan permainan video. Namun demikian kajian yang berterusan akan terus dilaksanakan dengan mengkaji jenis genre permainan, kepelbagaian aktiviti latihan, alatan teknologi yang sesuai digunakan dan melibatkan lebih ramai pelajar menggunakan Battle Web semasa proses PdP.

Kaedah gamifikasi membantu kepada penghasilan bahan pembelajaran yang lebih inovatif, menyeronokkan pelajar dan memberikan suasana persekitaran yang menarik. Dengan adanya kemajuan terhadap kaedah pembelajaran, pelajar mampu memainkan peranan yang lebih aktif dalam proses pembelajaran mereka sendiri. Penggunaan gamifikasi dalam proses PdP berpotensi digunakan sebagai bahan bantu mengajar untuk pelbagai jenis kursus di setiap tahap pendidikan.

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FAKTOR YANG MEMPENGARUHI PEMILIHAN PULAU PINANG SEBAGAI DESTINASI PELANCONGAN

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Abstrak: *Kajian ini bertujuan untuk mengkaji faktor - faktor yang mempengaruhi pemilihan Pulau Pinang sebagai destinasi pelancongan. Analisis yang di buat meliputi faktor motivasi tolakan dan tarikan yang mendorong pelancong untuk melancong ke Pulau Pinang. Pendekatan kajian ini adalah melalui kaedah pengedaran borang soal selidik di sekitar Pulau Pinang. Seramai 405 responden terdiri daripada pelancong domestik dan pelancong luar yang terlibat dalam kajian ini. Kaedah analisis yang digunakan adalah kekerapan, jadual dan peratus. Hasil analisis menunjukkan faktor penolakan keluar dari tekanan kehidupan seharian dan faktor penarik kepelbagaian tempat tarikan yang mempengaruhi pelancong dalam pemilihan Pulau Pinang sebagai destinasi untuk melancong.*

Kata Kunci: *Pelancongan, Faktor Penarik, Faktor Penolak, Pulau Pinang*

Pengenalan

Industri pelancongan merupakan salah satu industri yang semakin berkembang pesat di seluruh dunia dan mempunyai kepentingan khusus untuk negara maju dan membangun. Industri ini mempunyai hubungan rangkaian ekonomi dengan pelbagai industri secara langsung mahupun tidak langsung. Menurut United Nation World Tourism Organization (UNWTO) pada tahun 2019, industri ini telah menerima sejumlah 1.5 bilion pelancong dan menyumbang lebih dari USD1.7 trillion kepada pendapatan dunia. Industri pelancongan di Malaysia juga saban tahun semakin berkembang dan meningkat. Hal ini kerana pada tahun 2019, industri pelancongan telah menyumbang sebanyak RM86.14 bilion kepada pendapatan Malaysia dengan jumlah ketibaan pelancong 26.1 bilion (Tourism Malaysia, Apr 2020). Taburan destinasi pelancong sewaktu melancong ke Malaysia terdiri daripada pelbagai negeri. Ini kerana setiap negeri di Malaysia mempunyai keistimewaannya yang tersendiri. Pulau Pinang merupakan salah satu negeri yang kaya dengan pelbagai sumber tarikan pelancongan sama ada semulajadi mahupun buatan manusia. Pada tahun 2019, Pulau Pinang telah menerima kehadiran pelancong sejumlah 19.31 juta yang terdiri daripada pelancong domestik dan antarabangsa yang menyumbang kepada pendapatan negeri sejumlah RM103,184 juta (Jabatan Perangkaan Malaysia,2019).

Kejayaan destinasi pelancongan dalam sesuatu pemasaran bergantung kepada pemahaman keperluan, kehendak dan gelagat pelancong sama ada pelancong itu merupakan pelanggan tetap mahupun pelanggan yang berpotensi. Negara destinasi pelancongan harus berpandukan kepada analisis yang mendalam tentang rangsangan motivasi pelancong (Salleh et all,2013). Motivasi pelancong merupakan elemen yang penting sebelum pergi melancong. Pelancong memerlukan sebab untuk keluar dari kawasan persekitaran biasa mereka. Motivasi perjalanan merupakan salah satu pendekatan untuk memahami keperluan perjalanan dan tingkahlaku pelancong (Maryam & Azizan, 2012). Terdapat pelbagai teori dan model yang membincangkan mengenai motivasi perjalanan, walaubagaimanapun teori motivasi faktor tolakan dan tarikan model yang paling boleh di terima. Ini kerana faktor tolakan dan tarikan memberi peluang kepada kedua – dua pihak iaitu pelancong dan destinasi pelancongan untuk menentukan atau menyediakan yang terbaik untuk pihak masing – masing. Faktor tolakan dan tarikan ini merupakan konsep dimana manusia melancong kerana mereka dipaksa atau ditarik untuk melancong atas sebab - sebab tertentu. Sebab – sebab tertentu yang menyebabkan mereka melancong adalah samada tolakan dalaman diri mahupun tarikan luaran. Faktor tolakan adalah keperluan sosio-psikologikal yang berkaitan dengan dalaman diri, sementara itu faktor tarikan adalah berkaitan dengan faktor luaran seperti daya tarikan dan keistimewaan suatu destinasi. Kajian ini akan menceritakan lebih lanjut dan mendalam mengenai faktor tolakan dan faktor tarikan Pulau Pinang sebagai destinasi pelancongan oleh pelancong.

Sorotan Kajian

Motivasi Perjalanan

Motivasi merupakan satu keupayaan untuk menolak individu ke arah tindakan yang berkemungkinan akan membawa kepada kepuasan (Berlin & Martin,2004). Motivasi perjalanan adalah alasan asas untuk tingkah laku perjalanan pelancong dan memainkan peranan penting dalam membuat keputusan untuk melancong (Faulina et al,2020). Walaubagaimanapun, Berlin & Martin, 2004 berpendapat motivasi perjalanan adalah keperluan yang mengkehendaki individu untuk bertindak dengan cara tertentu untuk mencapai kepuasan yang diinginkan. Menurut Uysal & Hagan, 1993 dalam kajian Feni & Dorojatun, 2019 menyatakan bahawa seorang individu itu didesak dengan pembolehubah motivasi dalam membuat keputusan untuk melancong dan bagaimana menarik minat yang bersebab. Dalam kajian yang lepas, ada menegaskan bahawa operator pelancongan amat mementingkan motivasi pelancongan dan memahami tingkah-laku pelancong semasa melakukan perjalanan (Rojan,2016; Ali,2019). Kebiasaanya, merancang sesuatu perjalanan perlu mengambil kira beberapa perkara seperti pemilihan destinasi yang sesuai, tarikh yang sesuai supaya tidak terlalu ramai orang ketika melancong, bentuk perjalanan sama ada menggunakan pengangkutan sendiri mahupun kenderaan awam, modal untuk pembayaran segala perkhidmatan, tentatif perjalanan, cuti yang perlu di ambil, keluar dari tekanan kerja, ingin merehatkan diri dan kepuasan diri. Dengan itu, motivasi perjalanan telah dikenalpasti dan dianalisis dalam dua dimensi iaitu dalaman diri pelancong yang memaksa untuk pergi melancong atau paksaan luaran di destinasi yang menarik pelancong untuk melancong atau kedua-duanya sekali dengan merujuk kepada faktor tolakan dan faktor tarikan (Rojan, 2016; Mohamd & Som,2010; Yiamjaya & Wongleedee,2014; Yuan & McDonald,1990).

Faktor Tolakan

Pelancong didorong oleh keperluan mereka ke destinasi dan mengharapkan keperluan mereka akan dapat dipenuhi. Pelancong berharap akan mendapat pengetahuan dan pengalaman berharga semasa melancong. Faktor tolakan merupakan faktor yang membawa pelancong pergi melancong setelah mempunyai sebab secara dalaman seperti memerlukan rehat setelah penat bekerja seharian dan ingin melepaskan diri dari tekanan. Terdapat kajian yang dibuat oleh Dann,1977 mengenai faktor tolakan dan beliau mencadangkan dua motif utama dalam faktor tolakan iaitu anomie dan peningkatan ego. Menurut Dann, anomie bermaksud keinginan untuk keluar dari kawasan persekitaran biasa dan selain itu peningkatan ego adalah berkaitan dengan pengiktirafan status semasa pergi melancong. Walaubagaimanapun, faktor tolakan lebih berkaitan dengan dalaman diri pelancong atau aspek emosi. Ianya lebih kepada keinginan untuk melarikan diri dari kehidupan seharian, berehat dan bersantai, prestij, kesihatan dan kecergasan, penggembaraan dan interaksi sosial, peningkatan kekeluargaan dan kegembiraan (Cromptom, 1979; Bindu & Kanagaraj, 2013). Pada tahun 1983, Beard dan Ragheb membangunkan model skala motivasi masa lapang, di mana mereka memperkenalkan faktor tolakan mempunyai empat kategori iaitu sosial, intelektual, penguasan lengkap dan penghindaran rangsangan. Satu kajian mengenai faktor tolakan pelancong melancong ke luar negara telah di lakukan oleh Yuan & McDonald, 1990. Dapatan kajian mereka mendapati terdapat dua faktor tolakan yang utama kepada pelancong iaitu *novelty* dan *escape*. Faktor tolakan boleh menjadi kata putus dalam membuat keputusan melancong dan memberi kepuasan kepada diri pelancong (Niemela, 2010). Dalam kajian Shaik (2014), telah menjelaskan bahawa faktor tolakan dapat memberi impak yang berkesan dalam menerangkan tujuan atau keinginan individu untuk melancong. Daripada semua kajian yang ada boleh dirumuskan bahawa faktor tolakan adalah berkaitan dengan aspek dalaman dan emosi pelancong yang dapat mempengaruhi keputusan untuk pergi melancong. Walaubagaimanapun, menjadi lumrah bahawa setiap manusia akan mempunyai keinginan yang berbeza pada setiap masa dan perbezaan faktor - faktor yang menolak mereka untuk pergi melancong (Falcau et all, 2015).

Faktor Tarikan

Tarikan pelancong dapat dipengaruhi oleh destinasi pelancongan yang menarik dan yang sentiasa menerima kunjungan dari pelancong. Faktor tarikan adalah objek yang boleh menggambarkan mengenai destinasi pilihan pelancong. Faktor tarikan didorong dengan tarikan pemandangan, tapak bersejarah, kemudahan rekreasi, tarikan budaya dan lain - lain lagi (Sirakaya, Shepard &McLellan, 1997; Kanagaraj & Bindu, 2013). Faktor tarikan merupakan salah satu faktor kepada pemilihan destinasi pelancongan. Seterusnya, pandangan pelancong terhadap suatu destinasi boleh di anggap sebagai faktor tarikan (Niemela, 2010). Pada tahun 2013, Morrison telah memperkenalkan tiga komponen yang penting yang merujuk kepada destinasi pelancongan iaitu daya tarikan, penghargaan dan aktiviti. Daya tarikan lebih kepada keadaan geografi di suatu destinasi, penghargaan adalah berkaitan dengan penerimaan pekerja di destinasi pelancongan terhadap pelancong dan yang terakhir adalah berkaitan dengan aktiviti yang boleh di lakukan di destinasi pelancongan. Bagaimanapun, Silva, 2017 membuat kajian dan telah mengkategorikan faktor tarikan kepada dua iaitu sebagai ketara dan tidak ketara (Silva, 2017). Dalam kajian Yiamjanya & Wongleedee, 2014 ada menyebut bahawa makanan Thailand dan pasar tradisional di Thailand merupakan satu - satunya sebab pelancong melancong ke Thailand. Manakala kajian yang dibuat oleh Kassean & Gassita, 2013 pula menyatakan kebanyakan pelancong yang datang ke Mauritus adalah disebabkan pantai yang bersih dan cantik, iklim dan cuaca, lanskap dan pemandangan eksotik pulau. Faktor tarikan adalah lebih kepada apa yang terdapat di destinasi pelancongan dan yang dapat memberikan kepuasan kepada pelancong. Faktor tolakan dan tarikan bukan faktor yang tidak bersandar, akan tetapi mempunyai kaitan yang sangat rapat dimana kedua - dua faktor ini merupakan sebab pelancong untuk pergi melancong.

Metodologi

Kajian ini dijalankan di sekitar Pulau Pinang yang menjadi kawasan tarikan para pelancong domestik mahupun pelancong antarabangsa. Pulau Pinang mempunyai banyak destinasi pelancongan yang terdiri daripada pelbagai jenis tarikan seperti tarikan budaya, tarikan semulajadi, tarikan buatan manusia dan sebagainya. Pada tahu 2018, jumlah kedatangan pelancong ke Pulau Pinang adalah seramai 14.5 juta orang. Oleh yang demikian, penulis merujuk kepada Jadual Pensampelan Krejie dan Morgan (1970) untuk menentukan jumlah responden yang perlu ada. Instrumen kajian yang diguna adalah pengedaran borang soal selidik yang melibatkan sejumlah 405 responden yang terdiri daripada pelancong domestik dan antarabangsa di sekitar Pulau Pinang pada 20 hingga 24 Mac 2019.

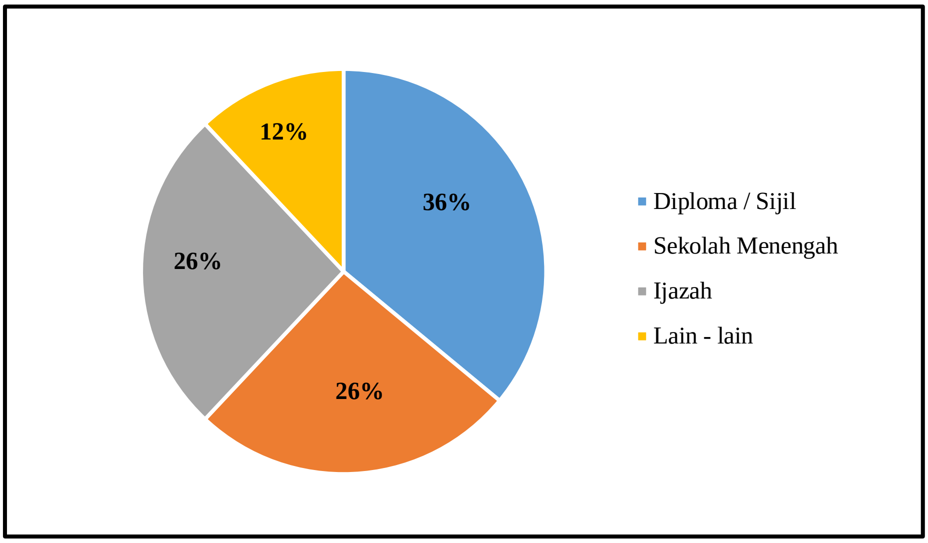
Borang soal selidik dibahagikan kepada empat bahagian. Bahagian pertama soalan yang dikemukakan adalah berkaitan dengan latarbelakang responden sejumlah tujuh soalan (Bahagian A). Di bahagian kedua pula adalah maklumat mengenai perjalanan responden seperti berapa lama melancong ke Pulau Pinang dan tempat tinggal semasa melancong (Bahagian B) sejumlah enam soalan. Bahagian ketiga pula adalah soalan yang berkaitan dengan faktor tarikan dengan sembilan soalan (Bahagian C). Bahagian keempat adalah soalan yang berkaitan dengan faktor tolakan dengan sembilan soalan. Bahagian A dan B adalah jenis soalan yang berbentuk *close-ended question* dimana responden perlu memilih satu pilihan jawapan di kalangan jawapan yang diberi. Manakala, bahagian C dan D pula menggunakan format skala likert dimana responden perlu memilih dari sangat tidak setuju (1), tidak setuju (2), neutral (3), setuju (4) dan sangat setuju (5). Data akan di analisis menggunakan Microsoft Excel.

Dapatan dan Perbincangan

Bahagian ini akan menerangkan mengenai dapatan dan analisa data berdasarkan soalan di dalam borang soal selidik. Merujuk kepada Jadual 1.1 Profail Responden menunjukkan bahawa sebanyak 59 peratus merupakan responden yang terdiri dari golongan lelaki. Manakala peratus untuk responden wanita pula adalah sebanyak 41 peratus. Walaubagaimanapun, jumlah perbezaan kedua – dua jumlah jantina hanya 73 responden. Hasil dapatan juga menunjukkan profail responden yang berumur bawah 20 tahun merupakan responden yang paling banyak menjawab soal selidik. Responden berumur 41 tahun ke atas hanya 42 orang responden sahaja dengan 10 peratus dari jumlah keseluruhan. Kajian ini ingin melihat jenis pelancong yang melancong ke Pulau Pinang, dapatan menunjukkan terdapat perbezaan sebanyak 36% antara pelancong domestik dan antarabangsa. Jumlah pelancong domestik adalah sebanyak 274 orang responden dan pelancong antarabangsa adalah sebanyak 131 orang responden.

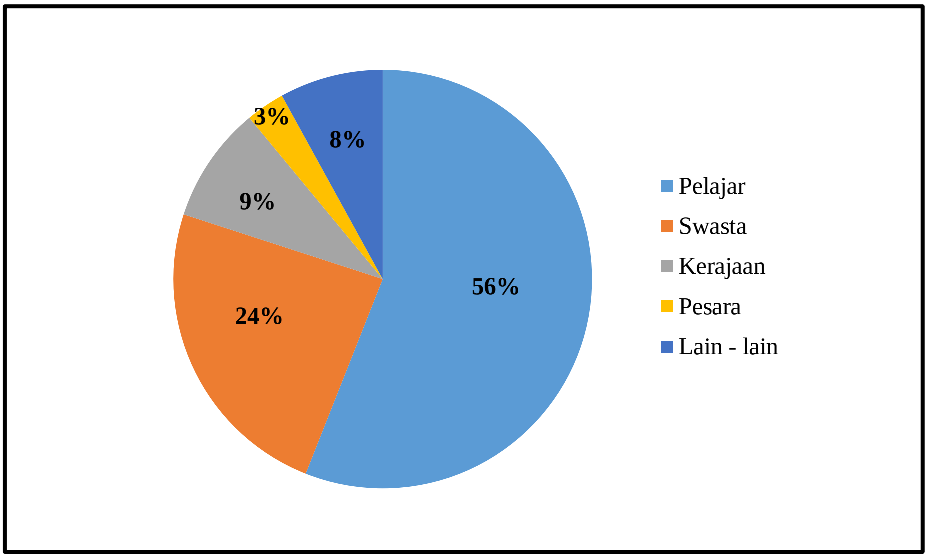
Jadual 1: Profail Responden

Profil Responden		Peratus (%)
Jantina	Lelaki	59
	Wanita	41
Umur	Bawah 20 tahun	40
	21 – 30	35
	31 – 40	15
	41 ke atas	10
Jenis Pelancong	Domestik	68
	Antarabangsa	32



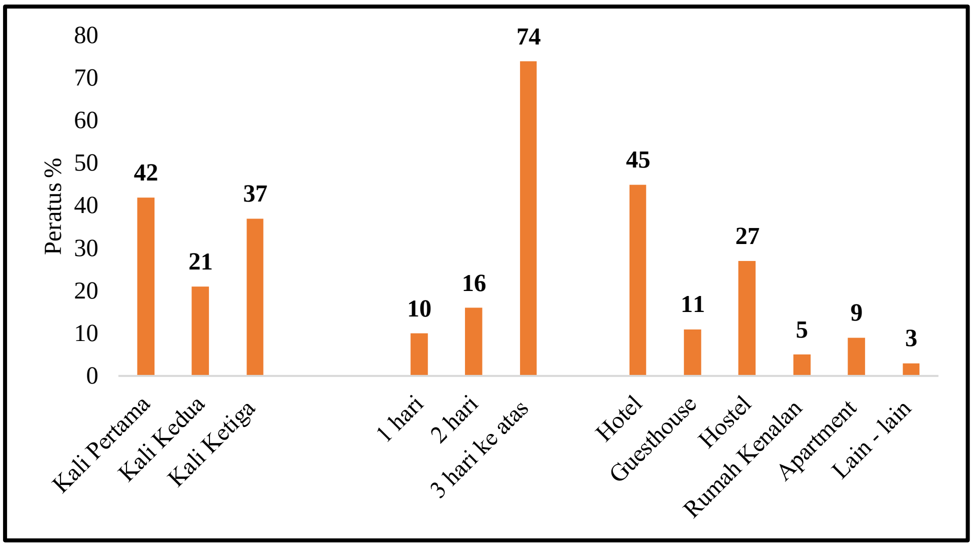
Rajah 1: Latarbelakang Pendidikan Responden

Rajah 1 di atas menunjukkan majoriti responden yang menjawab borang soal selidik adalah dari kalangan yang mempunyai latarbelakang Pendidikan Sijil atau Diploma dengan 36 peratus yang mewakili 147 responden. Bagi yang mempunyai Ijazah dan Sekolah Menengah dengan 26 peratus setiap satu.



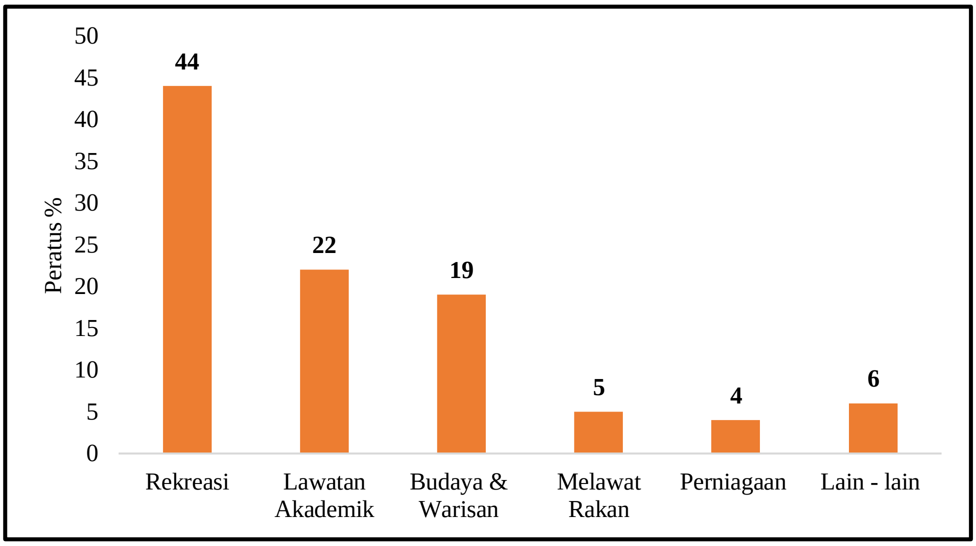
Rajah 2: Pekerjaan

Jenis pekerjaan responden juga memainkan peranan penting dalam melakukan perjalanan atau pun pergi melancong. Ini kerana terdapat beberapa jenis pekerjaan yang tidak mempunyai cuti di hujung minggu. Dapat dilihat di dalam Rajah 2 menunjukkan responden yang ramai menjawab borang soal selidik adalah di kalangan pelajar. Ini mungkin disebabkan pelajar tidak mempunyai kuliah pada hujung minggu. Pengedaran borang soal selidik adalah pada hari Rabu hingga Ahad.



Rajah 3: Kekerapan, Tempoh dan Penginapan ke Pulau Pinang

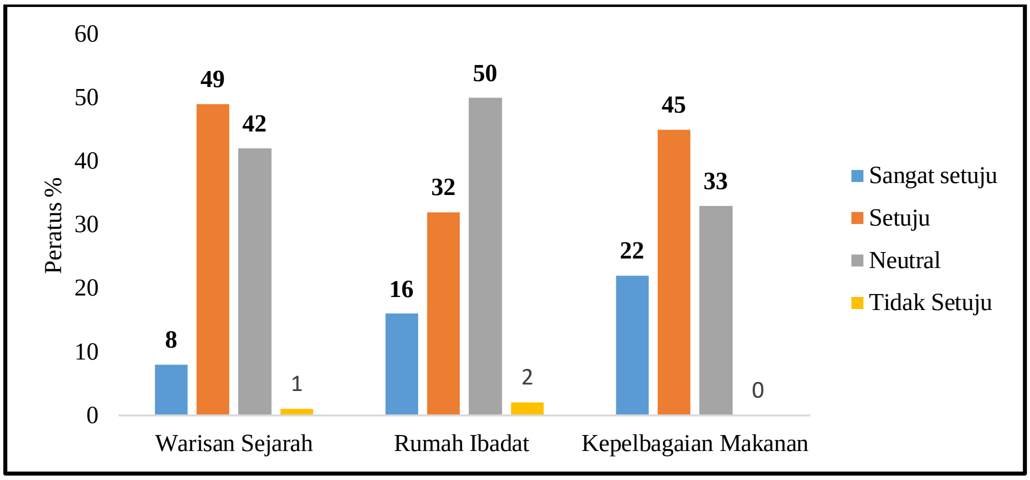
Pelancongan merupakan salah satu aktiviti yang dapat meluangkan masa bersama orang tersayang. Ketika melancong banyak perkara akan dipertimbangkan, termasuklah pemilihan destinasi yang ingin dituju dan juga tempoh percutian. Rajah 3 menunjukkan kekerapan pelancong melancong ke Pulau Pinang dengan 42 peratus merupakan kali pertama. Walaubagaimanpun, dapat dilihat bahawa peratusan pelancong yang datang untuk kali ketiga juga ramai dengan 37 peratus yang bersamaan 147 pelancong. Kebanyakan responden menyatakan mereka akan menginap sekurang-kurangnya 3 hari ke atas semasa melancong dengan 74 peratus dan kebanyakan responden memilih untuk tinggal di hotel dengan 45 peratus. Pulau Pinang mempunyai banyak pilihan hotel untuk di diami sepanjang tempoh perjalanan.



Rajah 4: Tujuan Melancong

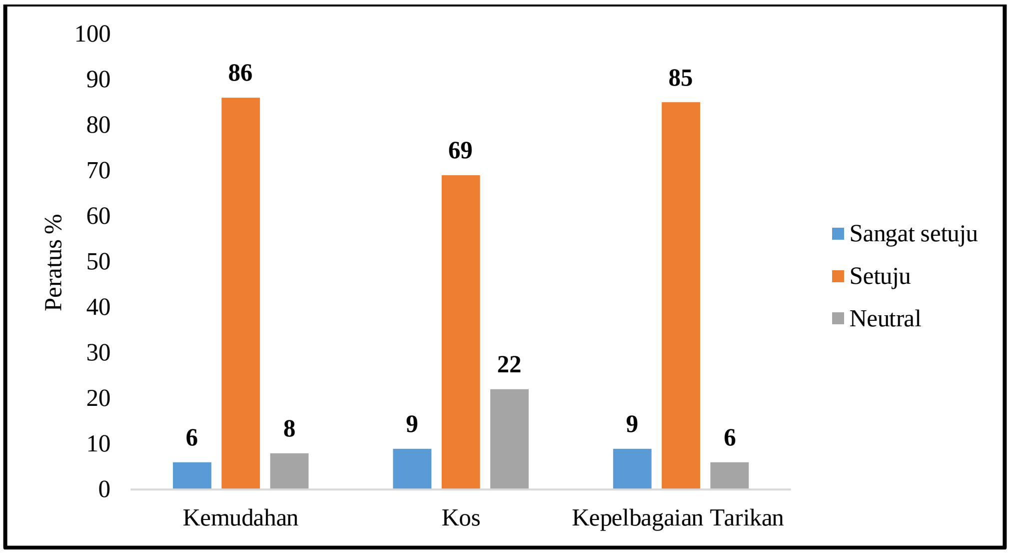
Rajah 4 menunjukkan graf bar yang berkaitan dengan tujuan responden melancong ke Pulau Pinang. Graf bar menunjukkan rekreasi merupakan tujuan utama pelancong melancong dengan 44 peratus. Pulau Pinang menyediakan banyak destinasi pelancongan rekreasi seperti

Penang Escape Park yang merupakan taman tema terbaik di Malaysia. Tujuan atas sebab perniagaan hanya sebanyak 4 peratus sahaja dengan 17 responden yang menjawab.



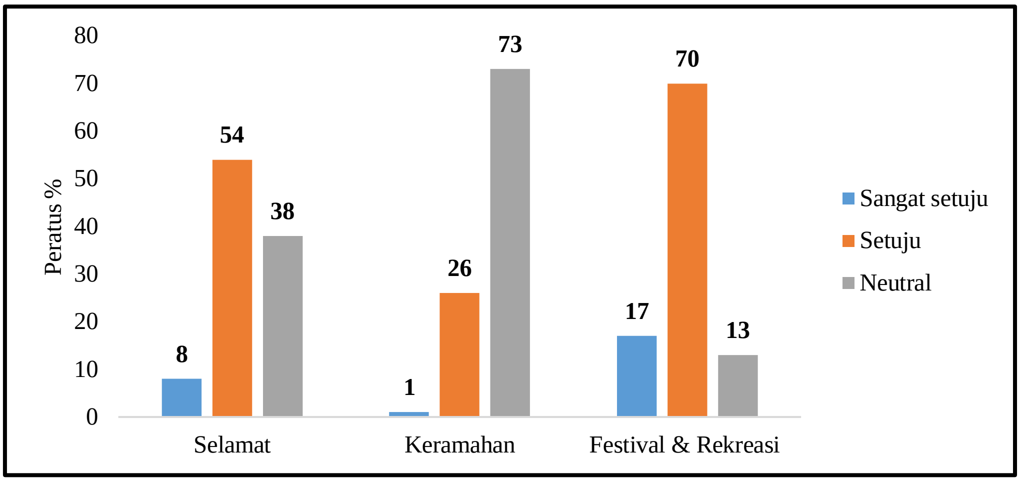
Rajah 5: Tarikan Warisan dan Budaya

Dalam Rajah 5 menunjukkan jumlah responden menjawab soalan yang berkaitan dengan warisan dan budaya yang menarik responden untuk melancong. Tarikan kepelbagaian makanan yang ada di Pulau Pinang telah menjadi pilihan 273 responden dengan 67 peratus. Antara tiga warisan dan budaya, Rumah ibadat merupakan faktor yang kurang menarik pelancong untuk melancong ke Pulau Pinang.



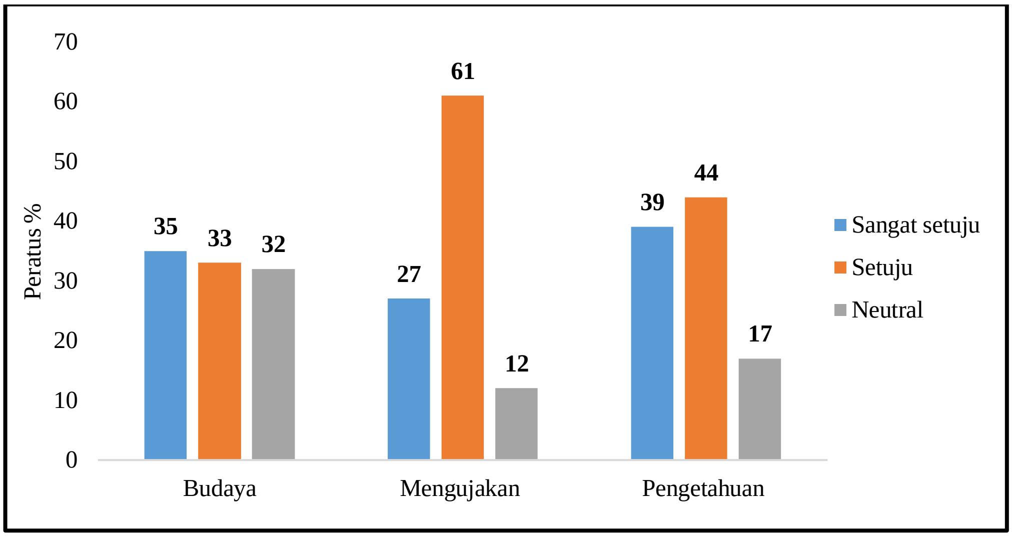
Rajah 6: Kemudahsampaian, Kos dan Kepelbagaian Tarikan

Manakala Rajah 6 berkenaan dengan kemudahsampaian, kos dan kepelbagaian tarikan di Pulau Pinang. Kemudahsampaian pelancong ke Pulau Pinang adalah bagus dan dibuktikan dengan jawapan responden dimana 92 peratus bersetuju dengannya. Jika melancong memerlukan modal, Pulau Pinang merupakan antara negeri yang kos untuk melancong adalah di kadar minimum dengan persetujuan 78 peratus responden. Antara jantung dalam industri pelancongan adalah tempat tarikan itu sendiri, 94 peratus bersetuju bahawa Pulau Pinang merupakan negeri yang menawarkan pelbagai jenis tarikan.



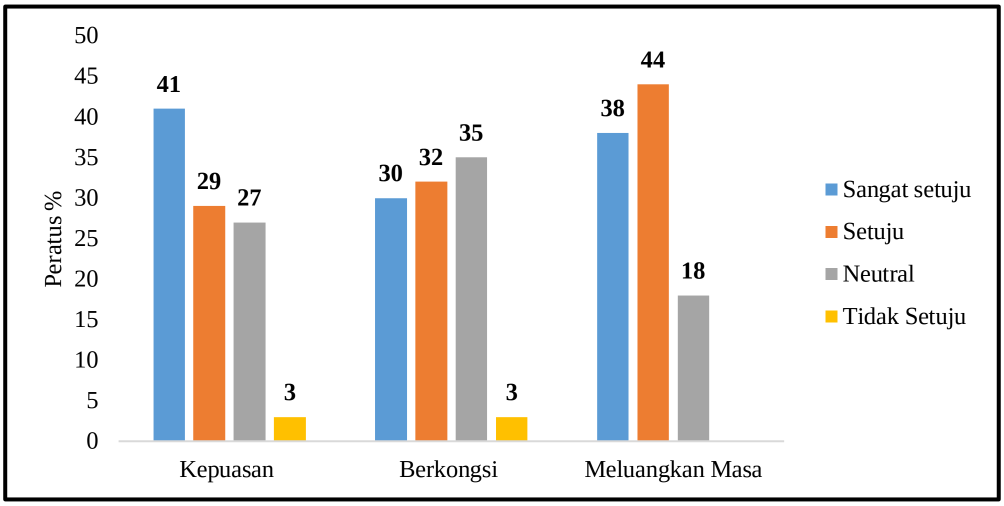
Rajah 7: Persekitaran

Pelancong sangat mementingkan keadaaan persekitaran yang selamat, keramahan penduduk tempatan dan festival dan rekreasi semasa melancong. Sebanyak 62 peratus responden menyatakan bahawa persekitaran yang selamat semasa melancong adalah penting. Manakala untuk keramahan penduduk tempatan, responden lebih kepada sifat neutral dengan 73 peratus. Festival dan rekreasi pula dengan 87 peratus yang bersetuju kerana ingin melihat dan melakukan aktiviti tersebut.



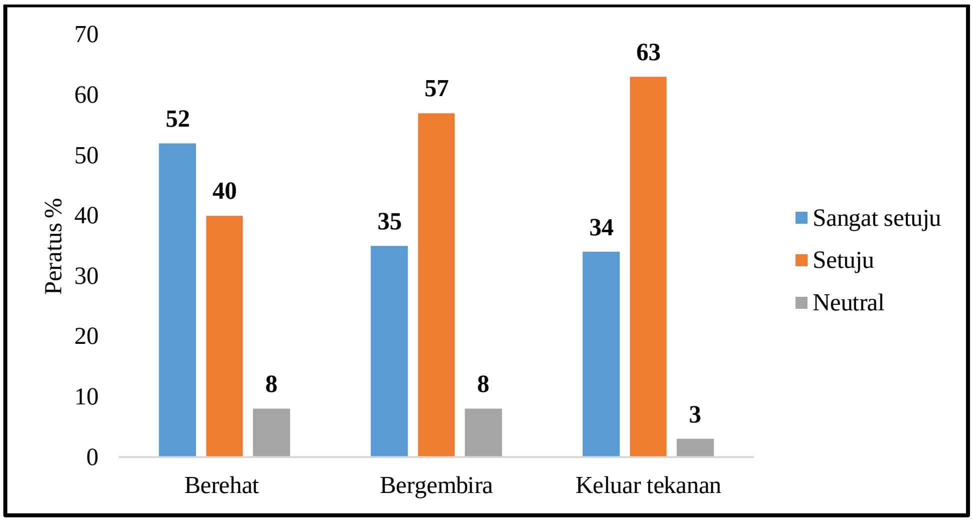
Rajah 8: Keaslian dan Pengetahuan

Rajah 8 menunjukkan dapatan tentang penambahan ilmu pengetahuan, mengetahui budaya yang berbeza dan perasaan yang mengujakan apabila pergi melancong. Antara faktor tolakan responden pergi melancong adalah ingin melihat sesuatu yang baru dan mengujakan dengan persetujuan sebanyak 88 peratus. Pulau Pinang merupakan hos pelancongan yang bagus kerana setiap tahun akan ada tarikan yang baru yang ditawarkan. Begitu juga untuk penambahan ilmu pengetahuan dan mempelajari budaya lain dengan 83 peratus dan 68 peratus.



Rajah 9: Kepuasan Diri

Faktor tolakan merupakan faktor dalaman yang ada di dalam diri yang mempengaruhi emosi dan minda seseorang. Seseorang yang pergi melancong mahukan perjalanan lancar dan baik. Rajah 9 menunjukkan soalan mengenai kepuasan responden apabila melancong ke Pulau Pinang yang rata – rata responden bersetuju Pulau Pinang memberikan kepuasan kepada mereka dengan 70 peratus dan bersetuju juga berkenaan dengan soalan dapat meluangkan masa dengan keluarga dan kawan – kawan sebanyak 82 peratus. Seterusnya apabila pulang ke tempat asal responden akan berkongsi pengalaman melancong kepada orang lain sebanyak 62 peratus bersetuju. Perlu diingat, apabila berkongsi pengalaman menggunakan kaedah *Word of Mouth* lebih efektif dan cepat tersebar.



Rajah 10: Faktor Tolakan

Rajah 10 menunjukkan faktor tolakan yang berkaitan dengan berehat dan bersantai, bergembira semasa melancong dan keluar dari tekanan. Terdapat 97 peratus responden yang bersetuju bahawa melancong dapat mengurangkan diri dari tekanan dalam kehidupan seharian. Selain daripada itu, responden juga bersetuju melancong adalah masa untuk berehat dan bergembira dengan keduanya mendapat 92 peratus.

Kesimpulan

Secara keseluruhannya, analisa kajian mendapati motivasi perjalanan iaitu faktor tolakan dan faktor tarikan memainkan peranan utama dalam mempengaruhi seseorang untuk pergi melancong. Mengikut dapatan kajian faktor tolakan yang utama yang mempengaruhi responden untuk melancong adalah keinginan keluar dari tekanan kehidupan seharian. Bagi faktor tarikan pula, Pulau Pinang terkenal dengan kepelbagaian tarikan pelancongan dan sekaligus menjadi destinasi pilihan pelancong. Pulau Pinang juga merupakan destinasi syurga makanan, di mana terdapat pelbagai jenis-jenis makanan yang sedap yang boleh di nikmati semasa melancong. Jika melihat kepada peratusan faktor tarikan yang rendah ianya berkaitan dengan budaya. Pulau Pinang merupakan salah satu negeri yang mempunyai pelbagai budaya di samping tokong yang cantik, masjid bersejarah, gereja lama dan kuil bersejarah dan di Bandar Georgetown sendiri mempunyai satu kawasan yang dinamakan sebagai Jalan Harmoni di mana jalan ini menempatkan masjid, tokong, kuil dan gereja di satu jalan yang sama supaya pelancong boleh mengunjunginya. Akan tetapi, mungkin disebabkan kekurangan promosi atau pasaran, tarikan budaya di Pulau Pinang adalah rendah. Tambahan, semua pihak yang terlibat di dalam industri pelancongan perlu bekerjasama bagi menjayakan industri pelancongan. Sumbangan kajian ini boleh menjadi rujukan kepada pemain industri yang terlibat untuk memajukan lagi dan merancang untuk pembangunan pelancongan akan datang di Negeri Pulau Pinang. Keputusan dari kajian ini juga adalah untuk menjadi rujukan dan sumbangan dalam penulisan pelancongan mengenai faktor yang mempengaruhi pemilihan destinasi pelancongan.

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KESEDIAAN DALAM PEMBANGUNAN PELANCONGAN BERASASKAN KOMUNITI BERDASARKAN SUMBERJAYA DI KAMPUNG JOHOR LAMA

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Abstrak: *Pembangunan pelancongan memainkan peranan penting dalam meningkatkan ekonomi komuniti dan kemudahan infrastruktur di kawasan tarikan pelancong. Pelancongan berasaskan komuniti adalah pelancongan yang bertujuan untuk mencapai pembangunan lestari agar komuniti luar bandar dapat meningkatkan taraf hidup. Objektif kajian ini adalah untuk mengenalpasti sumberjaya dan melihat potensi yang terdapat di Kampung Johor Lama serta mengkaji tahap kesediaan komuniti terhadap pembangunan pelancongan. Kajian ini mengambil kira 50 responden yang terdiri dari pelbagai umur, tahap pendidikan, kerjaya. Penyelidik menggunakan Microsoft Excel untuk menganalisis data untuk mendapatkan mod dan min kajian. Kajian ini penting kepada pihak yang berkepentingan dalam pembangunan pelancongan berasaskan komuniti. Hasil kajian menunjukan sumberjaya yang terdapat di kampung berpotensi untuk dibangunkan dengan kesediaan komuniti dalam pembangunan pelancongan. Kesimpulannya, pelancongan berasaskan komuniti memerlukan sumberjaya yang berpotensi untuk dibangunkan serta memerlukan kesediaan komuniti menerima kedatangan pelancong.*

Kata Kunci: *Pelancongan Berasaskan Komuniti, sumberjaya, potensi, kesediaan*

Pengenalan

Industri pelancongan pada masa kini telah diiktiraf sebagai industri yang paling pesat berkembang dan salah satu penyumbang ekonomi terbesar di dunia. Pelancongan ditakrifkan sebagai proses dan aktiviti yang melibatkan banyak pihak seperti pelancong, pembekal pelancongan, hos kerajaan, hos komuniti dan kawasan persekitaran yang boleh menarik dan menjadi hos kepada pelancong. Pelancongan didefinisikan sebagai pergerakan sementara penduduk ke sesebuah destinasi di luar tempat kediaman dan melakukan aktiviti tertentu di destinasi pelancongan yang boleh memenuhi keperluan mereka (Rosazman & Kunjuraman, 2014). Selain itu, pelancongan juga dianggap sebagai satu industri yang besar dan mengalami pertumbuhan yang pantas di dunia (Scheyvens & Momsen, 2008). Pembangunan industri pelancongan di Malaysia semakin berkembang maju dari semasa ke semasa kerana mempunyai banyak tarikan pelancongan yang boleh menarik ramai pelancong ke Malaysia (Dayang et all, 2011). Di Malaysia, sektor pelancongan merupakan sektor kedua terbesar selepas sektor pembuatan (Che Leh & Omar, 2013).

Industri pelancongan mempunyai kaitan dengan jumlah kedatangan pelancongan, sama ada pelancong antarabangsa mahupun pelancong domestik. Ketibaan pelancong amat penting kerana boleh menambah pendapatan sekaligus meningkatkan pertumbuhan ekonomi negara. Menurut United Nation World Tourism Organization pada tahun 2013, pelancongan dunia telah berkembang sebanyak empat peratus pada tahun 2012, dengan mencatat jumlah ketibaan pelancong sebanyak 1,035 billion dan jumlah pendapatan sekitar US$1,075 billion. Pada tahun 2019 sebanyak 26.10 juta pelancong masuk ke negara ini dengan perbelanjaan berjumlah RM 86.1 billion (Tourism Malaysia, 2020). Jadual 1 menunjukkan perkembangan industri pelancongan dari tahun 2007 sehingga 2019.

Bilangan kedatangan pelancong ke destinasi berkait rapat dengan pendapatan negara dalam mempromosikan industri pelancongan negara kepada dunia luar melalui pelbagai inisiatif dan usaha. Misalnya, sempena Tahun Melawat Malaysia 2020, kerajaan telah memperuntukkan sebanyak RM358 juta Ringgit Malaysia untuk mempromosikan tarikan yang ada di negara ini. Dengan usaha yang telah diperkenalkan dalam pembangunan industri pelancongan oleh kerajaan, anggaran menunjukkan bahawa industri pelancongan Malaysia akan menyumbang RM66.7 billion kepada Pendapatan Negara Kasar pada tahun 2020 (Che Leh & Omar, 2013).

Jadual 1: Jumlah Kedatangan Pelancongan dan Penerimaan Malaysia

Tahun	Jumlah Pelancong (Juta)	Jumlah Penerimaan (RM) (Bilion)
2019	26.10	86.1
2018	25.83	84.1
2017	25.95	82.1
2016	26.76	82.1
2015	25.72	69.1
2014	27.44	72.0
2013	25.72	65.4
2012	25.03	60.6
2011	24.71	58.3
2010	24.58	56.5
2009	23.65	53.4
2008	22.05	49.6
2007	20.97	53.4

(Sumber: Tourism Malaysia,2020)

Dalam usaha membangunkan sektor pelancongan di sesebuah negara, komuniti setempat sewajarnya perlu dilibatkan. Tanpa penglibatan komuniti setempat dalam sesebuah projek pembangunan pelancongan, projek tersebut belum boleh dianggap berjaya seperti yang ditekankan oleh Din (1997). Isu penglibatan penduduk dalam pelancongan adalah suatu hal yang serius. Salah satu bentuk penglibatan komuniti setempat yang mudah adalah melalui program homestay, iaitu satu aktiviti pelancongan yang sememangnya berasaskan kepada penglibatan komuniti (Community-based tourism). Program ini mempunyai potensi untuk berkembang dan membangunkan masyarakat luar bandar dari aspek sosioekonomi. Di Malaysia, program ini telah diperkenalkan oleh Kementerian Pelancongan Malaysia (dahulu dikenali sebagai Kementerian Kebudayaan, Kesenian, dan Pelancongan Malaysia) pada tahun 1998 sebagai salah satu bentuk penginapan alternatif yang ditawarkan kepada para pelancong yang mengunjungi negara ini. Kerajaan telah menekankan pembangunan program homestay kerana merupakan salah satu produk pelancongan yang perlu diperkasakan di negara ini (Mapjabil & Che Ismail, 2012). Kejayaan sesebuah program homestay dapat dikesan melalui keupayaan pihak pengusaha memenuhi permintaan demi kepuasan para pelancong. Isu kepuasan dalam program homestay ini adalah mustahak dan perlu diberi penambahbaikan oleh pihak pengurusan progam dari semasa ke semasa.

Latarbelakang Kajian

Kampung Johor Lama atau lebih dikenali sebagai Kampung Johor oleh penduduk tempatan dipercayai merupakan penempatan asal yang wujud sebelum pembinaan Kota Johor Lama. Kampung Johor Lama ialah sebuah kampung yang terletak di tebing Sungai Johor di Daerah Kota Tinggi, Johor. Lokasi kampung ini adalah lebih kurang 27 kilometer perjalanan dari bandar Kota Tinggi. Kedudukan kampung ini juga berhampiran dengan Pekan Teluk Sengat yang terkenal dengan makanan laut. Terdapat 50 buah rumah di Kampung Johor Lama yang terdiri daripada 180 hingga 200 orang penduduk. Aktiviti utama penduduk di sini adalah menangkap ikan. Ini dapat dibuktikan dengan 3 buah jeti nelayan yang terdapat di tebing Sungai Johor sepanjang kampung ini. Bagi pelancong yang datang dari Johor Bahru boleh menggunakan Lebuhraya Tebrau dan jaraknya ialah 42 kilometer untuk sampai ke Kota Tinggi. Dari Kota Tinggi, pelancong perlu ke jalan Desaru, dan akan dapat melihat papan tanda Telok Sengat. Setelah 10 minit meneruskan perjalanan, pelancong akan berjumpa papan tanda Kampung Johor Lama. Bagi laluan air pula, Pelancong boleh menaiki bot laju dari jeti Kong Kong ke jeti Kampung Johor Lama dengan mengambil masa lebih kurang 30 minit. Bayaran yang dikenakan adalah RM12 seorang bagi sekali perjalanan.

Kampung Johor Lama mempunyai pelbagai sumberjaya yang mempunyai potensi untuk dikomersialkan terutama bagi industri pelancongan. Antara sumberjaya yang terdapat di Kampung Johor Lama adalah seperti di bawah:

Jadual 2: Senarai sumberjaya yang terdapat di Kampung Johor Lama

Bil	Sumberjaya	Potensi Dalam Pelancongan
1	Muzium Kota Johor Lama	Sesuai untuk pelancongan pendidikan. Pelancong dapat mengetahui sejarah Johor Lama, Institusi Politik dan Sosioekonomi daerah Kota Tinggi yang meliputi zaman kegemilangan Johor Lama (1529 - 1705).
2	Rumah Rakit	Sesuai untuk pelancongan pendidikan. Ia juga sumber pendapatan penduduk kampung sebagai rumah rakit ternakan. Ianya sesuai bagi para pemancing bagi melakukan aktiviti memancing.
3	River Cruise	Sesuai untuk pelancongan ekologi serta dapat menyusuri Sungai Johor dengan menikmati keindahan semulajadi
4	Taman Buaya	Merupakan Taman Buaya terbesar di Malaysia. Sesuai untuk pelancongan pendidikan, pelancong dapat meneroka kehidupan buaya
5	Kuih Tekap	Ia merupakan kuih tradisional di Kampung Johor lama. Sesuai untuk pelancongan gastronomi
6	Air Sakar	Ia merupakan minuman tradisional di Kampung Johor Lama. Sesuai untuk pelancongan gastronomi dan merupakan ‘welcome drink’ kepada para pelancong
7	Kumpulan Hadrah	Ia merupakan persembahan kebudayaan di Kampung Johor Lama. Sesuai untuk pelancongan budaya

Sorotan Kajian

Industri Pelancongan

Industri pelancongan telah dikenalpasti sebagai antara industri yang cepat merangsang pertumbuhan ekonomi dan proses pembangunan sesebuah negara. Antaranya yang pernah disenaraikan oleh McKecher (2003):

- Pelancongan berupaya menggunakan pelbagai sumberjaya sedia ada di sesuatu kawasan.
- Pelancongan memberi peluang ekonomi kepada semua kawasan sama ada di bandar mahupun pedalaman.
- Pelancongan membuka jalan kearah pengurangan masalah kemiskinan, memberi peluang pekerjaan dan merancakkan pembangunan wilayah.
- Pelancongan memberi insentif kepada pemeliharaan alam semula jadi dan aset kebudayaan dan warisan.
- Pelancongan menekankan kepentingan kebudayaan dan tradisi.

Pelancongan mempunyai potensi dalam konteks pembangunan yang menyeluruh. Pembangunan pelancongan yang lestari boleh dikatakan seperti sumber jaya di sesuatu kawasan wajar dipelihara, ditambahnilai dan ditambahbaikkan untuk penggunaan yang berterusan pada masa akan datang selain membawa manfaat kepada komuniti semasa (Hassan,2014).

Definisi dan konsep pelancongan berasaskan komuniti

Pelancongan berasaskan komuniti didefinisikan sebagai pelancongan di mana penduduk tempatan yang kebiasaannya terpinggir dari kawasan bandar dan mengajak pelancong untuk melawat dan merasai suasana kehidupan di kawasan kampung. Konsep pelancongan berasaskan komuniti (CBT) ialah satu agenda baru dalam kajian pelancongan. Penglibatan komuniti setempat, terutamanya sebagai pengusaha yang menyediakan tempat penginapan kepada pelancong, memberi sumbangan yang penting kepada pembangunan pelancongan di kawasan mereka. Konsep ini mula muncul pada pertengahan 1990-an (Rosazman & Kunjuraman,2014). CBT menekankan penglibatan komuniti secara langsung dalam pelbagai projek pembangunan pelancongan yang boleh memperkasakan ekonomi, sosial dan politik mereka. Istilah CBT mempunyai makna yang berbeza kepada para penyelidik, sesuai dengan kefahaman dan kemahiran dalam industri pelancongan. CBT menggalakkan komuniti setempat bekerjasama iaitu pelancong dan tuan rumah dalam sebuah projek yang telah disusun oleh komuniti sendiri. Bagi Jamaluddin et al, (2012), CBT adalah suatu bentuk tanggung jawab bersama individu secara kolektif dan keupayaan mereka membuat keputusan juga secara bersama. Mann, 2000 mendefinisikan CBT secara lebih meluas sehingga merangkumi semua jenis pelancongan yang melibatkan komuniti dan faedah yang mereka dapati.

Kajian mengenai pelancongan berasaskan komuniti telah dilakukan secara meluas oleh ramai penyelidik dalam bidang pelancongan sama ada di dalam negara mahu pun di luar negara. Secara keseluruhannya, semua penyelidik berpendapat bahawa pelancongan berasaskan komuniti memberi manfaat kepada komuniti setempat. Faedah tersebut termasuklah komuniti dapat membangunkan ekonomi keluarga melalui penjanaan pendapatan sampingan yang sekaligus boleh membantu meningkatkan taraf hidup mereka. Untuk menjadikan pelancongan berasaskan komuniti ini lebih berjalan lancer dan sistematik, maka beberapa faktor kritikal yang seperti dicadangkan oleh Asley, Roe & Goodwin (2001) seperti aspek ketersampaian pengusaha tempatan, kelestarian produk secara komersial, kerangka polisi awam dan kelancaran semasa pelaksanaan program. Faktor tersebut perlu dititikberatkan supaya pelancongan berasaskan komuniti berjaya dan kekal berterusan bagi satu jangka masa yang panjang. Selain daripada itu, pelancongan berasaskan komuniti juga mementingkan aspek alam sekitar bagi pembangunan pelancongan.

Sumberjaya alam semulajadi

Sumberjaya alam semula jadi merupakan salah satu sumber utama dalam industri pelancongan pada masa kini. Banyak ciri alam sekitar yang menjadi tarikan kepada pelancong, justeru, menjadikan hubungan antara alam sekitar dan pelancongan adalah begitu rapat. Oleh itu, adalah amat penting untuk memahami hubungan ini sepenuhnya dalam usaha merancang, membangun dan seterusnya menguruskan sumberjaya ini dengan sewajarnya. Sumberjaya semulajadi tidak hanya merangkumi ciri-ciri tanah, udara, air, flora dan fauna; tetapi ianya turut merangkumi aspek sejarah, kebudayaan dan warisan manusia Johan (2013). Pelancongan bukan sahaja mempunyai kuasa meningkat atau membangunkan ekonomi, malahan pelancongan juga merupakan faktor yang sering diberikan perhatian dalam pembangunan fizikal alam sekitar. Alam sekitar merupakan teras bagi produk pelancongan oleh kerana keuntungan dalam pelancongan adalah bergantung kepada usaha dan aspek pengekalan daya tarikan sesuatu destinasi yang pelancong atau pelawat ingin saksikan dan alaminya sendiri. Dalam konteks alam sekitar, pelancongan bukan sahaja dapat menjana impak positif malahan impak negatif juga akan berlaku bergantung kepada bagaimana baiknya sesuatu pembangunan itu dirancang, dipantau dan dikawal. Justeru, pendekatan pembangunan lestari bagi setiap perancangan pelancongan adalah amat diperlukan kerana sekiranya sumber-sumber ini di musnah atau dimansuhkan, maka kawasan pelancongan itu tidak boleh lagi menarik pelancong dan akhirnya pelancongan di kawasan berkenaan akan gagal.

Penerimaan komuniti terhadap pelancongan berasaskan komuniti

Menurut Kayat dan Mohd Noor (2010), Abdul Razzaq et al (2012) mendapati kesediaan komuniti sangat penting untuk membolehkan mereka bergerak sendiri dan memajukan program CBT dalam acuan mereka sendiri untuk manfaat mereka. Kebanyakan mereka yang terlibat dalam program CBT ini kurang kreatif dan hanya menerima apa juga bentuk program yang disediakan kepada mereka (Hamzah dan Khalifah, 2010). Kesediaan komuniti dari aspek pengetahuan, kemahiran, pengurusan dan sokongan komuniti adalah penting dalam pembangunan program pelancongan seperti CBT (Moscardo, 2008). Kegagalan komuniti untuk terlibat dalam peringkat perancangan akan menjejaskan bentuk pembangunan pelancongan bagi keperluan komuniti setempat. Malahan menurut Hall (2005), komuniti juga akan gagal meramal faedah yang bakal dinikmati oleh komuniti disebabkan oleh masalah. Kesediaan komuniti adalah merupakan satu komponen yang sangat mustahak diberi perhatian sejak dari peringkat awal pembangunan CBT bagi memastikan pembangunan program tersebut benar-benar berfungsi untuk pembangunan komuniti. Menurut Chaskin et al., (2001) kesediaan komuniti itu adalah penting untuk membolehkan mereka mengurus tadbir pembangunan program di peringkat komuniti seperti program CBT ini.

Metodologi

Metodologi kajian meliputi cara, kaedah dan pendekatan yang digunakan untuk mencapai objektif dan matlamat kajian. Metodologi kajian menjadikan kajian yang dijalankan lebih bersistematik dan perjalanan kajian lebih terarah dalam mencapai objektif. Penyelidik telah memilih untuk menggunakan pendekatan kuantitatif iaitu pengedaran borang kaji selidik berstruktur yang melibatkan responden wakil setiap rumah sejumlah 50 buah rumah. Jones, Womble dan Searcy (1996) menyatakan bahawa penggunaan borang kaji selidik sebagai instrumen kajian amat sesuai kerana lebih mudah mendapat kerjasama daripada responden.

Borang kaji selidik kajian ini mengandungi 30 soalan meliputi maklumat latar belakang responden, sumber jaya kampung, tahap penerimaan pelancongan berasaskan komuniti dan potensi kampung sebagai tarikan pelancongan. Penyelidik menggunakan soalan berbentuk tertutup kerana ia boleh memudahkan responden untuk menjawab, selain menjimatkan masa responden untuk menjawab borang kaji selidik dan penyelidik. Soalan di Bahagian B, C dan D dalam borang kaji selidik ini menggunakan skala likert, iaitu daripada tahap sangat tidak setuju (1) hingga ke tahap tertinggi sangat setuju (5).

Dalam kajian ini, penyelidik menggunakan kaedah analisis data iaitu analisis kuantitatif. Penggunaan Microsoft Excel telah membantu penyelidik untuk menganalisis data yang diperoleh dan untuk mencari mod dan min kajian.

Dapatan dan Perbincangan

Kajian ini menggunakan pendekatan kuantitatif iaitu dengan mengedarkan borang soal selidik kepada 50 responden yang terdiri dari wakil setiap rumah. Penentuan sampel responden adalah menggunakan kaedah pensampelan dari Jadual Krejcie & Morgan, 1970. Menurut jadual pensampelan kajian hanya memerlukan 44 responden sahaja akan tetapi penyelidik berjaya mendapat lebih 6 responden.

Maklumat asas bagi 50 orang responden menunjukkan bahawa mereka terdiri daripada 43.6 peratus responden lelaki dan 56.4 peratus adalah responden wanita. Dari segi faktor umur pula, responden berumur antara 51 - 60 tahun yang ramai menjawab borang soal selidik dengan 39 peratus (20 orang). Manakala responden berumur 31 - 40 tahun dan 61 tahun ke atas yang paling sedikit menjawab dengan 7 peratus setiap kategori umur. Kajian juga mendapati kebanyakan responden sudah berkahwin dengan 72.3 peratus (36 orang), seramai 78.8 peratus responden yang masih belum berkahwin. Selain dari itu, sebanyak 9.9 peratus (5 orang) melaporkan bahawa mereka telah bercerai. Responden yang bekerja di sektor lain - lain merupakan responden tertinggi dengan 44 peratus (21 orang). Responden yang bekerja di sektor kerajaan merupakan responden terendah dengan 7.1 peratus (4 orang).

Berdasarkan Jadual 3 iaitu skor mod dan min bagi sumberjaya yang terdapat di Kampung Johor Lama, terdapat 50 orang responden yang menjawab borang kaji selidik. Skor min bagi pernyataan yang pertama ($\mu=4$) di mana kebanyakan responden bersetuju keindahan pemandangan Sungai Johor menjadi tarikan semulajadi di Kampung Johor Lama. Seterusnya, skor min bagi penyataan kedua ialah ($\mu=4.5$) di mana responden bersetuju dengan penyataan bahawa sejarah Kampung Johor Lama merupakan salah satu tarikan pelancongan manakala skor min bagi penyataan ketiga adalah ($\mu=3.5$) di mana responden hampir bersetuju dengan penyataan kumpulan hadrah merupakan tarikan pelancongan kebudayaan yang terdapat di Kampung Johor Lama. Bagi skor min soalan keempat pula adalah ($\mu=4$) di mana responden bersetuju dengan penyataan lokasi Kampung Johor Lama yang terletak di pinggir Sungai Johor adalah strategik dan menarik.

Jadual 3: Skor mod dan min bagi sumberjaya di Kampung Johor Lama

Pernyataan	Minimum	Maksimum	Mod	Min
Keindahan Sungai Johor	3	3	4	4
Sejarah Kampung Johor Lama	4	5	4	4.5
Kumpulan Hadrah	2	5	4	3.5
Lokasi yang strategik	3	5	4	4
Kemudahan dewan	3	5	4	4
Tapak Perkhemahan	3	5	4	4
Kepelbagaian masakan	2	5	4	3.5
Perusahaan IKS	1	5	4	3
Homestay dan Chalet	3	5	4	4
Aktiviti memancing	3	5	4	4

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Seterusnya, skor min bagi penyataan kelima pula ialah (μ=4) di mana responden bersetuju dengan penyataan kemudahan dewan yang terdapat di Kampung Johor Lama memudahkan pelbagai aktiviti untuk dilaksanakan. Bagi skor min penyataan keenam adalah (μ=4) di mana responden bersetuju dengan penyataan kemudahan tempat perkhemahan yang disediakan di kampung ini memudahkan aktiviti perkhemahan dilaksanakan. Skor min penyataan ketujuh pula ialah (μ=3.5) di mana responden hampir bersetuju dengan penyataan restoran yang diusahakan oleh penduduk kampung ini menawarkan pelbagai menu masakan istimewa seperti belangkas goreng yang sering menjadi pilihan pengunjungnya.

Selain itu, bagi penyataan kelapan, skor minnya ialah (μ=3) di mana responden bersetuju penyataan perusahaan IKS seperti kuih tekap penduduk tempatan atau komuniti tempatan boleh dijadikan sebagai salah satu produk pelancongan. Bagi penyataan kesembilan pula, skor min adalah (μ=4) di mana responden bersetuju dengan penyataan homestay dan chalet yang terdapat di Kampung Johor Lama menawarkan pilihan penginapan yang mencukupi kepada pelancong yang datang ke kampung ini. Untuk pernyataan yang terakhir mendapati skor min kesepuluh juga (μ=4) di mana responden bersetuju dengan penyataan aktiviti memancing merupakan antara tarikan utama di Kampung Johor Lama. Min keseluruhan adalah (μ=3.77) membuktikan penduduk Kampung Johor Lama bersetuju terhadap sumberjaya yang ada di Kampung Johor Lama menjadi tarikan pelancongan untuk berkunjung ke kampung ini.

Jadual 4: Skor Mod dan Min terhadap potensi Kampung Johor Lama

Pernyataan	Minimum	Maksimum	Mod	Min
Perkampungan bersejarah	4	5	4	4.46
Kumpulan Hadrah	3	5	4	4
Muzium Kota Johor Lama dan Kubu Badak	2	5	4	3.5
Lokasi yang strategik	3	5	4	4
Rumah Rakit	3	5	4	4
Homestay dan Chalet	3	5	4	4
Perusahaan IKS	1	5	4	3
Kepelbagaian Masakan	3	5	4	4
Aktiviti menyusuri Sungai Johor	3	5	4	4
Aktiviti memancing	3	5	4	4

Berdasarkan Jadual 4 berkenaan skor mod dan min potensi Kampung Johor Lama untuk membangunkan Pelancongan Berasaskan Komuniti, terdapat 50 responden yang menjawab borang kaji selidik ini. Skor min bagi penyataan yang pertama ialah (μ=4.46) di mana kebanyakan responden bersetuju dengan penyataan sejarah Kampung Johor Lama berpotensi menjadi salah satu tarikan pelancongan. Seterusnya, skor min bagi penyataan kedua ialah (μ=4) di mana kebanyakan responden bersetuju dengan penyataan kumpulan hadrah berpotensi menjadi tarikan pelancongan kebudayaan di Kampung Johor Lama. Manakala, skor min bagi penyataan ketiga ialah (μ=3.5) di mana kebanyakan responden hampir bersetuju dengan penyataan muzium Kota Johor Lama dan Kubu Budak yang terdapat di Kampung Johor Lama berpotensi menarik lebih ramai lagi kedatangan pelancong ke kampung ini. Skor min bagi penyataan keempat ialah (μ=4) di mana kebanyakan responden bersetuju dengan penyataan lokasi Kampung Johor Lama yang terletak di pinggir Sungai Johor yang strategik dan menarik berpotensi untuk menarik lebih ramai pelancong ke Kampung ini.

Seterusnya, skor min bagi penyataan kelima ialah (μ=4) di mana kebanyakan responden bersetuju dengan penyataan bilangan rumah rakit yang dijadikan tempat memancing berpotensi untuk meningkatkan bilangan pelancong di Kampung Johor Lama. Untuk skor min bagi penyataan keenam ialah (μ=4) di mana kebanyakan responden bersetuju dengan penyataan bilangan homestay dan chalet yang selesa dan mencukupi berpotensi meningkatkan bilangan pelancong di Kampung Johor Lama. Selain itu, skor min bagi penyataan ketujuh ialah (μ=3) di mana kebanyakan responden tidak pasti dengan penyataan perusahaan IKS seperti kuih tekap oleh penduduk tempatan berpotensi dijadikan sebagai salah satu produk pelancongan. Seterusnya, skor min bagi penyataan kelapan ialah (μ=4) di mana kebanyakan responden bersetuju dengan penyataan menu masakan yang unik dan istimewa seperti belangkas yang terdapat di restoran Kampung Johor Lama berpotensi menarik lebih ramai pelancong ke kampung ini.

Skor min bagi kesembilan ialah (μ=4) di mana responden bersetuju dengan penyataan aktiviti menyusuri Sungai Johor dengan menaiki bot berpotensi menjadi salah satu produk pelancongan di Kampung Johor Lama. Selain itu, skor min bagi penyataan kesepuluh ialah (μ=4) di mana responden bersetuju dengan penyataan aktiviti memancing yang dijalankan berpotensi meningkatkan bilangan pelancong di Kampung Johor Lama. Min keseluruhan adalah (μ=3.93) membuktikan bahawa majoriti penduduk Kampung Johor Lama memberikan maklum balas yang sangat baik terhadap Potensi Pembangunan Pelancongan Berasaskan Komuniti di Kampung Johor Lama.

Jadual 5: Skor Mod dan Min terhadap kesediaan penduduk Kampung Johor Lama

Pernyataan	Minimum	Maksimum	Mod	Min
Menerima perancangan	3	5	4	4
Bekerjasama	3	5	4	4
Terbuka hati menerima perubahan	3	5	4	4
Menyumbang idea dan tenaga	3	5	4	4
Mempromosikan aktiviti	3	5	4	4
Mengikuti kursus	2	5	4	3.5
Pemandu pelancong	1	5	4	3
Menyertai aktiviti yang dijalankan	1	5	4	3
Mempromosikan produk IKS	1	5	4	3
Kediaman sebagai Homestay	1	5	4	3

Berdasarkan Jadual 5, skor min bagi penyataan pertama ialah (μ=4) di mana kebanyakan responden bersetuju dengan penyataan saya bersedia menerima sebarang perancangan yang dibuat untuk memajukan Kampung Johor Lama. Seterusnya, skor min kedua ialah (μ=4) ini menunjukkan responden bersetuju dengan penyataan saya bersedia untuk bekerjasama menjayakan projek pelancongan di kampung ini. Selain itu, bagi skor min ketiga ialah (μ=4) yakni hampir kebanyakan responden bersetuju dengan kenyataan saya terbuka hati menerima perubahan dalam usaha memajukan Kampung Johor Lama. Skor min bagi penyataan keempat pula adalah (μ=4) iaitu responden bersetuju dengan penyataan saya bersedia membantu menyumbang idea dan tenaga dalam usaha pembangunan pelancongan di Kampung Johor Lama.

Selain itu, skor min bagi penyataan kelima adalah (μ=4) menujukkan bahawa kebanyakan responden bersetuju dengan penyataan Saya bersedia bekerjasama mempromosikan aktiviti River Cruise dan tarikan-tarikan sedia ada untuk menarik lebih ramai pelancong ke kampung ini. Skor min bagi kenyataan keenam adalah (μ=3.5) di mana kebanyakan responden tidak pasti dengan kenyataan saya berminat mengikuti sebarang kursus yang diadakan untuk membangunkan pelancongan berasaskan komuniti di kampung ini. Seterusnya ialah skor min bagi penyataan ketujuh ialah (μ=3) di mana responden tidak pasti dengan kenyataan saya rela hati menjadi pemandu pelancong kepada pelancong yang datang.

Skor min bagi penyataan kelapan pula ialah (μ=3) di mana responden saya bersedia untuk turut serta dalam aktiviti-aktiviti yang bakal dijalankan untuk membangunkan Komuniti Berasaskan Pelancongan. Selain itu, bagi penyataan kesembilan pula, skor min ialah (μ=3) ini menunjukkan kebanyakan responden tidak pasti untuk mempromosikan produk IKS seperti kuih tekap supaya dapat menarik kedatangan pelancong. Akhir sekali, bagi penyataan ke-10 pula, skor min ialah (μ=3) ini menunjukkan bahawa responden tidak pasti samada akan menjadikan rumah mereka homestay atau tidak. Min bagi keseluruhan ialah (μ=3.55), membuktikan bahawa majoriti penduduk Kampung Johor Lama menunjukkan maklum balas yang sangat baik dengan menyatakan kesediaan mereka terhadap pembangunan Pelancongan Berasaskan Komuniti di Kampung Johor Lama.

Kesimpulan

Secara keseluruhannya, kajian ini telah berjaya mencapai objektifnya dengan mengenalpasti sumberjaya yang terdapat di Kampung Johor Lama. Sumberjaya yang ada di kampung ini adalah bernilai dan boleh dikomersialkan dalam industri pelancongan. Selain daripada sumberjaya, objektif kajian yang kedua adalah untuk mengenalpasti potensi sumberjaya untuk menjadi produk tarikan pelancongan pada masa akan datang. Pelancongan berasaskan komuniti tidak boleh dijalankan di sesebuah perkampungan jika tiada kerjasama dengan penduduk. Objektif yang ketiga adalah untuk mengenalpasti sama ada penduduk Kampung Johor Lama telah bersedia untuk menerima kedatangan pelancong ke kampung dan khususnya rumah mereka. Penglibatan penduduk dalam pelancongan amat penting dalam menyemarakkan industri pelancongan di sesebuah destinasi.

Dapatan analisa skor min bagi sumberjaya yang ada di Kampung Johor Lama adalah (μ=3.77) dan membuktikan bahawa penduduknya bersetuju terhadap sumberjaya yang ada di Kampung Johor Lama boleh menjadi tarikan pelancongan semasa berkunjung ke kampung ini. Manakala bagi maklum balas mengenai potensi pembangunan Pelancongan Berasaskan Komuniti di Kampung Johor Lama adalah berada pada skor min (μ=3.93) dan dapat persetujuan majoriti dari penduduk. Penduduk berpendapat kampung mereka boleh diperkenalkan dan dikomersialkan kepada pelancong dengan adanya sumberjaya yang banyak boleh ditawarkan. Dengan persetujuan terhadap potensi kampung sebagai destinasi pelancongan, penduduk telah bersedia untuk menerima pelancong melawat ke Kampung Johor Lama. Ini boleh dilihat kepada pencapaian skor min di mana (μ=3.55) dan membuktikan bahawa majoriti penduduk Kampung Johor Lama menunjukkan maklum balas yang sangat baik dengan menyatakan kesediaan terhadap pembangunan Pelancongan Berasaskan Komuniti di Kampung Johor Lama.

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KESEDIAAN PENDUDUK MALAYSIA UNTUK MELANCONG DI DALAM NEGARA SELEPAS PERINTAH KAWALAN PERGERAKAN BERAKHIR

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Abstrak: *Kajian ini bertujuan untuk mengkaji kesediaan penduduk Malaysia untuk kembali melancong selepas Perintah Kawalan Pergerakan (PKP) berakhir. Kajian ini penting dalam mengembalikan kerancakan industri pelancongan Malaysia terutamanya bagi pelancongan domestik. Dengan penutupan sempadan negara, industri pelancongan Malaysia memerlukan sokongan daripada penduduk untuk terus bernafas dan memberi peluang kepada pelbagai sektor untuk terus menawarkan perkhidmatan. Di dalam kajian ini, penyelidik akan memfokuskan kepada perkara berkaitan dengan tingkahlaku perjalanan dan persepsi terhadap pelancongan selepas PKP. Data di ambil dari 406 responden yang terdiri daripada pelbagai latar belakang di seluruh Malaysia menerusi soal selidik yang dibuat secara atas talian melalui kaedah Google Form pada 14 hingga 28 September 2020. Kaedah untuk menganalisis data menggunakan Microsoft Excel untuk mencari peratus, skor min, mod dan cross-tab. Hasil kajian mendapati responden menyatakan mereka bersedia untuk pergi melancong setelah PKP berakhir dan ingin melancong bersama keluarga dengan merancang sendiri segala aktiviti pelancongan melalui perkhidmatan atas talian. Responden juga telah merancang destinasi yang ingin dituju dengan memilih untuk melancong di dalam negara sahaja dan bersedia untuk menggunakan semua jenis perkhidmatan selepas PKP berakhir. Dengan adanya pandemik Covid -19 ini telah mempengaruhi sifat pelancong untuk membuat keputusan pergi melancong.*

Kata Kunci: *Perintah Kawalan Pergerakan (PKP), Covid-19, Pelancongan, Pelancong Domestik*

Pengenalan

Pada tahun 2019, terdapat lebih daripada 1.4 bilion pergerakan pelancong antarabangsa di peringkat dunia yang menjana pendapatan sejumlah USD1.7 trilion (Tourism Research Australia, 2020). Pelancongan telah menjadi industri dunia yang utama dengan kadar pertumbuhan purata tahunan 4-5 peratus. Ia juga mewujudkan 8 peratus daripada KDNK dunia dan 10 peratus dari pekerjaan (WTO, 2020). Namun ia juga terdedah kepada krisis seperti bencana alam, wabak, krisis ekonomi, krisis politik, dan keganasan (Yozcu & Cetin,2020). Produk pelancongan seperti hotel, tempat duduk kapal terbang, meja restoran, perkhidmatan pemandu pelancong adalah bersifat tidak tahan lama, dan tentunya tidak sama seperti barangan fizikal yang tidak boleh disimpan untuk kegunaan di masa depan. Krisis ekonomi pada tahun 2008 juga telah memberikan impak kepada industri pelancongan dunia. Keadaan penyebaran dan impak Covid-19 adalah krisis paling teruk yang pernah dihadapi oleh industri pelancongan dunia. Krisis ini dianggarkan akan mempunyai kesan tujuh kali lebih teruk dari krisis ekonomi yang berlaku pada tahun 2008 (Gurel,2020). Mengikut kajian Tourism Economics, 2020 krisis ini akan berlanjutan sehingga lapan bulan dan mengakibatkan penurunan jumlah pelancongan dunia sebanyak 39 peratus. Industri pelancongan juga dijangka pulih ke tahap pra-krisis sebelum tahun 2023.

Pelancongan merupakan industri pertama yang paling terjejas disebabkan oleh pandemik Covid-19. Semua sempadan negara di seluruh dunia di tutup dan pergerakan setiap manusia adalah terhad. Semua industri perkhidmatan yang berkaitan dengan pelancongan turut terjejas teruk seperti syarikat penerbangan terpaksa menghentikan semua jadual penerbangan, syarikat agensi pelancongan terpaksa membatalkan semua aktiviti pakej pelancongan dalam dan luar negara serta merta, semua destinasi dan aktiviti tarikan pelancongan terpaksa ditutup (taman tema, muzium, pantai, pulau, air terjun, pantai, pusat hiburan keluarga dan sebagainya) kerana adanya pandemik Covid-19 ini. Keadaan ini juga membuatkan kerajaan Malaysia telah mengambil keputusan drastik dengan mengadakan Perintah Kawalan Pergerakan di seluruh Malaysia bermula pada 18 Mac 2020 sehingga 9 Jun 2020 kerana saban hari jumlah kes yang menjangkiti penduduk semakin tinggi. Tujuan PKP ini di lakukan adalah untuk memutuskan rantaian pandemik COVID-19 dan meminta penduduk Malaysia untuk duduk di rumah jika tiada keperluan untuk keluar.

Sorotan Kajian

Pelancongan di Malaysia

Industri pelancongan di Malaysia telah berkembang sejak dari tahun 1970an lagi. Tahun Melawat Malaysia pada 1990, telah menyumbang kepada Keluaran Dalam Negara Kasar (KDNK) Malaysia dan ianya terus meningkat setiap tahun. Kedatangan pelancong pada tahun 1990 adalah sebanyak 7.44 juta pelancong. Untuk merancakkan lagi industri pelancongan Malaysia, kerajaan telah bekerjasama dengan sektor swasta untuk membangunkan dan mempelbagaikan lagi produk dan tarikan pelancongan baru di negara ini. Pada tahun 1994, kerajaan sekali lagi telah melancarkan Tahun Melawat Malaysia 1994 (TMM94) dengan menawarkan 170 program dan acara merangkumi kebudayaan, kesenian, kraftangan, perayaan kebangsaan, sukan, konvensyen dan pameran. Pembukaan Lebuhraya Utara Selatan (PLUS) pada tahun 1994 juga yang sepanjang 847 km menghubungkan Bukit Kayu Hitam dengan Johor Baharu telah meningkatkan kemudahan jaringan pengangkutan dalam negara. Namun, industri pelancongan negara telah mengalami kemerosotan pada tahun 1997 dan 1998 disebabkan oleh kejadian jerebu, penularan wabak virus nipah dan Coxsackie serta krisis kewangan antarabangsa. Faktor-faktor tersebut menjadi punca kemerosotan kedatangan pelancong ke Malaysia. Kerajaan Malaysia telah mengambil langkah - langkah drastik untuk industri pelancongan pulih. Ini termasuklah menggalakkan aliran wang masuk ke dalam Malaysia dan mengurangkan aliran wang keluar Malaysia. Hasilnya, pada tahun 2000, terdapat peningkatan kedatangan pelancongan ke Malaysia sebanyak 10.2 juta pelancong telah direkodkan. Sehingga tahun 2019, jumlah kedatangan pelancong ke Malaysia saban tahun semakin meningkat dan sentiasa memberikan hasil kepada ekonomi Malaysia (Jadual 1.1).

Malaysia ialah sebuah negara yang sedang membangun pesat di samping negara - negara maju yang lain. Malaysia kaya dengan alam semulajadi serta kepelbagaian kebudayaan dan tarikan pelancongan yang lain untuk menarik pelancong datang. Industri pelancongan merupakan industri ke tiga yang menyumbang kepada ekonomi Malaysia. Hal ini kerana pada tahun 2019, industri pelancongan telah menyumbang sebanyak RM86.14 bilion kepada ekonomi Malaysia dengan jumlah ketibaan pelancong 26.1 bilion (Tourism Malaysia, April 2020)

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Jadual 1: Statistik Kedatangan Pelancong dan Jumlah Pendapatan

Tahun	Statistik Kedatangan Pelancong	Jumlah Pendapatan (RM)
2019	26.10	86.1
2018	25.83	84.1
2017	25.95	82.1
2016	26.76	82.1
2015	25.72	69.1
2014	27.44	72.0
2013	25.72	65.4
2012	25.03	60.6
2011	24.71	58.3
2010	24.58	56.5
2009	23.65	53.4
2008	22.05	49.6
2007	20.97	53.4

Sumber: (Tourism Malaysia,2020)

Rajah 1: Graf Kedatangan pelancongan mengikut bulan 2019
(Sumber: Tourism Malaysia,2020)

Kini sektor pelancongan di negara ini giat memajukan beberapa aspek yang berkaitan dengan keperluan industri ini, umpamanya mempertingkatkan keupayaan tenaga kerja dalam sektor ini melalui latihan, pembangunan produk pelancongan seperti mempromosikan Malaysia sebagai destinasi peranginan bukit dan pulau, destinasi membeli-belah, dan upacara-upacara bertema. Promosi juga giat dijalankan untuk pelancongan sukan dan rekreasi, pelancongan ekologi, pelancongan pertanian dan program tinggal di rumah angkat, pelancongan budaya dan warisan, dan pelancongan pendidikan serta kesihatan (Jamaluddin, 2009). Malahan pihak kerajaan dan sektor swasta juga mengambil langkah mempertingkatkan kemampuan negara sebagai destinasi pameran, mesyuarat dan persidangan melalui pelbagai insentif (Malaysia 2001).

Pelancongan Domestik

Pelancongan domestik melibatkan penduduk di sesebuah negara yang melancong di dalam negaranya sendiri. Oleh kerana pelancong domestik tidak perlu menyeberangi sempadan antarabangsa, mereka tidak memerlukan visa atau pasport tidak juga perlu menukar wang. WTO, 2020 mentakrifkan pelancong domestik sebagai individu di sesuatu negara melawat dalam negara sendiri atau melancong ke destinasi dalam negara sendiri beza dari tempat asal lebih dari 24 jam atau 1 malam dan tidak melebihi 1 tahun atau 12 bulan untuk sebarang tujuan iaitu rekreasi, waktu lapang, bercuti, sukan, perniagaan, mesyuarat, konvensyen, melawat kawan atau saudara dan sebagainya. Sejak tahun 1960, industri pelancongan di Malaysia lebih menjurus kepada pasaran pelancong antarabangsa. Weaver dan Opperman, 2000 menyatakan bilangan pelancong domestik melakukan aktiviti pelancongan semakin meningkat jika dibandingkan dengan pelancong antarabangsa. Pelancong domestik mula mendapat tempat dan mendapat perhatian dalam rancangan pelancongan di beberapa buah negara membangun (Inskeep, 1991). Malah Pearce, 1995 menjelaskan bahawa skala dan jumlah pelancong domestik mula meningkat melebihi daripada pelancong antarabangsa manakala Latham dan Edwards (2003) menjelaskan kedatangan pelancong domestik adalah 10 kali lebih tinggi daripada pelancong antarabangsa di sesuatu destinasi pelancongan. Kajian Badaruddin, 2005 mentakrifkan pelancong domestik sebagai "sesiapa yang tinggal di Malaysia tanpa mengira kerakyatan yang mengembara ke sesuatu tempat sekurang-kurangnya lebih 40 kilometer (satu hala) dari tempat kebiasaan tinggalnya, mengembara sekurang-kurangnya lebih 1 malam untuk sebarang alasan selain daripada mengikuti aktiviti yang di tawarkan di tempat tersebut". Di samping itu, terdapat perbezaan di antara pelancong domestik dengan pelawat domestik. Menurut Mazreha & Othman (2020) pelawat domestik terbahagi kepada dua iaitu penduduk Malaysia yang melancong dalam Malaysia sekurangnya satu malam dan yang kedua penduduk Malaysia yang melancong kurang dari 24 jam dan sekurangnya perlu 4 jam masa melancong.

Menurut Jabatan Perangkaan Malaysia, 2020 statistik kedatangan pelawat (pelancong domestik dan pelawat balik hari) meningkat saban tahun. Pada tahun 2010, jumlah pelawat domestik Malaysia adalah sejumlah 115.5 juta, akan tetapi pada 2018 telah meningkat sehingga 221.3 juta pelawat. Ini menunjukkan pelancongan domestik Malaysia juga semakin mendapat tempat di hati penduduk. Jumlah perbelanjaan pelancong domestik juga meningkat sehingga 92.6 bilion pada tahun 2018 berbanding 2010 dengan 34.7 bilion sahaja. Pelancongan domestik tidak mencipta pendapatan tambahan kepada negara, tetapi ia meningkatkan perniagaan dan ekonomi tempatan dan mengagihkan semula wang ke kawasan baru. Ia juga mewujudkan peluang pekerjaan baru dan memberi peluang kepada para pelancong untuk mempelajari lebih lanjut mengenai budaya dan sejarah mereka sendiri. Dengan kehadiran pandemik Covid-19 sedikit sebanyak telah menjejaskan perkembangan pelancongan domestik Malaysia. Walaubagaimanapun, pihak Kementerian Pelancongan dan Kebudayaan Malaysia telah mengambil langkah untuk merancakkan kembali pelancongan domestik dengan memperkenalkan Gelembung Perjalanan Domestik. Gelembung Perjalanan Domestik merangkumi pergerakan pelancong yang berasal dari zon hijau ke zon hijau yang bebas dari pandemik Covid-19, boleh menggunakan segala perkhidmatan pengangkutan dan melakukan semua aktiviti pelancongan yang tidak melanggar peraturan. Untuk menjayakan rancangan ini, segala prosedur operasi standard (SOP) perlu dijaga dan dipatuhi oleh semua pemain industri pelancongan.

Pandemik Covid -19

Pada bulan Disember 2019, negara China telah melaporkan satu wabak yang seperti radang paru-paru yang mana sebabnya yang tidak diketahui (Jiang et al, 2020; Lipistch,2020). Wabak ini telah mendapat perhatian dunia kerana ia melibatkan kesihatan awam manusia sejagat. Pada awal Januari 2020, Pusat Kawalan dan Pencegahan Penyakit Amerika Syarikat telah mengenalpasti hab yang disyaki bermulanya wabak radang paru-paru ini di kawasan pasar di Wuhan, China. Wabak radang paru-paru ini merupakan satu virus yang tidak pernah dijumpai oleh mana-mana pengkaji sebelum ini. Wabak ini telah diiktiraf sebagai pandemik oleh Pertubuhan Kesihatan Sedunia (WHO) kerana telah menyerang hampir keseluruhan negara yang ada di bumi ini pada 11 Mac 2020. Virus ini dikenali dengan panggilan sementara iaitu novel coronavirus, 2019-nCoV atau COVID-19. Pada masa kini, virus ini dikenali dengan nama COVID-19 bagi semua negara. Sehingga 10 Oktober 2020, lebih 37.48 juta kes COVID 19 telah dilaporkan di lebih 214 buah negara dan mengakibatkan lebih 1.077 juta kematian manakala lebih 28.11 juta orang telah pulih. Kes pertama COVID-19 di Malaysia adalah melibatkan warganegara China yang memasuki Johor Bahru melalui Singapura pada 23 Januari 2020. Dari jumlah penduduk Malaysia 32.7 juta pada hari ini, kira-kira 15,096 telah dijangkiti dengan COVID-19 dengan jumlah kematian 155 orang sehingga awal Oktober 2020.

Banyak negara telah mengambil langkah yang belum pernah terjadi sebelumnya untuk mencegah hubungan sosial dan untuk melambatkan penyebaran virus, seperti menutup sekolah, kedai, restoran dan bar, melarang acara awam dan menggalakkan bekerja dari rumah (Jonas,2020). Langkah - langkah ini boleh dilabel sebagai penjarakan sosial dan sesuai untuk menjauhi penyakit Covid-19 dimana ianya boleh disebarkan melalui titisan pernafasan dan jika berdiri berdekatan sesama sendiri (Wilder-Smith and Freedman,2020). Beberapa negara seperti China, Itali dan Sepanyol telah membuat perintah kawalan pergerakan sama ada di kawasan tertentu ataupun keseluruhan negara, sementara negara lain seperti Belanda, Sweden, UK dan AS hanya membuat penjarakan sosial yang tidak begitu ketat. Hingga kini, masih tidak jelas berapa jarak sosial yang selamat tanpa dijangkiti. Seterusnya, mungkin akan ada gelombang baru pandemik covid-19 jika penjarakan sosial tidak dititikberatkan dengan baik (Wu et al., 2020).

Penjarakan sosial memberi kesan terhadap aktiviti yang memerlukan penyertaan orang ramai. Semasa pandemik Covid-19 bermula ramai yang kehilangan pekerjaan atau bekerja dari rumah dan kebanyakan aktiviti diluar rumah (riadah) dibatalkan. Kesannya, permintaan untuk perjalanan pelancongan menurun dan banyak negara yang menyaksikan kejadian keadaan yang luar biasa iaitu kadar penurunan trafik (kenderaan dan pencemaran udara) dan pengurangan permintaan terhadap pengangkutan awam (Carrington, 2020; Goldbaum, 2020; Plumer and Popovich, 2020).

Tingkah Laku Pelancong

Kesan daripada penjarakan sosial, permintaan terhadap pelancongan semakin menurun kerana berlakunya peningkatan kepada penduduk yang bekerja dari rumah, pembelajaran secara di atas talian dan pengurangan aktiviti sosial dan acara besar (Jonas, 2020). Penduduk juga lebih cenderung mendapatkan bekalan menggunakan khidmat penghantaran daripada keluar sendiri untuk membeli seperti pakaian, makanan dan lain - lain (Shi et al, 2019). Sudah tentunya, penjarakan sosial juga mempengaruhi dalam membuat keputusan untuk pergi melancong. Manusia mungkin akan menghindar dari menaiki pengangkutan awam kerana menganggap pengangkutan boleh menjadi tempat pembiakan virus dan merupakan tempat yang mana susah untuk dielakkan bertembung dengan orang lain (Troko et al,2011). Risiko yang dirasakan dapat membina pelbagai dimensi, dan mungkin menyebabkan implikasi kepada pelancong dalam membuat keputusan yang mungkin bersifat heterogen. Satu atau lebih dimensi dapat mengubah penilaian pelancong terhadap tujuan dan sebab mereka untuk melakukan perjalanan (Tafadzwa,2020). Ini dipersetujui oleh Nughara (2014), Reisinger dan Mavondo (2005) dan

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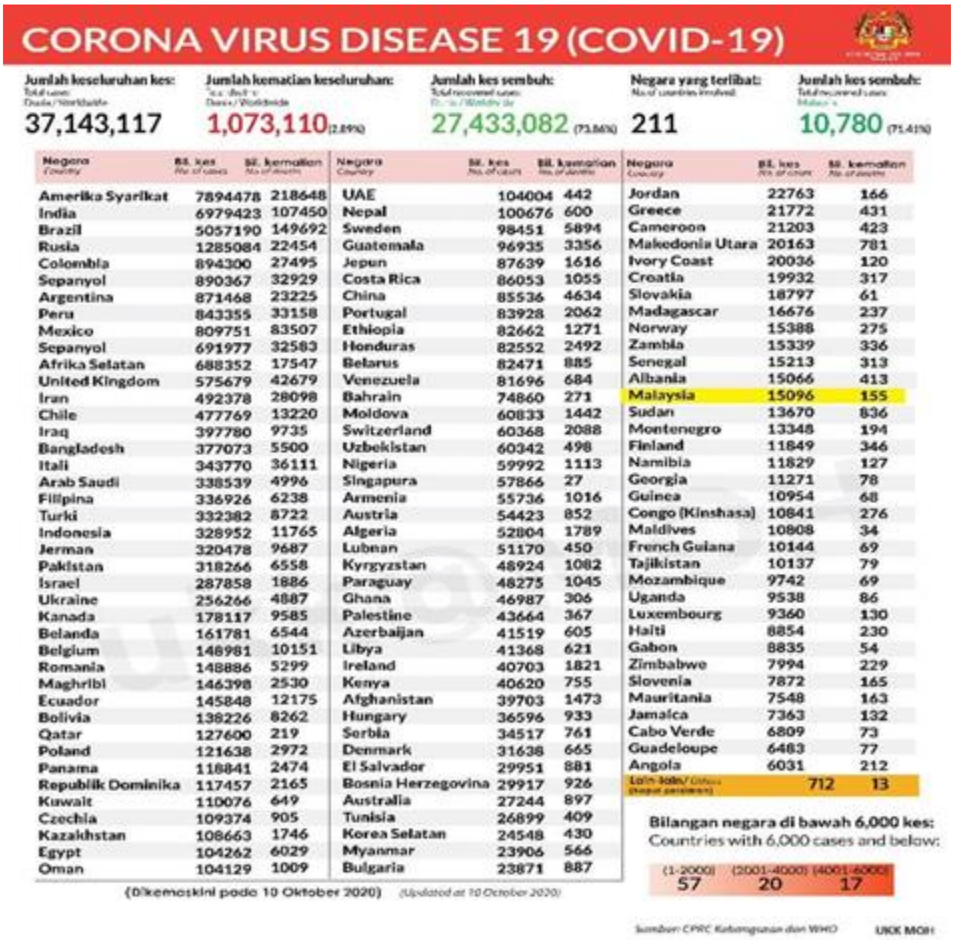
juga Wolff et al (2019) dalam penulisan Jonas, 2020 yang menyatakan bahawa risiko yang dirasakan akan memburukkan lagi kegelisahan dan tingkahlaku negatif yang boleh mempengaruhi pelancong untuk melakukan perjalanan. Destinasi pelancongan hanya dapat menarik pelancong sekiranya mereka menyediakan persekitaran yang selamat dan pelancong merasa dilindungi dari ancaman semasa menginap. Persepsi terhadap risiko mempengaruhi tingkahlaku pelancong dalam membuat keputusan untuk pembelian.



CORONA VIRUS DISEASE 19 (COVID-19)

Jumlah keseluruhan kes: 37,143,117
Jumlah kematian keseluruhan: 1,073,110 (2.89%)
Jumlah kes sembuh: 27,433,082 (73.86%)
Negara yang terlibat: 211
Jumlah kes sembuh: 10,780 (71.41%)

Negara	Bil. kes	Bil. kematian	Negara	Bil. kes	Bil. kematian	Negara	Bil. kes	Bil. kematian
Amerika Syarikat	7894478	218648	UAE	104004	442	Jordan	22763	166
India	6979423	107450	Nepal	100676	600	Greece	21772	431
Brazil	5057190	149692	Sweden	98451	5894	Cameroon	21203	423
Rusia	1285084	22454	Guatemala	96935	3356	Makedonia Utara	20163	781
Colombia	894300	27495	Jepun	87639	1616	Ivory Coast	20036	120
Sepanyol	890367	32929	Costa Rica	86053	1055	Croatia	19932	317
Argentina	871468	23225	China	85536	4634	Slovakia	18797	61
Peru	843355	33158	Portugal	83928	2062	Madagascar	16676	237
Mexico	809751	83507	Ethiopia	82662	1271	Norway	15388	275
Sepanyol	691977	32583	Honduras	82552	2492	Zambia	15339	336
Afrika Selatan	688352	17547	Belarus	82471	885	Senegal	15213	313
United Kingdom	575679	42679	Venezuela	81696	684	Albania	15066	413
Iran	492378	28098	Bahrain	74860	271	Malaysia	15096	155
Chile	477769	13220	Moldova	60833	1442	Sudan	13670	836
Iraq	397780	9735	Switzerland	60368	2088	Montenegro	13348	194
Bangladesh	377073	5500	Uzbekistan	60342	498	Finland	11849	346
Itali	343770	36111	Nigeria	59992	1113	Namibia	11829	127
Arab Saudi	338539	4996	Singapura	57866	27	Georgia	11271	78
Filipina	336926	6238	Armenia	55736	1016	Guinea	10954	68
Turki	332382	8722	Austria	54423	852	Congo (Kinshasa)	10841	276
Indonesia	328952	11765	Algeria	52804	1789	Maldives	10808	34
Jerman	320478	9687	Lubnan	51170	450	French Guiana	10144	69
Pakistan	318266	6558	Kyrgyzstan	48924	1082	Tajikistan	10137	79
Israel	287858	1886	Paraguay	48275	1045	Mozambique	9742	69
Ukraine	256266	4887	Ghana	46987	306	Uganda	9538	86
Kanada	178117	9585	Palestine	43664	367	Luxembourg	9360	130
Belanda	161781	6544	Azerbaijan	41519	605	Haiti	8854	230
Belgium	148981	10151	Libya	41368	621	Gabon	8835	54
Romania	148886	5299	Ireland	40703	1821	Zimbabwe	7994	229
Maghribi	146398	2530	Kenya	40620	755	Slovenia	7872	165
Ecuador	145848	12175	Afghanistan	39703	1473	Mauritania	7548	163
Bolivia	138226	8262	Hungary	36596	933	Jamaica	7363	132
Qatar	127600	219	Serbia	34517	761	Cabo Verde	6809	73
Poland	121638	2972	Denmark	31638	665	Guadeloupe	6483	77
Panama	118841	2474	El Salvador	29951	881	Angola	6031	212
Republik Dominika	117457	2165	Bosnia Herzegovina	29917	926	Lain-lain/	712	13
Kuwait	110076	649	Australia	27244	897			
Czechia	109374	905	Tunisia	26899	409			
Kazakhstan	108663	1746	Korea Selatan	24548	430			
Egypt	104262	6029	Myanmar	23906	566			
Oman	104129	1009	Bulgaria	23871	887			

(Dikemaskini pada 10 Oktober 2020)

Bilangan negara di bawah 6,000 kes:
Countries with 6,000 cases and below:
(1-2000) 57 (2001-4000) 20 (4001-6000) 17

UKK MOH

Rajah 2: Statistik Covid -19 di seluruh dunia

(Sumber: KKM,2020)

Metodologi Kajian

Kajian ini telah dijalankan secara atas talian menggunakan *Google Form* untuk mendapatkan maklum balas dari responden. Instrumen kajian yang digunakan adalah borang soal selidik yang telah di muatnaik ke dalam bentuk *Google Form*. Populasi penduduk Malaysia adalah lebih kurang 32.7 juta orang, sampel untuk kajian ini ditentukan menggunakan Jadual Pensampelan Krejie dan Morgan (1970). Dengan itu, 406 sampel responden telah berjaya menjawab soal selidik secara atas talian pada 14 hingga 28 September 2020. Soal selidik yang dijalan secara atas talian mengandungi tiga bahagian. Bahagian pertama soalan yang dikemukakan adalah berkaitan dengan latarbelakang responden sejumlah enam soalan (Bahagian A). Di bahagian kedua pula adalah soalan mengenai tingkahlaku perjalanan responden sejumlah sebelas soalan (Bahagian B). Bahagian ketiga pula adalah soalan yang berkaitan dengan persepsi terhadap perjalanan pelancongan selepas PKP (Bahagian C).

Bahagian A adalah jenis soalan yang berbentuk *close-ended question* di mana responden perlu memilih satu pilihan jawapan di kalangan jawapan yang diberi. Manakala, bahagian B dan C pula menggunakan format skala likert di mana responden perlu memilih dari sangat tidak setuju (1), tidak setuju (2), setuju (3) dan sangat setuju (4). Kaedah untuk menganalisis data dengan menggunakan Microsoft Excel untuk mencari peratus, skor min, mod dan cross-tab.

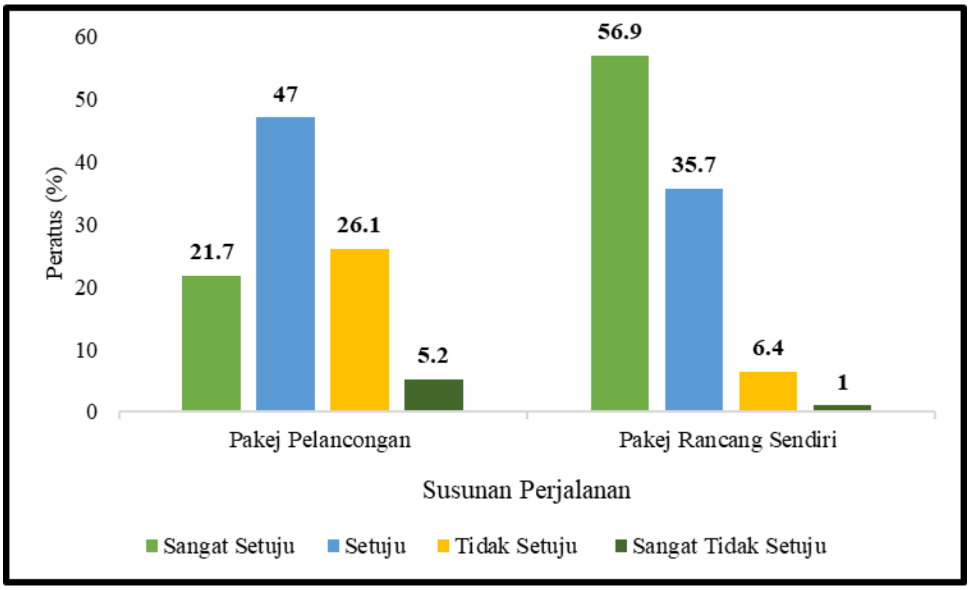
Dapatan dan Perbincangan

Bahagian ini akan membincangkan dapatan kajian berkenaan dengan profil responden yang terdapat di dalam soal selidik. Jika dilihat pada Jadual 3: Profil Responden, kajian mendapati terdapat 274 orang responden lelaki yang menjawab dengan kadar 67.5 peratus. Manakala responden perempuan dengan 132 orang dan bersamaan dengan 32.5 peratus. Responden yang berkategori umur antara 18 – 25 tahun merupakan respoden paling ramai yang menjawab dengan kadar 64.3 peratus. Responden yang berkategori 42 – 49 tahun merupakan golongan yang terendah menjawab soal selidik dengan 2.5 peratus sahaja. Lain – lain kategori umur yang menjawab adalah 26 – 33 tahun dengan 20.4 peratus, 24 – 41 tahun dengan 10.1 peratus dan 50 tahun ke atas dengan 2.7 peratus. Manakala, peratusan berkaitan dengan status perkahwinan pula, responden yang berstatus bujang lebih ramai menjawab dengan 291 orang dengan kadar 71.7 peratus. Dan ini dapat dibuktikan dengan kategori umur yang paling ramai menjawab soal selidik adalah kategori umur 18 – 25 tahun. Responden yang berstatus sudah berkahwin dengan 108 orang dengan 26.6 peratus. Status perkahwinan di bawah kategori lain – lain pula diwakili oleh 7 orang dengan 1.7 peratus sahaja. Bagi latarbelakang responden pula, terdapat 170 orang responden yang mempunyai pendidikan diploma yang dari pelbagai bidang dengan 41.9 peratus dan merupakan kategori yang paling tinggi. Kategori lain – lain pendidikan pula merupakan responden yang paling rendah dengan 18 orang dan hanya 4.4 peratus. Latarbelakang pendidikan yang lain adalah SPM seramai 91 orang dengan 22.4 peratus, Sijil seramai 26 orang dengan 6.4 peratus dan Ijazah Sarjana Muda seramai 101 dengan 24.9 peratus.

Majoriti responden yang menjawab soal selidik ini merupakan di kalangan pelajar dengan kadar 46.8 peratus yang mewakili 190 orang. Responden yang bekerja di sektor swasta pula sejumlah 119 orang dengan kadar 29.3 peratus. Responden yang bekerja di sektor kerajaan merupakan responden yang terendah menjawab soal selidik ini dengan 7.4 peratus yang hanya diwakili 30 orang sahaja. Manakal responden yang bekerja di sektor lain – lain sejumlah 67 orang dengan 16.5 peratus. Kajian ini adalah untuk melihat kesediaan penduduk Malaysia untuk pergi melancong selepas Perintah Kawalan Pergerakan berakhir, dengan itu penyelidik ingin mengetahui berapa kerap responden pergi melancong dalam 3 bulan sekali, 6 bulan sekali, setahun sekali atau lain – lain. Dapatan kajian mendapati majoriti responden pergi melancong dalam setahun sekali merupakan yang paling tinggi dengan 36.9 peratus yang mewakili 150 orang responden. Melancong 3 bulan sekali berada di paling bawah sekali dengan 17.2 peratus. Manakala lain – lain kekerapan melancong pula dengan 27.6 peratus. Ini mungkin pelancong akan pergi melancong bila – bila masa sahaja tanpa ada perancangan yang tetap.

Jadual 3: Profil Responden

Profail Responden		Kekerapan	Peratus %
Jantina	Lelaki	274	67.5
	Perempuan	132	32.5
Umur	18 – 25 tahun	261	64.3
	26 – 33	83	20.4
	34 – 41	41	10.1
	42 – 49	10	2.5
	50 ke atas	11	2.7
Status Perkahwinan	Bujang	291	71.7
	Berkahwin	108	26.6
	Lain – lain	7	1.7
Latarbelakang Pendidikan	SPM	91	22.4
	Sijil	26	6.4
	Diploma	170	41.9
	Ijazah Sarjana Muda	101	24.9
	Lain – lain	18	4.4
Pekerjaan	Kerajaan	30	7.4
	Swasta	119	29.3
	Pelajar	190	46.8
	Lain – lain	67	16.5
Kekerapan Melancong	3 bulan sekali	70	17.2
	6 bulan sekali	74	18.2
	Setahun sekali	150	36.9
	Lain – lain	112	27.6



Rajah 3: Susunan Perjalanan

Rajah 3 menunjukkan dapatan berkenaan dengan soalan sama ada responden ingin mengikuti pakej pelancongan yang di sediakan oleh agensi pelancongan ataupun responden lebih suka untuk merancang pakej pelancongan mereka sendiri. Di jadual dapat dilihat bahawa

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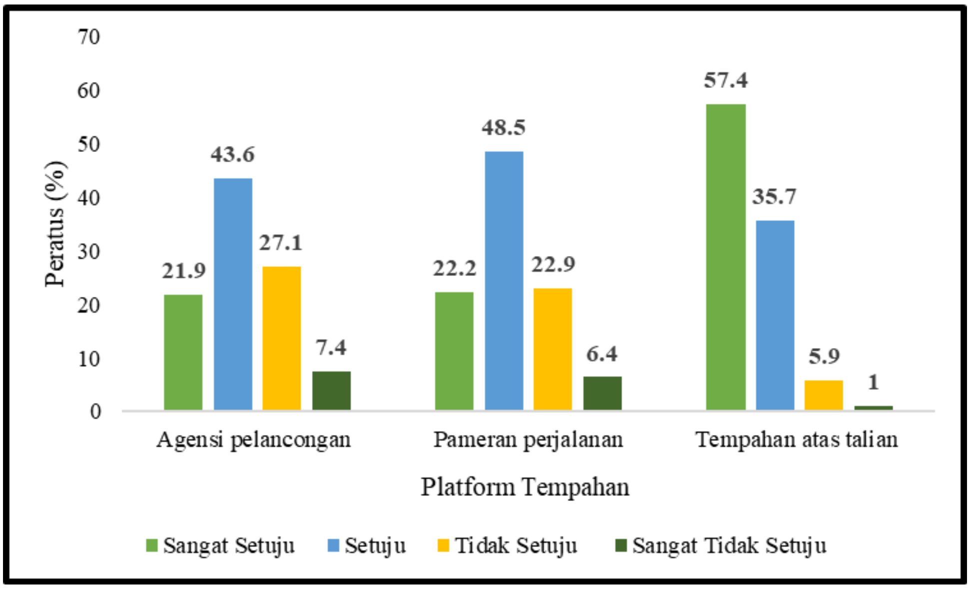
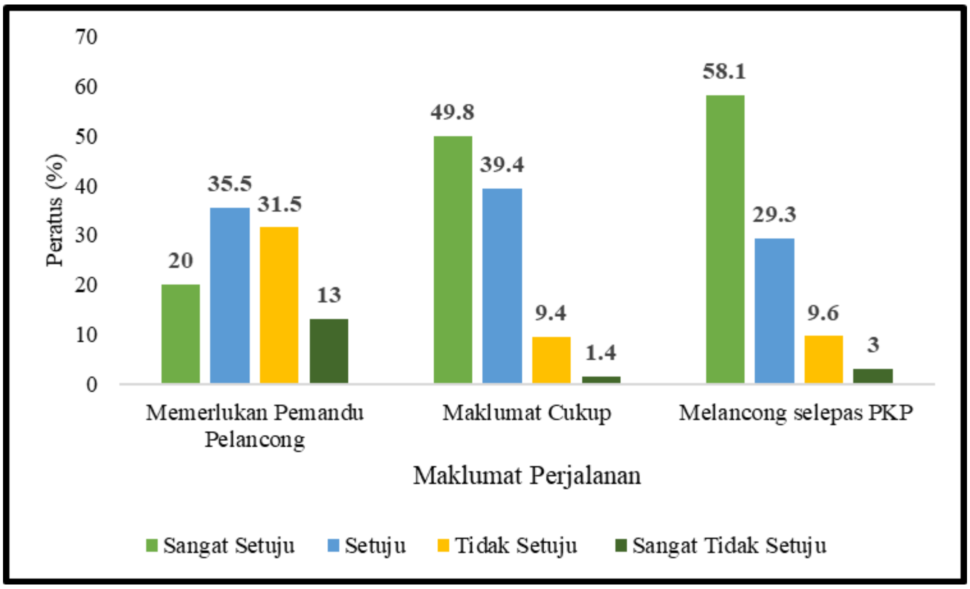
92.6 peratus responden bersetuju bahawa mereka lebih suka untuk merancang pakej pelancongan sendiri berbanding menggunakan khidmat agensi pelancongan. Akan tetapi masih ada 68.7 peratus responden yang memerlukan khidmat dari agensi pelancongan untuk merancang aktiviti mereka.



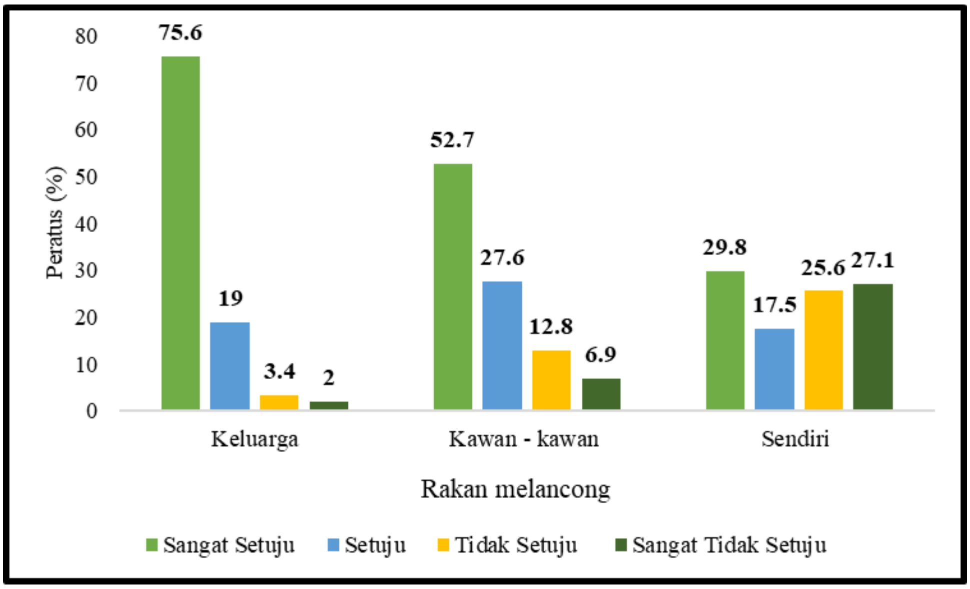
Rajah 4: Platform tempahan

Tempahan pelancongan adalah sangat penting dalam memenentukan jenis aktiviti yang ingin di lakukan oleh pelancong. Dapat dilihat di Rajah 4, tempahan atas talian merupakan platform tempahan yang paling tinggi mendapat persetujuan dari responden dengan 93.1 peratus, manakala tempahan di agensi pelancongan pula mendapat peratusan terendah dengan 65.5 peratus.



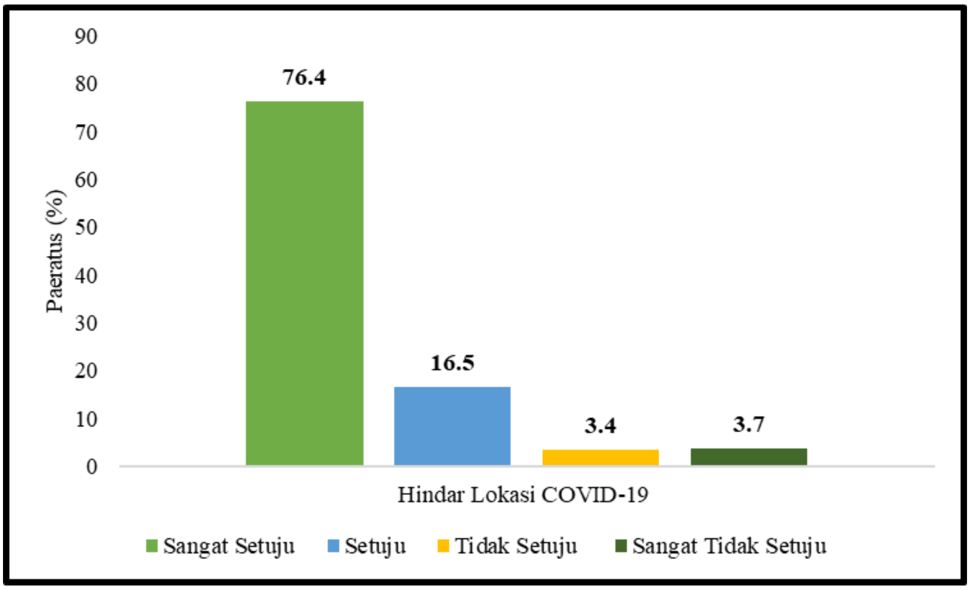
Rajah 5: Maklumat Perjalanan

Responden bersetuju bahawa mereka akan pergi melancong selepas PKP dengan 87.4 peratus dan mempunyai maklumat yang cukup dengan kadar peratusan 89.2 peratus. Ini menunjukkan responden telah membuat persediaan yang cukup untuk melancong selepas PKP. Walaubagaimanapun, terdapat 55.5 peratus responden yang masih memerlukan khidmat pemandu pelancong walaupun mempunyai maklumat yang cukup.



Rajah 6: Rakan ketika Melancong

Melancong ke destinasi pelancongan memerlukan teman yang boleh berseronok bersama – sama. Dapatan kajian berkenaan rakan melancong yang tertinggi dan dipersetujui oleh responden adalah melancong bersama keluarga dengan kadar 94.6 peratus. Manakala 80.3 peratus responden juga bersetuju melancong dengan kawan – kawan sesuatu yang menyeronokkan. Melancong seorang diri mendapat peratusan terendah dengan 47.3 peratus.



Rajah 7: Hindar Lokasi COVID-19

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Rajah 7 menujukkan bahawa 92.9 peratus responden bersetuju bahawa mereka akan menghindari destinasi yang mempunyai kes COVID-19. Manakala masih terdapat 7.21 peratus responden yang masih mahu untuk melancong ke destinasi pelancongan yang mempunyai kes COVID-19.

Jadual 4: Melancong dalam Negara dan Pengaruh COVID-19 vs Jantina

Pernyataan / Skala Likert	Jantina	
	Lelaki	**Perempuan**
Melancong dalam negara		
Sangat Tidak Setuju	7	3
Tidak Setuju	16	7
Setuju	70	39
Sangat Setuju	181	83
Pengaruh COVID-19		
Sangat Tidak Setuju	7	3
Tidak Setuju	15	10
Setuju	68	37
Sangat Setuju	184	82

Jadual 4 menunjukkan silang tabulasi di antara melancong dalam negara, pengaruh COVID-19 dengan jantina. Dapat dilihat, 251 responden lelaki yang bersetuju bahawa mereka akan melancong di dalam negara selepas PKP berakhir. Manakala untuk responden perempuan pula dengan 122 orang bersetuju untuk melancong di dalam negara. COVID-19 telah mempengaruhi responden untuk melancong, ini boleh dilihat dari jadual di atas di mana 252 responden dari kalangan lelaki bersetuju COVID-19 mempengaruhi mereka. Responden perempuan juga sejumlah 119 bersetuju COVID-19 mempengaruhi mereka daripada pergi melancong.

Jadual 5: Skor Mod dan Min untuk Kemudahan Pelancongan dan Jenis Pelancongan

Pernyataan	Mod				Min
	Sangat Tidak Setuju	**Tidak Setuju**	**Setuju**	**Sangat Setuju**	
Kemudahan Pelancongan					
Hotel & Resort	10	42	157	197	3.33
Inap Desa	16	64	178	148	3.13
Pengangkutan Udara	33	95	154	124	2.91
Pengangkutan Darat	32	82	176	116	2.93
Jenis Pelancongan					
Pelancongan Semulajadi	4	29	127	246	3.51
Pelancongan Makanan	9	43	149	205	3.35
Pelancongan Budaya	13	110	141	142	3.01
Pelancongan Bandar	17	69	153	167	3.16

Merujuk kepada Jadual 5 menujukkan skor mod dan skor min bagi kemudahan pelancongan adalah berada di tahap sederhana dengan jumlah skor min 3.08 di mana responden bersetuju untuk menggunakan semula kemudahan pelancongan selepas PKP berakhir. Manakala untuk jumlah skor min untuk jenis pelancongan adalah 3.26 di mana majoriti responden bersetuju bahawa mereka akan melawat ke semua jenis pelancongan.

Jadual 6: Jenis Pelancongan vs Status Perkahwinan

Pernyataan / Skala Likert	Status Perkahwinan		
	Bujang	Berkahwin	Lain – lain
Pelancongan Semulajadi			
Sangat Tidak Setuju	2	1	1
Tidak Setuju	26	2	1
Setuju	84	41	2
Sangat Setuju	179	64	3
Pelancongan Makanan			
Sangat Tidak Setuju	4	3	2
Tidak Setuju	31	11	1
Setuju	102	45	2
Sangat Setuju	154	49	2
Pelancongan Budaya			
Sangat Tidak Setuju	7	6	0
Tidak Setuju	71	36	3
Setuju	108	30	3
Sangat Setuju	105	36	1
Pelancongan Bandar			
Sangat Tidak Setuju	11	3	3
Tidak Setuju	46	22	2
Setuju	107	44	2
Sangat Setuju	127	39	1

Di Jadual 6 dapat dilihat bagi jenis pelancongan semulajadi 263 responden memiliki status bujang bersetuju bahawa mereka akan melancong ke destinasi semulajadi. Ini mungkin terjadi kerana faktor umur yang muda. Pelancongan berasaskan makanan merupakan jenis pelancongan yang tertinggi mendapat persetujuan dari 354 responden. Malaysia mempunyai kepelbagaian budaya dan semestinya kepelbagaian makanan, responden tidak mahu melepaskan peluang untuk merasai setiap jenis makanan yang ada di Malaysia. Pelancongan budaya pula adalah yang terendah dengan hanya 283 bersetuju untuk melancong ke kawasan yang kaya dengan budaya berbanding dengan jenis pelancongan yang lain. Sejumlah 234 responden berstatus bujang bersetuju bahawa mereka akan melancong ke kawasan bandar.

Kesimpulan

Secara keseluruhannya, dapat dilihat bahawa penduduk Malaysia bersedia untuk melancong selepas Perintah Kawalan Pergerakan (PKP) berakhir. Dapatan kajian juga menunjukkan kekerapan penduduk Malaysia untuk pergi melancong adalah sekali dalam setahun. Penduduk Malaysia juga lebih berminat untuk merancang aktiviti pelancongan sendiri dan menempah melalui di atas talian. Walaubagaimanapun, masih terdapat penduduk yang menginginkan bantuan dari agensi pelancongan untuk merancang aktiviti disamping seorang pemandu pelancong yang berpengalaman. Selepas PKP berakhir, penduduk Malaysia mahu melancong bersama keluarga untuk meluangkan masa bersama dan dipersetujui oleh 94.6 peratus. Melancong di dalam negara menjadi pilihan penduduk Malaysia dengan mengunjungi destinasi pelancongan yana kaya dengan kepelbagaian budaya, kepelbagaian makanan, bandar dan semulajadi. Penduduk Malaysia juga telah bersedia untuk menggunakan segala kemudahan yang berkaitan dengan industri pelancongan selepas PKP berakhir. COVID-19 tidak akan hilang dari muka bumi ini selagi tiada vaksin yang ditemui, justeru industri pelancongan perlu di perkasakan dengan perancangan – perancangan yang terbaik. Kerjasama dari pelbagai pihak juga amat diperlukan untuk merancakkan kembali industri pelancongan tempatan terutamannya. Sumbangan kajian ini ianya boleh menjadi sumber rujukan kepada pihak industri pelancongan yang terlibat dalam memajukan industri ini. Dapatan kajian ini juga dapat menjadi rujukan dan sumbangan dalam penulisan mengenai COVID-19.

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CABARAN SEMASA DALAM KUTIPAN CUKAI, FI DAN INSURANS BAGI PERUMAHAN BERBILANG TINGKAT

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Abstrak: *Perumahan berbilang tingkat atau berstrata adalah sejenis perumahan yang mempunyai unit-unit kediaman berbilang tingkat yang dibina di atas tanah yang sama. Pembayaran cukai tanah, fi, dan insurans berkaitan merupakan satu tanggungjawab yang wajib dilaksanakan oleh setiap pemilik petak. Namun mengutip bayaran tersebut bukan satu tugas yang mudah kerana kebanyakan pemilik petak tidak menjelaskan bayaran cukai, fi dan insurans. Hal ini menyebabkan berlakunya tunggakan bayaran yang banyak. Justeru, kertas kerja ini dibentangkan bertujuan untuk mengenalpasti masalah yang dihadapi oleh pihak pengurusan dalam mengutip cukai, fi dan insuran. Pendekatan kualitatif, iaitu menerusi kajian literatur dan analisis kandungan digunakan. Hasil analisis dibentuk menjadi rangka konsep. Ini bagi memberikan panduan bukan sahaja dalam bidang akademik, tetapi pemilik petak, pihak pengurusan, dan pembuat polisi.*

Kata kunci: *Strata, Perumahan Berbilang Tingkat, Bayaran, Masalah Cukai, Fi Dan Insuran.*

Pengenalan

Menurut Seksyen 12(1), Seksyen 25(1) dan Seksyen 52(1) Akta Pengurusan Strata 2013 (Akta 757), setiap pemilik petak perlulah membayar fi penyenggaraan dengan caruman kepada kumpulan wang penjelas kepada pihak pengurusan. Malahan, pemilik petak juga perlu membayar cukai tanah dan insurans kebakaran kepada pihak pengurusan. Berdasarkan

Wahab et al. (2017), kutipan bayaran merupakan satu perkara yang amat penting terhadap pihak pengurusan dan pemilik petak kerana segala kos-kos penyenggaraan dan pengurusan yang dikutip akan digunakan untuk menampung kos pengurusan perumahan berbilang tingkat. Oleh itu, pihak pengurusan memainkan peranan yang penting dalam kutipan cukai, fi dan insurans. Untuk membekalkan perkhidmatan yang terbaik, pihak pengurusan perlu memastikan setiap pemilik petak membuat bayaran supaya mereka mempunyai kecukupan sumber kewangan dalam menjalankan operasi.

Tawil et al. (2011) berpendapat bahawa kutipan cukai, fi dan insurans bukanlah merupakan satu tugasan yang mudah kepada pihak pengurusan. Ini berpunca daripada kebanyakan pemilik petak tidak menjelaskan bayaran cukai, fi dan insurans; hal ini menyebabkan jumlah tunggakan yang terkumpul dalam jumlah yang besar (Tawil et al., 2010). Seterusnya, terdapat beberapa kesan jika pihak pengurusan tidak dapat mengutip cukai, fi dan insurans daripada pemilik petak. DI pihak pemilik petak, mereka tidak boleh membuat pindah milik jika cukai tanahnya tidak dijelaskan (Yahya, 2010). Kedua, jika fi tidak dibayar akan menyebabkan kerja-kerja menyenggarakan dan menguruskan bangunan dan harta bersama tidak dapat dilakukan (Tawil et al., 2010). Ketiga, Patrick (2014) menjelaskan kegagalan pembayaran insurans kebakaran akan menyebabkan pemilik petak tidak boleh menuntut insurans jika berlaku kebakaran di harta bersama.

Oleh sebab itu, terdapat isu yang idutarakan tidak boleh diabaikan dan perlu dihadapi oleh pihak pengurusan. Maka, kajian ini telah mewujudkan dua persoalan kajian. Pertama, apakah masalah yang dihadapi oleh pihak pengurusan semasa mengutip cukai, fi dan insurans? Kedua, bagaimanakah pihak pengurusan menguruskan kutipan cukai, fi dan insurans untuk menyelesaikan masalah dalam pengutipan cukai, fi dan insurans? Untuk menjawab persoalan tersebut, terdapat dua objektif kajian yang telah ditetapkan bagi kajian literatur ini:

i. Mengenal pasti masalah yang dihadapi oleh pihak pengurusan dalam mengutip cukai, fi dan insurans.
ii. Mengenal pasti kaedah penyelesaian terhadap masalah yang dihadapi oleh pihak pengurusan dalam menguruskan kutipan cukai, fi dan insurans.

Kaedah Kajian

Kajian literatur ini dimulakan dengan carian komprehensif bagi penerbitan berkaitan menggunakan kata-kata kunci yang berkaitan seperti ‘strata’, ‘cabaran’, dan ‘perumahan berbilang tingkat’. Carian dibuat menerusi pangkalan-pangkalan data seperti Google scholar, ScienceDirect, Scopus, Clarivate, dan Crossref. Hasil carian dianalisis menggunakan analisis kandungan dan ini merupakan kaedah yang sesuai bagi kajian kualitatif Krippendorff (2018). Kaedah kualitatif digunakan kerana kajiain ini melibatkan data seperti pernyataan, teks dan seumpamanya. Maka, dengan menggunakan analisis kandungan, rumusan daripada data yang dikumpul dapat dibuat.

Dapatan dan Perbincangan

Untuk bahagian ini, tiga aspek utama bagi kertas kerja ini akan dibincangkan iaitu, definisi berkaitan topik kajian seperti perumahan berbilang tingkat, cukai, fi dan insurans. Seterusnya, dua elemen utama dibincangkan bagi menjawab persoalan kajian dan memenuhi objektif kajian, iaitu, cabaran dan solusi bagi pihak pengurusan dalam mengutip cukai di perumahan berbilang tingkat.

Jenis Perumahan Berbilang Tingkat

Menurut Ghani et al. (2014), perumahan berbilang tingkat adalah kawasan kediaman yang didiami oleh sekumpulan masyarakat di dalam satu lot tanah yang sama dengan memiliki hakmilik yang berasingan bagi setiap unit rumah. Perumahan berbilang tingkat tidak hanya meliputi pangsapuri dan kondominium sahaja. Merujuk kepada Garis Panduan Perancangan bagi Pembangunan Pangsapuri Perkhidmatan Negeri Sembilan, pangsapuri perkhidmatan juga boleh digunakan sebagai satu kediaman walaupun ia sebagai kegunaan perdagangan (PBDNS, 20147).

Terminologi Cukai, Fi dan Insurans

Cukai, fi dan insurans perlu dikutip oleh pihak pengurusan. Bagi konteks ini, cukai dikenali sebagai cukai tanah, fi terdiri daripada fi penyenggaraan dan caruman kepada kumpulan wang penjelas serta insurans merupakan insurans kebakaran.

Berdasarkan Nurul Syafirah (2018), cukai tanah merupakan satu bayaran untuk membayar kepada Pihak Berkuasa Negeri bagi mengenakan cukai ke atas tanah berimilik pada setahun sekali. Seksyen 23B Akta Hakmilik Strata 1985 (Akta 318) menyatakan pemilik petak yang berhutang cukai tanah kepada Pihak Berkuasa Negeri boleh dilucuthak petak.

Fi penyenggaraan merupakan satu bayaran berkala bagi perbelanjaan kos penyenggaraan di bangunan bertingkat (Arazami, 2011). Seterusnya, Panduan Pemilik Strata (2016) menerangkan bahawa, caruman kepada kumpulan wang penjelas adalah sejenis dana simpanan dan biasanya ia dikenakan pada kadar sepuluh peratus daripada fi penyenggaraan (Mohd. Ariffin dan Chur Associates, 2016). Tujuan pengutipan fi adalah untuk membiayai kos-kos yang diperlukan bagi menjalankan kerja-kerja penyenggaraan dan pengurusan bangunan (Rasip, 2017).

Enu et al. (2015) mendefinisikan insurans kebakaran adalah insurans terhadap sebarang kerugian yang disebabkan oleh kebakaran. Seksyen 93, Akta 757 menyatakan bahawa, pihak pengurusan mesti menginsuranskan bangunan bertingkat bawah polisi kerosakan terhadap kebakaran, kilat, letupan dan kejadian lain yang khusus dalam polisi.

Pihak Pengurusan yang Terlibat dalam Kutipan Cukai, Fi dan Insurans

Seksyen 2 Akta 757 mengertikan pemaju sebagai orang yang memajukan tanah dan juga merupakan pemilik asal kepada bangunan atau tanah yang belum dipecahbahagi kepada petak. Seksyen 9(1) Akta 757 mencatatkan dalam tempoh pengurusan pemaju, pemaju bertanggungjawab dalam menyenggarakan dan menguruskan bangunan yang dicadangkan untuk dipecahbahagi.

Badan pengurusan bersama (JMB) ditubuhkan sebelum hakmilik strata dikeluarkan (Mohd Shafie, 2018). Seksyen 17 Akta 757 mengatakan JMB diwujudkan ketika mesyuarat agung tahunan pertama bagi badan pengurusan bersama dianjurkan dan ahli perbadanan ini terdiri daripada pemaju dan pembeli.

Seksyen 17(3) Akta 318 menerangkan perbadanan pengurusan (MC) ditubuhkan selepas hakmilik strata dikeluarkan dan terdiri daripada pemilik petak sahaja.

Seksyen 86(3) Akta 757 menyatakan ejen pengurusan boleh diupah oleh Pesuruhjaya Bangunan, JMB dan MC dalam melaksanakan tugas seperti yang ditetapkan dalam Akta 757.

Berdasarkan Seksyen 9(3), Seksyen 21(2), Seksyen 59(2) Akta 757 dan Panduan Pemilik Strata (Mohd. Ariffin dan Chur Associates, 2016), pemaju, JMB dan MC bertanggungjawab dalam mengutip fi penyenggaraan, caruman kepada kumpulan wang penjelas dan insurans kebakaran. MC hendaklah mengutip cukai tanah daripada pemilik petak. Seksyen 89(2) Akta 757 menerangkan ejen pengurusan diberi kuasa sama seperti JMB dan MC dalam menyenggarakan dan menguruskan bangunan.

Cabaran Semasa yang Dihadapi oleh Pihak Pengurusan dalam Mengutip Cukai, Fi dan Insurans

Penyenggaraan dan pengurusan bangunan sangat bergantung kepada sumber kewangan yang pengutipan bayaran daripada setiap pemilik petak (Arazami, 2011). Namun begitu, pengutipan bayaran merupakan cabaran terbesar kepada setiap pihak pengurusan (Tawil et al., 2011). Oleh itu, terdapat beberapa masalah yang dihadapi oleh pihak pengurusan dalam mengutip cukai, fi dan insurans.

Keengganan Pembayaran dalam kalangan Pemilik Petak

Biasanya merujuk kepada pemilik petak yang tidak melakukan pembayaran, termasuklah mereka yang tidak pernah membayar dan disebabkan faktor-faktor tertentu yang menyebabkan mereka enggan membayar (Arazami, 2011). Noor Fasihah (2010) mengemukakan salah satu faktor adalah ketidakpuashatian terhadap perkhidmatan yang disediakan oleh pihak pengurusan (Khalim, 2010). Kebanyakan pemilik petak berpendapat pihak pengurusan tidak memberi perkhidmatan yang berpatutan bagi mengelakkan diri dalam pembayaran (Wahab et al., 2017).

Kelewatan Pembayaran dalam kalangan Pemilik Petak

Ia merujuk kepada pemilik petak yang melambatkan dalam membuat bayaran bagi menangguhkan pembayaran sehingga ke hujung tempoh atau ditunda selama tujuh hingga sembilan bulan (Sivaraj, 2001; Achoru, 2015). Hal ini disebabkan pemilik petak sibuk bekerja dan pejabat pentadbiran ditutup pada Sabtu dan Ahad lalu menyukarkan mereka yang bekerja pada Isnin hingga Jumaat untuk meluangkan masa ke pejabat pentadbiran demi menjelaskan pembayaran (Tawil et al, 2011; Arazami, 2011).

Bayaran atas Talian Kurang Mendapatkan Sambutan

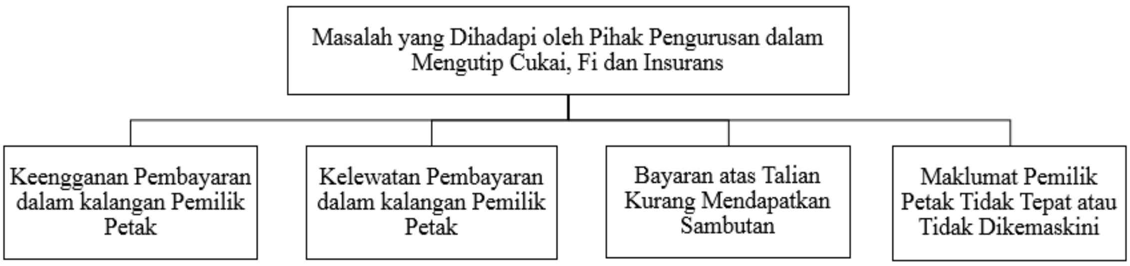
Liew (2018) mengatakan majoriti pihak pengurusan menyokong pemilik petak dalam membuat bayaran atas talian bagi mengurangkan simpanan tunai di pejabat pentadbiran. Namun begitu, Rachna dan Singh (2013) menegaskan keadah ini kurang mendapat sambutan daripada pemilik petak. Contohnya, golongan warga emas kurang kepercayaan semasa menggunakan bayaran atas talian dan golongan ini kurang pengetahuan tentang teknologi dan menyebabkan mereka kurang berminat dalam menggunakan kaedah ini.

Maklumat Pemilik Petak Tidak Tepat atau Tidak Dikemaskini

Pihak pengurusan bertanggungjawab dalam menghantar penyata akaun secara berkala untuk mengingatkan setiap pemilik petak dalam membuat bayaran tetapi, pihak pengurusan gagal berbuat demikian kerana sesetengah pemilik petak tidak berdiami di bangunan tersebut dan mereka tidak mengemaskini alamat yang baharu serta pertukaran nombor telefon. Hal ini mengakibatkan penyata akaun yang dihantar tidak sampai ke tangan pemilik petak dan pihak pengurusan tidak dapat menghubungi mereka (Sivaraj, 2001; Khalim, 2010; Arazami 2011).

Kerangka Konsep Cabaran Semasa yang Dihadapi oleh Pihak Pengurusan dalam Mengutip Cukai, Fi dan Insurans

Daripada perbincangan di atas, maka dapat dirumuskan bahawa terdapat empat cabaran utama yang dihadapi pihak pengurusan dalam mengutip cukai, fi dan insurans bagi perumahan berbilang tingkat. Ini seperti digambarkan dalam Rajah 1.



Rajah 1: Cabaran Semasa Yang Dihadapi Oleh Pihak Pengurusan Dalam Mengutip Cukai, Fi Dan Insurans

Rajah 1 merumuskan tentang masalah-masalah yang dihadapi oleh pihak pengurusan dalam mengutip cukai, fi dan insurans seperti yang telah diterangkan di pernyataan atas. Masalah pertama adalah keengganan pembayaran dalam kalangan pemilik petak. Masalah kedua adalah kelewatan pembayaran dalam kalangan pemilik petak. Masalah ketiga adalah bayaran atas talian kurang mendapatkan sambutan. Masalah keempat adalah maklumat pemilik petak tidak tepat atau tidak dikemaskini.

Kaedah Penyelesaian terhadap Masalah yang Dihadapi oleh Pihak Pengurusan dalam Menguruskan Kutipan Cukai, Fi dan Insurans

Pihak pengurusan perlu berusaha dalam mengatasi masalah dan tidak boleh membiarkan masalah tersebut berlaku secara berterusan bagi mengelakkan mereka bertambah susah dalam menguruskan kutipan cukai, fi dan insurans. Oleh itu, terdapat beberapa kaedah penyelesaian terhadap masalah yang dihadapi oleh pihak pengurusan dalam menguruskan kutipan cukai, fi dan insurans.

Penggunaan Kaedah Elektronik

Pemilik petak boleh digalakkan untuk membayar melalui kaedah bayaran atas talian ke akaun pihak pengurusan dan kemudiannya menghantarslip transaksi melalui e-mel untuk membuktikan mereka telah membayar (Liew, 2018). Kaedah ini membantu pemilik petak boleh berada di mana-mana tempat dan bila-bila masa dalam membuat bayaran walaupun pejabat pentadbiran ditutup (Liew, 2018).

Maklumat Pemilik Petak perlu sentiasa Dikemaskini

Pihak pengurusan perlu sentiasa mengemaskini maklumat pemilik petak terutamanya kepada pemilik petak yang tertunggak atas bayaran (Liew, 2018). Pihak pengurusan perlu sentiasa memastikan alamat dan nombor telefon pemilik petak adalah betul supaya memudahkan pihak pengurusan menghubungi pemilik petak bagi mengingatkan mereka untuk membuat bayaran (Liew, 2018; Sivaraj, 2001).

Senarai Nama Penghutang Dipaparkan

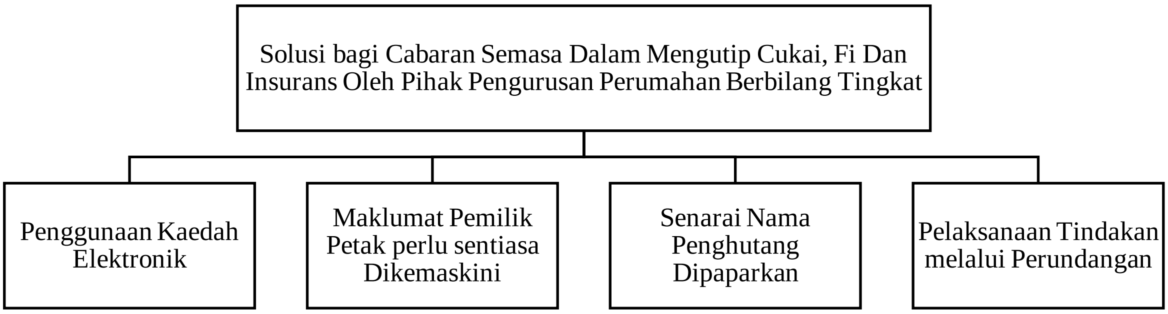
Kaedah ini boleh diamalkan oleh pihak pengurusan untuk memberi kesadaran kepada pemilik petak yang mempunyai tunggakan bayaran. Dalam senarai nama tersebut perlu mencatatkan nama pemilik petak dan jumlah tunggakan serta dipamerkan di sekeliling perumahan berbilang tingkat bagi mempercepatkan mereka membuat bayaran (Van Der Merwe dan Muniz-Arguelles, 2006).

Pelaksanaan Tindakan melalui Perundangan

Menurut Seksyen 34(1) dan Seksyen 78(1) Akta 757, pihak pengurusan boleh menyampaikan notis tuntutan bayaran dalam Borang 20 kepada pemilik petak yang tertunggak bayaran fi untuk mengarahkan mereka membuat bayaran dalam 14 hari. Seksyen 34(2) dan Seksyen 78(2) Akta 757 menyatakan jika pihak pengurusan masih tidak mendapatkan bayaran selepas 14 hari, pihak pengurusan boleh menfailkan tuntutan mahkamah atau Tribunal. Seksyen 23E Akta 318 menerangkan kesan kegagalan membayar cukai tanah iaitu notis tuntutan tunggakan cukai dalam Borang 11 akan disampaikan oleh Pentadbir Tanah. Seksyen 23H Akta 318 memaktubkan jika Pentadbir Tanah masih tidak menerima jumlah bayaran dalam tempoh yang ditetapkan, petaknya boleh dilucuthak.

Kerangka Konsep Solusi Menghadapi Cabaran Semasa Dalam Mengutip Cukai, Fi Dan Insurans Oleh Pihak Pengurusan Perumahan Berbilang Tingkat

Daripada perbincangan di atas, maka dapat dirumuskan bahawa terdapat empat solusi utama yang dapat digunakan pihak pengurusan dalam membantu mereka menghadapi cabaran semasa dalam mengutip cukai, fi dan insurans bagi perumahan berbilang tingkat. Ini seperti digambarkan dalam Rajah 2.



Rajah 2: Solusi Menghadapi Cabaran Semasa Dalam Mengutip Cukai, Fi Dan Insurans Oleh Pihak Pengurusan Perumahan Berbilang Tingkat

Rajah 1 merumuskan tentang solusi yang ditemukan dalam literatur yang boleh digunakan pihak pengurusan dalam mengutip cukai, fi dan insurans. Penggunaan kaedah bayaran secara elektronik atau dalam talian didapati dapan membantu dalam masalah kutipan cukai, fi dan insurans. Seterusnya, kemaskini maklumat pemilik petak adalah perlu bagi memastikan tuntutan bayaran dapat dibuat kepada mereka yang sepatutnya. Seterusnya, terdapat juga cadangan yang ditemukan dalam literatur iaitu dengan memaparkan nama penghutang di ruangan bersesuaian. Akhir sekali, tindakan perundangan juga dicadangkan bagi menyelesaikan masalah kutipan ini sekiranya kaedah lain tidak dapat digunakan.

Kesimpulan dan Cadangan

Secara kesimpulan, melalui perbincangan dalam kertas kerja ini, didapati bahawa, kutipan cukai, fi dan insurans merupakan satu tugas yang penting terhadap pihak pengurusan bagi memastikan kutipan ini dapat dijalankan dengan lancar. Meskipun begitu, terdapat empat masalah utama ditemukan berkaitan dengan kutipan cukai, fi dan insurans di perumahan berbilang tingkat. Oleh itu, senario ini perlu diambil berat oleh pihak pengurusan supaya dapat mencegah masalah tunggakan bayaran ini. Empat solusi yang ditemukan dalam sorotan kajian telah dikongsikan untuk kegunaan pihak berkaitan. Walau bagaimanapun, kertas kerja ini hanyalah menyediakan kerangka konsep bagi permasalahan yang dihadapi dan cadangan dalam menyelesaikan masalah kutipan tersebut. Sebagai lanjutan, adalah dicadangkan satu kajian lapangan bagi menentukan masalah yang wujud dan cadangan yang diberikan berlaku dan dapat dilaksanakan di lapangan seperti pemilik petak, pihak pengurusan, dan pembuat polisi.

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KESAN PERSAINGAN KE ATAS PUSAT MEMBELI BELAH DAN STRATEGI PEMASARAN BAGI KELANGSUNGAN PERNIAGAAN

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Abstrak: *Pembangunan bandar adalah antara salah satu faktor kepada perkembangan pelbagai jenis pembangunan harta tanah. Lokasi strategik mampu menarik pengunjung bukan sahaja untuk warganya malah pelancong dari negara jiran turut menyumbang kepada kemajuan ini. Persaingan antara pusat membeli-belah baru dan sedia ada menyebabkan kekurangan kehadiran pengunjung termasuk. Tambahan pula, persaingan yang semakin sengit ini memberikan kesan kepada pusat membeli-belah seperti penyewa mengalami penurunan jualan dan tidak mampu membayar sewa. Justeru, kajian ini penting untuk dilaksanakan agar dapat mengetahui kesan persaingan dan kaedah digunakan dalam mengatasi masalah tersebut. Pendekatan kualitatif, iaitu menerusi sorotan kajian dan analisis kandungan digunakan kajian literatur ini. Hasil analisis dibentuk menjadi rangka konsep. Kesan dan strategi yang ditemukan ini membantu perniagaan dalam sektor yang sama untuk memikirkan semula strategi perniagaan dan rancangan bagi kelangsungan perniagaan mereka.*

Kata kunci: *strategi pemasaran, pusat membeli-belah, persaingan, penyewa, pengunjung.*

Pengenalan

Kemajuan ekonomi di Malaysia kini selari dengan pertumbuhan bandar menjadikan kawasan tersebut membangun dengan pelbagai pusat membeli-belah. Menurut Sapie et al. (2014) kompleks membeli-belah lebih tertumpu untuk dibina di kawasan maju. Pusat membeli-belah mampu menjadi tarikan pelancong dari luar untuk datang membeli-belah kerana menawarkan pelbagai barangan menarik dan unik. Sebagai contoh, kesibukan bandar di Johor Bahru dan kawasan yang berhampiran dengan Singapura menjadikan salah satu punca ramai pengunjung dari negara jiran datang untuk membeli-belah. Pelanggan yang datang ke pusat membeli-belah bukan sahaja untuk berbelanja tetapi untuk bersosial, berhibur dan berekreasi (Porral dan Mangin, 2019; Kamau, 2008). Tambahan pula, pembentukan imej dan keunikan pusat membeli-belah itu menjadi faktor penarik kepada pengunjung untuk datang (Ishak et al., 2013). Pertambahan pusat membeli-belah menyebabkan berlaku persaingan antara pengurus pusat membeli-belah yang lain. Makgopa (2018) menyatakan bahawa pusat membeli-belah yang berada dalam keadaan kompetitif memerlukan pengurusan efektif bagi memuaskan pelanggan serta menjamin kesetiaan hubungan bersama pelanggan.

Setiap pusat membeli-belah menggunakan strategi pemasaran yang berbeza-beza supaya dapat bersaing dengan pusat membeli-belah lain. Pertambahan pusat membeli-belah yang berlaku secara drastik menyebabkan berlakunya persaingan dalam kalangan pengurus pusat membeli-belah yang lain untuk mempromosikan kompleks mereka bagi menarik para pengunjung datang (Ishak et al., 2013). Sekiranya pusat membeli-belah itu tidak melaksanakan strategi pemasaran yang efektif dalam menghadapi persaingan yang sedia ada, kompleks perniagaan tersebut akan mengalami masalah untuk menarik pengunjung semula. Menurut Noor Fauziahtul (2016), pusat membeli-belah yang tidak berjaya bersaing bakal mengalami kekurangan pengunjung kesan kurang berdaya maju dalam operasi perniagaannya.

Seterusnya, pelbagai masalah yang timbul dengan peningkatan pembangunan pusat membeli-belah baru kerana tidak semua kompleks perniagaan yang dibina akan berjaya mengekalkan kelangsungan perniagaannya (Nurul Wahida, 2011). Pertambahan pusat membeli-belah menyebabkan pusat membeli-belah lama tidak mampu bersaing dan akhirnya terbengkalai. Sapie et al. (2014), menjelaskan pusat membeli-belah yang terbiar bukan kerana lokasi yang tidak strategik tetapi persaingan yang terlalu banyak menyebabkan kompleks perniagaan tersebut tidak mampu untuk mengekalkan operasi perniagaannya.

Menerusi kajian ini, dua persoalan kajian dijawab iaitu apakah kesan yang berlaku kepada pusat membeli belah sedia ada apabila bersaing dengan pusat membeli-belah baru? Kedua, apakah strategi pemasaran yang digunakan oleh pusat-pusat membeli belah yang mengalami situasi sama dalam meneruskan perniagaannya? Untuk iti, kajian ini telah menetapkan dua objektif kajian. Objektif pertama adalah mengenalpasti kesan yang timbul apabila wujudnya persaingan antara pusat membeli-belah. Manakala, objektif kedua pula adalah mengkaji strategi pemasaran yang dilaksanakan menerusi kajian literatur.

Kaedah Kajian

Untuk mencapai objektif kajian tersebut, kajian literatur dibuat. Ia dimulakan dengan carian komprehensif untuk penerbitan berkaitan menggunakan kata-kata kunci berkaitan seperti ‘pusat membeli belah’, ‘kesan persaingan’, dan ‘strategi kelangsungan perniagaan’. Carian dibuat menerusi pangkalan-pangkalan data Google scholar, ScienceDirect, Scopus, Clarivate, dan Crossref. Hasil carian dianalisis menggunakan analisis kandungan dan ini merupakan kaedah yang sesuai bagi kajian kualitatif Krippendorff (2018). Kaedah kualitatif digunakan kerana kajiain ini melibatkan data seperti kenyataan-kenyataan, teks dan seumpamanya. Maka, dengan menggunakan analisis kandungan, rumusan daripada data yang dikumpul dapat dibuat.

Dapatan dan Perbincangan

Untuk bahagian ini, tiga aspek utama bagi kertas kerja ini akan dibincangkan iaitu, defnisi berkaitan topik kajian seperti pusat memberi belah. Seterusnya, dua elemen utama bagi menjawab persoalan dan objektif kajian dibincangkan. Dua elemen tersebut adalah kesan dan strategi campuran pemasaran dalam menghadapi persaingan yang ada untuk kelangsungan perniagaan bagi pusat membeli-belah.

Pusat Membeli Belah dan Kelangsungan Perniagaan Pusat Membeli-belah

Menurut Telci (2013), pusat membeli-belah adalah bercirikan tempat yang selesa untuk berbelanja dan berfungsi sebagai pusat-pusat sosial serta mempunyai kemudahan rekreasi bagi menjalankan pelbagai aktiviti yang boleh dilakukan oleh pengunjung. Pusat membeli-belah juga merupakan entiti ekonomi yang mempunyai pelbagai kedai serta barangan kepada pelanggan dalam satu lokasi (Makgopa, 2018). Kepelbagaian jenis perniagaan seperti kedai pakaian, restoran makanan dan minuman, pusat kecantikan, hiburan dan sebagainya di dalam pusat membeli-belah menjadikan kompleks tersebut menawarkan barangan dan perkhidmatan yang lengkap.

Persaingan di Kalangan Pusat Membeli-belah

Chung dan Yung (2006), menjelaskan bahawa hubungan antara pusat membeli-belah yang lain akan dianggap sebagai persaingan. Perniagaan yang dijalankan di sebuah bangunan boleh terjejas disebabkan oleh persaingan yang muncul dari luar (Zaidatul Huda, 2008). Pengurus pusat membeli-belah mestilah menggunakan strategi yang lebih baik dalam menghadapi persaingan yang kompetitif ini bagi mengekalkan pelanggan. Soewito (2017) menyatakan pengurus pusat membeli-belah perlu menambahkan lagi program pemasaran dan ganjaran bagi menarik perhatian pelanggan serta meningkatkan kepuasan mereka di samping menghadapi pesaingan dengan kompleks membeli-belah yang lain.

Pemasaran

Definisi pemasaran ialah aktiviti perniagaan yang melibatkan perancangan, perletakkan harga dan pengeluaran produk serta perkhidmatan yang memuaskan pelanggan untuk memperoleh keuntungan (Etzel et al., 2004). Pemasaran adalah penyampaian taraf hidup untuk mengetahui kehendak serta keinginan pengguna dan merancang bagi mengeluarkan produk dan perkhidmatan dengan menentukan harga yang bersesuaian, memberikan promosi dan mengagihkan produk dan servis tersebut kepada mereka (Shaw et al., 1983).

Kelangsungan perniagaan

Kelangsungan perniagaan yang didefinisi ASIS International (2006) adalah "usaha yang diuruskan secara komprehensif untuk mengutamakan proses perniagaan, mengenalpasti ancaman penting kepada operasi biasa, dan merancang strategi yang sederhana bagi memastikan ia berkesan dan respon organisasi yang cekap terhadap cabaran yang berlaku semasa dan selepas krisis". Kelangsungan perniagaan juga bermaksud organisasi merancang strategi ataupun pelan supaya memberikan perlindungan ke atas perniagaan sekiranya berlaku perkara yang tidak diduga. Matlamat utama dalam perancangan perniagaan untuk penyediaan daripada menghadapi bencana ataupun dalam pemulihan semula supaya dapat memastikan kelangsungan perniagaan (Haddow dan Bullock, 2006).

Kesan Persaingan di Kalangan Pusat Membeli-belah

Peningkatan pembangunan pusat membeli-belah baru mengakibatkan persaingan sengit antara kompleks perniagaan sedia ada. Godwin et al. (2015) menjelaskan bahawa pertambahan pusat membeli-belah memudahkan pelanggan untuk menukar ke kompleks perniagaan lain kerana barangan dan perkhidmatan yang ditawarkan di kompleks hampir sama. Hal ini menyebabkan kompleks perniagaan tradisional kurang dikunjungi oleh para pengunjung kerana mereka lebih memilih ruangan kompleks yang lebih besar, menawarkan banyak barangan dan perkhidmatan dan mudah untuk dikunjungi (Rochmińska, 2017; Hines, 1983).

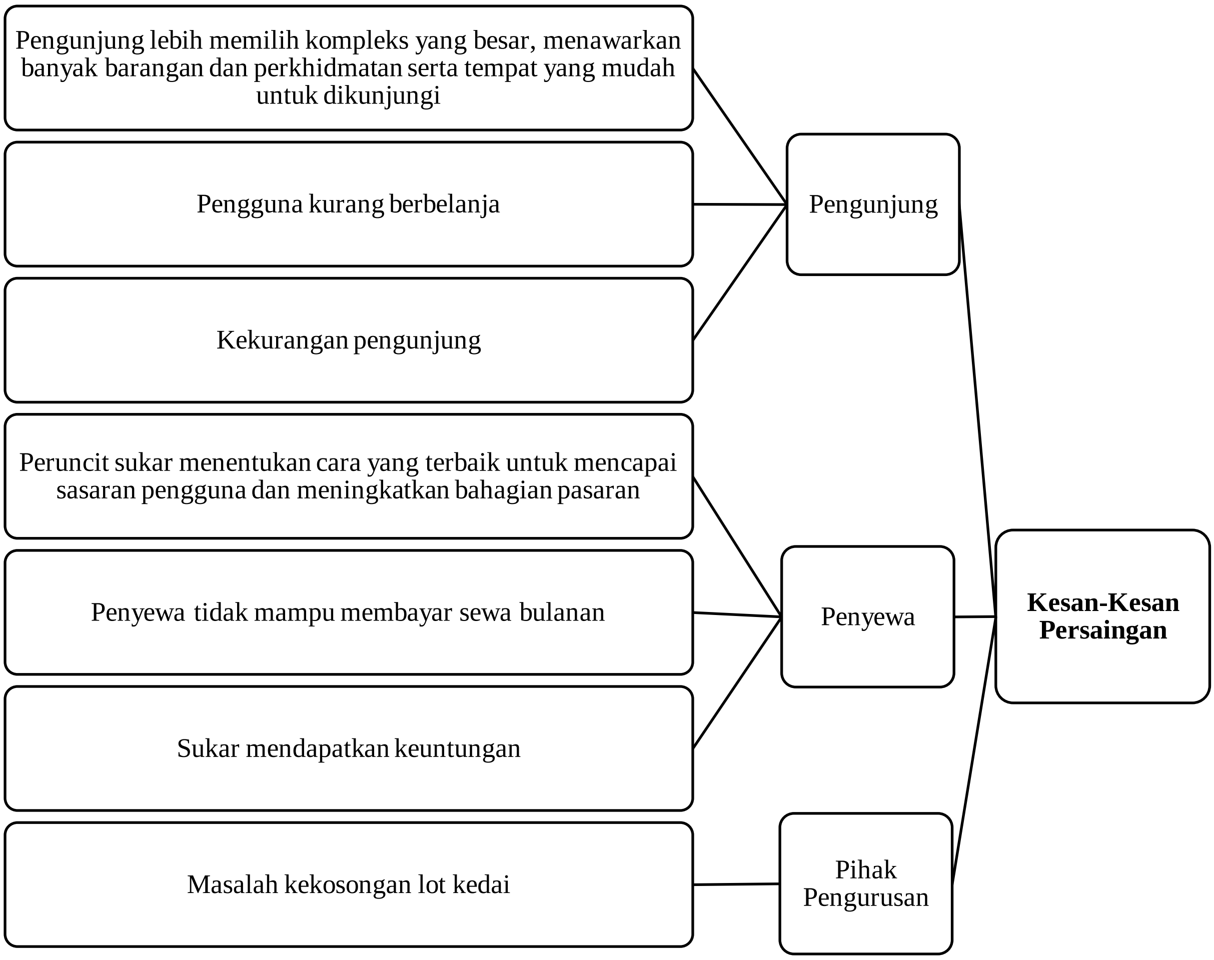
Reynolds et al. (2002) dan Rogers (2005) mendapati peningkatan persaingan mengakibatkan peralihan pemilihan kompleks oleh pelanggan, penurunan perbelanjaan pengguna, dan kepelbagaian pilihan kedai yang disediakan. Pengunjung akan memilih pusat membeli-belah yang menarik dan menawarkan pelbagai barangan dan perkhidmatan yang memenuhi keperluan mereka. Dalam persekitaran yang kompetitif, peruncit agak sukar untuk menentukan cara yang terbaik bagi mencapai sasaran pengguna dan meningkatkan bahagian pasaran (Min Young Lee et al., 2006).

Menurut Noor Fauziahtul (2016), persaingan kompleks perniagaan yang semakin sengit memberikan kesan kepada penyewa-penyewa kerana mereka tidak mampu untuk membayar sewa bulanan secara berterusan. Keadaan ini juga dipengaruhi oleh kadar sewa kedai yang harus dibayar terlampau tinggi dan untuk mendapatkan semula keuntungan pada waktu itu amat sukar disebabkan kekurangan pengunjung yang datang ke pusat membeli-belah tersebut (Noor Fauziahtul, 2016).

Muizzah (2018) mendapati bahawa masalah yang dihadapi oleh penyewa-penyewa disebabkan oleh permintaan daripada pelanggan yang semakin berkurangan dan penyewa tersebut tidak memperolehi hasil keuntungan daripada jualan mereka. Ini menyebabkan penyewa-penyewa tidak mampu untuk membayar kadar sewa kedai yang ditetapkan oleh pengurus kompleks perniagaan dan mereka membuat keputusan bagi menamatkan penyewaan. Masalah kekosongan lot kedai juga berlaku disebabkan oleh kekurangan pengunjung yang terpaksa dihadapi oleh pengurus pusat membeli-belah (Macdonald, 1993).

Rangka Konsep Kesan-Kesan Persaingan Perniagaan di Kalangan Pusat Membeli-belah

Daripada kesan persaingan yang dibincangkan hasil daripada kajian literatur, maka dapat dirumuskan bahawa tujuh kesan yang boleh dikelompokkan kepada tiga kumpulan, seperti dipaparkan Rajah 1.



Rajah 1: **Rangka Konsep Kesan-Kesan Persaingan Perniagaan di Kalangan Pusat Membeli-belah**

Rajah 1 memaparkan rangka konsep kesan-kesan persaingan bagi pembolehubah dalam kajian ini. Terdapat 3 komponen yang dipaparkan seperti pengunjung, penyewa dan pihak pengurusan yang dihubungkan dengan tujuh kesan persaingan. Bagi komponen pengunjung, tiga elemen yang berkaitan seperti pengunjung lebih memilih kompleks yang besar, menawarkan banyak barangan dan perkhidmatan serta tempat yang mudah untuk dikunjungi, pengguna kurang berbelanja dan kekurangan pengunjung. Seterusnya, komponen penyewa menggariskan tiga elemen iaitu peruncit sukar menentukan cara yang terbaik untuk mencapai sasaran pengguna dan meningkatkan bahagian pasaran, penyewa tidak mampu membayar sewa bulanan dan sukar mendapatkan keuntungan. Akhir sekali, komponen pihak pengurusan mempunyai elemen seperti masalah kekosongan lot kedai.

Strategi Pemasaran

Pada pendapat Kotler et al. (2003), strategi pemasaran adalah berdasarkan harga, penjualan dan pengedaran barangan dimana syarikat akan mengembangkan pasaran sedia ada serta membangunkan pasaran yang baru untuk barang semasa dan baru agar mendapat keuntungan. Selain itu, sumber-sumber organisasi boleh digunakan dalam strategi pemasaran bagi mencapai matlamat serta objektifnya dan mendapat kelebihan untuk mengatasi persaingan (Sunday dan Ayuba, 2017). Ini boleh dilaksanakan menerusi *marketing mix* atau campuran pemasaran. Campuran pemasaran mempunyai hubungan dengan strategi pemasaran kerana membolehkan perniagaan itu mencapai objektif dalam pasaran (Agic et al., 2016). Campuran pemasaran ini juga sesuai digunakan bagi pusat membeli-belah untuk mengatasi persaingan yang sedia ada dan memenuhi permintaan pelanggan. Aspek-aspek campuran pemasaran tersebut adalah produk (product), harga (price), tempat (place), promosi (promotion), orang (people), proses (process) dan bukti fizikal (physical evidence).

Produk (Product)

Produk adalah barangan yang ditawarkan oleh organisasi untuk memenuhi kehendak pengguna dalam pasaran. Produk yang hendak dipasarkan itu mestilah mempunyai keunikan ataupun jenama yang dikenali oleh orang ramai bagi mengatasi persaingan dengan pusat membeli-belah yang lain. Dalam kajian Rillyan dan Atik (2017), produk yang ditawarkan oleh pengurus kompleks adalah campuran penyewa dan rekreasi dimana pusat membeli-belah tersebut mempunyai kepelbagaian produk dan kedai seperti kedai fesyen, kedai berjenama antarabangsa, medan selera, restoran, panggung wayang dan tempat hiburan bagi kanak-kanak. Sehubungan dengan itu, Sudeep dan Arun (2016) menyatakan strategi pemasaran oleh pengurus kompleks adalah menyediakan pelbagai jenis dan barangan yang berkualiti dan menarik mereka untuk berbelanja berulangkali dalam kategori produk yang sama.

Harga (Price)

Bagi sebuah pusat membeli-belah, harga ataupun sewa lot kedai yang diletakkan oleh pengurus kompleks adalah berdasarkan keluasan ruangan tersebut. Menurut Noor Fauziahtul (2016), faktor sewa penting kerana mempengaruhi permintaan pemasaran bagi sebuah pusat membeli-belah. Selain itu, pusat membeli-belah lama akan menawarkan harga ataupun sewa lebih mahal daripada kompleks peniagaan baru kerana kompleks lama memerlukan kos penyelenggaraan yang tinggi. Pusat membeli-belah lama tidak akan menurunkan harga ataupun sewa kepada penyewa malah kompleks tersebut akan meningkatkan dari segi perkhidmatan (Noor Fauziahtul, 2016).

Tempat (Place)

Kawasan pusat membeli-belah yang strategik akan memudahkan pengunjung datang ke kompleks perniagaan. Bagi meningkatkan pengalaman yang positif kepada pelanggan, pusat membeli-belah mestilah mempunyai kemudahsampaian yang baik, tempat letak kereta, susun atur menarik dan persekitaran bersih (Genevieve, 2011). Pengangkutan awam yang terdapat dalam pusat membeli-belah akan memudahkan pengunjung untuk datang (Ibrahim dan Ng, 2002). Kemudahan tersebut akan menarik lebih ramai lagi jumlah pelawat untuk datang ke kompleks beli-belah.

Promosi (Promotion)

Kepelbagaian hiburan dan promosi akan meningkatkan penjualan di pusat membeli-belah kerana ia menggalakkan pelanggan untuk berkunjung dan berbelanja (Parsons, 2003). Pusat membeli-belah mestilah menawarkan perbezaan promosi dalam memenuhi permintaan pasaran (Chapman dan Sadd, 2014). Terdapat juga hubungan antara promosi dan kepuasan pelanggan di mana ianya akan mempengaruhi pembelian sesuatu barangan (Kadhim et al., 2016; Bawa et al. 2013; Alipour et al. 2018; Wahab et al. 2016; Verma and Singh, 2017). Ubeja (2013) mengatakan bahawa aktiviti promosi jualan akan mempengaruhi pelanggan untuk berkunjung ke pusat membeli-belah sekaligus memberikan kepuasan kepada mereka. Strategi pemasaran menggunakan teknik promosi tradisional adalah melalui pengiklanan (Hoyle, 2002). Pengiklanan bagi setiap promosi adalah medium yang terbaik untuk menyampaikan maklumat kepada pelanggan. Selain itu, sebuah pusat membeli-belah yang berjaya akan mempunyai campuran penyewa dan pengurusan yang baik serta promosi yang menarik (Nurul Wahida, 2011). Promosi penting bagi setiap pusat membeli-belah kerana ia bersaing antara satu sama lain untuk mendapatkan pelanggan supaya dapat memeriahkan pusat membeli-belah tersebut. Terdapat beberapa aktiviti promosi acara yang ditawarkan dalam jangkamasa pendek seperti hiburan termasuklah pertunjukan fesyen dan penampilan selebriti (Sit and Merrilees, 2005).

Orang (People)

Pekerja yang merujuk kepada campuran pemasaran adalah mereka yang melaksanakan perkhidmatan kepada pelanggan (Ronald, 1999). Hubungan yang baik antara pekerja dan pengunjung akan memberikan pandangan positif kepada mereka untuk datang semula ke pusat membeli-belah Pada pandangan. Genevieve (2011) menyatakan, perkhidmatan merupakan perkara yang sangat penting bagi memastikan keadaan sentiasa baik dan pengurus pusat membeli-belah perlu memperkenalkan seminar latihan perkhidmatan kepada pengurus kedai dan pekerja kedai bagi memastikan tahap perkhidmatan yang sama untuk semua kedai di kompleks perniagaan.

Proses (Process)

Proses dalam sebuah pusat membeli-belah adalah berkaitan dengan suasana dan keselamatan kompleks. Pusat membeli-belah perlu ada pegawai keselamatan yang dilatih dan sistem keselamatan digital yang canggih (Sudeep dan Arun, 2016). Kamau (2008) menyatakan strategi untuk menghindari jenayah adalah dengan melantik pegawai keselamatan. Ajay Kumar (2014), menjelaskan pusat membeli-belah yang memberikan kemudahan kepada pelanggan untuk mencari jenama kedai, kepelbagaian jenis dan kualiti produk serta keselamatan akan mempengaruhi pelanggan memilih ke kompleks perniagaan tersebut. Pelanggan akan berasa selamat sekiranya kompleks perniagaan tersebut mempunyai aspek keselamatan yang bagus (Farrag et al., 2010).

Bukti Fizikal (Physical Evidence)

Bukti fizikal juga penting dalam sebuah pusat membeli-belah kerana ia akan mempengaruhi pengunjung untuk datang melawat. Pengalaman pelanggan yang positif adalah hasil daripada

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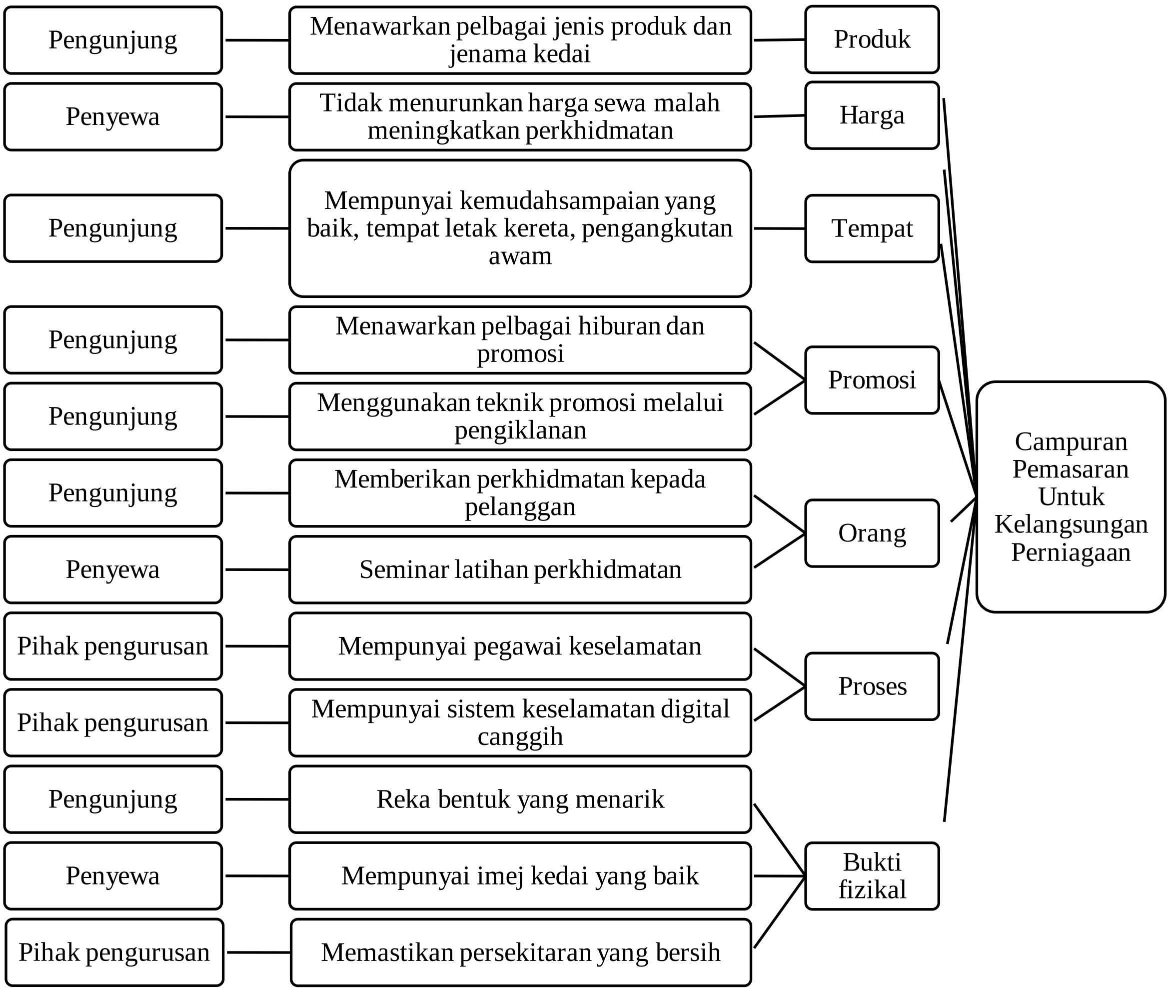
persekitaran yang bersih, kemas, mudah diakses dan selamat (Genevieve, 2011). Reka bentuk kompleks perniagaan dari segi dalaman dan luaran, kemudahan asas dan suasana kompleks memainkan peranan kepada pelanggan (Sudeep dan Arun, 2016). Reka bentuk dalaman juga diambilkira untuk melihat sejauhmana kecantikan dan keunikan kompleks tersebut. Malah, imej kedai yang baik bukan sahaja menarik dari segi perhatian, minat dan kenalan daripada pelanggan berpotensi malah akan meningkatkan kepuasan mereka (Pourdehghan, 2015).

Rangka Konsep Campuran Pemasaran Untuk Kelangsungan Perniagaan

Berdasarkan perbincangan yang dibuat dalam subtopik strategi pemasaran ini, maka, dapat dirumuskan melalui bahawa pemasaran campuran 7P adalah dicadangkan untuk kelangsungan perniagaan. Rumusan strategi tersebut adalah seperti dipaparkan Rajah 2.



Rajah 2: Rangka Konsep Campuran Pemasaran Untuk Kelangsungan Perniagaan

Rajah 2 menunjukkan rangka konsep campuran pemasaran untuk kelangsungan perniagaan. Terdapat tujuh komponen yang dipaparkan seperti produk, harga, tempat, promosi, orang, proses dan bukti fizikal. Setiap komponen tersebut boleh dihubungkan kepada tiga atribut yang berkaitan iaitu sama ada pengunjung, penyewa dan/atau pihak pengurusan dengan cadangan aktiviti berkaitan untuk dilaksanakan.

Kesimpulan dan Cadangan

Secara kesimpulan, melalui perbincangan dalam kertas kerja ini, didapati bahawa, pelbagai kesan berlaku apabila persaingan pusat membeli-belah yang semakin sengit. Meskipun begitu, pusat membeli-belah sedia ada boleh sentiasa memperbaharui strategi pemasaran untuk mengatasi persaingan yang ada. Oleh itu, senario ini perlu diambil perhatian oleh pihak pengurusan supaya dapat menghadapi situasi yang berlaku dengan baik bagi kelangsungan perniagaan. Tujuh kesan yang berkait langsung dengan pengurus, pelanggan dan penyewa lot boleh ditangani dengan strategi pemasaran campuran. Walau bagaimanapun, kertas kerja ini hanyalah menyediakan kerangka konsep bagi kesan persaingan ke atas pusat membeli belah dan strategi pemasaran dalam menghadapi persaingan tersebut. Sebagai lanjutan, adalah dicadangkan satu kajian lapangan bagi menentukan kesan yang wujud berlaku dan cadangan yang diberikan dapat dilaksanakan di lapangan.

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ANALISIS TRANSPARENSI PROSES TADBIR URUS DALAM PELAKSANAAN SOP KUTIPAN ZAKAT DI LEMBAGA ZAKAT NEGERI KEDAH

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Abstrak: *Transparensi merupakan elemen penting untuk mengenalpasti amalan dan praktis kerja berteraskan integriti dalam sesebuah organisasi. Di Kedah, organisasi seperti Lembaga Zakat Negeri Kedah begitu menitikberatkan prinsip integriti dalam pengamalan tadbir urusnya. Namun permasalahannya, LZNK turut tidak terkecuali daripada berdepan dengan isu integriti seperti amil palsu, penggunaan cop atau resit palsu, dan banyak lagi. Ia turut dikeruhkan dengan pandangan negatif masyarakat awam berkenaan isu pengagihan wang atau dana zakat kepada golongan asnaf (atau mana-mana pihak) yang layak menerima zakat namun tidak mendapat zakat. Bertitik tolak daripada isu berkenaan, kajian ini ditelusuri untuk meneliti konsep transparensi dalam tadbir urus organisasi, selain menganalisis transparensi dalam pelaksanaan prosedur operasi standard kutipan zakat di Lembaga Zakat Negeri Kedah. Metod kajian ini berasaskan kajian kualitatif dengan menggunakan kajian kepustakaan dan temubual mendalam sebagai asas kepada kaedah pengumpulan data. Dari sudut analisis data pula, analisis tekstual deskriptif digunakan untuk meneliti konsep dan analisis transparensi terutamanya dalam prosedur operasi standard kutipan zakat di LZNK. Dapatan awal kajian memperolehi bahawa kutipan zakat yang dilaksanakan oleh LZNK dibuat berasaskan SOP yang disediakan. Namun elemen transparensi masih banyak yang perlu ditambahbaik oleh LZNK terutamanya dalam proses melancarkan kutipan zakat di seluruh Kedah. Implikasi kajian ini bertumpu kepada penambahbaikan prosedur operasi standard kutipan zakat di LZNK di satu sisi, dan di sisi lain ialah mengetengahkan LZNK sebagai sebuah organisasi zakat terunggul di persada antarabangsa.*

Kata kunci*: Transparensi, Tadbir Urus Zakat, Prosedur Operasi Standard (SOP), Kutipan Zakat, Lembaga Zakat Negeri Kedah (LZNK)*

Pengenalan

Lembaga Zakat Negeri Kedah merupakan agensi bertauliah yang dilantik secara terus oleh Ke Bawah Duli Yang Maha Mulia Tuanku Sultan Negeri Kedah Darul Aman. Titah Sultan Kedah Sultan Sallehuddin Ibni Al-Marhum Sultan Badlishah sepertimana yang dipetik daripada *Lembaga Zakat Negeri Kedah* (2019) bahawa,

> "Beta selaku Sultan Negeri Kedah Darul Aman, dan Ulil Amri, yang memegang amanah, memerintah Kerajaan Negeri Kedah Darul Aman, menitahkan kepada seluruh rakyat Negeri Kedah supaya menunaikan kewajipan Zakat Fitrah dan Zakat Harta kepada Lembaga Zakat Negeri Kedah sebagai 'amil rasmi yang dilantik oleh Beta menurut Enakmen Lembaga Zakat Kedah Darul Aman 2015."

Bertitik tolak daripada titah Tuanku Sultan Kedah tersebut, pihak LZNK berusaha melaksanakan tanggungjawab yang diamanahkan dalam mentadbir dan mengurus segala urusan zakat di Kedah. Amanah dan tanggungjawab tersebut dilaksanakan tanpa ada sebarang campur tangan daripada pihak Majlis Agama Islam Negeri Kedah serta Jabatan Hal Ehwal Islam Negeri Kedah.

Apabila merujuk kepada tadbir urus kutipan zakat di LZNK adalah dijalankan oleh Bahagian Operasi Dakwah dan Kutipan di bawah dua jabatan utama iaitu Jabatan Pengurusan Zakat Harta dan Jabatan Pengurusan Zakat Korporat. Tanggungjawab dua jabatan ini dapat difahami sebagaimana huraian ringkas berikut.

(i) Meningkatkan kesedaran menunaikan zakat dalam kalangan masyarakat di Kedah – agar bilangan para pembayar zakat semakin meningkat, serta sesiapa yang layak membayar zakat melaksanakannya sepertimana diperintahkan oleh Allah Ta'ala
(ii) Melaksanakan tanggungjawab berkenaan Arahan Wajib Zakat Pendapatan kepada seluruh kakitangan awam serta pihak swasta yang bekerja dan mencari rezeki di Kedah
(iii) Menyediakan pelbagai alternatif pembayaran zakat berasaskan perkembangan teknologi terkini/semasa seperti perbankan internet, potongan gaji, cek, bank deraf, wang pos dan kiriman wang
(iv) Melahirkan golongan amil profesional yang beradab dan berintegriti
(v) Melaksanakan penguatkuasaan kutipan zakat berasaskan perundangan dan enakmen zakat iaitu Enakmen Lembaga Zakat Negeri Kedah Darul Aman 2015
(vi) Bekerjasama dan berganding bahu dengan pihak luar seperti agensi kerajaan, swasta serta NGO, dan pihak individu untuk melancarkan urusan kutipan zakat dalam usaha meningkatkan tahap sosioekonomi masyarakat Islam di Kedah

Namun, LZNK turut berdepan dengan pelbagai permasalahan seputar isu integriti, ketidaktelusan pegawai zakat, amil palsu, pengeluaran resit palsu, penggunaan cop palsu, dan banyak lagi. Permasalahan yang benar-benar berlaku ini menyebabkan Ketua Pegawai Eksekutif LZNK iaitu Syeikh Haji Zakaria Bin Othman dalam suatu wawancaranya bersama Berita Harian (2019) telah menasihati masyarakat Kedah supaya memastikan "bayaran [zakat] dibuat kepada amil yang menggunakan resit rasmi yang dikeluarkan oleh LZNK". Selain turut mengingatkan bahawa "LZNK tidak mahu orang ramai membayar zakat fitrah [dan harta] kepada pihak yang tidak sepatutnya kerana tidak tahu hasil kutipan itu diuruskan" (Harian Metro 2018).

Bertitik tolak daripada isu dan permasalahan tersebut, kajian ini diusahakan berasaskan dua objektif berikut. Pertama, meneliti konsep dan karakteristik transparensi khususnya dalam tadbir urus organisasi-institusi. Kedua ialah menganalisis transparensi dalam tadbir urus pelaksanaan prosedur operasi standard kutipan zakat di LZNK. Asasnya, fokus artikel ini terhadap penelitian transparensi terhadap tadbir urus SOP kutipan zakat kerana transparensi merupakan asas integriti yang perlu diamalkan dalam institusi zakat agar pentadbirannya dapat ditambahbaik dan diperkasakan dari masa ke masa, seterusnya mengungguli institusi zakat yang lain sama ada di peringkat nasional mahupun internasional.

Metodologi Kajian

Kajian berasaskan kaedah kualitatif menggunakan pendekatan metode interpretasi terhadap data dan fakta berkaitan transparensi SOP kutipan zakat. Kaedah Pengumpulan Data berasaskan kajian kepustakaan dan temubual. Kajian kepustakaan menumpukan kepada dokumen penting tentang transparesni, serta SOP kutipan zakat daripada pihak Lembaga Zakat Negeri Kedah. Data kajian turut diperolehi daripada temubual terbuka dengan pihak pengurusan tertinggi LZNK iaitu Timbalan Ketua Pegawai Eksekutif Bahagian Operasi Dakwah dan Kutipan, Tuan Sani Bin Harun. Kaedah analisis data menggunakan pendekatan analisis tekstual deskriptif terhadap data kepustakaan tersebut serta *memoing* daripada proses temubual yang dilakukan. Analisis data kajian ini bertujuan untuk menganalisis konsep dan elemen transparensi (yang mendasari) proses tadbir urus SOP kutipan zakat di LZNK.

Sorotan Literatur

Kajian ini bertemakan transparensi dan prosedur operasi standard terkhas dalam kutipan zakat di Lembaga Zakat Negeri Kedah. Sekiranya ditelusuri kajian lepas berkenaan transparensi SOP kutipan zakat jelas masih belum giat diusahakan oleh para pengkaji. Namun kajian ini mendapati bahawa kajian berasaskan transparensi telah diusahakan oleh beberapa pengkaji dalam pelbagai lapangan ilmu. Misalnya, Sharifah Hayaati *et al.* (2008) mengupas efektif governan berteraskan tadbir urus baik – salah satu indikatornya ialah ketelusan/transparensi; World Health Organization (WHO 2009) mengkaji berkenaan kaedah mengukur nilai dan elemen transparensi sebagai dasar utama dalam meningkatkan kualiti tadbir urus yang baik di sektor farmasi seperti di negara Syria; McGee & Gaventa (2010) meneliti impak dan efisiensi transparensi dalam pengamalan organisasi (secara konseptual); Mohd Zaidi & Mohd Sani (2012) menganalisis transparensi-integriti sebagai suatu konsep tadbir urus yang baik berteraskan adab dan orientasi pentadbiran Islam; dan Roelofs (2018) – meneliti elemen transparensi dalam pentadbiran awam dengan meletakkan kriteria kejujuran-kepercayaan sebagai pengukur utama yang perlu dipraktikkan dalam pengamalan transparensi sesebuah organisasi.

Selanjutnya kajian lepas berfokus kepada tadbir urus dan prosedur operasi standard kutipan zakat diusahakan oleh pengkaji seperti Jasni & Anwar (2012) – membandingkan pentadbiran dalam konteks perundangan kutipan zakat di dua buah wilayah berbeza iaitu Acheh, Indonesia dengan Kedah, Malaysia. Pengkaji seperti Mohd Fisul, Hairunnizam & Mohd Ali (2017) pula meneliti prestasi kutipan dan pematuhan standard prosedur kutipan zakat di Malaysia melibatkan tiga negeri iaitu Kedah (di bawah kendalian LZNK), Selangor (LZS – Lembaga Zakat Selangor), dan Terengganu (MAIDAM – Majlis Agama Islam dan Adat Melayu Terengganu).

Kajian lepas di atas secara rangkumannya berfokus dalam bidang pentadbiran, pengurusan, perniagaan, perubatan dan perkhidmatan klinikal. Keadaan ini menggambarkan bahawa penelitian khusus elemen tranparensi terhadap tadbir urus pelaksanaan SOP kutipan zakat di institusi zakat seperti LZNK masih kurang dilaksanakan ketika ini. Justeru kajian ini signifikan diketengahkan untuk meneliti transparensi tadbir urus pelaksanaan SOP kutipan zakat agar prestasi institusi zakat seperti LZNK dapat diperkasakan dan ditambahbaik dari masa ke masa, seterusnya memperbaiki dan mempertingkatkan imej institusi zakat dalam kalangan masyarakat awam.

Perbincangan Hasil Kajian

Dalam konteks ini, perbincangan berfokus kepada beberapa aspek utama, iaitu konsep dan karakteristik transparensi, serta analisis transparensi dalam pelaksanaan prosedur operasi standard kutipan zakat di bawah kendalian Lembaga Zakat Negeri Kedah.

Konsep Transparensi

Transparensi dalam konteks bidang sains sosial dan kemanusiaan bermaksud ketelusan. Ketelusan merupakan suatu elemen utama dalam isu seputar etika – perbincangan berkenaan betul atau salah, baik atau buruk sesuatu tindakan. Ketelusan atau telus bermaksud mudah difahami dan diketahui iaitu tiada hal yang disembunyikan atau disangsikan (Mohd Nizam 2014; Schudson 2015). Secara asasnya, ketelusan ialah suatu keadaan atau sifat berterus terang dengan tidak menyembunyikan perkara sebenar dan tiada perkara yang perlu disangsikan.

Daripada makna tersebut, dapat difahami bahawa terdapat beberapa elemen utama berkenaan transparensi. Pertama, mudah difahami dan diketahui iaitu suatu perkara, atau tugasan, atau tingkah laku itu dapat diterjemahkan dengan baik oleh mereka yang meneliti, melihat dan menilai perkara, tugasan mahupun tingkah laku tersebut. Faham dan tahu ini menjelaskan bahawa perkara yang dikemukakan itu merupakan perkara sebenar yang berlaku, bukan perkara yang direka-reka berlaku.

Elemen kedua ialah tidak bersembunyi atau menyembunyikan hal sebenar. Ia merujuk kepada tindakan seseorang mahupun sesebuah organisasi yang menjalankan suatu tugas atau kerja yang dipertanggungjawabkan dengan menekankan elemen kejujuran. Apabila jujur diutamakan (di peringkat individu mahupun organisasi) secara langsung ataupun tidak langsung, sudah pasti tiada perkara yang akan disembunyikan – sama ada melibatkan masalah sebenar yang berlaku, risiko yang dihadapi, pembuatan sesuatu keputusan (yang melibatkan kepentingan awam), pengurusan dana kewangan dan sebagainya.

Karakteristik Transparensi

Selanjutnya perbincangan berfokus kepada ciri atau karakteristik transparensi. Secara asasnya terdapat tiga ciri transparensi iaitu keterbukaan, komunikasi dan akauntabiliti. Keterbukaan atau *openness* difahami sebagai suatu konsep atau falsafah menyeluruh yang menekankan elemen ketelusan dan kerjasama. Keterbukaan boleh dinilai melalui kebolehcapaian pengetahuan, teknologi, dan sumber lain yang berkaitan. Dalam konteks organisasi, keterbukaan dinilai melalui struktur organisasi dan keterlibatan penyertaan dalam sesuatu tindakan dan gerak kerja sebenar organisasi tersebut (Relly & Sabharwal 2009; Sibi 2019). Setiap organisasi khususnya pihak berkuasa kerajaan perlu menerapkan idea kebebasan maklumat kerana golongan rakyat ataupun masyarakat mempunyai hak untuk melihat operasi dan aktiviti pihak kerajaan khususnya di tempat kerja.

Karateristik berikutnya ialah komunikasi. Komunikasi merujuk kepada perhubungan dua hala iaitu antara seseorang dengan seseorang yang lain (Thompson 2014), atau pihak organisasi-institusi dengan pihak luar. Dalam konteks tadbir urus organisasi, komunikasi dua hala melibatkan para pentadbir tertinggi dengan pekerja bawahannya di satu sisi. Di satu sisi yang lain komunikasi antara institusi-organisasi dengan pihak luar – sama ada pelanggan, pembayar, penerima, atau sesiapa sahaja yang memerlukan perkhidmatan daripada sesebuah organisasi.

Akauntabiliti pula bermakna tanggungjawab dan pertanggungjawaban. Secara etikanya, tanggungjawab meliputi peranan ke atas segala tindakan, keputusan, produk, atau hasil sesuatu daripada proses kerja atau perbuatan/tindakan (Reyes 2006; Sharifah Hayaati *et al.* 2008; Bovens 2010). Daripada tanggungjawab melahirkan kebertanggungjawaban (sifat bertanggungjawab) dan pertanggungjawaban (sesuatu yang telah dipertanggungjawabkan). Dalam tadbir urus organisasi, setiap pekerja mempunyai (i) tanggungjawab masing-masing berdasarkan skop kerja yang diberikan, daripada tanggungjawab tersebut mereka akan (ii) bekerja dengan penuh amanah, telus dan jujur sehingga dapat menyelesaikan sesuatu kerja dengan penuh kebertanggungjawaban, dan daripada kebertanggungjawaban tersebut (iii) berjaya menghasilkan atau menyelesaikan sesuatu kerja dengan penuh pertanggungjawaban.

Secara umumnya, transparensi dipraktiskan dalam pengurusan dan pentadbiran organisasi (dalam merealisasikan pentadbiran yang baik) (McGee & Gaventa 2010), mahupun dalam kalangan komuniti masyarakat. Ia penting untuk dipraktikkan kerana setiap tindakan atau tingkah laku seseorang memberi impak sama ada positif ataupun sebaliknya kepada dirinya sendiri, orang di sekelilingnya, mahupun organisasi di mana dia berkhidmat, serta tanah airnya. Jika transparensi menjadi dasar dan asas keutamaan semua pihak, sudah pasti tiada unsur rasuah, salah laku, salah guna kuasa, penyelewengan duit, serta isu tidak bermoral lainnya dalam pentadbiran dan pengurusan sesebuah organisasi-institusi.

Analisis Transparensi Terhadap Tadbir Urus Pelaksanaan SOP Kutipan Zakat di LZNK

Secara dasarnya, kajian ini mendapati bahawa sebuah SOP yang baik mengandungi serta menitikberatkan beberapa prinsip dalam penyusunan gerak kerjanya iaitu kejelasan, efisien dan efektif, selaras dengan prosedur kerja yang lainnya (yang terkait/berkait), keterukuran atau ketepatan, dinamik, berorientasi kepada pihak yang akan dilayani, kepatuhan (terhadap undang-undang), kepastian mengenai undang-undang-instrumen yang dapat melindungi para pegawainya daripada tindakan undang-undang, serta transparensi dan keterbukaan.

Ini bermakna, gerak kerja berasaskan prosedur operasi standard dibangunkan untuk memastikan setiap kerja dijalankan dengan penuh beretika selain mengamalkan prinsip transparensi iaitu keterbukaan, komunikasi yang baik, dan akauntabiliti. SOP kutipan merupakan tatacara yang diwujudkan bagi memastikan semua pungutan dana zakat diurus dan dikendalikan mengikut peraturan kewangan yang ditetapkan serta diperakaunkan dengan sempurna (Swaibatul *et al.* 2015), selain berasaskan enakmen perundangan zakat (Enakmen Lembaga Zakat Negeri Kedah Darul Aman 2015 – terkhas di Kedah). Namun persoalannya, apakah pelaksanaan SOP kutipan zakat di LZNK mengamalkan prinsip serta elemen transparensi? Siapa yang perlu mengamalkan transparensi, dan apa yang perlu dilaksanakan secara transparensi dalam tadbir urus berkenaan? Walaupun pada asasnya SOP dibangunkan untuk memastikan setiap kerja dapat dijalankan secara telus, namun tadbir urus pelaksanaan SOP juga perlu diteliti untuk menilai ketelusan sesuatu gerak kerja tersebut.

Justeru, perbincangan berikut berfokus kepada analisis tadbir urus pelaksanaan SOP kutipan zakat di bawah tanggungjawab Bahagian Operasi Dakwah dan Kutipan (khusus di dua jabatan yang mengendalikan kutipan zakat) diketengahkan dan diperhalusi berasaskan tiga elemen asas transparensi iaitu keterbukaan (*openness*), komunikasi, dan akauntabiliti sepertimana huraian ringkas berikut.

Pertama, Keterbukaan Tadbir Urus SOP Kutipan Zakat

Karakteristik keterbukaan ini dianalisis melalui beberapa aspek seperti dokumentasi dan tahap pematuhan para pegawai LZNK. Dokumentasi SOP kutipan zakat secara strukturnya sudah ada dan baru sahaja mendapat pensijilan MS ISO 9001:2015 pada 17 Februari 2020 (Sani Harun 2020). Terdapat lima jenis SOP yang dibentuk untuk menggerakkan operasi kutipan zakat di seluruh Kedah iaitu:

(i) Prosedur Kualiti (Teras Kutipan) Pengurusan Promosi Zakat Melalui Perancangan Berjadual LZNK-PTK-PK01,

(ii) Prosedur Kualiti (Teras Kutipan) Pengurusan Promosi Zakat Melalui Permohonan Pelanggan LZNK-PTK-PK02,

(iii) Prosedur Kualiti (Teras Kutipan) Pengurusan Kutipan Zakat Menerusi Potongan Gaji LZNK-PTK-PK03,

(iv) Prosedur Kualiti (Teras Kutipan) Pengurusan Pelantikan Ejen Kutipan LZNK-PTK-PK04, dan

(v) Prosedur Kualiti (Teras Kutipan) Pengurusan Penerimaan Kutipan Zakat LZNK-PTK-PK05.

Dokumen SOP kutipan zakat sepertimana dimaklumi boleh diakses dan dirujuk oleh para pegawai LZNK di bahagian kutipan untuk melaksanakan tugasan masing-masing dari masa ke masa. Namun dokumen SOP kutipan zakat ini tidak boleh diakses atau dirujuk oleh pihak luar (kecuali untuk tujuan penyelidikan yang berkaitan dengan SOP kutipan zakat sahaja).

Selanjutnya ialah tahap pematuhan kerja para pegawai di bahagian kutipan zakat. Didapati bahawa tahap pematuhan pegawai LZNK dinilai menekankan elemen keterbukaan kerana setiap pegawai tersebut akan dipantau secara berkala oleh pihak Jabatan Pengurusan Kualiti (untuk audit dalaman) di LZNK (Sani Harun 2020). Pantauan berkala tersebut akan dilaksanakan setiap suku tahun – untuk memastikan bahawa pegawai yang terlibat dengan operasi kutipan zakat melaksanakan kerja masing-masing berasaskan SOP yang ada.

Kedua, Komunikasi Secara Dua Hala Dalam Memantapkan Integriti SOP Kutipan Zakat

Secara asasnya, komunikasi yang melibatkan tadbir urus SOP kutipan zakat dalam pengurusan LZNK berlaku. Ini kerana berlaku hubungan dua hala antara para pentadbir tertinggi di bahagian kutipan zakat dengan para pegawainya. Komunikasi tersebut melibatkan pantauan berkala kepada setiap pegawai kutipan melalui mesyuarat, sesi pertemuan dan perbincangan (terutamanya jika ada masalah dalam melaksanakan gerak kerja kutipan), serta sesi ceramah dan motivasi melibatkan semua para pegawai LZNK (termasuk bahagian kutipan zakat).

Di satu sisi yang lain ialah komunikasi para pegawai LZNK bahagian operasi kutipan dengan pihak pelanggan atau pembayar zakat. Di sini berlaku kelompongan kerana pihak luar tidak boleh mengakses ataupun merujuk SOP kutipan zakat di portal LZNK ataupun di kaunter pusat zakat sendiri sama ada di ibu pejabat mahupun pejabat zakat daerah. Walaupun SOP kutipan zakat dilampirkan dalam fail MS ISO melibatkan maklumat yang perlu dirahsiakan, namun sebaiknya carta alir setiap daripada SOP kutipan zakat dipamerkan dalam laman web LZNK, serta di kaunter LZNK di ibu pejabatnya dan di setiap pejabat zakat daerah seluruh Kedah. Tujuan mempamerkan carta alir setiap SOP kutipan zakat tersebut untuk memudahkan para pembayar serta pelanggan yang berurusan dengan LZNK memahami dengan baik dan cakna berkenaan gerak kerja utama kutipan zakat dilaksanakan oleh LZNK.

Ketiga, Akauntabiliti Pelaksanaan SOP Kutipan Zakat

Selanjutnya berfokus kepada penjelasan berkenaan prinsip akauntabiliti dalam tadbir urus SOP kutipan zakat. Ia dinilai berasaskan tanggungjawab dan pertanggungjawaban pegawai LZNK di Jabatan Pengurusan Zakat Harta dan Jabatan Pengurusan Zakat Korporat. Namun apakah tanggungjawab yang dimaksudkan? Tanggungjawab di sini merujuk kepada kewajipan melaksanakan kerja atau tugasan yang diamanahkan (Sharifah Hayaati 2010; Mohd Zaidi & Mohd Sani 2012) – mengutip zakat daripada pembayar/pelanggan (yang layak dan wajib membayar zakat) berdasarkan prosedur operasi standard yang telah ditetapkan oleh Lembaga Zakat Negeri Kedah. Tanggungjawab di sini dipikul oleh para pegawai LZNK khususnya di bahagian kutipan.

Daripada tanggungjawab tersebut, setiap pegawai bahagian kutipan zakat perlu melaksanakan proses kutipan zakat berdasarkan SOP kutipan dengan penuh amanah dan jujur, dan setiap hasil daripada kutipan tersebut perlu disebarkan (seperti jumlah pemerolehan kutipan) kepada masyarakat awam di laman web atau portal rasmi LZNK (www.zakatkedah.co.my) – agar nilai keseluruhan wang zakat (yang dikutip setiap tahun) diketahui umum dan mengelakkan berlakunya penyelewengan wang atau salah guna dana zakat.

Selain itu, pengurusan rekod yang baik juga merupakan suatu nilai kebertanggungjawaban (WHO 2009) – yang boleh ditelusuri di peringkat pentadbiran dan pengurusan LZNK. Ia dibuktikan berasaskan rekod gerak kerja prosedur standard kutipan zakat yang didokumentasikan dan disimpan dalam fail MS ISO 9001:2015 – bertujuan untuk pengurusan audit kualiti dalaman ISO, selain menjadi rujukan dari masa ke masa kepada pegawai LZNK khususnya di bahagian kutipan zakat.

Daripada kebertanggungjawaban seseorang pegawai di LZNK dalam mengurus dan mentadbir dana zakat tersebut akan melahir/membentuk nilai pertanggungjawabannya sebagai seorang pekerja. Ia dapat dinilai berasaskan kerja yang dilaksanakan sama ada jujur ataupun tidak, amanah ataupun khianat, produktif ataupun pasif dalam melaksanakan kerja mengutip zakat berteraskan SOP kutipan zakat. Nilai etika seperti jujur, amanah dan produktif perlu dipraktiskan semasa melaksanakan proses kutipan zakat. Ini kerana setiap pegawai LZNK berkewajipan menunaikan amanah yang dipertanggungjawabkan oleh Tuanku Sultan Kedah (yang menitahkan bahawa segala urusan zakat termasuk kutipan adalah di bawah bidang kuasa Lembaga Zakat Negeri Kedah). Selain itu, setiap pegawai LZNK terkhas Bahagian Operasi Dakwah dan Kutipan dipertanggungjawabkan dalam menunaikan amanah masyarakat Islam di Kedah iaitu mengutip zakat berdasarkan gerak kerja prosedur standard serta memenuhi piawaian perakauanan yang ketat. Ini kerana gerak kerja kutipan zakat ini hanya diperuntukkan di bawah bidang kuasa LZNK tanpa ada campur tangan daripada institusi lain termasuk daripada Jabatan Hal Ehwal Agama Islam Negeri Kedah serta Majlis Agama Islam Negeri Kedah.

Kesimpulan

Secara keseluruhannya dapat difahami di sini bahawa transparensi ialah berasaskan ketelusan, melibatkan komunikasi dua hala, dan akauntabiliti. Ketelusan secara dasarnya menekankan kejujuran dan kebenaran terhadap sesuatu tingkah laku atau pembuatan keputusan khususnya di peringkat organisasi-institusi. Dalam konteks LZNK, elemen ketelusan ini dinilai berasaskan dokumentasi prosedur operasi standard yang dibentuk untuk setiap gerak kerja kutipan zakat seperti prosedur standard promosi zakat berasaskan perancangan berjadual, prosedur standard promosi zakat berasaskan permohonan pelanggan, prosedur standard potongan gaji, prosedur standard pelantikan ejen kutipan, dan prosedur standard penerimaan kutipan zakat. Pelaksanaan setiap SOP tersebut dipantau oleh pihak pentadbir dan pengurus tertinggi seperti Jabatan Pengurusan Kualiti, LZNK secara berkala dan dari masa ke masa.

Selanjutnya, komunikasi bersifat dua hala begitu dititikberatkan untuk merealisasikan transparensi sebagai suatu bentuk pengamalan dalam tadbir urus organisasi termasuk di LZNK. Komunikasi dua hala melibatkan orang yang diamanahkan terhadap sesuatu tugasan/kerja iaitu para pekerja dengan pihak pelanggan atau pihak berkepentingan (yang memerlukan perkhidmatan seperti khidmat nasihat, khidmat guaman, bantuan sara hidup (sekadar disebut sebahagian sahaja) terhadap organisasi berkenaan. Dalam konteks ini, pegawai kutipan di bahagian kutipan akan bekerja berasaskan SOP dalam menyantuni para pelanggan/pembayar zakat di Kedah tanpa prejudis mahupun diskriminasi kepada mereka.

Akhirnya ialah akauntabiliti merupakan elemen transparensi yang menitikberatkan tanggungjawab – kerja/tugasan, kebertanggungjawaban – seperti rekod gerak kerja atau prosedur operasi standard organisasi, dan pertanggungjawaban – melaksanakan amanah daripada pihak berkepentingan (dalam konteks LZNK ialah Tuanku Sultan Kedah) dan pihak pelanggan atau pembayar zakat iaitu masyarakat Kedah (yang menunaikan zakat sama ada zakat fitrah mahupun zakat harta). Akauntabiliti ini menjadi dasar utama yang perlu dipegang oleh para pegawai kutipan zakat LZNK dalam menjalankan kutipan zakat agar hasil kutipan memenuhi sasaran yang ditetapkan setiap tahun, selanjutnya melaksanakan amanah sebagai pendakwah kepada seluruh masyarakat Kedah khususnya tanggungjawab sebagai Muslim dalam melengkapkan satu daripada Rukun Islam yang lima.

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KESAN HARGA TANAMAN KOMODITI TERHADAP PERMOHONAN TANAH KERAJAAN DI DAERAH KUALA LIPIS

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Abstrak: *Tanah merupakan aset utama yang perlu dimanafaat sebaik mungkin kerana ia menjadi sumber pendapatan kepada negara. Bilangan penduduk di Malaysia semakin bertambah, namun demikian tanah untuk didiami semakin mengecil disebabkan oleh hakisan ombak dan sebagainya. Oleh yang demikian, penambaikan pengurusan tanah perlu dilakukan oleh Pejabat Tanah atau Pejabat Tanah dan Galian bagi membolehkan tanah dapat digunakan secara optimum oleh orang ramai bagi menjana ekonomi negeri dan negara. Tujuan utama kajian ini dijalankan adalah untuk mengkaji kesan ketidakseimbangan harga komoditi terhadap permohonan tanah kerajaan di Daerah Kuala Lipis. Data-data permohonan tanah kerajaan yang digunakan untuk tahun 2015, tahun 2016 dan tahun 2017 dianalisis menggunakan perisian Microsft Excel mengikut kaum, guna tanah dan juga mukim di daerah Kuala Lipis Pahang Darul Makmur. Hasil kajian ini menunjukkan bahawa aktiviti guna tanah yang paling digemari oleh masyarakat setempat ialah aktiviti pertanian bagi tanaman getah dan kelapa sawit. Ketidakseimbangan harga komoditi memberi kesan kepada permohonan tanah kerajaan. Majoriti kaum yang paling ramai memohon tanah kerajaan ialah kaum melayu, diikuti dengan kaum cina, seterunya kaum india dan lain-lain. Kesan ketidakseimbangan harga getah dan kelapa sawit mempengaruhi permohonan tanah kerajaan di Pejabat Tanah Kuala Lipis.*

Kata Kunci: *Tanah, Ekonomi, Tanah kerajaan, Microsoft Excel, Tanaman Komoditi*

Pengenalan

Tanaman Komoditi kelapa sawit dan getah merupakan penyumbang kepada pendapatan negara samaada pasaran tempatan atau luar negeri. Keluasan bagi tanaman komoditi ini meningkat sebanyak 1.6 peratus setahun yang mana tanaman kelapa sawit dijangka meningkat kepada 5.67 juta hektar pada tahun 2020 berbanding tahun 2010 dan tanaman getah dijangka meningkat kepada 1.2 juta hektar (Komoditi, 2012). Di daerah Kuala Lipis sektor pertanian dan sector perlombongan merupakan sektor ekonomo utama di daerah ini (Pahang, J. P. , 2020). Oleh yang demikian, disebabkan oleh sector pertanian merupakan aktiviti utama di daerah ini, secara tidak langsung permohonan tanah kerajaan menjadi tumpuan di kalangan masayarakat di sini untuk dijadikan tempat aktiviti bercucuk tanam.

Merujuk kepada Seksyen 5, Kanun Tanah Negara (KTN), tanah kerajaan merangkumi semua tanah dalam negeri selain daripada tanah berimilik, tanah lombong, tanah rizab dan tanah hutan (Kanun Tanah Negara 1965, 2017). Tanah kerajaan boleh bertukar status kepada

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tanah individu setelah mendapat kelulusan Pihak Berkuasa Negeri (PBN) melalui kaedah pelupusan. Pelupusan merupakan pemberiaan atau penganugerahan tanah kepada pemohon daripada pihak kerajaan kepada mereka yang berkelayakan.Terdapat pelbagai kaedah pelupusan yang dipraktikkan di pejabat tanah dan daerah di Malaysia iaitu pemberimilikan Tanah Kerajaan, Rizab, Lesen Pendudukan Sementara (LPS), Permit dan Rancangan Pembangunan Tanah. Manakala Pejabat Daerah dan Tanah Lipis telah mengambil inisitif dengan memperkenalkan satu kaedah pelupusan tanah iaitu Rancangan Tanah berkelompok (RTK). Dengan adanya pelbagai kaedah pelupusan ini, membolehkan PBN mengagihkan tanah kepada orang ramai untuk diusahakan sekaligus membantu membangunkan ekonomi di kawasan tersebut. Dengan kaedah ini juga membantu pihak kerajaan untuk menjana ekonomi negeri melalui kutipan cukai tanah dan bayaran-bayaran lain. Kaedah permohonan tanah kerajaan merupakan kaedah yang paling digemari oleh orang awam di daerah ini. Ini kerana di antara syarat utama yang diperuntukkan di bawah Seksyen 43 (a) Kanun Tanah Negara (KTN) ialah Warganegara Malaysia yang telah mencapai umur dewasa menurut Akta Umur Dewasa 1971 (Pejabat Tanah Galian Pahang, 2020). Setelah syarat dipenuhi, pemohon perlu mengisi Borang 1 untuk permohonan tanah kerajaan dengan menyatakan guna tanah yang dipohon semasa mengisi borang permohonan. Terdapat tiga jenis guna tanah yang boleh dipohon oleh orang awam dibawah seksyen 52, KTN iaitu kategori tanah pertanian, bangunan dan perindustrian (Kanun Tanah Negara 1965, 2017). Semua permohonan ini akan disimpan di pejabat tanah sehingga tanah tersebut mendapat persetujuan untuk di angkat ke Mesyuarat Jawatankuasa Penyelesaian Tanah (JKPT) dan Majlis Mesyuarat Kerajaan Negeri (MMK) sebelum pengeluaran hakmilik (Mohd Zaidi Awang, 2018).

Pelbagai kaum di daerah ini menggunakan kemudahan ini untuk memiliki tanah dan kedudukan tanah dibahagikan kepada tanah dalam rizab melayu dan tanah luar rizab melayu. Tanah rizab melayu merupakan tanah-tanah yang boleh dimiliki oleh natif melayu seperti yang termaktub dalam enakmen-enakmen rizab melayu sebelum merdeka (Azima Abdul Manaf et all, 2015). Takrif Melayu merupakan satu istilah yang sangat luas dimana terdapat pelbagai suku bangsa, bahasa dan loghat yang mana dianggap sebagai keturunan melayu oleh ahli-ahli Bahasa dan budaya (Syed Husin Ali, 2008). Terdapat 4 jenis tanah yang boleh diisytiharkan sebagai Rizab Melayu iaitu Tanah Kerajaan,Tanah Hutan Simpan,Tanah Rizab Awam dan Tanah Milik (Rohayati Hussin, Rusnadewi Abdul Rashid, 2014). Manakala tanah di luar rizab melayu boleh dimiliki oleh semua kaum termasuk melayu, cina, india dan lain-lain.

Definisi malas merupakan tidak mahu berbuat sesuatu, segan atau enggan berbuat sesuatu (Dewan Bahasa Dan Pustaka Malaysia, 2020). Istilah ini sering dikaitkan dengan sikap orang melayu yang emwakili lebih 60 peratus daripada 32.6 jutra penduduk di negara ini (Nazura Ngah, 2019). Namun berdasarkan kajian yang dijalan oleh (Mohd Farhan Abd Rahman et all, 2017) fahaman ini merupakan rekaan berpaksikan kehendak dan kepentingan pihak kolonial british yang lemah dalam memahami perwatakan masyarakat melayu.

Penyataan Masalah

Kejatuhan harga Komoditi utama Malaysia iaitu getah semenjak jun 2012 dipengaruhi oleh pelbagai factor yang memberi kesan kepada pertumbuhan ekonomi negara (Lembaga Getah Malaysia, 2014). Manakala ketidakseimbangan harga komoditi kelapa sawit pasaran juga telah mempengaruhi pekebun kecil sawit dalam perniagaan dan keusahawanan (Hazrul Shahiri & Mohd Adib Ismail, 2018). Namun berdasarkan kajian yang dijalan oleh (Norhasnisha Binti Hashim, 2013) bilangan permohonan tanah kerajaan untuk kegunaan pelbagai kategori guna tanah meningkat dan ini akan menyebabkan fail permohonan tanah tertunggak dimana pemberimilikan tanah merupakan penyumbang ketiga kepada tunggakan fail permohonan tersebut. Selain itu, tomahan dan kritikan masayarakat barat terhadap masyarakat melayu dengan gelaran melayu malas dan melayu bodoh tidak dapat dibuktikan melalui cerita-cerita jenaka seperti Pak Pandir, Pak Kaduk, Pak Belalang dan Si Luncai semata-mata (Rahimah Hamdan, 2020).

Oleh itu, objektif kajian ini dijalankan untuk mengenalpasti kedudukan bilangan permohonan tanah kerajaan untuk pertanian getah akibat penurunan harga getah dunia, menentukan jenis kegunaan tanah yang menyumbang kepada peningkatan fail tertunggak, dan membuktikan kepada perspektif masyarakat barat "melayu malas"adalah tidak benar berdasarkan kepada bilangan permohonan tanah kerajaan mengikut kaum.

Kajian Literature

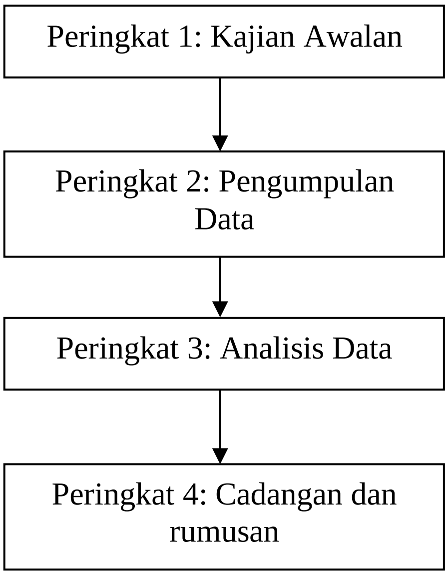
Bidang Pertanian merupakan pekerjaan utama kepada penduduk luar bandar untuk menampung kehidupan dan sumber rezeki disamping sumber ekonomi kepada negara (Sarmila et all, 2017). Begitu juga kajian yang dijalankan oleh Norhasni Binti Zainal Abiddin, 2007 bidang pertanian boleh terdiri daripada penternakan, penanaman, perikanan dan industri hiliran manakala bidang pertanian komersial merupakan kegiatan pertanian yang merangkumi Kawasan yang luas dan biasanya diuruskan oleh agensi pembangunan tanah. Diantara agensi ini seperti Lembaga Kemajuan Tanah Persekutuan (FELDA), Lembaga Penyatuan dan Pemulihan Tanah Persekutuan (FELCRA) dan Lembaga Kemajuan Pekebun Kecil Perusahaan Getah (RISDA) yang diletakkan dibawah Kementerian Pembangunan Luar Bandar (Kementerian Pembangunan Luar Bandar, 2020).

Selain daripada aktiviti pertanian melalui agensi pembangunan tanah, masyarakat di kawasan kajian menggunakan kaedah permohonan tanah kerajaan untuk memiliki tanah bagi mengusahakan aktiviti pertanian secara individu. Kaedah pemilikan ini dikenali sebagai Kaedah pelupusan tanah. Merujuk kepada seksyen 5 Kanun Tanah Negara (KTN) 1965, pelupusan tanah merupakan kebenaran yang diberikan oleh Pihak Berkuasa Negeri (PBN) untuk membolehkan orang ramai mendudukki, memiliki, dan mengusahakan tanah kerajaan.Undang-undang yang terdapat di dalam KTN merupakan undang-undnag yang digubal berdasarkan sistem torrens. Sistem Torrens mula diperkenalakan di pentadbiran tanah di Australia selatan dimana pengasasnya ialah Sir Richard Robert Torrens dengan menuktamadkan daftar sebagai kaedah pemilikan tanah (Rabi'ah Muhammad Serji, 2017).

Konsep ini juga digunapakai untuk permohonan tanah kerajaan di Kawasan kajian. Ini bermakna individu yang memohon tanah kerajaan sebagai peluang untuk mendapatkan tanah. Permohonan tanah kerajaan boleh dilakukan dengan menggunakan Borang 1 (Permohonan tanah kerajaan) di pejabat tanah lampiran lokasi tanah dan salinan kad pengenalan permohon serta pasangan (Pejabat Daerah dan tanah Maran, 2020). Semua dokumen ini disimpan secara manual di dalam fail kertas dan fail ini akan bergerak di semua unit untuk mendapatkan ulasan , sokongan dan kelulusan di semua peringkat unit dan jabatan teknikal (Ahmad Hidayat, 2017). Dengan peningkatan permohonan tanah dan Tempoh masa yang lama bagi mendapatkan keputusan menyebabkan penambahan bilangan fail permohonan di Pejabat Tanah Daerah (PTD). Kelewatan ini disebabkan oleh pelbagai halangan di antaranya ialah halangan dalam aktiviti penyediaan laporan tanah disebabkan oleh kekurangan bilangan penolong pegawai tanah (PPT), kelewatan mendapat ulasan dari jabatan teknikal, kekurangan teknologi maklumat, kelemahan sistem pengurusan fail dan rekod, dan kelemahan pengendalian system pengurusan aduan awam serta persekitan kerja yang kuirang kondusif (Instun, 2004).Pelbagai cadangan tindakan berkenaan dengan memproses permohonan pemberimilikan tanah telah dikeluarkan oleh Jabatan Ketua Pengarah Tanah dan Galian Persekutuan melalui pekeliling Ketua Pengarah Tanah dan Galian Persekutuan Bilangan 1/2013.

Metodologi

Sampel kajian yang dijalankan ini adalah melibatkan semua pemohon tanah kerajaan yang dipohon oleh orang awam di Pejabat Daerah dan Tanah Kuala Lipis (PDTL) Pahang sepanjang tahun 2015, 2016 dan 2017. Kaedah pengumpulan data adalah adalah menggunakan menggunakan kaedah pengumpulan data premier dan data sekunder. Data dianalisis berdasarkan kekerapan permohonan mengikut kaum, guna tanah dan tahun. Kajian ini dijalankan berdasarkan kepada pengalaman semasa menjalani latihan industri pensyarah di Pejabat Daerah dan Tanah di Kuala Lipis Pahang selama tiga bulan iaitu 2 Mei 2018 hingga 27 Julai 2018. Metodologi kajian seperti di Rajah 1 dilakukan secara sistematik.



Rajah 1: Metodologi Kajian

Peringkat 1: Kajian Awalan

Pada Peringkat ini, kaedah pemerhatian, pembacaan dan pengalaman menjadi sumber utama kepada penghasilan penyataan masalah. Setelah penyataan masalah telah dikenalpasti, proses seterusnya menentukan objektif, skop dan kepentingan kajian.

Peringkat 2: Pengumpulan Data

Pengumpulan data premier dan data sekunder dilakukan bagi mendapatkan maklumat berkenaan dengan kajian. Data premier diperolehi daripada sesi temubual bersama dengan Pegawai-pegawai dan staf-staf di PDTL berkenaan dengan isu permohonan tanah kerajaan. Manakala data sekunder diperolehi daripada pembacaan kajian-kajian yang telah dijalan oleh pengkaji terdahulu, pembacaan daripada Buku kanun tanah negara (KTN), keratan-keratan akhbar dan juga laman web pejabat tanah.

Peringkat 3: Analisis data

Data-data permohonan tanah kerajaan untuk tiga (3) tahun dianalisis mengikut kaum, mukim dan guna tanah berdasarkan kepada maklumat yang diisi oleh permohonan. Data-data ini kemudian dipaparkan di dalam bentuk graf dan jadual bagi memudahkan penyampaian maklumat kepada orang ramai.

Peringkat 4: Cadangan Dan Rumusan

Di peringkat ini semua objektif kajian yang dinayatakan tercapai pada peringkat ini. Semua cadangan dan rumusan yang diberikan di bahagian kesimpulan diperolehi hasil penyelidikan yang dijalankan melalui pembacaan di internet dan sesi temual bersama pegawai di PDTL. Hasil daripada cadangan ini sedikit sebanyak membantu pihak-pihak tertentu dari segi perancangan, pengurusan dan pembangunan di lokasi kajian. Selain itu juga berberapa cadangan juga dikongsi untuk orang awam di kawasan kajian

Analisis Kajian

Bagi mencapai objektif kajian ini, data-data sekunder diproses menggunakan Microsoft Excel dan diasingkan mengikut kaum dan guna tanah. Data-data permohonan tanah kerajaan bagi tahun 2015 hingga tahun 2017 diguna semula untuk melaksanakan kajian ini.

Jadual 1: Pemohonan Tanah Kerajaan Mengikut Kaum

TAHUN	MELAYU	CINA	INDIA	LAIN-LAIN
2015	1801	230	25	0
2016	1321	135	23	55
2017	1010	116	27	0
JUMLAH	4132	481	75	55

(Sumber: Pejabat Daerah dan Tanah Kuala Lipis)

Merujuk kepada Jadual 1, majoriti kaum di kawasan kajian adalah kaum melayu, cina, india dan lain-lain. Berdasarkan kepada jumlah permohonan tanah kerajaan bagi tahun 2015 hingga 2017 menunjukkan jumlah permohonan tanah kerajaan daripada kaum melayu yang paling tinggi dengan nilai 4132 permohonan, kemudian diikuti oleh kaum cina dengan jumlah 481 permohonan dan kaum india dengan jumlah 75 permohonan. Manakala yang paling sedikit iaitu lain-lain dengan 55 jumlah permohonan. Ini menunjukkan masyarakat melayu merupakan masyarakat yang sentiasa berusaha untuk meningkatkan sumber ekonomi keluarga dan sikap malas tidak boleh dilabel kepada seuatu kaum sahaja kerana ianya bersifat subjektif untuk sesuatu kaum. Oleh itu kekurangan kajian oleh masyarakat barat berkenaan dengan masyarakat melayu menyebabkan pelbagai isu-isu negatif wujud. Penulisan berbentuk laporan dan pemerhatian yang dipelopori oleh pengembara Barat dan pegawai kolonial bukan kajian yang menepati kaedah penyelidikan ilmiah (Siddiq, 2012).

Jadual 2: Statistik Permohonan Tanah Mengikut Mukim Di Kuala Lipis, Pahang

MUKIM	TAHUN PERMOHONAN		
	2015	**2016**	**2017**
Batu Yon	648	246	235
BUDU	44	37	16
Cheka	218	296	314
Gua	107	39	8
Ulu Jelai	83	272	87
Kechau	256	182	158
Kuala Lipis	83	47	66
Penjom	242	127	94
Tg.Besar	116	131	99
Telang	260	154	80
JUMLAH	**2057**	**1531**	**1157**

(Sumber: Pejabat Daerah dan Tanah Kuala Lipis)

Jadual 3: Statistik Bilangan Fail Tertunggak Mengikut Mukim

MUKIM	TAHUN PERMOHONAN		
	2015	**2016**	**2017**
Batu Yon	647	246	231
Budu	44	37	16
Cheka	218	295	313
Gua	106	39	8
Ulu Jelai	83	272	87
Kechau	256	180	158
Kuala Lipis	80	47	66
Penjom	241	127	94
Tg.Besar	116	131	98
Telang	260	154	79
JUMLAH	**2075**	**1528**	**1150**

(Sumber: Pejabat Daerah dan Tanah Kuala Lipis)

Jadual 2 menunjukkan statistik permohonan tanah mengikut mukim bagi tahun 2015, tahun 2016 dan tahun 2017. Terdapat 10 mukim yang terdapat di daerah Kuala Lipis iaitu mukim Batu yon, Mukim Budu, mukim Cheka, mukim Hulu Jelai, mukim Kechau, mukim Kuala Lipis, mukim Penjom, mukim Telang, mukim Gua, dan mukim Tanjung Besa. Merujuk kepada Jadual 2, bagi tahun 2015 jumlah permohonan tanah kerajaan mencatatkan sebanyak 2057 fail permohonan dimana mukim Batu Yon mencatatkan jumlah tertinggi iaitu 648 fail permohonan. Manakala pada tahun 2016 sejumlah 1531 fail permohonan yang terima oleh PDTL iaitu penurunan sebanyak 0.7 peratus berbanding dengan Tahun 2015 dengan Mukim Cheka mencatatkan jumlah fail permohonan tertinggi iaitu 296 fail permohonan. Bagi Tahun 2017, jumlah fail permohonan mencatatkan sebanyak 1157 iaitu penurunan sebanyak 0.8 peratus berbanding tahun 2016. Jumlah fail permohonan bagi Mukim Cheka mencatatkan jumlah yang paling tinggi iaitu 314 fail permohonan tanah kerajaan. Berdasarkan kepada penurunan pemohonan ini juga menunjukkan pengurangan simpanan fail permohonan di pejabat tanah dan sekali gus dapat mengurangkan jumlah tunggakan fail permohonan tanah di PDTL seperti di Jadual 3 dimana berlaku penurunan bilangan fail tertunggak bagi tahun 2015 hingga 2017. Ini kerana setiap permohonan tanah akan disediakan satu fail permohonan untuk urusan berkenaan dengan ulasan pegawai bagi setiap peringkat bahagian dan pemohon pula diberikan nombor rujukan bagi memudahkan semakan status tanah.

Jadual 4: Permohonan Mengikut Guna Tanah

BIL	GUNA TANAH	TAHUN 2015-TAHUN 2017
1	Dusun	1071
2	Getah	2111
3	Kelapa Sawit	991
4	Rumah/Kedai/Tapak Rumah	487
5	Pertanian/Ternakan	44
6	Perlancongan	2
7	Gaharu	1
8	Kelapa Matag	85

(Sumber: Pejabat Daerah dan Tanah Kuala Lipis)

Jadual 4 menunjukkan jenis guna tanah yang dipohon oleh pemohon bagi 3 tahun berturut-turut sejak Tahun 2015 hingga Tahun 2017. Berdasarkan jadual ini, guna tanah bagi kategori pertanian menunjukkan jumlah yang paling tinggi iaitu mencatatkan sebanyak 4302 permohonan yang terdiri pertanian getah, kelapa sawit, dusun dan kelapa matag. Daripada jumlah ini getah merupakan permohonan guna tanah yang paling tinggi untuk tiga tahun yang dikaji. Manakala kategori bangunan menunjukkan jumlah sebanyak 487 permohonan dan lain-lain mencatatkan jumlah sebanyak 3 permohonan. Tiada guna tanah daripada kategori industri. Analisis mendapati bahawa masyarakat di kawasan kajian mempunyai kecenderungan terhadap aktiviti pertanian getah , dusun dan kelapa sawit. Bagi kategori pertanian getah, walaupun berlaku ketidakseimbangan harga getah pada tahun 2015, 2016 dan 2017masyarakat di lokasi kajian masih kecenderungan kepada aktiviti penorahan getah sebagai kerja utama walaupun harga getah turun bawah rm2.20/perkg bagi Tahun 2016 (Lembaga Getah Malaysia, 2020). Ini kerana pada bulan september 2015, kerajaan telah mula memperkenalkan Insentif pengeluaran getah bagi menampung penurunan harga getah bagi harga getah berada di bawah harga RM2.50 perkg (Lembaga Getah Malaysia, 2020). Ini sedikit sebanyak mengekalkan aktiviti pertanian getah di lokasi kajian berbanding dengan kelapa sawit. Selain itu pertanian kelapa sawit merupakan aktiviti pertanian yang memerlukan modal yang besar berbanding dengan getah.

Kesimpulan

Secara keseluruhannya, daerah Kuala Lipis mempunyai tanah kerajaan yang masih luas dengan tumpuan utama penduduk kepada aktiviti pertanian. Tanaman campuran di atas sebidang tanah boleh mengurangkan kehilangan punca pendapatan sekiranya salah satu komuditi tanaman mengalami kejatuhan harga pasaran. Selain itu kaedah tanaman giliran juga mampu untuk menghalau perosak dan menyuburkan tanah di sesuatu kawasan (Mohd Anim Hosnan, 2017). Ketidakseimbangan permohonan dengan bilangan pegawai di unit pelupusan menyebabkan fail-fail ini akan mengambil masa yang lama untuk diproses. Ini akan mengundang kepada timbunan fail-fail permohonan tanah kerajaan di pejabat tanah. Tambahan pula pergerakan fail permohonan ini berlaku apabila permohonan ini telah sampai masa untuk mendapat sokongan daripada penghulu, ahli dewan undangan negeri kawasan dan pegawai daerah semasa Mesyuarat Jawatankuasa Penyelesaian Tanah (JKPT) sahaja.

Bagi memperbaiki kelemahan ini penolakan ringkas (summary rejection) perlu dilakukan bagi permohonan yang bertindih dengan menitikberatkan kepada undang-undang islam supaya tidak berlaku penganiayaan kepada permohon yang beragama islam. Disarankan juga agar pemohon tanah kerajaan membuat Permohonan Lesen Pendudukan Sementara (TOL) bagi membolehkan permohon dapat mengusahakan tanah tersebut dengan cepat berbanding degan tanah kerajaan. Ini sekaligus dapat mengelakkan pihak lain membuat permohonan di atas tanah tersebut. Penggunaan teknologi ukur seperti Drone oleh Unit Teknikal di Pejabat Tanah mampu untuk menyelesaikan beberapa perkara seperti untuk melihat aktiviti guna tanah di lokasi yang terlibat secara jarak jauh. Dengan ini ianya mampu mengurangkan bilangan staf yang terlibat dan kos yang berpatutan untuk diperolehi.

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KEBERKESANAN PROGRAM CSR (TANGGUNGJAWAB SOSIAL KORPORAT) DI KALANGAN PELAJAR POLITEKNIK KOTA BHARU UNTUK MASYARAKAT SETEMPAT.

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Abstrak: *Kajian ini merupakan satu kajian kes yang dijalankan untuk mendapatkan impak penglibatan pelajar dalam aktiviti CSR(Tanggungjawab Sosial Korporat) dalam pelbagai aspek iaitu kebertanggungjawaban, kemahiran dalam bidang pengajian, kemahiran sotfskills dan persepsi pelajar dalam membina peluang kerjaya. Kajian ini juga memperincikan kaedah melaksanakan aktiviti CSR yang efektif di mana aktiviti ini dapat memberikan impak yang positif terhadap aspek yang disenaraikan serta mampu menyelesaikan masalah yang dikenalpasti dalam kalangan masyarakat setempat. Kajian menggunakan kaedah kuantitatif yang menggunakan data sebagai instrumen utama untuk analisa dan dapatan kajian. Dapatan menunjukkan aktiviti CSR memberikan impak yang berkesan kepada pelajar secara keseluruhan di mana impak ini ditentukan melalui data berkaitan pelajar yang terlibat aktif dalam aktiviti CSR yang dilaksanakan secara efektif. Impak yang positif terhadap pelajar seterusnya akan dapat membantu meningkatkan penentu ukur utama kecemerlangan Politeknik Kota Bharu(PKB) iaitu kebolehpasaran graduan sebagaimana yang tertakluk di dalam Pelan Strategik PKB 2016.*

Kata kunci: *CSR(Tanggungjawab Sosial Korporat), Nilai-nilai Murni, Pendidikan, Tanggungjawab dan Sosial*

Pengenalan

Aktiviti CSR merujuk kepada amalan murni atau inisiatif yang memberi manfaat kepada masyarakat. Aktiviti ini merupakan salah satu tanggungjawab PKB dalam mengenalpasti isu atau masalah yang dihadapi masyarakat dan seterusnya merancang strategi serta mengaplikasikan kaedah penyelesaian yang terbaik berdasarkan kepakaran yang ada di PKB. Penglibatan pelajar dalam aktiviti CSR yang dianjurkan oleh PKB dilihat satu peluang untuk meningkatkan aspek yang mempengaruhi pembangunan pelajar iaitu kebertanggungjawaban, kemahiran dalam bidang pengajian, kemahiran *softskills* dan persepsi pelajar dalam membina peluang kerjaya.

Kaedah pelaksanaan aktiviti CSR merupakan kunci utama dalam memastikan impak yang diperlukan tercapai kerana pengisian aktiviti CSR yang tepat dapat mempengaruhi hasil yang telah ditetapkan samada kepada masyarakat mahupun pelajar politeknik.

PKB merupakan institusi yang bergiat aktif dalam menyumbang kepakaran dalam kalangan masyarakat di mana terdapat 20 program CSR berimpak tinggi telah dijalankan sepanjang 2013 hingga 2015. Di dalam Laporan APACC Politeknik Kota Bharu, 2015 menunjukkan hasil dari aktiviti-aktiviti yang telah dilaksanakan oleh pelajar politeknik di mana Politeknik Kota Bharu telah mendapat pengiktirafan Anugerah Pengakreditasian APACC Gold pada tahun 2015. Ini menunjukkan prestasi pelajar politeknik meningkat di dalam mencurah keringat dan kemahiran yang dipelajari di Politeknik Kota Bharu.

Kajian impak terhadap pelajar yang terlibat dalam aktiviti CSR yang telah dilaksanakan tersebut mendapati bahawa tahap keyakinan, kemahiran dalam bidang, dan aspek lain meningkat di mana keseluruhan pelajar yang terlibat dalam aktiviti ini lebih mudah memperoleh pekerjaan setelah bergraduasi. Ini dipengaruhi oleh peningkatan aspek-aspek yang telah dinyatakan sebelum ini yang secara tidak langsung membantu pelajar semasa menghadiri sesi temuduga apabila tamat pengajian di Politeknik Kota Bharu kelak.

Pernyataan Masalah

Pencapaian akademik seseorang pelajar bukanlah satu jaminan untuk pelajar itu mendapatkan pekerjaan. Kemahiran lain seperti komunikasi, berkeyakinan, bekerja dalam kumpulan, kemahiran dalam bidang merupakan aspek yang juga dilihat oleh bakal majikan atau pihak industri. Pihak bakal majikan dan industri menyatakan kebanyakan pelajar yang menghadiri temuduga dengan mereka kurang kemahiran yang dinyatakan dan menyebabkan jawatan yang dipohon tidak berjaya sebagaimana yang dilaporkan di dalam Nota Penasihat Industri pada tahun 2016 yang lalu.

Ini menunjukkan bahawa kemahiran komunikasi, keyakinan yang tinggi dan kemahiran dalam bidang menjadi satu isu yang kritikal di mana ia perlu di atasi untuk memastikan kualiti dan kemampuan pelajar yang dihasilkan oleh Politeknik Kota Bharu dapat memenuhi keperluan bakal majikan dan pihak industri.

CSR dilihat sebagai satu penyelesaian yang berkesan untuk meningkatkan atau memberikan kemahiran yang diperlukan oleh bakal majikan mahupun pihak industri. Ini kerana pengisisan aktiviti CSR dapat mendedahkan pelajar kita kepada dunia luar. Seterusnya, berupaya menyumbang kepada praktikaliti dalam bidang, komunikasi dengan masyarakat setempat dan dapat mempamerkan imej yang baik di mata masyarakat Malaysia.

Tujuan Kajian

Tujuan kajian adalah untuk melihat impak positif di dalam aktiviti CSR terhadap peningkatan kemahiran pelajar Politekniki Kota Bharu dalam aspek kebertanggungjawaban, kemahiran dalam bidang pengajian yang diceburi, kemahiran *sotfskills* dan persepsi pelajar dalam membina peluang kerjaya setelah memiliki Diploma di Politeknik Kota Bharu.

Skop Kajian

Kajian ini hanya melibatkan 90 orang pelajar politeknik yang terlibat dalam aktiviti-aktiviti CSR anjuran Politeknik Kota Bharu berimpak tinggi yang dikenalpasti melalui Laporan APACC 2015.

Kajian Literatur

Teori dan Konsep CSR

Kami memetik daripada Teori Sifat (Trait Theory) menjelaskan bahawa dan sifat dan personaliti yang dimiliki oleh pemimpin dapat memastikan kejayaan dan keberkesanan dalam kepimpinan (Colbert, Judge, Choi, Wang, 2012) seterusnya mendorong pelaksanaan CSR dalam organisasi. Seseorang yang mempunyai peribadi atau personaliti yang baik mendorong kepada tingkahlaku positif ke atas individu berkenaan. Itulah matlamat utama kami untuk melahirkan graduan holistic bercirikan keusahawanan dan inovatif bagi memenuhi kehendak industri menjelang 2025.

CSR menurut perspektif Islam lebih menjurus kepada pendekatan kerohanian. Pandangan bersifat rohaninya adalah berteraskan daripada ajaran Al-Quran dan Al-Sunnah. Dan idea mengenai tanggungjawab sosial ini terkandung dalam ikatan kerohanian (*religious bond*). Ikatan ini memerlukan setiap individu untuk berserah kepada ketetapan Syariah dengan melaksanakan setiap tanggungjawab yang telah ditetapkan dan menjalani kehidupan di muka bumi ini dengan berasaskan kebaikan dan kemurnian akhlak sebagaimana dituntut oleh Syariah. Ikatan kerohanian ini menggambarkan komitmen terhadap standard moral dan juga norma-norma sosial dengan berasaskan kepada Syariah (Asyraf Wajdi Dusuki, 2008). Ini kerana, dalam ajaran Islam, matlamat yang ingin dicapai bukan tertumpu kepada keperluan material sahaja, tetapi ianya merangkumi konsep kesejahteraan hidup manusia yang berpandukan konsep persaudaraan dan keadilan sosioekonomi yang kukuh mendepani arus globalisasi.

Di dalam prinsip Islam, terdapat penegasan terhadap hubungan dengan Allah dan hubungan dengan manusia dan makhluk yang lain dalam menjalankan tanggungjawab. Walaubagaimanapun, CSR menurut perspektif Islam bukan sahaja berkaitan dengan nilai etika semata-mata malahan lebih menumpukan kepada tanggungjawab kepada Allah SWT dengan melaksanakan perintahNya serta berkasihan sesama makhluk yang ada dibumi. Yusuf (2010) dalam kajiannya telah menyatakan bahawa konsep CSR menurut perspektif Islam adalah berbeza dengan konsep CSR daripada perspektif konvensional. Ia adalah kerana CSR bercirikan Islam dibangunkan atas dasar Al-Quran dan As-Sunnah serta budaya yang berkembang dalam masyarakat Islam. CSR menurut perspektif Islam merangkumi pengertian yang luas. Tambahan pula, CSR konversational hanya mementingkan hubungan duniawi.

Perlaksanaan aktiviti CSR yang wujud kini hasil daripada usaha murni sesebuah organisasi seperti Politeknik Kota Bharu bagi memenuhi keperluan mqasyarakat, jangkaan kelangsunagn meneruskan kehidupan, dan permintaan luar daripada pihak industri yang saling bergandingan untuk memberi peluang kepada pelajar teknikal agar memprakktikkan kemahiran TVET di luar sana. Pandangan ini sejajar dengan konsep CSR iaitu memahami hubungan dengan masyarakat sekeliling.

Apabila disebut mengenai tanggungjawab sosial korporat (CSR), pastinya kebanyakan daripada kita membayangkan kerja-kerja atau aktiviti-aktiviti amal berbentuk bantuan yang melibatkan kewangan, tenaga kerja dan sokongan moral semata-mata. Tetapi, konsep CSR sebenarnya adalah berdasarkan penglibatan komuniti dalam masyarakat bersama syarikat korporat yang cintakan perpaduan dan kedamaian masyarakat majmuk di Malaysia. Sebagaimana kami memetik ucapan Pengerusi CSR Malaysia, Datuk R. Rajendran, dalam satu sesi wawancara baru-baru ini (NiagaTime, 29 Jun,2019) bahawa "Semua orang tahu tentang CSR dan ramai daripada kita sukakannya. Lebih-lebih lagi jika manfaatnya kita kongsikan bersama-sama. Hasil kaji selidik kumpulan kami mendapati 70 peratus syarikat tersenarai awam di Malaysia bergiat aktif dalam aktiviti CSR. Maka, atas dasar itulah saya tubuhkan CSR Malaysia untuk menyatukan semangat muhibah dan harmoni yang masih utuh dalam kalangan komuniti kita pada hari ini. Beliau turut menegaskan *aspek* '**sustainability**' (kemapanan) merupakan elemen terpenting dalam CSR. Beliau menjelaskan bahawa ***'Corporate Sustainability And Social Responsibility'*** (Tanggungjawab Kemapanan Dan Sosial Korporat) adalah istilah yang tepat untuk menggambarkan perlaksanaan konsep CSR yang dijalankan samaada oleh kelompok ataupun secara individu. Beliau berpendapat program kemapanan CSR yang bagus wajar memberi tumpuan kepada tiga teras utama iaitu pembangunan ekonomi, pembangunan sosial dan perlindungan alam sekitar.

Sesungguhnya Agama Islam menunjukkan teladan yang baik amat digalakkan dan contoh teladan yang baik adalah Rasulullah S.A.W sehingga setiap perkara yang dilakukan beliau dicontohi oleh para sahabat. Islam juga tidak melarang sekiranya mempamerkan sesuatu dengan niat dan tujuan yang baik kerana perbuatan yang baik dengan kaedah yang betul dapat mendorong pihak lain untuk melakukan perkara yang sama. Sehubungan itu, aktiviti CSR yang dikelolakan oleh pihak pengurusan Politeknik Kota Bharu amat bertepatan untuk meneladani pelajar politeknik demi meringankan beban pihak-pihak yang memerlukan di luar sana terutama masyarakat setempat.

Kepentingan terhadap CSR ini kepada masyarakat setempat terutamanya penduduk sekitar harus diamalkan secara meluas terutamanya di negara yang membangun seperti Malaysia. Keadaan ini dapat meningkatkan tekanan kepada organisasi pengajian tinggi seperti Politeknik Kota Bharu untuk menganjurkan lebih banyak aktiviti-aktiviti CSR sebagai satu bukti sumbangan kepada masyarakat (Arshad, Othman & Othman, 2012).

Agama Islam memandang bahawa seseorang pemimpin atau ketua perlu membawa kepada kebenaran dengan memberi contoh teladan yang baik. Itulah prinsip yang kita terapkan kepada pelajar politeknik supaya bercita-cita tinggi dan menjadi pemimpin yang berjaya suatu masa nanti. Dengan menyertai aktiviti CSR pelajar kita dapat memberikan tumpuan untuk meringankan bebanan masyarakat sekitar dan memupuk semangat tolong-menolong sesama manusia yang memerlukan. Sifat empati yang tinggi dapat melahirkan graduan yang bermotivasi dan berwawasan. Setelah menamatkan segulung Diploma, pelajar kita pasti bersedia mencurah bakti untuk setiap golongan yang memerlukan keprihatinan dan kepekaan. Sejahtera emosi sejahtera jatidiri. Aktiviti CSR bakal memberikan impak positif di dalam jiwa pelajar politeknik yang menyertainya kerana nilai-nilai murni telah tersemat di dalam jiwa muda mereka.

Metodologi Kajian

Kajian ini telah melibatkan Pelajar Politeknik Kota Bharu dari pelbagai program dan jabatan yang terlibat dengan Program CSR. Data yang digunakan dalam kajian ini juga berhubungkait dengan data kebolehpasaran pelajar di Politeknik Kota Bharu iaitu melalui data sekunder dari Unit Cisec dan Unit Hal Ehwal Pelajar. Data sekunder ini hasil dari responden pelajar yang dikumpul dari pengkaji. Tujuan pengumpulan data ini untuk mengetahui graduan yang baru ini mendapat tempat kerja. Pengumpulan data ini dilaksanakan oleh pengkaji secara rawak. Dalam pada itu, pengkaji memilih dua tahun data sekunder untuk dianalisis. Atas segala pemasalahan inilah, maka kajian ini cuba menganalisis kebolehpasaran graduan PKB dari tahun 2014 hingga 2016. Pendekatan yang digunakan dalam kajian ini ialah membanding kadar kebolehpasaran tersebut mengikut tahun dan semua program pengajian.

Kajian ini merupakan kajian kuantitatif menggunakan kaedah tinjauan. Kajian ini menggunakan soal-selidik bagi meninjau impak penglibatan pelajar dalam aktiviti CSR(Tanggungjawab Sosial Korporat) dalam pelbagai aspek iaitu kebertanggungjawaban, kemahiran dalam bidang pengajian, kemahiran *sotfskills* dan persepsi pelajar dalam membina peluang kerjaya di Politeknik Kota Bharu. Kaedah ini digunakan untuk mengumpul data dari sampel yang kecil untuk membuat generalisasi terhadap populasi yang lebih besar. Konsep menggunakan model kompetensi Iceberg yang diperkenalkan oleh L.M. Spencer dan telah diubah suai oleh Hay Mcber. Kompetensi pelajar terdiri daripada kemahiran, pengetahuan dan sikap peribadi seperti nilai, imej diri, gaya, motif dan sifat.

Setiap item soalan untuk mengukur kompetensi pelajar dan hubungannya dengan perlibatan aktiviti *CSR* dalam kajian ini menggunakan ukuran skala Likert empat mata. Jumlah populasi pelajar yang menuntut di Politeknik Kota Bharu adalah seramai 97 orang semester Disember 2015. Seramai 90 orang pelajar telah dipilih sebagai sampel kajian. Kesemua responden telah menjawab soal selidik kajian.

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Kajian rintis telah dijalankan untuk mendapatkan kebolehpercayaan instrumen atau soal selidik menggunakan pekali alpha Cronbach. Nilai yang diperoleh untuk item kompetensi pengetahuan ialah 0.916, manakala bagi item kompetensi kemahiran ialah 0.831 dam item kompetensi sikap pula mendapat nilai 0.689. Bagi item soal selidik masalah disiplin pelajar pula menunjukkan nilai alpha Cronbach 0.927. Keempat-empat nilai bacaan Alpha Cronbach menunjukkan kebolehpercayaan soal selidik sesuai dan boleh digunakan sebagai alat kajian. Mengikut *Guilford's Rule of Thumb* (Guilford 1973), nilai alpha > 0.9 adalah dalam tahap yang cemerlang dan nilai alfa > 0.8 adalah dalam tahap yang baik. Nilai alfa > 0.6 adalah dalam tahap yang dipersoalkan, tetapi masih boleh diterima (Ary 2002).

Secara keseluruhannya, instrumen dalam kajian ini mempunyai kebolehpercayaan yang baik dan dalam tahap yang boleh diterima. Statistik deskriptif digunakan bagi memerihalkan pembolehubah bersandar dan pembolehubah tak bersandar termasuk frekuensi, peratusan, min dan sisihan piawai. Statistik inferensi bagi memperihalkan pemboleh ubah bersandar dan pemboleh ubah tidak bersandar menggunakan analisis Korelasi Pearson. Analisis statistik yang digunakan ialah min dan sisihan piawai. Min digunakan bagi menentukan kecenderungan memusat (central tendency) data yang dikumpul. Tafsiran min yang digunakan diubah suai daripada Lendal (1997) iaitu nilai min 1.0 hingga 2.0 adalah tahap rendah, nilai min 2.1 hingga 3.0 adalah tahap sederhana dan nilai min 3.1 hingga 4.0 adalah tahap tinggi. Sisihan piawai digunakan untuk menentukan sukatan serakan (variability) data yang dikumpulkan.

Dapatan Kajian

Dapatan kajian dibahagikan kepada dua bahagian iaitu:-

i. Menentukan tahap kebolehpasaran tersebut mengikut tahun dan program pengajian setelah pelajar bergraduasi dari Politeknik Kota Bharu.
ii. Meninjau impak penglibatan pelajar dalam aktiviti CSR(Tanggungjawab Sosial Korporat dalam pelbagai aspek iaitu tanggungjawab kendiri, kemahiran dalam bidang pengajian, kemahiran *sotfskills* dan persepsi pelajar dalam membina peluang kerjaya di Politeknik Kota Bharu

Tahap Kebolehpasaran Tersebut Mengikut Impak Penglibatan Pelajar Dalam Aktiviti Dan Kemahiran Selepas Pengajian

Analisa data bagi tahap kebolehpasaran pelajar dalam berdasarkan responden ditunjukkan dalam Jadual 1. Analisa data menunjukkan daripada pengalaman responden kebanyakkan pelajar akan bekerja dijalankan adalah sederhana (M=2.66, SP=0.93). Manakala analisa data kebanyakkan pelajar tidak berminat bekerja yang dijalankan oleh responden juga berada pada tahap sederhana (M=2.46, SP=0.87). Secara keseluruhan dapatan kajian menunjukkan tahap kebolepasaran adalah sederhana (M=2.32, SP=0.71).

Pernyataan	Min	Sisihan Piawai
Pengalaman CSR	2.65	0.92
Pelajar tidak berminat bekerja	2.45	0.87
Pelajar yang tidak aktif CSR	2.12	0.77
Pelajar Tiada kemahiran *"softskills"*	2.44	0.75
Pelajar datang Kuliah dan tinggi keputusan peperiksaan	2.34	0.92
Pelajar kurang datang kuliah	2.18	1.04
Pelajar merasakan CSR tidak penting	2.31	0.80
Pelajar tidak memberi Berjaya dalam "job interview"	2.08	0.84
Min Keseluruhan	**2.32**	**0.71**

Jadual 1. Tahap kebolehpasaran tersebut mengikut impak penglibatan pelajar dalam aktiviti dan kemahiran selepas pengajian di Politeknik Kota Bharu

4.2 Tahap Impak Penglibatan Pelajar Dalam Aktiviti CSR (Corporate Social Responsibilities) Dalam Pelbagai Aspek Iaitu Kebertanggungjawaban, Kemahiran Dalam Bidang Pengajian, Kemahiran Softskills Dan Persepsi Pelajar Dalam Membina Peluang Kerjaya Setelah Tamat Pengajian Di Politeknik Kota Bharu.

Secara keseluruhan pelajar adalah kompeten untuk mengendalikan aktiviti *CSR*. Pernyataan ini disokong oleh dapatan kajian seperti yang ditunjukkan dalam Jadual 2. Berdasarkan Jadual 2, para responden berada pada tahap kompetensi yang tinggi (M=3.62, SP= 0.32) dalam aspek sikap, kemahiran dan pengetahuan. Ini menunjukkan bahawa. Selain itu mereka juga berkemahiran dalam melaksanakan aktiviti *CSR* yang diperlukan. Manakala dari aspek sikap pula, mereka mempunyai minat terhadap *CSR* yang disertai.

Komponen Kompetensi	Min	Sisihan piawai
Sikap	3.84	0.21
Kemahiran	3.52	0.36
Pengetahuan	3.49	0.40
Min Keseluruhan	**3.62**	**0.32**

Jadual 2: Tahap kompetensi pelajar yang menyertai aktiviti CSR

Perbincangan

Tahap Kebolehpasaran Tersebut Mengikut Impak Penglibatan Pelajar Dalam Aktiviti Dan Kemahiran Selepas Pengajian

Tinggi berbanding kemahiran kerja berpasukan iaitu min =2.65 di mana ia menunjukkan pelajar-pelajar tersebut sedang dilengkapi dengan keupayaan kebolehpasaran.Kerjasama dan sukarelawan di kalangan pelajar melayu masih berada pada tahap yang sederhana.

Tahap Impak Penglibatan Pelajar Dalam Aktiviti CSR (Corporate Social Responsibilities) Dalam Pelbagai Aspek Iaitu Kebertanggungjawaban, Kemahiran Dalam Bidang Pengajian, Kemahiran Sotfskills Dan Persepsi Pelajar Dalam Membina Peluang Kerjaya

Konsep CSR yang semakin diterima pakai sekarang memberi kesan dan implikasi yang besar sama ada dalam perkembangan syarikat ataupun dalam membangunkan masyarakat. Berdasarkan tinjauan yang dibuat oleh Unit Kepakaran Ekonomi (Economist Intelligence Unit), 88% daripada eksekutif-eksekutif di pelbagai syarikat mengatakan bahawa CSR atau CR menjadi satu pertimbangan yang penting dalam proses membuat keputusan berkaitan pelaburan berbanding 54% pada lima tahun dahulu1 . Institusi korporat mula mempertimbangkan tanggungjawab sosial mereka dalam membuat sebarang keputusan untuk melabur ke dalam sesuatu projek. Sama ada projek tersebut memberi faedah kepada masyarakat atau tidak, adakah ianya mencemarkan alam sekitar, ataupun adakah produk yang terhasil nanti akan memudaratkan kesihatan atau sebaliknya. Perkara-perkara tersebut merupakan antara yang perlu dipertimbangkan oleh organisasi korporat dalam membuat sebarang pelaburan ataupun menjalankan operasi perniagaan. Pelaksanaan CSR oleh organisasi korporat memberikan kesan dan impak sama ada secara langsung atau tidak langsung kepada organisasi itu sendiri. Sebagai contoh, respons yang positif daripada pengguna terhadap usaha CSR oleh organisasi menghasilkan peningkatan dalam jualan barang dan perkhidmatan. Inisiatif CSR ini juga boleh membuka pasaran baru terutamanya di negara-negara membangun.

Kesimpulan

Hasil kajian menunjukkan tahap yang tinggi bagi pelajar yang menyertai mempunyai peluang yang cerah untuk bekerja dan mempunyai persediaan mental bagi merebut peluang pekerjaan. Didapati juga tidak terdapat perbezaan yang signifikan tahap kompetensi pelajar yang melibatkan diri dalam aktiviti *CSR* berdasarkan jumlah yang bekerja berbanding yang tidak terlibat dengan *CSR*. Walau bagaimanapun terdapat hubungan yang signifikan antara kompetensi pelajar dengan sikap atau softskill di mana pelajar yang kompeten tidak mengalami masalah untuk mendapatkan pekerjaan. Hasil kajian menunjukkan pelajar politeknik yang bergiat aktif dalam aktiviti-aktiviti *CSR* mampu bersaing dengan lepasan dari politeknik luar walaupun kemahiran dan pengetahuan mereka tidak setanding mahasiswa universiti kerana ruang dan peluang mendapatkan peluang pekerjaan adalah sederhana bagi pelajar Politeknik Kota Bharu. Bersama kita melahirkan pelajar aktif dan pintar demi masa depan rakyat Malaysia.

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PERSEPSI DAN MINAT PELAJAR KURSUS *COMPUTER APPLICATION (DBC20012) TERHADAP LEARNING MANAGMENT SYSTEM (LMS)* IAITU APLIKASI CIDOS 3.5 SEPANJANG PROSES PEMBELAJARAN DAN PENGAJARAN (PDP) DALAM SUASANA WABAK COVID-19 DI POLITEKNIK KOTA BHARU.

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Abstrak: *Kajian ini memfokuskan terhadap persepsi dan minat pelajar daripada Jabatan Perdagangan yang mengambil subjek Computer Application (DBC20012). Antara program yang terlibat di bawah selian Jabatan Matematik Sains Dan Komputer adalah daripada pelajar Diploma Pengurusan Perniagaan (DPM) dan Diploma Pemasaran (DPR) dengan menggunakan Learning Managment System (LMS) iaitu Aplikasi CIDOS 3.5 sepanjang Proses Pembelajaran dan Pengajaran (PdP) dalam suasana Wabak COVID-19 di Politeknik Kota Bharu. Tumpuan kajian adalah melihat keupayaan proses pembelajaran melalui aplikasi digital yang disediakan oleh Jabatan Politeknik iaitu CeLT (Pusat e-Pembelajaran dan Pengajaran) adalah nama konseptual untuk Unit Pembelajaran Digital di bawah bidang Bahagian Pembelajaran Instruksional dan Digital, Jabatan Pendidikan Politeknik, Kementerian Pengajian Tinggi Malaysia yang diwujudkan sejak tahun Disember 2012. Di dalam musim Covid19 yang berlaku pada masa sekarang membuatkan sistem pembelajaran di politeknik tidak memberi kesan untuk menjalankan proses PdP di seluruh Politeknik terutamanya di Politeknik Kota Bharu dengan LMS-CIDOS 3.5. CIDOS 3.5 juga mesra pengguna dengan aplikasi yang disediakan di aplikasi playstore iaitu I-moodle serta aplikasi lain contohnya google meet,google attandance dan lain-lain yang berkaitan dengan PdP . Kajian ini juga dijalankan untuk meninjau sejauh mana keberkesanan dan keupayaan aplikasi tersebut terhadap para pelajar yang mengambil kursus tersebut dengan kemudahan aplikasi yang disediakan. Maklumat kajian yang diperolehi daripada sampel dianalisis secara pendekatan pemahaman dan daripada Proses Pengajaran dan Pembelajaran (PdP) sebelum ini. Dengan penghasilan perisian ini diharapkan pelajar akan jelas konsep asas sebenar dalam kursus yang di ambil.*

Kata Kunci: *Persepsi pelajar, Proses Pengajaran dan Pembelajaran (PdP), Pembelajaran Digital, CIDOS (Curriculum Information Document Online System)*

Pengenalan

Proses Pengajaran dan Pembelajaran (PdP) dan Pembelajaran Digital atas talian memberi impak besar di dalam industri pembelajaran pada masa sekarang kerana disebabkan oleh faktor wabak Covid-19 (Coronavirus (Cov)) yang melanda serantau dunia semenjak march 2020. Ini menyebabkan semua sektor mengalami gangguan dalam pergerakan dan aktiviti harian termasuk sektor pendidikan. Oleh itu Proses Pengajaran dan Pembelajaran (PdP) sentiasa mengalami perubahan selaras dengan hasrat negara bagi melahirkan generasi yang bersedia menghadapi cabaran baru dalam apa jua situasi. Dalam Proses Pengajaran dan Pembelajaran

(PdP) ini pensyarah perlu memikirkan teknik dan kaedah yang bersesuaian untuk penyalurkan ilmu kepada pelajar – pelajar selaras dengan misi Politeknik Kota Bharu iaitu menerobos sempadan untuk membina persekitaran pembelajaran transformatif dan kreatif. Bahagian Pembelajaran Instruksional dan Digital, Jabatan Pendidikan Politeknik di bawah Kementerian Pengajian Tinggi Malaysia telah mewujudkan sistem pembelajaran atas talian sejak tahun Disember 2012 dengan memperkenalkan Learning Managment System (LMS) iaitu Aplikasi CIDOS 3.5 untuk para pelajar Politeknik. Oleh itu, penggunaan Aplikasi CIDOS 3.5 dapat membantu sistem pendidikan politeknik dalam penyaluran ilmu dalam sesi pengajian.

Latar Belakang Masalah

Aplikasi komputer merupakan salah satu kursus yang seringkali mendapat rungutan untuk dikuasai di kalangan pelajar dari jurusan Kejuruteraan dan jurusan Pengurusan mahupun pelajar awal semester 1 di Politeknik. Oleh itu untuk menarik minat pelajar untuk belajar dengan lebih efektif, pelajar perlulah menggunakan strategi penyepaduan komputer dalam kurikulum pendidikan (Halimah Badioze Zaman, 1998).

Antara kelebihan dan keistimewaan kurikulum baru pada masa kini ialah kurikulumnya yang melibatkan pembelajaran yang bercorak terarah kendiri, mengikut kadar individu, kesinambungan dan reflektif. Kurikulum baru ini juga memberi peluang kepada para pelajar untuk belajar mengikut gaya pembelajaran yang tersendiri dengan mengambil kira perbezaan latar belakang, minat, gaya pembelajaran, nilai motivasi, interaktiviti serta ruang masa belajar yang diperlukan dalam suatu Proses Pengajaran dan Pembelajaran (PdP)

Kualiti Proses Pengajaran dan Pembelajaran (PdP) di dalam bilik kuliah merupakan satu aspek yang perlu sentiasa dikemaskini agar mewujudkan corak Pengajaran dan Pembelajaran (PdP) yang pelbagai dan tidak berada di tahap yang sama. Salah satu faktor asas yang perlu diberi perhatian dalam usaha untuk menghasilkan proses Pengajaran dan Pembelajaran yang efektif adalah dalam penghasilan bahan dan penggunaan bahan pembelajaran dan pengajaran yang teratur serta dapat memenuhi keperluan pelajar. Selain mengambil kira mutu dan kualiti, bahan Pengajaran dan Pembelajaran haruslah dipersembahkan dalam pelbagai gaya demi menarik minat para pelajar dan mewujudkan proses Pengajaran dan Pembelajaran (PdP) yang produktif dan cekap.

Pembelajaran Digital dengan menggunakan aplikasi CIDOS 3.5 dianggap sebagai salah satu instrumen yang berpotensi meningkatkan tahap pemahaman kepada pelajar di atas talian. Ianya merupakan satu alternatif terkini dengan pedekatan yang diinovasikan dari pengajaran secara konvensional dan tradisional. Melalui Pembelajaran atas talian yang di dedahkan pada Disember 2012 maka fenomena pembelajaran dapat dilaksanakan dengan lancar walaupun PdP bersemuka tidak dapat dilakukan.

Pernyataan Masalah

Oleh itu, kajian yang dijalankan ini bertujuan untuk mengkaji persepsi pelajar kursus *Computer Application (DBC20012)* amnya pelajar Diploma Pengurusan Perniagaan (DPM) dan Diploma Pemasaran (DPR) dalam CIDOS 3.5. Selain itu, kajian ini juga bertujuan untuk mengkaji keberkesanan pelajar dalam proses Pengajaran dan Pembelajaran (PdP) atas talian dan minat pelajar terhadap aplikasi Learning Managment System (LMS) iaitu Aplikasi CIDOS 3.5 yang di sediakan oleh Jabatan Politeknik dalam suasana Wabak COVID-19**.**

Objektif Kajian

Objektif yang ingin dicapai dalam kajian ini adalah :

(i) Untuk mengkaji tahap persepsi dan minat pelajar terhadap *Curriculum Information Document Online System (CIDOS 3.5)*
(ii) Adakah persepsi dan minat pelajar mempengaruhi penggunaan *Curriculum Information Document Online System (CIDOS 3.5)*

Kepentingan Kajian

Secara signifikannya, kajian ini dijalankan khusus untuk membantu para pelajar menerima ilmu dan menjalankan pembelajaran yang disarankan oleh Politeknik untuk menamatkan sesi pembelajaran semester secara atas talian dan melancarkan proses Pengajaran dan Pembelajaran (PdP) dengan berkesan. Selain itu juga membantu pakar-pakar pendidik dan para pensyarah menyesuaikan diri, membincang dan mengendalikan proses proses Pengajaran dan Pembelajaran (PdP) supaya menjadi lebih efektif dan bermakna. Kajian ini juga dilihat sebagai menyahut seruan kerajaan demi menggalakkan literasi komputer dan celik IT*(Information Technologies*) di kalangan pelajar.

Rasional kajian ini dibuat adalah untuk menarik minat pelajar dengan berkesan dalam penyampaian bahan pembelajaran atas talian. Justeru memberi corak persembahan yang berbeza dari para pendidik dalam persembahan pengajaran dan mencapai objektif sebenar pembelajaran tersebut dalam fenomena wabak COVID-19. Kelainan tersebut diharapkan mampu mencetus minat dan motivasi di kalangan pelajar untuk belajar secara aktif.

Pembelajaran Digital ini juga boleh dimanfaatkan sebagai koleksi alat dan bahan bantu mengajar (ABM) di IPT untuk menjadikan proses Pengajaran dan Pembelajaran (PdP) lebih efektif.

Sorotan Kajian

Strategi pembelajaran dan pelaksanaan strategi pengajaran menjadi kerja utama pada pendidik dalam merealisasikan objektif pengajaran tercapai. Pelajar dan pendidik sama – sama memainkan peranan agar saluran ilmu yang di terima dapat digunapakai dalam industri nanti. Strategi yang dilaksanakan dengan serius boleh membina kemahiran pelajar secara menyeluruh yang mampu menyediakan pelajar dengan nilai tambah (value-added) apabila mereka mencari pekerjaan nanti. Strategi yang dimaksudkan ialah pembelajaran berpusatkan pelajar atau Student Centred Learning (SCL). Sekiranya pelajar terlibat secara aktif dalam pembelajaran, objektif kukurikulum yang disediakan akan tercapai.

Yusuf Hashim (2002), pula menyatakan bahawa pengajaran terdiri daripada tingkah laku pensyarah untuk mencapai objektif pengajaran dan menilai aktiviti pembelajaran di mana cara pembelajaran dibentuk dari segi pengajaran dan teknik mengajar.

Guru-guru yang mengamalkan pengajaran secara tradisi lebih gemar menjalankan pengajaran secara sehala di dalam kelas menurut Rasyidah (2002), Pengamalan ini dikenali sebagai pembelajaran berpusat. Pelajar-pelajar tidak diberi peluang untuk bertindak aktif ketika proses pengajaran dan pembelajaran.

Selain itu, kajian yang dijalankan oleh Zarina (2007) menunjukkan perbandingan pencapaian gred pelajar sebelum dan selepas perlaksanaan kaedah pembelajaran berpusatkan pelajar juga menunjukkan kepelbagaian kaedah, pendekatan pengajaran dan penilaian yang dilaksanakan oleh pensyarah memberi kesan positif kepada keputusan gred pelajar daripada kaedah, pendekatan pengajaran dan penilaian yang lazim digunakan.

Menurut Kumaran (1996) dalam Elamaran (2004), perisian multimedia adalah satu kaedah pengajaran berbantukan komputer yang menyatupadukan perisian *Word, Excel, Power*

Point dan *Mathematica* menjadi satu *software*. Multimedia ialah hasil gabungan teks, bunyi audio, grafik berbentuk statik, animasi dan tayangan video. Multimedia bukanlah satu produk, tetapi merupakan satu cabang pelbagai teknologi maklumat atau kombinasi pelbagai teknik. Ini merangsang seseorang pelajar minat akan pengajaran atas talian berbantukan komputer dan rangkaian internet.

Menurut (Clark & Westcott (2007) , Podcasting terdiri daripada mendengar rakaman audio kuliah, dan dapat digunakan untuk mengulangkaji kuliah langsung dan untuk memberi peluang kepada pelajar untuk melatih semula persembahan lisan. Podcast juga dapat memberikan maklumat tambahan untuk meningkatkan kuliah tradisional (McGarr 2009) (Steven & Teasley 2009). Jika digunapakai kedua teori tersebut maka ini membolehkan pelajar – pelajar menggunakan kemahiran tersebut di dalam situasi wabak Covid-19 yang berlaku masa pada masa kini.

Oleh itu, kaedah pengajaran dan pembelajaran yang sesuai merupakan suatu perkara penting dan harus dikuasai oleh setiap pendidik. Pendidik yang kreatif mewujudkan pelajar memahami tujuan pendidik menyalurkan ilmu dan maklumat dengan lebih berkesan. Kemahiran mengajar yang aktif dan sistematik juga mewujudkan pembelajaran yang efesien.

Rekabentuk Kajian

Dalam kajian ini, ia diukur dari beberapa sudut iaitu persepsi pelajar terhadap pengaplikasian pembelajaran atas talian dan faktor-faktor yang mendorong minat pelajar untuk terlibat dalam sesi pembelajaran atas talian. Data dan maklumat yang telah diperolehi seterusnya dikumpul dan diproses. Setelah data yang relevan diperolehi, penyelidik akan menganalisis data berkenaan menggunakan ujian statistik. Seterusnya, rumusan keseluruhan serta analisis kajian dibincangkan.

Populasi Dan Sampel Kajian

Bagi kajian ini, populasi yang telah dipilih adalah terdiri daripada pelajar semester yang mengambil kursus Aplikasi Komputer (DBC20012) sesi jun 2020 Pengurusan Perniagaan (DPM) dan Diploma Pemasaran (DPR). Sampel ialah sebahagian daripada populasi tanpa mengambil kira sama ada ia dapat menjadi wakil populasi atau sebaliknya. Sampel kajian yang diambil kira dalam kajian ini adalah mengikut bilangan populasi semasa sesi set maklum balas soal selidik dilakukan. Jadual 1 menunjukkan bilangan sampel kajian.

Jadual 1 : Pecahan Responden Mengikut Program

Program	Sampel
DPM1A	21
DPM 1C	21
DPR3A	26
JUMLAH	68

Instrumen Kajian

Instrumen yang dijalankan adalah berbentuk soal selidik. Pemilihan soal selidik sebagai instrumen kerana ia dapat memberikan respon yang lebih tepat kerana responden tidak berhadapan dengan penyelidik semasa menjawab soalan-soalan tersebut. Sebagaimana menurut Mohd. Majid Konting (2005), soal selidik lebih praktikal dan berkesan digunakan. Penggunaan soal selidik dapat meningkatkan ketepatan dan kebenaran gerak balas yang diberikan sampel kerana tidak dipengaruhi oleh geraklaku penyelidik.Responden bebas menyatakan pendapat sendiri untuk menjawab setiap soalan yang diberikan.

Borang soal selidik yang digunakan terdiri daripada tiga bahagian iaitu Bahagian A, Bahagian B dan Bahagian C. Setiap bahagian diringkaskan seperti jadual dibawah :-

Jadual 2 : Bilangan Item Mengikut Bahagian

Bahagian	Faktor-Faktor Yang Dikaji	Bil. Item
A	Latar belakang responden	2
B	Persepsi pelajar	21
C	minat pelajar mempengaruhi penggunaan CIDOS 3.5	8
Jumlah		**31**

Di dalam bahagian A penyelidik menggunakan bentuk pernyataan yang mana responden perlu untuk menandakan satu pilihan jawapan. Bahagian ini melibatkan maklumat diri responden. Bagi bahagian B dan bahagian C, penyelidik telah memilih penggunaan skala Likert untuk mengukur persepsi pelajar dan faktor-faktor yang mempengaruhi. Berikut adalah petunjuk bagi skala Likert yang dipilih :-

Jadual 3 : Petunjuk Bagi Skala Likert (Bahagian B dan C)

Aras Persetujuan	Skor	Singkatan
Sangat Setuju	5	SS
Setuju	4	S
Tidak Pasti	3	TP
Tidak Setuju	2	TS
Sangat Tidak Setuju	1	STS

Kaedah Analisis Data

Data-data dianalisis menggunakan Perisian *Statistical Package For Social Science* (SPSS). Data-data dianalisis dan kemudian dihasilkan dalam bentuk peratusan dan min. Tahap min ini digolongkan kepada tiga tahap iaitu rendah, sederhana dan tinggi. Menurut Landell (1997), tahap kecenderungan keputusan responden samada setuju, agak setuju dan tidak setuju adalah berdasarkan kepada jadual 4 di sebelah :

Jadual 4 : Tahap Kecenderungan Min

Kod Kumpulan	Julat	Tahap
1	1.00 – 2.39	Rendah
2	2.40 – 3.79	Sederhana
3	3.80 – 5.00	Tinggi

Analisa Kaji Selidik

Demografi Responden Kajian

Seramai 68 orang pelajar yang mengambil kursus DBC20012 pada sesi jun 2020. Di mana 32.0 % adalah pelajar lelaki dari 3 kursus dan 67.0 % terdiri daripada pelajar perempuan.

Jadual 5 : Bilangan Dan Peratus Responden Mengikut Jantina

Jantina

	Frequency	Percent	Valid Percent	Cumulative Percent
LELAKI	22	32.4	32.4	32.4
PEREMPUAN	46	67.6	67.6	100.0
Total	68	100.0	100.0	

Jadual 6 : Peratus Responden mengikut Program

Program

	Frequency	Percent	Valid Percent	Cumulative Percent
DPM1A	21	30.9	30.9	30.9
DPM1C	21	30.9	30.9	61.8
DPR3A	26	38.2	38.2	100.0
Total	68	100.0	100.0	

Persepsi Responden

Hasil dari analisis data yang dijalankan menunjukkan persepsi responden terhadap perspsi berada pada tahap yang tinggi dengan skor min sebanyak 4.21 dan minat pelajar tehadap aplikasi CIDOS 3.5 ,skor min sebanyak 3.80 . Analisa tahap persepsi responden adalah seperti di jadual 7 di bawah .

Jadual 7 : Taburan Min Dan Tahap Kecenderungan Untuk Persepsi Responden Untuk Menggunakan Aplikasi CIDOS 3.5

BIL	PERNYATAAN	Min	Tahap
1	Aplikasi CIDOS 3.5 mudah digunakan	**4.36**	Tinggi
2	Antaramuka dan tool di dalam CIDOS 3.5 mudah difahami	**4.09**	Tinggi
3	Aplikasi CIDOS 3.5 adalah mesra pengguna	**4.15**	Tinggi
4	Aplikasi CIDOS 3.5 dapat membantu saya berinteraksi dengan pensyarah.	**3.91**	Tinggi
5	Aplikasi CIDOS 3.5 menyenangkan urusan pdp saya bersama pensyarah.	**4.13**	Tinggi
6	Saya memerlukan usaha yang lebih banyak untuk menjadi lebih mahir menggunakan CIDOS 3.5 sebagai medium pembelajaran	**4.19**	Tinggi
7	Secara keseluruhannya saya merasakan proses pengajaran pensyarah. melalui CIDOS 3.5 adalah lebih senang	**3.93**	Tinggi
Min Keseluruhan		**4.11**	Tinggi

Daripada jadual 7 di dapati Persepsi keseluruhan pernyataan terhadap responden memberi min keseluruhan amat tinggi iaitu skor min 4.11

Jadual 8 : Taburan Min Dan Manafaat Responden terhadap Penggunaan Aplikasi CIDOS 3. 5

BIL	PERNYATAAN	Min	Tahap
1	Saya merasakan **CIDOS 3.5** dapat meningkatan prestasi saya dalam meneroka dunia ICT	4.25	Tinggi
2	Saya merasakan **CIDOS 3.5** dapat meningkatkan minat saya	3.96	Tinggi
3	Saya dapat mempelbagaikan aktiviti pembelajaran saya melalui **CIDOS 3.5**	4.09	Tinggi
4	Saya merasakan saya lebih memberi tumpuan ketika belajar Bersama pensyarah	4.00	Tinggi
5	Saya merasakan **CIDOS 3.5** dapat menjimatkan masa	4.10	Tinggi
6	Saya merasakan pengajaran & pembelajaran melalui **CIDOS 3.5** akan lebih terurus	4.00	Tinggi
7	Saya dapat merangcang pembelajaran dengan lebih baik dengan menggunakan **CIDOS 3.5**	4.01	Tinggi
8	Saya dapat menguruskan tugasan secara berkumpulan dengan **CIDOS 3.5**	4.10	Tinggi
Min Keseluruhan		4.06	Tinggi

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Jadual 9 : Taburan Min Tahap Kemahiran Pelajar Dalam Mengaplikasikan CIDOS 3.5

BIL	PERNYATAAN	Min	Tahap
1	Saya dapat mendaftarkan diri saya dalam kumpulan kelas melalui **CIDOS 3.5** seperti di dalam kelas biasa.	4.37	Tinggi
2	Saya dapat memuatnaik video dalam **CIDOS 3.**	4.07	Tinggi
3	Saya dapat menggunakan Whiteboard dalam **CIDOS 3.5**	4.55	Tinggi
4	Saya dapat membuat penilaian kendiri saya dengan menggunakan **CIDOS 3.5**	4.64	Tinggi
5	Saya dapat menggunakan share screen dalam **CIDOS 3.5**	4.55	Tinggi
6	Saya dapat menjana meeting online bersama pensyarah dengan menggunakan **CIDOS 3.5**	4.55	Tinggi
Min Keseluruhan		4.46	Tinggi

Jadual 10 : Taburan Min Dan Kesediaan Terhadap Capaian Internet Bagi Mengaplikasikan Cidos 3.5 Dalam PdP.

BIL	PERNYATAAN	Min	Tahap
1	Capaian internet di kediaman saya adalah amat baik	3.64	Sederhana
2	Kemudahan Komuniti internet di tempat tinggal saya adalah amat baik	3.60	Sederhana
3	Saya mengeluarkan kos yang tinggi melanggan internet	3.90	Tinggi
4	Saya sentiasa mengalami gangguan internet ketika menggunakan **CIDOS 3.5**	3.73	Sederhana
5	Akses kepada aplikasi **CIDOS 3.5** pantas di kediaman saya	3.64	Sederhana
6	Saya melayari internet setiap masa di kediaman saya	3.80	Tinggi
7	Saya dapat akses kepada internet adalah penting	4.05	Tinggi
8	Saya sentiasa mencari sumber pengajaran melalui internet	4.05	Tinggi
Min Keseluruhan		3.80	Tinggi

Oleh itu jadual 7,8,9 dan 10 boleh dijadualkan seperti berikut:

Bahagian	Pernyataan	Min	Tahap
Persepsi pelajar	Tahap Kecenderungan	4.11	Tinggi
	Tahap Kemahiran Pelajar Dalam Mengaplikasikan	4.06	Tinggi
	Kesediaan Terhadapp Capaian Internet	4.46	Tinggi
Minat Pelajar	Minat pelajar mempengaruhi penggunaan CIDOS 3.5	3.80	Tinggi

Jadual 11 : Analisis kebolehpercayaan data menggunakan Cronbach's Alpha

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.947	.955	31

Nilai Cronbach's Alpha bagi analisis kebolehpercayaan data adalah tinggi iaitu 0.947.

Jadual 12 : Nilai min pembolehubah perspektif persepsi dan Minat

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
MEAN_PERSPEKTIF	68	4.0539	.51035	.06189
MEAN_MINAT	68	3.7834	.54977	.06667

Nilai min bagi pembolehubah perspektif adalah tinggi iaitu 4.0539 dan nilai min bagi pembolehubah minat sedikit menurun iaitu 3.7834. Nilai kadar sisihan piawai tidak beza antara dua pembolehubah.

Perbincangan

Persepsi pelajar dalam kajian ini merujuk kepada pandangan pelajar terhadap beberapa aspek mengenai persepsi dan minat pada pembelajaran atas talian ketika wabak covid19 melanda pada awal march 2020. Dapatan kajian mendapati min keseluruhan bagi persoalan kajian pertama ialah 3.78 pada minat min, manakalan persepsi min memberi nilai hampir 4.05. Nilai min yang tinggi ini menunjukkan tahap persepsi pelajar terhadap pendekatan pembelajaran aktif adalah positif walaupun berada dalam keadaan yang tidak seimbang keran wabak. Oleh itu Pembelajaran berasaskan hasil (OBE) yang ditekankan oleh Bahagian Pembelajaran Instruksional dan Digital, Jabatan Pendidikan Politeknik, Kementerian Pengajian Tinggi Malaysia yang diwujudkan sejak tahun Disember 2012 memberi impak yang besar apabila situasi dan keadaan malapetaka yang menyelubungi seluruh dunia. Oleh itu, objektif kajian ini mendapati semua persepsi dan minat terhadap CIDOS 3.5 masih di tahap tinggi dan sedikit minat oleh pelajar. Ini mungkin disebabkan faktor pada rangkaian internet, struktur lokasi pembelajaran dan kos pebelanjaan responden yang mempengaruhi tahap item kerana kurang berminat terhadap pembelajaran secara atas talian.

Kesimpulan

Hasil daripada analisa T-Test yang dijalankan menunjukkan nilai kebarangkalian bagi pembolehubah min perspektif dan min minat adalah signifikan kerana nilai kerangkalian kurang daripada 0.05 dan ini menunjukkan perspektif pelajar tidak mempengaruhi minat pelajar terhadap penggunaan CIDOS dalam kursus Computer Application. Selain itu, tahap perspektif pelajar adalah lebih tinggi berbanding minat terhadap penggunaan CIDOS kerana pelajar merasakan penggunaan CIDOS adalah amat penting dan diperlukan dalam proses pengajaran dan pembelajaran sepanjang tempoh PKP akibat penularan wabak COVID 19.

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KUALITI PERKHIDMATAN DI LOKASI TARIKAN PELANCONGAN HATYAI, THAILAND

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Abstract: *Kajian ini adalah mengenai kualiti perkhidmatan yang disediakan di lokasi tarikan pelancongan. Tujuan utama kajian ini dilakukan adalah untuk meninjau persepsi para pelancong terhadap kualiti perkhidmatan tarikan pelancongan di sekitar Hatyai, Thailand. Seramai 580 orang responden telah dipilih melalui kaedah persampelan rawak mudah untuk menjawab borang soal selidik yang telah disediakan. Walaubagaimanapun hanya 532 sampel sahaja yang dapat digunakan. Model SERVQUAL diadaptasi bagi meninjau dimensi Nyata (Tangible), Kepekaan (Responsiveness), Kebolehpercayaan (Reliability), Jaminan (Assurance) dan Empati (Emphaty) terhadap kualiti perkhidmatan di lokasi tarikan pelancongan berkenaan. Hasil daripada kajian ini mendapati bahawa setiap dimensi menyumbang kepada kualiti perkhidmatan di lokasi tarikan pelancongan tersebut. Berdasarkan penemuan kajian ini, diharapkan ia dapat menyokong pengamal pelancongan dalam perancangan dan pembangunan sesuatu lokasi tarikan pelancongan.*

Keywords: *Pelancongan, Kualiti Perkhidmatan, SERVQUAL, Tarikan Pelancongan dan Kepuasan Pelancong.*

Pengenalan

Pertumbuhan industri pelancongan di wilayah Asia Tenggara telah berlaku dengan begitu pesat dan dinamik. Phuket, Hatyai dan Koh Samui di Thailand, Pulau Perhentian, Pulau Tioman dan Pulau Langkawi di Malaysia dan Bali di Indonesia, adalah antara segelintir pusat percutian yang meletakkan nama Asia Tenggara di mata dunia. Menurut Habibah Ahmad (1994), sejak dari tahun 1960an, kadar pertumbuhan sektor ini telah meningkat dengan pesatnya. Sektor ini telah meningkatkan hasil pendapatan negara-negara Asia Tenggara, membuka sektor-sektor perkhidmatan baharu dan seterusnya menawarkan peluang pekerjaan yang luas. Perkembangannya merangkumi 12.4% KDNK Asia Tenggara pada tahun 2015.

Thailand kekal menjadi tarikan utama pelancong di di wilayah Asia Tenggara. Kedatangan pelancong antarabangsa ke Thailand pada tahun 2019 adalah seramai 39.9 juta orang. Dalam jangka masa panjang, kekuatan Thailand sebagai pusat pelancongan diperkukuhkan melalui kepelbagaian tarikan serta sokongan kuat kerajaan. Ini bermakna ia akan terus menyinar sebagai destinasi pelancongan utama di wilayah ini (Ministry of Tourism and Sports Thailand, 2019).

Selain daripada membuat program-program bagi menggalakkan industri pelancongan, Menurut Mohamad Akmal (2013), pembangunan produk pelancongan juga haruslah diberi tumpuan dari aspek kualiti dan juga pengurusan produk pelancongan. Kualiti perkhidmatan bukanlah kriteria yang ditetapkan penyedia *perkhidmatan*, sebaliknya ia perlu memenuhi kriteria yang ditetapkan pelanggan atau pelancong.

Sorotan Kajian

Kepuasan Pelancong

Secara umumnya, kepuasan pelanggan merupakan kehendak, keinginan dan harapan pelanggan yang dapat dipenuhi oleh pihak penjual atau pemberi perkhidmatan. Dalam industri pelancongan pula, kepuasan pelancong merupakan elemen penting bagi memastikan lawatan ulangan terus berlaku. Berdasarkan dapatan kajian terdahulu, didapati bahawa semakin tinggi tahap kepuasan yang dirasai oleh pelancong, semakin tinggi kebarangkalian untuk lawatan susulan dan kesanggupan mereka untuk mencadangkan lokasi tersebut kepada pelancong lain (Alegre & Garau 2009). Pelancong yang berpuas hati lebih cenderung untuk mengesyorkan destinasi pelancongan yang dilawati kepada orang lain, dan ini merupakan satu bentuk pemasaran dan promosi yang sangat murah dan berkesan (Crosby, 1993). Ia turut diperkukuhkan juga melalui kajian John dan Damiannah (2003) di Tsavo West National Park, Kenya yang mendapati bahawa faktor yang menyebabkan berlakunya kemerosotan jumlah kedatangan pelancong ke destinasi tersebut adalah kerana tahap kepuasan pelancong tidak dapat dicapai secara baik. Oleh itu, Muhammad Faiz dan Izzal Asnira (2017) menegaskan bahawa pentingnya kepuasan pelancong dinilai dari masa ke semasa untuk membantu melestarikan sektor pelancongan ini. Sharifah (2001) pula menegaskan, kepuasan pelancong merupakan pengukur utama bagi menentukan keberkesanan kualiti perkhidmatan yang disediakan secara keseluruhan oleh operator-operator pelancongan.

Kualiti Perkhidmatan

Kualiti perkhidmatan diukur bagi mengetahui prestasi sesebuah organisasi dan tahap kepuasaan penggunanya. Menurut Parasuraman et.al (1985), kualiti perkhidmatan dilihat sebagai suatu penilaian global atau sikap kecemerlangan keseluruhan perkhidmatan. Kualiti perkhidmatan adalah perbezaan antara jangkaan dan persepsi pelanggan terhadap perkhidmatan yang diberikan oleh sesebuah organisasi.

Norsidah (2001) pula menegaskan bahawa kualiti perkhidmatan merujuk kepada persepsi pelanggan terhadap gelagat dan pelaksanaan penjual dalam menguruskan sesuatu kemudahan. Kualiti yang dijangka oleh penjual haruslah bersifat boleh dipercayai, perihal membalas atau menyambut, dan kebolehpercayaan terhadap sesuatu perkhidmatan itu. Boleh dipercayai adalah kebolehan untuk melaksanakan perkhidmatan seperti yang dijanjikan. Perihal membalas atau menyambut adalah berkenaan dengan kesanggupan untuk membantu pelanggan dan menyediakan perkhidmatan yang pantas. Kebolehpercayaan merujuk kepada sifat amanah dan jujur yang ditunjukkan semasa memberikan perkhidmatan.

Seterusnya Mohamad Akmal (2013) pula menyatakan bahawa kualiti perkhidmatan boleh disimpulkan sebagai persepsi pelanggan terhadap perkhidmatan yang disediakan di sesuatu kawasan tarikan. Walaupun ianya adalah persepsi pelanggan atau pengguna terhadap perkhidmatan yang disediakan, namun kualiti perkhidmatan yang disediakan ini boleh diukur berdasarkan persepsi tersebut.

Dimensi Kualiti Perkhidmatan

Parasuraman et.al (1985) telah membangunkan pengukuran SERVQUAL bertujuan untuk mengukur kualiti perkhidmatan dalam bidang pemasaran. Ia kemudiaannya telah digunakan dalam kajian di pelbagai bidang. Model SERVQUAL digunakan dalam mengenalpasti jurang potensi antara jangkaan dan persepsi yang merangkumi aspek dalaman dan luaran penyampaian perkhidmatan. SERVQUAL juga dapat membantu terutamanya kepada pengeluar perkhidmatan untuk memahami dengan lebih mendalam berkaitan jangkaan dan persepsi pelanggan terhadap perkhidmatan yang disediakan. Dalam masa yang sama ia juga

dapat meningkatkan kualiti perkhidmatan secara berterusan. Model SERVQUAL dibentuk berdasarkan kepada lima (5) dimensi kualiti perkhidmatan seperti berikut:
1. nyata *(tangible),*
2. kepekaan *(responsiveness),*
3. kebolehpercayaan *(reliability),*
4. jaminan *(assurance)*dan,
5. empati *(emphaty)*

Penggunaaan SERVQUAL digunakan secara meluas dalam membuat penilaian kualiti perkhidmatan. Kajian yang dilakukan oleh Sathya dan Sabyasachi (2015) di Hotel Odisha, India terhadap kualiti perkhidmatan di hotel berkenaan mendapati bahawa dimensi nyata (*tangible*) merupakan dimensi paling dominan untuk menilai kualiti perkhidmatan yang ditawarkan. Ia diikuti oleh dimensi kebolehpercayaan (*reliability*), kepekaan (*responsiveness*), jaminan (*assurance*) dan empati.

Melalui kajian Nor, Faiz, Mohd dan Mohammad (2014) menjelaskan bahawa model SERVQUAL sesuai diaplikasikan di kawasan ekopelancongan di negara membangun dengan penambahan satu dimensi baru iaitu dimensi kemampanan. Kajian tersebut menunjukkan bahawa dimensi kualiti perkhidmatan boleh diadaptasi dan ditambah menggunakan pelbagai bentuk persoalan untuk menentukan tahap kualiti perkhidmatan yang disediakan. Dalam erti kata lain, model SERVQUAL berupaya diaplikasikan mengikut kehendak dan kriteria yang bersesuaian dengan sesuatu kajian.

Seterusnya menurut kajian Swan dan Bowers (1998), mereka mendapati bahawa model SERVQUAL mempunyai hubungan yang kuat dan signifikan dengan kepuasan pelancong. Penggunaan SERVQUAL adalah lebih fleksibel kerana instrumen ini boleh diubahsuai dan diadaptasi mengikut subjek kajian.

Kajian yang telah dilakukan oleh Muhammad Faiz dan Izzal Asnira (2017) di beberapa buah zoo di Malaysia menyatakan bahawa pentingnya kepuasan pelancong dinilai dari masa ke semasa untuk membantu melestarikan sektor ekopelancongan ini. Kefahaman secara terperinci adalah perlu bagi setiap dimensi SERVQUAL yang tidak mencapai tahap yang memberangsangkan kerana sekiranya ia gagal diperbaiki, ia berupaya untuk menjunamkan keseluruhan sektor ke arah kegagalan

Metodologi Kajian

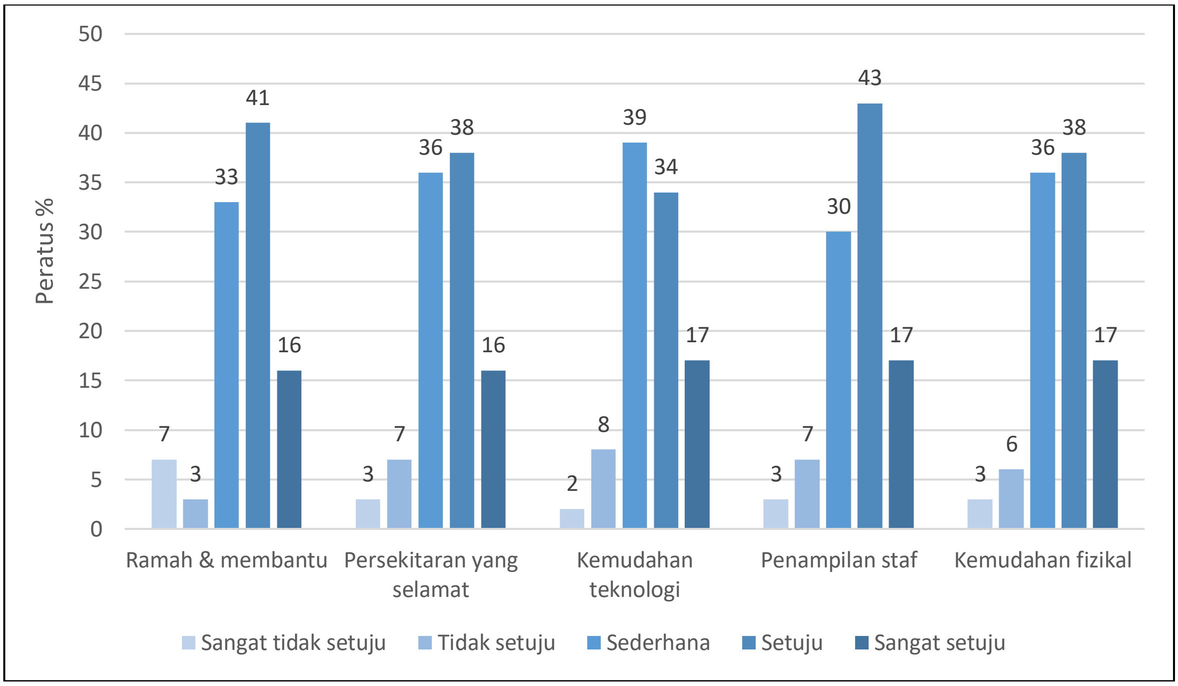
Kajian yang berbentuk tinjauan secara kuantitatif ini menggunakan soalselidik bagi mengenalpasti persepsi pelancong terhadap dimensi kualiti perkhidmatan yang dominan kepada tarikan pelancongan di Hatyai, Thailand. Kajian telah dilakukan di bandar Hatyai, Thailand pada tahun 2018. Sebanyak 580 set soalselidik telah diedarkan menggunakan kaedah persampelan rawak mudah. Walaubagaimanapun, hanya 532 set sahaja yang boleh digunakan. Persepsi responden diukur menggunakan skala Likert, iaitu 1 = sangat tidak setuju, 2 = tidak setuju, 3 = sederhana, 4 = setuju dan 5 = sangat setuju. Data dianalisis menggunakan *Microsoft Excel*. Instrumen dari Model SERVQUAL diadaptasi dan diubahsuai bagi menyempurnakan kajian ini.

Dapatan dan Perbincangan

Jadual 1: Demografi Responden

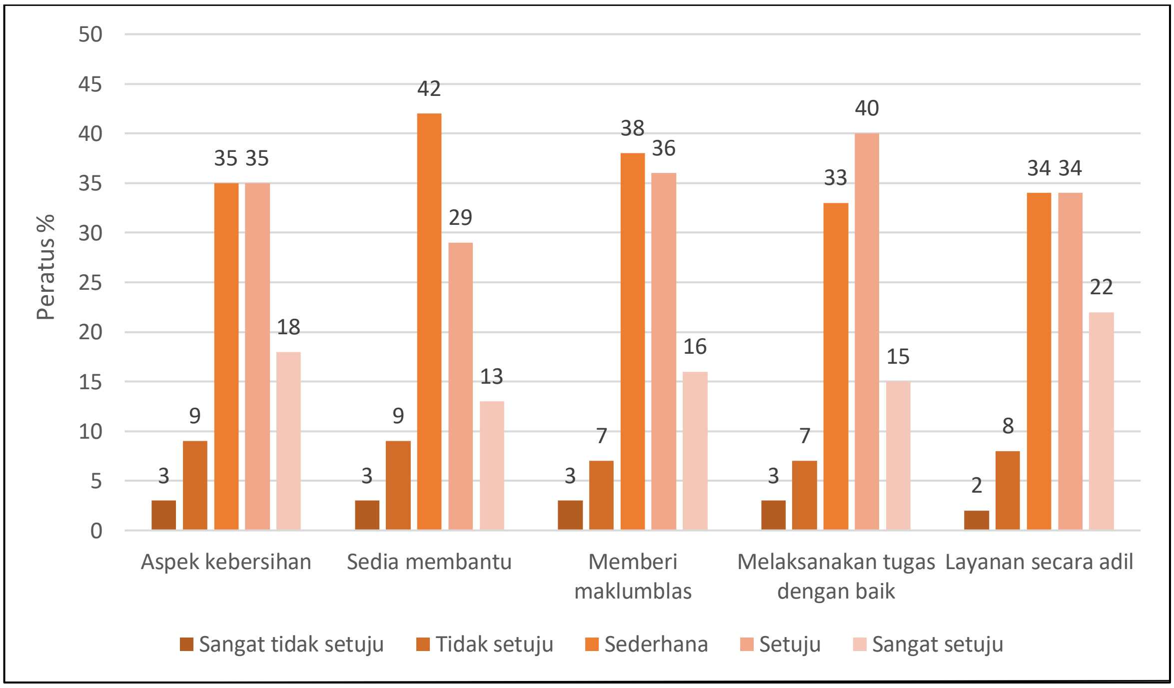
NO.	DEMOGRAFI	KATEGORI	PERATUS (%)
a.	Jantina	Lelaki	45.0
		Perempuan	55.0
b.	Umur	Bawah 20 tahun	16.5
		21 - 30 tahun	36.0
		31 - 40 tahun	26.5
		41 - 50 tahun	17.0
		51 tahun dan ke atas	3.0
c.	Status perkahwinan	Bujang	59.0
		Berkahwin	41.0
d.	Melancong	Individu	24.0
		Berpasangan	36.0
		Berkumpulan	40.0
e.	Kewarganegaraan	Malaysian	59.0
		Thailand	27.0
		Lain-lain	14.0
f.	Tahap pendidikan	Diploma	36.0
		Ijazah Sarjana Muda	28.0
		Ijazah Sarjana	10.0
		PHD	2.0
		Lain-lain	24.0

Jadual 1 menjelaskan dengan lebih terperinci maklumat demografi responden yang telah dikumpulkan. 45% daripada responden adalah lelaki manakala 55% pula terdiri dari golongan perempuan. Sebanyak 36% responden berusia di antara 21 hingga 30 tahun dan 26.5% responden berusia di antara 31 hingga 40 tahun. Dua kumpulan ini merupakan penyumbang terbesar kerana mereka mempunyai kemampuan dari aspek kewangan, kesihatan dan masa lapang. 40% daripada pelancong melancong ke Hatyai datang secara berkumpulan. Manakala 36% datang dengan pasangan dan 24% pula datang secara bersendirian. Sebilangan besar daripada pelancong yang datang ke Hatyai adalah dari Malaysia iaitu sebanyak 59%. Selebihnya 27% terdiri dari rakyat Thailand sendiri dan 14% dari lain-lain negara. 59% responden sudahpun berkahwin dan 41% masih bujang. Majoriti responden mempunyai latar belakang pendidikan hingga ke peringkat Diploma iaitu 36%. Seterusnya 28% adalah pemegang Ijazah Sarjana Muda, 24 % mempunyai pelbagai latar belakang Pendidikan, 10% peringkat Sarjana dan 2% Doktor Falsafah (PhD).



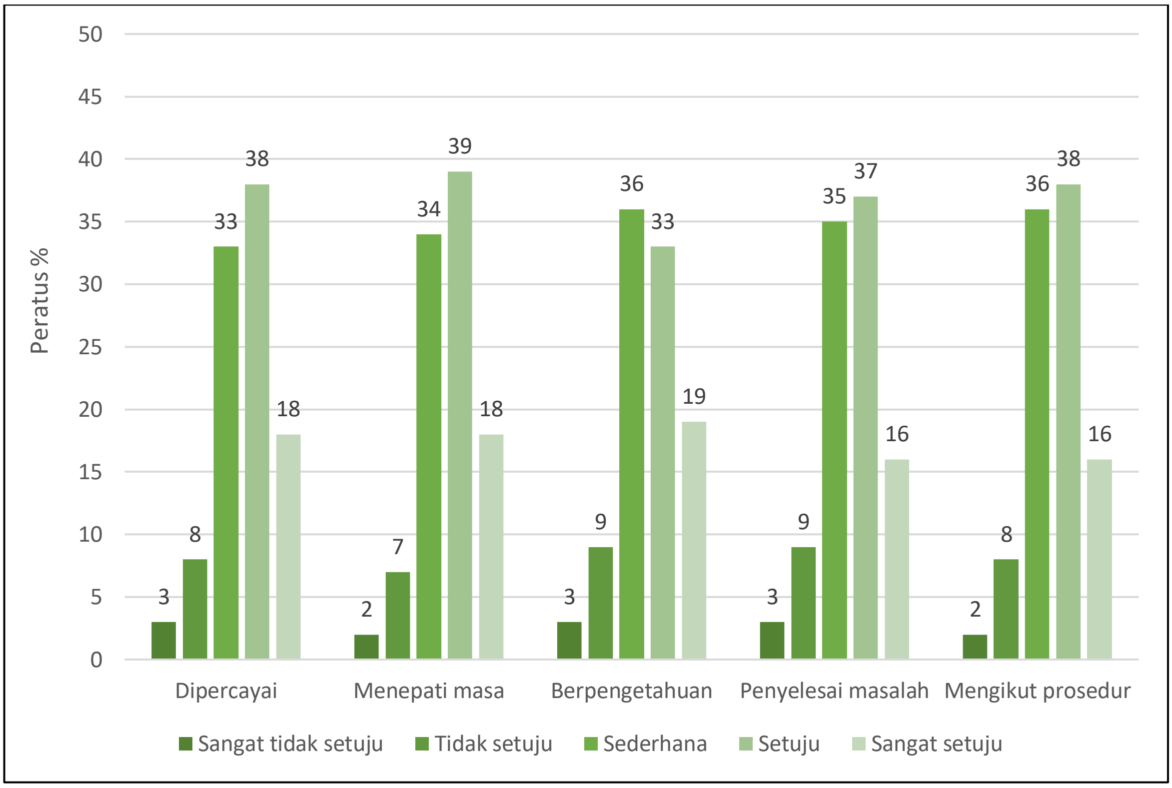
Rajah 1: Dimensi Nyata *(Tangible)*

Rajah 1 pula merujuk kepada Dimensi Nyata (*Tangible*). Melalui dimensi ini, kualiti sesuatu perkhidmatan dibuktikan secara fizikal melalui beberapa aspek seperti kemudahan fizikal, keadaan peralatan dan penampilan personel seseubuah organisasi. Hasil dapatan kajian menunjukkan dengan jelas 43% responden bersetuju menyatakan bahawa mereka dapat melihat dengan jelas pakaian dan penampilan staf yang bertugas adalah kemas. 41% pula bersetuju menyatakan bahawa staf bertugas dengan mesra dan peka.



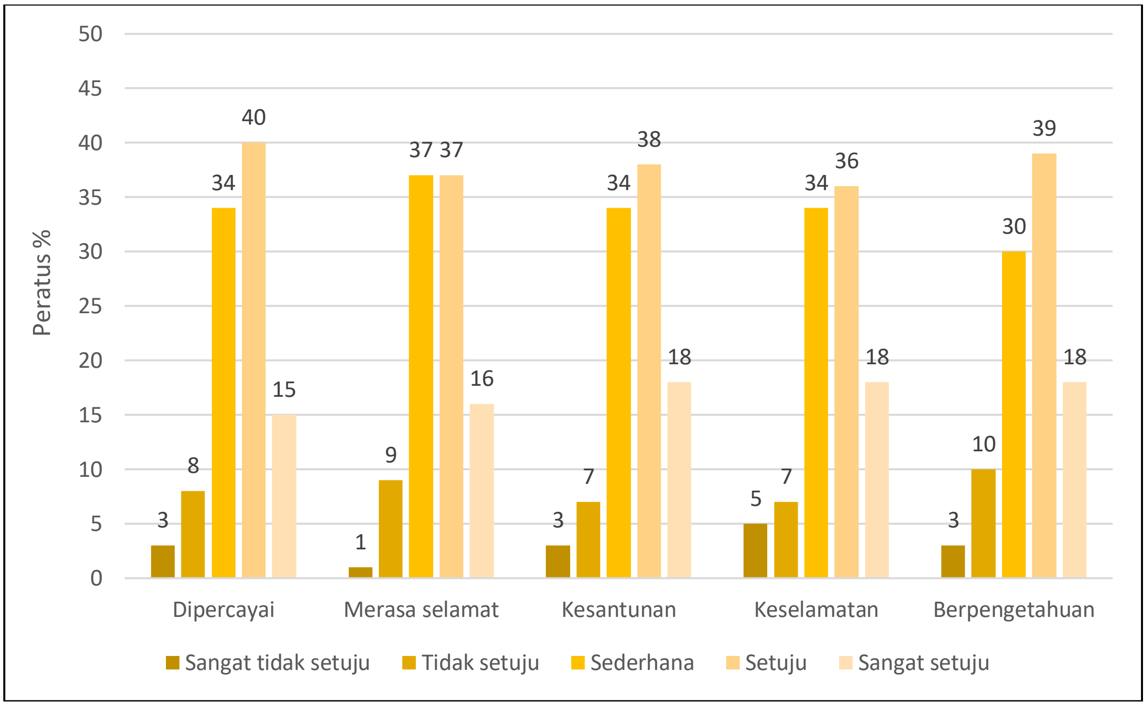
Rajah 2: Dimensi Kepekaan *(Responsiveness)*

Rajah 2 pula menerangkan tentang Dimensi Kepekaan (*Responsiveness*) yang menegaskan bahawa kualiti perkhidmatan perlu ditunjukkan melalui kesediaan dan kesanggupan staf untuk membantu pelanggan untuk mendapatkan perkhidmatan dengan kadar yang segera. 42% responden bersetuju bahawa staf sedia membantu pelancong yang menghadapi kesulitan. Seterusnya 40% responden bersetuju menyatakan bahawa staf telah melakukan kerja mereka dengan baik.



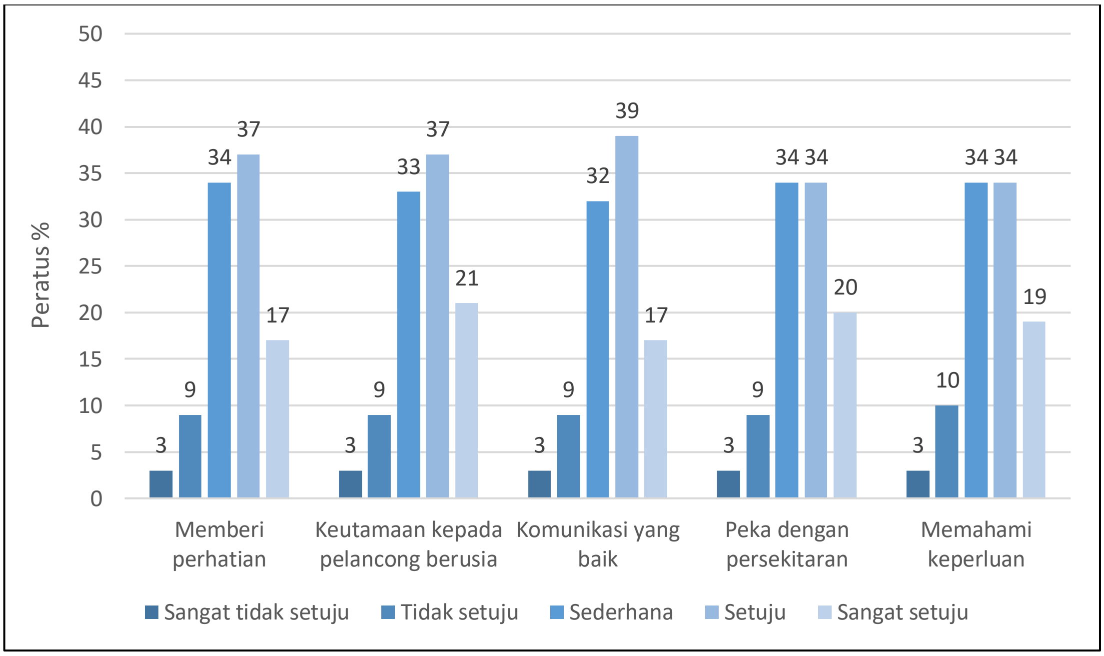
Rajah 3: Dimensi Kebolehpercayaan *(Reliability)*

Seterusnya Rajah 3 menghuraikan tentang Dimensi Kebolehpercayaan (*Reliability*). Melalui dimensi ini, kualiti perkhidmatan dapat dilihat melalui keupayaan organisasi untuk melaksanakan perkhidmatan yang dijanjikan dengan tepat dan pada kadar yang segera. Hasil dapatan kajian menunjukkan 39% responden bersetuju menyatakan bahawa staf mampu memberikan perkhidmatan dalam tempoh masa yang dijanjikan. 38% responden turut bersetuju menyatakan bahawa staf boleh dipercayai oleh pelanggan dan mereka dapat memberikan perkhidmatan mengikut prosedur dengan betul.



Rajah 4: Dimensi Jaminan *(Assurance)*

Dimensi Jaminan (*Assurance*) dihurai dengan merujuk kepada Rajah 4. Dimensi ini menekankan aspek pengetahuan dan kesantunan serta kemampuan staf untuk menimbulkan rasa kepercayaan dan keyakinan di kalangan pelanggan. 40% responden bersetuju mengatakan bahawa staf yang bertugas boleh dipercayai. Seterusnya 39% responden bersetuju menyatakan bahawa staf yang bertugas mempunyai pengetahuan untuk menjawab setiap persoalan yang dikemukakan,



Rajah 5: Dimensi Empati

Akhir sekali Rajah 5 akan menghuraikan tentang Dimensi Empati. Dimensi ini memberi penekanan kepada aspek keperihatinan, ambil peduli dan kemampuan menyelami perasaan dan emosi pelanggan. 39% responden bersetuju menyatakan bahawa staf boleh berkomunikasi dengan baik. Dimensi ini turut diperkukuhkan apabila 37% responden bersetuju menyatakan bahawa staf yang bertugas memberikan perhatian yang terbaik kepada pelanggan dan memberikan keutamaan kepada golongan pelancong yang sudah berusia.

Secara keseluruhannya, kesemua dimensi SERVQUAL dikenalpasti menyumbang kepada kualiti perkhidmatan tarikan pelancongan di Hatyai, Thailand.

Kesimpulan

Kajian telah menemui beberapa dapatan yang berguna walaupun kajian ini mempunyai limitasi yang perlu diakui. Limitasi yang pertama adalah berkaitan persampelan kajian yang dilakukan dalam tempoh empat hari sahaja dan hanya melibatkan pelancong yang pernah melawat ke Chedi Thaimongkhan, Chang Puak Elephant Camp, Klong-Hae Floating Market, ASEAN Night Bazaar, Wat Hat Yai Nai, Lee Garden Street dan Halal Premium sahaja. Kajian tidak mengambil kira tarikan pelancongan lain yang terdapat di Hatyai. Hal ini disebabkan oleh faktor masa kajian yang singkat dan faktor kos yang tinggi.

Selain daripada itu, skop kajian ini hanya meninjau aspek dimensi SERVQUAL yang dominan tanpa merujuk kepada perkaitan dengan perkara-perkara yang lain. Namun hal ini boleh ditambahbaik untuk tujuan kajian lanjutan di masa akan datang. Kajian boleh diluaskan untuk meninjau hubungkait di antara kualiti perkhidmatan dengan kepuasan pelancong. Menurut Sharifah (2001), kepuasan pelancong merupakan pengukur utama bagi menentukan keberkesanan kualiti perkhidmatan yang disediakan secara keseluruhannya.

Walaubagaimanapun, kajian ini telah dapat mengenalpasti bahawa semua elemen dimensi SERVQUAL menyumbang kepada kualiti perkhidmatan tarikan pelancongan di Hatyai. Dapatan ini menyamai kajian yang dilakukan oleh Sathya dan Sabyasachi (2015) di Hotel Odisha, India. Walaubagaimanapun, terdapat juga sedikit perbezaan dengan kajian Nor, Faiz, Mohd dan Mohammad (2014) yang menemui satu dimensi baru iaitu dimensi kemampanan.

Oleh yang demikian, amatlah diharapkan agar kajian ini dapat diperluaskan di masa akan datang. Pelaksanaannya akan dapat membantu pihak pengurusan dan pengamal pelancongan agar dapat membuat perancangan dan pembangunan sesuatu lokasi tarikan pelancongan dan menyediakan keperluan yang menepati kehendak pelancong.

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MODEL APLIKASI ONLINE EASY FOR U YANG MESRA PENGGUNA DI PD FOREST SUNGAI MENYALA, NEGERI SEMBILAN

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Abstrak: *PD Forest Sungai Menyala merupakan salah satu hutan simpan. Kawasan ini mempunyai keluasan sekitar 1,280 hektar dan telah dibuka sejak tahun 2010. Namun begitu, sambutan bagi kedatangan pelancong ke PD Forest Sungai Menyala semakin berkurangan dan tidak mendapat sambutan. Hal ini demikian kerana kurangnya promosi dari pihak pengurusan kaasan tersebut. Berdasarkan kenyataan Jabatan Perhutanan Negeri Sembilan 2019, statistik pengunjung ke kawasan PD Forest pada 3 tahun pertama adalah tidak konsisten dan berkurang iaitu dari tahun 2017 sehingga 2019. Dalam mengenalpasti masalah tersebut, satu kajian telah dijalankan untuk membangunkan model aplikasi online Easy For U yang mesra pengguna untuk kegunaan pengunjung di PD Forest Sungai Menyala dan menilai model aplikasi online Easy For U dari aspek kandungan dan kebolehfungsian, Kajian ini menggunakan kaedah kuantitatif dimana sebanyak 120 borang soal selidik telah diedarkan kepada pengunjung, penduduk setempat dan orang awam. Data kajian dianalisis dengan menggunkan sistem Statistical Package for Social Science (SPSS). Hasil kajian mendapati bahawa 90% responden memberitahu bahawa model aplikasi online Easy For U ini perlu dibangunkan, mempunyai kandungan yang menarik dan berfungsi dengan baik. Melalui kajian ini juga, beberapa cadangan telah dikemukakan antaranya adalah diwujudkan dalam bentuk aplikasi yang sebenar serta membuat aplikasi secara 'offline', penambahbaikan dalam pembuatan video yang lebih menarik serta memanjangkan durasi video, latar belakang yang lebih menarik dan membuat brochure mempromosikan PD Forest Sungai Menyala. Hal ini secara tidak langsung dapat mempromosi kawasan tersebut ke peringkat antarabangsa.*

Keywords: *Model Aplikasi Online, Mesra Pengguna, Aspek Kandungan dan Kebolehfungsian.*

Pengenalan

Globalisasi ini, sektor pelancongan merupakan sektor utama yang semakin berkembang pesat di Malaysia sama ada dari segi pengunjung dari luar negara mahupun dari dalam negara. Potensi industri pelancongan di Malaysia juga adalah tinggi dan dapat dibuktikan dengan peningkatan jumlah pelancong dari tahun ke tahun. Sebagai contoh, bilangan pelancong domestik menunjukkan pertumbuhan positif dua digit sebanyak 10.9% pada tahun 2018 dengan merekodkan seramai 78.2 juta pelancong domestik berbanding dengan 70.5 juta pelancong domestik pada tahun 2017 (Tourism Malaysia, 2019). Hal ini kerana, industri pelancongan adalah aktiviti ekonomi moden yang paling pesat berkembang dan terbesar di dunia. Industri

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pelancongan ini juga dapat memberikan kesan yang positif kepada ekonomi, komuniti dan negara.

Negeri Sembilan adalah sebuah negeri di Malaysia yang terletak di pantai barat Semenanjung Malaysia. Ibu bagi Negeri Sembilan ialah Seremban manakala bandar diraja adalah Seri Menanti yang terletak di dalam daerah Kuala Pilah di tengah negeri. Selain itu, Negeri Sembilan merupakan negeri yang mempunyai daya tarikan sama ada dari segi semula jadi mahupun fizikal seperti gunung, hutan lipur, padang golf, muzium, air terjun, pantai dan sebagainya. Oleh itu, persekitaran aset semula jadi dan fizikal merupakan sumber asas bagi pembangunan produk pelancongan yang kaya dengan nilai-nilai sejarah, seni bina bangunan yang menarik serta keunikan budaya masyarakat tempatan dan aset semula jadi yang boleh ditawarkan kepada pelancong.

Namun begitu, PD Forest Sungai Menyala telah dibuka kepada orang ramai sekitar tahun 2010 tetapi sambutan bagi kedatangan pelancong ke PD Forest Sungai Menyala semakin berkurangan dan tidak dapat sambutan dari tahun ke tahun. Justeru itu, sektor pelancongan dari Negeri Sembilan haruslah mempunyai tarikan inovasi, strategi pemasaran atau penambahbaikan tempat yang membolehkan untuk menarik minat pelancong dari dalam negara mahupun dari luar negara.

Gretzel (2015), menyatakan bahawa pelancongan pintar adalah pelancongan yang mengumpulkan dan menggabungkan data mengenai destinasi, memberikan pengalaman di lokasi yang kaya kepada pengguna dengan sokongan teknologi mudah alih, dan mencipta nilai dari perspektif perniagaan. Sumber data termasuk infrastruktur fizikal, hubungan sosial, pemerintah atau organisasi, badan atau minda manusia dan usaha bersepadu ini diasumsikan berfokus pada kecekapan dan keberlanjutan. Teknologi mudah alih diharapkan dapat menyelesaikan cabaran yang masih ada. Cabaran ini merangkumi penilaian tepat dan berterusan mengenai kesan pelancongan, menganalisis interaksi bersama antara pelancong dan persekitaran, memantau dan menganalisis interaksi bersama antara aktiviti lain di destinasi, dan menyokong perancangan pelancongan dan pembangunan pelancongan dengan mengenalpasti keperluan dan harapan pelancong.

Latar belakang kajian ini adalah tentang teknologi model aplikasi online mesra pengguna yang akan memberikan kemudahan kepada semua golongan ketika ingin melancong. Ini bertujuan untuk memudahkan mereka mendapatkan info mengenai PD Forest Sungai Menyala. Model aplikasi online ini adalah mesra pengguna, maka kandungan yang terdapat dalam laman tersebut juga mempunyai kemudahan bagi orang kelainan upaya seperti bahasa isyarat. Kemudahan ini disediakan kerana tidak dapat dinafikan bahawa golongan ini turut melancong. Ini juga bersesuaian dengan konsep aplikasi yang dibangunkan iaitu mesra pengguna.

Kajian Literatur

Inovasi

Inovasi ialah proses menemukan atau mengimplementasikan sesuatu yang baru ke dalam situasi yang baru dan kaedah untuk menghasilkan produk atau perkhidmatan yang lebih baik sama ada melalui pengubahsuaian atau penambahbaikan. Menurut (Robbins dan Coulter, 2011) inovasi merupakan proses mengubah idea-idea kreatif menjadi produk atau cara kerja yang berguna. Inovasi juga merupakan suatu gagasan baru yang diterapkan untuk memperkasa atau memperbaiki suatu produk atau proses dan jasa, menurut (Stephen Robbins, 1993). Ia adalah hasil idea-idea yang kreatif dan inovatif yang dapat meningkatkan kualiti dan produktiviti organisasi. Tujuan inovasi dilakukan adalah untuk meningkatkan kualiti sesuatu produk dan untuk memperluaskan penggunaan model aplikasi online *Easy For U* ini.

Inovasi produk ialah proses penambahbaikan ciptaan produk atau barangan yang sedia ada kepada produk yang lebih baik. Menurut (Kotler & Keller, 2009) produk bermaksud apa-apa yang boleh ditawarkan ke pasaran untuk memenuhi keinginan atau keperluan, termasuk barangan, perkhidmatan, pengalaman, acara, orang, tempat, harta benda, organisasi, maklumat dan idea. Sebagai contoh, pengkaji mencipta satu model aplikasi online *Easy For U* yang mesra pengguna untuk pengunjung bagi memudahkan mereka ini mendapatkan informasi mengenai PD Forest Sungai Menyala dan juga tempat-tempat pelancongan yang lain. Sebagai contoh yang lain adalah gunting yang di inovasi dengan pelbagai ciri seperti pelbagai corak gunting dan tambahan selotip.

Inovasi teknologi pula adalah sesuatu kemudahan atau alat yang sedia ada yang dicipta dan di tambah baik bagi memudahkan pengguna. Menurut Read Bain (1937) mengatakan teknologi sebagai suatu cara praktis yang menjelaskan mengenai cara kita semua sebagai manusia membuat segala sesuatu yang berada di sekitar sini. Penciptaan model aplikasi online *Easy For U* yang mesra pengguna ini bagi memudahkan pengunjung untuk mengakses model aplikasi tersebut bagi mendapatkan maklumat berkenaan PD Forest Sungai Menyala dan juga tempat pelancongan yang lain. Sebagai tamsilnya, inovasi dari segi teknologi seperti telefon bimbit zaman dahulu yang bersaiz besar, namun sekarang telah di inovasi menjadi saiz yang lebih kecil dan nipis serta *touch screen.*

Aplikasi

Aplikasi juga telah dibahagikan kepada jenis- jenisnya yang lain mengikut kegunaannya. Aplikasi yang digunapakai pada zaman kini adalah aplikasi pendidikan iaitu sejenis aplikasi yang dapat membantu anda atau anak anda dalam proses pengajaran dan pembelajaran. Contoh bagi aplikasi ini adalah seperti aplikasi pengumpulan soalan, aplikasi bimbingan dalam talian, dan sebagainya. Aplikasi pendidikan terbukti dapat memudahkan kita belajar dan mengakses pelbagai maklumat untuk meningkatkan ilmu pengetahuan. Seterusnya, aplikasi grafik adalah aplikasi yang berkaitan dengan gambar. Sekiranya di komputer, contoh aplikasi grafik merangkumi aplikasi seperti Adobe Photoshop. Sementara itu, aplikasi grafik pada telefon bimbit adalah seperti Canva. Tambahan pula aplikasi grafik sangat berguna dalam memproses gambar dan membuat ilustrasi.

Metodologi Kajian

Kaedah kajian yang digunakan adalah kaedah kuantitatif pengumpulan dan borang soal selidik telah diedarkan sebanyak kepada pengunjung, penduduk setempat dan orang awam. Data kajian dianalisis dengan menggunkan sistem Statistical Package for Social Science (SPSS). Tajuan kajian dijalankan adalah membangunkan model aplikasi online *Easy For U* yang mesra pengguna untuk kegunaan pengunjung di PD Forest Sungai Menyala. Seterusnya, menilai model aplikasi online *Easy For U* dari segi aspek kandungan dan kebolehfungsian.

Analisis Data dan Dapatan Kajian

Jadual 1: Demografik

Pembolehubah	**Ciri-ciri**	**Frekuensi** (f)	**Peratusan (%)**
Umur	18-20	70	58.3
	21-25	34	28.3
	26-30	8	6.7
	Lain-lain	8	6.7
Jantina	Lelaki	43	35.8
	Perempuan	77	64.2
Bangsa	Melayu	104	86.7

	Cina	7	5.8
	India	6	5
	Lain-lain	3	2.5
Kewarganegaraan	Warganegara	120	100
	Bukan Warganegara	0	0
Status	Bujang	102	85
	Berkahwin	17	14.2
	Duda/Janda	1	0.8
	Lain-lain	0	0

Berdasarkan rajah diatas kajian adalah analisis data berkaitan dengan umur, jantina,bangsa, kewarganegaraan dan status. menunjukkan rajah diatas berkenaan umur responden yang telah dipecahkan kepada 4 lingkungan umur. Hasil daripada kajian mendapati bahawa, majoriti bilangan responden adalah terdiri daripada linkungan umur 18 tahun sehingga 20 tahun iaitu sebanyak 58.3% dengan jumlah responden seramai 70 orang. Seterusnya, bilangan responden yang berumur dalam lingkungan 21 tahun sehingga 25 tahun adalah sebanyak 28.3% dengan jumlah responden seramai 34 orang. Akhir sekali pada peringkat umur 26 tahun sehingga 30 tahun dan lain-lain lingkungan mempunyai peratusan dan bilangan responden yang rendah dan sama iaitu sebanyak 6.7% dengan responden seramai 8 orang.

Seterusnya adalah mengenai jantina responden. Hasil kajian mendapati bilangan responden bagi jantina lelaki adalah sebanyak 35.8% dengan responden seramai 43 orang manakala bilangan responden yang selebihnya adalah terdiri dari kalangan jantina perempuan iaitu sebanyak 64.2% dengan bilangan responden seramai 77 orang.

Terdapat 4 bangsa responden yang terdiri daripada bangsa Melayu, Cina, India dan lain-lain. Hasil kajian mendapati, responden yang berbangsa Melayu merupakan responden dengan bilangan paling ramai iaitu sebanyak 86.7% dengan bilangan responden seramai 104 orang. Seterusnya, responden yang berbangsa Cina pula adalah sebanyak 5.8% dengan 7 orang responden diikuti dengan bangsa India iaitu sebanyak 5% dengan bilangan responden seramai 6 orang. Akhir sekali bagi lain-lain bangsa pula jumlah responden adalah sebanyak 2.5% dengan bilangan responden seramai 3 orang.

Hasil dapatan kajian mendapati, responden warganegara adalah sebanyak 100% dengan jumlah responden seramai 120 orang. Bagi kategori bukan warganegara pula adalah 0% dengan 0 responden.

Status responden yang terbahagi kepada empat jenis status iaitu bujang, berkahwin, duda/janda dan juga lain-lain. Hasil kajian mendapati sebanyak 85% dengan seramai 102 orang responden adalah berstatus bujang. Seterusnya, bagi status telah berkahwin pula adalah sebanyak 14.2% dengan bilangan responden seramai 17 orang. Akhir sekali, bilangan responden bagi status duda atau janda adalah berjumlah 0.8% dengan bilngan responden 1 orang diikuti dengan status lain-lain iaitu dengan peratusan sebanyak 0% dan responden 0.

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Jadual 2: Membangunkan model aplikasi *Easy For U* yang mesra pengguna untuk kegunaan pengunjung di PD Forest Sungai Menyala.

No	Soalan	Min	Peratusan (%)
1.	Informasi yang disediakan menarik	1.9	45.0 Sangat Tidak Setuju
2.	Media adalah efektif untuk menyampaikan maklumat	4.4	60.0 Sangat Setuju
3.	Promosi di laman web atau media sosial PD forest	2.0	45.8 Sangat Tidak Setuju
4.	Laman sesawang sedia ada mesra pengguna .	2.2	34.2 Sangat Tidak Setuju
5.	Aplikasi yang mesra pengguna perlu diwujudkan.	4.5	64.2 Sangat Setuju

Hasil dapatan kajian mendapati soalan 1 sehingga ke 4 adalah berpandukan laman sesawang dan laman web di PD Forest Sungai Menyala. Berdasarkan soalan yang diberikan kebanyakkan responden sangat tidak bersetuju kawasan ini menyediakan infomasi yang menarik. Sebanyak 60% responden sangat bersetuju media adalah salah satu media yang penting untuk tujuan menyampaikan maklumat.

Hasil borang soal selidik mendapti 45.8% responden sangat tidak bersetuju kerana kawasan tersebut tidak mengadakan promosi di laman web atau media sosial. PD Forest Sungai Menyala dijaga dibawah jabatan perhutanan negeri Sembilan, laman web yang digunakan untuk mempromosi sungai menyala adalah di dalam laman web tersebut sahaja. Sebanyak 34.2% responden tidak bersetuju bahawa laman sesawang yang sedia ada mesra pengguna. Berikut merupakan soalan terakhir bagi objektif 1 iaitu seramai 64.2% sangat bersetuju bahawa aplikasi yang mesra pengguna perlu dibangunkan bagi memenuhi keperluan komuniti.

Jadual 3: Menilai model aplikasi online *Easy For U* dari aspek kandungan dan kebolehfungsian.

Kandungan			
No	Soalan	Min	Peratusan (%)
1.	Saiz tulisan yang menarik.	4.5	46.7 Sangat Setuju
2.	Latar belakang yang digunakan adalah menarik	4.3	45.0 Sangat Setuju
3.	Gaya yang menarik.	4.4	48.3 Sangat Setuju
4.	Skrol antara halaman adalah mudah	4.5	55.0 Sangat Setuju
Kebolehfungsian			
No	Soalan	Min	Peratusan (%)
1.	Enjin pencari berfungsi dengan baik	4.4	45.8 Sangat Setuju
2.	Klik pilihan berfungsi dengan baik	4.3	45.8 Sangat Setuju
3.	Klik pautan berfungsi dengan baik	4.3	44.2 Sangat Setuju
4.	Elemen-elemen sangat interaktif	4.3	45.0 Setuju
5.	Laman web mudah difahami	4.4	51.8 Sangat Setuju
Keseluruhan			
No	Soalan	Min	Peratusan (%)
1.	Kandungannya mudah digunakan	4.4	49.2 Sangat Setuju
2.	Kandungan dilihat dalam paparan penuh	4.4	47.5 Sangat Setuju
3.	Menu navigasi mudah digunakan	4.3	46.7 Setuju
4.	Pilihan yang ada memudahkan navigasi	4.3	45.8 Setuju
5.	Pautan laman utama mudah dikendalikan	4.3	45.0 Setuju

Berikut merupakan objektif ke 2 bagi ini, menilai model aplikasi online *Easy For U* dari aspek kandungan dan kebolehfungsian. Dalam objektif ini telah dibahagikan kepada 3 bahagian iaitu kandungan, kebolehdungsian dan keseluruhan kandungan model aplikasi ini. Hasil dapatan kajian daripada purata reponden iaitu seramai 48.8% sangat bersetuju dengan kandungan model aplikasi ini kerana mempunyai ciri-ciri yang menarik antaranya adalah saiz tulisan, latar belakang dan gaya website yang menarik. Seterusnya adalah dari segi skrol antara halaman adalah mudah dicapai ianya memberi kesan yang positif kepada semua pengguna dan pengunjung di kawasn tersebut.

Min bahagaian kebolehfungsian pula adalah purata responden adalah 4.4 iaitu sangat setuju. Hal ini demikian kerana enjin pencarian, klik pilihan dan klik pautan berfungsi dengan sangat baik iainya dapat memudahkan orang ramai membuat carian dengan lebih pantas disamping dapat menjimatkan masa pengguna. Aplikasi ini juga mempunyai element yang interaktif dan mudah difahami kerana mempunyai bahasa isyarat dan sari kata disetiap video yang dipaparkan.

Hasil keseluruhan model aplikasi online ini responden memberi maklumbalas 46.8% sangat bersetuju keseluruahn model ini adalah baik dan selebih responden menjawab setuju dengan hasil keseluruhan model aplikasi ini. Hal ini demikian kerana aplikasi ini mengandungi maklumat yang mudah dicapai dan mudah digunakan. Selain itu, kandungan dapat dilihat menggunakan telephone pintar dan juga laptop dan iainya juga mempunyai menu navigasi yang mudah digunakan. Terakhir sekali adalah, pilihan yang ada memudahkan navigasu dan mudah dikendalikan oleh orang awm.

Kesimpulan

Hasil perbincangan serta cadangan antara penyelidik dari keseluruhan hasil kajian untuk mencapai objektif yang disasarkan agar pengguna Model Aplikasi Online *Easy For U* berpuas hati dengan model aplikasi online tersebut ketika menggunakannya bertujuan untuk mendapat info tentang tempat pelancongan di Malaysia, dan ianya dapat memberikan impak yang positif kepada PD Forest Sungai Menyala, Negeri Sembilan, penngunjung dan penduduk setempat.

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KEBERKESANAN APLIKASI *HI-SMART TRAVEL* DALAM INDUSTRI PELANCONGAN WARISAN

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Abstrak: *Perkhidmatan beca tradisional di Negeri Melaka adalah salah satu tarikan pelancongan warisan yang terkenal di Melaka secara turun temurun. Pemandu beca tradisional ini telah melibatkan penglibatan komuniti setempat di Melaka dari dulu sehingga kini. Walaubagaimanapun, berikutan penularan wabak covid-19 pemandu beca di Melaka ramai yang berpaling arah ke pekerjaan lain akibat penularan wabak covid-19 yang semakin meningkat sehingga kini. Maka, aktiviti yang melibatkan komuniti berasaskan pelancongan warisan ini haruslah terus dipromosikan kepada pelancong domestik terutamanya bagi membantu meningkatkan ekonomi mereka berikutan penularan wabak covid-19 yang melanda negara sehingga menghalang pelancong luar untuk datang melancong ke Malaysia. Kajian ini bertujuan untuk mengenal pasti kesan penularan wabak covid-19 kepada negara dan mengenalpasti keberkesanan aplikasi Hi-Smart Travel dalam membantu meningkatkan ekonomi pemandu beca di sekitar Melaka Bandaraya Bersejarah.Keberkesanan aplikasi Hi-Smart Travel diukur berdasarkan analisis min bagi pelancong domestik yang berkunjung dan pemandu beca di sekitar Melaka Bandaraya Bersejarah. Pendekatan penyelidikan kuantitatif ini telah diaplikasikan dalam kajian ini, iaitu penggunaan kaedah temu bual bersemuka dengan menggunakan borang kaji selidik ke atas 30 orang pelancong domestik dan pemandu beca. Kaedah temu bual secara mendalam dan pemerhatian turut dilaksanakan bersama dengan pihak berkepentingan bagi mendapatkan maklumat tambahan. Hasil kajian menunjukkan kesemua pelancong domestik dan pemandu beca sangat bersetuju bahawa ekonomi tempatan terjejas sebagaimana ditunjukkan oleh nilai min 4.87 dan bagi aplkasi Hi-Smart Travel responden sangat bersetuju bahawa pakej yang pelancongan warisan yang ditawarkan kepada pelancong domestik adalah nilai min 4.80. Penemuan ini menunjukkan tahap bahawa pelancong domestik dan pemandu beca berada dalam zon sangat bersetuju bahawa ekonomi tempatan terjejas akibat wabak covid-19. Maka dengan pakej pelancongan warisan yang di sediakan dalam aplikasi ini boleh digunakan untuk menarik minat pelancong domestik untuk bercuti di Melaka sambal menaiki beca mengelilingi Bandaraya Melaka Bersejarah . Kajian ini penting kepada pihak berkepentingan bagi membantu pemandu beca supaya dapat mempromosikan pakej pelancongan warisan dan aplikasi Hi-Smart Travel ini melalui website mereka bagi membantu memulihkan semula ekonomi pemandu beca terutamanya di Melaka Bandaraya Bersejarah.*

Keywords: *Pelancongan, Budaya, Warisan, Pakej Pelancongan Warisan, Komuniti Berasaskan Pelancongan (CBT).*

Pengenalan

Secara umumnya, sektor pelancongan di Malaysia telah mendapat pengiktirafan dunia daripada pelbagai pihak. Sebagai sebuah negara yang sedang pesat membangun, sektor pelancongan sememangnya penting bagi Malaysia kerana mampu menjana pulangan yang tinggi sekaligus memacu ekonomi negara terutamanya melalui pertukaran wang asing (Razak, 2015). Selain daripada menyumbang kepada pendapatan, pelancongan juga meningkatkan pembangunan negara di pelbagai skala.

Seperti bandar raya utama dunia yang lain, pelancongan memainkan peranan penting dalam pembangunan ekonomi Melaka dengan menyumbang kepada wujudnya pekerjaan dan memperluaskan peluang - peluang perniagaan dalam bandar. Ini kerana industri pelancongan mempunyai bidang perkhidmatan yang luas dan kemudahan yang diperlukan adalah pelbagai serta mampu menyediakan peluang pekerjaan kepada semua lapisan penduduk (Choy, 2013).

Pengiktirafan Melaka dalam senarai Tapak Warisan Dunia secara langsung telah memberi kesan kepada sektor pelancongan. Pada tahun 2019, Melaka mencatatkan jumlah tertinggi pengunjung iaitu 18 juta pelancong. Penyenaraian Melaka sebagai salah sebuah tapak warisan dunia telah membawa pelbagai faedah kepada ekonomi negeri Melaka (Nordin & Zainol, 2013).

Walaubagaimanapun, Menurut salah seorang pemandu beca yang ditemubual pada 25 Oktober 2020 yang lalu iaiti En. Rahman Bin Abdullah, perintah kawalan pergerakan bersyarat (PKPB) yang dilaksanakan di Selangor, Kuala Lumpur dan Putrajaya diakui memberi impak besar terhadap kerancakan industri pelanconga. Hal ini kerana pemandu beca di sekitar Melaka Bandaraya Bersejarah hilang pendapatan dalam bidang kerja yang dilakukan sejak lebih 30 tahun lalu itu sepanjang perintah Perintah Kawalan Pergerakan (PKP) pada pertengahan Mac yang lalu. "Namun selepas PKP berakhir pemandu beca mula menarik nafas lega berikutan dapat juga pendapatan walaupun tidak seperti sebelum pandemik covid- 19 berikutan terdapat kehadiran pelancong asing. Walau bagaimanapun, gelombang ketiga covid-19 ketika ini amat dirasai sehingga kebanyakan pemandu beca pulang dengan keadaan yang hampa kerana tiada pelanggan. Hal ini, secara tidak langsung memberi impak negatif terhadap ekonomi pemandu beca yang terpaksa mengubah arah dalam bidang pekerjaan termasuk menjadi nelayan bagi mencari pendapatan menanggung keluarga.

Hal ini dapat dibuktikan lagi melalui temuramah secara dalam talian oleh salah seorang pegawai Kem Lim Swee Kiang (2020) Pengurus Promosi Bahagian Promosi Pelancongan Jabatan Ketua Menteri Melaka bahawa pendapatan pengayuh beca bergantung sepenuhnya kepada kedatangan pelancong. Pengayuh beca tidak mempunyai pendapatan sejak 18 Mac 2020 (ketika MCO), tempoh moratorium telah menghidupkan semula industri pelancongan domestic tetapi pada kadar yang agak rendah. Walaubagaimanapun, pendapatan pengayuh beca terjejas semula ketika Selangor, KL dan Putrajaya berdepan dengan PKPB, ditambah pula dengan penularan pandemik covid.

Kajian Literatur

Pelancongan

Pelancongan merupakan satu gerakan manusia untuk sementara waktu dari satu destinasi ke destinasi lain di luar kawasan tempat tinggal dan tempat kerjanya yang biasa, kemudahan disediakan untuk memenuhi keperluan mereka dan kegiatan yang mereka lakukan sepanjang mereka di lokasi tersebut. Pelancongan ini dianggap sebagai salah satu aspek kemewahan kerana tidak semua individu mampu untuk keluar melancong. Hanya segelintir individu sahaja yang mempunyai kelapangan waktu dan memiliki wang ringgit yang mencukupi untuk melakukan aktiviti pelancongan ini (Rahman, 2013).

Menurut *World Tourism Organization* perkataan “pelancongan” merangkumi semua perjalanan yang mengambil masa lebih dari 24 jam samada untuk tujuan kerja, rekreasi, belajar dan juga kesihatan. Berdasarkan kajian yang dibuat oleh Lembaga Penggalakkan Pelancongan Malaysia, banyak pelancong yang datang ke Negara Malaysia atas sebab percutian, perniagaan, lawatan dan sebagainya (Ibrahim, 2001)**.**

Pelancongan Budaya

Pelancongan budaya merupakan satu istilah yang diterima umum, dan ianya dilihat sebagai satu cabang dalam bidang pelancongan yang berkategori berbeza daripada pelancongan eko, pelancongan keagamaan, pelancongan rekreasi dan sebagainya. Menurut World Tourism Organization dalam (Mohamed, 2008), pelancongan budaya merujuk kepada pergerakan seseorang yang bertujuan untuk menikmati kebudayaan.

Pelancong budaya dan warisan sebagai pengunjung yang melakukan aktiviti-aktiviti seperti melawat muzium dan galeri kesenian, melawat studio atau bengkel kesenian dan kraftangan, menghadiri pesta atau pertunjukan kebudayaan, melawat bangunan, tapak atau monument yang mempunyai peninggalan sejarah dan warisan dan melawat tapak atau komuniti masyarakat pribumi.

Pelancongan Warisan

Menurut Mohamed (2008), pelancongan warisan merupakan subset kepada pelancongan budaya. Menurut definisi Natural Trust for Historic Preservation di Amerika, pelancongan warisan adalah perjalanan yang dilaksanakan untuk mendapatkan pengalaman tentang tempat, artifak dan aktiviti yang secara aslinya menceritakan tentang manusia (komuniti) pada masa lampau atau masa kini. Berdasarkan definisi-definisi yang telah dikemukakan, jelas bahawa pelancongan warisan sebenarnya membawa konotasi yang sama dengan pelancongan budaya.

Komuniti Berasaskan Pelancongan

Konsep pelancongan berasaskan komuniti (CBT) ialah satu agenda baru dalam kajian pelancongan. Penglibatan komuniti setempat, terutamanya sebagai pengusaha yang menyediakan tempat penginapan kepada pelancong, memberi sumbangan yang penting kepada pembangunan pelancongan di kawasan mereka. (Craik, 2001). *CBT* menekankan penglibatan komuniti secara langsung dalam pelbagai projek pembangunan pelancongan yang boleh memperkasakan ekonomi, sosial dan politik mereka.

Metodologi Kajian

Kaedah kajian yang digunakan adalah kaedah kuantitatif pengumpulan dan borang soal selidik telah diedarkan sebanyak kepada pengunjung dan pemandu Data kajian dianalisis dengan menggunkan sistem Statistical Package for Social Science (SPSS). Tajuan kajian dijalankan adalah membangunkan aplikasi *Hi- Smart Travel* yang mempunyai informasi secara digital yang akan digunapakai oleh pelancong dan pemandu pelancong di Melaka Bandaraya Sejarah.

Analisis Data dan Dapatan Kajian

Jadual 1: Demografik

Pembolehubah	**Ciri-ciri**	**Frekuensi** (F)	**Peratusan (%)**
Jantina	Lelaki	30	80.0
	Perempuan	30	20.0
Umur	18-29	30	6.67
	30-39	30	23.33
	40-49	30	60.0
	50 keatas	30	10.0
Kewarganegaraan	Warganegara	30	100
	Bukan Warganegara	30	0
Taraf Perkahwinan	Bujang	30	23.3
	Berkahwin	30	76.67
Bangsa	Melayu	30	83.3
	Cina	30	16.67
Pekerjaan	Pelajar	30	3.33
	Kerja Kerajaan	30	10.00
	Kerja Swasta	30	16.67
	Bersara	30	10.00
	Bekerja sendiri	30	60.00
Taraf Pendapatan	Kurang dari RM1000	30	63.33
	RM2001- RM3000	30	26.67
	RM1001- RM2000	30	6.67
	Lebih dari RM3001	30	3.33
Taraf Pendidikan	Peringkat Sekolah Menengah	30	70
	Diploma/Ijazah/ Masters/Phd	30	16.67
	Peringkat Sekolah Rendah	30	10
	Tidak Bersekolah atau lain-lain	30	3.33

Berdasarkan rajah diatas kajian adalah analisis data berkaitan dengan jantina, umur, warganegara taraf perkahwinan, bangsa, pekerjaan, taraf pendapatan, taraf pendidikan. Hasil kajian menunjukkan frekuensi tertinggi adalah 24 dengan (80%) dari orang responden adalah lelaki manakala selebihnya (20%) yang menunjukkan 12 orang responden adalah perempuan. Peratusan yang jauh berbeza berlaku kerana semasa pengumpulan data diedarkan, kebanyakan responden yang menjawab soal kaji selidik adalah di kalangan jantina lelaki yang terdiri dari pemandu beca dan pelancong. Manakala, perempuan pula sepenuhnya adalah pelancong.

Manakala, hasil kajian menunjukkan frekuensi tertinggi bagi umur responden adalah 18 dengan (60%) dari responden yang berumur 40 hingga 49 tahun diikuti dengan frekuensi kedua tertinggi adalah 7 dengan (23.3%) dari responden yang berumur 30 hingga 39 tahun, diikuti dengan frekuensi ketiga tertinggi adalah 3 dengan (10%) berumur 50 tahun ketas dan frekuensi yang paling rendah adalah 2 dengan (6.7%) peratusan berumur 40 hingga 49 tahun adalah tertinggi kerana dikalangan mereka adalah pemandu beca (pemandu pelancong) dan pelancong yang melancong ketika kertas soal selidik ini diedarkan.

Seterusnya, bagi warganegara , hasil kajian menunjukkan frekuensi tertinggi adalah 30 orang responden dengan (100%) dari responden adalah wargenagara Malaysia. Peratusan wargenagara Malaysia mencapai jumlah 100% kerana ketika kajian di jalankan kawasan sekitar Bandar Hilir adalah pelancong pelancong domestik dan majoriti pemandu beca adalah wargenara Malaysia yang berdaftar dengan Majlis Bandaraya Melaka Bersejarah.

Bagi taraf perkahwinan, hasil kajian menunjukkan frekuensi tertinggi adalah 23 orang responden dengan (76.67%) dari responden adalah sudah berkahwin manakala selebihnya (23.3%) menunjukkan 7 orang responden adalah bujang. Seterusnya, hasil kajian mendapati

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bahawa bangsa yang menunjukkan frekuensi tertinggi adalah 25 orang responden dengan (83.3%) dari responden adalah berbangsa Melayu. Manakala, 5 orang responden dengan (16.7%) dari responden adalah berbangsa Cina.

Hasil kajian menunjukkan frekuensi tertinggi adalah 18 dengan (60%) dari responden yang bekerja sendiri diikuti dengan frekuensi kedua tertinggi adalah 5 dengan (10%) dari responden yang bekerja swasta, diikuti dengan frekuensi ketiga tertinggi adalah 3 dengan (10%) masing-masing bekerja kerajaan dan sudah bersara. Seterusnya, frekuensi yang paling rendah adalah 1 dengan (3.3%) adalah pelajar.Manakala, bagi taraf pendapatan Hasil kajian menunjukkan frekuensi tertinggi adalah 19 dengan (63.3%) dari responden yang berpendapatan antara kurang dari RM1000 diikuti dengan frekuensi kedua adalah 8 dengan (26.7%) berpendapatan antara RM2001- RM3000. Seterusnya, diikuti dengan frekuensi ketiga tertinggi adalah 2 dengan (6.7 %) responden yang berpendapatan antara RM1001- RM2000 manakala responden yang berpendapatan lebih dari RM3001 adalah dengan frekuensinya adalah 1 dengan (3.3%). Diikuti, dengan taraf pendidikan dapatan dari hasil kajian menunjukkan frekuensi tertinggi adalah 21 dengan (70%) dari responden adalah berpendidikan peringkat sekolah menengah diikuti dengan frekuensi kedua adalah 5 dengan (16.7%) adalah berpendidikan Diploma/Ijazah/Masters/Phd. Seterusnya, diikuti dengan frekuensi ketiga tertinggi adalah 3 dengan (10.0 %) responden yang berpendidikan peringkat sekolah rendah dan dengan frekuensinya adalah 1 dengan (3.3%) iaitu responden adalah lain-lain yang tidak mempunyai sijil dan tidak bersekolah iaitu pemandu beca.

Jadual 2: Kesan Penularan Wabak Covid-19 kepada negara

No.	Soalan	Jumlah	Peratusan %
1	Ekonomi tempatan terjejas	30	4.87
2	Alam sekitar terjejas	30	3.80
3	Ekonomi negara terjejas	30	4.20
4	Kesihatan terjejas	30	4.37
5	Industri Pelancongan terjejas	30	4.73

Hasil dapatan kajian mendapati soalan 1 sehingga ke 5 adalah berkenaan kesan penularan wabakcovid-19 kepada negara. Hasil dapatan kajian menunjukkan purata bagi kesan penularan wabak covid19 kepada negara. Purata yang tertinggi adalah ekonomi tempatan terjejas dengan jumlah nilai puratayang paling tinggi iaitu (4.87%) diikuti oleh industri pelancongan terjejas dengan jumlah nilai puratayang kedua tertinggi iaitu (4.73%), diikuti dengan kesihatan terjejas (4.37).m Seterusnya, diikutioleh ekonomi negara terjejas dengan jumlah nilai purata (4.20) dan purata yang paling minimumadalah alam sekitar terjejas dengan jumlah nilai purata (3.80).

Jadual 3: Keberkesanan aplikasi *Hi-Smart Travel*.

Kandungan			
No	**Soalan**	**Min**	**Peratusan (%)**
1.	Mampu menjadi medium pengganti kepada sistem manual.	30	4.17
2.	Mudah digunakan kepada pelancong domestik dan luar negara kerana informasi yang terdapat dalam aplikasi ini mempunyai dwibahasa.	30	4.13
3.	Mengandungi maklumat yang tepat berkaitan pelancong.	30	4.17
4.	Mudah memberi petunjuk arah kepada pelancong.	30	4.07
5.	Mengekalkan maklumat pelancong dalam jangka masa yang panjang.	30	4.13
6.	Menyediakan pakej pelancongan warisan mampu milik kepada pelancong tempatan	30	4.80

Berikut merupakan objektif ke 2 bagi ini, mengenalpasti keberkesanan aplikasi Hi-Smart Travel dalam membantu meningkatkan ekonomi pemandu beca di sekitar Melaka Bandaraya Bersejarah. Purata yang tertinggi adalah menyediakan pakej pelancongan warisan mampu milik kepada pelancong tempatan. dengan jumlah nilai purata yang paling tinggi iaitu (4.80%) diikuti mengandungi maklumat yang tepat berkaitan pelancong dan mampu menjadi medium pengganti kepada sistem manual dalam merekod data pelancong dengan jumlah nilai purata yang kedua tinggi iaitu (4.17%). Seterusnya, diikuti dengan mudah digunakan kepada pelancong domestik dan luar negara kerana informasi yang terdapat dalam aplikasi ini mempunyai dwibahasa serta mengekalkan maklumat pelancong dalam jangka masa yang panjang dengan jumlah nilai purata (4.13) dan purata yang paling minimum adalah mudah memberi petunjuk arah kepada pelancong dengan jumlah nilai purata (4.07).

Kesimpulan

Hasil perbincangan serta cadangan antara penyelidik dari keseluruhan hasil kajian untuk mencapai objektif yang disasarkan agar Aplikasi *Hi-Smart Travel* ini dapat membantu pemandu beca meningkatkan taraf ekonomi dan mempromosikan Bandaraya Melaka Bersejarah ketika membawa beca mereka mengelilingi Bandaraya Melaka. Selain dari pakej Pelancongan Warisan yang disediakan terdapat juga informasi – informasi tentang tarikan pelancongan di Bandaraya Melaka secara digital yang membantu meningkatakan sosioekonomi terutamanya pemandu pelancong yang kurang fasih Berbahasa Inggeris ketika membawa pelancong luar negara. Secara tidak langsung, aplikasi *Hi-Smart Travel* ini dapat membantu komuniti untuk memberi maklumat kepada pelancong kerana aplikasi ini mempunyai dua penggunaan bahasa iaitu Bahasa Inggeris dan Bahasa Melayu yang telah disediakan untuk membantu pemandu beca yang kurang fasih dalam Bahasa Inggeris ketika memberi penerangan terutamanya kepada pelancong luar negara. Aplikasi ini dapat digunakan secara meluas dari mempromosikan pelancongan warisan dan pemandu pelancong di Malaysia.

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MENGUJI TAHAP KEBERKESANAN TERHADAP PENGGUNAAN ALAT "HIKER TRACKER NOTIFICATION SYSTEM" UNTUK DIGUNAKAN DI DALAM REKREASI BUKIT PELINDUNG, KUANTAN PAHANG

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Abstrak: *Matlamat kajian ini dilakukan adalah untuk menguji tahap keubahbalikan terhadap penggunaan alat "Hiker Tracker Notification System"(HTNS) sebagai alat pengesanan pendaki dalam aktiviti rekreasi, serta mempertimbangkan kebaikan (HTNS) sebagai alat bantuan dalam mengurangkan risiko kesesatan kepada pendaki dan membantu pihak penyelamat dalam operasi mencari mangsa sesat. Kajian ini dilaksanakan di Bukit Pelindung, Kuantan Pahang, dengan menggunakan kaedah kuantitatif dengan edaran borang kaji selidik secara rawak kepada responden di kawasan Bukit Pelindung. Kajian terhadap (HTNS) adalah bagi mengenalpasti kesukaran mencari kesan yang terjadi apabila berlakunya kesesatan ketika melakukan aktiviti pendakian oleh pendaki. Melalui data yang diperolehi melalui perisian SPSS dan dianalisa secara deskriptif, seramai 100 responden telah menjawab kaji selidik. Analisa dapatan mengenalpasti sebanyak 56% reponden menyatakan (HTNS) adalah sebagai alat yang dapat membantu mengurangkan risiko kehilangan pendaki, namun 8.75% responden tidak bersetuju.Pengkaji memberi nilai tambah ekoran dari maklumbalas responden. Kesimpulan: Dengan terhasilnya (HTNS) ini, pendaki dapat menerima manfaat penggunaan ketika aktiviti pendakian dan dapat membantu pihak yang berkepentingan dalam usaha pencarian pendaki yang sesat serta seterusnya merancang mencegah insiden kehilangan pendaki .*

Keywords: *Hiker Tracker Notification System, Aktivi Pendakian, Kesesatan.*

Pengenalan

Rekreasi berasaskan cabaran yang dikelaskan sebagai pelancongan alternative didalam cabang pelancongan. Menurut *Che Wan (2017*), rekrasi adalah aktiviti yang dilakukan oleh setiap manusia ketika mempunyai masa yang lapang, aktiviti yang menyeronokkan dan memberi kepuasan aktiviti secara sukarela dan tidak melibatkan apa-apa ganjaran. Salah satu aktiviti rekreasi darat ialah mendaki, dimana mendaki adalah aktiviti lasak yang memerlukan stamina yang kuat dan peneraju aktiviti untuk meneruskan aktiviti tersebut, diatas binaan semulajadi atau lebih tepat lagi adalah mengikut aliran trail dakian. Aktiviti ini sangat sinonim dilakukan dikawasan bukit- bakau, pergunungan atau bertanah alun. Aktiviti mendaki dilakukan secara luaran, namun ada juga dilakukan secara dalaman misalnya mendaki di dalam gua besar yang berukuran besar, curam, berbatu-batuan serta berstruktur tinggi.

Walaupun aktiviti pendakian telah menjadi sambutan ramai dan memberikan faedah kepada masyarakat, namun begitu aktiviti ini tidak akan lari daripada risiko. Menurut pendapat Castanier, Le Scanff & Woodman (2010) aktiviti ini mendedahkan pendaki kepada pelbagai cabaran di alam semulajadi. Antaranya adalah kesediaan mental dan fizikal pendaki, perubahan cuaca yang mendadak serta keadaan persekitaran yang sukar dijangka.

Sekiranya Pengurusan risiko tidak ditangani dengan baik, faktor boleh mendorong kepada berlakunya insiden yang memberikan kesan yang buruk kepada pendaki. Antara insiden yang pernah berlaku dalam senario pendakian di Malaysia ialah sesat, terkandas dan terjatuh. Insiden ini juga secara tiada langsung akan memberi kesan yang buruk kepada fizikal dan emosi pendaki Nik Jazwiri (2016). Insiden ini juga akan mengakibatkan kos yang tinggi kepada pendaki dan agensi yang terlibat. Justeru itu, pihak berkuasa tempatan juga perlu mengeluarkan kos yang tinggi bagi menggerakkan operasi pencarian dan menyelamat (SAR) sekiranya insiden berlaku ketika mendaki gunung. Menurut Feriz, Rakhmadhany & Mahendra (2018), antara kos yang terlibat dalam operasi pencarian dan menyelamat adalah kos logistik, elaun khas penyelamat dan bantuan peralatan. Secara tidak langsung, isu ini juga akan memberi impak yang negetif dalam kalandan masyarakat tentang kerelevanan aktiviti pendakian di Malaysia.

Kajian Literatur

Rekreasi

Rekreasi mengikut Bahasa Latin ialah "re-creare", iaitu secara harfiah bermaksud membuat semua aktiviti yang dilakukan untuk jasmani dan rohani seseorang. Rekreasi juga adalah aktiviti yang melibatkan aspek social, fizikal, dan mental. Krippendorf (1994), turut menyatakan aktiviti rekreasi merupakan salah satu aktiviti yang perlu dilakukan oleh setiap manusia. Hal ini kerana, ramai individu terlalu sibuk dengan tugasan serta kerja seharian sehingga mereka memerlukan rehat yang secukupnya. Jesteru itu, aktiviti rekreasi dikatakan dapat mengembalikan kekuatan mental dan fizikal seseorang dengan melakukan aktiviti rekreasi tersebut.

Aktiviti Mendaki

Mendaki adalah salah satu aktiviti rekreasi yang menjadi pilihan umum bagi penggemar aktiviti lasak. Mendaki berasal dari perkataan hike yang bermaksud berjalan kaki atau berbaris jauh untuk tujuan kesenangan dan mendaki lebih tepat disebut perjalanan penjajahan (Mohammad Iqbal, 2014). Aktiviti mendaki ini dilakukan ditempat yang bersesuaian seperti bukit, gunung dan hutan. Menurut Azizul Azman (2008), aktiviti mendaki memerlukan individu tersebut perlu melengkapkan diri dari masa ke semasa dengan ilmu-ilmu alam, survival, muka bumi dan segala ilmu yang berkaitan dengan aktiviti yang dijalankan agar dapat dijadikan panduan dan rujukan bila diperlukan. Selain daripada itu, aktiviti ini juga merupakan aktiviti yang sangat merbahaya jika seseorang pendaki itu tiada ilmu serta pengetahuan.

Hiker Tracker Notification System

Hiker Tracker Notification System (HTNS) ini dihasilkan untuk membantu menangani risiko sesat untuk para pendaki di Malaysia.Tiada pengunaan peranti atau peralatan navigasi ketika mendaki sebagai alat sokongan untuk para pendaki gunakan ketika melakukan aktiviti mendaki. Hal ini kerana, apabila berlakunya kehilangan para pendaki seperti tersalah laluan dan sesat, dengan adanya bantuan *HIKER TRACKER NOTIFICATION SYSTEM* ini dapat memudahkan pihak SAR (Save and Rescue) mempercepatkan lagi proses pencarian pendaki yang sesat. Pada zaman kini peranti seperti GPS sudah digunakan dengan secara meluas di negara ini. Oleh itu, pengkaji memilih untuk menginovasikan peranti ini, dengan meletakkan

BlackBox untuk mengetahui tentang keadaan sekeliling dengan mengesan bunyi yang berlaku semasa melakukan aktiviti mendaki. Pihak pengkaji memilih menghasikan produk *Hiker Tracker Notification System* ini kerana mempunyai pelbagai element-element penting dalam keselamatan seperti arduiino nano, suis kecemasan , gps, wayar peyampung, black box iaitu audio sensor, ion battery dan sd card untuk penghantaran lokasi jika berlaku kecemasan.

Metodologi Kajian

Kajian ini menggunakan instrument borang soal selidik iaitu kaedah kuantitatif untuk mengumpul data. Kajian soal selidik ini melibatkan pengunjung yang datang ke Bukit Pelindung. Data kajian dianalisis dengan menggunkan sistem Statistical Package for Social Science (SPSS). Tajuan kajian dijalankan adalah membangunkan model *Hiker Tracker Notification System* untuk pendaki. Seterusnya MeniLAI kebaikan *Hiker Tracker Notification System* untuk pendaki serta pihak yang terlibat.

Analisis Data dan Dapatan Kajian

Jadual 1: Demografik

Pembolehubah	Ciri-ciri	Frekuensi	Peratusan (%)
Umur	19-29	60	60
	30-39	25	25
	40-49	10	20
	50 dan ke atas	5	5
Jantina	Lelaki	70	70
	Perempuan	30	30
Latar belakang	Pendaki	65	65
	Pihak keselamatan	25	25
	Lain-lain	10	10
Status	Bujang	68	68
	Berkahwin	12	12
	Lain-lain	20	20

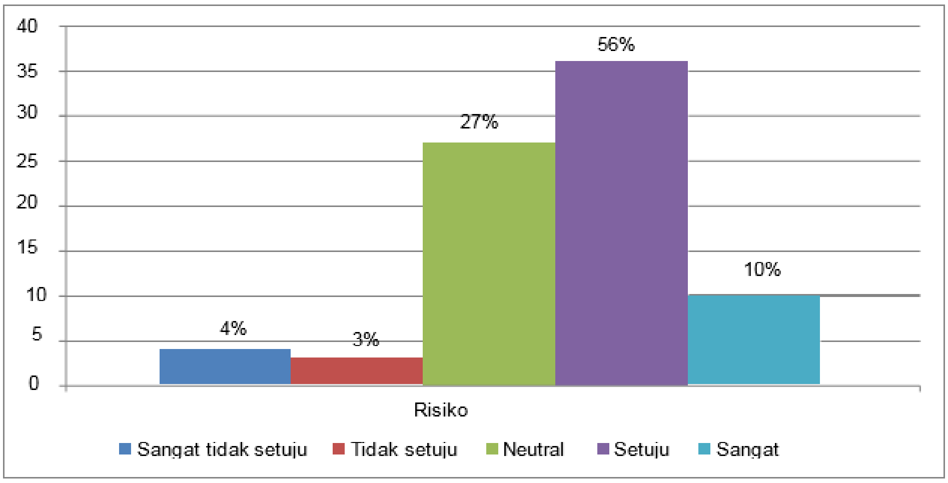
Berdasarkan rajah diatas kajian adalah analisis data berkaitan dengan umur, jantina,latar belakang dan status. Umur responden yang telah dipecahkan kepada 4 lingkungan umur. Hasil daripada kajian mendapati bahawa, majoriti bilangan responden adalah terdiri daripada linkungan umur 19 tahun sehingga 29 tahun iaitu sebanyak 60% dengan jumlaj responden seramai 60 orang. Manakala, bilangan responden yang berumur dalam lingkungan 30 tahun sehingga 39 tahun adalah sebanyak 25% dengan jumlah responden seramai 25 orang. Seterusnya bilangan responden yang berumur 40 tahun sehingga 49 tahun adalah sebanyak 20% dengan jumlah reponden seramai 10 orang. Akhir sekali pada peringkat umur 50 tahun ke atas dengan bilangan responden yang rendah iaitu sebanyak 5% dengan responden seramai 5 orang.

Seterusnya adalah mengenai jantina responden. Hasil kajian mendapati bilangan responden bagi jantina lelaki adalah sebanyak 70% dengan responden seramai 70 orang manakala bilangan responden yang selebihnya adalah terdiri dari kalangan jantina perempuan iaitu sebanyak 30% dengan bilangan responden seramai 30 orang.

Terdapat 3 kategori latar belakang responden yang terdiri daripada pendaki, pihak keselamatan dan lain-lain. Hasil kajian mendapati, responden pendaki merupakan responden dengan bilangan paling ramai iaitu sebanyak 65% dengan bilangan responden seramai 65 orang. Seterusnya, responden dari pihak keselamatan pula adalah sebanyak 25% dengan 25 orang responden. Akhir sekali bagi lain-lain pula jumlah responden adalah sebanyak 10% dengan bilangan responden seramai 10 orang.

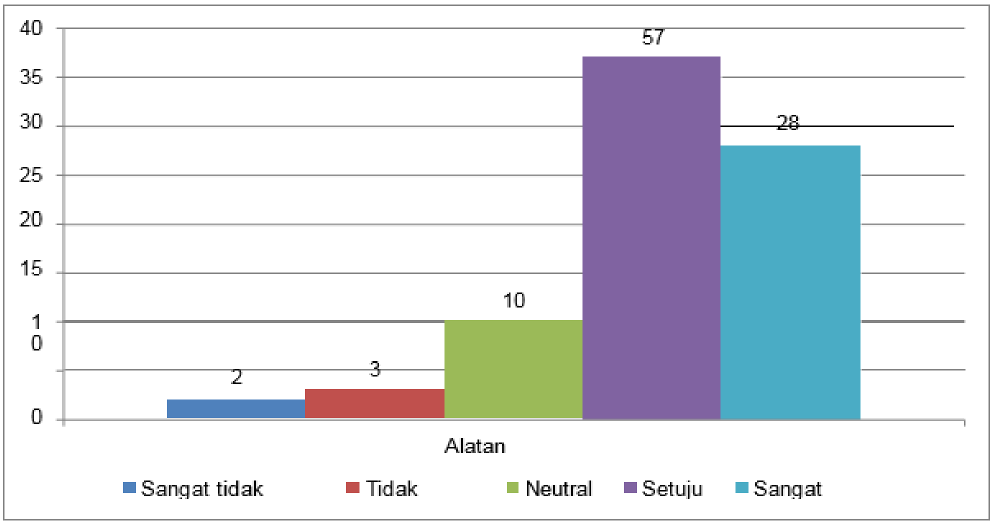
Status responden yang terbahagi kepada tiga jenis status iaitu bujang, berkahwin, dan juga lain-lain. Hasil kajian mendapati sebanyak 68% dengan seramai 68 orang responden adalah berstatus bujang. Seterusnya, bagi status telah berkahwin pula adalah sebanyak 12% dengan bilangan responden seramai 12 orang. Akhir sekali, bilangan responden status lain-lain iaitu dengan peratusan sebanyak 20% dan responden seramai 20 orang.

Jadual 2: Membangunkan *Hiker Tracker Notification System* untuk pendaki.



Hasil dapatan kajian menunjukkan 56% responden setuju *Hiker Tracker Notification System* (HTNS*)* dibangunkan bagi mengurangkan risiko kehilangan pendaki ketika mendaki, diikuti dengan 27% neutral, 10% responden memberi maklumbalas sangat setuju. Manakala 4% dan 3% daripada maklumbalas responden menjawab sangat tidak setuju dan tidak setuju.

Jadual 3: Menilai keberkesanan *Hiker Tracker Notification System* untuk pendaki.



Berikut adalah dapatan daripada kaji selidik berkenaan penilaian keberkesanan *Hiker Tracker Notification System* (HTNS) untuk pendaki. Sebanyak 57% responden memberi maklumbalas setuju, diikuti dengan 28% memberi maklumbalas sangat setuju. Seterusnya sebanyak 10% memberi maklumbalas neutral, 3% dan 2% masing-masing memberi maklumbalas tidak setuju dan sangat tidak setuju.

Kesimpulan

"Hiker Tracker Notification System" ini, dapat memudahkan pergerakan pihak berkuasa untuk mencari mangsa pendaki yang sesat di Bukit Pelindung. Seterusnya, dengan terhasilnya produk ini, pendaki dapat menggunakannya ketika ingin melakukan aktiviti pendakian dan juga dapat memudahkan mereka untuk sampai ke puncak tanpa sebarang halangan dan ringtangan sepanjang pendakian.

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KEPUASAN PENGUNJUNG MENGENAI MEDIA INTERPRETASI GRAFIK DI TEROWONG & GALERI MUZIUM SUNGAI LEMBING

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Abstrak: *Sungai Lembing merupakan salah satu tempat pelancongan bersejarah yang terdapat di negeri Pahang. Kajian ini adalah bertujuan mengetahui tahap kepuasan pengunjung mengenai media interpretasi grafik di Galeri Muzium Sungai Lembing dan juga kawasan di Terowong Sungai Lembing. Kajian ini juga adalah untuk mengkaji keberkesanan produk yang dibangunkan iaitu "Inf-Converter" bagi menambah nilai tarikan di Muzium Sungai Lembing. Satu pendekatan utama dalam pengumpulan data dan maklumat iaitu borang soal selidik telah diedarkan kepada pengunjung di kawasan Sungai Lembing dan dianalisis dengan menggunakan perisian Statistical Package for Science (SPSS). Hasil kajian mendapati bahawa tahap kepuasan pengunjung terhadap media interpretasi grafik di kawasan Sungai Lembing adalah pada tahap sederhana. Maklum balas daripada responden adalah produk "Inf-Converter" ini perlu dibangunkan, mempunyai interpretasi grafik yang baik serta dapat memberikan kepuasan kepada pengunjung di kawasan bersejarah Sungai Lembing. Hal ini secara tidak langsung dapat mempromosikan Sungai Lembing dengan lebih berkesan.*

Keywords: *Media Interpretasi Grafik, Mesra Pengguna, Aspek Kandungan dan Kebolehfungsian.*

Pengenalan

Industri pelancongan mula muncul di Malaysia pada akhir tahun 1960. Industri pelancongan tidak dianggap sebagai aktiviti ekonomi yang utama sehingga ke tahun 1970 kerana pada masa itu, sumbangan komoditi utama seperti getah dan bijih timah adalah jauh lebih penting. Pada tahun 1970, kerajaan Malaysia mula membangunkan industri pelancongan untuk memenuhi beberapa objektif seperti peningkatan pendapatan, menggalakkan pembangunan kawasan, mempelbagaikan ekonomi dan meningkatkan hasil kerajaan (Zainab dan Shaharuddin, 1997). Oleh yang demikian, kerajaan Malaysia telah mempromosikan industri pelancongan sebagai langkah untuk memulihkan ekonomi negara. Aktiviti promosi dan strategi pemasaran yang dilakukan oleh Lembaga Penggalakkan Pelancongan Malaysia atau lebih dikenali sebagai *"Tourism Malaysia"* telah berjaya mewujudkan kesedaran dan menjadikan Malaysia sebagai sebuah destinasi pelancongan yang terkenal (*Tourism Malaysia Marketing Plan* 2001-2002).

Pelancongan merupakan salah satu sektor yang besar dalam industri perkhidmatan negara. Sektor pelancongan juga dikatakan merupakan sebuah sektor yang berjaya dalam mengurangkan defisit negara. Hal ini dapat dilakukan kerana melalui sektor pelancongan, Malaysia akan dapat menjana pertukaran wang asing yang tinggi dengan peningkatan kedatangan pelancong asing ke Malaysia (Che Zaini, 1998). Selain daripada itu, sektor pelancongan telah menjadi salah satu sektor yang penting di dalam pembangunan sistem sosial dan ekonomi kebanyakan negara, termasuk Malaysia. Dilaporkan bahawa sektor hospitaliti dan pelancongan membawa pendapatan yang agak besar kepada dunia, contohnya pada tahun 2001 pendapatan daripada sektor ini direkodkan sebanyak USD$ 2.5 trilion telah diperolehi di seluruh dunia. Sehubungan dengan itu, sebanyak 112 juta pekerja telah bekerja di sektor pelancongan sehingga pada tahun terbabit (Safiza, 2001).

Ekopelancongan mempunyai potensi untuk berkembang dalam industri pelancongan dunia. Menurut Ceballos-Lascurain (1996), ekopelancongan adalah perjalanan dan lawatan yang bertanggungjawab terhadap alam sekitar untuk menikmati dan menyedari akan sifat-sifat semula jadi termasuk sifat-sifat kebudayaan, menggalakkan pemuliharaan alam sekitar, meninggalkan kesan negatif yang rendah serta melibatkan masyarakat tempatan di dalam aktiviti sosioekonomi yang positif (Scheyvenes, 1990; Ros & Wall. 1999; Weaver, 2001). Aktiviti ekopelancongan pada masa kini merupakan salah satu cabang sektor pelancongan yang penting di Malaysia kerana kegiatan tersebut sangat rapat hubungannya dengan konsep pelancongan lestari. Pelancongan lestari membawa maksud sumber-sumber pelancongan semulajadi termasuk ekopelancongan, kebudayaan dan lain-lain yang dipulihara untuk penggunaan yang berterusan pada masa yang akan datang tanpa menjejaskan peluang masyarakat masa kini untuk mendapat manfaatnya (Mohmadisa Hashim & Mohamad Suhaily Yusri Che Ngah, 2008). Oleh yang demikian, ekopelancongan merupakan sejenis aktiviti pelancongan yang berterusan memulihara, menyediakan pelbagai kemudahan semulajadi atau ekologi buatan, melalui pemodenan infrastruktur fizikal dan sosial di kawasan tersebut sehingga menjadi satu aktiviti ekonomi yang menyumbang kepada pendapatan negara di samping mampu untuk meningkatkan taraf hidup komuniti lokal (Murphy, 1985).

Antara salah satu tempat yang menjalankan ekopelancongan adalah Sungai Lembing, Pahang. Sungai Lembing adalah sebuah bandar perlombongan biji timah di Daerah Kuantan, Pahang, Malaysia. Sehingga tahun 1860-an, Sungai Lembing merupakan pengeluar utama timah bawah tanah. Jumlah penjang terowong adalah 322 km, dengan kedalaman antara 610 m dan 700 m.

Latar belakang kajian ini adalah tentang teknologi media interpretasi grafik mesra pengguna yang akan memberikan kemudahan kepada semua golongan ketika melawat kawasan sekitar Sungai Lembing. Ini bertujuan untuk memudahkan mereka mendapatkan info mengenai kawasan bersejarah ini dan media interpretasi grafik ini berkonsepkan mesra pengguna.

Kajian Literatur

Pelancongan Warisan

Mengikut *United Nation Educational, Scientific and Cultural Organization (UNESCO)* dalam persidangan di Paris pada 17 Oktober 1972, warisan terbahagi kepada dua iaitu warisan kebudayaan dan warisan semulajadi.

a) Warisan Kebudayaan

- Monumen-monumen: kerja-kerja senibina, ukiran monumental, lukisan dan elemen-elemen atau struktur-struktur arkeologi semulajadi, tulisan *(inscript),* penghuni gua dan kombinasi ciri-ciri di mana ia adalah bersifat sejagat daripada pandangan sejarah, sastera dan sains.
- Bangunan-bangunan: kumpulan pecah atau yang bersangkutan dengan bangunan-bangunan disebabkan keseniannya, homoginiti atau lanskap yang mana ia adalah

bersifat universal daripada pandangan sejarah, sastera dan sains.
- Tapak-tapak: kerja-kerja manusia atau kombinasi di antara semulajadi dan manusia, kawasan termasuk tapak-tapak arkeologi di mana ia adalah bersifat sejagat daripada pandangan para sejahterawan, estetik, etnologi atau antrapologi.

b) Warisan Semulajadi
- Ciri-ciri semulajadi yang pembentukkannya bersifat fizikal dan biologi yang bersifat sejagat dari pandangan estetik atau saintifik.
- Pembentukan geologi dan fizikal serta kawasan-kawasan yang menggambarkan dengan tepat yang mana ia mengandungi habibat yang terancam seperti spesies binatang dan tumbuh-tumbuhan yang bersifat sejagat dari pandangan sains dan pemeliharaan.
- Tapak-tapak semulajadi atau kawasan-kawasan semulajadi yang menggambarkan dengan tepat yang bersifat sejagat dari pandangan sains, pemeliharaan atau kecantikan semulajadi.

Menurut Prentice (1993), "warisan" adalah sebagai landskap, sejarah alam semulajadi, bangunan, artifak, tradisi budaya, dan juga kebiasaan-kebiasaan yang diperturunkan dari generasi ke generasi, yang boleh dipromosikan sebagai satu produk pelancongan. Prentice juga mencadangkan agar tapak warisan perlu dibezakan dari segi jenis warisan iaitu warisan buatan, semulajadi dan warisan budaya.

Berdasarkan definisi ini, maka jelas bahawa warisan merupakan satu aset pelancongan yang penting. Ini dapat dilihat melalui kawasan kajian yang dipilih iaitu Muzium Sungai Lembing. Biasanya tapak warisan dilindungi oleh undang-undang, dan banyak telah diiktiraf dengan status tapak bersejarah rasmi negara. Tapak warisan juga sering dikekalkan untuk orang ramai lawati. Pengunjung mungkin datang kerana ingin mempelajari tentang warisan budaya mereka, atau berminat dalam mempelajari tentang tapak sejarah.

Papan Tanda Bermaklumat

Papan tanda bermaklumat yang disediakan oleh pihak pengurusan adalah bertujuan untuk memberikan pendidikan secara tidak langsung kepada pelancong. Papan tanda bermaklumat ini memberikan pendidikan mengenai sejarah tempat tersebut. Selain itu, penyediaan papan tanda peringatan juga telah digunakan sebagai papan tanda bagi mengingati pelancong mengenai perkara yang dilarang semasa berada di dalam kawasan tersebut.

Media interpretasi yang terdapat dikawasan Terowong Bijih Timah Sungai Lembing ini dikategorikan sebagai media interpretasi grafik. Jenis media ini digunakan bagi meningkatkan pengalaman pelawat semasa berkunjung di tempat ini selain berfungsi dalam memberikan maklumat penting berkaitan tarikan dan informasi kepada pelawat. Selain itu, media interpretasi juga memainkan peranan dalam memberi informasi kepada pelawat yang berkunjung dengan adanya papan tanda bermaklumat, risalah dan brosur. Melalui media seperti ini, pelawat boleh mendapatkan maklumat tentang tarikan utama, latarbelakang dan maklumat lain yang dipamerkan dalam kawasan tersebut. Penerangan yang bersertakan gambar berkaitan memudahkan proses pemahaman kepada pelawat.

Papan maklumat digunakan sebagai komunikasi secara visual. Pengguna akan memahami maksud papan informasi tersebut dengan melihat grafik, teks, warna. Pelbagai jenis papan maklumat digunakan untuk memberi maklumat kepada pengguna. Papan tanda yang baik boleh menyampaikan maklumat secara berkesan kerana menggabungkan bentuk, warna dan simbol. Gabungan teks memerlukan ketelitian supaya maklumat yang hendak disampaikan difahami oleh pengguna.

Wiendu (2005), menyatakan bahawa skop interpretasi dalam ekopelancongan dapat dilihat secara meluas dan kompleks. Oleh itu, ia menunjukkan pemahaman terhadap kaedah interpretasi yang berkesan perlu agar matlamat pembangunan dapat dicapai secara optimum. Salah satu medium interpretasi secara langsung dalam penyampaian maklumat yang digunakan oleh Terowong Bijih Timah Sungai Lembing ialah Interpretasi Grafik.

Metodologi Kajian

Kaedah kajian yang digunakan adalah kaedah kuantitatif pengumpulan dan borang soal selidik telah diedarkan sebanyak kepada pengunjung, penduduk setempat dan orang awam. Data kajian dianalisis dengan menggunakan sistem *Statistical Package for Social Science (SPSS).* Tujuan kajian dijalankan adalah membangunkan media interpretasi grafik *Inf-Converter* yang mesra pengguna untuk kegunaan pengunjung di kawasan bersejarah Sungai Lembing dan seterusnya menilai media interpretasi grafik tersebut dari segi aspek kepuasan pengguna terhadap interpretasi grafik.

Analisis Data dan Dapatan Kajian

Jadual 1: Demografik

Pembolehubah	**Ciri-ciri**	**Frekuensi** (f)	**Peratusan (%)**
Umur	18-20	8	8
	21-30	63	63
	31-40	19	19
	41-50	6	6
	51 tahun ke atas	4	4
Jantina	Lelaki	49	49
	Perempuan	51	51
Bangsa	Melayu	81	81
	Cina	18	18
	India	1	1
	Lain-lain	3	2.5
Kewarganegaraan	Warganegara	100	100
	Bukan Warganegara	0	0

Rajah diatas menunjukkan tentang analisis data berkaitan dengan umur, jantina & bangsa, kewarganegaraan. Dalam rajah tersebut, umur responden telah dipecahkan kepada 5 lingkungan umur. Hasil daripada kajian mendapati majoriti bilangan responden adalah terdiri daripada linkungan umur 21 tahun sehingga 30 tahun iaitu sebanyak 63% dengan jumlah responden seramai 63 orang. Seterusnya, diikuti dengan bilangan responden yang berumur dalam lingkungan 31 tahun sehingga 40 tahun adalah sebanyak 19% dengan jumlah responden seramai 19 orang. Akhir sekali pada peringkat umur 18 tahun sehingga 20 tahun dan lain-lain lingkungan mempunyai peratusan dan bilangan responden yang rendah dan sama iaitu sebanyak 8% dengan responden seramai 8 orang.

Seterusnya adalah mengenai jantina responden. Hasil kajian mendapati bilangan responden bagi jantina lelaki adalah sebanyak 49% dengan responden seramai 49 orang manakala bilangan responden yang selebihnya adalah terdiri dari kalangan jantina perempuan iaitu sebanyak 51% dengan bilangan responden seramai 51 orang.

Terdapat 4 bangsa responden yang terdiri daripada bangsa Melayu, Cina, India dan lain-lain. Hasil kajian mendapati, responden yang berbangsa Melayu merupakan responden

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dengan bilangan paling ramai iaitu sebanyak 81% dengan bilangan responden seramai 81 orang. Seterusnya, responden yang berbangsa Cina pula adalah sebanyak 18% dengan 18 orang responden diikuti dengan bangsa India iaitu sebanyak 1% dengan bilangan responden seramai 1 orang.

Hasil dapatan kajian mendapati, responden warganegara adalah sebanyak 100% dengan jumlah responden seramai 100 orang. Bagi kategori bukan warganegara pula adalah 0% dengan 0 responden.

Jadual 2: Mengenalpasti tahap kepuasan pengunjung mengenai papan maklumat media interpretasi grafik di Sungai Lembing.

No	Soalan	Min	Peratusan (%)
1.	Informasi yang disediakan di papan tanda bermaklumat sangat jelas dan tepat	1.9	45.0 Tidak Setuju
2.	Penggunaan bahasa dan tulisan yang digunakan mudah difahami	4.4	54.0 Kurang Setuju
3.	Rekabentuk papan tanda bermaklumat menarik	2.0	62.0 Tidak Setuju
4.	Susunan informasi teratur	2.2	47.0 Tidak Setuju
5.	Kedudukan papan informasi strategik	4.5	42.0 Tidak Setuju
6.	Penggunaan dwibahasa mudah di fahami	1.2	36.0 Tidak Setuju

Hasil dapatan kajian mendapati soalan 1 sehingga ke 6 adalah berpandukan papan maklumat media intergrafik di Sungai Lembing. Berdasarkan soalan yang diberikan kebanyakan responden tidak bersetuju kawasan ini menyediakan maklumat media intergrafik yang menarik.

Hasil borang soal selidik mendapti 54% responden kurang bersetuju penggunaan bahasa dan tulisan mudah difahami. Sebanyak 38% responden sahaja yang bersetuju bahawa rekabentuk papan tanda bermaklumat adalah menarik dan sebanyak 47% responden mengatakan bahawa susunan informasi adalah tidak teratur dan 42% juga setuju mengatakan kedudukan papan informasi adalah tidak strategik. Seterusnya sebanyak 36% responden mengatakan bahan pengurusan di Sungai Lembing perlu menggunakan dwibahasa yang lebih mudah difahami.

Jadual 3: Mengetahui pandangan responden mengenai penghasilan "Inf-Converter".

Kandungan			
No	Soalan	Min	Peratusan (%)
1.	Sekiranya "Inf-Converter" dihasilkan, adakah ia memberikan kemudahan kepada pelancong	4.5	100% setuju
2.	Adakah produk ini dapat menarik minat pelancong untuk mengetahui tentang sejarah kawasan ini	4.3	99% setuju
3.	Melalui produk ini, adakah maklumat yang diberikan jelas dan tepat	4.4	98% setuju
4.	Adakah produk ini membantu menambah pengetahuan kepada pelancong	4.5	100% setuju
5.	Pengunaan audio pada masa kini lebih memudahkan pelancong	4.4	100% setuju
6.	Adakah produk ini dapat menyelesaikan masalah kekurangan informasi	4.3	98% setuju

7.	Adakah penggunaan media interpretasi grafik berkesan dalam menyampaikan maklumat kawasan tersebut	4.3	100% setuju
8.	Produk ini dapat memberi impak dari segi tarikan untuk pelancong	4.3	99% setuju

Berdasarkan hasil kajian yang dijalankan, majoriti responden bersetuju bahawa produk *"Inf-Converter"* ini boleh memberikan kemudahan kepada pengunjung yang mana setiap ciri-ciri yang diambil semasa pembinaan produk ini adalah untuk memenuhi kepuasan pengunjung dari segi interpretasi grafik berkenaan sejarah dan maklumat bagi kawasan Sungai Lembing ini.

Hasil keseluruhan pembangunan produk *"Inf-Converter"* ini seterusnya dapat meningkatkan lagi kehadiran pengunjung ke kawasan Sungai Lembing ini kerana dengan adanya produk ini, pengunjung lebih memahami dengan terperinci maklumat-maklumat berkaitan sejarah kawasan Sungai Lembing ini seterusnya memberikan kepuasan yang lebih kepada pengunjung dan sekaligus dapat meningkatkan imej kawasan Sungai Lembing ini.

Kesimpulan

Melalui hasil perbincangan, penyelidik telah mencapai objektif yang disasarkan iaitu pengguna media interprestasi grafik *"Inf-Converter"* ini berpuas hati dengan media iterpretasi grafik tersebut ketika menggunakannya untuk mendapat info tentang Sungai Lembing. Dapatan kajian juga mendapati ianya juga telah memberikan impak yang positif kepada Pengurusan Muzium dan Galeri Bersejarah Sungai Lembing, Kuantan, Pahang dan juga kepada penduduk setempat.

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AN APPRAISAL OF TRIPADVISOR REVIEWS DURING THE COVID-19 CRISIS: THE CASE OF BOTSWANA

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Abstract: *Literature on travellers' reactions to the COVID-19 pandemic is limited, more so from a developing country perspective. Using this background, the current study provides a rapid assessment of the reviews posted by travellers on a TripAdvisor site for Botswana. The study uses text mining as the main research method, to unearth a number of key themes in the reviews. Unlike most extant literature on the topic, this study reveals the limited use of crisis related reactions such as fear and trip cancellations. Instead, the study emphasises the occurrence of hotel attributes such as location, and game viewing experiences, amongst other themes, as important even during times of crisis.*

Keywords: *TripAdvisor, Text mining, COVID-19 Pandemic, Botswana*

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