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CONTINUOUS QUALITY IMPROVEMENT (CQI) PRACTICE IN VOCATIONAL COLLEGES

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Abstract: *Continuous quality improvement (CQI) is an important element in quality management. This is because CQI is a key factor in improving the quality of education and ensuring that improvements in T&L activities are continuously implemented. The implementation of CQI in Vocational Colleges (VC) are increasingly being carried out in line with the application of outcome-based learning (OBE) approach. However, reports from the board of accreditation showed differences in CQI practices for several programs under the same institution. Thus, this study can give a clear picture of CQI practice in VCs. This study was conducted to identify CQI practices in VCs and make comparisons of practice based on demographic factors namely gender, age and teaching field. This survey-based study used questionnaires as a research instruments. The respondents of the study consisted of 87 VC lecturers in the states of Selangor and Kuala Lumpur. Descriptive and inferential statistical analysis were used to attain the practice level and make comparisons on demographic factors. The findings of the study found that the practice of CQI in VCs was at a high level. However, there were significant differences based on demographic factors for the age group in the dimensions of customer focus and teamwork. This study could provide an input to BPLTV and MOE on the practice of CQI in VCs. With this input, actions and improvement measures can be planned and implemented to improve Vocational Colleges. Therefore, it is hoped that this study could be a platform for improvement in VC quality management.*

Keywords: *Quality, Continuous Quality Improvement, Improvement, Vocational Colleges*

Introduction

The implementation of the vocational education transformation in 2012 has rebranded Vocational Secondary Schools to Vocational Colleges. Through this transformation, a new curriculum, the Vocational College Standard Curriculum (KSKV) has been introduced and the outcome-based learning (OBE) approach has been adopted to meet the accreditation requirements for the recognition of diploma programs at VCs (Mohd Amiruddin & Muhd Khaizer, 2018).

OBE is a student-centered learning method and focuses on the outcomes that can be achieved at the end of learning. There are four cyclical processes in the formulation of an OBE-based curriculum, namely the elements of planning, implementation, evaluation and continuous quality improvement (CQI). CQI elements should be present in every academic program offered, in which improvement will involve all elements in the program objectives, program learning outcomes and course learning. Although the CQI process is the last element in OBE, it is important to improve and strengthen the quality of the programs offered (Zainal Abidin Sayadi, 2012).

Continuous quality improvement (CQI) is stated as a key feature in quality management (O'Mahony & Garavan, 2012; Temponi, 2005) and is an effort to continuously improve the quality of the program (Mohamad, Don, & Kasa, 2017). This is because CQI is a key factor in

improving the quality of education and ensuring improvements in teaching and learning activities are continuously implemented (Norbahiah Misr, Siti Salasiah, Hafizah Husain, & Wan Mimi Diyana, 2011). In addition, CQI has been identified to produce kaizen which is to improve work through a series of continuous small changes (Arcaro, 1995).

Furthermore, with the implementation of the CQI, continuous evaluation and improvement can be done on the work process in the school, so that the performance of the organization improves (Noer, 2019). Due to its importance in ensuring the quality of students, study programs, and the improvement of school organization, CQI practices needs to be given attention and focus (Zuraini Dahari, Umi Kalthum Ngah, & Mohamad, 2012). However, several previous studies have found that CQI is given less attention (Zuhaida & Abdul Rasid, 2018) and is not fully implemented (Daud et al., 2020).

For Vocational Colleges, CQI is an important process not only for the improvement of schools but also for obtaining accreditation from the board of accreditation in Malaysia. However, based on audits from board of accreditation on programs conducted in Vocational Colleges throughout Malaysia, CQI has not been fully implemented in KV and it is found that no effective methods or strategies are implemented in conducting CQI assessments (Mohd Amiruddin & Muhd Khaizer, 2018).

In addition, in the MBOT full accreditation report on several programs at Vocational Colleges, stated that CQI practices are still in the early stages and the department of quality needs to streamline the CQI process for program sustainability (Malaysia Board Of Technologists MBOT, 2020c, 2020b). There are also contradictions in the MBOT report for different programs in terms of CQI. On one hand, there are programs that are reported to comply with CQI practices and on the other hands, there are programs that do not comply even when they are under the same institutions (Malaysia Board Of Technologists MBOT, 2020a, 2020d).

Therefore, this study is necessary and suitable to be implemented in order to identify the level of practice and get a clear picture of CQI practice for Vocational Colleges. This study aims to identify CQI practices in VCs and the most dominant dimensions in CQI practice in VCs from the perceptions of VC lecturers. In addition, this study will compare the CQI practices of VC lecturers based on demographic factors of gender, age and teaching fields of lecturers.

Literature Review

Diversity in pillars or elements of quality management has been expressed by researchers over the past three decades. However, the most commonly used elements are customer focus and continuous improvement (Arcaro, 1995; Bonstingl, 1992). The elements in quality management continue to be developed by the latest researchers and the elements of customer focus and continuous improvement are still stated as pillars in quality management (Goetsch & Davis, 2014). This shows that customer focus and continuous improvement are important elements in quality management. This is because customer focus and continuous improvement have significant implications for the teaching and learning (Siti Noor Ismail, 2020) and continuous improvement is an important factor in continuously improving program quality (Mua'azam Mohamad, 2020).

Continuous quality improvement is the main goal of every organization that adopts a quality management system (Arcaro, 1995; Sallis, 2002). Although it is often defined as quality, CQI has various definitions stated by researchers over the past two decades. CQI is a continuous culture and practice of work improvement that requires all employees to work together (Arcaro, 1995; Bhuiyan & Baghel, 2005). It is an improvement process that starts from identifying the problem until the problem is solved effectively (Wilkins & London, 2006). In

the context of education, it can be defined as a process of meeting the needs and expectations of customers and stakeholders as well as evaluating the effectiveness and quality of the program (Temponi, 2005).

In Malaysian educational institutions, CQI is defined as a cyclical process to continuously monitor and improve quality (Agensi Kelayakan Malaysia, 2014; Tshai, Ho, Yap, & Ng, 2014). CQI is also seen as a systematic quality improvement strategy planned using strategic plans and actions (Agensi Kelayakan Malaysia, 2014; PKPA, 1992). This CQI process needs the involvement of all parties in the organization and uses the available resources optimally in an effort to improve quality (PKPA, 1992).

Dana's (2010) report has identified 5 elements in CQI namely internal customer focus and teamwork, understanding of processes, use of data in decision making, understanding of quality and customer needs and management ability to lead qualities. Elements of management ability to lead quality are identified based on issues in behavior change theory. Whereas, the other four dimensions are based on the S-P Model in TQM by Saunders and Preston (1994). Therefore, this study will identify the level of CQI practice among Vocational College lecturers based on the five aspects stated by Dana.

Studies on quality practice and CQI have been conducted in various educational institutions in Malaysia. These studies have provided various input on the level of CQI practice in Malaysian educational institutions (Daud et al., 2020; Mohamad, 2019; Zuhaida & Abdul Rasid, 2018). For example, a study in national schools found that CQI received less attention from school quality management than other quality dimensions (Zuhaida & Abdul Rasid, 2018). Meanwhile, the implementation of CQI in educational institutions of Mara High Skills College is also not fully carried out and is at the monitoring level only (Daud et al., 2020). A study conducted in religious schools has found that the level of CQI practice is at a high level for each dimension (Mohamad, 2019). Thus, these diverse findings open up spaces for this study to be conducted in other organizations.

Methodology

This was a quantitative study in the form of survey to identify continuous quality improvement practices in VCs. The respondents consisted of 87 Vocational College lecturers in Selangor and Kuala Lumpur. Data were obtained using a questionnaire instrument that was answered online using a simple random sampling method.

The questionnaire had 2 parts, namely, Part A to obtain the demographic. Meanwhile Part B is a questionnaire to identify the level of CQI practices, had 32 questions and used a 5-point Likert Scale which was adapted and modified from Dana (2010). Data were analyzed using SPSS 22.0 software. Descriptive statistical analysis such as mean, frequency and percentage were used to determine the level of CQI practice while inferential statistics of two independent sample T-test and one-way ANOVA were used to identify practice comparisons based on demographic factors.

Findings

Table 2 showed the profile of study respondents consisting of 87 Vocational College teachers in the State of Selangor and Kuala Lumpur. Based on table 2, it was found that 41 respondents (47.1%) were male while 46 respondents (52.9%) were female. In addition, a total of 11 respondents (12.6%) were in the age group of 21 to 30 years, 31 respondents (35.6%) were in the age group of 31 to 40 years, 26 respondents (29.9%) were in the age group of 41 to 50 years and 19 respondents (21%) were in the age group of 51 to 60 years. There were 20 respondents (23%) teaching in the academic field and the rest, namely 67 respondents (77%) teaching in the vocational field in the Vocational College.

Table 2: Profile of Study Respondents

Demographic	Frequency	Percentage
Gender		
Male	41	47.1
Female	46	52.9
Age		
21 - 30 years old	11	12.6
31 - 40 years old	31	35.6
41 - 50 years old	26	29.9
51 - 60 years old	19	21.8
Field of Teaching		
Academic	20	23.0
Vocational	67	77.0
Total	87	100

The Level of Continuous Quality Improvement Practice

To obtain the level of continuous quality improvement practice, a descriptive analysis was conducted involving frequency, percentage, mean and standard deviation for the five dimensions in CQI practice. The results of the descriptive analysis of the dimensions in CQI practice were shown in Table 3.

Table 3: The Levels of Continuous Quality Improvement (CQI) Practice

No	Dimensions in CQI	Mean	SD	Levels
1	Focus on internal customers and teamwork	3.97	0.551	High
2	An understanding of the process	3.94	0.599	High
3	Use of data in decision making	4.05	0.474	High
4	Understanding of quality and customer needs	4.27	0.463	Very High
5	Management abilities to lead quality	3.88	0.738	High
CQI Practices		4.02	0.482	High

Descriptive statistical analysis was carried out to obtain the mean score for CQI practice and the five dimensions in CQI. Table 3 showed that overall CQI practice in Vocational Colleges was at a high level with $M = 4.02$, $SD=0.481$. The analysis also found that the dimension of understanding about quality and customer needs was at a very high level ($M = 4.27$, $SD = 0.463$). This indicated that this dimension was most often practiced by the respondents. This was followed by the dimensions of use of data in decision making ($M = 4.05$, $SD = 0.474$) and the dimensions of focus on internal customer and teamwork ($M=3.97$, $SD=0.551$). The dimension of understanding about the process also recorded a high level ($M = 3.94$, $SD = 0.559$) and finally the dimension of management ability to lead quality ($M = 3.88$, $SD = 0.738$) which also recorded a high score.

The results of the analysis also showed that the most dominant dimension of CQI practice in Vocational Colleges was the dimension of understanding the quality and needs of customers. This was followed by the dimensions of data usage in decision making, the dimensions of internal customer focus and teamwork, the dimensions of understanding of processes and finally the dimensions of management capabilities to lead quality. The dimension of understanding about quality showed a very high level while the other four dimensions were at a high level.

The Differences in Continuous Quality Improvement Practice Based on Gender.

To obtain the differences in CQI practice and its dimensions between male and female lecturers, t-test of 2 independent samples was conducted. Based on the demographics of the respondents, the number of female lecturers was 46, while the male lecturers were 41. The results of the analysis were shown in Table 4.

Table 4: Two Sample T-Test Based on Gender

Dimension	Gender	Mean	SD	t value	P
Focus on internal customers and teamwork	Male	4.00	0.659	0.559	0.58
	Female	3.93	0.437		
An understanding of the process	Male	3.94	0.732	0.054	0.956
	Female	3.93	0.458		
Use of Data in Decision Making	Male	4.11	0.546	1.097	0.28
	Female	3.99	0.397		
Understanding About Quality	Male	4.29	0.502	0.468	0.64
	Female	4.25	0.429		
Management Ability to Lead Quality	Male	3.95	0.720	0.902	0.37
	Female	3.81	0.755		
CQI Practice	Male	4.06	0.569	0.714	0.48
	Female	3.99	0.391		

The results of t-test found that overall, there was no significant difference in CQI practice for male and female lecturers with $t(85) = 0.714$, $P > 0.05$. The results of the analysis found that there was no significant difference between gender for internal customer focus and teamwork dimension ($t(85) = 0.559$, $P > 0.05$), understanding about process dimension ($t(85) = 0.054$, $P > 0.05$), usage data in decision making dimension ($t(85) = 1.097$, $P > 0.05$), understanding of quality dimension ($t(85) = 0.468$, $P > 0.05$) and the management ability to lead quality dimension ($t(85) = 0.902$, $P > 0.05$). These findings indicated that male and female lecturers practice CQI at the same rate for each dimension in CQI.

The Differences in The Continuous Quality Improvement Practice Based on Fields of Teaching.

Two independent sample t-tests were used to identify the differences in CQI practices between lecturers in academic and vocational teaching fields in Vocational Colleges. Based on the demographics of the respondents, the number of lecturers in the academic field were 20, while the lecturers in the vocational field were 67 people. The results of the analysis were showed in Table 5.

Table 5: Two Samples T-Test Based on Teaching Fields

Dimension	Fields of Teaching	Mean	SD	t value	P
Focus on internal customers and teamwork	Academic	3.81	0.589	-1.528	0.13
	Vocational	4.02	0.534		
An understanding of the process	Academic	3.9	0.669	-0.360	0.72
	Vocational	3.96	0.581		
Use of Data in Decision Making	Academic	3.98	0.559	-0.713	0.48
	Vocational	4.07	0.448		
Understanding About Quality	Academic	4.16	0.568	-1.255	0.21
	Vocational	4.31	0.426		
Management Ability to Lead Quality	Academic	3.73	0.706	-1.039	0.30
	Vocational	3.93	0.747		
CQI Practices	Academic	3.92	0.556	-1.138	0.26
	Vocational	4.05	0.457		

On the whole, the findings in Table 5 showed that there was no significant difference in CQI practice for lecturers in academic and vocational teaching fields with $t(85) = -1.138$, $P > 0.05$. The results of the analysis also found that there was no significant difference between the teaching fields for the dimensions of internal customer focus and teamwork ($t(85) = -1.528$, $P > 0.05$), dimensions of understanding the process ($t(85) = -0.360$, $P > 0.05$), dimensions of data usage in decision making ($t(85) = -0.713$, $P > 0.05$), dimensions of understanding of quality ($t(85) = -1.255$, $P > 0.05$) and for dimensions of management ability to lead quality ($t(85) = -1.039$, $P > 0.05$). These findings showed that lecturers in the field of academic and vocational teaching practiced CQI at the same level for each dimension in CQI.

The Differences in Continuous Quality Improvement Practice Based on Age.

One-way ANOVA test was used to identify the differences in CQI practices between the age groups of lecturers in Vocational Colleges. The results of the analysis were shown in Table 6.

Table 6 One-Way ANOVA Test Based on Age Groups

Dimension	Age Groups	Mean	SD	F Value	P
Focus on internal customers and teamwork	21 to 30 years old	3.77	0.377	2.98	.036
	31 to 40 years old	3.84	0.555		
	41 to 50 years old	4.03	0.621		
	51 to 60 years old	4.25	0.426		
An understanding of the process	21 to 30 years old	3.80	0.419	0.79	.505
	31 to 40 years old	3.87	0.538		
	41 to 50 years old	3.98	0.691		
	51 to 60 years old	4.09	0.651		
Use of Data in Decision Making	21 to 30 years old	3.94	0.382	1.94	.129
	31 to 40 years old	3.96	0.428		
	41 to 50 years old	4.05	0.527		
	51 to 60 years old	4.26	0.479		
Understanding About Quality	21 to 30 years old	4.06	0.417	1.05	.376
	31 to 40 years old	4.28	0.409		
	41 to 50 years old	4.27	0.537		
	51 to 60 years old	4.37	0.460		
Management Ability to Lead Quality	21 to 30 years old	3.75	0.881	0.21	.891
	31 to 40 years old	3.90	0.655		
	41 to 50 years old	3.85	0.701		

CQI Practice	51 to 60 years old	3.96	0.868	1.28	.287
	21 to 30 years old	3.86	0.411		
	31 to 40 years old	3.97	0.413		
	41 to 50 years old	4.032	0.553		
	51 to 60 years old	4.19	0.508		

The results of one-way ANOVA test found that there was no significant difference in the CQI practice of VC lecturers based on age factor with $F(3,83) = 1.28, p > 0.05$. However, when compared between the four age groups of lecturers with the five dimensions in CQI, there was a significant difference for the dimensions of internal customer focus and teamwork with $F(3,83) = 2.98, p < 0.05$. In addition, the results of the study found that there was no significant difference based on age group for the dimension of understanding of the process $F(3,83) = 0.79, p > 0.05$, the dimension of data use in decision making $F(3,83) = 1.94, p > 0.05$, the dimension of understanding the quality of $F(3,83) = 1.05, p > 0.05$ and for the dimension of management ability to lead quality of $F(3,83) = 0.21, p > 0.05$.

Post-hoc test using LSD for internal customer focus dimensions and teamwork in Table 7 showed that the mean score of the age group between 51 to 60 ($M = 4.25, SD = 0.426$) was greater than the mean score of the age group between 21 to 30 ($M = 3.77, SD = 0.377$) with $P = 0.02$. Whereas the mean score of the age group between 51 to 60 years was greater than the mean score of the age group between 31 to 40 ($M = 3.84, SD = 0.555$) with a value of $P = 0.009$. However, there was no significant difference for the age group of 51 to 60 years old with a mean score of the age group between 41 to 50 ($M = 4.00, SP = 0.621$) with a value of $P = 0.126$. Therefore, based on the analysis, it was found that lecturers aged 41 and above preferred to adopt the dimensions of internal customer focus and teamwork in CQI.

Table 7: Post Hoc LSD Test for Comparative Age Group for the Dimensions of Internal Customer Focus and Teamwork

Groups Comparison	Mean Differences	P
51 to 60 and 21 to 30 years old	0.479	0.02
51 to 60 and 31 to 40 years old	0.417	0.09
51 to 60 and 41 to 50 years old	0.249	0.126

Discussion

Overall, the results of this study showed that the practice of CQI in VCs were at a high level. These findings were in line with the findings by Mohamad (2019) and Zuhaida and Abdul Rasid (2018) who found that the practice of CQI in their study schools was at a high level. However, Zuhaida and Abdul Rasid (2018) found that the practice of CQI was given less attention.

In addition, the results of this quantitative study showed that the practice of CQI in terms of internal customer focus and teamwork was at a high level. This gives the impression that VC lecturers were involved in the mission of the organization and support the change initiatives. In addition, the high mean score on questions related to teamwork indicated that respondents' perceptions on the effectiveness of teamwork and team processes at VC were high (Dana, 2010).

In addition, the study also found that the dimension of understanding the process and use of data in decision making were at a high level. These findings indicated that the respondents understand that the quality of their work was related to the management of their work processes. The results of the analysis also found that respondents and their organizations integrate the use of data and measurement to support quality improvement and decision making at all levels of the organization.

The results of the study also found that the dimension of understanding about the quality and needs of customers was at a very high level and recorded the highest mean score among other dimensions. Therefore, the dimension of understanding the quality and needs of customers was the most dominant dimension or aspect of CQI practice in VC. This finding was supported by a study by Mohamad (2019) who found that the dimension of understanding about quality was the most frequently practiced compared to other dimensions. However, it contradicted with the findings by Rashidah Mokhtar, Safura Adeela Sukiman, Nur Huda Jaafar, and Azizah Abdul Rahman, (2012) that the most frequently practiced dimension was the dimension of understanding the process and the use of data in decision making.

However, studies had found that the least practiced dimension was the management ability to lead quality. These findings were also in line with the findings by Mohamad, (2019) and Rashidah Mokhtar et al., (2012) who found that this dimension had the lowest mean score among other dimensions. However, this dimension still recorded a high mean score, only it was less practiced in the organizations involved. To improve this dimension, Dana (2010) suggested that in the implementation of CQI, first, the college management should review the approach carefully before considering any significant change initiatives. In addition, the involvement of management in CQI management could help improve the aspects of CQI (Rashidah Mokhtar et al., 2012).

The results of this study also found that there was no difference in CQI practice based on the demographic factors of the respondents' gender. This indicated that male and female lecturers practice all five dimensions in CQI at the same level. This finding was contrary to the finding of Mohamad (2019), who found that male teachers practice CQI more than female teachers. In addition, the study also found that there was no significant difference in CQI practice based on teaching field. This showed that academic and vocational lecturers practice all five dimensions in CQI at the same level. These findings illustrate that quality management was practiced in all departments at VCs and information related to quality management was effectively communicated. In addition, overall, the study also found no significant differences for CQI practice based on age. However, there were significant differences in CQI practice based on age factors for the dimensions of internal customer focus and teamwork. The study found that lecturers aged 41 years and above were more likely to adopt the dimensions of internal customer focus and teamwork within CQI. Logically, this difference occurred because older lecturers were more experienced and more mature and open in dealing with problems.

Conclusion

In conclusion, CQI is the main thing that needs to be considered in improving the quality of education. Findings from this study found that the practice of CQI in VC is at a high level and the study also found that lecturers aged 41 years and above practice CQI in terms of customer focus and teamwork more than the others. Therefore, appropriate measures need to be taken to ensure that CQI continues to be carried out and can be well maintained in the educational institutions. It is hoped that this study can be a platform for quality management improvement in VC.

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THE CONCEPTUAL FRAMEWORK: THE CAUSAL FACTORS INFLUENCING OF THE BUSINESS ENVIRONMENT MARKET ORIENTATION TO INNOVATIVENESS OF MICE BUSINESS IN THAILAND TO NEW NORMAL WAY

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Abstract: *The purposes of this research are 1) to study the importance level of the business environment, market orientation, and innovativeness of MICE business in Thailand, 2) to study the causal factors influencing of the business environment, marketing focus, and innovative capabilities of MICE businesses in Thailand. The sample population was 280 entrepreneurs or executives of 280 MICE businesses with certified standard venues in Thailand which applied stratified random sampling with a simple random method by sampling the sample. The variables studied consisted of three latent variables: business environment, market orientation, and innovativeness. This research was a combination of both quantitative and qualitative research. The tools used in quantitative research consisted of a survey of the 3 latent variables. The qualitative research method conducted an in-depth interview through a semi-structured interview. The data was analyzed by a software package to find the basic statistics value and applied the Structure Equation Model (SEM) with a statistical package to develop and verify the construct validity of the model. Qualitative data was analyzed through content analysis for interpreting, discussing results, research conclusion and recommendation to substantiate the research findings.*

Keywords: *Business Environment, Market Orientation, New Normal Way, Innovativeness, MICE Business*

Introduction

The development of Thailand under the 12th National Economic and Social Development Plan (2017 - 2021) has a vision to lead the country towards stability, prosperity and sustainability under the concept of developing life quality, increase higher income to break out of the middle income trap, and create happiness for Thai citizens. Society has a stability, equitability and fairness, the country can rebuild competitive economy system. There are sequential mechanisms and other complementary mechanisms to drive effective implementation in achieving those national goals that are in line with the 20-year National Strategic Plan [1] One of the significant national development strategies under The 12th National Economic and Social Development Plan that is The Strategy Three: strengthening economic and sustainable competition by strengthening the competitiveness of business in service sector that has the potential of both the existing service base and the new service base to promote stronger growth

and sustainability of the country's economy through the development in service and tourism sectors. Strengthening the competitiveness of the service sector that already has potential with customer base and ability to develop integrated tourism industry. Enhance competitiveness through providing guidelines about potential development in existing customer base. In order to grow strongly in the tourism sector, transportation and logistics, real estate, financial services, international conferences and exhibitions (MICE) etc. Increase competitiveness by promoting an investment to enhance the sustainability of service business. Strengthening the ability and understanding of Thai entrepreneurs to be able to adapt in the dynamic context of change. Developing a supportive standards system and a procedures for the service sector in accordance with the international standards and norms.

Throughout the years, MICE business has a continuous growth rate, however in the current year 2020, there has been an outbreak of the coronavirus 2019 (COVID-19) around the world, causing global economies including Thailand which has affected the economy, especially in MICE business that is much dependent on both domestic and international tourists. During the epidemic, a large number of visitors and the event organizers have diminished in numbers. Social distancing policy adapted by Government has effected business and MICE operators are unable to organize the events as they do in normal situation. The performance of the MICE business in Thailand for the fiscal year 2020 (October 2019 - September 2020) was found to be lower than the target, reported by the Office for Convention and Exhibition Promotion. Meaning that the number of MICE travelers who were traveling to Thailand of 10,456,899 people, representing 30.95 percent of the total target, was able to create revenue for the country 61,317 million baht, representing only 26.35 percent of the total target. [2] Although the current pandemic situation has been reducing in many areas, social distancing still remains as a way to combat the crisis and many government are relying on social distancing to overcome the crisis. Moreover, MICE business has still been effecting on a difficulty to fully operate the business, hence, leading to lack of income and making it hard to survive the crisis.

Therefore, the adaptability of the business operation activity to be able to survive during the COVID-19 era: entrepreneurs must therefore be aware and consider importance of adaptability to understand and cope with situations in a new normal way of living. Therefore, in order for the MICE business to be able to compete with competitors as well as be able to operate business successfully and sustainably, a combination of factors are required. For example, entrepreneurs or executives have to understand the business environment which can help the management to understand and be prepare for the situation in advance and can respond to changing factors in various aspects of the business. Innovativeness and ability of executives to develop new products to gain competitive advantage as well as adding constructive value by employing human resources, skills, and experience within the organization to generate competitive advantages and sustain the organization's growth. In order to create innovation for an organization, there is a need of newness, creativity, and economic value added creation. Market orientation in order to take coordinated action to ensure customers satisfaction and to constantly evaluate customer needs for competitiveness and sustainability. Conducting marketing activities for customers which can lead to effective performance of MICE business. In conclusion, all of these factors are needed to be researched that aim to develop knowledge and contribute to the development of suitable model which can be an applicable guideline for managing MICE business in the future.

Objectives

1. To study the significance level of the business environment, market orientation, and innovativeness of MICE business in Thailand
2. To study the causal factors influencing of the business environment, market orientation, and innovativeness of MICE business in Thailand

Literature Review

MICE Business Context

MICE in English, stands for Meetings, Incentives, Conventions (sometimes C stands for Conferencing), and Exhibitions (sometimes E stands for Events,) [3] has become the business that takes a major role more and more in the global tourism industry including reward tourism, organization meeting, professional meeting, trade shows and exhibitions. The industry value is now worth millions of dollars and it is used as an important indicator of prosperity index. [4] It is also one of the business sectors within tourism industry that generates substantial income for the country and its economy. This contribution has built the distribution of income directly to other types of businesses in the tourism industry such as hotels, restaurants, souvenir shops, businesses that provide area & space design and decoration services to ongoing businesses such as transportation, banks, shopping malls, telecommunications, etc. Furthermore, there are some area of service that cannot be calculated as a benefit also included as well, such as the exchange of knowledge and experience among people who are working in the same profession and create a positive image of the country. Nevertheless, MICE business is also considered as a business trip that is intended for the benefit of the organization, where it is responsible for and imposes a range of travel conditions [5] that bring overall economic benefit to the country which organizes the events in terms of both employment and regional economic development. It also creates a relationship among the people who travel to join the events as well. [6]

Research Variables

Business Environment

The business environment has both direct and indirect influence on the operations. These parameters are crucial to the planning and strategy of the organization because businesses are facing with various changes and challenges in society, economy, culture, politics, technology, law, as well as natural disasters. Management executives must conduct both internal and external environmental analyzes for making a decision and planning the strategy [7] which is considered to be the one of the most important tasks within business management. Management executives ought to study general trends in the business environment that will help to understand and be prepared for any situation in advance, to be able to respond to the change of factors in various fields that influence the organization. It also allows businesses to find preventive measures or strategies to transform organizational constraints into the organization's competitive advantage. Research findings from literature review and according to the concept of both domestic and international scholars, revealed that the business environment has an impact toward business success in 3 respective orders: (1) dynamic environment (2) hostile environment (3) uncertain environment. From literature review of many scholars have found a correlation between business environment and market orientation [8] - [13].

H1: The business environment has a direct influence on market orientation.

And from the literature review of academic research findings revealed that there exists a relationship between the business environment and innovativeness [14] - [18].

H2: The business environment has a direct influence on innovativeness.

Market Orientation

Market orientation is a coordinated approach between internal activities in order to satisfy customers and to assess customer needs on a regular basis in order to gain a competitive advantage or to conduct marketing activities for customers. It can contribute to the positive performance of the business by three important process factors (1) focus on customers (2) focus on competitors (3) focus on coordination within the organization. According to literature review from many scholars, the findings show a relationship between market orientation and innovativeness [19] - [2, 4].

H3: Market orientation has direct influence on innovativeness

Innovativeness

Innovativeness is the ability of an organization to develop new products which can be beneficial, provide creative value to end user by using personnel, skills, and experience in the organization to support an increase of new idea or a new trial, as well as encouraging employees in the organization and develop creative innovation to the organization. According to literature review from scholars [25] - [27] innovativeness compose of (1) Product Innovativeness (2) Market Innovativeness (3) Process Innovativeness (4) Behavior Innovativeness (5) Strategies Innovativeness.

The Methodology and Model

The research methodology used a combination of two research methods including quantitative and qualitative by dividing the hierarchy for conducting research into 2 steps as follows:

1. Quantitative research: the sequence of steps was to create research tools through literature reviews including concepts, theories, and various research works both in Thailand and abroad. Checked research validity, collected data and analyzed it through the statistics to provide answer to the research problems according to the research objectives. The results of the quantitative research were then summarized into the qualitative research issue.
2. Qualitative research: in-depth interviews was used and analyzed the content for making an interpretation as well as explanation of quantitative research to confirm findings. This made the research findings more profound and reliable.

The Conceptual Framework

From the literature review, effective operating model was created as follows:

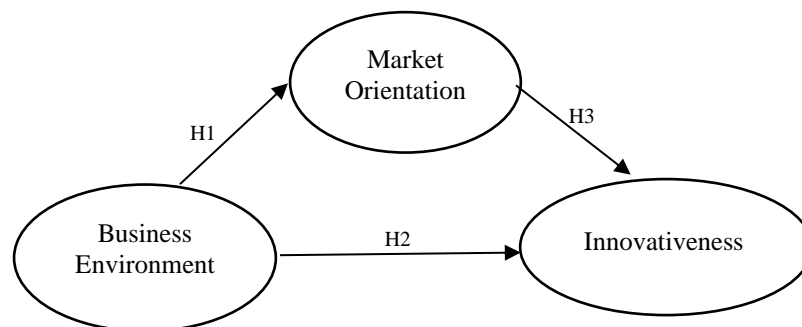


Figure 1 Conceptual Framework

Research Hypothesis

H1: The business environment has a direct influence on market orientation.

H2: The business environment has a direct influence on innovativeness.

H3: Market orientation has direct influence on innovativeness.

Conclusion

According to the literature review related to the business environment, market orientation, innovativeness, and to be productive, entrepreneurs and management executives need to understand the business environment including dynamic environment, hostile environment, uncertain environment, market orientation, and innovativeness. In this specialized context and uniqueness of MICE business, and it is linked to many related businesses. Moreover, operating a business management in the uncertain business environment as well as to be successful in the current fierce competition, to have an efficient performance, and gain a competitive advantage over the competitors are not easy for MICE businesses. The results of this research will increase knowledge of MICE business management in Thailand, will enhance their competitiveness] and improve performance under a new normal way of MICE business in Thailand through a study of the causal influence on business environment, market orientation, and innovativeness under a new normal way of MICE operators in Thailand. Furthermore, the business providers can also apply this research findings in planning or setting strategic operations of an organization. This research will enable providers in being prepared for applying on ASEAN MICE Venue Standards – AMVS in the region as well as in the world stage, in accordance with the objectives of the Convention and Visitors Bureau (Public Organization) on developing the country's economy to be sustainably self-sufficient under the National Economic and Social Development Plan No. 12.

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THE IMPACT OF COVID-19 ON THE FINANCIAL PERFORMANCE OF PN17 AND GN3 STATUS FIRMS: DOES IT ADD SALT INTO THE WOUND?

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Abstract: *The Covid-19 pandemic has brought about major changes to the Malaysian economic landscape in terms of productivity levels of production, investment and household spending. Nonetheless, the unprecedented presence of Covid-19 has caused an unexpected level of disruption to firms from a liquidity and leverage perspective that impacts financial performance. Hence, the aim of this study is to examine the impact of liquidity, leverage, and Covid-19 pandemic period on financial performance of financially distressed firms in Malaysia which are classified as PN17 and GN3 firms. This study was conducted with the aim of examining whether Covid-19 has contributed to the instability of their financial position or indeed these firms are already poorly managed regardless of the economic situation. This study focused on financially distressed firms classified under PN17 and GN3 by Bursa Malaysia. By using liquidity ratio, leverage ratio and dummy variable of Covid-19, the result showed that liquidity was found to be significant to affect the financial performance. However, only debt ratio representing the leverage ratio was found to be significant. For Covid-19, it was found to be insignificant indicating that the financially distressed firms' performance was not affected by the pandemic period.*

Keywords: *Financial Performance, Liquidity, Leverage, PN17 and GN3, Covid-19*

Introduction

Since independence, Malaysia has successfully diversified its economy which was initially based on agriculture and commodities into an economy focusing on the manufacturing and services sectors (World Bank, 2020). Malaysia's economy is ranked the 6th largest in Southeast Asia and the 39th largest economy in the world (Amin, 2020). However, there is no denying that Malaysia has gone through several episodes of financial crises (Asian and Global), political crisis, the fall in global oil prices and China's economic slowdown which have put pressure on the its economy.

Most recent, the Covid-19 pandemic has brought about major changes to the Malaysia's economic landscape in terms of productivity levels of production, investment and household spending. Malaysia's gross domestic product (hereafter GDP) recorded a sharp decline of -17.1% with unemployment rate rose to 5.1% in the second quarter of 2020, the worst since 1998. On 13 November 2020, Bank Negara Malaysia (BNM) and the Department of Statistics Malaysia (hereafter DOSM) stated that in the third quarter, GDP showed a smaller decline of -2.7% indicating a recovery point from the previous quarter. The recovery of the Malaysia's

economic performance can be seen through the regulatory measures announced by government such as the implementation of various phases of the Movement Control Order (MCO) in dealing with the spread of the Covid-19, the reopening economic activities in stages and the permission for interstate travel for Malaysians (DOSM, 2020).

Ozili (2020) explained that the Covid-19 pandemic has led to the closure of financial markets and corporate activities. In addition, the uncertainty over the Covid-19 cases influenced investment decisions by investors which led to higher volatility in the stock market. There are recent literatures examining the effect of Covid-19 on stock price and economy (e.g. Hadiwardoyo, 2020; Lee, Jais & Chan, 2020; Ozili, 2020). Yet, literatures examining the effect on Covid-19 on firm performance are still limited. Undoubtedly, the profound circumstances developed by Covid-19 have caused unexpected levels of disruption to the firms such as decline of profits and financial performance in various types of businesses (Devi, Warasniasih, Masdiantini & Musmini, 2020).

According to Bardia (2004), firms can be liquidated due to financial problems. Therefore, efficient liquidity management is very important for the sustainability of a firm (Ali, Al-Rdaydeh, Al-Shannag & Odeh, 2018; Mohammed, Puat, Amirrudin & Hashim, 2020). Evidence from previous studies suggested that the liquidity affected the financial performance (Ali et al., 2018; Bardia, 2004; Ehiedu, 2014; Ramlan & Nodin, 2018; Rehman, Khan & Khokhar, 2015; Zaid, Ibrahim & Zulqernain, 2014). There are however mixed results on the empirical evidence of liquidity relationship with firm's financial performance. From another perspective, Ivo and Anyanwaokoro (2019) claimed that leverage is the most important factor that can affect financial performance. During the economic boom, financial leverage benefits the financial performance but in the event of an economic downturn, financial leverage will adversely affect the firm's financial performance (Ahmad, Salman & Shamsi, 2015). The existing literatures offer mixed perspectives on how leverage might influence financial performance (Enekwe, Agu & Eziedo, 2014; Khatab, Masood, Zaman, Saleem & Saeed, 2011; Nadeem, Ahmad, Ahmed, Ahmad, Batool & Khalil-Ur-Rehman, 2015; Ramlan & Nodin, 2018; Yoon & Jang, 2005). It remains inconclusive on how liquidity and leverage will affect financial performance at the time of Covid-19 as the literatures covering this scope are very limited (e.g. Aifuwa, Saidu & Aifuwa, 2020; Devi et al., 2020; Kroeger, Nguyen, Zhang, Thuy, Minh & Tuan, 2020; Shen, Fu, Pan, Ya & Chen, 2020).

Endri, Sumarno and Saragi (2020) cited that financial analysis is useful for determining the financial performance and financial condition of a firm in avoiding the risk of bankruptcy. Financial ratios are useful for differentiating a firm from being distressed and non-distressed one. This financial ratio analysis is able to provide information on the financial status of firms to benefit investors in making their investment decisions. Financial distressed firms in Malaysia are classified as PN17 (Practice Note 17) firms. PN17 firms must submit proposals to the Agreement Board to restructure and restore their firms in order to maintain their listing in Bursa Malaysia. In a wake of Covid-19, Bursa Malaysia on 17 April 2020 had temporarily relaxed the classification of PN17 and GN3 (General Note 3) on firms under these criteria effective from 17 April 2020 to 30 June 2021 by giving more time for them to regulate their financial position (Tan, 2020).

According to Kok (2010), there are investors holding stocks in PN17 firms who are not aware that those firms had been listed as PN17. The PN17 status firms are known as the firms that are not well managed and have poor management practices (Kim-Soon, Mohammed & Agob, 2013). However, a question arises as to whether is it true that these PN17 and GN3 status firms do have an internal record of bad management practices without being influenced by external factors? Does Covid-19, for example, not contribute to their financial position? Previous studies have not explored in this scope. This study intends to fill this gap in the

literature. Hence, the main objective of this study is to examine the impact of liquidity, leverage, and Covid-19 pandemic period on financial performance of the financially distressed firms in Malaysia which are classified as PN17 and GN3 firms. Therefore, this study is critical to provide relevant information to the body of knowledge on the financial performance of these firms during the Covid-19 pandemic as the information is hard to find specifically related to the topic.

Literature Review

Liquidity and Financial Performance

Liquidity reflects a firm's ability to meet short-term fund needs. Firms are said to be more profitable if short-term fund needs are derived from the high value of current assets rather than external debt (Ahmad, 2016). According to Bardia (2004), the financial performance of any firm is assessed by the efficiency of liquidity management. Several studies have examined on liquidity (current ratio and quick ratio) and financial performance in various industries or countries. A significant positive effect between liquidity and profit (return on assets, hereafter ROA) was reported in the study of Ehiedu (2014) in Nigeria, Ali and Bilal (2018) and Ali et al. (2018) in Jordan. Kanga and Achoki (2017) and Madushanka and Jathurika (2018) also concluded the similar results in their study covering Kenya and Sri Lanka respectively by using both ROA and return on equity (hereafter ROE) as a measure of profitability. On the other hand, Jepkemoi (2017) found that firm's liquidity was insignificantly positive towards ROA and ROE.

In the Malaysian context, Ramlan and Nodin (2018) and Zaid et al. (2014) asserted that liquidity has a significant positive relationship with the financial performance measured by ROA. However, in a recent study, Mohammed et al. (2020) stated the opposite whereby liquidity is not a significant variable to indicate a firm's profitability. On the contrary, Noor and Lodhi (2015) found negative impact of liquidity on firm's profitability (ROA and ROE) in selected sample on Karachi stock exchange which indicated that the lesser liquidity, the more the profitability. A study by Rehman et al. (2015) revealed a negative but insignificant relationship between the ROA and liquidity, while ROE had insignificant relationship with liquidity in the context of Saudi Arabia. The findings from Priya and Nimalathan (2013) suggested that there was a significant negative relationship between liquidity and profitability in Sri Lanka.

From another point of view, some authors asserted that liquidity does not affect financial distress (e.g. Cinantya and Merkusiwati, 2015; Rohmadini, Saifi & Darmawan, 2018; Oktasari, 2020). According to Oktasari (2020), current assets are used to finance the liabilities so any amount of liquidity will not affect the possibility of the firm experiencing financial distress. Meanwhile, Wahono, Mardani and Suproho (2017) and Curry and Banjarnahor (2018) indicated that liquidity has a negative effect on financial distress. Other researchers such as Almansour (2015) and Bunn and Redwood (2003) concluded that liquidity has insignificant negative association to the financial distress. The argument is that the higher the liquidity, the lower the probability of a firm's bankruptcy. Some studies are consistent with each other in their findings and some found contradiction in the relationship between liquidity and financial distress firm.

Leverage and Financial Performance

Leverage refers to the extent to which firms use their borrowings to increase profitability (Alkhatib, 2012). High leverage can motivate financial managers to improve the performance of their firms but can also increase agency costs. Thus, leverage can affect a firm's value positively or negatively, since it magnifies returns and risk (Ivo & Anyanwaokoro, 2019).

Earlier study by Barclay, Smith and Watts (1995) showed significant positive correlation between the leverage measured debt ratio and profitability (ROA and ROE). In Pakistan, Khatab et al. (2011) also documented the same result when using ROA as the representation of a firm's performance. It is consistent with Nadeem et al. (2015) who found positive and significant association between profitability (ROA and ROE) and financial leverage (debt to equity). Under the same proximity, Rehman (2013) showed that the leverage (debt ratio) positively correlates with ROA but negatively associated to ROE. Nonetheless the result in Nguyen, Nguyen, Tran and Nghiem (2019) study was the opposite of Rehman (2013) whereby financial leverage (debt to equity) negatively impacts ROA, but displays a positive impact on ROE for real estate firms in Vietnam.

Some researchers reported negative relationship between leverage and profitability of the firms. Earlier, Yoon and Jang (2005) found negative relationship between ROE and leverage measured by debt ratio leading to the conclusion that firms with higher debt rates are less profitable. Another negative result was found by Kaumbuthu (2011) for the industrial sector in the Nairobi Securities Exchange. In Iran, Pouraghajan, Malekian, Emamgholipour, Lotfollahpour and Bagheri (2012) found a significant negative relationship between the debt ratio and the ROA and ROE. In addition to that, Enekwe et al. (2014) also indicated the negative impact of financial leverage (debt ratio and debt-equity ratio) on financial performance (ROA) in Nigeria. Most recent, Ivo and Anyanwaokoro (2019) in their study revealed that leverage (debt ratio and debt to equity) had negative insignificant effect on ROA of manufacturing firms in Nigeria, where he explained that an increase in leverage could lower the ROA. A study in Malaysia by Ramlan and Nodin (2018) confirmed that the leverage represented by the debt ratio had a significant relationship with firm's performance (ROA). Most recent, Mohammed et al. (2020) found leverage (debt to equity) had a significant negative relationship with the firm's profitability (ROA and ROE) of the listed oil and gas firms.

From the financial distress context, some researchers pointed out that leverage has significant effect on the firm's financial distress (e.g. Muhtar & Aswan, 2017; Rohmadini et al, 2018; Simanjuntak, Titik & Aminah 2017). The positive relationship between leverage and financial distress was reported in a research conducted by Andre (2013). On the contrary, Ginting (2017) indicated a significant negative influence of leverage on the financial distressed firms implying that the firms with high leverage are not necessarily categorized as the firms with financial distress, and vice versa because high firm liabilities are covered with high assets owned as well. Recently, Oktasari (2020) also proclaimed that leverage does not have a significant effect on the likelihood of financial distress. According to him, the higher the funds provided by creditors with firm owners, the lower the likelihood of financial distress.

Outbreak and Financial Performance

Past literatures have shown that public catastrophe and global concern can affect a firm's performance. However, researches on the disastrous effects of these outbreaks are not comprehensive. A previous study conducted by Chen, Jang and Kim (2007) showed that the SARS epidemic had significantly damaged the performance of hotels in Taiwan which saw a sharp decline in stock prices during the outbreak period. Chen (2010) expanded the study by looking at corporate performance (ROA and ROE) of the same industry in Taiwan. The growth rate of total foreign tourist arrivals and GDP had a positive impact on profitability, but the size was found to be negatively related to ROA and ROE.

With regard to the Covid-19 outbreak, Shen et al. (2020) investigated the impact of Covid-19 on firm's performance in various provinces and industries in China. With ROA as a dependent variable and various elements of size, leverage, growth rate, and cash flow as the independent variables, the results showed that the pandemic indeed has led to the reduction of

income consequently resulting in lower performance. Meanwhile, Aifuwa et al. (2020) who studied the effect of the Covid-19 on the performance of private businesses in Nigeria revealed that the pandemic has harmed the financial performance, as measured by ROA. They recommended that the government should include private businesses in its stimulus packages in helping them to sustain their businesses and operation during this tough time. Devi et al. (2020) who examined the impact of the Covid-19 pandemic on financial performance listed on the Indonesia stock exchange drew two conclusions from the study; firstly, there was an increase in leverage (debt to equity) and but a decrease in liquidity (current ratio) and profitability (ROA) during the Covid-19 pandemic. Secondly, no significant difference was found in the liquidity and leverage, however there was a significant difference in the profitability before and during the pandemic.

Nonetheless, Hafidzi and Qomariah (2020) revealed a positive relationship between corporate social responsibilities (hereafter CSR), ROA and share prices in Indonesian manufacturing firms during Covid-19. They explained that investors are confident with firms that show consistent profits, higher stock prices and better ability to allocate CSR exposure costs from operating income. Through the sensitivity analysis on the Vietnamese non-financial firms, Kroeger et al. (2020) highlighted that smaller domestic firms are predominantly vulnerable than to regional firms to have Covid-19 impact on profitability (EBIT), liquidity (cash, current ratio) and leverage (interest coverage ratio). Although larger firms were more profitable but also highly leveraged and lower liquidity in the wake of the pandemic.

Although, there are mixed findings from previous literature, three hypotheses are proposed in order to investigate the impact of liquidity and leverage on financial performance as follows:

- *H1 -There is a significant impact of liquidity on the financial performance of the financially distressed firms.*
- *H2 - H1 -There is a significant impact of leverage on the financial performance of the financially distressed firms.*
- *H3 - H1 -There is a significant impact of Covid-19 pandemic period on the financially distressed firms.*

Methodology

Data

This study used the financial information of the financial distressed firms listed under Practice Note 17 (PN17) and (GN3) by Bursa Malaysia as at 31 October 2020 as the study sample. There are total of 24 firms listed under both lists. This study used panel data based on quarterly data starting from second quarter of 2019 to third quarter of 2020. The financial information of each firms were collected and used to calculate the financial ratios. All financial information was collected from Bloomberg Terminal. Financial ratios such as liquidity ratio, profitability ratio, and leverage ratio were used as independent variables in this study. As for dependent variable, this study uses ROA to represent the firm's financial performance. Since this study focuses on the effect of pandemic on firm's financial performance, this study used binary dummy variables with 0 representing period before the announcement of Covid-19 as pandemic by World Health Organization (hereafter WHO) and 1 representing period after the announcement of Covid-19 as pandemic by WHO on 11 March 2020.

Model

In order to investigate the effect of pandemic on financial performance, this study used panel regression analysis based on following regression model:

$$ROA = \alpha + \beta \text{ Liquidity Ratio} + \beta \text{ Leverage Ratio} + \beta \text{ Covid19} + \varepsilon$$

Where α represents intercept while β represent coefficient for each selected variables. The dependent variable was ROA which represents the firm's financial performance in terms of generating profit using firm assets (Curry & Banjarnahor, 2018; Ehiedu, 2014; Oktasari, 2020; Rehman et al., 2015). This study used financial ratios such as liquidity ratio and leverage ratio to represent financial aspect of the firm that might affect the firm's performance. Similar to previous study such as by Bardia (2004) and Mohammed et al. (2020), this study used the current ratio (hereafter CR) and net working capital ratio (hereafter WC) to represent the liquidity ratio which is comprised of the liquidity elements of the firms. Meanwhile, this study also used debt ratio (hereafter DR) and debt to equity ratio (hereafter DTE) to represent leverage elements of the firms (Ivo & Anyanwaokoro, 2019; Mohammed et al., 2020). As for Covid-19 elements, this study used the binary dummy variable which was based on the period before and after the announcement of Covid-19 as pandemic by WHO. Since this study used panel data, panel regression approach will be used in order to clearly understand the effect of selected financial ratios and the Covid-19 pandemic towards the financial performance of the financially distressed firms.

Result

This section starts by analysing the data collected based on descriptive analysis. The study focuses on analysing data mean, standard deviation, minimum and maximum value within the data collected. Table 1 shows the result of descriptive analysis.

Table 1: Descriptive Analysis

Variable	Mean	Std. Dev.	Min.	Max.
ROA	-1.233	11.89	-155.4	4.655
CR	1.065	2.222	0.000	10.48
WC	-19.920	157.9	-318.7	593.4
DR	9.347	37.51	0.000	391.6
DTE	-0.137	4.500	-18.940	29.410
Covid19	0.500	0.5014	0.000	1.000

Note: ROA represents return on assets, CR represents current ratio, WC represents net working capital, DR represents debt ratio, DTE represents debt to equity ratio, and Covid19 represents Covid-19 pandemic period.

Based on Table 1, ROA that represents dependent variable showed a mean value of -1.233 with standard deviation of 11.89. The variable had value between -155.4 and 4.655. CR had mean value of 1.065 and standard deviation of 2.222 with maximum value of 10.48. NWC recorded the mean value of -19.92 with standard deviation of -157.9 and ranged between -318.7 and 593.4. As for DR, the mean value was 9.347 while the standard deviation value was 37.51 with the maximum value of 391.6. DTE ratio representing the leverage ratio showed the mean value of -0.137 and standard deviation of 4.500 which fluctuated between -18.940 and 29.410. Lastly for dummy variable Covid-19, the mean value was 0.500 with standard deviation of 0.5014.

Next, this study continues with regression analysis on all selected variables to find the effect of pandemic towards financially distressed firm's financial performance. This study used

ROA to represent firm performance and regress it with liquidity ratio, leverage ratio and dummy variable Covid-19. Table 2 shows the results in brief.

Table 2: Regression Analysis

	Coefficient	Std. Error	t-ratio	p-value
Constant	2.786	0.921	3.024	0.003***
CR	-0.926	0.412	-2.249	0.026**
WC	0.011	0.006	1.886	0.061*
DR	-0.276	0.013	-20.87	0.000***
DTE	-0.026	0.107	-0.242	0.810
Covid19	-0.538	0.964	-0.558	0.578

Note: ROA represents return on assets, CR represents current ratio, WC represents net working capital, DR represents debt ratio, DTE represents debt to equity ratio, and Covid19 represents Covid-19 pandemic period. The asterisk symbol (*) on p-value represents statistically significant at a certain level; *** statistically significant at 1% level, ** statistically significant at 5% level, and * statistically significant at 10% level.

Result in Table 2 shows that CR was negatively significant to affect the firm's performance. This result indicates that as the financially distressed firm's liquidity increases, the firm's financial performance will decrease. As firm liquidity increases, it also indicates lower financing from current liability due to lower credit purchase of raw materials that lead to lower sales which will reduce the firm's profit and performance. This result is similar to the study by Noor and Lodhi (2015). However, the result also showed that WC was positively significant to affect the financial performance of the financially distressed firm. This indicates that higher liquidity will help to increase the firm's performance. This is similar to previous study such as Ramlan and Nodin (2018) and Zaid et al. (2014) that also found liquidity ratio was positively significant to affect financial performance. The result obtained revealed that as firm's ability in meeting short-term obligation is higher, the firm could obtain more short-term financing to finance their operation which will help to increase the firm's revenue as well as profit and improve firm's financial performance.

The result also showed that the DR which represents the leverage ratio recorded negative coefficient value with the significant level of 10%. This indicates as financially distressed firm's leverage level increases, the firm's financial performance will drop due to higher financial cost that the firm need to bear, consequently reducing the firm's profit. This result is in line with the result found in the studies by Yoon and Jang (2005), Kaumbuthu (2011), Ivo and Anyanwaokoro (2019) and Ramlan and Bin Nodin (2018). However, DTE which also represents the leverage ratio was found to be insignificant. The result is totally contradicted to the findings in the studies by Khatab, et al. (2011), Nadeem et al. (2015), and Rehman (2013). This might indicate that the proportion of debt to equity does not give any effect on the financial performance of the financially distressed firm.

Lastly, this study also included dummy variable Covid-19 to represent the pandemic period in order to find the effect of pandemic period on the financial performance of financially distressed firm. The result in Table 2 shows that this variable is insignificant to effect firm performance. It indicates that financially distressed firm's financial performance is not affected by pandemic period. Thus, the Covid-19 pandemic period does not give any significant impact on the financially distressed firm's financial performance but the performance of these firms is mainly affected by firm's financial management aspects. This result is contradicted to result obtained by Chen (2010) and Chen et al. (2007), Aifuwa et al. (2020) and Shen et al. (2020).

Conclusion

In conclusion, this study focuses on examining the effect of liquidity, leverage, and Covid-19 pandemic period on financial performance of financially distressed firms in Malaysia. This study involved the financially distressed firms classified under PN17 and GN3 by Bursa Malaysia within the period of second quarter of 2019 to third quarter of 2020. Financial ratios such as liquidity ratio and leverage ratio were used as financial variables in this study. As for Covid-19 pandemic period, this study used binary dummy variable with zero to represent the period before the announcement of Covid-19 as a pandemic by the WHO and vice versa.

The result showed that liquidity of the firm represented by current ratio and net working capital was found to significantly affect the firm's financial performance. Thus, any changes in firm's liquidity could affect the firm performance. Meanwhile, only debt ratio that represents leverage aspect of the firm was found to be significant, while debt to equity ratio was insignificant. This indicates that debt is significant to affect the financially distressed firm's financial performance but the proportion of debt based on firm's equity does not significantly affect the firm's performance. The result also showed that Covid-19 period represented by dummy variable Covid19 was found to be insignificant which indicates that Covid-19 period does not have any significant effect on the financially distressed firm's financial performance. This study is consistent with Kim-Soon et al. (2013), whereby it can be concluded from this study that the financially distressed firm's financial performance is not due to the pandemic period affecting the market, but their poor financial position through bad management practices.

There are some limitations in this study. Firstly, the duration of this study was relatively short. Future research could lengthen the duration of the study to comprehensively assess the impact of liquidity and leverage on financial performance as Covid-19 is still a global concern. Secondly, only two ratios were tested for each liquidity ratio and leverage ratio. It is therefore recommended for further research to carry out more in-depth research by including other ratios and other elements such as firm size and growth rate for better comparison.

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CONCEPTUALIZING THE INFLUENCE OF CONSUMER XENOCENTRISM IN THE EMERGING MULTICULTURAL MARKETS

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Abstract : *The objectives of this research are to conceptualize the magnitude of influence and to determine the relationships between xenocentrism (Xen) and TPB predictors such as Attitude (A), Social Norms (SN) and Perceived Behavioural Control (PBC) that influence the purchase intention of foreign products among Malaysian consumers. The researcher will discuss on models related to xenocentrism and consumer intention to purchase foreign products and subsequently come out with a theorital framework. The findings of this study will help in contributing to the understanding of Malaysian consumers intention in purchasing international products with the involvement of xenocentrism. Hence, this paper makes a valuable contribution in formulating competitive strategies to utilize the Malaysian market wisely. This study expands the existing Theory of Planned Behaviour (TPB) by adding additional variable, Xenocentrism to the framework. Therefore, it fills a significant gap in the understanding of the relationships of the antecedents of TPB and Xenocentrism among consumers in Malaysia. The framework can provide the basis for future empirical studies on the subject matter and further understanding of the emerging markets.*

Keywords: *Theory of Planned Behaviour (TPB), Attitude (A), Social Norms (SN), Perceived Behavioural Control (PBC), Xenocentrism (Xen)*

Introduction

Constant changing in the global markets which contributes to vital impacts on the globalization of the world has established a real single universal community that comes from various cultural backgrounds. The westernisation of most parts of the world particularly in the eastern tend to develop a xenocentric behaviour in which members potentially gave up part of their own culture and start adopting the western way of life. This phenomenon of consumer xenocentrism is universal since it exists in different national settings. In emerging markets, a large segment of consumers shows a consistent favouritism towards foreign products despite the prices and quality aspects. This xenocentric behaviour arise from cultural admiration of another society and is known as xenophilia in which this condition is thought to be more prevalent among emerging market consumers (Ger and Belk, 1996). For instance, Bamfo B. A. (2012) stated that most African countries which has been colonised by the western countries in the past tend to consume western-made goods or brands. Malaysia provides a meaningful location for this study since it has been exposed to both Eastern and Western influences for a very long time, considering the fact that it was previously colonized by the British. This is the evidence that colonialism has an indirect impact on the formation of xenocentric consumers. Jai-Ok Kim (2002) mentioned that both products and the benefits that consumers desire from the products are culturally based.

Based on a study by Hofstede (1984), Asians are relatively collectivistic in which contrasts to the westerners in the social values. In collectivist culture, consumer tend to rely on interpersonal relationship to get further information. Hence, social needs have contributed to the preference for foreign goods by these xenocentric consumers which particularly exist in collective culture (O’Cass and Siahtiri, 2013). Chinese consumers based in China for example, tend to use established brands as their security rather than for symbolic or status due to their limited experience with the modern free market (Eckhart and Houston, 1998). Nguyen and Smith (2012) on the other hand stated that foreign brands give benefits to consumer such as in terms of comfort, convenience, uniqueness, and desired status. Holt et. al (2004) stated that the bias for foreign goods seems to be widespread particularly in emerging markets and developing countries. Foreign products imported from developed host countries are often perceived as attractive and of high quality in which the price and performance becoming the vital focus of the consumers in their decision to purchase these foreign-made goods. The traditional cultural of Taiwanese consumers value openness and orientation of foreign cultures and this has developed a significant impact on their purchase intention (Javalgi et. al., 2013). As consumers in emerging economies start to be more refined, they begin to evaluate on product attributes and benefits in making purchase decision. For instance, Tambyah et. al. (2009) stated that Vietnamese consumers are changing quickly in terms of their values, attitudes, and behaviours therefore, it is challenging to understand the socio-economic condition of this emerging market (Lee and Nguyen, 2017).

Culture can be referred to as a complex whole that includes the knowledge, belief, morals, law, art, custom and habits acquired by a person as part of a society (Tylor, 1891). Hofstede (1980) stated that culture can be a collective programming of the mind that differentiates the members of one human group from another. Malaysia has been selected as top of the list in the analysis of emerging markets in 2018 according to Bloomberg due to its current account surplus and a stable economic growth. In Malaysia, the country which is known for its intricate multiracial population has been predominantly defined by three major ethnic groups such as Malay, Chinese, and Indian as well as its indigenous people. These differences in the context of races, religions, and ethnicities have contributed to a whole diverse of interesting cultural backgrounds. Walsh et. al. (2001) stated that consumers decision making styles are vary across culture. According to Nielsen Global Survey of Brand Origin 2017, at least nine in ten Malaysian consumers prefer global brands when it comes to consumer goods. Zafar U. A. (2010) cited that the advancement in Malaysians’ standard of living has contributed to the altered and improved lifestyle of the Malaysians and due to this abundance of foreign-made goods that are available here has made Malaysian consumers to be more brand conscious in which they start seeking for products that can suit with their lifestyle.

Among foreign brands that were listed as winners in the Trusted Brands Asia 2020 (Malaysia) available in Malaysian markets and widely consumed by Malaysia consumer are, Nivea (health and personal care category), Nippon, Samsung, Coway (household product category), Canon, Apple (consumer electronic category), Shell (motoring related category), Prudential (finance category), Staedtler – Noris (personal product category), Evian, Nescafe, Yakult, Maggi/Nestle, Lipton (food and beverage category), LEGOLAND (services category). As for home brands, according to Statista Research Department (2020), Petronas remained Malaysia’s most valuable brand in 2020 surpassing Maybank at the second place with some other famous Malaysian brands including Genting, Tenaga Nasional, Sime Darby, Public Bank, CIMB, Maxis, AirAsia, and DiGi. These Malaysian brands that top the list of most valuable brands are all big players in the industry and are well-known as well as widely consumed by consumers all over the world.

At present, there are limited in-depth studies to understand the relationships between xenocentrism and the consumer's purchase intention particularly in developing economies or emerging markets. There is an adverse relationship between ethnocentrism with the preference for imported brands as cited by He and Wang (2015) and this contributes to the need for further investigation of this subject matter. Prior research has focused more on in-group favouritism and out-group derogation such as ethnocentrism, than out-group favouritism and in-group derogation such as xenocentrism. According to Bartsch et. al. (2016) consumer xenocentrism has been a neglected construct in international marketing literature and there has been minimal attention given to consumers who have the out-group orientations (*foreign preferences*) and in-group derogation (Mueller and Broderick, 2010). Therefore, this scarcity of empirical studies in this area has made it difficult to determine which side has the correct point of view. Based on a random survey with potential respondents for this study, most of them prefer foreign goods due to a wide range of foreign products selection in markets/malls, competitive prices, good quality of the goods and the beliefs that foreign goods are better compared to the local ones. In this study, xenocentrism (XEN) has been chosen as the mediator that influences some Malaysian consumers to become attached to foreign products even when local ones are of equal or better quality and its functionality. Therefore, this study aims to investigate further whether xenocentrism plays a role in influencing the intention to purchase international products by the Malaysian consumers and relate it with the antecedents of the Theory of Planned Behaviour (TPB).

Literature Review

In this chapter, the researcher will highlight the findings by previous studies that related to this research in order to aid in the development of the theoretical framework. This study is important in a sense that the researcher wants to know the impact of xenocentrism on TPB towards consumers in emerging countries, particularly in Malaysia, as there were very inadequate studies on this topic. For years, TPB is known to be a solid framework that has been widely used and examined in many areas of studies.

Purchase Intention towards Foreign Products

Consumers especially in the developing nations are prone to consume foreign goods due to the underlying socio-psychological factors that instinctively allow the status of prestige and modernity with the association of products coming from foreign countries. Batra et. al. (2000) for example, stated that the purchase and consumption of foreign products or brands is a socio-psychological phenomenon related to enhancing status and self-worth. Previous research studies have shown that emerging economies demonstrate the shift in consumers' preferences due to influence of Western lifestyles and products such as ;

- i. hedonic consumption from the utilitarian consumption (Tse et. al., 1989),
- ii. the perception that foreign goods are better in quality compared to domestic goods (Ghose and Lowengart, 2001), and
- iii. the reliance on symbolic values of those imported goods (Zhou and Hui, 2003).

For instance, the Vietnamese consumers are perceived to be attracted to the brands coming from the U.S. compared to the brands coming from the local market due to the assumption that foreign brands have higher quality and prestige (Lee and Nguyen, 2017). According to Ting et. al. (2018), Malaysia is an emerging market that appreciates affluent lifestyles and has lavish tastes, distinctiveness in power and high-quality preferences. Belk (1988) mentioned that western brand bias has succeeded domestic products in emerging markets where these xenocentric consumers are represented by the low status groups motivated

by the high status leading to an over-value a foreign culture (Prince M., 2016). The U.S., Australia and European are perceived to be “western” and economically developed compared to the countries in Southeast Asia. Therefore, the fondness towards international brands is highly complex here since it involves the perceived differences in terms of economic, culture and political system held by consumers in these emerging markets (Wang and Lamb, 1983). Louis (2002) mentioned that young consumers in Korea have become the consumer trendsetters as their spending power grows and western cultural reference points broaden dramatically in this country. According to Jai-Ok Kim (2002), consumers’ values in Asian markets seem to go through transformation more rapidly today than it has in the past due to the extensive influence by globalization in every aspect of Asian consumers’ life.

Xenocentrism

Xeno (pronounced as “zee-no”) came from a Greek word and it is defined as “stranger” or “foreign guest”. Xenocentrism in the context of consumption is the tendency to evaluate and acknowledge foreign goods and services that eventually serves as an intervening mechanism that results in the preference of goods coming from elsewhere rather than from home country. There are two components of consumer xenocentrism which are (i) *perceived inferiority* – it concerns with the idea that products from origin country are lacking in terms of quality in comparison to similar imported product and, (ii) *social aggrandizement* – the idea that foreign products consumption as a means of signalling elevated status to others (Balabanis and Diamantopoulos, 2016). Consumer xenocentrism (XEN) probably is more prevalent in emerging markets, especially in former colonies. According to Prince M. et. al. (2016), the generalized concept of consumer centrisms comprises three bases of identity which are “*here*” (consumer ethnocentrism), “*there*” (xenocentrism), and “*everywhere*” (cosmopolitanism). A strong ethnocentric consumer is highly motivated to preserve, retain and promote own country’s culture and tends to favour home brands (Shimp and Sharma, 1987; and Alden et. al., 2006). Xenocentrism on the other hand, serves as an antithesis to ethnocentrism which depends on attraction with other cultures rather than one’s own. Xenocentric individuals assumed to be more self-centred and nonconformist in which they are attracted to modernity with contrarian personalities, that is these individuals appreciate being different than the rest (Mueller et. al., 2010). Cosmopolitans are best known to be the individuals that are prone to the conscious openness to the world as well as cultural differences and these individuals are neither biased towards their own group or foreign groups. Previous research indicated that both cosmopolitan and xenocentric share common traits with regards to non-domestic products and therefore, are expected to have significant relationships.

Theory of Planned Behaviour (TPB)

One of the world’s renown theories and widely used by researchers, the Theory of Planned Behaviour (TPB) was introduced by Icek Ajzen (1985, 1991) as a general model to predict and explain the behaviour across a wide array of different types of behaviour. It first started as the Theory of Reasoned Action developed in the 1980s to forecast an individual’s intention to participate in a behaviour at a specific time and place. A counter argument against the strong relationship between behavioural intention and actual behaviour led to the evolution of TPB, a model which includes the impact of non-volitional factors on behaviour (Matthew J. Mimiaga et. al., 2009). Several researchers have recommended extending the Theory of Planned Behaviour (TPB), and specifically for this study, the researcher will include a variable (xenocentrism) to the existing TPB framework. The TPB constructs (i) attitudes (A) such as personal value of behaviour change, (ii) subjective norms (SN) such as perceived behavioural expectations of others, and (iii) perceived behavioural control (PBC) such as perceived ability

to change behaviour within the context of perceived barriers and (iv) intention such as readiness to perform a behaviour. Attitudes towards behaviours, subjective norms, and perceptions of behavioural control led to the formation of behavioural intention.

Attitude

Fishbein and Ajzen (1975) mentioned that attitude can be defined as a learned predisposition to respond in a consistently favourable or unfavourable manner with respect to a given object. Attitude can be complex when multiple attitudes are felt toward a single object. From TPB, the purchase behaviour is determined by the purchase intention, which in turn is determined by attitudes. Previous research indicates that an individual's attitude is likely to influence behaviour depending on the extent to which attitude is formed based on experience, the strength of certainty that is associated with the attitude and how well-defined the subject's attitude is (Fazio and Zanna, 1978; Kraus, 1995). According to Cacioppo and Bernston (1994), a positive attitude is connected to positive behavioural outcome while a negative attitude is linked to negative behavioural outcome. Chung and Pysarchik (2000) mentioned that attitude as a better predictor of intention to purchase consumer goods with well-known brand names. Xenocentric attitudes are highly influenced by foreign goods that are coming from non-native countries or social groups. According to Rameez M. and Kulathunga (2019), there is a positive and significant relationship between attitude and consumer's intention, and this has been supported by Luis J. Camacho et. al. (2020) stating that xenocentrism has a direct impact and positive relationship with attitude.

Subjective Norms

Subjective norms can be defined as individual's perception of social normative pressures that are relevant to the beliefs of others regarding whether they should perform the behaviour or otherwise (Ajzen and Klobas, 2013). Social influence generally refers to thoughts, feelings or behaviour of an individual that has been influenced by the surroundings. It can be either *norm-based* in which the individuals have been influenced directly by a referent group or, *information based* in which individuals accept information from the referent group before making the purchase decisions. Subjective norms can be best described as comprising two spheres of influence which refers to the adherence to the wider social trends/wider influential social circle and a smaller social influence circle consisting of family, friends, and peers (Pavlou and Chai, 2002). Collectivist cultures are more concerned with others' reactions and personal relationships and this uncertain feeling and the sense to feel global by the consumers emphasize the importance of subjective norms in influencing the purchase intention of foreign goods. For example, in China where the collectivist culture is consistent with the consumers' concern of approval or disapproval of actions by a wider society indicates that social norms is vital. There is a strong presence of subjective norms that directly affects consumer's purchase behaviour (Choo H., 2002). Previous studies found that there are positive relationships between Chinese and Korean consumers' purchase intention of foreign products and subjective norms (Jin and Kang, 2010; Chan and Lau, 1998; Lee and Green, 1991).

Perceived Behavioural Control

Perceived behavioural control (PBC) as described by Ajzen is a function of control beliefs. Given a sufficient degree of control over the behaviour, people are expected to fulfil their intentions when the opportunity to do so exists. When self-control is low, it leads to the PBC becoming the sole predictor of behaviour. The more resources and fewer obstacles individuals perceive, the greater their perceived behavioural control which lead to the stronger their intention to perform the behaviour (Ajzen and Madden, n.d). According to Do Valle et. al.

(2005), perceived behavioural control can be measured using six indicators such as, having the ability to buy, feeling to the full decision in own self, feeling to be able to buy in the future, having the resources, the time, the willingness, and chance. In general, resources such as time, skill, money, and opportunities are known as the factors that can influence the perceived behavioural control (Ajzen, 1991). PBC can be divided into two components which are (i) *self-efficacy* that refers to individual's perception of his/her abilities and tools available for adapting a specific behaviour while; (ii) *facilitating condition* refers to the resources accessible for making the online purchases (Turan, 2012). Therefore, perceived behavioural control (PBC) is a significant predictor of online purchase intention as well as actual purchasing behaviour (Giantari et. al., 2013). Previous research has shown that the antecedents of TPB such as attitude (A) and perceived behavioural control (PBC) have impacts on consumer purchasing behaviour.

Methodology

This quantitative applied research is to test the existing theoretical framework of Theory of Planned Behaviour (TPB). The researcher aims to expand her understanding on the relationships between xenocentrism (Xen) and the determinants in TPB (namely attitude (A), social norms (SN), and perceived behavioural control (PBC)) that influence international products purchase among consumers in Malaysia. According to Ajzen (1991) and Ajzen and Fishbein (2005), TPB is a causal model. For this study, the researcher will select respondents from the millennial generation who are individuals born between 1980 and 2000. Kaifi et. al. (2012) stated that millennials were close to the millennium era and being raised in a more digital age and significantly influenced by technologies and have greater acceptance to non-traditional families and values (Andert, 2011) in which currently dominate the workforce. The target population consisted of urban consumers as global brand preference is prominent in urban areas. Questionnaires will be distributed to respondents (of various races in Malaysia) who are still working, either in public/private sectors or entrepreneurs. To reduce bias of convenience sampling, the researcher will include the probability sampling and take multiple samples for more reliable results, repeat the survey, and for a big sample size like this study, the researcher will cross-validate half of the data and compare the findings. By doing pre-test and pilot tests, it can offer a valuable opportunity and reflection for the researcher to identify weakness and evaluate the reliability and validity of the survey instrument prior to final questionnaire distribution. The Structural Equation Modelling (SEM) Partial Least Square is the suitable analysis tool for this study since it has been widely used by researchers all over the world to explore existing and new theories. SEM analysis can be applicable to those who intend to examine the causal and effect relationship between a number of independent and dependent variables and thus, this analysis has been regarded as one of the preferred statistical tools (Hair et. al., 2012; Lowry and Gaskin, 2014; Noorazah and Juhana, 2012). Based on previous studies, xenocentrism can also be measured using X-scale which is known as an exclusive bi-dimensional scale (Jose I. Rojaz-Mendez and Sindy Chapa, 2020) and a consumer xenocentrism scale known as C-XENSCALE which was developed by Balabanis and Diamantopoulos (2016).

Discussions

The first model that the researchers intend to discuss is a study by Sanjaya S. Gaur et. al. (2015). This study fills a significant gap by providing a valuable insight on how consumer's cultural orientation affects ethnocentrism (ETN) and xenocentrism (XEN) especially in examining how a consumer's cultural orientation relates to the favourable evaluations of domestic products and foreign products in the context of Latin America consumers. Country of origin (COO) is

linked to the distinctive features of a particular product that is reflecting the country's image where the good being produced (Papadopoulos and Heslop, 1993). Consumers tend to use COO as the foundation of information cues to evaluate products' quality especially when these consumers are not familiar with the specific brands or categories (Maheswaran, 1994). According to Alden et. al. (2006), COO plays a vital role as an expressive and emotional tool that has shown the consumers' willingness to pay high prices for the goods that have equal performance due to their purchase intention especially aimed at gaining status rather than direct functionality, in which normally occurs in emerging markets. Sanjaya et. al. (2015) mentioned that XEN acts as a mediator that motivates some consumers to become attached to foreign brands/products even when local ones are of equal and sometimes better in terms of the quality and their functionality. From this study, the concept of XEN has provided an alternative framework for interpreting and understanding the Latin American consumers' behaviour, and this can also be applied when examining the consumer behaviours of diverse ethnicities and cultures. There are two limitations mentioned by this study conducted by Sanjaya et. al. (2015) which are; (i) this study is exclusively examined high levels of consumer ethnocentrism and xenocentrism and disregard the moderate and low level of intensity, and (ii) it generalized all Latin American countries into one general and homogeneous perspective. Consumers are basically not homogeneous in which they vary across many parts of the world. To examine the cultural values, a one-size-fits-all approach can be inappropriate since it will lead the businesses to assume that all national cultures of Latin American consumers are the same. In addition, the low consumer xenocentrism as stated in the study refers to the consumers' preference towards foreign products but at the same time, perceive the domestic products as equivalent in convenience and inexpensive prices. Meanwhile, moderate xenocentric consumers on the other hand, had preference over foreign products but they are still purchasing the domestic goods especially for convenience goods and necessities (Sanjaya et. al., 2015). This topic has to be further explored from a various standpoint, for instance in the context or circumstances that affect the consumer's buying behaviour as well as the preferences of consumers toward foreign goods that eventually derogate domestic goods (Peterson and Jolibert, 1995; and Amine et. al., 2005). Sanjaya et. al. (2015) suggested that a study on consumer xenocentrism among immigrants would be interesting and beneficial for a better realization on how this cultural orientation influences the ethnocentric and xenocentric consumers' buying pattern on international and domestic products.

The second model is by Luis J. Camacho et. al. (2020). This quantitative study aims at (i) testing the X-scale to describe consumer purchase intention through perceived product quality and product attitudes, and (ii) assessing the mediating effect of the attitude towards foreign products in the relationship between xenocentrism and the purchase intention, in which lead to the creation of sustainable marketing strategies that are well-matched with the representation of Latin Americans' national identity. There are two dimensions within the domain of sustainability related to xenocentrism as mentioned by Luis J. Camacho et. al. (2020) in his study. The first dimension is related to the *global identity* which refers to the mental representation of consumers about the functional effects of globalization, the understanding of similarities and differences between individuals in many countries, and how interested they are in world events. The second dimension is referring to the *sustainable consumption* that is linked to the usage of products or services that cover basic needs and providing a better quality of life while minimizing the environmental impacts so that it will not negatively affect future generations. Based on the findings of this study, xenocentrism has a direct impact on imported products (PI) leading to a significant relationship when product attitude (PA) acts as a mediator as supported by Batra R. (2000). There is also a significant relationship between xenocentrism and perceived product quality (PPQ) in which it is consistent with the predisposition towards

domestic goods (Belk, 1988). The conviction of the weakness of local items as supported by Balabanis and Diamantopoulos (2016). Xenocentrism emerged as a solid concept particularly in understanding the consumers' behaviour especially when these consumers perceive that imported products are competitive in terms of their quality and to implicitly capture the local markets. The X-scale is considered as a well-established consumer xenocentrism construct as stated by Luis J. Camacho et. al. (2020) in his study. It can explain the perceptions and attitudes related to the way of assessing and interpreting the quality of the foreign and domestic products. Based on the findings, the result indicated that xenocentric consumers have high expectations on quality and other factors such as durability, price, and environmental protection. Individuals with global identity perceived as unbothered with local issues and that the acceptance of global identity linked to the preference of foreign products. Therefore, at the expense of domestic products, this can be defined as pure xenocentrism. It is essential for marketing practitioners to understand that consumers perceive foreign goods are of better quality than domestic ones in which this will give enormous effects on local industries especially in emerging and developing countries. There are several limitations cited by this study. First is, it did not consider the product categories and industries which is by comparing the different types of products, services, or industries with the effect of xenocentrism can be informational to the specific international marketers and business professionals. Second, the study was conducted in Columbia and it is impossible to generalize the results however, by comparing two or more markets will give substantial opportunities to further understand this topic. Another limitation is that the respondents for this study by Luis J. Camacho et. al. (2020) were college students and thus, it has been taken with additional caution since this type of responders highly perceived to favour foreign products compared to the previous generations. The researchers then suggested that future research could integrate a more diverse sample of respondents. Future research can also explore more on the consumer attitude and behaviour that is frequently changing over time and hence, can be the essential contribution to the study on this subject matter. For instance, to quantify how change in a favourable attitude towards sustainable consumption affects the intention to purchase.

The third model is a quantitative study by Diamantopoulos A. et. al. (2019). This study aimed at developing and testing a conceptual model linking C-XEN to purchase intentions for specific domestic and foreign products using product-country image (PCI) perceptions and brand attitudes as the intervening variables. The researchers incorporated two cultural orientations such as consumer ethnocentrism (ETN) and consumer cosmopolitanism (COS) in their model specification since these orientations have been previously shown to impact preferences for domestic and foreign products (Zeugner-Roth et. al., 2015). Based on this study by Diamantopoulos A. et. al. (2019), the route through which the construct impacts consumers' purchase intention being investigated for domestic, foreign genuine and foreign counterfeit brands while controlling the effects on product category. Russian consumers were selected since Russia was one of the most prominent emerging markets and that its consumers also have been exposed to a much greater variety of foreign and local brands in various product categories. A consumer xenocentrism scale known as C-XENSCALE (C-Xen) was developed by Balabanis and Diamantopoulos (2016) to gain better understanding of consumer xenocentrism that were composed of two dimensions such as perceived inferiority and social aggrandizement. The findings have shown that xenocentrism has a significant effect on product attitude, product quality and the purchase intention among the Latin American responders. Unlike a study by Luis J. Camacho et. al. (2020), X-scale was used to measure xenocentrism with the research model in which product attitude mediate the effect between xenocentrism and purchase intention was analysed using the PLS structural equation modelling. Jose I. Rojz-Mendez and Sindy Chapa (2020) mentioned that the X-scale is the strongest predictor of the

consumer preference for foreign goods in emerging economies. According to Diamantopoulos et. al. (2019), the findings obtained from the study are, consumer xenocentrism has; (i) positively influence the intentions to buy genuine foreign brands, (ii) negatively influence the purchase intentions for local brands, and (iii) not able to describe consumers' willingness to buy foreign counterfeit brands. In the serial multiple mediator model by Diamantopoulos et. al. (2019) using Russian consumers as respondents while adopting C-Xen, the findings suggested that Italy (where the foreign product originated) be considered as superior that attracts the Russian xenocentric consumers while China is rated as less favourable than Russia when it comes to brand origin preference. Hence, this indicates that an appropriate setting is vital to investigate the potential impact using C-Xen on the willingness of consumers to purchase counterfeit goods. The findings of this study have shown that C-Xen is negatively related to the product-country image (PCI) of the home country and positively linked to the PCI of the host country. Thus, the study explains its contribution that the serial mediation model with PCI and brand attitude (as mediating variables) is capable to justify the relationship between the preference for foreign and domestic goods with xenocentric tendencies. The limitation stated by Diamantopoulos et. al. (2019) is that there are inadequate studies of this subject matter in literature. According to Bartsch et. al. (2016) minimal attention is given to the consumers with outgroup orientation in which these consumers prefer foreign products compared to the local ones. Another limitation is the result obtained in this study was unable to generalize consumers in other markets such as to the countries which are known for their strong traditions and reputations in a specific product category since this study was tested using Russian respondents only. This study also indicated that from a managerial perspective, companies based in the countries with comparatively higher status that the target country should capitalize the xenocentric tendencies by emphasizing the brand origin information, social, as well as symbolic value of the products they offered.

Conclusion

In this research study, the expectation is to approve relationships between the antecedents of Theory Planned Behaviour (TPB) and intention to purchase foreign goods by Malaysian consumers. At present, there is limited theoretical and empirical research for an in-depth understanding about this topic as well as its implications. Previous empirical study was focusing on a specific country and the model was tested using a single product category and therefore can be considered as suggestive rather than conclusive. As for the recommendation to foreign businesses, frequent mistake made by firms is lack of awareness of the diverse culture and various consumption patterns. Therefore, product adjustment that suits the consumer's demand is vital since the appreciation and fondness towards foreign products can lead to the opportunities to strengthen commercialization. Despite the indicator that foreign bias can give positive impacts, consumer xenocentrism can negatively affect the manufacturers from emerging markets (Mueller and Broderick, 2009). Foreign product bias can be crucial as it can accentuate the weakness of the domestic systems and inspire the local business to produce better products that are market oriented. For instance, these local businesses can invest on their products to improve the quality, differentiation, and brand image as well as indirectly educate these xenocentric consumers to appreciate own cultural identity and local products. Provided that the xenocentric consumer segment is substantial in the domestic market, local businesses should emphasize on brand origin in their marketing communication and focus on foreign consumers' culture positioning. Diamantopoulos et. al. (2019) suggested that the local companies should accentuate communication efforts such as using international celebrities as spokesperson for advertising campaigns of their products specifically to convince these local xenocentric consumers that domestic products/brands are of comparable or even better in terms

of quality and may indeed represent better value of money. Technology also is one of the critical factors to develop a global image specially to capture the attention of the new generation which is known to have a strong influence over technology and social media. As the on-going challenges pertaining to the consumer xenocentric tendencies which continue to have persistent impacts on consumer behaviour, it is crucial to investigate and understand the scenario to be able to respond to these xenocentric challenges in the future.

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ANTECEDENTS INFLUENCING THE CASHLESS TRANSACTION USING E-WALLET AMONG MALAYSIANS

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Abstract: Purpose – In this present economy condition, electronic payments is considered as one of the significant instruments available for individuals and businesses. Therefore, this research study aims to measure the relationships between the selected antecedents which are perceived ease of use (PEU), perceived trust (PT), perceived usefulness (PU), and subjective norm (SN) with the cashless transaction using E-wallet among Malaysians. **Design/methodology/approach** – This study is using a quantitative approach whereby data will be collected through structured questionnaires. The number of respondents for this study is 352. The researcher will use Statistical Package for the Social Sciences (SPSS) for data analysis and regression. **Findings** – The findings of this study indicate that there are significant relationships between the usage of E-wallet among Malaysians with the perceived ease of use (PEU), perceived trust (PT), perceived usefulness (PU), and subjective norm (SN). **Originality/value** – Academicians, existing and potential users, service providers and whoever that are involved with e-wallet can benefit from this study as it gives further insights and understanding of this cashless payment platform. Future researchers can also extend the study that covers more users or by selecting specific types of E-wallet that are available in the market.

Keywords: E-wallet, Ease of use, Perceived trust, Perceived usefulness, Subjective norm

Introduction

Numerous e-payment system has been extending and emerged gradually that made the usage of E-wallet become mainstream in current globalized world. It has been encouraged by web development, internet advancement as well as online businesses creating ways for E-wallet usage. E-wallet or digital wallet/electronic card is a software that stores payment information and used for transactions made online and it is linked to the individual's bank account. In Malaysia for instance, according to Teoh et. al. (2013) the two significant e-payment systems that most utilized are large value payment system (SIPS) and securities system (RENTAS).

The three classifications of e-payment system are; (i) national cheques data clearing system, ATM network, e-debit, direct debit and many more, (ii) debit card, credit card, charge card, and e-money, (iii) automated teller machine (ATM), web banking, portable banking and other e-payment instruments. The fast development in innovation consistently makes changes in business condition and therefore the introduction of E-wallet is making things easier for both businesses and consumers.

However, in Malaysia, E-wallet has not been fully utilized due to several factors. According to Salah Uddin (2014), he stated that an electronic wallet is an e-administration that permits clients to store and control their web-based shopping data and this can lead to the concern of security among users and potential users. Cashless instalments make up about 20 percent in the nation with only 50 percent of that from the e-wallet usage. These consumers are aware that e-payment has a few dangers especially in money related dangers. Further research needed for this modern industry when it comes to the E-wallet usage to educate on the technological literacy as the capacity to fittingly choose and mindfully use innovation among the users and potential users. Consequently, clients will not be utilizing an E-wallet or e-payment due to absence of mindfulness that could influenced them with a wobbly of web level information (Ramalingam, 2012) and this can lead the clients to not taking part in internet businesses practices.

There were limited studies related to factors affecting the cashless transaction in relation to E-wallet usage in Malaysia. Numerous investigations however indicate that security and trust is the main factor or concern among clients on the reason they are not ready to utilize e-payment. Abrazhevich (2001) distinguished that e-payment framework setting and configuration do not meet clients' prerequisite and desires. Other than that, the hesitance of clients to use electronic payment since they thought it was difficult to be use. Therefore, these e-payment strategies need to have a decent and easy to use payment framework to address the issues of its clients. The present issues that often the researchers look into e-payment framework indicate that its inability to achieve the necessities of clients and also the utilization of the framework. If the innovation is not being acknowledge by the end client, the whole framework will turn fizzle. Hence, this study intends to fill this hole by examining the connection between perceived ease of use, perceive trust, perceive usefulness and subjective norms with the E-wallet usage among Malaysian.

This study has four objectives to examine (i) perceived of use, (ii) perceived trust, (iii) perceived usefulness, and (iv) subjective norms with the behavioural intention for using E-wallet among Malaysian. The significance of this study is to expand the understanding of the users and potential users of E-wallet usage since utilizing this service can result in increasingly helpful and effective way of cashless transaction. Moreover, E-wallet specialist and providers can gain advantage by innovating and improvising their applications that suits with clients' needs by understanding the factors affecting the E-wallet usage.

Literature Review

According to Davis (1986) the general determinants of technology acceptance prompting clarifying the behaviour of users over an assortment of end-user figuring technologies and consumer users. Theory of planned behaviour is appropriate in explaining the usage of E-wallet among Malaysian users and that behaviour is predicted by an individual's intention. Venkatesh and Davis (2000) stated that intention can result on the utilization of behaviour whereby, intention will work as a psychological feature factor that impact practices that an individual ready to attempt. In order to determine whether users will use the system or not depends on their attitude towards the technology and the applications that are available and this form of measurement towards behaviour leads to either positive or negative evaluation of the behaviour

itself. As according to Abrazhevich (2001) mentioned that the users' perception towards e-payment was profoundly relied upon the users' attitude that will affect the acceptance level.

Perceived Ease of Use

Perceived ease of use can be defined as the argument that will it be effortless in using a selected system as mentioned by David, Bagozzi and Warshaw (1989); Davis and Venkatesh (2000). Perceive ease of use act as measure of the cognitive effort required to take advantage of modern information technology (Gefen, 2000). Wei (2017) stated that perceived ease of use of the IT application depends on attitude towards use where, it has extreme ramifications on affecting the behavioural intentions of the users of E-wallet service with accordance to the type of system picked to be utilized. There is positive impact of ease of use indicated by Malaysian as they choose to use online transaction and e-payment in Malaysia (Guritian and Ndubisi, 2006). For instance, the delay in service delivery or slow e-interaction reaction time led consumers to experience the feel of doubt about whether the transaction was complete or otherwise (Jun and Cai, 2001) and therefore, ease of use is found to have great positive impact on behavioral intent to use e-payment (Guriting and Ndubisi, 2006). The efficient usage design of e-payment system is also vital to attract clients to e-payment adoption (Abrazhevch, 2001).

Perceived Trust

E-payment transactions are carried out in the expectation of users which specify the confidence of the users (Tsiakis and Sthephanides, 2005; Mallat, 2007). According to Yousafzai et. al. (2003), trust is the degree of risk in financial transaction that the perceived risk is reduced as a consequence of trust that led users to positively intent on using e-payment service. Linck et. al. (2006) and Kausaridas et. al. (2008) stated that trust can achieve higher outcome benefits and users may or may not make their own choices or decisions about trust (Wei, 2017). According to Suh et. al. (2003), trust had major effect on e-commerce acceptance while Yeh and Ming Li (2009), further stressed the value of trust in accepting e-commerce. Quality and satisfaction are among the determinants that built trust. Kao (2009) and Maharia (2012) also stated that trust has major effect on consumers or users and trust is a key factor affecting the adoption of mobile payment for cashless transactions.

Perceived Usefulness

Usefulness is viewed as a type of external encouragement referred to as a potential adopter who viewed the use of the program or in this study, E-wallet service, to be helpful in shedding light on their experience and performance. Al Gahtani (2001) had stated that perceived usefulness is a top-notch factor that affect users' attitude through their experience of using the system and getting the right of entry to the facts and services. Perceived usefulness, perceived cost, and social influence were among the significant elements that impacting the users' standard of behaviour (Wei et. al., 2008).

Subjective Norms

Fishbein and Ajzen (2005) stated that subjective norms is considered as important in social control and it can be defined as individuals believe that the majority of people accept the actions they should or should not perform. Bhattacharjee (2002) had subjective norms classified into (i) internal factor – family members, acquaintances, and relatives and (ii) external factor – expert reviews and opinions or mass media. Therefore, the social standard has a relationship that exhibits considerable impact towards e-payment adoption.

Methodology

In this study, the researcher adopted quantitative approach and hypothesis testing is used to define the linkage between variables such as perceived ease of use, perceives trust, perceived usefulness, and subjective norms with E-wallet usage among Malaysians. A five Likert scale structured questionnaires were distributed and collected from a total number of 532 respondents for data analysis purposes. Visa Consumer Payment Attitudes in 2016 stated that 74 percent of Malaysians are getting less dependent on money and prefer to use e-payment. Based on MCMC (2008), Malaysia positioned second of mobile users in ASEAN and it was found that a large portion of the cell phone users were those age between 20 – 49 years of age. Therefore, specifically for this study the researcher has selected those from the millennial group to answer the questionnaire. This convenience sampling research study is tested using Statistical Package for the Social Package (SPSS).

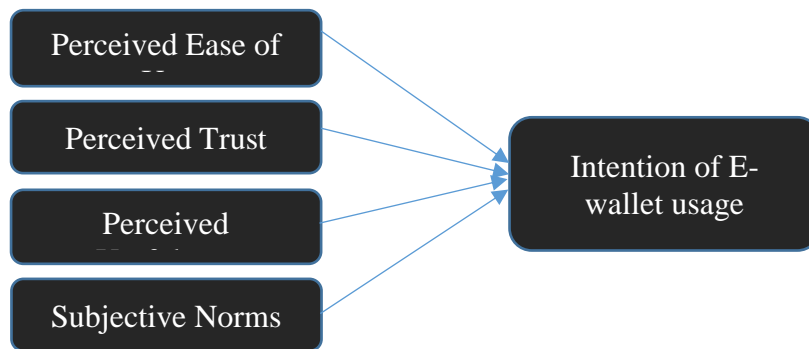


Fig. 1: Hypothesized model

Result/Findings

This study is to examine the relationships between the independents variable such as (i) perceived ease of use (PEU), (ii) perceive trust (PT), (iii) perceived usefulness (PU), and (iv) subjective norms (SN) with the E-wallet usage among Malaysian users. For demographic analysis, 231 female and 121 male respondents answered the questionnaires contributing to a total number of 352 respondents. From the findings, most of the respondents are using E-wallet at moderate level with indicator 192 respondents, followed by 136 respondents who are using it at low level and 24 respondents with high level usage of E-wallet. Reliability testing using Cronbach’s Alpha is to know the accuracy of the selected variables and the results as in the table below:

Table 1: Summary of reliability analysis

<i>Variables</i>	<i>Cronbach’s Alpha</i>	<i>Analysis</i>
Intention of E-wallet usage	0.871	Good
PEU	0.899	Good
PT	0.895	Good
PU	0.885	Good
SN	0.906	Excellent

The result suggests the reliability for this survey is acceptable for all variables since the Cronbach’s Alpha is higher than 0.7. As for the average mean for descriptive analysis, the results is as the table below:

Table 2: Summary of descriptive analysis

<i>Variables</i>	<i>Average mean</i>
Intention of E-wallet usage	3.97
PEU	4.20
PT	3.81
PU	4.14
SN	3.76

For the intention of E-wallet usage, perceived ease of use, perceived trust, perceived usefulness, and subjective norms, the results show that most of the respondents are neutral and agree with the statement in the questionnaires in this descriptive analysis.

Hypothesis testing

For the correlation, the outcomes can be either positive or negative. The result of the testing as follows:

Table 3: Summary of correlation analysis

<i>Variables</i>	<i>Pearson Correlation</i>	<i>Level strength</i>
Intention of E-wallet usage (DV)		
PEU	0.707	Significant strong
PT	0.622	Significant moderate
PU	0.744	Significant strong
SN	0.598	Significant moderate

The association between PEU and intention of E-wallet usage (DV) was positively and significant at the level of 0.01 in which the value was 0.707 ($p=0.000$) and followed by the association between PT and DV recorded a positive result with value 0.622 ($p=0.000$). Meanwhile, the association between PU and DV was above 0.7 which at 0.744 ($p=0.000$) and the association between SN and DV is at 0.598 ($p=0.000$). Therefore, all variables have strong to moderate uphill linear relationship.

Table 4: Summary of regression analysis

<i>Variable</i>	<i>Beta</i>	<i>t</i>	<i>Result</i>
PEU	0.314	6.208	Significant
PT	0.058	1.165	Non-significant
PU	0.344	6.240	Significant
SN	0.211	4.686	Significant
R-square	64%		

Based on the R-square result, it shows that 64 percent of the variance in dependent variable which is the intention to use E-wallet is being explained by the independent variables (for this study the variables are perceived ease of use, perceived trust, perceived usefulness, and subjective norms). Another 36 percent of the variance in the intention of E-wallet usage is being explained by other variables. For beta analysis, all variables show significant result except for perceived trust with 0.058 hence PT has no influence with the intention for E-wallet usage. The hypothesis analysis for this study as listed in table below:

Table 5: Summary of hypothesis analysis

No.	Hypothesis	Result
H1	There is a relationship between PEU with the intention for E-wallet usage.	Accepted
H2	There is a relationship between PT with the intention for E-wallet usage.	Rejected
H3	There is a relationship between PU with the intention for E-wallet usage.	Accepted
H4	There is a relationship between SN with the intention for E-wallet usage.	Accepted

The hypotheses of this study indicate that all variables have positive relationships except for perceived trust. Past research done by Kongarchapatara (2018) for instance, concluded that perceived ease of use is an important element that influence device technology adoption such as E-wallet. Goh (2017) stated that PEU make transaction of E-wallet easier. For perceived trust, users' concern on security issue and exposure of personal data and according to Laroche et. al. (2003) stated that behavior is considered risk taking especially when people knew that their action may produce consequences. Perceived usefulness is significant and supported by Davis, Bagozzi and Warshaw (1989) and Md. Khaled (2015) which stated that e-commerce consumers' decision making in adopting the e-payment system has influence over perceive usefulness. Subjective norm has a positive relationship with intention for E-wallet usage and this finding coincides with Saadon et. al (2020) and Prabhakaran et. al. (2020) which stated that social influence has relationship with intention to use e-payment.

Discussion

For this study, there are three significant variables which are perceived ease of use, perceived usefulness and subjective norms and one non-significant variable that is perceived trust. E-wallet providers can come up with improvements such as multiple web designs and extra functions to attract users and potential users. Since trust has been a major issue among users therefore by providing secured and transparent online payment platform with various options will give good impact towards the users' perceptions. For users and potential users of E-wallet, this e-payment method can provide more convenience method of making payment compared to traditional way. As for now, E-wallet has been improving when it comes to security features to protect clients' data and personal information. There are also various E-wallet service providers available in the market that consumers can choose in making e-payment. For the direction for future studies, the researcher would recommend future researchers to extend the number of samples as well as other variables to get more precise findings. Other than that, this study can also focus on the perspective of other countries hence, trends can be compared and discuss further to get more in-depth understanding about this issue. There are various E-wallet providers and since this study is conducting on general perspective that focus only on millennials users in Malaysia, perhaps future research can narrow down to specific E-wallet provider to expand the literature of intention to use E-wallet by users and potential users.

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FARMERS DEPENDENCY IN THE POTATO SUPPLY CHAIN IN BATUR, CENTRAL JAVA, INDONESIA

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Abstract: *Potatoes are an agricultural commodity that is widely cultivated in Indonesia. One of the leading potato producing areas is Batur sub-district in Banjarnegara, Central Java. Although the Batur sub-district has potential in potato cultivation and business, most farmers in this area still follow the wholesaler's price. This condition happens according to the agreement made between wholesalers and farmers; after farmers obtain credit from wholesalers through collectors, they must obey wholesalers' policies. Moreover, farmers can also not know the potato market with certainty due to the limited mastery of market information, especially prices and added value to various actors in the potato supply chain. This study aims to: (i) describe how the potatoes supply chain in Batur, Banjarnegara; furthermore, the comparison of potato prices and value-added by distribution channel, (ii) discuss and analyze the causes of differences in potato market prices and value-added in distribution channels, (iii) recommend the appropriate potato distribution strategy. The data required include secondary and primary data. Secondary data were obtained from the Central Bureau of Statistics, Department of Agriculture. Meanwhile, primary data was obtained through a questionnaire from 20 potato farmers and traders from Wonoyoso, Sumberejo, Batur, and Grogol villages. Interviews were conducted with six potato farmer groups. The results showed that potato farmers were weak compared to other potato supply chain actors such as wholesalers, collectors, wholesale market traders in other provinces, retailers, MSMEs, factories, and exporters. The dependence of farmers on local wholesalers is quite substantial because wholesalers control potatoes' marketing network from upstream to downstream. The study recommendations are restructuring and improving cooperation performance and providing business loans with lower interest rates and fast processing. The Agro Cooperative will shorten the potato distribution channels and provides potato farmers with important information such as market information and business conditions*

Keywords: *Supply Chain, Potato Price, Value Added*

Introduction

Potatoes, or commonly known as *Solanum Tuberasum*, are priority horticultural and food crops commodities to be developed in Indonesia. Potatoes are also a source of carbohydrates that are widely consumed by people besides rice. According to Andriyanto, Setiawan, & Riana (2013), Indonesia's potato consumption has increased significantly from year to year. Increasing

potato's demand needs better and continuous potato production. Figure 1 is the potato's production data.

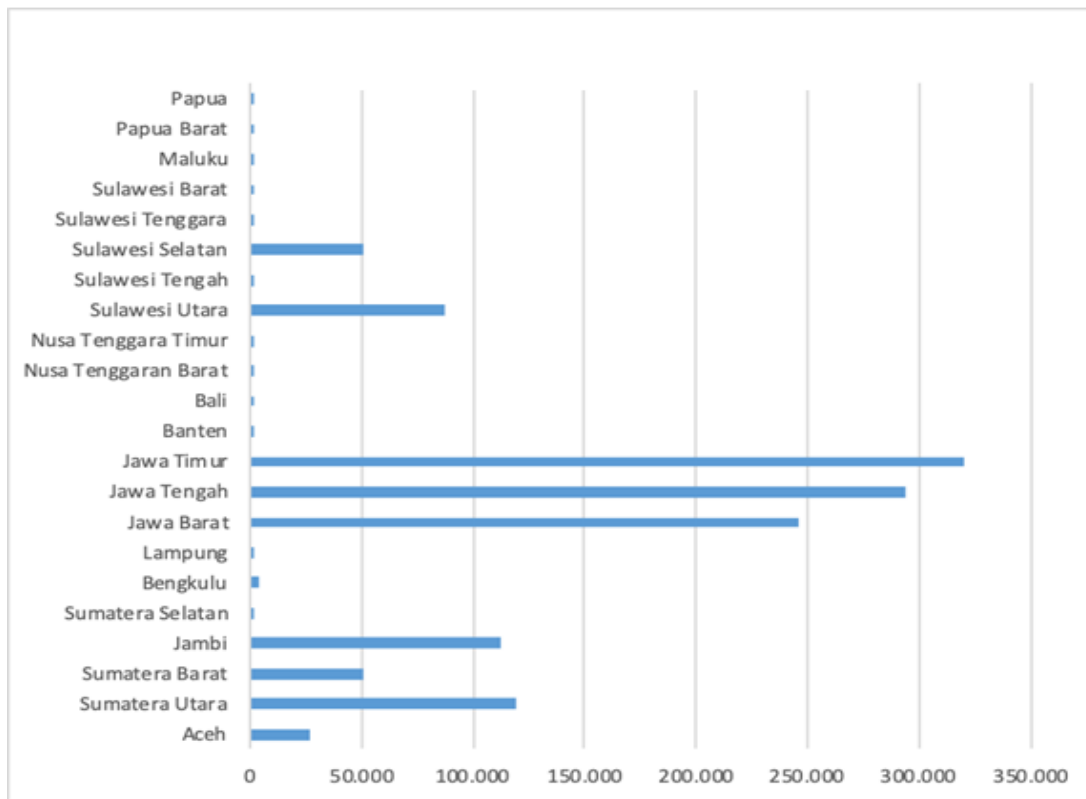


Figure 1. Potato Production by Province, 2019

Source: Agriculture Office, 2019

Of the 22 provinces, five of them are the largest potato producers. They are East Java, Central Java, West Java, North Sumatra, and Jambi provinces. Batur, Banjarnegara, Central Java is the region that produces the best quality potatoes. Batur area has an altitude of 1663 to 2093 meters above sea level, making it suitable for potato crops. Besides, the land in the district of Batur includes fertile "andosol" soils with the right sunlight intensity and sufficient rainfall. This favorable condition is supported by a potato seed development center's presence to make superior potato seeds. Potatoes from this area are widely used to produce fast food, potato chips, and various other snack foods (Sodhiq, 2020).

The total area of potato plants for the Batur sub-district is around 430 acres and spreads in Wonoyoso, Sumberejo, Batur, and Grogol (Central Bureau of Statistics of Banjarnegara, 2019). Batur and Wonoyoso villages have the largest potato crop areas, 228 acres, and 100 acres (table 1). The potatoes produced in these two villages were 1,644.65 tons for Batur village and 689.30 tons for Wonoyoso village, with a total production of 2,795 tons from all villages. The potatoes produced include Tejo M.Z., Granola, Tropika, and Butter Potatoes (Sub Directorate of Horticultural Plants, 2017). Apart from being caused by area size, the number of plant populations also affects the amount of potato production produced (Mastuti, 2014). The sizeable potato production is related to the Batur sub-district, designated as the center for potato production (Mastuti, 2017).

Table 1. Planted Area, Potato Production and Productivity in 2019

Sub- District	Land Ownership Data (Acres)	Population (Plant)	Production (Ton)	Productivity (Ton/Acres)
Wonoyoso	100	954.000	689,30	6,89
Sumberejo	49	468.000	379,50	7,75
Batur	228	2.178.000	1.644,65	7,21
Grogol	53	504.000	81,69	1,54
Total	430	4.104.000	2.795,00	6,50

Source: Central Bureau of Statistics of Banjarnegara, 2019

From the level of productivity, it turns out that Sumberejo Village has the highest level of potato productivity, in the amount of 7.75 tonnes per acre. This condition happens because of smooth irrigation, better sunshine, more fertile agricultural land, and infrequent pest attacks. On the other hand, the lowest level of potato productivity was found in Grogol, at 1.54 tonnes per acre. This condition happened because the village of Grogol was in a basin so that the falling fog was trapped, and it was not easy to move. This condition results in late blight, which impacts decreasing the quality of the potato plant so that the potato yield loss reaches 50% (Rukmana, 2012). Also, the water used for irrigating potato plants is not smooth, and there are plant pests.

In advancing their business, potato farmers form farmer groups. The farmer groups' tasks include conducting regular meetings to compile a potato cultivation program, holding outreach in cooperation with the agricultural agency and business groups, and working together in planting and maintaining potato crops until harvest. Apart from working through farmer groups, promoting potato business is also done through agro cooperatives, whose members consist of potato farmers. The cooperative tasks include receiving savings and providing loans to farmers even though the interest is relatively high. The cooperative also provides potato production facilities such as fertilizer, medicines, agricultural equipment, and accommodates potato chips produced by potato farmers.

In marketing potatoes, wholesalers set the price of potatoes from farmers. This condition happens because it has something to do with the bonded bond system, an agreement made between large traders and farmers. In the agreement, through collector traders, wholesalers provide credit to farmers to finance the cultivation of potato crops up to harvest. These farmers also use this credit to pay for their daily needs. When the harvesting season comes, the farmers should hand over their potatoes to the wholesaler.

Moreover, farmers cannot control the potato market due to the lack of market information controlled. On the other hand, farmers also do not know the price, added value, and profitability of various actors in the potato supply chain. This phenomenon is under the research results by Miftah, Arti, & Rivanda (2019), which states that traders have set the price of potatoes received by farmers. Thus farmers cannot enjoy a profitable potato price when the potatoes are distributed to retailers. The same thing is evidenced by Kaido & Fuyuki (2020)'s research results, which show that the distribution of prices, added value, and profits from the distribution of pineapples from various parties involved in it are not the same. This condition is detrimental to farmers as producers of agricultural products.

Besides being marketed to various regions, potatoes are also sold by collectors to micro, small and medium enterprises (MSMEs) or Home Industry, especially around the Batur. The potatoes are processed into chips, donuts, potato cream soup, and potato wedges. The problem faced by potato farmers is that farmers have not been able to correctly determine the price of potatoes. Most of them also do not know the market price of potatoes sold by traders in other cities, either in one province or another, and sold by exporters. On the other hand, the price of potato-based processed products currently circulating in the market is not specific. The added

value obtained from all potato business actors other than farmers is relatively high. Based on this phenomenon, this study aims to (i) describe how the potato supply chain is in the Batur, Banjarnegara. Furthermore, this study also explains the comparison of potato prices and value-added by distribution channel; (ii) discuss and analyze the causes of differences in potato market prices and value-added distribution channels; (iii) recommend the appropriate potato distribution strategy.

Literature review

Supply Chain

In the agricultural sector, agricultural commodities' distribution starts from farmers, distributors, retailers to consumers (Heizer & Render, 2014). These activities represent a coordinated chain, starting from farmers to consumers. This phenomenon is in line with Cooper et al. in Somashekhar, Raju, & Patil (2014), which explains that the distribution of a product, including agricultural commodities, starts with production by farmers, then is followed by distribution and marketing activities so that agricultural commodities reach consumers.

Value Added

Unlike in developed countries, in developing countries, the marketing of agricultural commodities is more complex, and the costs involved are quite large. This fact is in line with Somashekhar, Raju, & Patil (2014) research results, which show that agricultural marketing in India. India's agricultural marketing is characterized by fragmented supply chains, large losses during post-harvest, high transaction costs, many market intermediaries, lack of awareness, and other socioeconomic factors. The results of research conducted by Kaido & Fuyuki (2020) show that the distribution of pineapples from the Muaro Jambi district to various regions causes different prices, added value, and benefits to the various parties involved. This condition is related to the condition of the pineapples sale. Large, unripe pineapples are sold to wholesalers, while ripe pineapples of low quality are sold to intermediaries. Miftah, Arti, & Rivanda (2019) stated that long-lasting vegetables in the city of Bogor include potatoes imported from remote locations.

The Price of Agricultural Commodity

Meanwhile, the traders set the price of potatoes received by farmers. This situation shows that if farmers are very weak in determining potatoes' price, they obey and stick to the trader's price of potatoes. The consequence is low profitability because farmers have to cover all costs incurred, including the price of seeds, maintenance costs, pesticides, labor costs, and transport costs. Meanwhile, Rosmawati (2015) explained that in Ujan Mas village, Dempo Utara sub-district, Pagar Alam city, Bengkulu, there had been a decline in potato production. This condition is caused by many farmers who have switched to business coffee, which is considered more profitable. Farmers considered switching to the coffee business because the capital they spent was relatively lower than that of the potato business. From the agricultural input, the price of potato seeds is relatively high. The quantity and quality of potato seeds are not right, and the limited labor causes a decrease in potato production.

Research methods

The research was conducted in Batur, Banjarnegara, Central Java. The reason for choosing the location is because this area is a large potato producing area. Besides, the potatoes produced are the best potato among potatoes produced from other regions in Indonesia. This study uses secondary data and primary data. Secondary data were obtained from the Central Bureau of Statistics, Department of Agriculture. Meanwhile, primary data were obtained through

questionnaires and interviews. The questionnaire was distributed to 20 potato farmers and traders in Wonoyoso, Sumberejo, Batur, and Grogol villages to find out in-depth the marketing of potatoes produced by potato farmers, mostly related to distribution, price, and costs. Interviews were conducted with six potato farmer groups to find out about planting, maintenance, and harvesting activities and problems faced. Analysis of the potato supply chain is conducted to determine the selling price and added value of the potato supply chain actors involved. The added value is obtained from the difference between the selling price and each actor's purchase price. Furthermore, based on the selling price and added value, a qualitative analysis is carried out to determine the various things that cause a difference in price and added value.

Results and Discussion

Potato Supply Chain in Batur

Data description and analysis, starting with various parties involved in potato marketing, consisting of potato farmers, collectors, wholesalers, home industry or MSMEs, factories, exporters, wholesale market traders in other provinces, and retailers. There are five distribution systems in potato marketing in the Batur; they are:

1. Distribution Channels I: Potato farmers sell the harvested potatoes to collector traders, then collectors sell them to home industries (MSMEs).
2. Distribution Channels II: Potato farmers sell the harvested potatoes to collectors, then the potato collectors sell them to wholesalers, then the wholesalers sell the potatoes to exporters.
3. Distribution Channels III: Potato farmers sell the harvested potatoes to collectors, then the potato collectors sell them to wholesalers, then the potato wholesalers sell them to traders in wholesale markets in other provinces, and then resell them to retailers.
4. Distribution Channels IV: Potato farmers sell their harvested potatoes to wholesalers from other cities in Central Java, and then by wholesalers, the potatoes are sold to retailers.
5. Distribution Channels V: Potato farmers sell potatoes to collectors through farmer groups, then the potato collectors sell them to factories.

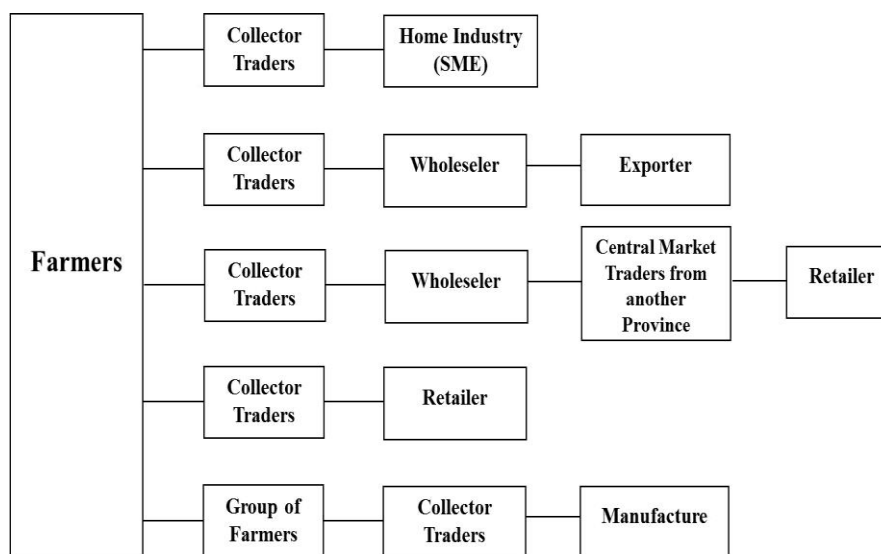


Figure 2. Distribution System of Potatoes in Batur Sub-District

Source: Interview with Potato Traders 2019

Comparison of Potato Prices Based on Distribution Channels

Price comparisons based on the distribution channels of parties in the potato supply chain vary, as shown in figure 3:

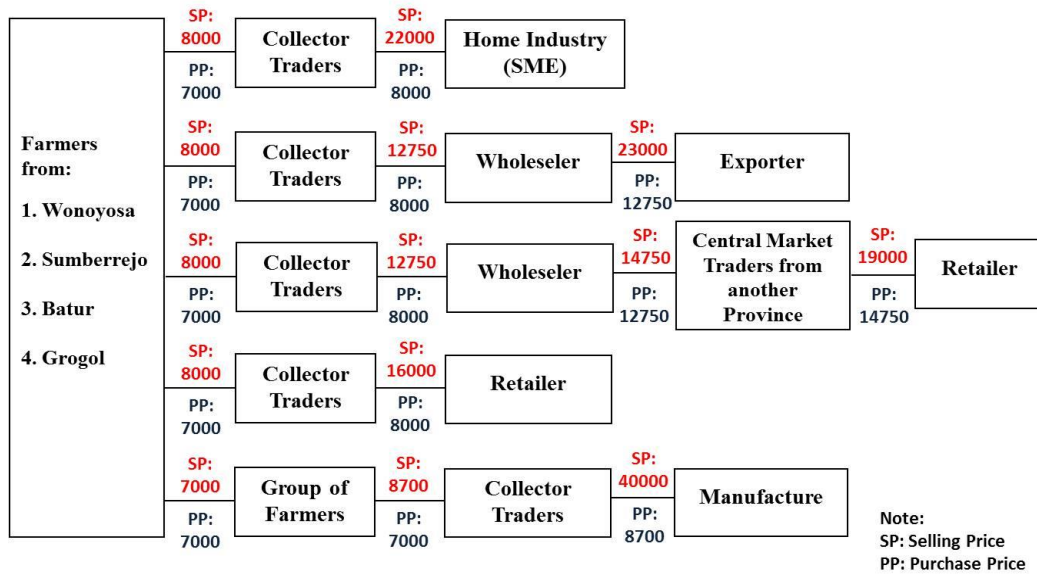


Figure 3. Price comparisons based on the distribution channels

Source: Interview with Potato Traders 2019

Figure 3 shows that the price of potatoes from farmers from Wonoyoso Village, Sumberejo Village, Batur Village, and Grogol Village is an average of IDR 7,000 per kg. The next route is collecting traders. Collector traders sell potatoes for IDR 8,000, and large traders in other cities sell for a difference of IDR 500 more expensive. The next route shows that wholesalers and MSMEs (Home Industry) buy potatoes from collectors at IDR 8,000. Local wholesalers sell potatoes at IDR 12,750, while MSMEs can sell at IDR 22,000. This situation is also due to the processing costs of raw potatoes into semi-finished potatoes ready for consumption. Prices at the traders and exporters level tend to be higher. Main Market Traders from Other Provinces and Potato Exporters obtain potatoes by buying potatoes from Local Wholesalers with a price range of IDR 12,750. Whole market traders from other provinces sell for IDR 14,750, while exporters can sell up to IDR 23,000. The same thing happened to retail traders in other cities in one province to buy potatoes from wholesalers from other cities at IDR 8,500 and sell them for IDR 16,000 to consumers. The same is the case with retail traders in other provinces. They buy potatoes from wholesale market traders from other provinces for IDR 14,750 and sell them for IDR 19,000. The highest sales were obtained at the factory level, where the product was processed potatoes, the raw material of potatoes purchased from collectors at a partnership price of IDR 8,700 and sold for IDR 40,000.

Value Added Comparison by Distribution Channels.

The added value among actors in potato distribution is not the same. This value can be seen from the comparison of added value based on distribution channels as in table 2.

Table 2. Value Added Comparison by Distribution Channels

Parties to the Potato Supply Chain	Group of Potatoes	Value Added
Collector Traders	Consumption	12,50%
Local Wholesaler	Consumption	37,25%
Wholesaler from another city	Consumption	17,65%
Central Market Traders from another Province	Consumption	13,56%
Home Industry	Consumption	63,64%
Exporter	Consumption	44,57%
Retailer from another province	Consumption	22,37%
Retailer from another city in the same province	Consumption	50,00%
Manufacture	Consumption	78,25%

Source: Questionnaire, 2019

Table 2 shows that the most considerable added value of potatoes is the added value obtained by the factory, which is equal to 78.25%. The home industry is 63.64%, retail traders in one province are 50.00%, exporters are 44.57%, and local wholesalers 37.25%. The added value at the factory and MSME levels shows that the processed food products made from potatoes have a high value. This condition is inseparable from the increasing public demand for processed foods made from potatoes in various big cities, small cities, and villages. At the level of retail traders in one province, the added value of potatoes is also considerable, indicating that public demand, especially among homemakers in various cities in Central Java, is quite large. Public awareness of the importance of eating vegetables is getting higher amid the spread of various fast foods. Most of the potatoes are imported from potato farmers through wholesalers in each city. Meanwhile, the exporter level is added value is mainly in line with the increasing demand for potatoes from various countries. Initially, the export destination countries for potatoes were only a few countries in Asia. Now the export has increased to various countries such as Malaysia, South Korea, Papua New Guinea, Hong Kong, Singapore, Taiwan, Thailand, Australia, Austria, Bangladesh, Cameroon, China, East Timor, Japan, India, Maldives, New Zealand, and Qatar. At the local wholesaler level, the significant value-added shows that the demand for potatoes from the community, especially from wholesale market traders, originates from Central Java, West Java, Lampung, West Kalimantan, and DKI Jakarta. Likewise, exporters also tend to increase. So far, wholesalers have good relations with all the potato supply chain actors, including wholesale market traders in other provinces and with exporters.

Analysis of the Causes of Difference in Price and Value Added in Distribution Channels.

Based on the description above, it is clear that there are differences in prices between distribution channels. At the farmer level, the selling price of potatoes is the price that has been set by the wholesaler. In Indonesia, the wholesaler is also known as “pengijon” (traders who buy before the harvest of potatoes). Through collector traders, Wholesalers have a stake in helping farmers in financing related to land rental costs, land management, procurement of seeds, procurement of fertilizers, medicines for pest and plant disease management. Assistance to finance farmers' businesses is in the form of loans, the repayment of which is calculated from the sale of potatoes. The difference between farmers' purchase price and the selling price is due to the extreme and challenging terrain, road to land infrastructure, and inadequate and remote cultivation. Some still need transport laborers, with high costs, and the mode of transportation used is only capable of carrying capacity. A little, so it must be shaded several times. Meanwhile, the price difference between the purchase price and the selling price is due to the cost of harvesting, washing costs to clean potatoes from the ground, location conditions, road

access, distance to the market, and transportation modes. Higher prices at wholesalers are due to transportation costs, cost of lowering potatoes, cost of sorting and grading (tuber classification), based on super quality class: > 400 g (consumption bulbs), quality A: > 250g - 400 g (consumption bulbs), quality B: > 100 g - 200g (consumption bulbs). For exporters, apart from these costs, there are still other costs that must be incurred, such as quarantine costs, container costs, cold storage costs, insurance costs, certification fees, export-import taxes, and unexpected costs. This condition results in higher prices for potatoes sold to other countries.

The price difference between MSMEs and factories is because potatoes have become a processed product. From the interview results, the MSME distribution channel, even though the processing is manual and the packaging is still simple, the costs incurred are quite large. The costs of using supporting materials, labor costs, storage costs, transportation are relatively high. So MSMEs process the potatoes as a home Industry will sell potatoes at a high price. The price difference is striking at the factory because the potatoes sold to consumers have been processed into processed products that are ready to eat by processing using machines and are all hygienic and have been packaged. This processing requires many costs, such as storage costs, costs for supporting materials, labor costs for production, transport costs, and marketing costs. Also, changes in people's lifestyles that increasingly prefer potato-based food products such as fast food, pasta, and other food types have driven an increase in demand for these potato-based foods. From the description of added value, there is also a difference. The added value is enormous at the factory and home industry level because they can implement high production efficiency. This condition shows the use of a center fuse, which is an oil filter that causes the product to dry out quickly. This equipment has prompted the company to produce various variants of potato-based products that are very salable in the market.

On the other hand, the purchase price of potatoes from collectors is meager compared to the value of processed potatoes sold in the market. The transportation cost expenditure is also relatively low, especially in the procurement of potatoes. This condition is because most of the potatoes are delivered directly by collectors. Meanwhile, at the retail level in one province, the added value is mostly due to increasing demand and exceeds the supply. This phenomenon is related to changes in a healthy lifestyle so that many people use potatoes as a substitute for rice. Also, some retailers already have regular customers who obey and always follow the retailer's price (market of place).

Another thing that determines the amount of added value at the retail level is market sentiment, which is volatile and tends to rise. At the exporter level, the gains in added value are also quite large due to the fluctuating and increasing trend of the foreign exchange rate, increasing the selling price of potatoes in rupiah. On the other hand, government policies that reduce export duties and eliminate Letter of Intense fees related to processing product invoices and export quotas have boosted exports, including potato exports. The price of potatoes and the added value of selling potatoes outside of potato farmers seem very profitable, but potato farmers do not yet enjoy it. This opportunity cannot be exploited because potato farmers still rely on wholesalers and collectors for potatoes' pricing and marketing. The consequence is that there is a risk that must be borne by potato farmers in the potato supply chain. It changes in potato prices that can occur every time. If the potatoes' market price decreases, the wholesaler will ask the potato farmers to hand over their harvested potatoes at a lower price. Potato farmers cannot escape, even though the costs incurred are increasing. This condition is following the results of research conducted by Pujiharto & Wahyuni (2018), which shows that, in general, vegetable farmers in the Dieng Plateau have not been able to implement a marketing strategy through pricing. Besides, potatoes' shrinking nature encourages farmers to immediately sell them to wholesalers through intermediate traders to earn income quickly. Thus, the potato farmer can use his income for his family's needs, repaying business credit, and financing the

next potato business. The respectful attitude of potato farmers was increasingly evident by several large traders' appointment as cooperative managers, which led to a stronger position of the wholesaler in the potato supply chain. The strategy undertaken by the cooperative management is to condition the cooperative so that it does not carry out several activities that can harm local wholesalers (table 3).

Table 3. Activities that have not been carried out by Agro Cooperatives

Not yet accommodating and marketing the potato harvest from potato farmers
Not yet providing agricultural business loans with low-interest rates
Not yet processing potatoes into high value-added food products.
Not yet providing useful market information for potato farmers

Source: Questionnaire, 2019

In the condition that the Agro cooperative has not yet carried out several activities, the local wholesalers intensively collect the potato harvest from farmers through collector traders for further resale. Meanwhile, wholesalers' business credit to potato farmers has a slightly lower interest rate and a fast process. Likewise, collector traders as business partners of wholesalers can freely sell potatoes from farmers to MSMEs and factories. Meanwhile, the information given to potato farmers is minimal only on certain things such as production technology, superior seeds, climate change.

Conclusions and Recommendations

Based on the analysis and discussion results above, it can be concluded that potato farmers are in a weak position compared to collectors, wholesalers, traders in the primary market in other provinces, retailers, MSMEs, factories, and exporters in the potato supply chain. Potato farmers are very dependent on wholesalers because wholesalers control the potato marketing network from upstream to downstream. The wholesaler's position is in the middle between the farmer and the collecting trader. The wholesaler is in the primary market in other provinces. The exporter and the retailer are also established. Potato farmers always follow various policies made by wholesalers through collector traders to maintain their business continuity. Besides that, potato farmers also depend on collector traders to distribute their harvested potatoes to home industries and factories. Potato farmers are not fully aware that potatoes can be processed into various high value-added food products. So far, agro cooperative services for potato farmers are still not optimal. It is proven that many farmers have not been served directly by the credit union.

Most of the farmers are served by large traders because, so far, the farmers have objected to meeting the cooperative requirements. Farmers who get capital from large traders are only farmers who have good relations with large traders. Meanwhile, other farmers felt that they received different treatment, especially regarding the procurement of seeds, production facilities, and market opportunities. Based on the conclusions, the recommendation is that agro cooperatives restructure various efforts to improve cooperatives' performance, which have not been evenly served, especially in savings and loan services. A policy of providing business credit with a lower interest rate and fast processing needs to be realized. Farmers can finance their business with efficient business costs.

On the other hand, cooperatives need to form productive business units. These business units include a production unit that processes potatoes from potato farmers into high value-added food products. This marketing unit handles the marketing of potatoes produced by farmers and processed products made from potatoes. The cooperative should shorten the potato distribution channel by accommodating the potatoes produced by potato farmers, sold to

retailers, exporters, and wholesalers at wholesale markets in other provinces. However, this should not be deterred from local wholesalers' role because they are also in charge of the Agro cooperative. This situation means that there is a division of territory between potato farmers through cooperatives and large traders. The territory's division is intended to make it easier to find buyers and avoid fighting over buyers who are already customers. Zoning will also facilitate business facilities preparation, obtaining the necessary seeds and market information, counseling, and training. Thus, potato farmers and wholesalers both benefit so that excellent cooperation can be established. Providing critical information to potato farmers through credit unions must be done frequently, especially on the market and business conditions of vegetables, especially potatoes, both at the national and global levels. It is intended that potato farmers can keep up with external changes affecting their business to continue, and potato farmers are not disadvantaged.

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HETEROGENEOUS EFFECT OF SECTORAL COMPOSITION ON THE GREEN TECHNOLOGY INNOVATIONS IN ASIA'S MIDDLE-INCOME COUNTRIES

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Abstract: *This study examines the extent to which sectoral composition can affect green technology innovations in 20 selected Asia's Middle-Income countries from 1995 until 2016. To measure the cross-sectional dependence among cross-sectional units and allows heterogeneous coefficients in a panel, this study will adopt the Dynamic Common Correlated Effect (DCCE). The results show that an increase in the proportion of industry and services sectors plays an important role in innovations of environmentally friendly technology. It is also knowing that the tourism sector and pollution level would be a prospect for green technology innovations. On the contrary, the increasing proportion of the agriculture sector may hinder green innovations. The finding of this study can be helpful for policymakers in middle-income countries to promote a balance of green technology development in each sector for the sake of comprehensive sustainable development.*

Keywords: *Sectoral Composition, Green Technology Innovations, Dynamic Common Correlated Effect, Sustainable Development*

Introduction

There have been calls for cleaner and energy-efficient technologies to be used in tackling climate change and global warming. The International Energy Agency had pointed out the shortcomings in the adoption of future sustainable energy systems and declared that the path towards achieving sustainable energy remains to be extremely slow (Chakraborty and Mazzanti, 2020). In many middle-income countries, there had been a lack of clean energy available. This increased the reliance on fossil fuel consumption, creating an issue of energy insecurity. This issue of consumption would have a direct or indirect effect on human health and could cause air pollution through the release of greenhouse gas. Hence, Taghizadeh-Hesary *et al.* (2020) recommended that diversification of energy in middle-income countries from reliance on fossil fuel consumption to a more renewable energy source consumption is necessary to reduce the negative repercussions. This would therefore improve energy security by increasing access to renewable energy. Renewable energy is considered an important mechanism for achieving sustainable development.

The energy demand has been growing rapidly in the Asian region as it becomes a hub of economic growth and development. This could be the underlying reason that explains why the Asian region was found to be among the world's top regions for CO₂ emission. About half of the global CO₂ emissions was found to come from this region (Saleem *et al.*, 2019). The CO₂ emission leads to global warming and climate change that would be detrimental to the

global ecosystem. The impact of urbanization on emissions is found to be even more pronounced in the middle-income group (Poumanyong and Kaneko, 2010). As such, access to renewable energy sources will be crucial to attaining sustainable economic growth and improving environmental conditions. Furthermore, a carbon-free economy requires more renewable energy technologies. This implies that investment or green financing on energy-based technological innovation is required to improve the efficiency of energy. Many of the works of literature (see Anderson and Karpestam, 2012; Narayan and Smyth, 2008; Wang *et al.*, 2011) had supported that a reduction in CO₂ emissions without utilizing low carbon technologies will not help in achieving sustainable economic growth. Besides, the Asian economies have been known to produce less renewable energy compared to other economies (Usman *et al.*, 2020)

It is paramount to point out that the middle-income countries are currently undergoing massive structural changes towards more industrialized economies. Over the past three decades, the economic significance of middle-income countries is growing in the global paradigm (Sohag *et al.*, 2017). There has been a rapid transformation of economies from the primary agricultural sector to the energy-led industrial sector in these middle-income countries. This leads to an unprecedented increase in global energy consumption which generates additional CO₂ emissions. Encouraged by this thought, past works of literature such as Mills and Schleich (2012) and Faiers *et al.* (2007) advocated that technological sophistication and energy-efficient technology adoption are crucial to be undertaken in minimizing the adverse effect of the increasing energy consumption due to fast-changing structural transition of middle-income economies. This is further supported by the ecological modernization theory which postulated that advanced market societies can improve resource efficiency through technological innovations. Findings by Sohag *et al.* (2017) offered empirical support that the efficiency in energy use should be prioritised to reduce CO₂ emission for middle-income countries. Besides, massive improvements in the efficiency of technologies would facilitate reductions in quantity energy required for production in economies (Tatsutani, 2009).

Furthermore, middle-income countries are still lacking technological sophistication and have a weak adoption of technology that supports a carbon-free economy (Yanikkaya, 2003). The focus on middle-income countries is well-justified since high-income countries do not face the problem of being less-equipped and less technologically efficient in dealing with CO₂ emissions. Meanwhile, low-income countries do not contribute significantly to the global share of CO₂ emission as compared to middle-income countries. Hence, it would be less significant for the study to focus on high-income or low-income countries. With higher economic growth rates, emerging Asia is increasingly moving towards becoming a middle-income region. This fast-paced economic growth has been accompanied by high rates of material and energy consumption (Asia Development Bank Institute, 2012). Therefore, it is imperative that these countries would need to improve on energy efficiency and green technology innovation. The choice of the study is focusing on the middle-income countries from Asia can also be attributed to the recent economic growth in the Asian region, its high population, and the issue of energy poverty (Maslyuk and Dharmaratna, 2013). Besides, a middle-income country has a better position to afford the development of green technological innovation.

The voluminous studies in the strand that focus on the relationship between energy consumption, economic growth, and emissions of greenhouse gases had indicated the importance of the development of green technology innovations that help in improving energy efficiency. In recent literatures, many studies have identified technology as the main key to emissions mitigation strategies. The development and deployment of beneficial technologies across all sectors will be needed to accelerate green growth (Asia Development Bank Institute, 2012). However, it would be necessary to analyse the factors that could have effects on green

technology innovation before the development and diffusion of technological innovations can take place. In this context, the empirical analysis had been relatively scarce and unexplored. This motivated our study to examine such effects on green technology innovations. In particular, this study will analyse the sectoral composition heterogeneous effect on green technology innovation. This will address the issue concerning past pieces of literature that had largely ignored the importance of heterogeneity when examining the panel data (Wang *et al.*, 2016). This study also seeks to fill the gaps in previous literature in examining a cross-country effect. The objective of this paper is therefore to examine the sectoral composition heterogeneous effect on green technology innovations in 20 selected Asia's middle-income countries from 1995 until 2016.

The novel empirical findings will indicate the effects which vary according to sectoral composition. To examine the heterogeneity effects among the different sectors, the dynamic common correlated effects estimators will be employed in this paper. Findings from this paper will extend the existing literature and of special interest to policymakers. The nexus established between the sectoral composition and green technology innovations will be useful to help countries in achieving the Sustainable Development Goals (SDGs). Various supportive policies may be needed to ease the access to green energy in line with the SDGs (Taghizadeh-Hesary and Rasoulinezhad, 2020). The achievement is not possible if countries have limited access to cleaner and efficient energy. The development of green energy innovation will also contribute in supporting job creation, overcoming poverty, and enhance economic growth (Karekezi *et al.*, 2012). Although the middle-income Asian countries had been undergoing a fast sectoral transformation over the recent years, however, the potential in the region had remains untapped. Hence, the examination of the sectoral composition heterogeneous effect on the green technology innovation will be highly significant. Moreover, this region has the chance to position itself as a front-runner in low-carbon green innovation, to become the most energy and resource-efficient region in the world which further strengthens its global competitiveness (Asia Development Bank Institute, 2012). Hence, successful implementation of green innovation will certainly become a key driver for growth and development.

Literature Review

There are various literatures related to the sectoral composition impact on green technology innovation, so the conclusion from the findings also varies among the researchers. The results also different in terms of the region, the variables selected, and methodology. In our study, we will take into consideration the sectoral composition effect which divides into the agricultural sector, industry, and service sector.

In the last decade or so, green innovation has gained interest among researchers and practitioners. Some of the literature discussed the effect of a single sector on green technology innovation while some studied the effect of various sectors on it. Green innovation appeared to be a significant impact factor of forming a resource-efficient and environmentally friendly society for sustainable development (Yin *et al.*, 2018).

The nature of the relationship between economic growth and green technology innovation has been studied by several studies. Meirun *et al.* (2020) in their study of Singapore employed the novel bootstrap autoregressive-distributed lag (BARDL) technique using time series data from 1990 to 2018. Based on their study, there is a positive and significant relationship between green technology innovation with economic growth in both the long run and short run. In addition to this, a similar result was found by Belin *et al.* (2011).

Although the changes in the sectoral composition generally known to associated with economic growth, to date, studies that examine the direct effect of sectoral composition on green technology innovation only is extremely limited. Nonetheless, the significance of

sectoral shares on green technology innovation is highlighted by few studies. According to Karlsson and Hovelsrud (2021), in Norway, practitioners within the fisheries and agricultural sectors promote their activities and products as sustainable and as an important part of a green transformation. By doing so, the narratives are not transformational but rather ensure a continuation of current practices with incremental adjustments that may contribute to environmental sustainability. Peng et al. (2020) claimed that the green technology development of the manufacturing industry in Jiangsu province has been constantly improving during 2012–2016. Moreover, studies such as Lin and Ho (2008), Murshed et al. (2020), and Yassin and Aralas (2020) suggested that the industry and services sector can improve environmental quality from the adoption of green technology innovation.

In terms of other determinants, Bai et al. (2019) found that R&D grants have improved the green innovation in 527 energy-intensive companies over the sample period 2010–2015 in China. Meanwhile, Yii and Geetha (2017) found that technology innovation is negatively related to CO₂ emissions in the short-run in Malaysia. Urbanization also claimed to have an adverse effect on eco-efficiency and innovation (Zhou *et al.*, 2020). In terms of tourism, Gavrilovic & Maksimovic (2018) claimed the tourism sector has the potential to significantly promote green technology.

Methodology

Model Construction and Data

This study used the annual data in 20 selected Asia's Middle-Income countries from 1995 until 2016. The country selection was based on its current state as emerging economies and the availability of data on green technology innovation which is the dependent variable. To assess the extent to which sectoral composition can affect green technology innovations, first, this study divided the economic effects into three sectors: agriculture (primary), industry (secondary), and services (tertiary). The is accordingly the three-sector model developed by Fisher (1935) and adopted by numerous researchers (see Dogan & Inglesi-Lotz, 2020; Gryshova *et al.*, 2020). The study's variables also included tourist arrivals, environmental degradation (CO₂ emissions), and urban population. Thus, this study developed the econometric model as follows:

$$GTech = f(AGRI, INDU, SERV, TA, CO_2, URB) \quad (1)$$

Equation (1) indicates a green technology innovation (GTech) which depending on agriculture output (AGRI), industry output (INDU), services output (SERV), tourism arrivals (TA), carbon emissions (CO₂), and urban population (URB). The description for each variable used is given in Table 1.

Next, taking natural logarithms of equation (1) and transform it into a linear specification in a dynamic panel as follow.

$$\ln Gtech_{it} = \beta_0 \ln Gtech_{it-1} + \beta_1 \ln AGRI + \beta_2 \ln INDU_{it} + \beta_3 \ln SERV_{it} + \beta_4 \ln TA_{it} + \beta_5 \ln CO_2_{it} + \beta_6 \ln URB_{it} + \lambda_i f_t + \varepsilon_{it} \quad (2)$$

Where the $i = 1 \dots N$, and $t = 1 \dots T$ denotes to the cross-section and times of the panel respectively. To estimate the dynamic effects and heterogeneity across countries, the lagged value of green technology innovation is included in the equation. Meanwhile, the error term (ε_{it}) capturing the unobserved country-specific effect (f_t) that includes the individual heterogeneity factor loadings (λ_i) and the remaining disturbance term (ε_{it}).

Although considerable research has been devoted to economic growth and green technology innovation, however, less attention has been paid to the effects of the sectoral

composition of the economy on green technology innovation. As economic growth assumes to motivated more green technology innovations (see Belin *et al.*,2011) each sector is expected to have a positive sign. Meanwhile, tourism arrivals are expected to have a negative sign as according to Liu *et al.* (2017) tourism development harms the environment. Next, following Lin and Zhu (2019), carbon emission is expected to have a positive sign. Lastly, urbanization is also expected to have a positive sign as according to urban environmental transition, where high urbanization will motivate society to be more aware of protecting the environment and induce more demand for greener technology (Poumanyong & Kaneko, 2010)

Table 1: Description and Unit of the Data

Variable	Data Description	Unit of Measurement	Source
GTech	Patents in environment-related technologies	the output of environmental innovation	OECD statistics database
AGRI	Share of the Agriculture sector's value-added in the Gross Domestic Product (GDP)	% of GDP	World Development Indicators
INDU	Share of the industry sector's value-added in the Gross Domestic Product (GDP)	% of GDP	World Development Indicators
SERV	Share of the services sector's value-added in the Gross Domestic Product (GDP)	% of GDP	World Development Indicators
TA	Tourism arrivals measure the number of tourists who travel aboard from a country to another country.	Number of international arrivals	World Development Indicators
CO2	Carbon dioxide emissions are those stemming from the burning of fossil fuels and the manufacture of cement.	a metric ton of per capita	The Emissions Database for Global Atmospheric Research (EDGAR)
URB	People living in urban areas as defined by national statistical offices.	Ratios of urban to the total population	World Development Indicators

Testing Slope Homogeneity and the Cross-Sectional Dependency

One of the problems in the panel statistical analysis is the existence of a heterogeneous slope. Thus, the estimation starts with testing the serial correlation using the Wooldridge test and the presence of heteroscedasticity using the modified Wald test as reported in Table 2. The results conclude there is a cross-sectional dependence among ASEAN countries. Besides, the error structure is assumed to be heteroskedastic and auto-correlated due to possibly correlation between the groups (Hoechle, 2007). The error structure is assumed to be heteroskedastic and auto-correlated due to possibly correlated between the groups. Second, the results from the panel unit root test using the Pesaran (2007) CIPS test revealed that there are mixed results at level. At first different all variables were found to be stationary. These results implied that any possible shock affecting the series is only a temporary effect.

Table 2: Serial correlation, Cross-sectional Dependency Test, Testing of Slope Homogeneity and Unit root test

	CD test	CIPS			
		CIPS without trend		CIPS with trend	
		Level	1st Diff	Level	1st Diff
lnGTech	12.5*	-1.686	-5.187***	-3.282*	-5.230***
lnAGRI	7.20*	-2.456*	-4.627***	-2.903**	-4.642***
lnINDU	6.22*	-3.095	-5.187***	-3.578*	-5.292***
lnSERV	18.42*	-3.538	-3.579***	-1.754	-4.856***
lnTA	14.39*	-2.554*	-5.286***	-3.191*	-5.391***
lnCO2	9.44*	-0.765 *	-2.838 ***	-1.797	-3.335 ***
lnURB	14.50*	-3.305	-5.993***	-3.826	-6.035***
Modified Wald	4014***				
Wooldridge test	3594.64 ***				

Notes: CIPS test developed with the command of `xtcips` of stata 14 with 3 maximum lags; the critical value for CIPS statistics at (***) 1 percent, (**) 5 percent, and (*) 10 percent level. The null hypothesis is that the variable is homogeneous non-stationary

Dynamic Common Correlated Effects (DCCE)

This study resort to the Dynamic Common Correlated Effects (DCCE) estimator which considers heterogeneous coefficients as developed by Chudik and Pesaran (2015). The motivation behind this estimator selection due to the heterogeneity that may exist among Asia's Middle-Income countries. This estimator provides clearer insight of the presence of unknown types of error cross-section dependence due to common stock and interdependencies, heterogeneity among the sample, and endogeneity from dynamic panel settings. To make it short, lets the model simplify as in equation 3.

$$y_{it} = \alpha_i + \lambda_i y_{it-1} + \beta_i x_{it} + \sum_{l=0}^{pT} \delta'_{il} \bar{z}_{t-1} + \varepsilon_{it} \quad (3)$$

Where,

$$\bar{z}_t = (\bar{y}_t, \bar{y}_{t-1}, \bar{x}_t)$$

pT – The number of lags ($pT = \sqrt[3]{T}$)

λ_i – individual heterogeneity factor loading

β_i – the heterogeneous coefficient and randomly distribute around common mean

$$\beta_i = \beta + v_i, v_i \sim IID(0, \Omega_V)$$

From equation 3, λ_i and β_i are stacked into $\pi_i = (\lambda_i, \beta_i)$. The mean group coefficient estimates as in equation 4:

$$\hat{\pi}_{MG} = \frac{1}{N} \sum_{i=1}^N \hat{\pi}_i \quad (4)$$

Where $\hat{\pi}_i$ and $\hat{\pi}_{MG}$ are consistently estimated with convergence rate \sqrt{N} if $(N, T, pT) \Rightarrow \infty$.

The asymptotic variances can be consistently under the full rank of factor loading estimation by:

$$Var(T_{MG}) = N^{-1} \sum_{\pi}^{\wedge} = \frac{1}{N(N-1)} \sum_{i=1}^N (\hat{\pi}_i - \hat{\pi}_{MG})(\hat{\pi}_i - \hat{\pi}_{MG})' \quad (5)$$

The mean group estimates have the following asymptotic distribution:

$$\sqrt{N}(\hat{\pi}_{MG} - \pi) \xrightarrow{d} N(0, \Sigma_{MG}) \quad (6)$$

Besides, the dynamic common correlated effect allows for Pooled Mean Group (PMG) estimations within the dynamic setting. According to Pesaran *et al.* (1999), the PMG estimators are the intermediary between heterogeneous and homogenous coefficients. This estimator will control the dependency by adding cross-sectional means and lags. Furthermore, this estimator able to calibrate a small sample times series bias using the jackknife correction method and the

recursive mean adjustment proposed by Chudik and Pesaran (2015). The mean group estimate of the Jackknife bias-corrected DCCE estimators as follows:

$$\hat{\pi}_{MG} = 2\hat{\pi}_{MG} - \frac{1}{2}(\hat{\pi}_{MG(a)} + \hat{\pi}_{MG(b)}) \quad (7)$$

Where,

$\hat{\pi}_{MG(a)}$ – Mean group estimate of the first half ($t = \frac{T}{2} + 1, \dots, T$)

$\hat{\pi}_{MG(b)}$ – Mean group estimate of the second half ($t = 1 \dots \frac{T}{2}$)

The Jackknife derived by first, estimating the first half of the existing period ($\hat{\pi}_{MG(a)}$) and the second half ($\hat{\pi}_{MG(b)}$) separately then taking the average value of the Mean Group Dynamic Common Correlated Effect. Interestingly, the estimation also generates cross-sectional dependence (CD) test. The employment of the Dynamic Common Correlated Effects (DCCE) model due to several reasons.

Results

The estimate results using the Dynamic Common Correlated Effects (DCCE) estimators in 20 selected Asia's Middle-Income countries from 1995 until 2016 are presented in Table 3. The results of estimations using Mean Group Dynamic Common Correlated Effect (MG-DCCE) and also taking account the estimations using Jackknife bias correction and Recursive mean adjustment method. The Jackknife and recursive methods allow for small sample time series bias corrections and are adopted to check the robustness of the analyses.

According to the Dynamic Common Correlated Effects (DCCE) estimators, the lagged green technology innovations found to be a statistically significant positive influence on the current numbers of green technology innovations at a 5 percent significance level. This justifies that the dynamic nature of this model and implied that an increase in green technology innovations in the previous year motivates more green technology innovations in the following year.

In most works of literature, the economic growth proxy by GDP was found to incite green technology innovations (see Belin *et al.*, 2011; Meirun *et al.*, 2020). Interestingly, when we disentangle the GDP into different sectoral compositions, it shows ambiguous results. The agriculture values added exert a negative effect on green technology innovations based on mean group DCCE. It is demonstrated that a 1 percent increase in agriculture value-added will cause a reduction in green technology innovations by 0.2426 percent in mean group DCCE. Meanwhile, the coefficient of the industrial and services value-added demonstrated that with every 1 percent increase in industrial output and services output, the green technology innovations increase by 0.0995 percent and 0.1970 percent, respectively. The results suggesting that the expansion of industrial could promote green technology innovations and it is in line with Shao *et al.*, (2016). Whilst, based on our limited knowledge, there are no studies that estimate the direct effect of services value-added on the green technology innovations, nonetheless, Lin and Ho (2008) claimed that improvement in technological, organizational, and environmental dimensions in logistics service has positive influences on the willingness to adopt green practices. The growth of the service sector was also agreed by numerous studies to motivate the adoption of energy-efficient technologies and renewable energy resources (see Hashmi *et al.*, 2020; Yassin & Aralas, 2020; Murshed *et al.*, 2020).

In terms of tourism development, the empirical analysis reveals that the number of tourist arrival has a significantly positive impact on green technology innovations. Hence, every 1 percent increase in tourist arrival leads to a 0.1680 increase in green technology innovations. This finding contradicts the view of Liu *et al.* (2017).

On the other hand, carbon emission and urbanization were found to significantly positive influence on green technology innovations. Empirically, it demonstrated that as carbon emission and share of urban population rise by 1 percent, the green technology innovations increase by 0.039 percent and 0.063 percent, respectively. The positive association between carbon emissions and green technology innovation parallel with Lin and Zhu (2019) but contrary to Yii Yii and Geetha (2017). Meanwhile, the existing studies rarely relate the urbanization and green technology innovations, however, opposing to this study, Zhou *et al.* (2020) believed that urbanization has negative influences on ecological efficiency in all aspects including sustainable technology.

For robust check, the results of the estimation of Jackknife bias correction and the Recursive mean adjustment method implied that there is no small sample time series bias on the sample. The sign and significant levels of all variables are consistent with the results in Mean Group Dynamic Common Correlated Effect (MG-DCCE), which indicates that the main estimation results are robust.

Next, based on the results, the CD statistics and its P-value that test for the cross dependencies show that the result does not reject the null hypothesis which claimed that the error terms are weakly cross-sectional dependence ($p\text{-value} > 0.005$). The value of goodness-of-fit measures (R-square) for all model indicates the model explains 51 percent of the cross-country variation for the mean group DCCE, 49 and 47 percent if consider the Jackknife bias correction and Recursive mean adjustment method, respectively.

Table 3: Result Estimation for DCCE Estimators for Asia's Middle-Income countries
Dynamic Common Correlated Effects (DCCE)

Variable	Mean Group (MG)	Jack-knife Bias Correction	Recursive mean adjustment method
$\ln GTech_{it-1}$	0.2410** (0.4499)	0.1393** (0.0495)	0.1421** (0.1260)
<i>Agriculture Value added (lnAGRI)</i>	-0.2426** (0.804)	-0.9015* (0.137)	-0.910* (0.2987)
<i>Industry Value added (lnINDU)</i>	0.0995** (0.0624)	0.0186** (0.0845)	6.356** (0.0364)
<i>Services Value added (lnSERV)</i>	0.1970** (0.0725)	0.1951** (0.066)	0.1986** (0.0839)
<i>Tourism Arrival (lnTA)</i>	0.1680** (3.199)	0.423* (0.2840)	0.4860 (0.3104)
<i>Carbon emissions (lnCO2)</i>	0.0390* (0.3207)	0.0442** (0.1343)	0.0497** (0.1127)
<i>Urbanization (lnURB)</i>	0.0632* (0.1239)	0.3055** (0.1818)	0.4120** (0.2255)
Constant	20.41** (14.79)	5.9216*** (10.24)	9.2187*** (10.07)
<i>Obs.</i>	440	440	420
<i>R-squared</i>	0.51	0.49	0.47
<i>CD Statistic</i>	-0.52	-0.42	-9.42
<i>(p-value)</i>	(0.244)	(0.392)	(0.210)

Notes: The dependent variable is the green technology innovation (lnGTech). All variables are expressed (*) significant at the 10 percent level, (**) significant at 5 percent level, and (***) significant at the 1 percent level. The analysis uses dynamic common correlated effects estimation developed by Chudik and Pesaran (2015). Figure in parentheses is standard error, Cross Sectional Dependence (CD) test which is p-value and the null hypothesis is that the error terms are weakly cross-sectional dependent.

Concluding Remarks

This paper provides new empirical evidence on the effects of sectoral composition on green technology innovations in 20 selected Asia's Middle-Income countries from 1995 until 2016. Moreover, while most of the macro panel data is still dominated by the estimators primarily by Arellano and Bond (1991) and Blundell and Bond (1998), this paper breaks new ground by adopting the Dynamic Common Correlated Effect (DCCE) estimator to capture the potential existence of cross-section dependence due to common stock and interdependencies, heterogeneity across Asia's Middle-Income countries.

First, the finding reveals that the expansion of industry and services sectors including tourism promotes green technology innovations. In terms of the industrial sector, the government initiative and intensity of environmental regulation to solve the environmental issues has stimulated the industrial transformation and eventually leading to motivates more adoption of environmental technology (Liu *et al.*, 2016). Concurrently, according to Aithal and Jeevan (2016), there is a greater need for the services to go more sustainable and greener, thus, increases the demand for green technologies in the services sector. Yassin and Aralas (2019) also recognise the role service sector to reduce pollution emissions. On the other hand, the greening the tourism industry initiative has motivated tourist operators to adopted energy-efficient operations and efficient waste management, hence motivates greener innovations (Gavrilovic and Maksimovic, 2018). Unfortunately, the negative association between agriculture and green technology innovations implied that the agriculture sector has not played a significant role yet in promoting environmental innovation.

Following our empirical results, urbanization and environmental quality also an important determinant for green technology innovations. Urbanization becomes the driving force for highly skilled migrants flow to the urban area have a positive effect on urbanization innovation output (Lyu *et al.*, 2019). From a theoretical point of view, the urban environmental transition theory postulated that the process of urbanization not only increases the wealth of these cities but also improves environmental regulation and technology innovation (Poumanyong & Kaneko, 2010). Meanwhile, the results also indicate that technological innovation responds actively to carbon emissions.

The finding in the current study may have several policy implications. First, the governments in Middle-Income countries should emphasise the adoption and application of green technology in all sectors including agriculture sector to stimulating demand for green technologies. In the case of agriculture, the government plays important role in stimulating environmental awareness among producers and farmers and facilitating the sharing of technologies and innovations. These sectoral-wise differences should be considered otherwise the policymakers may be misguided about the implications. Second, as the middle-income countries continue to catch up with advanced countries, they will be emitting more carbon dioxide (Guo *et al.*, 2020). Hence, a comprehensive framework is needed to facilitate green technology innovation to become the main key driver of modernisation for middle-income countries. Third, proper design and planning for sustainable lifestyles for the rural and urban population are needed in middle-income countries which encourages more demand for environmentally friendly products and technology, thus stimulate the private enterprise's motivation to invest in environmental R&D and innovation.

Surely, this study has few limitations. The study only includes 20 selected Asia's Middle-Income countries as data from some countries are missing. Other than that, the baseline data only allow for macro-level assessment instead of the corresponding individual or firm level. For this reason, future researchers can extend this current study to other regions or lower and high-income countries. Further research based on the firm-level study may help to broaden

the knowledge and helping the policymaker to formulate and create more precise economics and environmental policy.

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CYBER SECURITY AND MEDIA IN SCHOOLS: SEXUAL MISCONDUCT AMONG ADOLESCENCE

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Abstract: *Social networking sites are built such a way that they are user friendly, easy to navigate, easily connecting to new people, can be obtained for free and made them open to everybody. This quantitative study was conducted to identify the influence of social media on sexual misconduct behaviour among adolescents. A total of 280 secondary school students from the northern zone of Peninsular Malaysia were involved in this study by random sampling. Data were analysed using SPSS (Statistical Package for Social Sciences) version 23. This study found that the use of social media among secondary school students is high, where the majority spend more than five hours a day (51%). The purpose of dating among young Malays more focused discussion on matters of love. The study also found that social media influence the behaviour of sexual perversion among youths with the regression ($b = 0.085$, $p < 0.05$). The more surprising finding is that, there are samples who have social media account for gays and some Malay youth interest in dating is meant to do evil or discuss about sex. Therefore, those who are active on social media could partake in more risky sexual behaviours because of a larger peer network influencing their attitudes and social norms. The current findings are expected to provide a signal to parents, teachers, community and certainly the Ministry of Education Malaysia to take proactive measures to address this issue.*

Keywords: *secondary school, social media, sexual misconduct, teenagers, education*

Introduction

Sexual misconduct refers to behaviour or acts that violate the boundaries of intercourse between men and women that have been outlined by Islam from aspects such as holding, watching, pornographic communication, undressing and dating (Roslee, 2015; Carrol, 2007). Social media applications such as Facebook, Twitter, WeChat, Instagram and various other social media applications that are available and easily accessible through the Play Store and Apple Store applications can be obtained for free and users only need internet access. These social media applications are very easy to use and offer a wide variety of ways for users to interact online. Some teenagers are confused and unable to assess the true picture of social interaction where social interaction in the view of these teenagers is virtual, full of freedom, even something that is personal in real life, but in the cyber world personal meaning has been different (Rajeev, 2015). This encourages teenagers to tend to engage in negative behaviours in cyberspace.

A total of 184 cases of sexual crimes were reported in 2015 and of that number, 138 cases involved victims who were identified through WeChat, Facebook (35 cases), and the rest through WhatsApp and Beetalk. These statistics show the occurrence of sexual misconduct as a result of the influence of social media use on adolescents and this situation is a matter of

concern because the average adolescent involved in this case is under 16 years old and are still in school (Sexual Crime Statistics Involving Social Media, January - December 2015).

The theoretical framework in this study is Bronfenbrenner's Theoretical Ecology in which this theory was introduced by Eric Bronfenbrenner in 1917. The theory states that individual development is influenced by the sociocultural environment. It presents four ecological systems in which these systems interact with an individual involved. This interaction takes place between the individual and the family, fellow peers and other people close to the individual including the socio-cultural influence of the family, community and social media (Mazulizam, 2016).

Statistics released by the Ministry of Health Malaysia in 2015 stated a total of 3,980 which is 28.8 percent of 13 831 adolescents aged 10 to 19 years pregnant with illegitimate children. As many as 25 percent of the total are unmarried and on average there are 1,500 cases of teenage pregnancies in a month and 50 cases a day are reported nationwide. This report was submitted in Utusan Online dated 10 September 2016. A total of 532158 births of illegitimate children were registered with the National Registration Department from 2005 to 2015. These statistics show the phenomenon of sexual abuse that occurs in Malaysia. This statistic illustrates the most worrying social problem because it is clearly observed that teenagers in schools are involved in the problem of sexual misconduct which needs attention.

The effects of this sexual abuse not only involve an increase in the statistics of pregnant adolescents but also contribute to an increase in statistics in cases involving abortion where there are 432 cases of abortion from 2011 to June 2015 issued by the Royal Malaysian Police (PDRM). Rape crime cases involving friends known through social media are also among the cybercrimes in the press. Kietzmann (2011) found that exposure to sexual images on the internet has a significant effect on sexual coercion. Landry M. et. al., (2017) stated that the use of social media for experienced individuals leads to sexually oriented communication. His study also found that there was a positive relationship between SMS frequency and increased sexual risk behaviour.

Social media gives space for teenagers to communicate but this abuse of social media risks teenagers to engage in sexually explicit communication. Accordingly, this study will focus on several types of social media applications that are trending among adolescents today and examine the influence of these social media applications on adolescent sexual misconduct. The objectives of this study are:

1. Identify the level of use of social media (Facebook, WeChat, Twitter, Bigo Live, WhatsApp, Instagram) among secondary school students in the northern district of Peninsular Malaysia.
2. Identify the influence of social media on sexual misconduct among secondary school students in the northern district of peninsular Malaysia.

Materials and Methods

In this study, samples are secondary schools adolescents in the northern district of peninsular Malaysia. The process performed by this quantitative research is a random sampling process where through this sampling each district has the same opportunity to be selected to represent the population. The states of Perak and Kedah (including Langkawi) meet the criteria of the study sample to be conducted by the researchers. From the target population, researcher determine the number of samples for research according to the model from Krejcie & Morgan introduced in 1970. All samples are 16-year-old Malays.

The questionnaire of this study is divided into 3 parts. Part A is the sample demographic information such as gender, social media accounts owned and social media usage per day. Part B is the use of social media, which included items such as to communicate and interact with others, to express themselves and feelings, find information such as news, add contacts, be a

source of income and to find entertainment. This questionnaire was validated and confirmed by two experts in educational psychology. Part B of this questionnaire is accompanied by five likert scales aimed at giving space to the samples to show their level of agreement about the given statement. Section C involves Checklist for Sexual Misconduct which was developed by Roslee (2015). This section contains 5 sub-constructs namely holding, watching, pornographic communications, undressing and dating.

Result and Discussion

Result of reliability test of composite reliability of 0.90 and Cronbach alpha of 0.88 show that the instruments work well with the samples. To answer the first objective, Table 1 shows the total frequency of use of social media. This shows that the use of social media (Facebook, WeChat, Twitter, Bigo Live, WhatsApp, Instagram) among the sample is very high (51%).

Table 1 Result of The Usage of Social Media Per Day (N=280)

Per day	Percentage
1 hour	2.5
2 hour	4.9
3 hour	11.5
4 hour	30.0
More than 5 hours	51.0
Total	100.0

Furthermore, the results of the coefficient test show that the social media usage model explains by 20%. In other words the predictor of sexual misconduct purpose items contributes 20% of the variance change in social media usage.

Table 2 shows the result of regression testing whether the social media influence sexual misconduct among adolescents.

Table 2 Results of Regression Testing of whether Social Media Influence Sexual Misconduct

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.325	.099		32.629	.000
Sexual misconduct	.085	.050	.078	1.393	.000

DF_{1,315}=1.940, p>0.05 (R²=0.12)

Table 2 shows that the social media usage model explains by 12%. In other words the predictor of social malpractice purpose items contributes 12% of the variance change in social media usage. The results of the statistical test showed that the items of social misappropriation (b = 0.078, p < 0.05) were significant predictors of social media use. From the beta aspect, for every change of 1 unit in social misconduct items, the change in social media usage is 0.085 units. It can be concluded that social media influences sexual misconduct among samples. Hypothesis accepted at 95% confidence level.

Internet facilities serve as a catalyst for the existence of social media. This social media is a communication network that has features such as interactive and communication that combines various types of communication elements including oral, written, visual, sound and video that make virtual communication interesting (Mohd Faizail, 2014).

Adolescents nowadays are influenced by modern lifestyles in line with the development of the internet and social media where social media offers a way to connect and communicate

with new and old friends without limits to the rest of the world. The use of mobile phones by these teenagers has become a global phenomenon where these teenagers are so easy to access various types of social media medium wherever they are.

Rostosky (2014) found that five negative effects of excessive internet use such as interpersonal problems, behavioral problems, physical problems, psychological problems, and problems involving adults where there are between internet users and social media are addicted to the internet and internet abuse for immoral purposes such as accessing pornographic sites. There are also some internet and social media users involved in problems such as engaging in cyber sexuality (sexually explicit media sites, pornographic videos, pornography), involvement in online relationships and online gambling and this indirectly affects individuals and people around where involvement in online relationships and cyber sexual addiction can lead to sexual misconduct (Sohana, 2016).

The Research Discourse on the Study of Risk and Protective Factors on Sexual and Reproductive Health of Adolescents states that the statistics of the Ministry of Health in 2015, revealed as many as 3,980 or 28.8 percent of 13,831 adolescents aged 10 to 19 years pregnant out of wedlock. Findings obtained through a study found that young people who use the internet excessively actually have many problems including problems in establishing social relationships, attitude problems, physical and health problems, psychological problems (difficult to control emotions, difficult to make decisions) and also affect quality of individual work (Syed Shah Alam et.al., 2014; Frappier, 2008).

Malaysians are the third highest internet user in Southeast Asia after Singapore and Brunei. If roughly estimated the use of time in a day by most teenagers in Malaysia which is 8 hours to sleep, 6 to 7 hours in school and the remaining 8 hours for other activities, these teenagers spend half of the remaining hours in a day of 5 hours and above just to socialize in cyberspace. Excessive time on the cyberspace to socialize is feared to impede the emotional, intellectual and social development of adolescents where according to Wilga (2016), adolescents who are too obsessed in cyberspace will not help them through a healthy and orderly development process.

Conclusion

The findings from this study are expected to provide a signal to parents, teachers, all members of the community and certainly the Ministry of Education Malaysia to take proactive measures to address this issue. Through this study, it is hoped to open the minds of parents to monitor their children in the process of interacting using social media to curb negative influences that will increase health risk such as internet addiction, anxiety, obesity and social isolation.

It is hoped that the findings of this study will open up space and become a bridge of discussion among policy makers either in the Ministry of Education Malaysia or in the State Education Departments to look at this issue more critically and find concrete solutions to further strengthen religious beliefs and subsequently construct modules or introduce measures related to sexual misconduct involving secondary students in Malaysia.

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NATION BRANDING: SEARCHING THE BRAND IDENTITY OF MALAYSIA

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Abstract: *Country branding has evolved into a common worldwide trend due to its significant impact on the national economy. The brand of a prosperous nation attracts investors, tourists, and stimulate the growth of local economies. Countries need to ascertain their brands and hence maximise the nation brands for tourism's development and sustainability. This study explores Malaysia's brand identity based on online conversations from the "Malaysia Truly Asia" (MTA) campaign. Past studies have provided evidence that the national brand is a multidimensional construct. This paper aims to propose a framework linking the brand identity of Malaysia with its nation branding. This research analyses the understanding of online communities of Malaysia's features and attributes associated with national branding in creating national identities. The data was collected from well-known websites and social media platforms such as Twitter, Facebook, Web community, Reddit, and TripAdvisor. Out of 1132 online conversations and reviews, 648 were from Malaysia, while 484 were from other countries such as Singapore, Indonesia, United Kingdom, Australia, USA, New Zealand, India, etc. This qualitative study shows that most of Malaysia's brand identity elements have been positively perceived by online communities, especially on the elements such as architecture, landscape, art, food and religion. Other features include popular culture from the viewpoint of visitors, such as music, literature, language and education. However, the political element has been perceived negatively. The outcome gives a good indicator for years to come from a sustainable MTA campaign. It is expected that the proposed Nation Branding system will provide insights to tourism practitioners and stakeholders globally to boost the competitiveness, credibility, and image of nations.*

Keywords: *Tourism, nation branding, brand identity, Malaysia*

Introduction

Nation branding is an essential concept in today's world. Globalisation means that countries compete to attract the attention, respect, and trust of investors, tourists, consumers, donors, immigrants, media, and other nations' governments. Countries need to understand how they are viewed worldwide, including their achievements and failures, assets and liabilities, people, and products reflected in their brand images (Dinnie, 2004). Nation branding, also known as country branding; it positions a country on the global market as an attractive destination for investment, knowledge, tourism, exports and technology emanating. This branding will result in economic development for the country, leading to improved citizens' living standards. Nation branding has been successfully implemented in developed countries such as Germany, France, UK, Canada, Japan and the USA (GFK, 2017). However, the concept failed to achieve a meaningful result in African, Asia, Middle Eastern, etc. According to Anholt (2006) in Asia,

as in every part of the world, one sees government failing into the same traps when it comes to national image and reputation. The naive fallacy that national image can somehow be build reversed or otherwise manipulated through marketing communications and the confusion between destination branding, which is sophisticated tourism promotion, and nation branding, which is usually understood as the country's management's overall reputation. Although the term "nation branding" is commonly associated with creating a favourable image of countries through marketing communications, little evidence suggests that it is possible (Anholt, 2011).

Through National Transformation 2050 (TN50), Malaysia is set to rise to become a leading nation in terms of economy, its citizens' well-being and the ability to generate ideas. TN50 aims for Malaysia to be ranked among the top 20 countries under economic development, social progress, and innovation. The concept of branding a nation that emerges in the 1990s has grown into a new business that produces various index and metric ratings (Suzana, 2018). This will open up a whole new avenue of possibilities and challenges for the country. Nation branding must be considered an essential part of the national development strategy to create better competitiveness in the next stage of country development.

This study aims to examine the core element of branding, which would enhance the brand identity. Several studies on Nation Branding have been made by various researchers and practitioners worldwide that show the importance of improving its reputation and image to be more competitive in the world. Kaneva (2011) has found 186 articles published between 1997 and August 2009 related to nation branding. From 186 reviewed publications, 106 publications were classified as a technical and economic category, while another 66 publications categorised as a political category and only 14 sources have been classified under culture category. The study clearly shows that nation branding is an exciting and attractive topic discussed by researchers and practitioners. However, there are no in-depth studies in Malaysia about national branding concepts linking identity and tourism opportunities. Following both the nation branding and city branding controversies namely Visit Malaysia 2020 campaign and Kuala Lumpur City Campaign, it is timely that Malaysia needs a framework that can guide the industry players moving towards the expected directions.

This research uses Netnography analysis to examine the primary perceptions associated with Malaysia's nation branding. This study seeks to answer the following research questions: What is the impression of the Visit Malaysia 2020 logo and KL brand logo? What is the brand identity of Malaysian nation branding? In exploring these issues, this study demonstrates how Internet-based interactions offer Malaysia's brand identity insight.

Literature Review

Brand Identity

Brand identity is the identity of a brand, something that represents the brand (Dinnie, 2008). Brand identity and brand image are two different constructs (Nandan, 2005). The brand identity starts with the brand name, while the brand image derived from customer perceptions. Brand image is a perceptual phenomenon affected by corporate communication activities, through which consumers can be led to freely associate their minds to the branded products (Park et al., 1986). Moilahn and Rainisto (2009) make three-argument regarding the concept of brand identity from a tourism perspective. First, the country's brand identity can make a specific promise to its brand by presenting visitors with different branding identities. Secondly, visitors get the added value from the unique brand identity. Third, the country's brand identity must convey the impression of the brand that visitors get.

Nation Branding

Nation branding is defined as an activity carried out to differentiate itself from other countries to gain a competitive advantage. According to Anholt (2008), the success of some country or place in business, trade, tourism, diplomacy and culture can make a critical difference in how others perceive the nations or place. There are many reasons for a place to manage and control its brand. The need to compete for visitors, factories, companies and export markets has left countries without any chance of introducing strategic marketing management instruments and conscious branding (Kotler & Gertner, 2002). Anholt (2005) also stressed that branding a city is also necessary. He added that place could take advantage of the rise of low-cost airlines as it can promote itself as a tourist destination. The spending power of people is growing as they are searching for places to gain an exciting experience. However, nation branding (to Anholt) is not just about tourism but also about the various parties' collaborative effort, such as promoting tourism, investment and trade, and public and cultural diplomacy, (Kahn, 2006). Therefore, a nation brand must have a competitive identity to evoke the desirable image and enhance competitiveness. For a nation to have a compelling image, its identity must be competitive in the first place.

Nation Branding Identity

Identifying national identity is fundamental to develop the concept of country branding or nation branding. Countries must first know the general and specific characteristics to convey the identity of the nation. The literature on branding and corporate identity had explicitly emphasised how the identity of a country can be handled, defined and calculated (Van Rekom & Van Riel, 2000; Van Riel & Balmer 1997). Scholars agree on the nature of the underlying fact (Argenti & Forman 2002) or a bundle of features that go to the core of a county (Van Riel 1995). According to Dinnie (2016), in developing the nation brand, the individual nation would selectively focus on identity. The features such as language, political regime, architecture, literature, art, education system, landscape, music, food and religion represent the national brand identity. In communicating the brand identity, countries could use communicators such as brand ambassadors, marketing communications, cultural artefacts and even past accomplishments in sports, or products as communicators of the nation brand identity.

A nation brand identity is a true nation self, personality and character, driven vision, which is different from others and resistant to change (Anholt, 2007). For this reason, Anholt prefers to use the term competitive identity to nation branding because managing the brand name of a country concerns the reputation of the nation, and it involves the national identity, policies, and economics of competitiveness. It can be concluded that competitive identity differentiates one country from the next with its competitive advantage in the global market. Therefore, Malaysia needs to identify a strong brand identity, becoming an asset for the country (Blackston, 2000).

Methodology

This study adopted the Qualitative Content Analysis (QCA) method to systematically analyse online review data. One of the research methods for describing and interpreting textual data using the systematic coding process is content analysis (Assarroudi et al., 2018). There are three approaches to qualitative content analysis: conventional, directed and summative, according to Hsieh and Shannon (2005). The main differences between all three approaches are the development of initial codes.

For the conventional approach, the study started with online observations, while for the directed content approach, the study began with a theory. For the summative approach, it commenced with keywords. This study used the directed content approach to content analysis

because the study starts with the theory. This study referred to the conceptual model of nation-brand identity and image of Dinnie's (2016).

As the study derives from an established model of nation-brand identity and image (Dinnie, 2016), sentiment analysis is used together with the directed content approach to content analysis. According to Padmaja and Fatima (2013), Sentiment analysis is used to extract all meaningful information from the documents required to answer the research question. This field's critical issue is a classification of opinion, where a review is categorised as a positive or negative assessment of a subject object such as film, book, etc.

Sentiment evaluation can be done in two ways, according to Mishra and Jha (2012): direct opinion and comparison. A direct opinion from the reviewers may indicate a positive or negative feeling about the subject. This study used the direct opinion to analyse the Visit Malaysia 2020 logo and KL Branding Logo's perception by the online communities. The keywords used include the logo of *Visit Malaysia 2020* and the interest-based *KL Branding* logo. The study also used other keywords such as *language, politics, architecture, literature, art, education, landscape, music, food and religion*.

In total, 1132 reviews were collected and analyses from social platforms such as Facebook and Twitter: network sites like Tripadvisor and web community such as Web Community Reddit Malaysia. There are 478 reviews from Tripadvisor, 342 reviews from the Reddit Malaysia Web Community, 255 reviews from Twitter and 57 reviews from Facebook. The reviewers (i.e. tourists) are anonymous but can be identified by user ID or nickname and location. Out of 1132 reviews, 648 reviews (57.2 %) are from Malaysia, and 484 reviews (42.8%) are from other countries such as Singapore, Indonesia, United Kingdom, Australia, USA, and New Zealand, India etc.

Analysis of Netnographic data involved a two-stage process adopted from Kozinets (2010). Data were imported into qualitative research software called QSR NVivo 12. NVivo is software that can be used to analyse unstructured data. The software discovers the patterns, identify themes, glean insights and ultimately deliver robust findings. For this study, the coding was guided by the literature review. The key themes in the dimension have been defined in the form of tree nodes. This study's data set is textual data from the sources, as mentioned earlier. The open-ended descriptive coding was conducted for coding the nation branding data. The conceptual theme is presented in Figure1 as the Conceptual Theme for Nation Branding.

Theme /Parent Node): Nation Branding
Sub Theme / Child Node: Brand Identity

Code/ Node 1: Language
Code/ Node 2: Politic
Code/ Node 3: Architecture
Code/ Node 4: Literature
Code/ Node 5: Art
Code/ Node 6: Education
Code/ Node 7: Landscape
Code/ Node 8: Music
Code/ Node 9: Food
Code/ Node 10: Religion

Figure 1: Conceptual Theme for Nation Branding

For sentiment analysis, the reviews were coded into four categories of emotions: very negative, moderately negative, very positive and moderately positive. For each of these groups, NVivo 12 maintains separate lexicons. Besides, word-modifiers, such as *very, more* or *less*,

may modify the class of that emotion. Reviews not coded in these four categories were deemed to be neutral. The auto code feature of NVivo 12 does not attempt to classify all reviews as either positive or negative; instead, it looks at words in isolation.

The next steps are analysing and interpreting the classification, the coding analysis, and the contextualization of communicative actions. The findings are discussed in the next section. All quotes are impressions of online audience feedback. Quotations are presented verbatim as being posted on social media to preserve their credibility.

Research Findings

Objective 1: To explore the perception of the New Visit Malaysia 2020 logo and KL branding logo

Perception of the New Visit Malaysia 2020 logo

Table 1 below presents data collected from reviews about the new Visit Malaysia 2020 logo. All the reviews for Visit Malaysia 2020 logo are from Twitter and Facebook.

Table 1: Sample results from the New Visit Malaysia 2020 Logo after coding

Reviews	Emotions
"Great improvement in Visit Malaysia. The logo which indeed will boost Malaysia's Tourism."	very positive
"This is a much better logo than the old 'Travel, Enjoy, Respect' next to that Orang with sunglasses but what on earth kind of slogan is 'Visit Truly Asia Malaysia 2020?'"	moderate positive
"I don't like the logo."	very negative
"Logo looks less attractive / not dynamic, slogan redesign, visit Malaysia 2020 top row, truly Asia bottom line. Overall 4.5 / 10. Can be improved in the future."	moderate negative

The analysis results in Figure 2 shows that 57 per cent of the reviews are negative, and 40 per cent of reviews have been coded as positive reviews. The reviews show that the new Visit Malaysia Logo has been viewed as an appealing logo compared to the previous Visit Malaysia 2020 logo, which was quite a controversial issue due to its design and meaning. However, most of the reviewers prefer the original slogan "Visit Malaysia Truly Asia" compared to the new slogan "Visit Truly Asia Malaysia 2020".

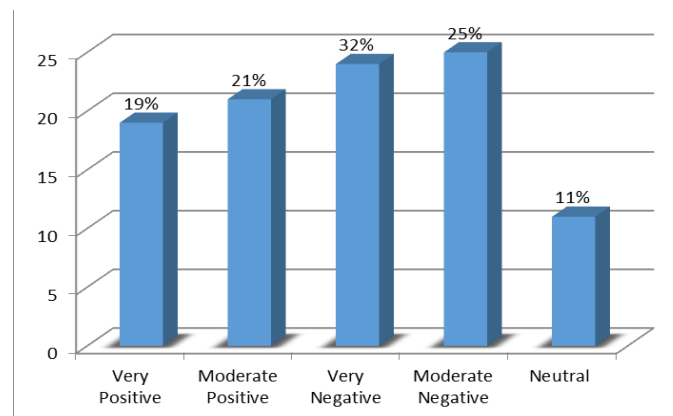


Figure 2: Distribution of sentiment for New Visit Malaysia 2020

Perception of the Kuala Lumpur Branding Logo

According to Musa and Melewar (2011), Kuala Lumpur has yet to fit the city's elements and values into a single unique and consistent brand. Figure 3 shows that almost 85% of reviews are negative about KL Branding Logo. This may affect the image of Kuala Lumpur as one of

the main cities in Malaysia. The logo is not attractive for some tourists, and it does not represent Kuala Lumpur's image.

"Don't do this to Kuala Lumpur, and the tourism logo is unattractive."

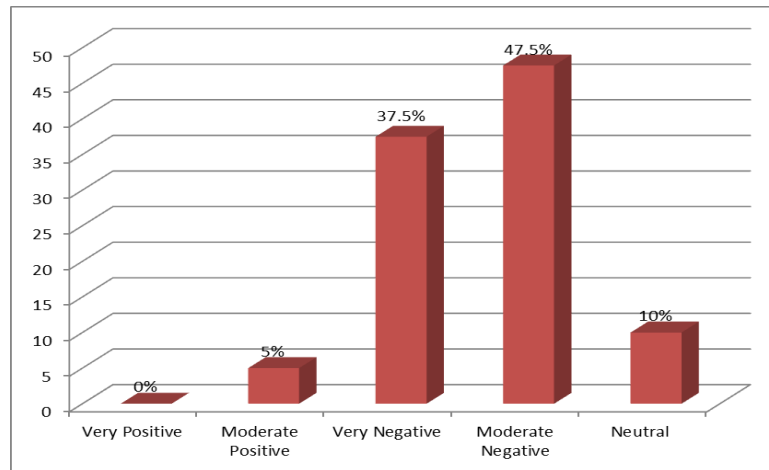


Figure 3: Distribution of sentiment for Kuala Lumpur Branding Logo

Objective 2: To examine the elements of brand identify of Malaysia

According to Dinnie (2008), brand identity means something that truly represents the brand essence. There are ten (10) elements in national brand identity: language, political regime, architecture, literature, art, education system, landscape, music, food and religion.

Language

A national language is a language associated with a country, a community of people who have a clear, shared culture and ethnicity, according to Davies and Dubinsky (2018). Findings from the study show that the Malaysian language represents the nation's identity. Tourists have identified the first and second languages of Malaysia as its identity.

"The language reflects the identity of a nation. Languages with nations are entities that complement one another. It cannot be separated from reality."

"What makes a Malaysian? Malaysian is a person who can speak the Malay language."

Some of the tourists cited government duty to promote the Malay language as an international language.

"A Malay language expert at the Beijing Foreign Studies University (BFSU) is confident that the language spoken by more than 300 million people can become an important international language of communication."

"It is the government job to promote the Malay language."

However, some of them argued that Malaysia needs a strong nation or culture to promote the language.

"Promoting a language is wasting effort without strong nation / influential culture to back it. Look at Japanese and Koreans."

In conclusion, the reviews suggest that, even though English is another language mostly used by Malaysians, the Malay language as a national language would represent Malaysian identity. Promoting the Malay language is the government's responsibility. However, it needs to have a strong nation to promote the language. Reading resources such as Malay literature is one way to develop the Malay language.

Political Regime

The top leaders of a country are synonymous with the national brand and control citizens' impression, which may be right, wrong or indifferent to that specific country (Quelch & Jocz, 2005). The political system's expectations will affect how its people feel about their country's future.

Tun Dr Mahathir is favourably proclaimed as the legend of Malaysian politics in the reviews.

"At 94 and still going strong, Malaysian Prime Minister Mahathir Mohamed is somewhat the grand old man of Malaysian politics."

However, this study's findings indicate that most of the tourists gave negative reviews about Malaysian politics.

"Malaysia is next if our leaders are still freaking with politics".

"I actually feel that politics in Malaysia lacks imagination overall".

Analysis results show that Malaysia's political regime is positively associated with the former Malaysian Prime Minister, Tun Dr. Mahathir. As the legend of Malaysian politics, Tun Dr Mahathir is repeatedly quoted. Malaysian politics is viewed as ethnic politics in a derogatory way. The identity of Malaysia's political climate is leading to tourists' negative perceptions.

Architecture

Nelson Goodman argued that "we must consider the question of how a particular work of architecture conveys meaning before we can address the issue of what the building may mean" (Vale, 2014, pg.3-4). The visitor enjoyed the buildings as unique, magnificent, stunning formations to visit, as seen in the following reviews.

"A very beautiful architecture, national mosque; Well worth a visit and worth spending minimum of 1 hour including the main halls and garden around it. The blue glass colour and amazing lights at night make it look beautiful and graceful at night."

"This KL Railway station is very beautiful. Visitors can find Malaysian Civilisation's activity. The structural design is so nice."

"I am in love with Petronas Towers! They are breathtaking. Outside as inside! Late evening is the best time to visit Petronas Tower. This will also give you the opportunity to see the light and fountain."

"Sultan Abdul Samad building is previously known as a High Court building. Mogul Architecture. Now DBKL is beautifully maintained. At night, it is decorated with lights. Must visit with family and children. It is one of the main attractions for tourists."

In conclusion, the magnificent architecture of the National Mosque, the Old KL Railway Station, the Petronas Twin Tower and the Sultan Abdul Samad Building is impressive

for visitors. There is a history behind each building that makes tourists enjoy visiting the architecture.

Literature

Music, film, literature, language, and sport are expressions of contemporary culture that can play an essential role in understanding a nation's picture. They should also be incorporated into the national branding plan (Dinnie, 2016). The study results suggest that Malaysia has three (3) respectful writers representing each of the Malaysian, Malay, Chinese and Indian races.

"Hikayat Abdullah. Written by Munshi Abdullah and first published in 1849. Also kind of an autobiography it described life in the Peninsular and Singapore. He is widely regarded as the father of modern Malay literature."

"Tan Twan Eng is the eminent Malaysian writer. His writing brings people closer to the more complex layer of Malaysian society back in the colonial, WW2 and immediate post-colonial era. I love his book 'The Garden of Evening Mists'."

"Now I remember the author of 'Hunting the Tiger' K.S Maniam. At that time, I also sent a short story to New strait Times. The story was simple. The story runs between a housewife, her husband & newly introduced Malaysian Proton saga car. I know my English is not as qualified as other writers. I read all stories, including first prize winner 'hunting the tiger'. After his introduction, I thought myself so inferior. I always respect the writers."

Malaysia has excellent literature and writers from the visitors' reviews, including Munshi Abdullah, K.S Maniam, and Tan Twan Eng. Munshi Abdullah is regarded as the father of modern Malay literature through the book called Hikayat Abdullah, written and first published in 1849 during the British colonial. Hunting Tigers by K.S Maniam, an Indian Malaysian scholar and novelist, is another fine literature. At the same time, because of his books The Gift of Rain and The Garden of the Evening Mists, Tan Twan Eng, was very famous. These Malaysian writers and their literature give the international public an insight into the Malaysian people's stories during the British colonial period and the post-colonial era.

Music

Arguments can be made that the style of music of a particular community reveals and conveys different types of social, political, economic, linguistic, religious and social behaviour. In turn, these habits evolve and form the kind of music eventually created by the group (Hamzah, 2019).

Yuna, a Malaysian singer, was highly regarded by the reviewers as one of the foreign singers representing the Malaysian national brand. The reviewers listed Yuna in the study as one of the international singers representing the Malaysian national brand.

"Yuna has undoubted talent and can become an ambassador for the Malaysian National Brand. She won't build it on her own, but she can make a considerable contribution to its success."

The second Malaysian singer is Dato' Seri Siti Nurhaliza has also gained much respect from the reviewers.

"All the divas are the greatest singers of all time. For this one, I choose Siti Nurhaliza. Queen of Malaysia Music. Slay to all the true entertainers, respect them as much I respect Siti Nurhaliza."

Most of the tourists have a good impression of Malaysian music.

"Malaysian song that makes you feel relax and fall in love with Malaysia."

In conclusion, tourists believed that there are strong talents in the Malaysian music industry, and the artists are outstanding and innovative, which can carry Malaysian international music. As Malaysian singers who have made Malaysian people proud, Yuna and Dato' Seri Siti Nurhaliza have commented. They also suggested government responsibilities to support the local music industry to be more creative.

Landscape

The landscape reflects another important visual manifestation of national identity, according to Dinnie (2016). For instance, Japan, Norway, and Australia are dramatically symbolised by Mount Fuji, spectacular fjords and Ayers Rock. Such exceptional and influential, iconic landscapes have long been used by national tourism organisations and geographies, which could make your audience remember you.

The majority have expressed the landscape of Malaysia as exquisite, stunning and spectacular in the reviews. Overall, the tourists spoke about the serenity of Langkawi beaches and the stunning landscapes of KLCC from the sky bridge's view.

"Definitely worth doing while you're in Langkawi SkyBridge. The views both from the viewing platforms and the skywalk itself are amazing."

"KLCC Park is attractive place of tourists. Evening water fountain view is beautiful."

Others spoke about other unique attractions, such as Kinabalu Park, Cameron Tea Estate, and Bako National Park's beautiful scenery.

"We enjoyed our time here very much. Very nice, beautiful landscape and so calm! Lovely time spent out to just look around at Kinabalu Park."

"We went on a day trip from KL to Cameron Bharat Tea Estate. Nice drive. Beautiful landscape and nice tea house! Try to go during weekdays as weekends are packed with locals, and you can spend hours in traffic."

"Bako is truly one of the most beautiful places in Kuching. With a short boat ride from the Bako Jetty, you have access to a pristine national park with beautiful rock formations, some of the best beaches in the area, nice jungle tracking and some unique landscapes. Getting there is also a breeze with the efficient and cheap boat service run by the national park. A must for nature lovers!"

In conclusion, tourists mostly commented that Malaysia has a lot of beautiful and unique scenery. They enjoy cycling, taking pictures and visiting places such as Langkawi Sky Bridge, and KLCC. Other parks include Kinabalu Park, Cameron Tea Estate and Bako National Park which they had a great experience.

Art

In establishing a national identity, the arts play an important role, such as literature, music and other cultural objects. Each nation has unique artistic expressions of its own. These cultural expressions represent a crucial differentiator in terms of national brand management that decision-makers need to integrate into national brand strategy growth (Dinnie, 2016)

The places associated with art are Sarawak Cultural Village Central Market and Mari Mari Cultural Village in Sabah, from the tourists' review.

"Sarawak Cultural Village is like the living museum. The entire ethnic in Sarawak! A good place to learn the diversity of Sarawak culture and ethnic. At 4 pm, there is a dance show. Don't miss this one."

Tourists also mentioned music as part of the art they found at Sarawak Cultural Village.
"It was a magical experience at the Cultural Village. The music, costumes and people were brilliant."

Some tourists pointed out that the Central Market located in Kuala Lumpur as a place of art and culture.

"Central Market is a Malaysian Art & Culture Centre where visitors will have a chance to buy crafts, paintings and souvenirs all under one roof. A nice place for locals or tourists to spend an afternoon while in Kuala Lumpur!"

Many tourists suggested Mari Mari Cultural Village as a place to learn about tribes and traditions in Borneo.

"Mari Mari Cultural Village is very interesting. It is nice to see different longhouses that different tribes live in. Nice cultural show too."

To conclude, the tourists stated that they could find Malaysian art in many places, such as Sarawak Cultural Village, Central Market and Mari Mari Cultural Village. In Sabah and Sarawak, most enjoy the wonderful and unforgettable experience of learning traditional cultural music and dance performances from various ethnic groups. Located in Kuala Lumpur, Central Market is a place of art and culture that offers various kinds of nice souvenirs representing Malaysia's art.

Food

In most travel experiences, food and cuisine have always been an important part. The idea of travelling to a destination solely for its food and drink items, on the other hand, is a relatively recent mainstream market trend (Dogan & Petkovic, 2016). Nasi Lemak was touched upon by many reviewers as one of the local cuisines synonymous with Malaysia. They love the meal, and Nasi Lemak is named among the world's top 100 heritage meals (APAIE 2019).

"I love Malaysia and flew from Athens to KL for Nasi Lemak. Visited this country more than any other and love coming back."

Other reviewers revealed that they also enjoyed other Malaysian foods such as Roti Canai and food from Penang hawkers.

"Impressive dedication to Malaysian food."

In conclusion, most tourists said they love Malaysian food, especially Nasi Lemak, which is related to the country's breakfast menu. Other local cuisines linked to Malaysia, such as Laksa, Teh Tarik and Roti Canai, have also been listed. They enjoy the taste of Penang hawkers' food as well.

Education

Higher education's internationalisation was initially at the national level, intending to foster mutual understanding between countries and encourage higher education institutions to collaborate in different countries (Henard, Diamond & Roseveare, 2012).

Malaysia's education system has been mutually recognised as a stable and world-class education system by visitors. The University of Malaya has been consistently referred to as Malaysia's top-ranking university among all public universities in Malaysia.

"Our education is world-class."

According to Abbott and Silles (2016), visitors regard universities' ranking as a definite indicator of the school's standard and aspire to be enrolled in prestigious institutions. However, institutions in countries with high incomes are not significantly influenced by the ranking of universities.

"University Malaya breaks into Top 200 in World University Rankings."

In the reviews that have led to a favourable understanding of Malaysian education, private universities have also been cited.

"Malaysian education is renowned in every corner of the world. It is now known to all that Monash University Malaysia is championing the basis of refugees."

"Lim Kok Wing University is one of the most International universities in Malaysia, encouraging industry exposure as part of the university's multicultural learning programme! The Lim Kok Wing campus in Cyberjaya is home to over 30000 students from 165 countries."

To conclude, the majority of visitors said that Malaysian education has a sound system that has been globally recognised. The University of Malaya was mostly regarded as one of the top-ranked universities in Malaysia and other universities, such as UPM and UKM.

Religion

According to William and Heng (2016), in national branding identity, religion is associated with collective identity to the degree that the other's position is established.

Since Islam is the official religion in Malaysia, Muslims have built many mosques in Malaysia. The building that tourists very commonly list is the Kuala Lumpur National Mosque. According to the ratings, the National Mosque is one of the most visited places by visitors, and it offers a lot of information about Islam.

"National Mosque is a large mosque with very striking architecture. However, in comparison to many other National Mosques around the world, it remains largely typical. Untypical was the very limited access visitors had, having to settle largely for a glimpse of the main prayer hall only. There are, however, many other Islamic exhibitions in surrounding buildings in the area."

Since Malaysia is a multiracial country, Malaysians also follow other religions. The tourists have pointed out other religious places to explore, including Batu Caves Temple and Kek Lok Si Temple in Penang. These are not only sacred sites but beautiful places to visit.

"Batu Caves was an amazing place for religious and non-religious individuals. It's easy to access and a great demonstration of the positives of religion."

"A beautifully crafted Kok Lee Si temple. Quite a big place to explore so be prepared to spend a few hours here. There are a few main attractions, namely the stand God of Mercy and the seven-story pagoda. Good place for devout Buddhists and also for photo bugs."

In conclusion, for Muslims, Buddhists and Hindus, Malaysia has many religious sites. However, these locations are also attractive places for visitors, such as the National Mosque Islam Museum, Batu Caves and the Temple of Kek Lok Si. These locations were reviewed as good and beautiful places to visit.

Discussion and Conclusions

Objective 1: To explore the perception of the New Visit Malaysia 2020 logo and KL branding logo

This study discovered more negative sentiments than positive sentiments for both the new Visit Malaysia 2020 tourism logo and the KL Branding logo. According to Lee et al. (2012), people's country logos evaluation significantly affected the countries' image that the logos represent. The people's positive reactions, such as liking, will make them feel adventurous and affect their behavioural intent, such as willingness to visit the country. As the finding reveals, in the new Visit Malaysia 2020 logo, the emblem's unique design gained positive reviews at large. However, the change to the new slogan, which is *Visit Truly Asia Malaysia 2020* seems unfavourable by the reviewers. Generally, the tourists prefer the previous slogan, which is *Malaysia, Truly Asia*. This slogan is famous among Malaysian because the campaign slogan was used since the year 1999. It started together with the completion of the Petronas Twin Towers flagship projects and others in Kuala Lumpur.

As far as the KL Branding logo is concerned, the design's entire look became controversial as the online communities questioned the cost of designing the logo. Both tourism campaigns either Visit Malaysia 2020 or KL Branding represent an essential aspect in the tourism industry. According to the World Travel and Tourism Council (2011), tourism has become the second largest industry globally since 2005, accounting for 3.8% of the global GDP. The tourism industry directly impacts economic, environmental and social development (Hall, 2005). Most of the cities in developed economies like Hong Kong and Singapore have emphasised the quality of life and extensive tourism infrastructure through urban revitalisation to become destinations (Bouchon, 2014). Kuala Lumpur is a fast-growing metropolis that aims for global and tourism aspirations to join the other global cities. Therefore, it is time for the government, especially Kuala Lumpur City Hall's (DBKL), to develop the new KL Branding logo that is more appealing and attractive as the logo's 2016 design is unaccepted by the public. A city logo helps gain direct public perceptions, and it effectively reassures a positive image towards the city (Lau & Leung 2010). It shows that the city branding logo is essential, but the utmost important aspect is understanding its logo. According to Bonigila (2010), even though a logo is the main element in a successful city branding, the failure to understand the logo will lead to an ineffective city branding strategy. Therefore, the government should consider the logo's issue as it is important to encourage positive reactions that will lead to the tourist's intention to come and visit Malaysia.

Objective 2: To examine the elements of brand identify of Malaysia

In this study, the discussions on social media platforms highlight the elements in searching for Malaysia's brand identity. According to Dinnie (2016), it is important for those engaged in constructing a national brand identity for the country to be selective in identifying which

elements of national brand identity can usefully serve the stated objectives of the national branding strategy.

The language element has a role and impact on the brand's country-of-origin. According to Suleiman (2003), the language is often associated with the nation as a marker of its national identity. In Germany and Italy, for instance, the strength of language and national identity is apparent. Germans and Italians' national language was not merely an administrative convenience or a means of unifying state-wide communication or even a revolutionary device for bringing the truths of liberty, science and progress at all. It was more than even the vehicle of distinguished literature and universal intellectual expression. It was the only thing that made the Germans and Italians, and consequently carried a far more solemn charge of national identity than English did for those who wrote or read that language (Suleiman, 2003). As far as concerned, the Malay language is Malaysia's identity with a strong culture, Malaysia can promote the Malay language on many platforms such as movie, music, literature and also through Visit Malaysia campaign platform.

According to Anholt and Olins (2005), politics plays a vital role in developing the country brand. Therefore, political issues deeply affect citizens' daily lives and perceptions of the political system influence how citizens feel about their country's future (Gudjonsson, 2005). A country's top leaders are associated with the country brand and affect people's impression, such as good, bad or indifferent from that particular country (Quelch & Jocz, 2005). Changes in political leadership can thus affect the direction of a nation's brand in the same way that the arrival of a new chief executive officer or marketing director can influence a corporate brand (Dinnie, 2016). Tun Dr Mahathir is highly cited in Malaysia's political environment. It has been supported by Kassim (2018) statements that the return of Tun Dr Mahathir at 93 years old in the Malaysian political arena has put him to the status of a political legend in both local and international political arena. However, Malaysia's politics is also perceived as race-based, and it was the identity of the political environment in Malaysia that contributed to the negative perceptions of the reviewers. This quite worrying as political stability will impact the interest of tourists to come and visit Malaysia. In Zimbabwe, the government's political and ideological principles have created conflicting interest groups, which has tended to challenge and impact negatively on the tourism marketing domain (Ndlovu, 2009). Therefore, this is the right time for the government to focus more on political elements to be more competitive in branding Malaysia. Anholt (2006) used competitive identity (CI) to nation branding while referring to competitive politics and economics elements.

The Malaysia architecture from the findings, National Mosque, Petronas Twin Tower, and Sultan Abdul Samad building, are frequently revealed. The tourists are impressed by the beautiful architecture of the buildings. They shared their emotions through keywords such as *amazing* and *spectacular*, reflecting their enjoyment of visiting the attractions. Studies also support that it is about architecture. The previous studies stated that Petronas Twin Tower is an iconic architecture that has become a first-class marketing symbol for Malaysia (Sklair, 2013). According to Yusof and Hamid (2014), the application of the horseshoe arch reputed on Sultan Abdul Samad building is one of the unique characters of Islamic architecture. Besides, the beautiful architecture of Petronas Twin Tower is part of Malaysia's identity.

According to Dinnie (2016), literature can be viewed as a manifestation of national identity. For example, Japanese writer Haruki Murakami represents a more profound and richer route into a country's culture in Japan's case. The good thing about Malaysia's famous writers, Munshi Abdullah, K.S Maniam and Tan Twan Eng. These writers were very committed to defining their cultural identity and present homeland. They are presenting their homeland, which is Malaysia. The implication of literature is part of the nation's cultural strategy. The nation's literary figures impact the world stage that can boost tourism, branded exports, etc.

Malaysia should promote Malaysian literature to the world as its part of the elements of Malaysia identity.

Music and art also part of identity. Both Yuna and Siti Nurhaliza are creative in bringing up Malaysian culture into music. They can convey their music to a much wider overseas audience. According to Tun Dr Mahathir, a civilised country or nation is designed by arts and culture that flourish with substantial and innovative contributions that extract man's best qualities (Malay Mail,2019). As Malaysia is a country rich in different cultures for different races and ethnics, it's important to highlight those arts as they represent Malaysia's identity.

In terms of Malaysia's landscape, words such as *great, stunning, amazing and incredible* have been associated with most tourists. Tourists enjoy KLCC Park, Langkawi and other places such as Kinabalu Park, Cameron Tea Estate and Bako National Park to see the city scenery. Several tourists enjoyed seeing the breathtaking scenery of Langkawi from the view of the Sky Bridge. According to the study by Yusof and Ismail (2016), Langkawi has strengthened various images through different themes or slogans such as the Isles of Legends, Duty-Free Islands, 99 Magical Islands, Tourism City, The Jewel of Kedah, Langkawi Global Geopark and Naturally Langkawi to be positioned as a tourism destination. Therefore, this is an opportunity for Malaysia to utilise Langkawi as the destination for tourism.

A Malaysian cuisine, Nasi Lemak named one of the top traditional dishes in the world by TasteAtlas. Taste Atlas is an online world food atlas that provides knowledge about heritage food and information on the best traditional meals and drinks to the travellers (Durai,2019). A country like Singapore highlighted food as its tourism theme, Uniquely Singapore Shop and Eat Tours'. This campaign introduces visitors to their hawkers and street food, as this is one of the Singaporean ways of life and part of their identity (Henderson, 2004). For Malaysia, since Nasi Lemak is one of Malaysia's famous foods related to Malaysia's identity, it should be highlighted in promotional video or any Malaysia promotional campaign together with Roti Canai and The Tarik. Penang hawker also should be promoted as one of the visitors' attraction.

One of the areas that nation concentrates efforts to leverage the nation's image is a nation branding strategy in higher education (Jeong, 2018). The University of Malaya positively mentioned as the top-ranking university in Malaysia and 59th in World University Rankings. According to Abbott and Silles (2016), students perceive the university ranking as a definite indicator of their quality and pursue to be enrolled in prestigious institutions. Therefore, Malaysia should take this opportunity to do more promotions for Malaysia University to international students as Malaysia has a good ranking university in the world.

In the reviews, National Mosque, Batu Caves and Kek Lok Si Temple have their attraction. According to Kasim (2011), religious tourism is about participating, mingling and becoming a witness to the faith in a united but straightforward way. Religious tourism should be about sharing a spiritual experience as a correct and important one. Religious tourism is about participating, mingling and becoming a witness to the faith in a simple but united way. As Malaysia has many attractive sacred places, religious tourism should also be promoted in Visit Malaysia campaign to encourage more tourists to visit Malaysia.

According to Roll, M. (2018), countries like Germany, New Zealand and Switzerland have a successful country branding strategy. These countries developed their country branding strategy by establishing their nation brand associated with their common identity such as cities, cultures, cuisine, places, unique national heritage and history (Roll, 2018). Figure 4 summarises these findings through a framework linking Malaysia's brand identity with its nation branding. The proposed Nation Branding framework is expected to provide insights to tourism practitioners and stakeholders globally to improve countries' competitiveness, reputation, and image. As this study highlighted the findings of brand identity in Malaysia, it is recommended that MOTAC and Tourism Malaysia develop strategies in establishing nation branding with

more visible brand identity. This is to ensure that more effective campaign of MTA to promote future Visit Malaysia.



Figure 4: Proposed Nation Branding Framework Linking The Brand Identity of Malaysia

Limitations and future research

Some limitations related to this study should be acknowledged, beginning with the inherent weaknesses of collecting data from online reviews on social platforms. While the study involved 1132 reviews, the restrictions to the four (4) different online platforms that include Facebook, Twitter, Web Community Reddit and Tripadvisor are based on the elements that have been selected using a keyword or a hashtag only. The distribution numbers of reviews are different according to the interest of the tourists to particular elements.

The research focuses on searching for Malaysia's brand identity that has been identified as "Malaysia Truly Asia" by the nation and tourists. Further research might explore the brand essence components. Mix method can be employed to further understand and explore brand identity and brand essence of nation branding. The dimensions found in this study can be tested quantitatively. Another extension of this research is to explore brand identity and brand essence of nation branding from the organisational perspective and to explore how to market and position the brand to an external audience.

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THE BATTLE OF TWO POLITICAL REGIMES IN MALAYSIA: AN ANALYSIS OF BARISAN NASIONAL & PAKATAN HARAPAN PERFORMANCE PRIOR AND POST GE 14TH

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Abstract: *This chapter discusses the battle of the two political regimes in Malaysia, the Barisan Nasional (BN) and Pakatan Harapan (PH), in the 14th General Election. The BN coalition has shown its political influence throughout 63 years of ruling the country since independence which has been hard to break by other opposition parties in Malaysia. BN has manipulated various governments instruments in ruling to form a strong political hegemony that affects the voting behaviour of voters in determining rational choice, especially when elections are conducted. However, the strong political domination has been broken by the opposition movement that began in the 12th General Election that eventually toppled the old political regime, BN in the last GE-14. The failure of BN to defend its position as a government is due to several factors including scandals and misuse of power by political leaders, the weaknesses of the government in addressing economic issues, and pressures faced by the people on the cost of living, and limited employment opportunities. Issues that arise are then manipulated by the opposition parties at the same time, which managed to convince voters to change their support from BN to PH in the last GE-14. However, PH, which then had the opportunity to govern the country with a dilemma, as it failed to capitalize on the opportunity and fulfilled its manifesto as promised in their election campaigns. Subsequently, Malaysians, especially the voters in a series of by-election have begun to send a message to the government by voting for opposition candidates as a gesture of protest against the PH government. Furthermore, an analysis of the developments and dilemmas of the direction of the two political regimes before and after the GE-14 is discussed in detail in this chapter.*

Keywords: *hegemony, power transition, rational choice*

Introduction

Elections are one of the most important instruments in a country that practices democracy to show the existence of spaces for people to participate in the process of government. In Malaysia, electoral practices were first implemented in 1951 by organizing the first election in the Penang Town Council elections. The conduct of this township election marked the beginning of the people's involvement in determining the pattern of government administration even though the country was still under colonial rule.

Following the official withdrawal of the British on August 31, 1957, Malaysia continued the election process as one of the key instruments to provide opportunities for people to participate in the country's administration process. Over 13 times the organization of the General Election (GE) in the country, the people have given the opportunity to the coalition of Barisan Nasional (BN) to lead the state administration beginning from the first General Election in 1959 until the 13th General Election in 2013. The domination of Malaysian politics for six decades by BN is gripped by the power of the various systems of government and society. This made it difficult for opposition political parties to compete with the ruling party.

However, the political dominance was eventually denied by the people in the 14th General Election when the wave of change triggered in 2018 culminated with the fall of BN as the first government after independence. The fall of BN in the 14th General Election marked the end of its domination and domination of the single-party coalition in the government as it did for the Liberal Democratic Party (LDP) in Japan in 2009.

Political Hegemony

Gramsci (1971) defines hegemony as the height of the power of a group or social class that can be interpreted through two main forms; that is dominated by violence and coercion, and manipulation by intellectually and morally based leadership. In general, hegemony is part of the strength and success of a ruling class. According to Gramsci, there are two approaches that are often used in the hegemonic process whereby the class exercises its dominance, namely domination and “moral and intellectual leadership”. Even this social control has two other basic forms, which are control of behavior and external choices through rewards and punishments. Both forms of social control can also give psychological effects through a form of personal punishment that is commonly associated with daily life. Internal control is a form of moral-social dominance that governs ways of thinking and behaving. In addition, Gramsci (1971) explained that compliance can be obtained voluntarily as opposed to violent approaches through hegemonic actions on a group or class. The fall of BN in the GE-14 marks the end of the political hegemony that has existed since the pre-independence era, which is all about protecting the people of this country that only BN and its component parties can do. Hegemony, which is synonymous with voters who still adhere to the conservative trend, is difficult to be eliminated in a short period of time. This serves as an advantage to the BN component parties to continue dominating the political power of the country until the outbreak of the political tsunami in 2008. Although the 2009 General Election was seen as a trigger for the Malaysian political tsunami, the impact on the entire political system only occurred in the 14th General Election when the opposition at that time succeeded in defeating the BN coalition and paved the way for the democratization of the political system and government controlled by the previous government.

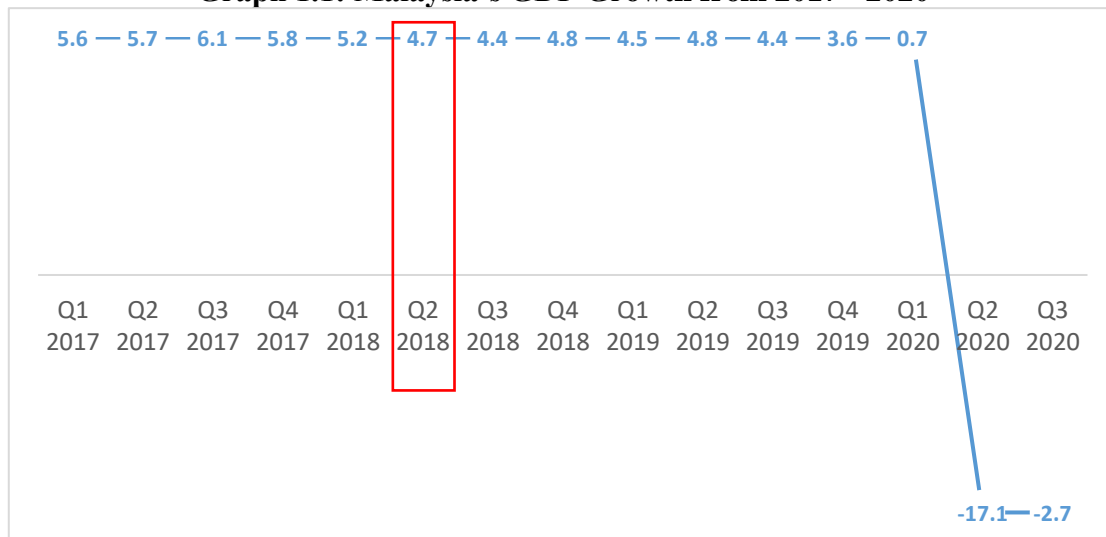
The highlight of the political tsunami which hit Malaysia in the 14th General Election was in fact influenced by the dynamism of voting behavior among Malaysians who have been exposed to changes in the current political environment. This proves that the democratic practice in Malaysia permits the citizens to exercise their rights, especially in elections to choose the government that will be leading the country. Although the BN government denied allegations that the coalition had controlled and influenced the course of the election system in Malaysia, the opposite situation occurs when multiple flaws in the electoral process were disclosed by various groups, including the opposition parties and non-governmental organizations (NGOs). The ongoing controversy has sparked a wave of political change along with other current issues, as well as increased the strength of the opposition coalition to confront BN in the last GE14.

The 14th General Election: From Barisan Nasional To Pakatan Harapan

The wave of political change triggered in the GE-12 is an unprecedented event in the political system controlled by the government. Prior to the 14th General Election, the BN manipulated various national political institutions as a platform to gain the support of the people in the final moments of the election. Manipulation by the ruling party at that time stemmed from the complexity of current issues that affects the performance and the government’s image locally and abroad.

Among the key issues that were difficult to be addressed by the ruling party are the 1MDB scandal, the rising cost of living, and the rising unemployment rate by the government that is not poorly handled by the government (Case, 2020). This situation has caused the country's economic instability to the detriment of the lives of the people who are facing hardship that has lasted for a long time. The following is the data on the growth rates of the country's economy in 2018 provided by the Department of Statistics Malaysia:

Graph 1.1: Malaysia's GDP Growth from 2017 - 2020



Source: Department of Statistics Malaysia, (DOSM)

Based on the Gross Domestic Product (GDP) growth of 2018, the country experienced a sharp decline in revenue growth, proving that Malaysia is facing serious economic problems. This situation has been felt by various levels of society affected by the current economic instability, including the Chinese group who are directly involved in business and dominate the economic space in the country.

Generally, the Chinese in Malaysia were impressed by the two main things that affect their business interests and racism. The Chinese community in this country has been synonymous with business activities since the pre-independence era and any changes in the political environment that could potentially affect the economic space of this group will be addressed through various pragmatic strategies that could benefit them. This pragmatic action shows the Chinese always put the interests of the ethnic group ahead of other issues that arise. In fact, such pragmatic actions also determine the racial politics of the people that affect the constitution of voters among the race in every General Election and post-2008 by-election. According to Drutman (2016), political dynamism refers to a flexible political system that can be adapted to the current situation, developed, and adapted to achieve the same goal.

Second, the Chinese in this country have a high sense of belonging (Chinese-centric) in the community, which is the basis of their strength in dealing with issues that concern them. A high sense of belonging is also strengthening ethnic identity and the discussion on this matter has been raised by many scholars such as Fujio Hara (2003) through the Malayan Chinese and China: Conversion in Identity Consciousness 1945-1957 states that the identity of these people in this country is constantly changing based on the development of politics in this country, but the formation of the Communist Party of Malaya (CPM) is actually a platform to establish their relationship with the Mainland of China. In addition, the Japanese occupation has strengthened and stimulated the spirit of Chinese centric and their self-belonging to the country, thus creating

a union that is stronger today. Thus, the discussion of these two points explains that the Chinese are very much concerned with the survival of their race and thus act pragmatically if their interests are at stake.

Based on these concerns, the Chinese voters are considered to be more strategic in their choices, especially from the 12th GE to the 14th GE that ultimately overthrew the BN government (formerly the Alliance) which has governed the country for 63 years. Generally, during the 12th General Election, the influence and domination of the Chinese voters are valued through the success of the Democratic Action Party (DAP) which won a majority of seats and formed a state government in Penang and Perak. Assessment of the influence and power of DAP party in this study is important because there is a shift in the support of the Chinese from MCA to DAP in the last 10 years. The following is a comparison of the seats won by the DAP parties from the 12th GE until the 14th GE for the State Legislative Assembly (DUN) and Parliament throughout the country:

Table 1.1: Comparison between Parliament and State seats won by the DAP from 12th GE until 14th GE

Elections States	12 th GE		13 th GE		14 th GE	
	STATE	P	STATE	P	STATE	P
Kedah	1	0	2	0	2	0
Penang	19	7	19	7	19	7
Perak	18	6	18	7	18	7
Pahang	2	0	7	1	7	2
Selangor	13	4	15	4	16	4
Negeri Sembilan	10	2	11	2	11	2
Malacca	5	1	6	1	8	1
Johor	4	1	13	4	14	5
Sabah	1	1	4	2	6	3
Federal Territory		5		5		4

*Source: undi.info

Based on the assessment in these three general elections, DAP still gains strong support in certain states such as Penang, Perak, Selangor, Negeri Sembilan and the Federal Territory. The aforementioned states offer winning seats to DAP due to urban location factors, the Chinese voter populations, and economic focus areas that are important to Chinese traders. In addition, the shift in support of the Chinese voters in GE-14 did not happen overnight but was first prevalent in the GE-12, and the trend has been consistent ever since. Apart from these key factors, negative perception of the government has gone out of control ahead of the 14th General Election through a range of issues affecting the interests of the people as discussed earlier. Thus, these factors and the development of current issues that ultimately failed to curb have led the political coalition that has long dominated the government to finally collapsed in GE-14.

The Major Support to The PH Government in GE-14 Ended in A Series of By-Election

The success of PH in gaining major support from the voters in GE-14 has been a great blow and has undermined BN as the main coalition that dominated the government since the country's independence. Throughout BN's administration of the country, BN has established strong political support in several states, which are Melaka, Negeri Sembilan and Johor. For BN, it is impossible for PH to penetrate into these states though there are a number of seats won by the opposition party. However, the wave of political change that went beyond the expectations of the people has successfully altered the political landscape of the country.

Despite the support received by the PH in taking control of the Federal and State governments which were previously ruled by BN, but PH's failure in maintaining the momentum of the support given by voters in the 14th General Election resulted in a shift of support that is increasingly evident, especially in the series of by-elections after GE-14. After the end of the 14th GE, 10 by-elections involving Parliament and the State Legislative Assembly (DUN) seats nationwide were conducted. Here is the list of the by-elections (PRK) held after GE-14 and the trend of transitional support from PH to BN:

Table 1.2: List of By-Election after 14th General Election

By-Election (PRK)	Party Wins in GE-14	Party wins in PRK
DUN Sungai Kandis	PKR	PKR
DUN Balakong	PKR	PH*
DUN Seri Setia	PKR	PH*
DUN Semenyih	PKR	BN
DUN Rantau	BN	BN
Parliament Cameron Highlands	BN	BN
Parliament Port Dickson	PKR	PH*
Parliament Sandakan	PKR	PH*
Parliament Tanjung Piai	PKR	BN
Parliament Kimanis	BN	BN

*Source: undi.info

*In GE-14, PH used PKR's emblem to contest in GE-14. After forming a Federal Government, an official PH's emblem was used in the by-elections.

Based on the result of the 10 by-elections, the BN coalition has managed to win six by-elections with a sharp increase in the number of votes compared to the previous 14th General Election. BN's success in retaining and winning the Parliamentary and State (DUN) seats in the GE series shows the sudden change of support from PH to BN. Although PH (previously using the PKR logo) broke the BN's political dominance in certain areas such as the Semenyih, Sungai Kandis, Tanjung Piai Parliamentary, but a victory of PH in the 14th General Election was largely due to a political wave triggered by national issues.

This situation shows that the PH does not have a solid base of political power such as ideologies and struggles, unlike BN, which can create strong hegemony among the people. Even the success of BN in defending its political dominance for the past 63 years is also contributed by its basic political ideology which can easily dismiss its political rivals. For example, ahead of the GE-14, the BN has seen a significant drop in support since the GE-12 and its political influence has diminished as the coalition's top leader Mohd Najib Tun Razak is entangled with the 1MDB political scandal.

Besides being allegedly involved in the scandal, the country's economy at that time was in a state of despair, employment opportunities were scarcely available, and the level of consumer purchasing power had declined. The political environment ahead of the GE-14 clearly shows the support of the people was not in favour of the government coalition despite various efforts and response strategies introduced by the government to deflect political attacks by the opposition parties at that time.

The 'rejection mood' by Malaysian people for the ruling party ahead of the 14th General Election was the best opportunity for the opposition parties to gain the support of the people in the elections. Among the outstanding manifesto made by the opposition parties in the manifesto at that time was the suspension of loan payments of Higher Education Fund Corporation (PTPTN) for borrowers who earn RM4,000 and below, the abolition of Good and Service Tax (GST), the increase of minimum wage policy and targeted subsidies for petrol (Case 2020). Subsequently, the people's reactions and support for the manifesto can be seen through

encouraging response in social media campaigns, increasing public participation in opposition party campaigns, and a high voter turnout of 82.32 percent. Based on the development of the political environment, PH, in using the PKR's emblem, has achieved major success with the support of 50.1 percent of popular votes and successfully taken over the Federal Government and several State Governments in Kedah, Perak, Malacca, Negeri Sembilan, Johor, and Sabah while strengthens its power in Penang and Selangor where they previously ruled as the opposition.

Although PH has obtained great support in the last GE-14, the victory earned by the new coalition government does not reflect the continuous acceptance of Malaysians in the coalition. This can be seen through the success of BN in seizing and managing to increase the support of voters in five by-elections that were conducted. Among the factors that led voters to reject PH and shift their support to BN are (i) failure of PH to fulfill their manifesto as promised in the GE-14, (ii) the failure of the PH government in managing racial issues, (iii) shifts in PH component parties and the on-going feud regarding the Prime Minister's position, (iv) the failure of the government to address the problems of the people, and (v) government weakness stemming from the lack of administrative experience.

These issues are impossible to deal with completely within a year of the PH administration as a government as the PH government does not have enough of 2/3 seats in Parliament that would strengthen the government's position to pass amendments and legislation that are vital for the purpose of reforming the political system in Malaysia. Malaysia needs a strong and stable government, but internal conflicts within PH coalition parties continue to complicate the country's administration process.

In order to have a strong government, the ruling party must demonstrate the ability to deal with the members of Parliament in line with the government's aspirations. However, the opposite situation occurs when there are members of Parliament and leaders of PH who openly opposed the leadership of the coalition that led the government. Although PH is recognized as a coalition of political parties that uphold freedom of speech and abuse of power, it still has a stance as an "opposition" among party leaders. Even Tun Dr. Mahathir Mohamad as the Chairman of PH has repeatedly warned the leadership of the coalition on many occasions to put a stop to their 'opposition mentality and attitude'. The warning expressed by the Chairman of the PH was an open secret, and this has shown the weakness of the PH government.

The political environment has thus hindered efforts to strengthen the stability of the government, economic development, and social treatment of the people drastically. In fact, the people have started to evaluate the ability of PH as a government through a series of by-elections held during its tenure. Although various reasons were given by the government such as high debt burden, inexperienced government, and short time frame to fulfill their manifesto, the voter's voting behaviour can change at any time, and this is proven by the deterioration of support and defeat of PH in the last six by-elections. After losing in six by-elections, one of the supreme council leaders of Bersatu, Dr Rais Hussin Mohamed Ariff has expressed his concern that the overwhelming support received and the success of taking over the government in the 14th GE would not last long if the will of the people is not fulfilled. The voters have the power to determine which governing party should lead the country based on the existing rational choices. In fact, this is evident from the discussion presented by scholars in theoretical analysis, which clearly states the fundamental importance and advantages that they can enjoy as a primary consideration when voting in every election.

In Malaysia, voting behaviour based on rational choice was controlled by the BN coalition through strong political hegemony before the 14th General Election, and it made it difficult for voters to vote for a party other than the coalition for the past 11 General Elections since independence (Case 2020). The formidable domination forged by the coalition of the BN

government before the 14th General Election was finally overthrown when the hegemonic instrument of the ruling party was no longer capable of influencing the people's vote.

Conclusion

The change in the political regime in Malaysia in the GE-14 was an important milestone that marked the end of the only domination in the democratic system by the longest-ruling coalition in the world led by the BN. The dominance ended with a peaceful transition of power between the previous regimes to PH, which shows the development of democracy in Malaysia.

The support received by PH in the 14th General Election has been the starting point for the democratization of the political system and government, despite the country is plagued by issues inherited by the previous administration. However, the slow-paced change has led voters to exercise their rights through ballot boxes in the six by-elections after GE-14. This is a signal that the PH-led government must immediately address the economic crises faced by the nation and fulfill the manifesto it promised before taking over the country. In this new era, the role of Chinese and young voters from GE-12 to GE-14 and by-elections is important in determining the success of the parties contesting in each election. If the contesting parties fail to fight for the interests of these two groups, then they can be the trigger for the next wave of political change that will be difficult to deal with by any political party in the country.

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THE DEVELOPMENT OF ARDUINO BASED EDUCATIONAL KIT: TRAFFIC LIGHT PROTOTYPE TO INCREASE THE USER BASIC KNOWLEDGE ON WRITING SIMPLE ARDUINO PROGRAMMING CODE

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Abstract: *This paper presents a simple Educational Kit based on UNO Arduino platform. This prototype is intended for Mechanical Engineering Department of Politeknik Mukah's student. Its main aim is by using the developed prototype, the students' basic knowledge on writing a simple Arduino program code will increase thus helping the students to fulfil their final year project theme. Along with the prototype, a ready written code will be provided, however the students will be required to manipulate the said coding in setting the LED traffic light based on the given sequence. After using the suggested prototype, the percentage of student who were having difficulties in writing the Arduino program code student decreased by 65%.*

Keywords: - *Arduino, Education, Programming, Technology, IR4.0*

Introduction

The Fourth Industrial Revolution also called IR4.0 referred to the latest phase in the Industrial Revolution (Schwab, 2016). With this strategic initiative announcement made by the German government of this new phase, industries worldwide began to focus on automation, machine learning, real-time data and interconnectivity (Rojko, 2017). According to the report on Readiness for the Future of Production Report 2018, published by World Economic Forum (WEF) and A.T. Kearney, which has assessed 100 countries, Malaysia is in the "Leader" quadrant position thus naming Malaysia as one of the countries that have a strong current manufacturing position which stating Malaysia's readiness in facing the IR 4.0 (MITI, 2018). Therefore, Polytechnic too have begun preparing the students for this challenge.

Based on a survey distributed amongst a group of students, it was found that most of the responder did not understand and was not able to list down all the key components of IR4.0 concepts. Therefore, in order to prepare the students, one of the efforts made by Polytechnic's lecturer was to set up an IR4.0 theme for the student's final year project (FYP). One of the cheapest and easiest tools to apply IR4.0 is by using Arduino platform. However, the syllabus for Mechanical Engineering's program did not cover the learning for Arduino program writing. The lecturers and students had to find an alternative to ensure that they are prepared in facing this phase. And due to the nature of learning environment provided by the Polytechnic, a practical exercise and demonstrations by using a prototype are the best approach to assist the student in applying IR 4.0 concept. Arduino based traffic light prototype is a project that helps the students to understand on how to write and manipulate simple programming code for a traffic light-based prototype using an Arduino and how it operates. Hence, this project will help the students to gain basic knowledge using Arduino as we reach in IR4.0 by programming a traffic light prototype as learning equipment.

The aim for this project is to develop a prototype in order to assist the Politeknik Mukah's Mechanical Engineering's final year students in writing the UNO Arduino's basic coding.

Literature Review

Arduino

Arduino is an easily programmed, erased and reprogrammed open source microcontroller. The Arduino platform was introduced in 2005 which offers an inexpensive and easy way to assist inexperienced users to control sensors and actuators by constructing and programming electronic devices. Table 2.1 below have listed a few differences between the top three (3) most commonly used Arduino boards in the market (Loius, 2016).

Table 2.1: Arduino UNO vs Leonardo vs Mega 2560

Type	UNO R3	Leonardo	Mega 2560
Boards	ATmega328	ATmega32u4	ATmega2560
Digital I/O	20	23	54
Analogue Inputs	6	7	16
PMW	6	6	15
Program Interface	USB via Atmega16U2	USB via Atmega32U4	USB via Atmega16U2

Methodology

Project Planning

This project started by identifying the problems faced by the surrounding users. A controlled group of 40 students who took up the DJJ6143 Project 2 were asked to answer a few short questions on the IR 4.0 concept and Arduino. Based on the obtained result, the flow chart for the whole project planning was constructed as shown in Figure 3.1 below. With the aim of countering the said problem, few ideas have been laid out and chosen.

Product specifications then were listed out making sure the product would not stray from the main purpose. Multiple concept generations were suggested in reference to the previously established elements needed in order to tackle the lack of basic knowledge for the students in Arduino program code writing.

A few concept were generated by brainstorming components as shown in Figure 3.2 and the shortlisted concepts were evaluated by using the Pugh method. Based on the Table 3.2, Concept 1 was chosen since the components listed in concept 1 is easy to use, power saving and durable compared to the other two concept suggested.

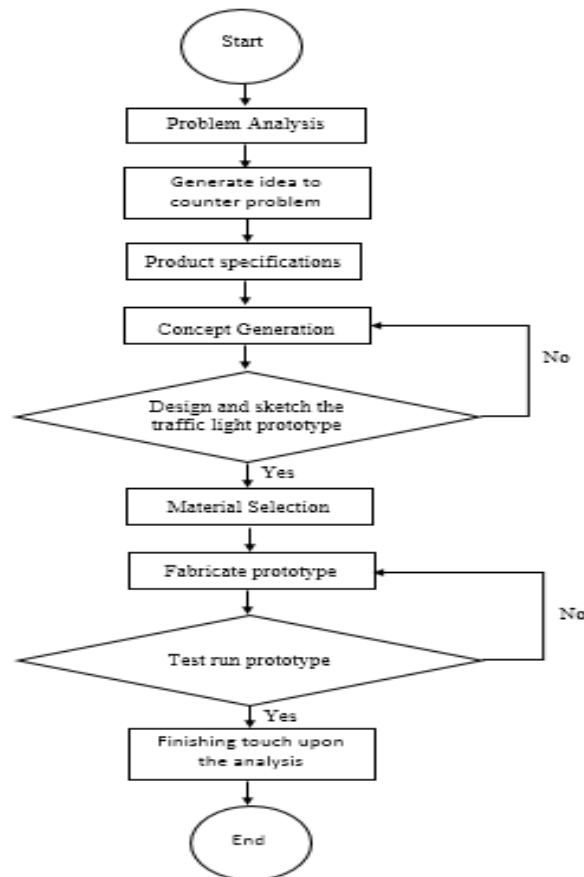


Figure 3.1: Project Planning Flowchart











Concept	Option 1	Option 2	Option 3
Arduino	 Uno R3	 Leonardo	 Mega 2560 R3
Plywood	 Softwood Plywood	 Hardwood Plywood	 Phenolic Plywood
Power Supply	 12V Power Supply	 9V Battery	 10V Rechargeable Battery
Led light	 Mini 5V led light	 Mini 12V led light	

Figure 3.2: Concept Generation

Table 3.1: Concept Evaluation

	Concept 1	Concept 2	Concept 3
Cost	+	+	+
Easy to use	+	-	-
Power saving	+	+	-
Durable	+	+	+
Total (+)	4	3	2
Total (-)	0	1	2
Overall	4	2	0

Cost

Table 3.2: Costing

NO	ITEM	QUANTITY	PRICE(RM)
1	Arduino	1	RM40.00
2	Power supply	1	RM45.00 (each)
3	Jumping Wire	4	RM1.00 (each)
4	Plywood	1	RM30.00
5	LED traffic light	4	RM8.70 (each)
6	Breadboard	4	RM14.00 (each)
Total			RM209.80

Design of the Project

After much considerations, the final design of the prototype was sketched up and drawn using Autodesk Inventor software with the dimension of 1.5 m (L) x 0.42 m (W) x 0.07 m (H) as shown in Figure 3.3 below.

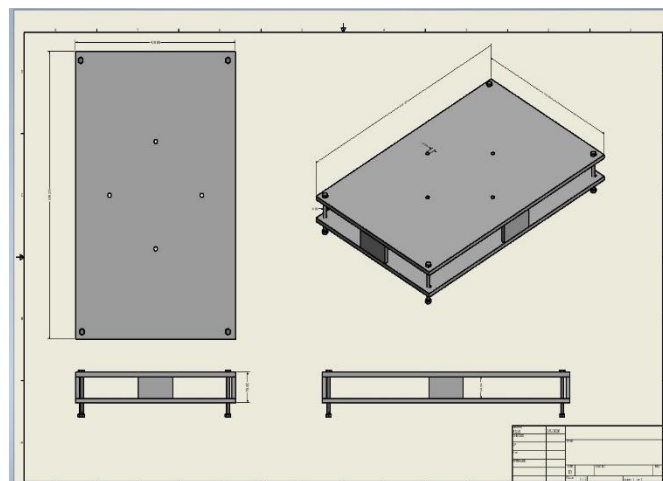


Figure 3.3: Detailed Design of the Prototype

By using the selected concept and the suggested design, the prototype was then fabricated. Figure 3.4 and Figure 3.5 shown is the finished product of this Arduino Based Educational Kit: Traffic Light Prototype and the schematic diagram for its main circuit using Arduino UNO itself.



Figure 3.4: Final Design of the Project

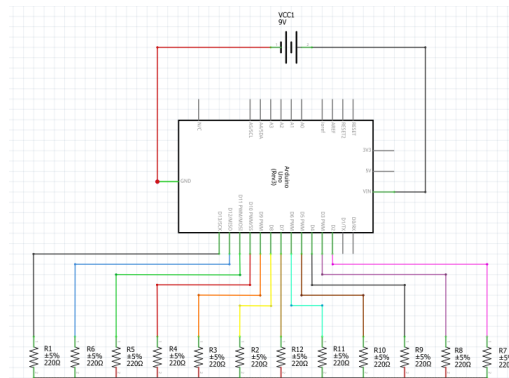


Figure 3.5: Schematic Diagram for the Main Circuit of the Prototype

Learning Approach

The goal for this kit is to assist students in understanding and writing a simple coding. With the medium of lab sheet, that follows a step-by-step guide that the users may use to refer, configure and program the kit with expected outcome in order to further understands in writing the code. This approach has been documented in a sheet that has been meticulously labelled with various explanations to assist the users. The sheet also explains the theory that applies for the kit as well as the operating principles of the components used. Table 3.3 below illustrated the structure on combining both theory and practice following the structure of the said sheet.

Table 3.3: Stepwise Learning Approach

No.	Steps	Contents
1	What to learn?	<ul style="list-style-type: none"> • Educational kit introduction
2	What is Arduino?	<ul style="list-style-type: none"> • Introduction to Arduino • The theory of Arduino and its features • Setting up the kit
3	Learning the program	<ul style="list-style-type: none"> • Introduction to programming • Basic language for the programming •
4	Electronic components	<ul style="list-style-type: none"> • Identifying the components involved
5	Operation	<ul style="list-style-type: none"> • Introduction to traffic lights operations
6	Writing the program	<ul style="list-style-type: none"> • Sample of labelled program bait. • Scenarios and problem will be given to help users practice with expected outcome.

The programming exercises performed via this kit as a basic guide in writing the program coding.

Finding and Analysis

At the start of this project a short survey was distributed in the subject of the final year project theme for December 2019's session. Based on this short survey, it is cleared that the final year Politeknik Mukah Mechanical Engineering's students failed in understanding and listing the concept of IR 4.0 thus leading to the discovery upon their difficulties using Arduino and writing up simple Arduino's program. Figure 4.1 below shows the result obtained from the short poll.

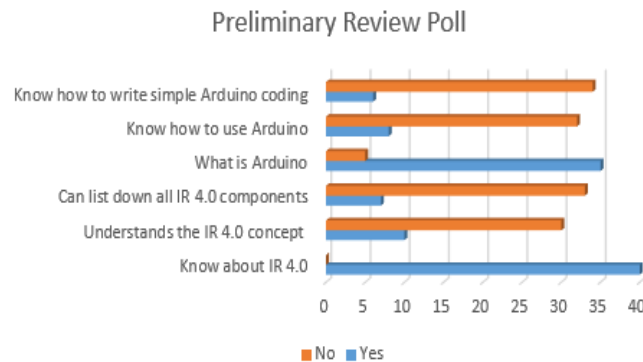


Figure 4.1: Preliminary Review Poll

Know how to write simple Arduino coding

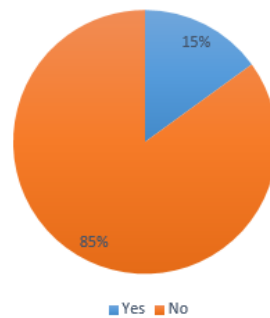


Figure 4.2: Percentage Of Students Have Difficulties Writing Simple Arduino Programming Code

Figure 4.2 above shows that 85% of the responder, answered they have difficulties in writing simple Arduino programming code. Stating that Arduino was not a part of their curriculum during their studies here in Politeknik Mukah and due to the theme of their FYP which is IR 4.0. The students choose Arduino as the most affordable and accessible IR 4.0 components which falls in the category of automation.

With the same targeted responder, 40 FYP students were allowed to test run the prototype and observed. After testing ends, the subjects were then asked the same question on whether they still faced difficulties in writing a simple Arduino coding. As shown in Figure 4.3 below 80% of the students responded as they can write a simple Arduino programming code after using the prototype while 15% of them responded they could and the remaining 5% responded they still required help.

Know how to write simple Arduino coding
after using the prototype

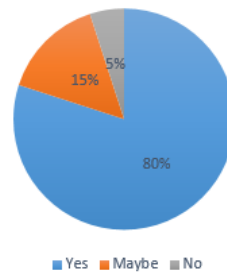


Figure 4.3: Percentage Of Students Have Overcome Difficulties Writing Simple Arduino Programming Code

Conclusion

At the end of this project, it can be concluded that this prototype can be used as an alternative for the lecturers and students to gain basic knowledge in Arduino program code writing. The aim for the prototype has been achieved. It was proven that the final year student of Politeknik Mukah's Mechanical Engineering course that used the prototype has shown an increasing of the basic program code writing. Compared to the preliminary survey, the increase of 65% user managed to overcome their code writing difficulties. The FYP students were able to confidently in attempting a far more complicated program writing.

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CORPORATE GOVERNANCE'S ROLE IN CORPORATE RISK DISCLOSURE: SOME THEORETICAL PERSPECTIVES

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Abstract: *The topic of risk disclosure has become a concern in some circles of researchers where some relate it to aspects of corporate governance. This article discusses several theoretical explanations for the relationship between corporate governance and risk disclosure. These theories include agency, signaling, resource dependence, proprietary cost and upper echelon. It is hoped that this explanation will be useful for novice researchers who wish to examine the relationship between corporate governance and risk disclosure.*

Keywords: *corporate governance, risk disclosure, teori-teori*

Introduction

Appreciation on corporate risk disclosure began to increase when the Institute of Chartered Accountants in England and Wales (ICAEW) through its discussion paper in 1998 proposed that companies disclose information about corporate risk management through annual reports (Ellili and Nobanee, 2017). The topic of risk disclosure then became the attention of researchers who conducted their studies on companies both in developed markets and developing countries, for example in the UK and Canada (Linsley and Shrivess, 2005; Linsley, Shrivess and Crumpton, 2006), Saudi Arabia. (Moumen, Ben Othman and Hussainey, 2015; Al-Maghzom, Hussainey and Aly, 2016; Habtoor et al., 2017), Indonesia (Mukhibad, Nurkhin and Rohman, 2020; (Aryani, 2017), Pakistan (Ashfaq et al., 2016), Malaysia and Pakistan (Kabir et al., 2019).

The benefits of risk disclosure are often associated with better shareholder protection (Linsley and Shrivess, 2005), increased controllability and company stability (Kaupelytė, Seilius and Zinkevičiūtė, 2016).

Several researchers have linked risk disclosure with various aspects of corporate governance (Ntim, Lindop and Thomas, 2013; Ginena, 2014; Kabir et al., 2019; Mukhibad, Nurkhin and Rohman, 2020).

There are several theoretical explanations related to the relationship between corporate governance factors and risk disclosure. These theories attempt to explain and predict the phenomenon of the influence of corporate governance on the extent to which the quality and quantity of corporate risk disclosures.

This study aims to describe these theories, including agency theory, signaling, resource dependence, proprietary cost and upper echelon. This explanation will be useful for novice researchers who wish to examine the relationship between corporate governance and risk disclosure.

Theoretical Perspectives

Agency Theory

This theory is the most widely used theory to explain risk disclosure. In this theory, the agency relationship between shareholders and managers and between shareholders and debt holders is described (Company, Jensen and Meckling, 1976). Agency problems occur due to the separation of ownership and control of the company. From here the problem of information

asymmetry arises because managers have better knowledge about the company. The agency problems then lead to agency costs (monitoring, bonding, and residual loss). Both agents and principals recognize that it may be useful to reduce this information asymmetry to mitigate agency costs. Reducing information asymmetry can be done through disclosure related to risk (Company, Jensen and Meckling, 1976; Abraham and Cox, 2007; Mazumder and Hossain, 2018). The agency theory suggests that effective corporate governance mechanisms and structures will be able to overcome agency conflicts and information asymmetry between management and shareholders.

Signalling Theory

Signaling theory is related to information asymmetry problem. Signaling theory is used to describe behavior when two parties, either individuals or organizations, have different access to information. Usually the party sending the information must choose what and how to communicate (or “signal”) the information, and the other party as the receiver must choose how to interpret the signal (Connelly et al, 2011). As a result of information asymmetry, there is a tendency for organizations to give signals in the form of certain information to outside parties. This signal aims to show that the organization is better than others thereby increasing their reputation. This is important in markets that are competing for resources (Verrecchia, 1983; Oliveira et al., 2010). The signal to differentiate their company from those of lower quality is to provide more voluntary disclosure (Merkl-Davies and Brennan, 2007). Comprehensive risk disclosure acts as a signal from companies regarding improvements in risk management, compliance with standards (IFRS) and regulations (Basel Accord) (Elamer et al., 2019).

Resource Dependence Theory

Resource dependency theory seeks to explain influence of environmental constraints on the organization, in this case the organization must carry out exchanges and transactions with other parties for various resources. Organizations require their environment for support. The focus of the theory is on how entities gain access to essential resources for them to survive and grow (Chen, 2005). From the point of view of resource dependency theory, increasing disclosure of risk will help increase organizations' access to important resources, such as finance and contracts that can help ensure their long-term viability.(Elamer *et al.*, 2020).

Proprietary Cost Theory

The proprietary cost theory exemplifies the cost and benefit of disclosure. It is a dilemma for managers to decide on how much and what sort of information to disclose. If they are less transparent their companies may be perceived as having a weak risk management system. On the other hand, if they too openly reveal their risk registers as well as the mitigation systems it could be damaging for the company and they possibly will incur proprietary cost (Abraham and Shrives, 2014).

Upper Echelon Theory

Hambrick and Mason (1984) combine two concepts from research on demography and the dominant coalition. Top management teams that have a specific demographic profile have a variety of organizational impacts. It is explained that several demographic characteristics of top management can influence strategic decision making and performance. The focus of theory is the idea that background knowledge and values of companies' people on upper echelons have an influence on strategic decision making. The concept is extended to the determinants of risk

disclosure, which investigate whether such attributes of the top board could impact upon the determinants of risk disclosure.

Conclusion

All over the literature on disclosure where there is no one dominant theory in operation, a multi-theoretic approach is often considered appropriate. Such approach is often seen in literatures of disclosures.

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THE COMPARATIVE & COMPETITIVE ADVANTAGES OF RNGOS: ISLAMIC RELIEF'S ASSISTANCE DURING PROLONGED CONFLICT AND COVID-19 OUTBREAK IN YEMEN

KEUNGGULAN KOMPARATIF & KOMPETITIF RNGOS: BANTUAN ISLAMIC RELIEF SEMASA KONFLIK BERKEPANJANGAN DAN COVID-19 DI YAMAN

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Abstract: *For more than six years of prolonged conflict, Yemenis have been facing extreme poverty, famine, water crisis, floods, locust invasion, disease outbreaks, and many more. The United Nations even labeled such situation as the world's worst humanitarian crisis with around 80% of the population in need of humanitarian assistance. In other words, most Yemenis are dependent on international aid to survive. The covid-19 outbreak in 2020 has also exacerbated those pre-existing issues in Yemen. Additionally, the donor nations and aid agencies has also been facing economic crises due to the pandemic shutdowns. Both state actors and non-state actors have been working hand in hand to provide humanitarian assistance in Yemen. Islamic Relief is one of the most prominent Faith-based INGOs or Religious Non-Governmental Organizations (RNGOs) that has been working in Yemen for more than 20 years. This paper aims to examine the comparative and competitive advantages possessed by RNGOs compared to secular NGOs operating in conservative and religious-intolerant country, using the case of Islamic Relief in Yemen. This paper employ qualitative approach by analyzing both primary and secondary data which was collected from the official reports, articles, books, scientific journals, and previous studies related to this topic. This paper argues that the religious identity and islamic values which has been embodied into the organizational structures and actions, gave Islamic Relief competitive advantage over others to gain access and to operate in extremely conservative country like Yemen. Moreover, as one of the largest Islamic INGOs, Islamic Relief also gained competitive advantage from their innovative programs and partnering with other NGOs, Governments, and Inter-Governmental Organizations (IGOs) like World Food Programme (WFP) to support vurnerable Yemenis. After all, INGOs, be it religious or secular, have to cooperate with one another in order to solve global problems more effectively.*

Keywords: *Yemen, Islamic Relief, RNGOs, INGOs, Covid-19*

Abstrak: *Selama lebih dari enam tahun konflik berkepanjangan, rakyat Yaman menghadapi kemiskinan parah, kelaparan, krisis air, bencana banjir, serangan hama, dan lain-lain. PBB bahkan melabeli situasi tersebut sebagai krisis kemanusiaan terburuk di dunia dengan sekitar 80% total populasi Yaman membutuhkan bantuan kemanusiaan. Dengan kata lain, mayoritas penduduk Yaman bergantung pada bantuan internasional untuk bertahan hidup. Munculnya pandemi Covid-19 tahun 2020 memperparah isu-isu yang telah ada di Yaman. Lebih dari itu, negara-negara pendonor maupun agensi-agensi pemberi bantuan juga menghadapi krisis ekonomi akibat pandemi. Baik aktor-aktor negara maupun non-negara saling membantu untuk*

menyediakan bantuan kemanusiaan di Yaman. Islamic Relief merupakan salah satu Faith-based INGOs atau Religious Non-Governmental Organizations (RNGOs) terkemuka yang telah beroperasi di Yaman selama lebih dari 20 tahun lamanya. Tulisan ini bertujuan untuk mengkaji keunggulan komparatif dan kompetitif yang dimiliki RNGOs dibandingkan dengan NGOs sekuler yang beroperasi di negara konservatif dan intoleran, dengan menggunakan studi kasus Islamic Relief di Yaman. Tulisan ini menggunakan pendekatan kualitatif dengan menganalisis data primer dan sekunder yang diperoleh dari laporan resmi, artikel, buku, jurnal ilmiah, serta studi terdahulu terkait topik ini. Tulisan ini berargumen bahwa identitas religius dan nilai-nilai islami yang tertanam dalam struktur serta aksi organisasi, memberikan Islamic Relief keunggulan komparatif dibanding aktor lain untuk memperoleh akses dan beroperasi di negara konservatif seperti Yaman. Selain itu, sebagai salah satu INGOs Islam terbesar, Islamic Relief juga memperoleh keunggulan kompetitif dari program-program inovatif dan kemitraannya bersama NGOs lain, pemerintah, dan IGOs seperti World Food Programme (WFP) untuk membantu penduduk Yaman yang rentan. Lagipula, INGOs, baik itu religius maupun sekuler harus bekerjasama antar satu sama lain untuk menangani permasalahan global secara lebih efektif.

Kata Kunci: *Yaman, Islamic Relief, RNGOs, INGOs, Covid-19*

Introduction

Sampai awal tahun 2021, Yaman masih terus mengalami krisis kemanusiaan terburuk di dunia dengan sekitar 80% total penduduknya (24 juta) membutuhkan bantuan kemanusiaan. (OCHA, 2021). Konflik berkepanjangan di Yaman telah menelan korban jiwa sebanyak 233.000 orang, 131.000 diantaranya meninggal karena penyebab-penyebab tidak langsung seperti karena kelaparan dan penyakit. (UN News, 2020). Krisis pangan dan kelaparan menjadi masalah utama dengan sekitar 325.000 anak mengalami malnutrisi akut. (UNICEF, 2020). Berbagai jenis musibah tak henti-hentinya menimpa penduduk Yaman, mulai dari konflik yang tak kunjung usai, hujan lebat dan bencana banjir, serangan hama, kerusakan lahan tani dan ternak, krisis bahan bakar, nilai mata uang yang merosot, wabah penyakit kolera, difteri, demam berdarah, tuberkulosis dan juga yang terbaru yaitu Covid-19. (Al-Subari, et.al, 2020; OCHA, 2021; UN News, 2020). Per 15 Februari, 2021, jumlah kasus positif Covid-19 yang terkonfirmasi di Yaman mencapai 2149 dengan total kematian 618 jiwa. Jumlah lonjakan kasus tertinggi Covid-19 terjadi pada Juni-Juli 2020. (WHO-Yemen). Sistem kesehatan di Yaman juga mengalami keterpurukan padahal lebih dari 17,9 juta penduduk Yaman membutuhkan pelayanan kesehatan pada tahun 2020. (WHO, 2021). Dana bantuan kemanusiaan untuk Yaman pada tahun 2020 juga tersendat dan hanya hanya memperoleh \$237 juta dari ekspektasi awal \$535. Pada pertengahan tahun 2020, tingkat *food insecurity* di Yaman kembali tinggi. Pandemi Covid-19 secara langsung maupun tidak langsung meningkatkan *food insecurity* karena keterbatasan kesempatan kerja, pendapatan yang lebih rendah, dan dana bantuan yang berkurang. (UN News, 2020). Karena kelangkaan dana bantuan tersebut, pada tahun 2020 Islamic Relief menggelontorkan dana bantuan sebesar \$10 juta untuk program bantuan makanan, Air, Sanitasi dan Kebersihan (WASH), nutrisi dan kesehatan. (Reliefweb, 2020). Islamic Relief sendiri merupakan salah satu INGOs terkemuka yang beroperasi di Yaman selama lebih dari 20 tahun lamanya. Islamic Relief juga dikategorikan sebagai Faith-based Organization (FBO) atau Religious NGO (RNGO) karena terinspirasi oleh nilai-nilai agama dalam kegiatan kemanusiaannya. Identitas Islamic Relief dinilai memiliki keunggulan komparatif jika dibandingkan dengan INGOs sekuler atau RNGOs agama lain. Hal ini disebabkan karena pemerintah Yaman pernah mencoba mengusir INGO ternama dari Yaman

karena salah satu anggotanya diduga mendistribusikan kitab Injil di Aden, Yaman. Pemerintah Yaman memberi peringatan pada INGO tersebut untuk menghentikan proyek-proyeknya dan pergi dari Yaman. (U.S. Department of State). Dalam hal ini, Yaman memang terkenal sebagai negara paling konservatif di dunia. (Hancock, 2017). Islam adalah agama negara Yaman dan Sharia adalah sumber perundangan Yaman. Mayoritas penduduk Yaman juga beragama Islam. Hukum Sharia melarang umat islam untuk pindah ke agama lain, dan sebaliknya mengajak umat lain untuk masuk agama Islam. (International Religious Freedom Report, 2019). Konservatisme di Yaman juga diperparah oleh kontrol Houthi yang diskriminatif terhadap penganut ideologi atau agama lain seperti penganut Baha'I, Kristen, Yahudi, Hindu. (International Religious Freedom Report, 2019; Hanania, 2021). Non-Governmental Organizations (NGOs) non-religius baik itu sekuler atau ateis yang secara eksplisit mengadvokasikan atau menunjukkan identitasnya bisa dipersekusi oleh otoritas Yaman karena terdapat larangan *de facto* terhadap NGOs non-religius, dan organisasi internasional yang beroperasi di Yaman harus menghormati hukum Sharia dan hukum Yaman. (Freedom of Thought Report – Yemen). Dari sini terlihat apabila NGOs yang religius seperti Islamic Relief memang memiliki nilai lebih jika dibandingkan dengan NGOs non-religius atau NGOs agama lain di Yaman. Tulisan ini bertujuan untuk mengkaji keunggulan komparatif dan keunggulan kompetitif yang dimiliki RNGOs jika dibandingkan dengan NGOs sekuler yang beroperasi di negara konservatif dan intoleran seperti Yaman, dengan menggunakan studi kasus Islamic Relief.

Research Method

Tulisan ini menggunakan pendekatan kualitatif untuk memahami fenomena yang diteliti (Kielmann et al, 2012: 9) yakni keunggulan komparatif dan kompetitif Religious NGOs (RNGOs) di negara yang sangat konservatif, dengan menggunakan studi kasus Islamic Relief di Yaman saat menghadapi situasi pandemi covid-19 sekaligus konflik berkepanjangan. Jangkauan penelitian ini sejak Islamic Relief aktif beroperasi di Yaman, namun lebih ditekankan saat menghadapi kasus positif covid-19 di Yaman tahun 2020. Kelebihan pendekatan kualitatif adalah kemampuan untuk menghargai perbedaan perspektif-perspektif yang ada (Yin, 2011: 264) dan juga tidak bertujuan untuk membuat generalisasi atas temuan yang diperoleh, melainkan mencoba memahami kajian fenomena yang diangkat. (Kielmann et al, 2012: 20). Dengan demikian, penelitian ini tidak bermaksud untuk menggeneralisir bahwa semua RNGOs sama karena pada dasarnya RNGOs sangatlah beragam satu sama lain. Teknik pengumpulan data dalam penelitian kualitatif umumnya menggunakan data berupa kata-kata dibandingkan angka. (Yin, 2011: 233). Data primer diperoleh dari laporan resmi dan *press release* dari *website* resmi Islamic Relief, *website* resmi pemerintah, *website* resmi Inter-Governmental Organizations (IGOs) seperti agensi-agensi PBB, dan juga *website* resmi International NGOs (INGOs) lain. Sedangkan data sekunder diperoleh dari artikel berita, buku, jurnal ilmiah, serta studi terdahulu terkait topik penelitian ini. Kemudian penulis menganalisis data primer dan sekunder tersebut menggunakan kerangka teoritis, sehingga akhirnya memperoleh pemahaman sebagaimana dijelaskan dalam tujuan penelitian.

Theoretical Background

Comparative Advantage & Competitive Advantage of RNGOs

Istilah *comparative advantage* dan *competitive advantage* lebih sering dijumpai dalam kajian bisnis atau sektor *for-profit* yang memang kental dengan lingkungan yang sangat kompetitif untuk memperoleh *profit*. Namun demikian, nyatanya *comparative advantage* juga berlaku dalam sektor *for-profit* termasuk diantaranya yaitu NGOs. (Kent, et. al, 2013; Arasa & Kioko, 2014). Kompetisi atau persaingan akan selalu ada dalam kehidupan sehari-hari di sektor

apapun, dan pihak-pihak yang memiliki sumberdaya bawaan dianggap memiliki *comparative advantage* dibanding pihak lainnya. Kompetisi tidak selamanya berkonotasi negatif, karena bisa memicu produktivitas dan pertumbuhan ekonomi dengan memotivasi organisasi atau perusahaan untuk belajar, berinovasi, serta bertindak secara lebih efisien dan efektif. (Topaloglu, et.al, 2018: 6). Dalam sektor *non-profit*, *comparative advantage* dapat dilihat dari keterampilan yang dimiliki oleh organisasi tersebut dibanding dengan organisasi lain dan juga efektifitas organisasi tersebut dalam menjalankan aksi kemanusiaan. Apabila banyak organisasi lain yang memiliki akses pada modal, keterampilan, dan tenaga kerja, maka *comparative advantage* suatu organisasi tidaklah begitu tinggi. (Kent, et. al, 2013). Dengan semakin banyaknya NGOs-NGOs baru yang bermunculan, dan semakin kompleksnya sistem aksi kemanusiaan, maka akan semakin sulit bagi suatu NGO untuk mengidentifikasi *comparative advantage*nya. (Kent, et. al, 2013: 8). Sistem bantuan kemanusiaan, nyatanya sangatlah kompetitif, anarkis, tidak tertata, dan tidak efisien. (Kent, et. al, 2013: 19). Kian lama, pemerintah lebih memilih NGOs lokal dan mitra-mitra lokal dengan menggunakan pendekatan lokal, dibandingkan dengan intervensi asing. *Comparative advantage* yang dimiliki sektor *non-profit* seperti NGOs diantaranya memiliki akses dan memiliki kapasitas untuk menyediakan bantuan, termasuk diantaranya dengan inovasi, pengembangan kapasitas di level komunitas dan pusat untuk mendorong ketahanan dan keberlanjutan, serta pembangunan jaringan. (Kent, et. al, 2013).

Dibandingkan dengan sektor *for-profit*, sektor *non-profit* memang dinilai memiliki kelebihan berupa citra yang positif di mata masyarakat karena berkecimpung dalam bidang sosial kemanusiaan. Terlebih apabila mereka memiliki *comparative advantage* berupa identitas seperti halnya Religious NGOs (RNGOs), yang memiliki ‘nama’ agama serta terinspirasi oleh nilai-nilai keagamaan. Kekuatan identitas dan juga sumber daya informasi, organisasional, dan relasional membuat suatu organisasi memiliki *resource-based comparative advantage* karena dibutuhkan waktu yang cukup lama untuk memiliki sumberdaya semacam itu. (Topaloglu, et.al, 2018: 16). Dalam kasus RNGOs, misalnya, *comparative advantage* dapat dilihat dari sumberdaya informasi, pengetahuan keagamaan, keterampilan, jaringan dengan sesama umat beragama yang telah terbentuk sekian lamanya. Selain itu, jika dibandingkan dengan NGOs sekuler, RNGOs juga dinilai memiliki kemampuan finansial yang lebih berkelanjutan karena diuntungkan oleh filantropi domestik serta memperoleh legitimasi publik di negara-negara yang kental dengan nilai-nilai agama. (Alawiyah, 2013: 219). Sejalan dengan Alawiyah, Mcleigh juga menjelaskan bahwa keunggulan RNGOs adalah kemampuan untuk memperoleh dana dari sumber non-tradisional seperti dari komunitas religius lokal, nasional dan internasional dibanding bergantung pada dana pemerintah atau dana dari agensi internasional. (Mcleigh, 2011: 50). Selain lebih aman secara sumberdaya finansial, RNGOs juga memiliki *comparative advantage* dalam mengamankan sumberdaya manusia, baik yang digaji maupun relawan. RNGOs bisa merekrut staff yang berkualifikasi dan berkomitmen dengan upah lebih rendah. (Mcleigh, 2011: 51). Namun demikian, RNGOs dan organisasi-organisasi kemanusiaan lainnya masih harus membuktikan ‘misi’ kemanusiaannya melalui aksi-aksi nyata, bukan hanya dari embel-embel identitas saja. Dengan aksi dan bukti nyata, maka organisasi *non-profit* termasuk NGOs akan memperoleh kepercayaan, penerimaan, dan bahkan kesetiaan dari para *stakeholders* dan *shareholders*nya. (Kent, et. al, 2013: 29-30). Karena untuk bisa bertahan dan berkembang, organisasi *non-profit* tidak hanya harus mewujudkan misinya, tapi juga bisa dihargai dan dianggap baik oleh para *stakeholders* dan *shareholders*nya. (Topaloglu, et.al, 2018: 10).

Sedangkan jika ditinjau dari sisi *competitive advantage*nya, suatu organisasi haruslah memiliki strategi kompetitif yang baik supaya mampu menghadapi tantangan-tantangan yang ada. Kompetisi dalam sektor *non-profit* biasanya merupakan persaingan untuk memperoleh

pendanaan donor. Karena sekalipun sektor *non-profit* memiliki tujuan untuk mencapai misi sosial dibanding mengejar *profit*, nyatanya dana sangat dibutuhkan bagi organisasi *non-profit* untuk *survive* dan mencapai misinya tersebut. (Arasa & Kioko, 2014). Pada dasarnya, model strategi untuk *non-profit* memang tidak bisa disamakan dengan *for-profit* atau bisnis sehingga harus diadaptasi. Hal ini disebabkan karena perbedaan tujuan antara kedua sektor tersebut dan bagaimana mereka memandang performa organisasi. Sektor *non-profit* membutuhkan strategi kompetitif sekaligus kooperatif (membangun aliansi dan kemitraan) terutama untuk untuk mendapatkan pendanaan donor di lingkungan yang kompetitif. (Arasa & Kioko, 2014). Karenanya, selain bekerjasama organisasi harus membenahi organisasi secara internal sehingga memiliki nilai tambah.

Pada akhirnya, dengan *comparative advantage* berupa sumberdaya atau keistimewaan bawaan, suatu organisasi bisa memiliki nilai lebih di mata *stakeholders* dan *shareholders* seperti pendonor, pemerintah, aliansi, relawan, dsb sehingga organisasi tersebut dapat mencapai posisi *competitive advantage* dan menyediakan layanan sosial dengan nilai lebih dibanding kompetitornya. (Topaloglu, et.al, 2018: 7). Dengan kata lain, memanfaatkan *comparative advantage* yang telah ada (*given*) atau diperoleh dalam jangka waktu lama, dapat memberi *competitive advantage* terlebih jika ditambah dengan upaya inovasi dan pemanfaatan teknologi. Bagi sektor *non-profit*, inovasi dapat membuat pengiriman layanan kepada penerima lebih efektif dan efisien, sehingga lebih mudah mencapai misi organisasi serta memenuhi harapan para *stakeholders*. (Topaloglu, et.al, 2018: 17).

Discussion and Conclusion

Religious Non-Governmental Organization: Islamic Relief Worldwide

Religious NGOs (RNGOs) merupakan salah satu jenis Non-Governmental Organizations, seperti halnya government-organized NGOs (GONGOs), quasi-NGOs (QUANGOs), donor-organized NGOs (DONGOs), business NGOs (BINGOs), dan environmental NGOs (ENGOS). (Murphy, 2010: 50). Dalam tulisan ini, penulis fokus pada RNGOs atau yang juga dikenal dengan istilah faith-based NGOs (FBOs), Religious-INGOs (RINGOs), Religious Organizations (RO), dan lain sebagainya. Kajian mengenai RNGOs bukan merupakan hal baru karena Religious INGOs telah ada dalam sistem bantuan kemanusiaan internasional bahkan sejak tahun 1940s-1960an, di mana 90% bantuan kemanusiaan pasca perang disediakan oleh RNGOs seperti Religious Organization Lutheran, World Relief dan World Vision. (McLeigh, 2011: 31). Istilah RNGOs sampai saat ini belum memiliki definisi tetap. Namun demikian, hal yang membedakan antara RNGOs dan NGOs sekuler terletak pada motivasinya yang berdasar pada keyakinan dan sumber ajaran agama. (McLeigh, 2011: 32), seperti misalnya bersumber dari Qur'an atau Hadist yang menyatakan bahwa beramal dapat mempermudah jalan ke surga dan berzakat merupakan rukun islam sehingga tindakan memberi bantuan kemanusiaan merupakan tugas sekaligus kewajiban keagamaan. (McLeigh, 2011: 34-35). Mayoritas representasi RNGOs/FBOs di UN adalah RNGOs Kristen asal negara-negara Barat. Selebihnya merupakan RNGOs agama lain termasuk RNGOs Islam seperti Islamic Relief. (Haynes, 2014: 145). Sejak pertengahan tahun 1980-an, FBOs/RNGOs semakin banyak terlibat dalam bantuan kemanusiaan. Sayangnya, pasca tragedi 9/11, islamofobia meningkat dan FBOs/RNGOs Islam tak jarang dituduh sebagai organisasi teroris atau radikal. (Khafagy, 2020). Karena identitasnya, Islamic Relief juga pernah dituduh sebagai organisasi teroris dan memiliki ikatan dengan jaringan teroris padahal Islamic Relief merupakan organisasi independen yang tidak memiliki afiliasi politik. (Islamic Relief Worldwide, 2019). Hal ini menunjukkan, bahwa tidak selamanya identitas agama memberi keuntungan positif karena dalam situasi tertentu identitas agama justru bisa menjadi bumerang bagi organisasi terkait.

Dalam praktiknya, Islamic Relief dikenal sebagai NGOs Islam moderat yang menjunjung nilai kemanusiaan universal. (Khafagy, 2020). Nilai kemanusiaan tersebut selaras dengan ajaran Islami yang menghargai nyawa manusia tanpa memandang ras, agama, atau gendernya. Nilai-nilai yang dipegang oleh Islamic Relief sesuai dengan Qur'an dan Sunnah seperti *compassion* (rahma), *justice* ('adl), *custodianship* (amana), *sincerity* (ikhlas), dan *excellence* (ihسان). Sebagai salah satu RINGOs terkemuka di dunia, Islamic Relief telah berkontribusi di lebih dari 40 negara di seluruh penjuru dunia. sejak didirikan pada 1984. (Islamic Relief- Our History). Islamic Relief merupakan representasi RINGOs muslim yang aktif dalam Millenium Development Goals (MDGs), perencanaan post-MDGs (Haynes: 2012: 123), hingga Sustainable Development Goals (SDGs). (Islamic Relief Worldwide).

Meninjau Comparative Advantage dan Competitive Advantage Islamic Relief

Jika meninjau *comparative advantage* Islamic Relief, hal yang paling menonjol adalah identitas Islam yang melekat dalam struktur organisasional maupun melalui aksinya. Islamic Relief menunjukkan identitas Islamnya dari nama dan logonya. Hal ini yang menjadi keunggulan komparatif bagi Islamic Relief karena identitas tersebut membangun hubungan baik dengan umat muslim melalui rasa solidaritas kesamaan identitas (*shared identity*). Terlebih Islamic Relief juga tidak mengkategorikan diri sebagai NGO Utara atau Selatan. Sehingga pihak-pihak yang berdonasi merasa lebih nyaman untuk percaya pada RINGOs muslim seperti Islamic Relief dibandingkan agensi non-muslim. (Kidwai, 2015).



Dengan identitas islamnya pula, Islamic Relief memiliki akses kepada para pendonor muslim yang melihat amal sebagai kewajiban religius. Karena itulah Islamic Relief mampu bermitra dengan banyak agensi donor dan memiliki akses ke pasar donor baru di Timur Tengah seperti dari Pemerintah Saudi Arabia, Islamic Development Bank, Qatar Charity, dsb. Sedangkan dari sisi donor individual seperti zakat, Islamic Relief mengadakan *fundraising* individual di negara-negara dengan muslim minoritas seperti UK, USA, Australia, Kanada, Jerman, Afrika Selatan. Selain itu juga di negara-negara yang memang mayoritas penduduknya muslim seperti negara-negara di kawasan Timur Tengah dan Malaysia. (Kidwai, 2015).

Income Islamic Relief secara konsisten berkembang sejak tahun 1984 hingga 2019. Pada tahun 2019 mencapai \$131 juta. (Islamic Relief Worldwide, 2020: 4). Sumber dana Islamic Relief paling besar berasal dari donor sukarela dari para mitra Islamic Relief termasuk didalamnya donor individu-individu, donasi dari pemerintah UK (DFID dan DEC), dari institusi-institusi seperti UN dan lainnya, dari hasil dagang seperti toko amal dan daur ulang pakaian, serta investasi Waqf. (Islamic Relief Worldwide, 2020: 14).

Sektor *non-profit* termasuk RINGOs membutuhkan strategi kompetitif sekaligus kooperatif (membangun aliansi dan kemitraan) terutama untuk untuk mendapatkan pendanaan donor di lingkungan yang kompetitif. (Arasa & Kioko, 2014). Selain memiliki *comparative advantage* yang tinggi berupa identitas agama, keterampilan, dan jaringan, Islamic Relief juga berinovasi dalam program-programnya serta menjalin kerjasama melalui kemitraan baik dengan IGOs, INGOs, maupun NGOs lokal. Di sisi lain, agensi-agensi pembangunan dan

bantuan internasional seperti USAID, United Nations, World Bank tertarik pada RINGOs seperti Islamic Relief karena dianggap sebagai organisasi yang stabil dan memiliki pengikut serta jaringan yang menyebar di negara manapun. (McLeigh, 2011: 55). Hal inilah yang membuat Islamic Relief juga memiliki keunggulan kompetitif yang tinggi.

Sebagai gebrakan baru, Islamic Relief yang notabeneanya merupakan RINGO Islam telah menjalin kerjasama dengan RINGO Kristen secara resmi yaitu Lutheran World Federation (2014). Islamic Relief juga membangun kemitraan dengan Department for International Development (DFID) UK, UN World Food Programme (WFP), dan International Organization for Migration (IOM). (Islamic Relief Worldwide, 2020: 6-7). Islamic Relief juga merupakan *co-owner* International Civil Society Centre (ICSC) dan bermitra dengan organisasi seperti Amnesty, Oxfam, WWF, dsb. (Islamic Relief Worldwide).

Dalam hal inovasi, prestasi Islamic Relief tidak dapat diragukan lagi seperti Islamic Relief UK dengan inovasi game Virtue Reality (Bond Innovation Award) yang memperoleh penghargaan serta proyek inovatif 'Alternative Livelihoods for Orphaned Families' di Bangladesh yang dicanangkan oleh Islamic Relief Bangladesh untuk menangani kemiskinan ekstrem di sana. Pemerintah lokal Bangladesh bahkan mereplikasi model yang dibuat oleh Islamic Relief tersebut karena kesuksesannya. (Islamic Relief Worldwide). Islamic Relief juga membuat *global zakat policy*, menginisiasi konsep baru dalam berqurban untuk membagi daging qurban ke negara-negara lain di seluruh dunia (1986), membuat model *orphan sponsorship* sehingga para pendonor untuk bisa berdonasi ke anak yatim di 24 negara di seluruh dunia, mengimplementasikan proyek-proyek waqf, menjadi pelopor deklarasi islam terkait keadilan gender melalui perspektif islam (2018) serta deklarasi islami terkait perubahan iklim (2016), (Kidwai, 2015; Islamic Relief Worldwide, 2020: 6-7). Berkat banyaknya inovasi, gebrakan baru, serta kontribusinya, Islamic Relief berhasil masuk daftar 20 NGOs terbaik di dunia. (Islamic Relief, 2017).

Dengan segala *comparative advantage* yang dimiliki dan juga nilai tambah yang membuat *competitive advantage* Islamic Relief juag tinggi, tak heran jika Islamic Relief menjadi salah satu RINGOs Islam terkemuka di dunia. Kelebihan Islamic Relief bukan hanya karena identitas islamnya, melainkan karena *track recordnya* yang konsisten atas pelayanan yang efektif dan efisien. Karena pada dasarnya, identitas agama saja tidak menjamin kesuksesan RINGOs/FBOs melainkan harus diimbangi dengan pembuktian berupa dampak nyata seperti kontribusi dalam perubahan sosial. Dengan demikian RINGOs yang merupakan bagian dari sektor non-profit bisa mencapai tujuannya yakni mewujudkan misi religius sekaligus misi sosial-kemanusiaannya. (Khafagy, 2020).

Comparative Advantage dan Competitive Advantages Islamic Relief di Yaman saat Covid-19 dan Konflik Berkepanjangan

Yaman merupakan salah satu negara paling miskin di dunia sehingga tak jarang banyak organisasi-organisasi kemanusiaan yang tertarik untuk memberi bantuan kepada penduduknya. Pasca meletusnya konflik pada akhir tahun 2014, INGOs semakin aktif memberi bantuan kemanusiaan di Yaman. (Moktary & Smith, 2017: 35). Salah satu INGOs yang telah aktif memberi bantuan bahkan sejak sebelum konflik meanas di Yaman adalah Islamic Relief. Islamic Relief telah beroperasi di Yaman sejak 1998 dan mendirikan kantor di Yaman pada tahun 2003. Islamic Relief beroperasi di 17 dari 22 kegubernuran di Yaman dan menyediakan bantuan ke 156 fasilitas kesehatan di Yaman. Kantor pusat Islamic Relief di Yaman berlokasi di Sanaa, dan kantor cabang lainnya di Hodeida, Sa'ada, Amran, Raymah, Aden, Marib, Dhamar dan Taiz. (Islamic Relief –Yemen). Dengan 325 staff dan lebih dari 3000 volunteers di Yaman, Islamic Relief selalu siap di garda terdepan dalam krisis di yaman, terlebih para staff Islamic Relief memiliki pengetahuan lokal sehingga mereka bisa memperoleh akses ke daerah-

daerah yang sulit terjangkau di Yaman. (Reliefweb, 2020). Dengan identitas tersebut, selain memperoleh dana dari para pendonor, Islamic Relief juga memiliki *comparative advantage* dalam sumberdaya manusia baik berupa staff berbayar maupun relawan. Sebagaimana dijelaskan sebelumnya, staff RNGOs dianggap lebih berkomitmen dibanding organisasi lain karena bekerja berdasarkan iman atau keyakinan, bahkan dengan upah rendah dan waktu kerja lebih lama untuk melayani orang-orang yang membutuhkan. (Mcleigh, 2011: 51). Staff Islamic relief di Yaman, misalnya bekerja tujuh hari/minggu dengan waktu kerja 18 jam per harinya untuk memberi bantuan makanan kepada 2 juta orang perbulan. Untuk di Yaman sendiri, jumlah staffnya mencapai 300 dan 2800 lainnya merupakan relawan. Tahun 2019, tenaga kerja Islamic Relief bahkan tewas terbunuh di Yaman saat mengirimkan bantuan kemanusiaan. (Islamic Relief Worldwide, 2020: 5). Hal tersebut menunjukkan seberapa besarnya komitmen staff maupun relawan di Islamic Relief karena bekerja tidak hanya dengan akal tapi juga hati dan iman.

Covid-19 berpotensi meningkatkan tingkat malnutrisi akut karena pasokan makanan dan kebutuhan mendasar lain semakin terbatas saat pandemi. Selain itu, harga komoditas dan makanan melonjak karena kapasitas impor yang terhambat. (Islamic Relief, Covid-19 MENA-EE). Islamic Relief bekerjasama dengan World Food Programme (WFP) dalam mengirim bantuan makanan ke lebih dari 2 juta penduduk di Yaman setiap bulannya. Selain menyebarkan kesadaran terkait covid-19 pada 1,7 juta penduduk, Islamic Relief juga memasang fasilitas *hand sanitation* di tempat-tempat distribusi makanan untuk menjamin kebersihan dan aman dari virus. Selain itu, Islamic Relief juga bekerja bersama UNFPA dan UNICEF, memberi makanan siap saji dan perlengkapan kebersihan ke lebih dari 600 orang di pusat-pusat karantina. (Islamic Relief, 2020). Saat pandemi covid-19, Islamic Relief telah beberapa kali menggelontorkan dana bantuan tambahan untuk Yaman. Selain Covid-19, pada 2020, Islamic Relief juga turut membantu sekitar 4000 orang yang terdampak banjir di Yaman. (Islamic Relief). Secara keseluruhan, Islamic Relief telah membantu sekitar 3.350.464 orang yang di Yaman. (Islamic Relief Worldwide, 2020: 10).

Comparative advantage bisa dilihat dari kepemilikan akses dan kapasitas untuk menyediakan bantuan, termasuk pengembangan kapasitas di level komunitas dan pembangunan jaringan. (Kent, et. al, 2013). Dalam menangani Covid-19, selain bekerjasama dengan agensi-agensi UN seperti UNOCHA, UNICEF, UNFPA, UNDP, WFP, Islamic Relief juga bekerjasama dengan komunitas agama lokal, pemimpin agama, perwakilan komunitas, relawan komunitas lokal. (Islamic Relief 2020). Hal ini menunjukkan bahwa *comparative advantage* Islamic Relief di Yaman tinggi. Selain itu *competitive advantage* dari pemanfaatan teknologi dan inovasi juga dimiliki oleh Islamic Relief dengan menyebarkan kesadaran terkait covid melalui keterlibatannya komunitas lokal dan memanfaatkan teknologi TV, radio, media sosial, selebaran serta menggunakan bahasa lokal Yaman untuk memaksimalkan jangkauan penyebaran pesan terkait Covid-19. (Islamic Relief, Covid-19 MENA-EE).

Dengan demikian, identitas islam yang dimiliki Islamic Relief memang menjadi keunggulan komparatif (*comparative advantage*) terutama di Yaman yang notabenehnya merupakan negara konservatif, intoleran dan sedang berkonflik. Selain identitas islam, Islamic Relief memang memiliki rekam jejak kinerja yang sangat baik termasuk melalui komitmen, inovasi, dan juga kemitraannya. Hal itulah yang membuat Islamic Relief memiliki keunggulan kompetitif (*competitive advantage*) dalam memberikan pelayanan sosial berkualitas serta mencapai misinya secara lebih efektif dan efisien.

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**KEHENDAK PELAJAR DAN PEMILIHAN TERHADAP
KERJAYA KEUSAHAWANAN DI INSTITUT PENGAJIAN
TINGGI MALAYSIA**
***THE NEED AND OPTION FOR STUDENT TO PURSUE
ENTREPRENEURSHIP AS A CAREER IN MALAYSIA HIGHER
LEARNING INSTITUTIONS***

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Abstrak: Proses permulaan dan pengurusan sesuatu usaha perniagaan syarikat atau organisasi berhubung kait rapat dengan bidang keusahawanan. Usahawan mempunyai tanggungjawab untuk membangunkan pelan perniagaan supaya mereka dapat memperoleh sumber kewangan dan manusia yang sedia ada dalam pasaran. Bidang keusahawanan memainkan peranan yang penting dalam pembangunan ekonomi sesebuah negara dengan mencipta banyak dan pelbagai peluang pekerjaan kepada rakyat tersebut. Malaysia sentiasa berusaha untuk memupuk minat keusahawanan di kalangan pelajar terutamanya bagi pelajar institut pendidikan tinggi agar mereka dapat meneruskan kerjaya keusahawanan selepas tamat pengajian. Namun begitu, usaha tersebut telah menunjukkan bahawa tidak berjaya adalah disebabkan oleh bilangan graduan pada peringkat yang rendah di dalam kerjaya keusahawanan. Kajian ini dilaksanakan untuk mengkaji kehendak pelajar dan pemilihan terhadap kerjaya keusahawanan pelajar daripada 49 buah universiti di Malaysia. Seramai 280 orang pelajar IPT yang bersetuju untuk melibatkan diri dalam kajian ini. Bagi kajian ini analisis data tinjauan dengan satu set soal selidik telah diedarkan kepada para responden secara di atas talian. Perisian Pakej Statistik untuk Sains Sosial (SPSS) digunakan untuk memperoleh data analisis, analisis deskriptif dan regresi juga dapat dilakukan. Analisis data tinjauan mendapati bahawa kehendak pelajar terhadap kerjaya keusahawanan adalah pada tahap yang tinggi tetapi pemilihan terhadap kerjaya keusahawanan pelajar pula pada tahap yang sederhana tinggi sahaja. Justeru, pihak kerajaan Malaysia perlu mengambil tindakan dan menyediakan langkah yang sewajarnya untuk meningkatkan kadar pemilihan untuk menjalankan kerjaya keusahawanan dalam kalangan pelajar IPT.

Kata Kunci: Kehendak; Keusahawanan; Pelajar; Pemilihan Kerjaya; Universiti Di Malaysia

Abstract: The process of starting and managing a business venture of a company or organization is closely related to the field of entrepreneurship. Entrepreneurs have a responsibility to develop business plans so that they can acquire the financial and human resources available in the market. Entrepreneurship plays an important role in the economic development of a country by creating many and various job opportunities for the people. Malaysia always strives to cultivate entrepreneurial interest among students, especially for students of the Institute of Higher Education so that they can pursue an entrepreneurial career after graduation. Nevertheless, the effort showed low impact in promoting due to the low number of graduates at the entrepreneurial career. This study was conducted to study the desire of students on the selection of entrepreneurial careers of students from 49 universities in Malaysia. A total of 280 IPT students agreed to participate in this study. For this study, the

analysis of survey data with a set of questionnaires was distributed to the respondents online. Statistical Package for Social Sciences (SPSS) software used to obtain data analysis, descriptive analysis and regression were done. Analysis of survey data found that students' desire for an entrepreneurial career is at a high level but the selection of students' entrepreneurial career is at a moderately high level only. Therefore, the Malaysian government needs to take action and provide appropriate measures to increase students' desire for entrepreneurial career choice.

Keywords: *Desire; Entrepreneurship; Students; Career Selection; Universities In Malaysia*

Pengenalan

Bidang keusahawanan dilaporkan sentiasa membuka peluang yang luas kepada setiap individu tanpa mengira bangsa dan agama yang berhasrat untuk memperoleh pendapatan tinggi (Mohd Salleh, 2015). Selain itu aktiviti bidang keusahawanan juga dilaporkan berkorelasi dengan peningkatan dan pembangunan ekonomi sesebuah negara. Sepertimana yang dilaporkan oleh Abd Aziz (2012), sesebuah negara akan maju dan makmur jika memiliki bilangan usahawan yang ramai. Ini kerana aktiviti keusahawanan secara langsung akan mencipta peluang pekerjaan kepada warga sesebuah negara.

Terkini dilaporkan bilangan graduan di setiap negara juga meningkat terutama dengan kemunculan institusi pengajian yang berlipat ganda. Impaknya bilangan siswazah yang bergraduasi juga turut meningkat. Sebagai contoh, di Malaysia pada tahun 2019 seramai 123,043 orang telah bergraduasi iaitu meningkat sebanyak 1621 berbanding dengan jumlah graduan tahun 2018 (Statistik Pendidikan Tinggi 2019). Jumlah yang banyak ini amat membimbangkan terutama apabila berlakunya krisis-krisis ekonomi seperti krisis Covid-19. Krisis Covid-19 telah menyebabkan peluang pekerjaan menjadi lebih terhad terutama apabila banyak agensi atau syarikat berdepan dengan masalah kewangan sehingga ada yang jatuh muflis. Selain hal tersebut, para graduan juga berdepan dengan persaingan dengan golongan yang berpengalaman, yang turut mencari peluang pekerjaan. Senario ini berlaku kerana perubahan ekonomi yang tidak stabil menyebabkan peluang pekerjaan menjadi semakin terbatas dalam kalangan graduan terutama pada waktu pandemik covid-19.

Jabatan Perangkaan Malaysia (2020) turut melaporkan bahawa kadar pengangguran dalam kalangan siswazah pada tahun 2019 merupakan yang tertinggi sejak 10 tahun iaitu 29.3 peratus daripada 610,500 (Mukhriz, 2020). Justeru semua IPT perlu mengambil tindakan segera agar isu pengangguran dapat diatasi. Persepsi para siswazah terhadap kerjaya keusahawanan perlu diubah supaya isu pengangguran dapat diatasi. Harapan agar para siswazah tidak lagi memandang rendah terhadap kerjaya keusahawanan malah memilihnya sebagai kerjaya pilihan (Norasmah & Salmah, 2019). Usaha yang berterusan untuk melahirkan siswazah yang berani mengambil risiko dan berkemahiran perlu dijalankan dari semasa ke semasa. Rahman (2020), mengatakan bahawa IPT perlu berusaha melaksanakan kursus asas keusahawanan kepada semua pelajar universiti pada tahun pertama dengan mewajibkan mereka untuk mengambil kursus ini.

Kerjaya Keusahawanan

Menurut Abdullah (2019), kerjaya dapat menentukan seseorang itu boleh menikmati faedah dan status dalam masyarakat daripada pilihan kerjaya mereka. Menurut Mohd Nasrul (2015), kerjaya merupakan sesuatu proses kehidupan dalam mengintegrasikan kesedaran diri dan menyesuaikan diri supaya pengalaman individu berkembang kepada konteks konseptualisasi. Kerjaya merupakan sesuatu siri perkembangan dan pengalaman pekerjaan seseorang dengan

memainkan peranan yang penting dalam menyara serta mewarnai perjalanan bagi kehidupan setiap individu (Te et al., 2019). Perkembangan kerjaya adalah dinamik yang mampu membuat pembaharuan atau kemajuan dalam sesuatu kumpulan masyarakat dan ia berdasarkan hubungan antara individu dengan masyarakat ke atas aktiviti-aktiviti sosial yang dilakukan. Kerjaya memainkan peranan yang penting terhadap setiap individu kerana ia dapat meningkatkan harga diri, pembentukan kesedaran identiti dan pemberian kepada ketenangan jiwa dalam kehidupan harian kita.

Keusahawanan ialah bidang sains sosial yang ada pelbagai makna. Sehingga kini, para penyelidik dan sarjana masih lagi mencari makna yang sepunya untuk dijadikan sebagai panduan. Amnya, keusahawanan adalah gabungan idea, usaha, penyelarasan perniagaan, pengurusan sumber yang optima bagi tujuan mengeluarkan hasil dan output di dalam pasaran (Abbas et al., 2016). Asalnya pada era 70an dan 80an di Malaysia, bidang keusahawanan merupakan bidang yang tidak diminati ramai. Namun, pada masa ini senario berkaitan bidang keusahawanan telah berubah. Ini kerana bidang keusahawanan telah dikenal pasti penting dan mempunyai hubungan rapat dengan pembangunan ekonomi sesebuah negara. Rentetan itu pelbagai usaha telah dilaksanakan oleh kerajaan bagi tujuan meningkatkan penyertaan golongan siswazah dalam bidang keusahawanan. Kerajaan berusaha untuk membudayakan keusahawanan dalam kalangan pelajar melalui pendidikan. Fokus utama kebanyakannya berasaskan kepada inovasi dan bukan lagi bersifat tradisional seperti dahulu. Menurut Nadzri (2015), inovasi ialah ciri penting dalam bidang keusahawanan.

Pendidikan keusahawanan yang telah disediakan oleh institusi pengajian tinggi telah diiktiraf sebagai salah satu kaedah yang berkesan dalam pembentukan kehendak dan minat golongan siswazah untuk terlibat dalam bidang keusahawanan. Pendidikan keusahawanan sebagai mekanisme yang baik untuk meningkatkan pemahaman secara teori dan praktikal kepada para siswazah (Shariff, 2016). Sikap dan pengetahuan dalam keusahawanan ialah faktor yang boleh meningkatkan kehendak siswazah kepada dunia perniagaan (Syakira, 2015). Minat dan kehendak dalam keusahawanan dapat diwujudkan dalam keluarga yang pernah menjalankan aktiviti perniagaan. Dalam kajian Abdullah (2015) didapati bahawa keluarga yang menjalankan perniagaan boleh mempengaruhi kehendak ahli keluarga lain untuk memulakan dan membuka perniagaan yang baharu. Semua pengetahuan dan pengalaman yang diperolehi daripada ahli keluarga yang berniaga dapat digunakan dalam bidang keusahawanan.

Kehendak ialah elemen yang penting dalam memulakan sesuatu aktiviti. Hasil ganjaran adalah lebih optima jika seseorang individu ada kehendak yang mendalam (Mupit et al., 2018). Fikiran daripada kehendak seseorang adalah sangat penting kepada setiap individu yang ingin melibatkan diri dan memulakan perniagaan dalam bidang keusahawanan untuk mencapai sesuatu kejayaan diingini. Minat juga dapat membentuk golongan usahawan berusaha bersungguh-sungguh dalam bidangnya. Dalam kajian Hamzah (2009), menunjukkan bahawa tahap pengetahuan dan minat pelajar Universiti Malaysia Perlis terhadap bidang keusahawanan lebih daripada sebahagian responden iaitu 54.9 peratus pada tahap yang sederhana. Hasil kajian ini juga menunjukkan bahawa status minat yang tinggi terhadap keusahawanan hanya 26.8 peratus sahaja. Ini kerana responden ialah pelajar tahun satu yang masih baru dalam ilmu perniagaan dan keusahawanan.

Ramai penyelidik terdahulu telah melakukan banyak kajian tentang tahap pemilihan dalam kerjaya keusahawanan terhadap para pelajar. Misalnya kajian Kamin (2014) menunjukkan bahawa tahap kesedaran pelajar tingkatan enam dari tujuh buah sekolah harian di Malaysia dalam kategori pencapaian akademik SPM yang tinggi terhadap pemilihan kerjaya masih lagi berada pada tahap yang rendah jika dibandingkan dengan pencapaian akademik SPM bagi pelajar yang pada tahap sederhana tinggi, sederhana dan rendah. Walaupun pelajar yang mencapai keputusan yang cemerlang dalam SPM tetapi tahap pemilihan kerjaya mereka

masih berada pada tahap yang sederhana. Hasil kajian ini telah menunjukkan bahawa pelajar tersebut amat memerlukan pendedahan awal daripada guru dan juga maklumat persekitaran semasa.

Pendidikan keusahawanan boleh mendedahkan dan membentuk budaya keusahawanan yang baik kepada para siswazah untuk menjadikan bidang keusahawanan sebagai pilihan kerjaya utama (Hassan, 2017). Pendidikan keusahawanan yang ditawarkan di institusi pengajian tinggi berdaya usaha dalam pembentukan fikiran para pelajar kepada matlamat utama bagi budaya keusahawanan yang unggul (Mohamad et al., 2018). Dalam kajian Wang (2015) ada mengatakan bahawa ramai siswazah di Singapura mempunyai minat dan kehendak yang tinggi dalam bidang keusahawanan. Siswazah tersebut telah membuat rancangan bagi membuka dan menguruskan perniagaan secara persendirian. Kajian ini juga telah melaporkan bahawa sekiranya para siswazah mempunyai tahap pengetahuan yang begitu rendah tetapi mereka mempunyai kehendak yang tinggi sebagai dorongan untuk membuka perniagaan pada masa akan datang.

Menurut Harun (2016), kehendak dan minat sebagai faktor utama yang penting bagi menentukan setiap individu sama ada boleh mencapai kejayaan dengan menjalankan segala yang hendak diceburinya. Menurut projek Amin (2012) yang menumpukan perhatian kepada projek perkongsian pintar di antara institusi pengajian tinggi bagi tujuan melahirkan lebih ramai usahawan muda yang berjaya telah mengenal pasti bahawa hal yang utama menjadi kriteria adalah kehendak dan minat. Jadinya, minat dan kehendak seseorang sebagai pendorong utama kepada individu dengan penglibatan secara sepenuh hati bagi menjadi seorang usahawan yang cemerlang dalam bidang keusahawanan.

Kajian Nor Fadhilah (2010) mendapati bahawa lebih separuh pelajar dari universiti awam mempunyai kehendak yang tinggi dalam pemilihan kerjaya keusahawanan supaya mendapat kecemerlangan dalam kehidupan mereka. Faktor-faktor yang lain misalnya pendedahan pendidikan keusahawanan, rakan sebaya dan ahli keluarga boleh menarik minat dan kehendak pelajar untuk memilih kerjaya keusahawanan. Persekitaran universiti yang kondusif, pensyarah dan latihan amali juga boleh menggalakkan lebih ramai pelajar bagi memilih bidang keusahawanan sebagai sesuatu aspirasi kerjaya pada masa depan.

Kajian yang dilaksanakan oleh Faizu (2020) tentang tahap pengetahuan asas pelajar terhadap keinginan pemilihan kerjaya keusahawanan bagi golongan pelajar aliran agama di Malaysia. Dapatan kajian tersebut telah menunjukkan bahawa tahap pengetahuan asas keusahawanan pelajar berada pada tahap yang tinggi. Namun tahap keinginan mereka bagi kajian Faizu dalam pemilihan kerjaya keusahawanan adalah pada tahap yang sederhana tinggi. Ini menunjukkan pendedahan awal ilmu dan pelaksanaan program keusahawanan yang dijalankan didapati masih kurang memberi kesan kepada pelajar tersebut. Ini terbukti apabila kehendak mereka untuk memilih kerjaya keusahawanan masih pada tahap yang sederhana tinggi.

Menurut Poo et al. (2012), pemilihan kerjaya merupakan sesuatu proses yang sangat rumit dan kompleks dengan memerlukan masa yang panjang bagi membuat keputusan yang terakhir. Ini kerana perubahan persekitaran yang tidak menentu dan dijangka pada masa kini. Keadaan ini disokong oleh Abbas et al. (2016), pemilihan sesuatu kerjaya menjadi semakin rumit kerana individu ingin memilih kerjaya yang dikehendaki supaya mendapat kepuasan bekerja yang kekal lebih lama.

Generasi muda di negara maju yang lain sentiasa memilih kerjaya keusahawanan untuk menjadi seorang usahawan yang berjaya. Malah pihak kerajaan Malaysia masih berusaha untuk mendidik dan mendedahkan ilmu pengetahuan kepada para graduan supaya memilih kerjaya keusahawanan sebagai pilihan kerjaya utama. Kajian Norasmah dan Nor Hafiza (2012) melaporkan bahawa terdapat hubungan yang signifikan bagi impak globalisasi terhadap

tingkah laku pelajar dalam pemilihan kerjaya keusahawanan. Persepsi yang positif daripada seseorang individu memotivasikan dan membolehkan mereka lebih cenderung untuk menyertai aktiviti-aktiviti keusahawanan.

Banyak kajian yang lepas telah mendapati bahawa hanya golongan individu yang tertentu sahaja yang akan membuat pilihan kerjaya mereka dalam bidang keusahawanan. Setelah diselidiki, golongan tersebut biasanya ada persepsi yang positif terhadap bidang keusahawanan. Menurut Norasmah (2019), beliau telah mengatakan bahawa bidang keusahawanan boleh memberi kepuasan kepada mereka dari segi pengiktirafan. Menurut Mazirah (2018) pula, seseorang usahawan sentiasa berfikir kreatif dan inovasi dengan menggunakan kemahiran yang dimiliki secara bebas tanpa memperoleh kebenaran sesiapa dalam mengusahakan kerjaya mereka.

Pemilihan kerjaya keusahawanan merupakan sesuatu tingkah laku bagi seseorang individu dalam pembentukan sesebuah organisasi (Ravi, 2015). Kajian lepas telah menunjukkan bahawa pilihan kerjaya keusahawanan dipengaruhi oleh faktor-faktor individu dan manusia. Dalam kajian Samsudin (2017), kehendak, sikap dan keperibadian merupakan pendedahan awal untuk menentukan tingkah laku seseorang individu dalam membuat pilihan kepada kerjaya keusahawanan. Dalam kajian Mamat (2016), persepsi dan sikap seseorang usahawan didapati boleh mempengaruhi tingkah laku mereka untuk memilih kerjaya keusahawanan. Faktor kehendak berhubung kait dengan tingkah laku seseorang individu yang berkeinginan untuk menceburi diri dalam bidang keusahawanan (Sharif et al., 2016). Menurut Nasrul (2015), seseorang yang ingin menjadi usahawan perlu berusaha untuk mencari peluang daripada perubahan dan sanggup menangani sebarang risiko yang dianggap sebagai cabaran.

Sikap dan kehendak seseorang terhadap pemilihan kerjaya keusahawanan boleh memotivasikan dan meningkatkan kecekapan individu untuk mengeksploitasi peluang pasaran yang baharu demi dapat meningkatkan pendapatan (Sabri et al., 2015). Kehendak seseorang dalam pemilihan kerjaya keusahawanan boleh memotivasikan individu untuk menjadi seorang usahawan yang dianggap jaya (Suzalina, 2019). Aspek pengurusan sesebuah organisasi mempengaruhi pembentukan tahap kehendak seseorang individu dengan memilih kerjaya dalam bidang keusahawanan (Nasharudin et al, 2016). Menurut Fadzil (2017), tingkah laku daripada kehendak individu terhadap pemilihan kerjaya keusahawanan di antara populasi mempunyai rangsangan dengan sokongan, sosial politik, kemudahan dan ketersediaan sumber. Menurut Rijal (2016) pula, kehendak memilih keusahawanan sebagai proses tingkah laku daripada seseorang individu dalam menentukan kerjaya keusahawanan. Oleh yang demikian, kajian ini dilaksanakan bagi tujuan untuk mengenal pasti tahap kehendak pelajar dan tahap pemilihan terhadap kerjaya keusahawanan di institut pengajian tinggi Malaysia.

Metodologi

Dalam kajian ini, penyelidik menggunakan pendekatan kuantitatif sebagai pendekatan utama. Proses daripada pengumpulan data dilakukan melalui pengiriman soal selidik melalui "borang Google". Populasi pelajar di universiti awam Malaysia yang dilaporkan dalam Laporan Statistik Kementerian Pengajian Tinggi 2019 adalah sekitar 121,422 (Malaysia 2020). Berdasarkan Jadual Krejcie dan Morgan (1970), ukuran sampel yang sesuai ialah 385 orang pelajar. Walau bagaimanapun, hanya 280 pelajar yang bersetuju untuk melibatkan diri dalam kajian. Oleh itu, sampel akhir untuk kajian ini adalah 280 responden. Teknik pensampelan rawak digunakan terdiri daripada tiga universiti penyelidikan (U1, U2 dan U3) dan dua universiti berfokus (U4 dan U5). Kaedah persampelan digunakan berdasarkan pelajar yang menyertai kursus keusahawanan dari lima universiti tersebut.

Instrumen kajian dikumpul dengan menggunakan soal selidik psikometrik indeks keusahawanan yang sudah diubah suai dan diadaptasi daripada instrumen bagi Nor Aishah ikut

kehendak kajian kepada tiga bahagian. Bahagian A terdiri daripada lima item tentang ciri-ciri demografi responden. Bahagian B terdiri daripada sepuluh item yang berkenaan dengan kehendak responden dalam bidang kerjaya keusahawanan. Bahagian C pula terdiri daripada sepuluh item yang berkaitan dengan pemilihan kerjaya keusahawanan.

Tiga puluh pelajar sarjana muda yang telah mengikuti kursus keusahawanan dari universiti komprehensif Malaysia digunakan untuk menguji kesahan dan kebolehpercayaan instrumen tinjauan sebagai kajian rintis kerana universiti tersebut tidak dipilih dalam kajian ini. Hasil kajian mendapati kesahan soal selidik lebih besar daripada 0.30 dan kebolehpercayaan (Cronbach's alpha) lebih besar daripada 0.70 telah menunjukkan bahawa soal selidik tersebut adalah sah dan boleh dipercayainya. Untuk menafsirkan hasil analisis kajian, skor min dapat dihitung (Othman, 2002).

Penggunaan SPSS versi 25 digunakan untuk menganalisis data berdasarkan kaedah statistik deskriptif seperti min dan sisihan piawai. Kaedah seperti soal selidik digunakan untuk mengkaji tahap kehendak pelajar dan pemilihan terhadap kerjaya keusahawanan di institut pengajian tinggi Malaysia.

Dapatan dan Perbincangan

Analisis Kehendak Pelajar Terhadap Kerjaya Keusahawanan

Dapatan kajian ini telah menunjukkan bahawa pelajar mempunyai tahap kehendak yang tinggi dalam bidang keusahawanan seperti pada Jadual 1. Jadual 1 menunjukkan bahawa pelajar di U1 mempunyai tahap kehendak yang lebih tinggi ($M = 4.52$) terhadap kerjaya keusahawanan, diikuti oleh pelajar di U3 ($M = 4.35$), U5 ($M = 4.21$), U4 ($M = 4.16$) dan U2 ($M = 4.06$) dengan keseluruhan tahap kehendak pelajar terhadap kerjaya keusahawanan adalah 4.26 iaitu pada tahap yang tinggi. Taburan min keseluruhan yang tinggi ini wujud kerana ramai pelajar yang sangat setuju dengan item-item seperti “Saya hendak menjadi usahawan berjaya sebagai matlamat utama diri.”, “Saya gemar menceburi aktiviti keusahawanan.” dan “Saya gemar menghadiri kursus keusahawanan.” dalam kajian ini telah menggambarkan pelajar mempunyai kehendak yang positif ke arah bidang keusahawanan. Hasil kajian ini mendapati bahawa peratusan kehendak pelajar terhadap kerjaya keusahawanan adalah pada tahap tinggi. Ia dapat diakui oleh Hisrich et al. (2008) dan Nor Aishah (2012) yang mempercayai individu yang mempunyai kehendak yang kuat untuk melakukan segala aktiviti boleh memperlihatkan kemungkinan yang lebih positif ke atas tindakan yang dikehendaki oleh mereka.

Kajian Mazirah (2018), kehendak membawa maksud niat, keinginan, minat dan kemahuan terhadap sesuatu perkara. Kajian ini turut melaporkan bahawa niat dan kehendak bagi seseorang individu yang berusaha dalam menerokai dan mencuba sesuatu aktiviti boleh menentukan bahawa bidang tersebut adalah bidang yang ingin diceburinya. Dapatan kajian tersebut juga telah menunjukkan bahawa pelajar kolej vokasional mempunyai tahap kecenderungan yang tinggi dalam memilih kerjaya keusahawanan. Kajian Norasmah dan Salman (2011), menunjukkan bahawa tahap persepsi siswazah adalah tinggi dan positif dengan mempunyai kecenderungan dalam pemilihan kerjaya keusahawanan. Ini kerana responden tersebut mempunyai tahap kehendak yang tinggi setelah didedahkan kepada latihan keusahawanan. Kehendak pada kerjaya keusahawanan adalah tinggi untuk siswazah pengajian tinggi dengan disokong oleh Ishak (2017) dalam kajian kesediaan guru sains di Maktab Rendah Sains (MRSM).

Kajian Othman et al. (2012) juga menunjukkan bahawa kejayaan sesebuah usaha teroka adalah bergantung kepada keberkesanan atau tanggungjawab seseorang usahawan yang ditentukan sebagai kehendak dan tingkah laku sendiri. Contohnya, kajian ini mendapati khidmat nasihat tentang keusahawanan saling mempengaruhi kehendak pelajar yang aktif dalam aktiviti-aktiviti keusahawanan. Hasil kajian ini selari dengan Norasmah (2011), Nor

Aishah (2013) dan Ab Rashid (2018) yang menunjukkan bahawa pemilihan seseorang individu terhadap kerjaya dalam bidang keusahawanan dapat dilihat daripada tingkah laku mereka kepada sesuatu perkara. Dapatan bersifat positif dan berkorelasi dengan pelajar yang telah membuat keputusan bagi masuk ke dalam bidang keusahawanan selepas mereka tamat pengajian (Rahman & Abbasetal et al., 2016). Hasil dapatan tersebut boleh disahkan bahawa teori tingkah laku terancang sebagai penentu kehendak yang terdekat dengan faktor motivasi manusia (Ajzen 1991; Hisrich et al. 2008).

Jadual 1: Kehendak Pelajar Terhadap Kerjaya Keusahawanan

Universiti	min	s.p	Tahap
U1	4.52	.69	Tinggi
U2	4.06	.60	Tinggi
U3	4.35	.68	Tinggi
U4	4.16	.61	Tinggi
U5	4.21	.63	Tinggi
Purata	4.26	.64	Tinggi

Pemilihan Terhadap Kerjaya Keusahawanan

Jadual 2 menunjukkan sejauh mana tahap pemilihan terhadap kerjaya keusahawanan. U1 mempunyai purata yang lebih tinggi ($M = 3.91$) berbanding dengan pelajar dari universiti yang lain iaitu U2: $M = 3.58$, U3: $M = 3.89$, U4: $M = 3.61$ dan U5: $M = 3.82$ yang juga berada pada tahap yang sederhana tinggi. Dalam kajian ini didapati terdapat ramai pelajar memilih item-item seperti “Yakin menjadi seorang usahawan yang berjaya.”, “Lebih gemar bekerja persendirian berbanding dengan kerja yang makan gaji.” dan “Suka menyertai program sosial untuk jumpa dengan orang ramai.” pada skor yang tidak setuju atau tidak pasti. Ini kerana pelajar tersebut tidak yakin atau masih tidak bersedia lagi untuk berjumpa dengan orang ramai dan ia bertentangan dengan ciri seorang usahawan yang ingin meluaskan pengaruh serta memperoleh lebih banyak peluang perniagaan. Norasmah dan Salmah (2019) berharap para siswazah jangan memandang rendah terhadap kerjaya keusahawanan malah memilihnya sebagai kerjaya pilihan. Kajian Tin (2012), melaporkan tahap pemilihan kerjaya keusahawanan pelajar juga pada tahap sederhana tinggi dalam kalangan pelajar universiti. Ini kerana pelajar kurang didedahkan pendidikan dan program keusahawanan daripada pihak kerajaan atau agensi swasta.

Manakala dapatan kajian pengkaji ini mempunyai perbezaan daripada kajian Te et al. (2019) yang mendapati lebih ramai pelajar di Kolej Komuniti membuat pilihan kerjaya mereka terhadap bidang keusahawanan. Ini kerana pendedahan awal pendidikan keusahawanan, pengaruh dan dorongan daripada ahli keluarga boleh mempengaruhi pelajar memilih kerjaya dalam bidang keusahawanan. Kajian Norasmah dan Salman (2011) menunjukkan bahawa pendedahan awal pendidikan keusahawanan bagi peserta Skim Usahawan Siswazah mempunyai persepsi yang positif sehingga boleh mengubah persepsi para siswazah terhadap pemilihan kerjaya dalam bidang keusahawanan. Ini selari dengan dapatan kajian Nadzri (2015) yang melaporkan bahawa kecemerlangan dalam kehidupan seseorang individu merupakan faktor yang amat mempengaruhi pelajar dengan pemilihan kerjaya dalam bidang keusahawanan. Ini kerana ciri-ciri keusahawanan yang dimiliki oleh setiap pelajar terhadap kerjaya keusahawanan adalah berhasrat untuk mencapai kecemerlangan dan kejayaan dalam kehidupan kita.

Jadual 2: Pemilihan Terhadap Kerjaya Keusahawanan

Universiti	min	s.p	Tahap
U1	3.91	.69	Sederhana Tinggi
U2	3.58	.61	Sederhana Tinggi
U3	3.89	.63	Sederhana Tinggi
U4	3.61	.67	Sederhana Tinggi
U5	3.82	.65	Sederhana Tinggi
Purata	3.76	.65	Sederhana Tinggi

Rumusan

Kajian ini telah mendapati bahawa tahap kehendak pelajar terhadap kerjaya keusahawanan berada pada tahap yang tinggi dalam kalangan pelajar dari lima buah universiti tersebut. Pembelajaran memainkan peranan yang penting untuk melahirkan golongan pelajar yang lebih yakin dalam memiliki kehendak dan minat yang tinggi terhadap bidang keusahawanan. Pengalaman dan pengetahuan yang dimiliki oleh pelajar terhadap kerjaya keusahawanan mempunyai hubungan yang rapat dengan kejayaan seseorang pelajar untuk menjadi usahawan yang berjaya. Para siswazah yang berpengetahuan tinggi dianggap sebagai modal insan yang berpotensi untuk menjadi bakal usahawan yang berjaya dengan sanggup menerokai peluang kerjaya keusahawanan dan berdaya saing di dalam pasaran global yang menjadi semakin mencabar (Mohd Rosli et al., 2013).

Kajian ini juga mendapati bahawa tahap pemilihan terhadap kerjaya keusahawanan berada pada tahap sederhana tinggi bagi pelajar di lima buah universiti tersebut. Bilangan siswazah yang telah menceburi dalam bidang keusahawanan adalah tidak cukup lagi kerana terdapat segelintir siswazah sahaja yang menganggap pemilihan keusahawanan sebagai sesuatu kerjaya mereka (Rahim et al., 2017). Justeru, pendidikan keusahawanan yang berjaya ke atas pelajar di U1, U2, U3, U4 dan U5 amat diperlukan. Cadangan kursus keusahawanan perlu terus diberikan kepada semua pelajar universiti untuk menarik minat lebih ramai pelajar bagi menceburi diri ke dalam bidang keusahawanan demi dapat mencapai hasrat kerajaan untuk melahirkan lebih ramai usahawan yang berjaya pada masa hadapan.

Secara purata, kajian ini telah mendapati bahawa pemilihan kerjaya keusahawanan bagi pelajar adalah pada tahap yang memuaskan. Hal ini adalah bertentangan dengan hasrat kementerian pengajian tinggi supaya melahirkan graduan universiti yang bekerja dengan secara sendiri dan bukan sebagai anggapan kerjaya tradisi yang bekerja makan gaji sahaja. Bidang keusahawanan merupakan bahagian penting daripada usaha Malaysia bagi meningkatkan pendapatan rakyat demi dapat mengembangkan lagi ekonomi negara kita.

Selain itu, individu mempunyai kehendak dan berminat terhadap kerjaya keusahawanan adalah lebih cenderung mengawal matlamat kehidupan diri. Faktor-faktor lain bagi pelajar yang mempunyai kehendak dan pemilihan terhadap kerjaya keusahawanan adalah lebih sanggup memperoleh kepuasan, kebebasan dan kesesuaian diri dalam melakukan segala aktiviti kerja tanpa meminta kebenaran daripada orang lain. Pihak berkuasa didorong untuk menyediakan program pendidikan keusahawanan yang formal kepada semua rakyat Malaysia terutamanya bagi para siswazah supaya mereka boleh menjadi seorang usahawan yang berjaya sama ada pada masa sebelum atau selepas tamat pengajian mereka.

Secara umum, kajian ini ialah senario awal yang dapat dilihat oleh penyelidik bagi merangka usaha di peringkat universiti dengan tujuan utama untuk melahirkan lebih ramai usahawan. Pendekatan pendidikan merupakan usaha yang berterusan untuk menarik minat dan kehendak pelajar dalam menceburi bidang keusahawanan (Abdullah, 2015). Dorongan diberikan kepada para siswazah dalam menjalankan aktiviti keusahawanan di peringkat universiti untuk melahirkan lebih ramai pelajar yang berkemahiran untuk menjadi seorang usahawan yang berjaya.

Pihak kerajaan dan swasta berperanan untuk menyediakan latihan, kursus, pinjaman dan memberi khidmat nasihat yang sewajarnya kepada para siswazah yang berpotensi menjadi usahawan. Cara yang berkesan ini boleh memberi bantuan kepada usaha Malaysia bagi mengurangkan kebergantungan para siswazah terhadap kerajaan. Di samping itu, ia juga boleh mengurangkan kadar pengangguran demi dapat memberi bantuan kepada pihak kerajaan dari aspek pembangunan dan pengembangan ekonomi negara kita.

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KEBERKESANAN TEKNIK (SIAPA, AKTIVITI, MENGAPA) "SAM" DALAM MENINGKATKAN PENCAPAIAN PENULISAN BAHASA MELAYU MURID TAHUN 3 DI SJKC DAERAH HULU LANGAT

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Abstrak: Kajian ini bertujuan untuk mengkaji keberkesanan Teknik (Siapa, Aktiviti dan Mengapa) "SAM" bagi meningkatkan pencapaian penulisan Bahasa Melayu SJKC murid tahun 3. Kajian ini dijalankan selama lapan minggu yang melibatkan 62 orang murid di sebuah Sekolah Jenis Kebangsaan Cina di daerah Hulu Langat. Kumpulan murid rawatan terdiri daripada 31 orang murid begitu juga dengan kumpulan kawalan. Data dianalisis menggunakan SPSS (Statistical Package of Social Science for Windows) 25.0. Dapatan kajian menunjukkan bahawa: (1) Tidak terdapat perbezaan skor min yang signifikan terhadap pencapaian menulis ayat tunggal antara kumpulan rawatan dengan kumpulan kawalan dalam ujian pra. Penguasaan penulisan Bahasa Melayu agak lemah, disebabkan kegagalan melahirkan idea yang bernas. (2) Tidak terdapat perbezaan skor min yang signifikan terhadap pencapaian murid dalam penguasaan kemahiran menulis ayat tunggal antara kumpulan rawatan yang menggunakan Teknik "SAM" dengan kumpulan kawalan yang diajar secara tradisional dalam ujian pasca. Penggunaan teknik "SAM" dalam pengajaran kemahiran menulis ayat tunggal memberi kesan terhadap pencapaian murid. (3) Tidak terdapat perbezaan skor min yang signifikan terhadap pencapaian ujian pra dan ujian pasca bagi kumpulan rawatan. Penggunaan teknik tradisional dalam pengajaran dan pemudahcaraan Bahasa Melayu tidak dapat meningkatkan pencapaian murid. Rumusannya, penggunaan teknik "SAM" dalam pengajaran penulisan berjaya meningkatkan penguasaan subjek dalam aspek menulis idea. Oleh itu, penggunaan peta pemikiran sebagai satu cara atau kaedah baharu yang dapat merangsang murid-murid yang lemah berfikiran secara tahap sederhana seterusnya menjadikan pengajaran dan pemudahcaraan Bahasa Melayu lebih menarik.

Kata Kunci: Sekolah Jenis Kebangsaan Cina, Teknik, Penulisan, Ayat Tunggal, pengajaran dan pemudahcaraan Bahasa Melayu

Abstract: This study aims to assess the effectiveness of the technique (Who, activities and Why) "SAM" to improve the writing performance of Malay students in SJKC Standard 3. The study was carried out for eight weeks, which involved 62 students in a national-type Chinese schools in the district. The experimental student group consisted of 32 students as well as the control group. Data were analysed using SPSS (Statistical Package of Social Science for Windows) 25.0. The findings of the study showed that: (1) There was no significant difference in mean score on the achievement of writing a single sentence between the treatment group and the control group in the pre-test. Mastery of English writing is quite weak, because of the failure to produce a brilliant idea. (2) There was no significant difference in mean scores on student achievement in mastering single sentence writing skills between treatment groups using "SAM" Technique with control groups traditionally taught in post-tests. The use of "SAM" technique in the teaching of single sentence writing skills affects student achievement. (3) There

was no significant difference in mean scores on the achievement of pre-test and post-test for the treatment group. The use of traditional techniques in teaching and facilitation Malay cannot improve student achievement. In summary, the use of "SAM" technique in the teaching of writing successfully improves the subject's mastery in the aspect of writing ideas. Therefore, the use of thinking maps as a means or methods that can stimulate the students weak-minded for the simple turn makes teaching and facilitation Malay more interesting.

Keywords: *Sekolah Jenis Kebangsaan Cina, Technique, writing, teaching and facilitation Malay*

Pengenalan

Dalam era globalisasi, penggunaan Ayat Tunggal dari sudut Sintaksis Bahasa Melayu sebagai medium utama dalam pertuturan harian persekolahan amat tidak memberangsangkan dan menjadi satu fenomena kronik yang amat membimbangkan bahawa darjat Bahasa Melayu tergugat dan tidak setanding lagi dengan bahasa-bahasa perantaraan seperti Bahasa Cina, Bahasa Inggeris dan yang lain dipertuturkan dalam pelbagai urusan seharian.

Pendidikan di Malaysia dengan berlandaskan Falsafah Pendidikan Negara (FPN) menjelaskan bahawa hasrat utama pendidikan untuk mewujudkan warganegara Malaysia yang berketrampilan tinggi, bersifat akhlak mulia, tanggungjawab terhadap sesuatu kerja yang dilaksanakan dan berupaya mencapai keharmonian, kesejagatan dan juga kemakmuran dalam himpunan masyarakat dan negara. Pelbagai usaha telah dilaksanakan oleh Kementerian Pendidikan Malaysia (KPM) untuk merealisasikan hasrat ini.

Kekurangan perhatian dan penyedaran dalam Sistem Pendidikan Negara mempengaruhi sikap, pemikiran, pandangan dan sistem nilai dalam kalangan warga rakyat di Malaysia (Awang Sariyan, 2010). Selain itu, taraf bahasa Melayu menjadi landasan utama yang bersifat relatif dan tanggapan negatif terhadap isu perkauman dapat diselesaikan dengan faktor bahasa.

Enam tunjang utama diperkenalkan (komunikasi; kerohanian, Sikap dan Nilai; Kemanusiaan; Literasi Sains dan Teknologi; Fizikal dan Estetika; dan Keterampilan Diri) dalam Standard Kurikulum Bahasa Melayu (Huraian Sukatan Pelajaran Kurikulum Standard Sekolah Rendah Bahasa Melayu Sekolah Jenis Kebangsaan Tahun 6, 2016) adalah dominan penting dan juga pendukung dan disepadukan dengan pemikiran secara kritis, kreatif dan inovatif. Kesepaduan ini bermatlamat untuk modal insan terbina dengan berlandaskan Falsafah Pendidikan Kebangsaan (FPK), iaitu berpengetahuan dan berketerampilan.

Matlamat penggubalan Standard Kurikulum Bahasa Melayu Sekolah bagi meninjau kebolehan murid yang berketerampilan diri dalam perbahasan boleh juga dapat berhubung untuk memadai keperluan diri, memperoleh ilmu pengetahuan, kemahiran, nilai dan idea serta hubungan sosial dalam kehidupan seharian.

Fokus utama Standard pembelajaran Bahasa Melayu di sekolah rendah dalam kemahiran literasi dan aplikasi sistem bahasa iaitu dikenali sebagai Sintaksis Bahasa Melayu. Bagi Tahap 1, murid-murid harus menguasai asas kemahiran mendengar, bertutur, membaca dan menulis. Hal ini sedemikian kerana konsep ini bermula pada paling asasnya harus memberikan penekanan yang konkrit. Penekanan yang diberikan kepada pembelajaran yang menyeronokkan bertemakan didik hiburan dalam kalangan murid-murid sekolah rendah. Bagi Tahap 1 pula, penekanan lebih berfokus kepada pengukuhan dan pengaplikasian kemahiran bahasa dari sudut Sintaksis.

Kamarul Shukri, Nik Mohd Rahimi, Mohamed Amin & Zamri (2009) menyatakan satu kewujudan penguasaan kemahiran Bahasa Melayu ini, maka murid-murid dapat

menyampaikan informasi dengan komunikasi dalam keseragaman keadaan secara berkesan. Dengan kemahiran-kemahiran yang terdapat pada individu murid agar dapat dipertingkatkan lagi perbendaharaan kata atau kosa kata di samping mencungkil keminatan membaca. Setiap murid mempunyai metod atau atur cara masing-masing untuk menambah kosa kata atau perbendaharaan kata. Tambahan pula penggunaan strategi yang betul dan sesuai juga dapat membantu murid menambah kosa kata dengan lebih mantap.

Yahya (2012) membincangkan bahawa penguasaan sistem bahasa yang baik bukan sahaja dapat membantu murid menghasilkan karya penulisan bersifat kritis dan kreatif bahkan juga berkualiti. Kemahiran didik hiburan yang berunsurkan humor dalam proses PdPc mewujudkan satu pengaplikasian pelbagai pendekatan dan metod seperti aktiviti nyanyian, dan permainan bahasa yang menarik berkemampuan memimpin murid ke arah penghayatan pembelajaran dan penguasaannya. Oleh itu, adalah berkait dengan humor dengan kelucuan itu yang boleh menjadikan sebab seseorang murid menjadi seronok apabila mendengarnya.

Untuk pencapaian objektif yang diujahkan bahawa kebolehan membaca dan memahami teks pemahaman adalah tapak kemahiran bagi pembelajaran sesuatu bahasa yang perlu dididik dalam kelas Bahasa Melayu aliran teras. Proses pembacaan dan teks pemahaman bukan sahaja memainkan peranan penting kepada murid-murid, malahan dapat mencapai prestasi yang cemerlang dalam mata pelajaran Bahasa Melayu, mahupun mata pelajaran lain.

Menurut kata Bahrin et al. 2007 menunjukkan bahawa kemahiran mendengar, kemahiran membaca dan kemahiran menulis catatan nota memberi impak yang baik kepada pencapaian dalam bidang akademik. Selain itu, pembelajaran menyeronokkan saling berkait dengan penggunaan Bahan Bantu Mengajar (BBM) yang akan mewujudkan persekitaran pembelajaran yang kondusif. Hal ini dapat disokong oleh Yahya dan Dayang Raini (2011), menunjukkan terdapat perbezaan yang signifikansi bagi prestasi pemahaman bacaan antara berpencapaian sederhana yang mengikuti proses PdPc menggunakan aplikasian sains dan teknologi secara interaktif dengan menggunakan kaedah tradisional.

Pada kebiasaannya, murid menghadapi masalah-masalah penguasaan dalam bidang Sintaksis Bahasa Melayu seperti yang berikut daripada komen guru-guru. Antaranya ialah:

Murid tidak dapat membina dan menulis ayat berdasarkan perkataan yang diberikan walaupun ayat yang dibina adalah mudah. Murid sukar menyusun perkataan berdasarkan rangsangan gambar untuk menjadi ayat yang gramatis. Ramai murid tidak dapat menjawab soalan yang menyisipkan unsur-unsur Kemahiran Berasaskan Aras Tinggi (KBAT) untuk membina ayat ketika menjawab soalan peperiksaan. Omelan-omelan daripada warga pendidik dalam Pengajaran Sistem Bahasa (Sintaksis) Bahasa Melayu Tahun Tiga.

Dengan itu, dapatlah dijelaskan lagi bahawa penguasaan bahasa dalam konsep yang baharu sesuatu bahasa walaupun bahasa tersebut telah dikuasai sejak awal umur kanak-kanak. Dalam pemerolehan bahasa kedua, iaitu murid yang bukan penutur jati bahasa Melayu yang belajar bahasa Melayu, maka pembentukan konsep baharu diwujudkan kerana perbezaan yang amat ketara dengan bahasa ibunda yang menjadi perantaraan percakapan mereka. Hal ini menimbulkan pelbagai kekangan dalam pemerolehan bahasa kedua dalam masa yang singkat. Maka, penekanan haruslah diberikan kepada murid-murid bukan penutur jati bahasa Melayu khasnya konteks kebudayaan dan sosio hidup yang membolehkan bahasa tersebut belajar dengan mudah.

Walau bagaimanapun, kajian lepas telah membuktikan bahawa tahap penguasaan murid terhadap mata muridan Bahasa Melayu khususnya dalam bidang Sintaksis berada pada tahap pencapaian yang tidak memberangsangkan yang terdiri terutamanya daripada murid-murid bukan penutur jati Bahasa Melayu. Memang tidak dapat dinafikan bahawa kemahiran menulis amatlah penting. Merupakan satu kebanggaan buat guru apabila dapat melihat muridnya dapat menulis karangan dengan baik. Oleh itu, untuk mencapai tahap tersebut, bahagian asas iaitu

membina ayat terlebih dahulu haruslah diperkasakan. Inilah sebabnya penyelidik mengambil keputusan untuk membuat sesuatu yang baharu, membuat teknik “SAM” dan melaksanakannya untuk melihat sama ada dapat meningkatkan penguasaan membina ayat murid-murid ataupun tidak kerana menjadi asas yang amat penting kepada mereka untuk menulis karangan kelak.

Justeru itu, peranana guru Bahasa Melayu harus berpegang teguh untuk meningkatkan kemahiran membaca murid-murid di Sekolah Jenis Kebangsaan (SJK). Bagi merealisasikan sasaran ini, maka sebagai penjuang dalam Bahasa Melayu hendak mengenal pasti kelemahan-kelemahan murid dan menetapkan sasaran yang harus dicapai oleh murid-murid supaya berkeupayaan membaca berkemampuan dipertingkatkan dari masa ke masa.

Kajian ini bertujuan untuk menyelidik penguasaan pembelajaran Sintaksis Bahasa Melayu dalam penggunaan dalam kalangan murid-murid Tahun Tiga di Sekolah Jenis Kebangsaan Cina Daerah Hulu Langat dan dapat dikesan pelbagai kekangan yang dihadapi oleh 62 orang murid bukan Melayu yang berada dalam keadaan yang tidak bermotivasi dan keterlibatan diri di sekolah terutamanya subjek Bahasa Melayu. Oleh itu, saya mengambil kesempatan ini untuk memfokus kepada penguasaan bagi 62 orang murid bukan Melayu yang terdiri daripada ciri keseragaman latar belakang, kaum, sosiobudaya, dan lain-lain dari SJKC bagi menarik minat murid dalam pengaplikasian proses PdPc yang menimbulkan keseronokkan pembelajaran dalam bidang Sintaksis Bahasa Melayu peringkat sekolah rendah.

Kajian Lepas

Kemahiran asas menulis amat penting dan bergantung kepada persekitaran yang murid temui dalam kehidupan seharian. Hal ini dapat dibuktikan bahawa kemahiran ini tidak semata-mata berpaut dengan kebolehan itu sendiri malah terpengaruh juga dengan Teknik pengajaran atau penggunaan yang berkesan dan bersistematik agar dapat meningkatkan tahap penguasaan penulisan ayat tunggal. Oleh itu, PdPc yang dijalankan memberi impak besar bagi murid agar dapat memahami cara penulisan sesuatu huruf, kata, ayat dan juga wacana yang digunakan dalam sesebuah penulisan (Yahya Othman, 2005; Ahmad Khair Mohd Nor, 2005)

Ketahuhan sesuatu bahasa yang dituturkan, didengari dan difahami adalah bergantung kepada pengetahuan sedia ada. Penguasaan Bahasa seseorang saling berkait dengan keperihalan keadaan semasa. Contoh, Murid dapat menggariskan perkataan dalam frasa, dan akhirnya disusun ke bentuk klausa atau ayat. (Noor Aina, 2007).

Zamri et al. (2010) menyatakan penulisan merupakan satu cabaran sama ada menulis dalam bahasa ibunda ataupun dalam bahasa kedua. Melalui penulisan dapat meningkatkan penguasaan bahasa kerana murid perlu mencuba pelbagai jenis perkataan baru, ayat-ayat dan menulis dalam kuantiti yang banyak. Seterusnya, berkomunikasi idea secara efektif dengan mempraktikkan tatabahasa dan perbendaharaan kata. Maka, satu Teknik baharu diperkenalkan dan diadaptasi daripada Teknik yang lain itu Teknik “SAM” yang membawa makna S merujuk kepada Siapa, A merujuk kepada Aktiviti dan M merujuk kepada Mengapa dalam kajian ini untuk membimbing murid-murid Tahun Tiga membina ayat tunggal berdasarkan gambar. Murid dapat mencetus idea yang bernas dengan membina ayat tunggal secara mudah dan efektif. Kosa kata yang terpilih memudahkan murid yang lemah untuk membina ayat tunggal dengan struktur yang betul. Maka, kesan penggunaan teknik ini dalam membina ayat tunggal merupakan dapatan kajian yang akan ditulis di dalam dapatan kajian.

Pernyataan Masalah

Kemahiran menulis merupakan aspek terpenting dan perlu dikuasai oleh murid khususnya di sekolah rendah dan menengah. Murid berkemahiran menulis dapat menghuraikan dan menyusun segala idea yang tepat serta berkemampuan menjawab soalan peperiksaan

dengan betul-betulnya. Menurut kajian Tuan Azlyna (2013), oleh disebabkan adalah hampir semua kertas peperiksaan di negara ini memerlukan murid menjawab dalam soalan peperiksaan dalam bentuk tulisan dan jawapan yang panjang lebar adalah dalam bentuk ayat, maka murid itu perlu mahir dalam menulis. Justeru, murid seharusnya mempunyai cara-cara pembelajaran tersendiri untuk memudahkan dirinya bagi menghasilkan sebuah ayat yang gramatis, baik dan bermakna.

Penambahan kosa kata Bahasa Melayu yang terhad adalah punca utama yang ditempuhi oleh murid bukan bangsa Melayu dalam kemahiran menulis. Idea-idea yang baik daripada kalangan mereka adalah disampaikan dalam sebuah penulisan tetapi sering kali mengalami masalah menentukan dan menggunakan perbendaharaan kata yang amat sesuai. Masalah ini menyebabkan murid tidak dapat menerangkan sesuatu idea yang bernas dengan lebih baik malah ia menggunakan perkataan-perkataan daripada bahasa ibunda yang dapat menggambarkan idea yang diketengahkan oleh murid itu. Situasi ini selari dengan kajian Zamri (2016) yang mendapati terdapat pengaruh bahasa ibunda dalam pemerolehan bahasa kedua iaitu mata pelajaran Bahasa Melayu.

Di samping itu, mendapati bahawa kelemahan menulis bagi seseorang murid itu adalah saling berkait dengan kaedah engajaran guru yang masih mengekalkan kaedah pengajaran mengikut kebiasaan. Kebanyakan guru adalah lebih selesa dengan menerangkan isi-isi karangan serta menyediakan rangka idea kepada murid. Kebiasaan ini mempengaruhi para murid terlalu selesa dan kurang inisiatif untuk berfikir mencari idea bagi memantapkan lagi penulisan mereka. Menurut Zamri (2014), perbuatan murid itu menjadi pasif dan suasana pembelajaran menjadi bosan apabila guru sentiasa mengajar secara kebiasaannya. Cara pengajaran guru itu yang kurang menekankan strategi dan kaedah pembelajaran juga menyebabkan murid kurang pendedahan dalam proses menulis. Kebanyakan para pengkaji bahasa mendapati bahawa strategi pembelajaran sangat penting dan mempengaruhi kemahiran murid dalam menulis. Zamri (2015) mendapati bahawa murid menggunakan pelbagai cara pembelajarannya yang melibatkan kognitif dan metakognitif telah berjaya menguasai kemahiran dalam Bahasa Melayu.

Dalam proses pembelajaran sesuatu bahasa, kajian yang berkaitan strategi pembelajaran telah banyak dijalankan terhadap kemahiran bahasa iaitu bertutur, membaca dan menulis, dan faktor yang menyebabkan pemilihan strategi pembelajaran tersebut. Tiada satu pun lagi ada kajian berkait dengan strategi pembelajaran yang memberikan fokus kepada kemahiran menulis dalam kalangan murid etnik yang lain. Sebagai contoh, kajian yang dilakukan oleh Zamri (2004) mengetengahkan bahawa instrumen dan soal selidik strategi pembelajaran pelbagai kemahiran bahasa yang telah diguna pakai dalam kajian terhadap mata pelajaran yang lain. Kajian Che Zanariah dan Fadzilah (2011) juga membuat kajian tentang strategi pembelajaran kemahiran menulis dalam kalangan murid di sekolah rendah.

Kebanyakan murid yang memasuki Ujian Pencapaian Sekolah Rendah (UPSR) membina ayat tidak menepati penggunaan tatabahasa yang tepat. Hal ini dapat terbukti dalam perkongsian dalam Bahagian Menyemak kertas. Dengan ulasanya pengolahan ayat yang terbina daripada murid adalah tidak menarik. Ini adalah kerana kosa kata atau perbendaharaan yang terpilih adalah kurang menarik dalam membina ayat (Lembaga Peperiksaan Malaysia – LPM 2019). Pembentukan ayat dalam penterjemahan daripada bahasa pasar yang dibina oleh murid. Selain itu, penggunaan imbuhan, kata sendi, kata hubung, penjodoh bilangan dan kata adjektif juga tidak digunakan dengan sebaik yang mungkin dalam membina ayat (A.Rahman et. al. ,2012)

Pengetahuan bahasa bermaksud seseorang itu berupaya untuk menghasilkan ayat barharu yang diujahkan. Selepas itu, memahami ayat yang didengari dan dapat menggunakan ayat mengikut keperihal keadaan semasa. Seterusnya dapat menggabungkan kata-kata untuk membentuk frasa. Kemudian frasa disusun membentuk klausa dan ayat (Noor Aina, 2007).

Cara ini dapat membantu murid yang lemah mengingat perbendaharaan kata. Dalam kajian Zamri et al. (2010) menyatakan bahawa penulisan merupakan satu cabaran yang terbesar sama ada menulis dalam bahasa ibunda ataupun dalam bahasa yang kedua. Melalui penulisan dapat meningkatkan penguasaan bahasa kerana murid perlu mencuba pelbagai jenis kata-kata baharu frasa-frasa baharu, ayat-ayat dan dapat menulis dalam kuantiti yang banyak. Seterusnya, berkomunikasi idea secara efektif dapat mempraktikkan tatabahasa dan perbendaharaan kata. Keadaan pengajaran yang sangat menarik dan pembelajaran yang membawa suasana kondusif serta menyeronokkan adalah amat perlu dalam proses pengajaran dan pembelajaran (P&P) dalam mata pelajaran Bahasa Melayu.

Oleh itu, satu Teknik “SAM” (Siapa, Aktiviti dan Mengapa) diperkenalkan untuk membimbing murid membina ayat tunggal bagi murid tahun 3 sekolah Jenis Kebangsaan Cina di Johor Bharu. Pencetusan idea yang bernas dengan teknik ini dapat menaikkan motivasi dan penglibatan murid tahun 3 ketika membina ayat tunggal dengan mudahnya dan efektif. Perbendaharaan kata juga dapat dicitus secara lisan dan penggunaan tatabahasa bergerak seiring dalam struktur ayat yang dibina. Dapatan kajian ini memperlihatkan kesan penggunaan Teknik “SAM” dalam pembinaan ayat tunggal kepada murid tahun 3 SJKC Daerah Hulu Langat di samping meninjau motivasi dan penglibatan murid apabila strategi PdPC ini berlangsung di dalam kelas.

Hipotesis Kajian

Berikutnya ialah tujuan kajian yang menguji hipotesis,

- Ho1: Tidak terdapat perbezaan skor min yang signifikan terhadap pencapaian murid dalam penguasaan kemahiran menulis ayat tunggal yang melibatkan kumpulan rawatan dengan kawalan dalam ujian pra.
- Ho2: Terdapat perbezaan skor min yang signifikan terhadap pencapaian murid dalam penguasaan kemahiran menulis ayat tunggal yang melibatkan kumpulan rawatan menggunakan Teknik “SAM” dengan kumpulan kawalan secara tradisional dalam ujian pasca.
- Ho3: Tidak terdapat perbezaan skor min yang signifikan terhadap pencapaian ujian pra dan ujian pasca bagi kumpulan rawatan.

Objektif Kajian

Secara umumnya, kajian penyelidikan ini dijalankan adalah bertujuan untuk mengenal pasti murid-murid Tahun Tiga yang terlibat dengan kajian ini dapat prestasi yang tahap Minimum dan telah ditetapkan dalam objektif kajian yang dinyatakan di samping tahap penguasaan murid untuk menulis ayat tunggal dari sudut Sintaksis Bahasa Melayu yang dikehendaki tercapai dan terlaksana. Akhir sekali, murid-murid menjadi lebih berkeyakinan dalam proses pengolahan ayat dengan wacana non-verbal yang tepat dan betul.

Metodologi Kajian

Proses PdPC menjadi bermakan dengan mewujudkan interaksi antara guru dengan murid dan murid dengan murid berlandaskan teori yang digunakan dalam kajian ini iaitu Teori perkembangan Bahasa (Ley Vygotsky). Kajian ini juga disokong dalam kajian (Juriah Long, 1998; Brown, 2000; Yahya Othman, Roselan Baki & Naffi Mat, 2009).

Kajian yang dijalankan ini menggunakan cara kuasi eksperimen yang membahagikan 2 kumpulan antara Kumpulan Kawalan dan Kumpulan Rawatan. Dengan lebih jelas, Kumpulan yang tidak didedahkan dengan penggunaan Teknik “SAM” iaitu kumpulan kawalan manakala kumpulan rawatan didedahkan dan bimbingan dalam proses PdPC yang berkaitan dengan Teknik “SAM”. Ujian pra dan ujian pos akan digunakan dalam kedua-dua kumpulan ini.

Oleh itu, reka bentuk kajian yang menggunakan kumpulan kawalan adalah lebih sesuai (Savelson 2002). Pengujian yang melibatkan eksperimen, pengukuran hasil dan unit eksperimen, tetapi tidak menggunakan persampelan rawak dalam membuat perbandingan tentang kesan eksperimen terhadap hasil ialah kaedah kuasi eksperimen (Cook & Campbell 1979). Kedua-dua kumpulan ini adalah tidak dipilih secara rawak adalah kerana kelas-kelas yang ada merupakan subjek kajian tersebut (Johnson & Christensen, 2000; Mohd. Majid, 2010).

Dapatan Kajian

Dapatan ditunjukkan bahawa murid-murid Tahun 3 mempunyai masalah penguasaan dalam menulis ayat tunggal dalam Bahasa Melayu dari segi aspek asas kemahiran menulis, pengetahuan sedia ada dan persekitaran.

Oleh itu, penggunaan Teknik yang berkesan seperti “SAM” merupakan satu wadah di mana dapat membantu murid menguasai dengan cara menulis ayat dengan baiknya. Penggunaan Teknik ini juga dapat mencungkil potensi murid yang menghadapi kekangan untuk menguasai asas penulisan ayat dan perenggan.

Jadual 4.4: Taburan Markah Ujian Pra A

Bil	Markah (%)
1	55
2	35
3	40
4	40
5	45
6	45
7	40
8	30
8	40
9	25
10	25
11	35
12	35
13	25
14	40
15	25
16	35
17	40
18	25
19	40
20	40
21	45
22	35
23	25
24	20
25	25
26	25
27	20
28	20
29	15
30	5
31	10
32	15
33	15
34	15
35	20

36	25
37	25
38	20
39	20
40	30
41	30
42	30
43	35
44	35
45	45
46	40
47	40
48	30
49	30
50	30
51	30
52	30
53	30
54	30
55	30
56	30
57	30
58	35
59	35
60	35
61	35
62	40

Bilangan 1-31 merupakan kumpulan rawatan manakala 32-62 merupakan kumupulan kawalan.

Jadual 4.5: Taburan Markah Ujian Pos A

Bil	Markah (%)
1	60
2	75
3	65
4	65
5	70
6	70
7	80
8	75
8	75
9	65
10	65
11	55
12	45
13	45
14	55
15	60
16	75
17	65
18	75
19	70
20	75
21	85
22	65
23	75
24	70

25	70
26	65
27	65
28	60
29	60
30	60
31	75
32	25
33	30
34	20
35	35
36	30
37	30
38	25
39	35
40	40
41	40
42	30
43	40
44	30
45	45
46	45
47	35
48	30
49	30
50	30
51	40
52	20
53	40
54	40
55	30
56	30
57	35
58	30
59	30
60	35
61	35
62	35

Bilangan 1-31 merupakan kumpulan rawatan manakala 32-62 merupakan kumpulan kawalan.

Jadual 4.6: Perbezaan Markah Ujian Pra Dan Ujian Pos (Kawalan dan Rawatan)

Bil	Ujian Pra	Ujian Pos	Perbezaan
1	55	60	5
2	35	75	40
3	40	65	25
4	40	65	25
5	45	70	25
6	45	70	25
7	40	80	40
8	30	75	15
8	40	75	35
9	25	65	40
10	25	65	40
11	35	55	20
12	35	45	10

13	25	45	20
14	35	55	20
15	35	60	25
16	35	75	40
17	40	65	25
18	25	75	50
19	40	70	30
20	40	75	35
21	45	85	40
22	35	65	30
23	25	75	50
24	20	70	50
25	25	70	45
26	25	65	40
27	20	65	45
28	20	60	40
29	15	60	45
30	5	60	55
31	10	75	65
32	15	25	10
33	15	30	15
34	15	20	5
35	20	35	15
36	25	30	5
37	25	30	5
38	20	25	5
39	20	35	15
40	30	40	10
41	30	40	10
42	30	30	0
43	35	40	5
44	35	30	-5
45	45	45	0
46	40	45	-5
47	40	35	-5
48	30	30	0
49	30	30	0
50	30	30	0
51	30	40	10
52	30	20	-10
53	30	40	10
54	30	40	10
55	30	30	0
56	30	30	0
57	30	35	5
58	35	30	-5
59	35	30	-5
60	35	35	0
61	35	35	0
62	40	35	-5

Bilangan 1-31 merupakan kumpulan rawatan manakala 32-62 merupakan kumpulan kawalan. Keberkesanan kaedah ini telah dibandingkan dengan menggun nilai skor min (\bar{X}) dan frekuensi julat markah berdasarkan data-data yang telah dianalisis. Dapatan daripada data-data tersebut, iaitu frekuensi markah bagi kedua-dua ujian dapat diringkaskan seperti jadual di bawah.

Jadual 4.6: Taburan Markah Ujian Pra (Rawatan)

Markah (%)	Bilangan (orang)	Peratus (%)
0 – 19	3	9.7
20 – 39	17	54.8
40 – 59	11	35.5
60 - 79	0	0
80 - 100	0	0

Jadual 4.7: Taburan Markah Ujian Pos (Rawatan)

Markah (%)	Bilangan (orang)	Peratus (%)
0 – 19	0	0
20 – 39	0	0
40 – 59	1	3.2
60 - 79	25	81
80 - 100	5	15.8

Jadual 4.8: Taburan Markah Ujian Pra (Kawalan)

Markah (%)	Bilangan (orang)	Peratus (%)
0 – 19	3	9.7
20 – 39	24	77.4
40 – 59	4	12.9
60 - 79	0	0
80 - 100	0	0

Jadual 4.9: Taburan Markah Ujian Pos (Kawalan)

Markah (%)	Bilangan (orang)	Peratus (%)
0 – 19	0	0
20 – 39	23	74
40 – 59	8	26
60 - 79	0	0
80 - 100	0	0

Jadual 4.10: Perbezaan antara Taburan Markah Ujian Pra Dan Ujian Pos (Rawatan)

Markah (%)	Ujian Pra		Ujian Pos		Perbezaan	
	Bil	Peratus	Bil	Peratus	Bil	Peratus
0 – 19	3	9.7	0	0	-9.7	-31.3
20 – 39	17	54.8	0	0	-54.8	-176.77
40 – 59	11	35.5	1	3.2	-32.3	-104.2
60 - 79	0	0	25	81	+81	+261.3
80 - 100	0	0	5	15.8	+15.8	+51

Jadual 4.11: Perbezaan antara Taburan Markah Ujian Pra Dan Ujian Pos (Kawalan)

Markah (%)	Ujian Pra		Ujian Pos		Perbezaan	
	Bil	Peratus	Bil	Peratus	Bil	Peratus
0 – 19	3	9.7	0	0	-9.7	-31.3
20 – 39	24	77.4	23	74	-3.4	-11
40 – 59	4	12.9	8	26	+13.1	+13.1
60 - 79	0	0	0	0	+0	0
80 - 100	0	0	0	0	0	0

Berdasarkan analisis yang diperolehi, terdapat perbezaan yang sangat ketara berlaku dalam Ujian Pra dan Ujian Pos bagi Kumpulan Rawatan. Analisis menunjukkan bahawa perbezaan berlaku pada sela markah 20-39 di mana berlaku penurunan kepada 54.8%. Maka, kumpulan murid ini adalah signifikan dengan kajian.

Merujuk jadual 4.11, perbezaan antara kedua-dua ujian itu telah menggambarkan peningkatan peratus pada sela markah 60-79 iaitu sebanyak 82%. Walau bagaimanapun,

berlaku pengurangan pada sela markah 20-39, iaitu sebanyak 54.8 % dan sela markah 40-59, iaitu sebanyak 32.3%.

Analisis soal selidik berkaitan tahap motivasi dan penglibatan murid mengandungi 10 item dan untuk mengetahui keberkesanan Teknik (Siapa, Aktiviti dan Mengapa) “SAM” dalam Meningkatkan Penguasaan Kemahiran Menulis Ayat Tunggal Murid Tahun 3 di SJKC Daerah Hulu Langat. Bagi setiap item yang diketengahkan, responden diberikan pilihan sama ada responden tidak setuju, kurang setuju dan sangat setuju. Jadual 4.10 dan 4.11 merupakan dapatan kajian.

Daripada kajian ini, mendapati bahawa 5 orang (8.06%) menyatakan tidak setuju terhadap “Saya suka akan menggunakan Teknik SAM” manakala 10 orang (16.10%) kurang setuju dan selebihnya 47 orang (75.84%) menyatakan setuju.

Bagi pernyataan kedua pula, pernyataan “Saya bersemangat untuk menulis ayat dengan menggunakan Teknik SAM” mendapati bahawa 3 orang (4.80%) tidak setuju, 9 orang (14.50%) kurang setuju dan selebihnya iaitu 50 orang (80.70%) menyatakan sangat setuju.

Terdapat 1 orang (1.6%) dan 29 orang (46.78%) menyatakan tahap persetujuan mereka kepada tidak setuju dan kurang setuju terhadap “Saya amat seronok semasa membuat ayat tunggal menggunakan Teknik SAM” dan bakinya iaitu 32 orang (51.62%) menyatakan sangat setuju.

Bagi pernyataan “Saya berasa Teknik SAM berguna kepada menulis ayat tunggal” , seramai 7 orang (11.30%) tidak setuju, 7 orang (11.30%) kurang setuju manakala 48 orang (77.40%) menyatakan sangat setuju.

Pernyataan yang terakhir bagi Aspek 1 iaitu “Saya amat berpuas hati dengan penggunaan Teknik SAM” telah mencatatkan seramai 6 orang (9.67%) yang Tidak setuju, Manakala 5 orang (8.06%) menyatakan kurang setuju dan 51 orang (82.27%) menyatakan sangat setuju.

Jadual 4.12 Motivasi murid terhadap penggunaan Teknik “SAM”

Bil	Item	Kekerapan (f) dan Peratusan (%)			MIN	Sisihan Piawai	Tahap Min
		TS	KS	SS			
1	Saya suka akan menggunakan Teknik SAM.	5 8.06%	10 16.10%	47 75.84%	3.5	0.68	Sederhana
2	Saya bersemangat untuk menulis ayat dengan menggunakan Teknik SAM.	3 4.80%	9 14.50%	50 80.70%	3.55	0.71	Tinggi
3	Saya amat seronok semasa membuat ayat tunggal menggunakan Teknik SAM.	1 1.60%	29 46.78%	32 51.62%	3.3	0.75	Sederhana
4	Saya berasa Teknik SAM berguna kepada menulis ayat tunggal.	7 11.30%	7 11.30%	48 77.40%	3.58	0.53	Tinggi
5	Saya amat berpuas hati dengan penggunaan Teknik SAM.	6 9.67%	5 8.06%	51 82.27%	3.63	0.62	Tinggi

Berdasarkan jadual 4.11, mendapati bahawa 5 orang (8.06%) menyatakan tidak setuju terhadap “Saya suka bertanya kepada guru apabila tidak faham dalam membina ayat tunggal” manakala 6 orang (9.67%) kurang setuju dan selebihnya 51 orang (82.27%) menyatakan setuju.

Bagi pernyataan kedua pula, pernyataan “Saya suka bertanya kepada kawan apabila tidak faham dalam membina ayat tunggal” mendapati bahawa 2 orang (3.22%) tidak setuju, 6 orang (9.67%) kurang setuju dan selebihnya iaitu 54 orang (87.11%) menyatakan sangat setuju.

Terdapat 3 orang (4.8%) dan 6 orang (9.67%) menyatakan tahap persetujuan mereka kepada tidak setuju dan kurang setuju terhadap “Saya lebih suka belajar ilmu yang baharu” dan bakinya iaitu 53 orang (85.53%) menyatakan sangat setuju.

Bagi pernyataan “Saya lebih mengingati Teknik SAM apabila membina ayat tunggal” , seramai 7 orang (11.30%) tidak setuju, 3 orang (8.06%) kurang setuju manakala 52 orang (80.64%) menyatakan sangat setuju.

Pernyataan yang terakhir bagi Aspek 2 iaitu “Saya akan membina ayat tunggal yang diminta oleh guru” telah mencatatkan seramai 2 orang (3.22%) yang Tidak setuju, Manakala 6 orang (9.67%) menyatakan kurang setuju dan 54 orang (87.11%) menyatakan sangat setuju.

Jadual 4.13 Kertelibat murid terhadap penggunaan Teknik “SAM”

Bil.	Item	Kekerapan (f) dan Peratusan (%)			Min	Sisihan Piawai	Tahap
		TS	KS	SS			
1	Saya suka akan bertanya kepada guru apabila tidak faham dalam membina ayat tunggal.	5 8.06%	6 9.67%	51 82.27%	3.63	0.62	Tinggi
2	Saya suka akan bertanya kepada kawan apabila tidak faham dalam membina ayat tunggal.	2 3.22%	6 9.67%	54 87.11%	3.8	0.73	Tinggi
3	Saya lebih suka belajar ilmu yang baharu.	3 4.80%	6 9.67%	53 85.53%	3.7	0.68	Tinggi
4	Saya lebih mengingati Teknik SAM apabila membina ayat tunggal.	7 11.30%	3 8.06%	52 80.64%	3.66	0.67	Tinggi
5	Saya suka akan cuba membina ayat tunggal yang diminta oleh guru.	2 3.22%	6 9.67%	54 87.11%	3.8	0.73	Tinggi

Pengujian Hipotesis

Hipotesis adalah satu tanggapan atau pernyataan yang berkemungkinan benar atau tidak benar mengenai satu populasi atau lebih daripada itu. Berikutnya menunjukkan rumusan hipotesis,

Ho1: Tidak terdapat perbezaan yang signifikan antara pencapaian menulis ayat tunggal murid tahun 3 antara Kumpulan Rawatan dan Kumpulan Kawalan.

Perbandingan bagi dua min antara Kumpulan Rawatan dan Kumpulan Kawalan menunjukkan perbezaan yang tidak signifikan dengan nilai $t(29) = 0.487$, $p < 0.05$. Keputusan menunjukkan nilai signifikan .643 lebih besar daripada aras signifikan .05. Oleh itu, tiada perbezaan yang signifikan antara min skor ujian pra Kumpulan Rawatan dengan min skor ujian pra Kumpulan Kawalan. Oleh itu hipotesis null diterima. Pencapaian kedua-dua kumpulan ini menunjukkan setara, iaitu dalam kumpulan yang sama.

Ho2: Tidak terdapat perbezaan yang signifikan antara pencapaian menulis ayat tunggal murid tahun 3 pada ujian pra dan ujian pasca bagi kumpulan Rawatan.

Perbezaan antara min prestasi menulis ayat tunggal peringkat ujian pra dengan ujian pasca bagi murid Kumpulan Rawatan. Didapati bahawa min prestasi menulis ayat tunggal peringkat ujian pra ialah 24.9 dengan sisihan piawai (SP) 8.1, manakala peringkat ujian pasca ialah 43.3

dengan sisihan piawai 12.4 dengan nilai $t(29) = -14.55$, $p < 0.05$. Keputusan menunjukkan nilai signifikan .000 lebih kecil dari aras signifikan 0.05. Rumusan menunjukkan terdapat perbezaan yang signifikan antara min skor pencapaian ujian pra dan ujian pasca bagi Kumpulan Rawatan yang mengikuti teknik peta pemikiran dalam meningkatkan skor pencapaian kemahiran menulis ayat tunggal. Terdapat perbezaan yang signifikan antara min skor ujian pra dengan min skor ujian pasca Kumpulan Rawatan. Oleh itu, hipotesis null ini ditolak.

Ho3: Tidak terdapat perbezaan yang signifikan antara pencapaian menulis ayat tunggal murid tahun 3 pada ujian pra dan ujian pasca bagi kumpulan kawalan.

Dapatan kajian menunjukkan bahawa min skor ujian pra ialah 24.9 dan sisihan piawai 8.72, manakala min skor ujian pasca ialah 24.6 dan sisihan piawai 13.2 dengan nilai- $t(29) = -.957$, $P < 0.05$. Keputusan menunjukkan nilai signifikan .336 lebih besar dari aras signifikan .05. Oleh itu, tidak terdapat perbezaan yang signifikan antara min prestasi pencapaian Ujian Pra dengan Ujian Pasca bagi Kumpulan Kawalan. Oleh itu, hipotesis nul diterima. Hal ini bermakna, penggunaan teknik perbincangan konvensional dalam PdP Bahasa Melayu tidak dapat meningkatkan pencapaian kemahiran menulis ayat tunggal bagi murid yang lemah dalam penulisan Bahasa Melayu.

Perbincangan

Kajian yang dikendalikan merupakan kajian awal yang melibatkan pengkaji serta murid-murid kelas Tahun 3 di Sekolah Jenis Kebangsaan Cina Daerah Hulu Langat. Tujuan kajian ditumpukan untuk mengkaji penguasaan murid-murid terhadap kemahiran menulis ayat tunggal dengan berkesan dan baik berdasarkan rangsangan gambar yang diberikan. Instrumen kajian melibatkan beberapa kategori yang melibatkan pelbagai bentuk kajian. Antaranya termasuklah melalui kaedah merancang.

Proses merancang teramat penting untuk melihat, mencari atau mengenal pasti masalah yang timbul dalam kelas semasa proses PdPc yang dijalankan dalam bilik darjah. Masalah pengajaran dan pembelajaran perlulah jelas, menarik minat murid seperti kaedah elemen pembelajaran tertentu seperti pembelajaran koperatif, penggunaan bilik tayangan dan perkhidmatan seperti Sistem “*Smart Class*” yang boleh mempertingkatkan pencapaian murid dalam penguasaan ayat tunggal yang padat lagi tepat berdasarkan rangsangan gambar. Guru harus bersifat bijak, kreatif dan inovatif dalam pengajaran dan pembelajaran dan sentiasa bertanggungjawab serta menerapkan sifat penyayang kepada murid. Hal ini bukan sahaja boleh meningkatkan semangat padu murid-murid untuk maju ke hadapan dalam penguasaan ayat tunggal yang dicadangkan malahan dapat membantu murid-murid yang lemah membuat ayat dengan teknik “SAM” yang berkesan dari segi pembinaan Ayat Tunggal ataupun Ayat Majmuk. Selain itu, guru juga haruslah menggunakan kaedah pengajaran yang terancang agar murid tidak berasa jemu dan mempunyai sikap ingin terus maju.

Kaedah secara Pemerhatian ke atas murid-murid penting untuk mengetahui tahap perhubungan sosial mereka dengan rakan-rakan sebaya dari segi pergaulan merupakan antara Prinsip kurikulum KSSR yang diketengahkan sejajar dengan falsafah Pendidikan Negara dalam memberikan penegasan kepada aspek menyemai nilai-nilai murni seperti kasih sayang, kerjasama dan semangat kemasyarakatan. Hal ini bertepatan dengan “.....*dapat kerjasama dan berkomunikasi dengan baik dalam apa juga usaha yang dijalankan.*” (Kementerian Pelajaran Malaysia 1993).

Dalam erti kata lain, murid-murid juga perlu memiliki sifat perhubungan sosial yang positif supaya objektif tersebut dapat direalisasikan. Perkara ini dapat dinilai secara pemerhatian dari segi tingkah laku yang ditonjolkan seperti cara berkomunikasi sesama mereka, kemahiran sosial yang positif dari aspek emosi atau perasaan seperti kasih sayang,

prihatin, toleransi, bantu membantu, simpati selain mempunyai sifat empati iaitu memahami perasaan orang lain. Kemahiran sosial penting juga untuk menentukan kejayaan murid dan rakan. Proses interaksi kumpulan ini bukan sahaja membantu murid-murid malahan dapat mengenal pasti apakah tindakan ahli yang aktif terhadap ahli yang pasif dalam membuat keputusan mengenai tindak-tanduk yang perlu diteruskan lagi atau dilakukan lagi dalam kajian penyelidikan kelak nanti. Hal ini boleh dilakukan pada pertengahan atau pada akhiran sesuatu aktiviti.

Sharon (1980); Slavin (1987); Webb (1982) telah mengutarakan pandangan mengenai hubungan antara murid-murid harus dijadikan tumpuan dalam proses pembelajaran dan pengajaran menjadi salah satu strategi pembelajaran berkumpulan. Semasa pembelajaran berkumpulan, interaksi secara memberi bantuan yang dilakukan oleh murid yang berkeupayaan tinggi dan sederhana dimanfaatkan semasa proses pembelajaran dapat memberi galakan kepada murid yang memiliki kebolehan yang kurang dan rendah, sedikit sebanyak dapat memberi peningkatan penguasaan membina ayat tunggal berpandukan rangsangan gambar.

Dalam diperhatikan lagi daripada penyelidik menyatakan sebagai warga guru yang berwibawa haruslah sentiasa peka dan segera bertindak walaupun aktiviti yang dirangka berpandukan kutipan data yang telah dianalisis, impak aktiviti belum tentu dapat dipastikan. Aktiviti-aktiviti perlulah mempunyai tindakan segera, diubahsuai agar penguasaan membina struktur ayat berdasarkan rangsangan gambar boleh ditingkatkan dan menjadi lebih memberangsangkan berbanding dengan masa lepas. Selain itu, kajian melibatkan penilaian dokumen peribadi murid melalui kad laporan dan pemerhatian dari laporan rekod Maklumat Peribadi Murid atau sistem aplikasi dalam “SSDM” Kementerian Pendidikan Malaysia.

Implikasi Kajian

Penulisan dalam mata pelajaran Bahasa Melayu lebih kepada kebolehan murid-murid dalam memahami, memberi idea dan cara mengolah isi. Oleh yang demikian, murid-murid harus belajar memahami tajuk yang diberikan supaya murid-murid mampu menzahirkan idea-idea sebanyak yang mungkin supaya isi dapat dikembangkan dengan penggunaan ayat-ayat yang gramatis. Selain itu, untuk melahirkan murid-murid yang berfikiran aras tinggi (KBAT), peta *I-think* adalah salah satu alat untuk merangsang penjanaan pendapat sendiri mereka ketika proses PdPc dijalankan di dalam bilik darjah.

Hakikatnya, untuk mengukur proses pemikiran aras tinggi murid-murid mengambil masa yang panjang tetapi kemahiran ini sepatutnya disemai secara lebih mendalam semasa proses pengajaran dan pembelajaran dijalankan. Hal ini kerana, peta *I-think* yang digunakan semasa proses pembelajaran dapat memberi cetusan dan rangsangan daya ingatan serta kemahiran berfikir serta mengatur isi dengan menggunakan gambar rajah yang dibuat. Seterusnya, peta *I-think* akan membuat minat murid-murid lebih tertarik dan menyebabkan pembelajaran lebih menyeronokkan.

Kesimpulan

Secara keseluruhan pengajaran dan pembelajaran berkonsepkan pemulihan, sangat penting untuk meningkatkan prestasi penulisan pelajar. Pengkaji juga menggalakkan penggunaan bahan serta membentuk pembelajaran berpusatkan murid. Langkah-langkah ini sudah pastinya dapat menarik minat pelajar terhadap pelajaran yang diajar serta meningkatkan kemahiran untuk membina struktur lima ayat yang betul dan bernas berdasarkan gambar yang ditunjukkan. Walaupun dalam merancang, bertindak, memerhati serta memahami sesuatu sesi pelajaran itu memerlukan masa yang lebih banyak, namun kemungkinan hasil yang terbaik itulah yang patut diberikan keutamaan.

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MENINJAU PERSEPSI GURU MENGENAI PENGAJARAN TULISAN TANGAN DI PRASEKOLAH

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Abstrak: Kajian ini dijalankan untuk meninjau persepsi guru mengenai berkaitan tulisan tangan murid prasekolah. Kajian kuantitatif ini melibatkan seramai 97 orang guru-guru prasekolah mukim Pasir Gudang di daerah Johor Bahru. Kajian ini menggunakan kaedah-soal selidik. Analisis deskriptif digunakan dalam kajian ini meliputi kekerapan, peratusan, min dan sisihanpiawai. Dapatan kajian menunjukkan bahawa kepentingan tulisan tangan dan penilaian tulisan tangan guru prasekolah berada pada tahap yang tinggi. Pengetahuan guru sangat diperlukan dalam mengajar murid bagaimana cara untuk menghasilkan tulisan tangan yang betul. Dapatan kajian ini memberikan cadangan kepada institut latihan guru supaya lebih meningkatkan lagi pengetahuan guru prasekolah dalam usaha meningkatkan kemahiran tulisan kanak-kanak.

Kata Kunci: *Tulisan Tangan, kepentingan, Kanak-kanak Prasekolah*

Abstract: This study was conducted to examine teachers perceptions on handwriting among preschool students. This is a quantitative study which involved total of 97 preschool teachers district of Pasir Gudang in Johor Bahru district. This study uses the questionnaire method. Descriptive analysis was used to study frequency, percentage, mean and standard deviation. The findings show that the importance of handwriting and handwriting assessment of preschool teachers is at a high level. Teacher knowledge is essential in teaching students how to produce right handwriting method. The findings of this study provide recommendations to teacher training institutes to further improve the knowledge of preschool teachers to improve writing skills in early years children.

Key Words: *Handwriting, Importance, Preschool children's*

Pengenalan

Tulisan adalah bahasa bertulis dengan lambang-lambang bunyi dan alat untuk melahirkan fikiran dan perasaan. Seseorang individu akan dapat menikmati hasil fikiran dan perasaan orang lain melalui butiran-butiran tulisannya. Tulisan memainkan peranan yang penting dalam kehidupan. Pencapaian akademik banyak bergantung kepada tulisan (Ediger 2001; Graham et al. 2000; Sassoon 1991; Sovik & Arntzen 1986) . Ini adalah disebabkan tulisan merupakan kemahiran asas yang menyampaikan kebolehan kognitif seseorang murid. Kualiti tulisan yang dihasilkan juga akan mempengaruhi pencapaian dalam penilaian yang berasaskan penulisan (Chase 1986; Graham & Miller 1990; Graham et al. 2000; Sweedler- Brown 1992). Proses penulisan memerlukan kanak-kanak mempunyai penguasaan ke atas kemahiran tulisan bagi memastikan proses mengarang tidak diganggu dengan tulisan yang digunakan untuk menyampaikan makna. Sekiranya seseorang perlu memberi perhatian kepada tulisan, maka ini akan menjejaskan perancangan dan pengaliran idea untuk ditulis (Graham 1990; Scardamalia

et al.1982). Kesukaran untuk menghasilkan tulisan yang lancar dan boleh dibaca mempengaruhi kebolehan murid untuk menyiapkan tugas dalam tempoh yang ditetapkan, kekerapan menjalankan aktiviti menulis dan persepsi diri tentang kebolehan menulis (Graham 1992). Namun, sering kali tulisan tidak dianggap sebagai aspek yang penting dalam proses pembelajaran dan kerap kali diabaikan berbanding kemahiran membaca dan mengira (Dyer 1992; Medwell & Wray 2008; Norain et al. 2006; Norliza & Seman 2008). Tulisan dianggap sebagai satu kemahiran yang berkembang selari dengan proses pertumbuhan dan kematangan maka ianya tidak mendapat perhatian yang sewajarnya di peringkat awal pembelajaran.

Tulisan tangan merupakan kemahiran pertama yang diajar kepada murid prasekolah (Dyer, 1992). Tulisan tangan juga menjadi kemahiran yang penting dalam proses pembelajaran akademik khususnya dalam bidang penulisan dan pengiraan (Hackney, 1992). Selain itu tulisan tangan juga menjadi satu kemahiran yang berkait rapat dengan sistem saraf pusat; walaupun kebanyakan kanak-kanak akhirnya akan menguasai proses serta memperbaiki tulisan tangan.

Kajian Literasi

Pendidikan prasekolah di Malaysia berfokus kepada usaha untuk menyediakan peluang pembelajaran yang menyeronokkan dan bermakna kepada kanak-kanak berusia empat hingga enam tahun. Ianya sebagai persediaan sebelum masuk ke Tahun Satu dalam sistem persekolahan formal. Merujuk Akta Pendidikan 1996, pendidikan prasekolah telah diinstitusikan ke dalam Sistem Pendidikan Kebangsaan dengan matlamat untuk menyuburkan potensi kanak-kanak dalam semua aspek perkembangan, menguasai kemahiran asas dan memupuk sikap positif sebagai persediaan untuk masuk ke sekolah rendah. Peruntukan ini menunjukkan penumpuan Kementerian Pelajaran Malaysia dalam mempertingkatkan kualiti pendidikan khususnya pendidikan prasekolah di Malaysia.

Menurut Case Smith (2001) tulisan tangan adalah kemahiran pertama yang perlu diajar kepada kanak-kanak prasekolah. Proses pembelajaran peringkat awalan ini akan membentuk kanak-kanak menguasai kemahiran tulisan. Kesannya kanak-kanak dapat menulis dan mengikuti proses pembelajaran mengikut kandungan pelajaran. Bagi kanak-kanak yang tidak dapat menguasai kemahiran menulis ataupun tulisan yang tidak jelas atau mudah dibaca akan memberi kesan kepada proses pembelajarannya. Mereka tidak dapat menyiapkan tugas dengan cepat disebabkan menghadapi masalah membentuk formasi huruf yang salah di samping guru tidak dapat menilai kemampuan akademik kanak-kanak tersebut dengan tepat. Masalah ini akan berterusan dan menyebabkan kanak-kanak mempunyai persepsi bahawa mereka mengalami masalah kognitif walaupun hakikatnya adalah masalah kegagalan menguasai kemahiran tulisan.

Graham, Harris dan Fink (2000) dan Karlsdottir & Stefansson (2002) dalam kajian mereka mendapati tulisan memberi tiga impak utama dalam kehidupan kanak-kanak kesan daripada tahap penguasaan mereka dalam kemahiran tulisan tangan. Pertama ialah kemahiran tulisan boleh mempengaruhi konsep sendiri kanak-kanak sebagai pelajar. Guru berkemungkinan keliru dengan kesilapan tulisan dengan kompetensi dalam subjek tertentu. Kedua, didapati masalah tulisan boleh menjejaskan kebolehan kanak-kanak ketika proses mengarang. Hal ini terjadi kerana kanak-kanak lebih memberi fokus kepada tulisan tangan tanpa memberi tumpuan mengeluarkan ideal dalam proses penulisan. Ketiga, kajian mereka juga mendapati pencapaian akademik kanak-kanak akan terjejas apabila tulisan mereka tidak boleh dibaca terutamanya dalam subjek-subjek yang memerlukan mereka memberi jawapan secara menulis.

Tulisan tangan memberi kesan kepada pencapaian akademik, perkembangan kerjaya dan hubungan personal (Sassoon 1997; Ediger 2001; McNaughton & Hughes 1997; Getty & Dubay 2005; Hirshhorn 2000; Sedgwick 1996). Seseorang pelajar perlu mengaplikasikan

kemahiran tulisan semasa mencatat nota dan melaksanakan tugas –tugas pendek dan menjawab soalan-soalan peperiksaan. Melalui kerjaya pula, berkemungkinan seseorang akan menggunakan tulisan ketika mencatat memo dan pesanan manakala dalam sesuatu perhubungan, tulisan diperlukan untuk menulis pesanan atau pun surat. Kesemua aktiviti ini akan terjejas sekiranya seseorang itu mempunyai tulisan yang sukar dibaca. Kegagalan dalam menghasilkan tulisan yang boleh dibaca akan menjejaskan komunikasi.

Penguasaan tulisan tangan memberi kesan ke atas peningkatan kualiti tulisan. (Graham, Harris & Fink 2000; Stowitschek et. al 1989). Ini adalah kerana apabila kanak-kanak dapat menguasai tulisan mereka, mereka boleh menulis formulasi huruf secara automatik tanpa perlu memberi perhatian tambahan kepada bagaimana untuk menghasilkan tulisan secara sedar. Apabila ini terjadi, kualiti tulisan kanak-kanak akan meningkat kerana konsentrasi penuh boleh diberikan kepada konten penulisan. Beberapa kajian juga telah membuktikan bahawa penguasaan tulisan memberi kesan ke atas peningkatan kualiti penulisan (De La Paz & Graham, 1995; Hidi & Hilyard, 1984; McCutchen, 1988,1996; Scardamalia et. al. 1982).

Getty & Dubay 2005, berpendapat tulisan tangan mempunyai impak kepada kehidupan kanak-kanak. Kehidupan kanak-kanak itu lebih bermakna jika dapat menghasilkan tulisan tangan yang boleh dibaca. Kesimpulannya semua peringkat kelompok manusia memerlukan kemahiran ini. Implikasinya jika tidak dapat menulis dengan baik, seseorang murid itu tidak dapat mengambil nota atau menjawab soalan dengan baik; seorang pekerja tidak dapat mengambil pesanan dan membuat laporan yang baik serta kegagalan berkomunikasi secara berkesan dalam kalangan manusia.

Tujuan Kajian

Tujuan utama kajian ini ialah untuk mengetahui persepsi pengetahuan guru-guru prasekolah terhadap penulisan abjad, perkataan dan ayat murid prasekolah yang berusia enam tahun. Pengetahuan ini meliputi kepentingan tulisan tangan dan masalah-masalah pengajaran yang dihadapi oleh guru prasekolah dalam pengajaran tulisan tangan.

Metodologi Kajian

Kajian ini merupakan kajian kuantitatif. Oleh sebab, kajian ini adalah bertujuan untuk mengumpul maklumat tentang kepentingan tulisan tangan dan penilaian tulisan tangan. Satu soal selidik telah disediakan bagi mengumpul maklumat dan data dalam kalangan guru prasekolah.

Instrumen Kajian

Kajian ini menggunakan satu set soal selidik yang telah diberi kepada semua responden yang merupakan guru-guru prasekolah. Satu set soal selidik tersebut terbahagi kepada tiga bahagian iaitu bahagian A maklumat responden, bahagian B soal selidik yang berkaitan dengan kepentingan tulisan tangan, dan bahagian C berkaitan dengan penilaian tulisan tangan. Instrumen kajian ini telah disahkan oleh seorang pakar bidang dan seorang pakar bahasa.

Sampel Kajian

Kajian ini merupakan sebuah kajian kuantitatif yang menggunakan rekabentuk tinjauan. Persampelan jenis ini dikenali sebagai persampelan bertujuan. Berdasarkan data yang diperolehi dari Pejabat Pendidikan Daerah (PPD) Pasir Gudang, Johor Bahru, jumlah keseluruhan guru-guru prasekolah di daerah Pasir Gudang ialah seramai 106 orang yang mengajar di 53 buah sekolah. Oleh sebab tidak mendapat pulangan soal selidik bagi semua populasi maka, seramai 97 guru prasekolah daripada kesemua 53 buah prasekolah telah dipilih untuk menjadi sampel kajian. Bilangan ini sudah mencukupi bagi menjadikan bilangan sampel

tersebut untuk mewakili populasi kajian. Analisis statistik deskriptif ini digunakan bagi melihat kepentingan tulisan tangan dan penilaian tulisan tangan oleh guru prasekolah dalam pengajaran tulisan tangan.

Dapatan Dan Analisis Kajian

Bahagian A

Jadual 1: Maklumat Demografi

Profil responden	Kekerapan	Peratusan
Latihan		
Sijil Perguruan dan Diploma	58	59.8
Kursus Perguruan Lepas Ijazah (KPLI)	39	40.2
Pengalaman Mengajar		
Kurang dari 5 tahun	33	34.0
5 hingga 10 tahun	37	38.1
Lebih dari 10 tahun	27	27.8

Jadual 1 ini menghuraikan tentang profil responden kajian yang terlibat dalam kajian ini. Berdasarkan pengalaman mengajar pula, seramai 33 orang (34.0%) guru pra sekolah mempunyai pengalaman mengajar kurang dari 5 tahun. Seramai 37 orang (38.1%) guru prasekolah mempunyai pengalaman mengajar 5 hingga 10 tahun dan seramai 27 orang (27.8%) guru prasekolah mempunyai pengalaman mengajar lebih dari 10 tahun. Seterusnya berdasarkan latihan prasekolah yang pernah diikuti, seramai 58 orang (59.8%) guru prasekolah yang mendapat latihan dalam sistem kursus selama 3 tahun iaitu Sijil Perguruan dan Diploma Perguruan. Seramai 39 orang (40.2%) guru prasekolah melalui program KPLI -Kursus Perguruan Lepas Ijazah

Persoalan Kajian Pertama

Apakah tahap persetujuan guru prasekolah terhadap kepentingan tulisan tangan murid-murid prasekolah?

Jadual 2: Tahap persetujuan kepentingan tulisan tangan

No	Item	STS	TS	KS	S	SS	Min	Sisihan Piawai	eTahap
1	Tulisan tangan adalah kemahiran pertama diajar kepada murid.	4 (4.1%)	3 (3.1%)	34 (35.1%)	36 (37.1%)	20 (20.6%)	3.67	0.976	Tinggi
2	Tulisan tangan mempengaruhi pencapaian akademik.	-	7 (7.2%)	36 (37.1%)	37 (38.1%)	17 (17.5%)	3.66	0.852	Sederhana
3	Tulisan tangan perlu diajar kepada murid prasekolah.	-	-	-	46 (47.4%)	51 (52.6%)	4.53	0.502	Tinggi
4	Tulisan mempengaruhi kebolehan komunikasi kanak-kanak berkesan.	4 (4.1%)	4 (4.1%)	38 (39.2%)	35 (36.1%)	16 (16.5%)	3.57	0.956	Sederhana
5	Tulisan tangan yang sukar dibaca memberi kesan kepada proses pembelajaran.	-	1 (1.0%)	15 (15.5%)	51 (52.6%)	30 (30.9%)	4.13	0.702	Tinggi

6	Bentuk huruf menjejaskan kebolehbacaan perkataan tulis.	(formasi) salah	-	7 (7.2%)	15 (15.5%)	61 (62.9%)	14 (14.4%)	3.84	0.755	Tinggi
7	Tulisan mempengaruhi konsep sendiri kanak-kanak.		-	-	26 (26.8%)	60 (61.9%)	11 (11.3%)	3.84	0.601	Tinggi
8	Penguasaan tulisan tangan memberi kesan ke atas peningkatkan kualiti tulisan.		-	-	10 (10.3%)	64 (66.0%)	23 (23.7%)	4.13	0.571	Tinggi
9	Tulisan tangan yang kemas dapat meningkatkan keyakinan penulis.		-	7 (7.2%)	-	46 (47.4%)	44 (45.4%)	4.31	0.808	Tinggi
10	Kanak-kanak perlu menguasai tulisan tangan pada peringkat prasekolah.		-	-	2 (2.1%)	53 (54.6%)	42 (43.3%)	4.41	0.535	Tinggi
11	Tulisan tangan memberi kesan kepada perkembangan kerjaya.		3 (3.1%)	4 (4.1%)	36 (37.1%)	37 (38.1%)	17 (17.5%)	3.63	0.928	Sederhana
12	Tulisan tangan mempunyai impak kepada kehidupan kanak-kanak.		3 (3.1%)	4 (4.1%)	47 (48.5%)	33 (34.0%)	10 (10.3%)	3.44	0.853	Sederhana
Tahap keseluruhan kepentingan tulisan tangan								3.93	0.464	Tinggi

Berdasarkan Jadual 2 menunjukkan bahawa bagi item tulisan tangan adalah kemahiran pertama diajar kepada murid, seramai 36 orang (37.1%) guru prasekolah menyatakan setuju, seramai 34 orang (35.1%) guru prasekolah menyatakan kurang setuju, seramai 20 orang (20.6%) guru prasekolah menyatakan sangat setuju, seramai 4 orang (4.1%) guru prasekolah menyatakan sangat tidak setuju dan seramai 3 orang (3.1%) guru prasekolah menyatakan tidak setuju. Secara keseluruhan bagi item tulisan tangan adalah kemahiran pertama diajar kepada murid berada pada tahap tinggi dengan min = 3.67 dan sisihan piawai = 0.976.

Bagi item tulisan tangan mempengaruhi pencapaian akademik, seramai 37 orang (38.1%) guru prasekolah menyatakan setuju, seramai 36 orang (37.1%) guru prasekolah menyatakan kurang setuju, seramai 17 orang (17.5%) guru prasekolah menyatakan sangat setuju dan seramai 7 orang (7.2%) guru prasekolah menyatakan tidak setuju. Secara keseluruhan bagi item tulisan tangan mempengaruhi pencapaian akademik berada pada tahap sederhana dengan min = 3.66 dan sisihan piawai = 0.852. Bagi item tulisan tangan perlu diajar kepada murid prasekolah, seramai 51 orang (52.6%) guru prasekolah menyatakan sangat setuju dan seramai 46 (47.4%) guru prasekolah menyatakan setuju. Secara keseluruhan bagi item tulisan tangan perlu diajar kepada murid prasekolah berada pada tahap tinggi dengan min = 4.53 dan sisihan piawai = 0.502.

Bagi item tulisan mempengaruhi kebolehan komunikasi kanak-kanak berkesan, seramai 38 orang (39.2%) guru prasekolah menyatakan kurang setuju, seramai 35 orang (36.1%) guru prasekolah menyatakan setuju, seramai 16 orang (16.5%) guru prasekolah menyatakan sangat setuju dan seramai 4 orang (4.1%) guru prasekolah masing-masing menyatakan sangat tidak

setuju dan setuju. Secara keseluruhan tahap bagi item tulisan mempengaruhi kebolehan komunikasi kanak-kanak berkesan berada pada tahap sederhana dengan min = 3.57 dan sisihan piawai = 0.956.

Bagi item tulisan tangan yang sukar dibaca memberi kesan kepada proses pembelajaran, seramai 51 orang (52.6%) guru prasekolah menyatakan setuju, seramai 30 orang (30.9%) guru prasekolah menyatakan sangat setuju, seramai 15 orang (15.5%) guru prasekolah menyatakan kurang setuju dan seramai 1 orang (1.0%) menyatakan tidak setuju. Secara keseluruhan tahap bagi item tulisan tangan yang sukar dibaca memberi kesan kepada proses pembelajaran berada pada tahap tinggi dengan min = 4.13 dan sisihan piawai = 0.702.

Bagi item bentuk (formasi) huruf salah menjejaskan kebolehbacaan perkataan tulis, seramai 61 orang (62.9%) guru prasekolah menyatakan setuju, seramai 15 orang (15.5%) guru prasekolah menyatakan kurang setuju, seramai 14 orang (14.4%) guru prasekolah menyatakan sangat setuju dan seramai 7 orang (7.2%) guru prasekolah menyatakan tidak setuju. Secara keseluruhan bagi item bentuk (formasi) huruf salah menjejaskan kebolehbacaan perkataan tulis berada pada tahap tinggi dengan min = 3.84 dan sisihan piawai = 0.755.

Bagi item tulisan mempengaruhi konsep sendiri kanak-kanak, seramai 60 orang (61.9%) guru prasekolah menyatakan setuju, seramai 26 orang (26.8%) guru prasekolah menyatakan kurang setuju dan seramai 11 orang (11.3%) guru prasekolah menyatakan sangat setuju. Secara keseluruhan bagi item Tulisan mempengaruhi konsep sendiri kanak-kanak berada pada tahap tinggi dengan min = 3.84 dan sisihan piawai = 0.601.

Bagi item penguasaan tulisan tangan memberi kesan ke atas peningkatan kualiti tulisan, seramai 64 orang (66.0%) guru prasekolah menyatakan setuju, seramai 23 orang (23.7%) guru prasekolah menyatakan sangat setuju dan seramai 10 orang (10.3%) guru prasekolah menyatakan kurang setuju. Secara keseluruhan bagi item penguasaan tulisan tangan memberi kesan ke atas peningkatan kualiti tulisan berada pada tahap tinggi dengan min = 4.13 dan sisihan piawai = 0.571.

Bagi item tulisan tangan yang kemas dapat meningkatkan keyakinan penulis, seramai 46 orang (47.4%) guru prasekolah menyatakan setuju, seramai 44 orang (45.4%) guru prasekolah menyatakan sangat setuju dan seramai 7 orang (7.2%) guru prasekolah menyatakan tidak setuju. Secara keseluruhan bagi item tulisan tangan yang kemas dapat meningkatkan keyakinan penulis berada pada tahap tinggi dengan min = 4.31 dan sisihan piawai = 0.808.

Bagi item kanak-kanak perlu menguasai tulisan tangan pada peringkat prasekolah, seramai 53 orang (54.6%) guru prasekolah menyatakan setuju, seramai 42 orang (43.3%) guru prasekolah menyatakan sangat setuju dan seramai 2 orang (2.1%) guru prasekolah menyatakan kurang setuju. Secara keseluruhan bagi item kanak-kanak perlu menguasai tulisan tangan pada peringkat prasekolah berada pada tahap tinggi dengan min = 4.41 dan sisihan piawai = 0.535.

Bagi item tulisan tangan memberi kesan kepada perkembangan kerjaya, seramai 37 orang (38.1%) guru prasekolah menyatakan setuju, seramai 36 orang (37.1%) guru prasekolah menyatakan kurang setuju, seramai 17 orang (17.5%) guru prasekolah menyatakan sangat setuju, seramai 4 orang (4.1%) guru prasekolah menyatakan tidak setuju dan seramai 3 orang (3.1%) guru prasekolah menyatakan sangat tidak setuju. Secara keseluruhan bagi item tulisan tangan memberi kesan kepada perkembangan kerjaya berada pada tahap sederhana dengan min = 3.63 dan sisihan piawai = 0.928.

Bagi item tulisan tangan mempunyai impak kepada kehidupan kanak-kanak, seramai 47 orang (48.5%) guru prasekolah menyatakan kurang setuju, seramai 33 orang (34.0%) guru prasekolah menyatakan setuju, seramai 10 orang (10.3%) guru prasekolah menyatakan sangat setuju, seramai 4 orang (4.1%) guru prasekolah menyatakan tidak setuju dan seramai 3 orang (3.1%) guru prasekolah menyatakan sangat tidak setuju. Secara keseluruhan bagi item tulisan

tangan mempunyai impak kepada kehidupan kanak-kanak berada pada tahap sederhana dengan min = 3.44 dan sisihan piawai = 0.853.

Secara keseluruhan kepentingan tulisan mengikut persepsi guru prasekolah berada pada tahap tinggi dengan min = 3.93 dan sisihan piawai = 0.464. Ini menunjukkan bahawa guru-guru prasekolah menyatakan bahawa tulisan tangan adalah penting bagi murid-murid prasekolah.

Persoalan Kajian Dua

Apakah tahap persetujuan guru prasekolah terhadap penilaian tulisan tangan murid-murid prasekolah?

Jadual 3: Tahap Persetujuan Penilaian Tulisan Tangan

No	Item	STS	TS	KS	S	SS	Min	Sisihan Piawai	Tahap
1	Menilai kualiti keseluruhan tulisan	-	5 (5.2%)	34 (35.1%)	49 (50.5%)	9 (9.3%)	3.64	0.724	Sederhana
2	Menilai pembentukan (formasi) huruf yang betul	-	2 (2.1%)	5 (5.2%)	76 (78.4%)	14 (14.4%)	4.05	0.528	Tinggi
3	Menilai keragaman saiz huruf-huruf	-	2 (2.1%)	43 (44.3%)	47 (48.5%)	5 (5.2%)	3.57	0.628	Sederhana
4	Menilai jarak diantara huruf-huruf	-	-	19 (19.6%)	73 (75.3%)	5 (5.2%)	3.86	0.478	Tinggi
5	Menilai jarak diantara perkataan	-	-	7 (7.2%)	75 (77.3%)	15 (15.5%)	4.08	0.471	Tinggi
6	Menilai saiz huruf-huruf	-	2 (2.1%)	33 (34.0%)	57 (58.8%)	5 (5.2%)	3.67	0.608	Tinggi
7	Menilai kedudukan huruf-huruf	-	-	15 (15.5%)	76 (78.4%)	6 (6.2%)	3.91	0.458	Tinggi
8	Menilai kekemasan tulisan	-	-	11 (11.3%)	71 (73.2%)	15 (15.5%)	4.04	0.519	Tinggi
9	Menilai penggunaan huruf kecil dengan huruf besar	-	-	5 (5.2%)	73 (75.3%)	19 (19.6%)	4.14	0.478	Tinggi
10	Menilai kebolehan tulisan	-	-	14 (14.4%)	63 (63.9%)	20 (20.6%)	4.06	0.592	Tinggi
Tahap keseluruhan penilaian tulisan tangan							3.90	0.336	Tinggi

Berdasarkan Jadual 3 menunjukkan bahawa bagi item menilai kualiti keseluruhan tulisan, seramai 49 orang (50.5%) guru prasekolah menyatakan setuju, seramai 34 orang (35.1%) guru prasekolah menyatakan kurang setuju, seramai 9 orang (9.3%) guru prasekolah menyatakan sangat setuju dan seramai 5 orang (5.2%) guru prasekolah menyatakan tidak setuju. Secara keseluruhan bagi item menilai kualiti keseluruhan tulisan berada pada tahap sederhana dengan min = 3.64 dan sisihan piawai = 0.724.

Bagi item menilai pembentukan (formasi) huruf yang betul, seramai 76 orang (78.4%) guru prasekolah menyatakan setuju, seramai 14 orang (14.4%) guruprasekolah menyatakan sangat setuju, seramai 5 orang (5.2%) guru prasekolah menyatakan kurang setuju dan seramai 2 orang (2.1%) guru prasekolah menyatakan tidak setuju. Secara keseluruhan bagi item menilai pembentukan (formasi) huruf yang betul berada pada tahap tinggi dengan min = 4.05 dan sisihan piawai = 0.528.

Bagi item menilai keragaman saiz huruf-huruf, seramai 47 orang (48.5%) guru prasekolah menyatakan setuju, seramai 43 orang (44.3%) guru prasekolah menyatakan kurang setuju, seramai 5 orang (5.2%) guru prasekolah menyatakan sangat setuju dan seramai 2 orang (2.1%) guru prasekolah menyatakan tidak setuju. Secara keseluruhan bagi item menilai keragaman saiz huruf-huruf berada pada tahap sederhana dengan $\text{min} = 3.57$ dan sisihan piawai = 0.628.

Bagi item menilai jarak di antara huruf-huruf, seramai 73 orang (75.3%) guru prasekolah menyatakan setuju, seramai 19 orang (19.6%) guru prasekolah menyatakan kurang setuju dan seramai 5 orang (5.2%) guru prasekolah menyatakan sangat setuju. Secara keseluruhan bagi item menilai jarak di antara huruf-huruf berada pada tahap tinggi dengan $\text{min} = 3.86$ dan sisihan piawai = 0.478.

Bagi item menilai jarak di antara perkataan, seramai 75 orang (77.3%) guru prasekolah menyatakan setuju, seramai 15 orang (15.5%) guru prasekolah menyatakan sangat setuju dan seramai 7 orang (7.2%) guru prasekolah menyatakan kurang setuju. Secara keseluruhan bagi item menilai jarak di antara perkataan berada pada tahap tinggi dengan $\text{min} = 4.08$ dan sisihan piawai = 0.471.

Bagi item menilai saiz huruf-huruf, seramai 57 orang (58.8%) guru prasekolah menyatakan setuju, seramai 33 orang (34.0%) guru prasekolah menyatakan kurang setuju, seramai 5 orang (5.2%) guru prasekolah menyatakan sangat setuju dan seramai 2 orang (2.1%) guru prasekolah menyatakan tidak setuju. Secara keseluruhan bagi item menilai saiz huruf-huruf berada pada tahap tinggi dengan $\text{min} = 3.67$ dan sisihan piawai = 0.608.

Bagi item menilai kedudukan huruf-huruf, seramai 76 orang (78.4%) guru prasekolah menyatakan setuju, seramai 15 orang (15.5%) guru prasekolah menyatakan kurang setuju dan seramai 6 orang (6.2%) guru prasekolah menyatakan sangat setuju, seramai 15 orang (15.5%) guru prasekolah menyatakan kurang setuju. Secara keseluruhan bagi item menilai kedudukan huruf-huruf berada pada tahap tinggi dengan $\text{min} = 3.91$ dan sisihan piawai = 0.458.

Bagi item menilai kekemasan tulisan, seramai 71 orang (73.2%) guru prasekolah menyatakan setuju, seramai 15 orang (15.5%) guru prasekolah menyatakan sangat setuju, seramai 11 orang (11.3%) guru prasekolah menyatakan kurang setuju. Secara keseluruhan bagi item menilai kekemasan tulisan berada pada tahap tinggi dengan $\text{min} = 4.04$ dan sisihan piawai = 0.519.

Bagi item menilai penggunaan huruf kecil dengan huruf besar, seramai 73 orang (75.3%) guru prasekolah menyatakan setuju, seramai 19 orang (19.6%) guru prasekolah menyatakan sangat setuju dan seramai 5 orang (5.2%) guru prasekolah menyatakan kurang setuju. Secara keseluruhan bagi item menilai penggunaan huruf kecil dengan huruf besar berada pada tahap tinggi dengan $\text{min} = 4.14$ dan sisihan piawai = 0.478.

Bagi item menilai kebolehan tulisan, seramai 63 orang (63.9%) guruprasekolah menyatakan setuju, seramai 20 orang (20.6%) guru prasekolah menyatakan sangat setuju dan seramai 14 orang (14.4%) guru prasekolah menyatakan kurang setuju. Secara keseluruhan bagi item menilai kebolehan tulisan berada pada tahap tinggi dengan $\text{min} = 4.06$ dan sisihan piawai = 0.592.

Secara keseluruhan dapat dirumuskan bahawa persepsi guru terhadap penilaian tulisan tangan ialah berada pada tahap tinggi dengan $\text{min} = 3.90$ dan sisihan piawai = 0.336. Hal ini menunjukkan bahawa penilaian tulisan tangan ialah penting dilakukan bagi guru-guru prasekolah.

Perbincangan Kajian

Hasil analisis yang dijalankan, didapati persepsi guru prasekolah berada pada tahap tinggi dengan $\text{min} = 3.93$ dan sisihan piawai = 0.464. Ini menunjukkan bahawa guru-guru prasekolah

menyatakan bahawa tulisan tangan adalah penting bagi murid-murid prasekolah. Tingginya pendapat guru tentang pentingnya tulisan tangan bagi murid-murid prasekolah mungkin disebabkan tulisan tangan merupakan asas bagi murid prasekolah untuk melanjutkan pendidikan yang diterima kepada peringkat pendidikan yang lebih tinggi. Selari dengan Case-Smith (2001) menyatakan bahawa kanak-kanak yang tidak menguasai kemahiran-kemahiran asas ini akan menghadapi masalah dalam tulisan iaitu tulisan menjadi tidak lancar dan sukar atau tidak boleh dibaca. Masalah ini akan menjadi penghalang bagi murid untuk menerima ataupun mengubah cara penulisan ke arah yang lebih baik lagi. Menurut Allen (2003), kelemahan kawalan tulisan yang otomatis boleh mempengaruhi kebolehan murid menulis, mempengaruhi keyakinan diri dan menggalakkannya untuk menghindari aktiviti penulisan. Oleh itu, penting bagi seorang guru prasekolah untuk mempunyai kemahiran bagi membentuk tulisan tangan murid prasekolah. Secara keseluruhan daripada dapatan kajian tentang kepentingan tulisan tangan dapat dirumuskan bahawa guru-guru prasekolah menyatakan tulisan tangan perlu diajarkan bagi murid prasekolah.

Persepsi guru terhadap penilaian tulisan tangan ialah berada pada tahap tinggi dengan $\text{min} = 3.90$ dan sisihan piawai = 0.336 . Hal ini menunjukkan bahawa penilaian tulisan tangan ialah penting dilakukan bagi guru-guru prasekolah. Dapatan kajian ini menunjukkan bahawa guru-guru merasa penting untuk melakukan penilaian tulisan tangan murid prasekolah. Hal ini bertujuan untuk mengawal kesilapan murid dalam aktiviti menulis. Kesilapan di peringkat awal sekiranya tidak dibaiki adalah sukar untuk diperbetulkan. Oleh itu, dicadangkan agar kanak-kanak sejak awal perlu diajar tulisan yang jelas, mudah dan efisien (Sassoon et al. 1986). Penilaian-penilaian yang dilakukan oleh guru juga perlu mengambilkira kriteria-kriteria tertentu seperti cara menulis, alat tulis yang digunakan, cara memegang alat tulis dan lainnya seperti yang dimuatkan dalam pengajaran tulisan mengikut Huraian Kurikulum Standard Prasekolah Kebangsaan (2010).

Secara keseluruhannya dari segi penilaian tulisan tangan, dapatan kajian ini menunjukkan bahawa guru menyatakan bahawa perlu dilakukan penilaian tulisan tangan dari segi penggunaan huruf kecil dengan huruf besar, menilai jarak di antara perkataan, menilai kebolehan tulisan, menilai pembentukan huruf yang betul dan menilai kemasan tulisan. Oleh itu, pertimbangan-pertimbangan ini perlu diberi perhatian bagi memantapkan lagi tulisan tangan murid-murid prasekolah.

Implikasi Kajian

Kajian dapat memberikan gambaran bahawa guru-guru prasekolah harus mempunyai pengetahuan dalam mengembangkan kemahiran tulisan tangan murid. Berdasarkan dapatan kajian menunjukkan bahawa guru prasekolah menyatakan bahawa kepentingan tulisan tangan berada pada tahap yang tinggi. Hal ini menunjukkan bahawa guru-guru mempunyai persepsi bahawa tulisan tangan ialah sangat penting bagi murid prasekolah. Berdasarkan kajian lepas, ramai menyatakan bahawa guru-guru bersetuju bahawa tulisan tangan ini ialah hal yang sangat penting bagi kanak-kanak. Kajian-kajian lepas menyatakan bahawa kanak-kanak harus dimulakan dengan kemahiran awal tulis sebelum mereka diajar menulis (Alston & Taylor 1987; Case-Smith 2001; Slavin, Karweit & Wasik 1994). Oleh itu, dapatan kajian ini merumuskan cadangan bahawa seseorang guru perlu mengetahui kepentingan tulisan tangan dalam pembelajaran kanak-kanak di peringkat prasekolah serta penggunaan bahan sumber pengajaran yang sesuai dan berkesan sebagai rujukan semasa merancang pengajarannya. Hal ini bertujuan untuk memberikan kemudahan kepada murid itu sendiri dalam menguasai ilmu yang mereka peroleh ke peringkat yang lebih tinggi. Selari dengan pernyataan yang diungkapkan oleh kajian lepas iaitu tulisan juga mempengaruhi kebolehan kanak-kanak untuk

berkomunikasi dengan efektif (Graham et al. 1998; Hamstra-Bletz & Blote 1993). Hal ini boleh menjejaskan kemampuan kanak-kanak untuk menerima pengetahuan yang lebih tinggi lagi.

Guru-guru prasekolah lebih banyak menggunakan buku kerja dan melakukan perbincangan dengan guru prasekolah yang berpengalaman sebagai rujukan dalam pengajaran tulisan tangan. Hal ini boleh dijadikan satu pertimbangan bahawa perlu adanya bahan rujukan guru yang lebih baik lagi dalam meningkatkan pengetahuan dan kemahiran guru ketika mengajarkan tulisan tangan. Bukan sahaja fokus kepada buku kerja, tetapi juga memberikan bahan rujukan yang lain agar mampu meningkatkan pengetahuan guru dalam meningkatkan kemahiran tulisan kanak-kanak.

Dapatan kajian ini juga mendapati jangka masa latihan asas guru adalah penting untuk seseorang guru meningkatkan kemahiran penyampaian pengajaran khususnya dalam kemahiran tulisan. Program Sijil Perguruan dan Diploma mengambil masa latihan selama tiga tahun sangat signifikan untuk memenuhi bidang pedagogi secara menyeluruh dan dapat memberi penekanan kepada amalan praktikum yang membantu pelatih menguasai kemahirannya. Interaksi guru pelatih bersama pensyarah dengan jumlah jam kredit pembelajaran yang mencukupi banyak membantu latihan yang berkesan. Guru pelatih mempunyai ruang untuk mengesan serta memperbaiki kelemahan pedagogi. Manakala Kursus Lepas Ijazah dengan tempoh latihan selama setahun didapati tidak mencukupi bagi interaksi pembelajaran bagi membolehkan seseorang guru pelatih itu mendapat amalan pedagogi yang berkesan. Adalah dicadangkan agar Kursus Perguruan Lepas Ijazah dijalankan dalam jangka masa tiga tahun atau tiga setengah tahun. Dalam tempoh itu guru pelatih dapat menguasai kemahiran tulisan secara teori dan amali.

Daripada dapatan kajian ini juga dicadangkan supaya kepentingan kemahiran tulisan dalam kalangan murid dijadikan suatu polisi khas pembelajaran oleh pihak pengurusan sekolah. Pihak pengurusan sekolah boleh menetapkan strategi untuk menguasai kepentingan tulisan tangan. Institusi sekolah juga boleh berperanan bagi memperkukuhkan aspek kepentingan tulisan tangan dalam kalangan murid-murid prasekolah. Ini boleh dilaksanakan melalui usaha pihak pengurusan sekolah menjadikan polisi ini sebagai elemen penilaian kompetensi seseorang guru. Dengan menilai pemahaman para guru prasekolah, kajian ini mencadangkan keperluan kepada menentukan polisi atau dasar lebih jelas dan konsisten berhubung tulisan tangan. Ini akan membantu guru dalam bidang berkaitan berusaha menangani kanak-kanak yang mempunyai masalah dengan tulisan tangan.

Kesimpulan

Guru dalam mengajar kemahiran menulis untuk kanak-kanak prasekolah perlu mempunyai pengetahuan isi kandungan pengajaran tulisan tangan. Daripada pengetahuan pengajaran kemahiran menulis dapat guru mengetahui secara spesifik tentang perkara yang perlu diketahui dan dikuasai oleh kanak-kanak prasekolah pada peringkat awal persekolahan. Pada peringkat ini, penguasaan aktiviti pratulisan dan kemahiran tulisan tangan memainkan peranan penting untuk membolehkan murid menguasai kemahiran menulis. Guru perlu pengetahuan pedagogi yang mantap dalam pengajaran khususnya dalam pengajaran tulisan tangan agar memupuk kanak-kanak mempelajari tulisan tangan yang kemas pada peringkat awal boleh mempengaruhi pembelajaran mereka dengan baik pada masa hadapan. Oleh itu, peranan guru sangatlah penting bagi memantapkan lagi tulisan tangan murid prasekolah.

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Date: 26-27 June 2021

Venue: Cameron Highland, Malaysia

Website: <https://submit.confbay.com/conf/ircase2> @ <http://2ircase2021.egax.org/>

Email: ircaseofficial@gmail.com; conference2@egax.org



ICAT 2021

**International Conference on Applied Thermofluids & Computational Fluids Mechanics
(ICAT 2021)**

Date: 26-27 June 2021

Venue: Cameron Highland, Malaysia

Website: <https://submit.confbay.com/conf/icat1> @ <http://icat2021.egax.org/>

Email: icatofficial1@gmail.com; conference2@egax.org



2nd ICMASIT 2021

**2nd international Conference on Multidisciplinary Approaches in Social Sciences, Islamic
and Technology (2nd ICMASIT 2021)**

Date: 3-4 July 2021

Venue: Langkawi, Malaysia

Website: <https://submit.confbay.com/conf/icmasit2> @ <http://icmasit2021.egax.org/>

Email: icmasitofficial@gmail.com; conference2@egax.org



**4th International Conference on Tourism, Technology and Business Management 2021
(4th ICTTBM 2021)**

Date: 1-2 August 2021

Venue: Kota Bharu, Kelantan, Malaysia

Website: <https://submit.confbay.com/conf/icttbtm4> @ <http://icttbtm2021.egax.org/>

Email: icttbtmofficial@gmail.com; conference2@egax.org



**4th International Research Conference on Humanities, Social Sciences and Technology 2021
(4th IRCHST 2021)**

Date: 21-22 August 2021

Venue: Kuala Lumpur, Malaysia

Website: <https://submit.confbay.com/conf/irchst4> @ <http://irchst2021.egax.org/>

Email: irchstofficial@gmail.com; conference2@egax.org



2nd International Conference on Innovation Approaches in Business, Education and Technology (2nd ICIABET 2021)

Date: 18-19 September 2021

Venue: Cameron Highland, Malaysia

Website: <https://submit.confbay.com/conf/iciabet2> @ <http://iciabet2021.egax.org/>

Email: iciabetofficial@gmail.com; conference2@egax.org



3rd Penang International Multidisciplinary Conference 2021 (3rd PIMC 2021)

Date: 25-26 September 2021

Venue: Penang, Malaysia

Website: <https://submit.confbay.com/conf/pimc3> @ <http://3pimc2021.egax.org/>

Email: pimcconferences@gmail.com; conference2@egax.org



**6th International Conference on Social Sciences, Humanities and Technology 2021
(6th ICSHT 2021)**

Date: 23-24 October 2021

Venue: Sabah, Malaysia

Website: <https://submit.confbay.com/conf/icsht6> @ <http://icsht2021.egax.org/>

Email: icshtofficial@gmail.com; conference2@egax.org



4th Langkawi International Multidisciplinary Conference 2021 (4th LIMC 2021)

Date: 20-21 November 2021

Venue: Langkawi, Malaysia

Website: <https://submit.confbay.com/conf/limc4> @ <http://4limc2021.egax.org/>

Email: limcconf2019@gmail.com; conference2@egax.org



4th IRCMST 2021

4th International Research Conference on Multidisciplinary in Social Sciences and Technology (4th IRCMST 2021)

Date: 27-28 November 2021

Venue: Kuala Lumpur, Malaysia

Website: <https://submit.confbay.com/conf/ircmst4> @ <http://4ircmst2021.egax.org/>

Email: ircmstofficial@gmail.com; conference2@egax.org



5th IRCHST 2021

5th International Research Conference On Humanities, Social Sciences and Technology (5th IRCHST 2021)

Date: 11-12 December 2021

Venue: Kota Bharu, Kelantan, Malaysia

Website: <https://submit.confbay.com/conf/irchst5> @ <http://5irchst2021.egax.org/>

Email: irchstofficial@gmail.com; conference2@egax.org



3rd IRCASE 2021

3rd International Research Conference on Applied Sciences and Engineering 2021 (3rd IRCASE 2021)

Date: 11-12 December 2021

Venue: Kota Bharu, Kelantan, Malaysia

Website: <https://submit.confbay.com/conf/ircase3> @ <http://3ircase2021.egax.org/>

Email: ircaseofficial@gmail.com; conference2@egax.org



5th ICIEL 2021

5th International Conference on Islamic, Education and Law 2021 (5th ICIEL 2021)

Date: 18-19 December 2021

Venue: Ipoh, Perak, Malaysia

Website: <https://submit.confbay.com/conf/iciel5> @ <http://iciel2021.egax.org/>

Email: icielofficial@gmail.com; conference2@egax.org



**International Virtual Conference on Social Sciences, Engineering and Technology 2021
(IVCoSET 2021)**

Date: 8 September 2021

Venue: Online

Website: <https://submit.confbay.com/conf/ivcoset2021> @ <http://ivcoset2021.egax.org/>

Email: ivcosetofficial@gmail.com; conference2@egax.org



**4th International Research Conference on Multidisciplinary in Social Sciences and
Technology (4th IRCMST 2021)**

Date: 2 December 2021

Venue: Online

Website: <https://submit.confbay.com/conf/ivceis2021> @ <http://ivceis2021.egax.org/>

Email: ivceisofficial@gmail.com; conference2@egax.org



**International Virtual Conference on Social Sciences, Education and Innovation 2021
(IVCoSEI 2021)**

Date: 14 June 2021

Venue: Online

Website: <https://submit.confbay.com/conf/ivcosei2021> @ <http://ivcosei2021.egax.org/>

Email: ivcoseiofficial@gmail.com; conference2@egax.org

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