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**20-22 APRIL, 2016**

**UniSZA, TERENGGANU, MALAYSIA**

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**PROCEEDINGS OF THE INTERNATIONAL SOCIAL SCIENCES  
AND TOURISM RESEARCH CONFERENCE 20-22 APRIL 2016**

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## **PREFACE**

Welcome to the inaugural International Social Sciences and Tourism Research Conference 2016, and the Faculty of Applied Social Sciences, Universiti Sultan Zainal Abidin, is very pleased to host the two-day event. This international conference focuses on a wide range of social science and tourism disciplines, which are reflected in the diverse range of papers that have been submitted for oral presentation and publication. As the main organizer of the conference, we aim to provide a unique communication and discussion platform for the conference participants to promote scholarly research. It serves to demonstrate the relevance of the conference for sharing ideas and findings with the research community.

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Kuala Terengganu 2016



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**Persepsi Komuniti Tempatan Terhadap Pembangunan Infrastruktur dan Kemudahan Asas di Kuala Penyu, Sabah** 774-783  
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**PART A**

**SOCIAL**

**SCIENCES**



# ASEAN ATTITUDES TOWARD IMPLEMENTATION OF HUMAN RIGHTS PROTECTION LAW AT THE NATIONAL LEVEL

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## Abstract

The ASEAN Charter was entry into force of in 2007, a clear indication that ASEAN is moving firmly and decisively towards becoming a fully-fledged rules-based regional organization. Subsequently, numerous regional workshops on domestication of human rights obligations are organized, such as the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) and the Convention on the Rights of the Child (CRC) which have been ratified by all 10 ASEAN nations. Much were also deliberated on the national perspectives on incorporation, transformation and application of human rights treaty obligations as well as their national practices in giving effect to human rights obligations. The year 2009 witnessed the established of the ASEAN Intergovernmental Commission on Human Rights to promote human rights among the Association of Southeast Asian Nations (ASEAN). By the middle of 2012, the Commission had drafted the ASEAN Human Rights Declaration and its implementation process is overseen when the Declaration was adopted unanimously by all ASEAN Nations in Phnom Penh, November 2012. Although, the Declaration details ASEAN nations' commitment to human rights for its over 600 million population, it has been continually criticized for the lack of transparency and failure to consult with ASEAN civil society during drafting process, while the agreement is seen clearly in paper it is far from being real. This research aimed at overseeing various strategies lay down by concerned countries to perfectly meet up with the implementation of Human Rights Protection Law, and how such can be achieved amicable among the member states. Relevant provisions, roles and actions of state actors, non-state actors, and other responsible agents will be utilized in the discourse. Finding is aimed at assisting various member states of ASEAN as regional organization in the implementation of a unified Human Rights Law.

**Keywords:** *ASEAN, Attitudes, Human Rights, National Level, Transparency, Effective Methods*

## Introduction

The Association of Southeast Asia (ASEAN) entry into force the ASEAN Charter in 2007, the step that affirmed a significant and decisively moving towards becoming a fully fledged rules-based regional organization. One of the purposes of it is to strengthen democracy, enhance good governance and the rule of law, and to promote and protect human rights and fundamental freedoms, with regard to the rights and responsibilities of the member states of ASEAN. In November 2012, ASEAN leaders adopted the ASEAN Human Rights Declaration (AHRD), a product of the long and complicated negotiations, the deliberations led by the ASEAN Inter-governmental Commission on Human Rights.

Even though some quarters disagree, several observers believe that the ratification and adoption of the ASEAN Charter in 2008 is a milestone in the regional organization's development. The Charter made way for established practices of regional cooperation, creates a normative framework for the region and specifies major targets in an envisaged

process of accelerated regional integration. The Charter allows the establishment of an institutional architecture which promises to give greater attention to citizens' rights than hitherto. Following the adoption of the Charter, ASEAN created a regional human rights body, the ASEAN Intergovernmental Commission on Human Rights (AICHR), and the ASEAN Commission on the Promotion and Protection of the Rights of Women and Children (ACWC). Already in 2004 it had adopted a Declaration on the Elimination of Violence against Women in the ASEAN Region and in 2007 the ASEAN Declaration on the Protection and Promotion of the Rights of Migrant Workers. While in November 2012 the ASEAN Human Rights Declaration (AHRD) was adopted at the 21st ASEAN Summit in Phnom Penh, Cambodia (Jürgen RÜLAND, 2013).

The Declaration serves add benefits in various aspects to International Human Rights Law such as the recognition of the right to peace and the right to development, the need to give due regard to rights and responsibilities. ASEAN countries being state parties to legally binding treaties, namely the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) and the Convention on the Rights of the Child (CRC), are bound by the international law principle of *pactasuntservanda*. As a result, the ASEAN Intergovernmental Commission on Human Rights (AICHR) organized a regional workshop on domestication of human rights obligations in 2014. During the workshop, scholars shared ideas and national experiences on the implementation of human rights treaty obligations among ASEAN Member States. Most importantly, CEDAW and CRC ratified by all 10 ASEAN countries. Much were also deliberated on the national perspectives on incorporation, transformation and application of human rights treaty obligations as well as their national practices in giving effect to human rights obligations. In the sharing of experiences during the workshop, the sub region organization aims to achieve an acceptable standard of common adherence to norms of good conduct with respect to the rights of women and children. The workshop also hope at enhancing the regional legal cooperation in the realization of human rights under the ASEAN Charter, the AHRD and other international and regional human rights instruments to which ASEAN Member States are party (Catherine Shanahan Renshaw, 2013).

### **Nature of Human Rights in ASIA**

Prior to 2007 when ASEAN charter was adopted, it is well-known that there is no inter-governmental system for the protection of human rights in Asia even though there are various calls to have such a system. In contrast, Europe, the Americas and Africa, all have some form of inter-governmental system in this field. As such, it become an imperative for Asia to immediately advocate the region needs of human rights system parallel to other regions of the world. There are several numbers of complexities which should be borne in mind when reflecting on human rights issue in Asia. This shows that for years after other continent had made it a mandatory to adopt human rights law, Asia found it difficult to establish a system along the lines. One of the fundamental concerns in governmental circles in Asia is more to do with how to prevent developed countries from linking human rights implementation with the grant of aid or trade and related privileges, namely, "social clauses" or human rights conditionality which are now proposed by some regions in their discourse with Asia. It has to be further noted that Asia is heterogeneous for a unitary human rights system. This leads to the question whether one should explore projects at other levels, such as the sub-regional and the national, which may organically grow and ultimately provide the confidence and the rationale for a regional system.

Having bound by the above factors, one of the major delayed for implementing the Human rights law is that some Asian states governments claim that there are various Asian values which provide the background for a more Asian perception of human rights include the need for a strong government, deference to authority, respect for the community, and emphasis on economic development first, while political development is considered aftermath. The stand is one which rejects or limits human rights in so far as they pertain to ensuring that individuals have duties rather than rights in the face of the community. ASEAN states believed that while human rights are universal in principle, it must not override regional and national particularities. This viewpoint was propounded by the 1993 Bangkok Governmental Declaration on Human Rights, representing the governments of the Asia-Pacific region, which preceded the World Conference on Human Rights, held in the same year in Vienna.

However, most of these governments are reluctant to advance a regional system which provides room for the comprehensive promotion and protection of the whole gamut of international standards on human rights in the civil, political, economic, social and cultural spheres. They are particularly reticent about freedom of expression and freedom of association, multi-party system and elections, limits on national security, self-determination as linked with minorities and indigenous communities, and the role of human rights non-governmental organizations. Their fear of regional human rights machinery is based upon fear of transparency, accountability and responsibility in the face of the universality and indivisibility of human rights (Catherine Shanahan Renshaw, 2013)

ASEAN governments often claim that they favor a non-confrontational approach which is considered part of the culture of the region (known as ASEAN Way in southeast Asia). They tend to view much of the international protection of human rights as confrontational, or a scenario which they would prefer to avoid. This is linked with the fact that many view human rights violations as merely the internal affairs of a state and that it is not an area where the international community should exercise its protective mandate on behalf of the victims if this would lead to sticks such as sanctions. Of course, such a view is inconsistent with the international advocacy of human rights which believed that human rights violations are of international concern and cannot merely be classified as the internal affairs of a state. One has to further bear in mind the principle of non-interference, which has in many instances active among Asia nations compare to other continent. All the above can be said to have contributed to explain why the process towards a regional system was slow in Asia.

### **History of Human Rights in Southeast Asia**

Since its inception in 1967, ASEAN has been at the forefront of economic growth in its sub region. She broadened its emphasis from economics, trade and commerce to regional security issues. In this pursuit, the ASEAN Regional Forum was established to provide for a dialogue forum between the members of ASEAN and outside powers. Although some of the work of ASEAN touches upon human rights issues, it is normally indirect. To name few; ASEAN's existing programs concerning women's development, anti-drugs trade, and environmental cooperation, all are more or less related to human rights issues. Even though, they are classified as developmental programs rather than human rights programs per se. Moreover, there is great hesitation in governmental circles to address the political aspects of human rights. In accordance with ASEAN Way principle, the most vocal proponents among its members totally against human rights conditionality or what was considered social clauses. However, ASEAN has consistently shown commitment to

alleviating poverty through the provision of basic needs strategy. It adopted an approach that focuses on producing personal consumption items, on community services, and on productive and remunerative employment, all as an integral part of a country's development efforts. There has also been concern for increasing the participation of women and children in the political, economic, social, and cultural development of their countries. These concerns had measured, overlapped with socio-economic rights (Li-annThio, 2014).

It has to be admitted that despite the regional gradual development in economic, democracy has blossomed in some countries, the region is also rife with a variety of human rights violations. A good example in recent year is the case of Myanmar, ASEAN's reticence to put pressure on the country junta to abide by international human rights standards and to cede power to those who were democratically elected. The casting of a blind eye to human rights violations in Burma, and the so-called approach policy of ASEAN known as Constructive Engagement have been well documented by the United Nations. The embarked policy is based upon the hope that gradual dialogue and economic ties will render the junta more malleable "step-by-step". It is also a policy which opts for the primacy of economic and commercial ties with Burma, while marginalizing the human rights concerns which have been voiced internationally. Having finally overcome the decade long blockage because of the EU's sanction policy vis-à-vis Burma/Myanmar to protest its human rights violations and given the positive economic development in the region, the relationship got more traction as the EU engaged again more forcefully and visibly in the Asia Pacific region, well before the US launched its pivot to Asia in 2011 (Li-annThio, 2014).

Similarly, ASEAN also pre-occupied for enlarging itself to become the Southeast Asian Ten that was expected to include Laos, Cambodia and Burma at the time. The attitude towards Burma exemplifies a trait tendency among governmental circles to classify human rights violations as internal matters. This contradicts the international position which classifies them as matters of international concern. It also exemplifies a measure of political expediency or pragmatism based upon self-interest. It is a well-known fact, for instance, Indonesia who for many years illegally occupied East Timor in breach of United Nations resolutions. While it is politically expedient for that country to classify the East Timor issue as an internal matter, this obviously flies in the face of international law and human rights and conflicts with the international jurisdiction that legitimately seeks to protect the rights of the Timorese people (*Country Profile: Malaysia* 2010)

### **ASEAN Human Rights Violation at National Level**

In the post-Cold War era and during the Asian Financial Crisis of 1997-1998, ASEAN re-established itself and proved its political relevance as well as its functioning based on the intergovernmental approach of consensus and the 'ASEAN Way' of operating. This was marked by the ASEAN Charter of 2007 and claiming a central role in the Asia-Pacific region as a driver for regional integration ('ASEAN centrality') in developing a regional architecture such as ASEAN Regional Forum (ARF), ASEAN Plus 3, the East Asia Summit etc. was the means to re-invigorate the Association which had lost some of its steam because of the lack of a formal structure. The long standing relationship between the EU and ASEAN of more than 35 years has been beneficial for both: for ASEAN, the EU has been a source of inspiration for its integration process, and for the EU, ASEAN was the means to engage in the region. Having overcome the decade long blockage because of the



EU's sanction policy vis-à-vis Burma/Myanmar to protest its human rights violations and given the positive economic development in the region, the relationship got more traction as the EU engaged again more forcefully and visibly in the Asia Pacific region, well before the US launched its 'pivot' to Asia in 2011. (Wolfgang Benedek, 2014:185)

To understand the implication of human rights in ASEAN, one needs to investigate the nature of human rights violation in some member states. Hence ASEAN is comprised of ten states, countries like Myanmar has been widely dealt with by several writers, therefore this research prefer to focus only on four countries namely; Malaysia, Indonesia, Thailand and Singapore. In so doing, the researcher bears in mind that these four namely countries are practicing to some extent democratic system (IntanZulaikaArfudi, 2015).

**Malaysia:** The situation of human rights in Malaysia is controversial as there have been numerous allegations of [human rights](#) abuses in the country. Human rights groups and foreign governments are generally critical of the Malaysian government for certain provision that need to be repealed or amended. Such as the [Internal Security Act](#) and the Emergency Ordinance 1969 which allows for detention without trial or charge, it was a matter of concern for human rights organizations like [SUARAM](#) (Public Order and Prevention of Crime, 2010).

Several Malaysian laws are used to restrict basic human rights. Recent sweeping changes in these laws have been described by the government as human-rights reforms but, according to critics, have actually, in some regards, made restrictions even more stringent. The country's Ministry of Foreign Affairs has defended its strict controls on human rights with the explanation that the nation "takes a holistic approach to human rights in that it views all rights as indivisible and interdependent. In Malaysia, the rights of every citizen are protected by legal provisions in the Federal Constitution. But these rights are not absolute and are subject to, among others, public order, morality and security of the country." Hence, while claiming to "uphold...the universal principles of human rights," Malaysia finds it important to "take into account the history of the country as well as the religious, social and cultural diversities of its communities. This is claimed to be preserved, protected and respect for social harmony. The practices of human rights in Malaysia are reflections of a wider Asian value system where welfare and collective well-being of the community are more significant compared to individual rights (*Ministry of Foreign Affairs Malaysia, 2013*).

The country is especially well known for arresting persons without warrants and detaining them indefinitely without trial, and for placing strict limitations on freedom of speech, press, assembly, and association in the name of social order. Among the other problems cited in a US State Department report in 2011 are the abuse and even death of persons held by police; punishment by caning; trafficking in persons; systematic official prejudice in favour of ethnic Malays; forced labour by migrant workers, and child labour on plantations (*Ministry of Foreign Affairs Malaysia, 2013*). Historically, there are several strong and sweeping pieces of legislation that have long been used by Malaysia to restrict the human rights of individuals and thus preserve, in its view, social order. In 2008 Amnesty International summed up the state of human rights in Malaysia, in part, by noting that the government had tightened control of dissent and curtailed the right to freedom of expression and religion, arresting bloggers under the Sedition Act, using the Printing Presses and Publications Act (PPPA) to control the content of newspapers, and arbitrarily arresting several individuals under the Internal Security Act (ISA).

These provisions are: Internal Security Act which was passed in 1960. It is widely viewed as draconian, because it permits long-term detention without trial. It has been used over the decades systematically against individuals who have been viewed as threats to Malaysia's government or to the "social order" (*The Star*, 2013). Sedition Act is another powerful which dates back to 1948, when Malaysia was still under British rules. The Act restricted speech or writing that is considered to be seditious. Several individuals have been arrested and held under the Sedition Act, the effect of which has been to restrict freedom of expression in Malaysia. Printing Presses and Publications Act also was passed in 1984 during colonial era, it specifies that to publish anything without a government license that must be renewed every year by the Home Minister. Human rights views such Act a weapon to silence government critics and to ban various publications for a variety of reasons. As with the Sedition Act, the practical effect of the Printing Presses and Publications Act has been to severely restrict freedom of speech in Malaysia. The Police Act of 1967 allows the Malaysian police to detain persons without warrants, and has been used especially to restrict the freedom of assembly. Under the Police Act, until recently, police permits were required for gatherings of over four people, other than strikes.

In recent years, there were major developments for changing a number of these laws that were officially described as human-rights reforms. Although it has been widely criticized either for not going far enough or for, in fact, further restricting human rights (*Amnesty International*, 2013). For instance, on 15 September 2011, Prime Minister Datuk Seri Najib Tun Razak announced that the ISA would be totally repealed and be replaced by a new law that incorporates far more judicial oversight and limits the powers of the police to detain suspect for preventive reasons. The government also committed itself to the repeal of some of its other best known legal instruments for restricting human rights, including the Sedition Act and Emergency Declarations and Banishment Act, Section 27 of the Police Act, the Printing Presses and Publications Act and the Official Secrets Act. As a result, in April 2012, the Malaysian parliament passed the replacement for the ISA called the Security Offences (Special Measures) 2012 Act (SOSMA). Another progress made by Malaysia is the Peaceful Assembly Act (PAA) that was made to replace Section 27 of the Police Act, which required police permits for large gatherings. Under the new act, such permits are not necessary. Instead, organizers must give the police 10 days' notice of any planned gathering, after which the police will reply, outlining any restrictions they wish to place on the gathering. The new act forbids street protest, prohibits persons under 15 from taking part in gatherings, prohibits persons under 21 from organizing them, and bars them from taking place near public facilities such as schools, mosques, airports, railway stations, and other designated places (*New Straits Times*, 2013).

**Indonesia:** The Indonesian government has criticized on various subjects of Human rights. However, the country has a national human rights institution, the National Commission on Human Rights (Komnas HAM) since 1993. It enjoys a degree of independence from government and holds UN accreditation. It has been noted that over the past 13 years Indonesia has made great strides in becoming a stable, democratic country with a strong civil society and independent media. However, serious human rights concerns remain. While senior officials pay lip service to protecting human rights, they seem unwilling to take the steps necessary to ensure compliance by the security forces with international human rights and punishment for those responsible for abuses. In 2011 religious violence surged, particularly against Christians and Ahmadiyah, a group that considers itself Muslim but that some Muslims consider heretical. Violence continued to rack Papua and

West Papua provinces, while government did little for effective police investigations to subject perpetrators for accountability (World report, 2012).

The government strengthened the national police commission but a police has bad reputation in its accountability mechanism. It faced persistent allegations of human rights violations, including torture and other ill-treatment and use of unnecessary and excessive force. Provincial authorities in Aceh increasingly used caning as a judicial punishment, an Islamic law that has no recognition from human rights watch. Peaceful political activities continued to be criminalized in Papua and Maluku. Religious minorities were also alleged to have subjected to suffered discrimination, such as intimidation and physical attacks. Barriers to sexual and reproductive rights continued to affect women and girls (*Annual report Amnesty International, 2012*).

However, significant steps have been taken to reform the Indonesian government in National Police reform. For instance, In May 2010, the release of Papuan political prisoners who had demonstrated for independence was announced. The government further pursuing structural reforms; strengthen their effectiveness in preventing and detecting crime, maintaining public order and promoting the rule of law. Certain internal regulations have also been introduced by the police to ensure that international human rights standards are upheld during policing operations. Despite these positive moves, credible reports of human rights violations committed by the police continue to emerge, with police routinely using unnecessary and excessive force and firearms to quell peaceful protests. Police have been implicated in beatings, shootings and killings of people during mass demonstrations, land disputes or even routine arrests. Although the authorities have made some attempts to bring alleged perpetrators to justice using internal disciplinary mechanisms, criminal investigations into human rights violations by the police are all too rare, leaving many victims no access to justice and reparations. One of the factors contributed to it is the lack of an independent, effective, and impartial complaints mechanism which handles public complaints about police misconduct especially, the offences involving human rights violations. While existing bodies such as the National Human Rights Commission (Komnas HAM) or the National Police Commission (Kopolnas) are able to receive and investigate complaints from the public, they are not empowered to refer these cases directly to the Public Prosecutor's Office or to the police internal disciplinary body. As such, the transparency and fairness of such investigation is in question (*Amnesty International, July 2012*).

**Thailand:** The current (2007) [Constitution](#), drafted by a body appointed by the then [military junta](#), states at Article 4: "The human dignity, rights, liberty and equality of the people shall be protected. While Articles 26 to 69 set out an extensive range of specific rights in such areas as criminal justice, education, non-discrimination, religion and freedom of expression. The 2007 enactment reinstated much of the extensive catalogue of rights explicitly recognized in the [People's Constitution](#) of 1997. That Constitution outlined the right to free education, the rights of traditional communities, and the right to peacefully protest coups and other extra-constitutional means of acquiring power, the rights of children, the elderly, handicapped people's rights, and equality of the genders. Freedoms of information, the right to [freedom of speech](#), [freedom of press](#), peaceful assembly, [association](#), [religion](#), and movement within the country and abroad, and the right to public health and education and consumer rights are also recognized. A total of 40 rights, compared to only nine rights in the Constitution of 1932, were recognized in the 1997 Constitution. However, the 1997 Constitution was abrogated in September 2006

following a [military coup](#). The military regime imposed an interim constitution which had effect until the current version was approved a year later by referendum (Thanet Aphornsuvan, 2001).

Looking deeply at human rights violations, human trafficking is a major issue in Thailand. This includes misleading and kidnapping men from Cambodia by traffickers and selling them into illegal fishing boats that trawl the Gulf of Thailand and the South China Sea. These men are forced to work as sea slaves for years. Numerous international news organizations including The Guardian, AP, and The New York Times have extensively covered the topic; The Associated Press, in particular, has won prominent awards for their coverage (although not without controversy for overstating their role in combating trafficking). Children trafficking are also another major issue in Thailand forcing kidnapped children as young as four to use as sex slaves in major cities like Bangkok and Phuket. Such activities are especially rife in rural areas of Thailand (The Guardian Weekly, Jan. 30, 2009).

**Singapore:** The government in Singapore has broad powers to limit citizens' rights and to inhibit political opposition. In 2015, Singapore was ranked 153rd out of 175 nations by Reporters without Borders in the Worldwide Press Freedom Index. Freedom in the World scored Singapore 4 out of 7 for political freedom, and 4 out of 7 for civil liberties (where 1 is the most free), with an overall ranking of "partly free" for the year 2015 (*Freedom in the World 2015*, 2015).

Singaporean government put limits to political and civil rights such as freedom of expression, peaceful assembly, and association. The government is using overly broad legal provisions on security, public order, morality, and racial and religious harmony. Unlike Malaysia, the Singaporean Newspaper and Printing Presses Act require local newspapers to renew their registration every year and empower the government to limit circulation of foreign newspapers. The Ministry of Home Affairs Internal Security Department enforces the ISA as a counter to potential espionage, international terrorism, threats to racial and religious harmony, and subversion. The ISA permits indefinite detention without formal charges or recourse to trial, and has been used to imprison political opponents. The government maintains restrictions on freedom of assembly through provisions of the 2009 Public Order Act, which require a police permit for any cause-related assembly in a public place or to which members of the general public are invited. Associations of more than 10 individuals are required to register with the government, and the Registrar of Societies has broad authority to deny registration if the registrar determines that the group could be "prejudicial to public peace, welfare or good order (World Report 2015: Singapore Events of 2014).

On Criminal Justice System, Singapore continues to use the Internal Security Act (ISA) and Criminal Law (Temporary Provisions) to arrest and administratively detain persons for virtually unlimited periods without charge or judicial review. Government authorities publicly maintain that such laws are necessary to protect Singapore from international terrorist threats. Migrant workers rioted in December 2013 in the Little India area, torching stores, houses, and vehicles after a migrant was hit and killed by a bus. The violence was the worst Singapore had faced in decades. Twenty-five Indians were charged in connection with the riots. Fifty-two were deported, others were fined, and at least eight were jailed. Foreign migrant workers are subject to labor abuse and exploitation through debts owed to recruitment agents, non-payment of wages, restrictions on movement, confiscation of passports, and sometimes physical and sexual abuse. Foreign domestic



workers are still excluded from the Employment Act and many key labor protections, such as limits on daily work hours. Labor laws also discriminate against foreign workers by barring them from organizing and registering a union or serving as union leaders without explicit government permission. Although the 2011 parliamentary election has made significant change that led the opposition to make gains, and people have also heard their voice through social media and rallies in designated areas, but According to [Amnesty International](#), Singapore has signed only portion of the international agreements relating to human rights, while several agreements are yet to be signed. The international agreements related to human rights signed are: [Convention on the Elimination of All Forms of Discrimination Against Women](#) (CEDAW), [Convention on the Rights of the Child](#) (CRC), and Optional Protocol to the CRC on the involvement of children in armed conflict in 2008, while of 2010 Singapore has not signed the following; [International Covenant on Civil and Political Rights](#) (ICCPR), Second Optional Protocol to the ICCPR, aiming at the abolition of the death penalty, International Covenant on Economic, Social and Cultural Rights (ICESCR), [International Convention on the Elimination of All Forms of Racial Discrimination](#), Convention against Torture and Other Cruel, Inhuman or Degrading Treatment or Punishment, Convention relating to the Status of Refugees (1951), [Convention Relating to the Status of Refugees](#) (1967), Convention relating to the Status of Stateless Persons (1954), [Convention on the Reduction of Statelessness](#) (1961), [Rome Statute of the International Criminal Court](#)(*Amnesty International Report 2009, The State of the World's Human Rights. pp. 380-381*).

### **ASEAN Human Rights Declaration and the UN Concerns**

The ASEAN Intergovernmental Commission on Human Rights (AICHR) was inaugurated in October 2009 as a consultative body of the [Association of Southeast Asian Nations](#) (ASEAN). The [commission](#) exists to promote and protect [human rights](#), and regional co-operation on human rights among the member states. Articles 1.7, 2.2.i and 14 of the [ASEAN Charter](#) and other key ASEAN documents spelled Human rights. The Commission operates through consultation and consensus, and meeting at least twice per year, while its staff engaged in conducting thematic studies and preparing capacity building activities (ASEAN Secretariat, 2012).

The AICHR is directed by a body of Representatives, one per member state, each nominated by and answerable to their government and serving a three-year term, renewable once. The Commission has 14 mandates, mainly around the promotion and protection of human rights, capacity building, advice and technical assistance, information gathering and engagement with national, regional and international bodies. One of its mandates was to develop an [ASEAN Human Rights Declaration](#). The ASEAN leaders, in a statement on the AHRD's adoption, stated that they were committed "to ensure that the implementation of the AHRD be in accordance with our commitment to the Charter of the United Nations, the Universal Declaration of Human Rights, the Vienna Declaration and Program of Action, and other international human rights instruments to which ASEAN Member States are parties..." but when it was adopted in November 2012, it came under criticism from human rights groups for the fact that the declaration included wording that suggested that access to human rights was contingent on the performance of corresponding duties as every person has responsibilities to all other individuals, the community and the society where one lives (Navi Pillay, 2012).

Therefore, the Commission was described as toothless by the [Wall Street Journal](#), NGOs in the region also presented cases of alleged violations to it at its inaugural meeting in [Jakarta](#). The United Nations human rights chief welcomed the renewed commitment by leaders of ASEAN to universal human rights norms but she also expressed concern that the regional body's, retains language that is not consistent with international standards. Furthermore, the High Commissioner drew attention to elements of the AHRD that fall below international standards and called for ASEAN leaders to review their efforts on the Declaration, expressing concern over the lack of inclusive and meaningful consultation with civil society in the region during its preparation. The group of international experts stressed ASEAN's need to reaffirm in their Declaration the duty of States to promote and protect all human rights and fundamental freedoms regardless of their particular political, economic and cultural systems, OHCHR said, adding the group highlighted that 171 states had adopted this principle by consensus in the 1993 Vienna Declaration, and that ASEAN states had made a "significant contribution" to that effort in the Austrian capital. As a result, the High Commissioner maintained that the international human rights mechanisms will continue to hold ASEAN member states to their international obligations and encourage ASEAN to strengthen further its regional human rights framework (Navi Pillay, 2012).

Although ASEAN made both collective and individual pledge during the of Human rights declaration, each of them admitted that human right violations contributed to verities of violation such as inequality, poverty, discrimination etc. They all pledged to improve for instance Indonesia said his country attached great importance to the six strategic priorities established by the Office of the High Commissioner for Human Rights fighting poverty, inequality, discrimination, violence and impunity, as well as strengthening human rights machinery. It argued to have always believed that such human rights were interrelated to development and democracy, and that sustainable progress could not be made in any country where any of those factors was ignored or given priority over the others. Indonesia call the attention of Human rights commission to her earlier records such as; embarked on the promotion and protection of human rights under the Second National Action Plan that used a strategy consisting of six pillars, the strengthening of the implementing agencies at national and regional levels, the preparation for ratification of international human rights instruments, the harmonization of national legal institutions and legislation with international human rights instruments, the dissemination of human rights education; the implementation of human rights standards and norms, as well as monitoring, evaluating and reporting. Indonesia promised that the third phase of the National Plan would add a new pillar to better provide communication services to the people and strengthen the 456 local committees at the district level that had been established for purposes of implementation. Indonesia has also participated in the inauguration of the ASEAN Commission on the Promotion and Protection of the Rights of Women and Children, as well as the fifteenth workshop on regional cooperation for the promotion and protection of human rights in the Asia-Pacific region. Indonesia believed that those steps were "in the right direction" and stressed its commitment to strengthening the ASEAN Intergovernmental Commission on Human Rights. The nation invited the international community to support the Commission to ensure its success (United Nations Human Rights office of the High Commissioner, 2012).

Zahid Rastam, the former Ambassador to Philippine warned that each State had an inalienable right to choose its political, economic, social and cultural systems without interference, said those basic principles underpinned international human rights and should

not be taken lightly. He believed that debate on human rights was a healthy process towards realizing the highest standards of those rights, but it was up to States to create the conditions for enjoying civil and political rights, and ensuring the promotion and protection of economic, social and cultural rights, especially for developing nations. He stated that Malaysia was creating an environment for exercising human rights and fundamental freedoms in a multiracial and multi-ethnic society, such as, the principle of tolerance played a crucial role (United Nations Human Rights office of the High Commissioner, 2012).

On the death penalty, he said the Committee's past debates showed there was no consensus on that issue. His country imposed the death penalty only for the most serious crimes, but was reviewing all offences carrying that sentence and reconsidering the preferred charges. No such sentences had been carried out between the start of 2009 and April 2010. Malaysia had voted against the resolution regarding a moratorium on the use of the death penalty, as it was unbalanced. On the Universal Periodic Review, while it could be strengthened, it was a good alternative to country-specific reports and offered the chance for dialogue among countries with differing views. Concerned about "Islamophobia", he said the real issue was not between Muslims and non-Muslims, but between moderates and extremists of all religions, which was why Malaysia had called for the building of a "global movement of moderates" of all faiths committed to marginalizing extremists who had held the world hostage with their bigotry. Balance in the notions of defamation of religion, as well as on the freedom of religion, opinion and expression in conceptual, legal and practical terms was needed. Malaysia was reviewing its legal framework to ensure compatibility with each international human rights instrument, and considering accession to the International Covenant on Civil and Political Rights, among others. It also would prioritize increased support for the National Human Rights Commission (United Nations Human Rights office of the High Commissioner, 2012).

A spokesman for Singapore, Timothy Chin said that the discussions had demonstrated the evolution of human rights towards greater prevalence, sophistication and precision in the sixty-two years since the adoption of the Universal Declaration of Human Rights. However, the consensus of the international community remained fragile, modest and vulnerable to revisionist debates about the existence of a common set of core values. In the end, concern for human rights was often balanced against other national interests. Similarly, human rights advocacy was driven, not only by altruism, but by political and economic interests. He therefore believed that progress would depend on how well societies could understand and respect each other's historical and cultural differences, and on the issue of development, noting, there is no point in talking at each other since this is the surest way to ensure that no one is interested in listening. In particular he believed that no country or group of countries had the right to impose their position on the rest of the world.

He contended that Singapore remained committed to protecting the rights of each individual. In order to achieve success, he said, "rights could not be unlimited and freedoms cannot be unbridled", because an open society of excess and abandon would not be socially desirable or politically and economically stable. Singapore was able to strike a balance between the exercise of rights and the shouldering of responsibilities, and placed equal importance on the protection of societal rights not only individual rights. That balance point was the result of Singapore's own unique circumstances and development, and recognition that the Government was ultimately accountable to Singaporeans and did

not seek to impose its views on others. Finally, he said his country would continue to identify common objectives as it strived to promote humane standards of behavior.

Mr. Jakkrit Srivali Ambassador and Deputy Permanent Representative of Thailand to the United Nations said that human rights were among the top priorities of the Royal Thai Government, which remained committed to the promotion and protection of those rights in all relevant forums. Also high on its national agenda was the right to development and human security, he said, noting that the country had made great strides, most notably in the areas of gender equality, empowerment of women and maternal health. Further, his country's human rights protections extended beyond Thai citizens; its Employment of Aliens Act ensured that all registered migrant workers received the same welfare and labour protection entitlements as Thai workers. To that end, a fund was established to provide migrants with medical treatment and services in public hospitals, and all children, regardless of nationality, could attend school. The country had also stepped up its efforts to fight human trafficking and worked to support and encourage safe and legal means of migration.

Thailand remained active in various regional and international forums, including the newly established Association of Southeast Asian Nations (ASEAN) International Intergovernmental Commission on Human Rights. Thailand hoped to act as an intermediary between opposing views by promoting greater cooperation and consensus on human rights issues. "We hope to make the [Human Rights Council] an instrument for building common ground among different groups and regions," he said, adding that Thailand would address human rights challenges in a progressive manner. As his Prime Minister had said when Thailand was seeking a Human Rights Council seat: "Obstacles will remain...but if people are ready to reach out to one another as fellow human beings that will be the beginning of our success in ensuring the effective enjoyment of human rights, freedom and liberty (Nareeluc Pairchaiyapoom, 2015).

In his speech Carlos Sorreta, a former deputy chief mission to Philippine permanent to the United Nations said that his country prioritized the promotion and protection of human rights in its national agenda. At the sixty-first anniversary of the Universal Declaration of Human Rights last year, the Philippines had launched its National Human Rights Action Plan 2009-2014, which served as a blueprint for the implementation of the eight international human rights treaties it was a party to. Cognizant that the congruence of domestic and international human rights instruments was key to the advancement of human rights, his country was working to ensure that its domestic laws were in harmony with its commitments. He highlighted several acts put into effect on issues such as migrant employment, trafficking of migrants, and discrimination against them.

He believed that the full and effective implementation of human rights instruments can only be achieved when efforts at the domestic front are complemented by bilateral, regional and international cooperation," he said. The global financial and economic crisis had increased migrants' vulnerability to exploitation, such as by trafficking. His country agreed with the Special Rapporteur on Trafficking in Persons, Especially Women and Children that strengthened cooperation among Governments in key areas was vital in tackling that issue. To that end, the Philippines encouraged States to implement the Global Plan of Action to Combat Trafficking in Persons and to consider ratifying other relevant instruments, such as the Palermo Protocol and the International Convention on the Protection of the Rights of Migrant Persons and Members of their Families. Finally, he noted with concern that the Special Rapporteur on the Promotion and Protection of the

Right to Freedom of Opinion had listed his country as having the highest number of journalists killed in 2009.

### **Conclusion**

Despite ASEAN understanding of human rights, the pursuit of regional security and cooperative measures for promoting trade and economic development have been paramount ASEAN objectives. For insisting on a strict line between human rights policy and trade issues, ASEAN has marginalized human rights and has consistently opposed the use by foreign states or international organizations of economic or other forms of pressure to induce change in human rights practices. As a result, Myanmar atrocities toward human rights violation is less considered among ASEAN, although one has to argue that all ASEAN nations violating human rights in one way or the other. ASEAN member states display an antipathy towards critical scrutiny of their human rights records—for example, in reports from the United States Department of State or nongovernmental organizations (NGOs) like Amnesty International and Human Rights Watch. ASEAN's general response has been that this constitutes foreign intervention in domestic matters, which undermines state sovereignty and violates the sacred principle of non-intervention in internal affairs. Within the context of ASEAN itself, an emphasis on harmony, compromise and consensus in ordering interstate relations helps to preserve a fraternal silence with respect to the human rights violations of member states. ASEAN policy towards human rights has been one of reticence and non-engagement. In other words, ASEAN distinct between economy and political policy, cooperation on economy has been widely informed and benefitted through number of agreements, while political aspect lack behind.

The fact that ASEAN has shown clear willingness to engage in human rights discourse on their own terms, the 1993 World Conference on Human Rights placed the spotlight on human rights as a matter of international concern. The representatives of the five countries in scope have pledge to see the full implementation of human rights declaration. As a result, it established the ASEAN Intergovernmental Commission on Human Rights to promote human rights among the Association of Southeast Asian Nations (ASEAN) in 2009. A subsequent 2012 ASEAN Human Rights Declaration and its implementation process proved such willingness further. With this development, one can argue despite that ASEAN states did not disavow the universal character of the idea of human rights nor the noble cause of promoting human dignity it espoused. They did, however, insist that the application and mode of implementing human rights fall within the realm of national competence, subject to particular economic, social, and cultural realities. As a result, to make this recent declaration effective, member states need to work out all restriction from their domestic provision in line with the declaration laws. Failure to reach such uniformity will derive several questions for instance, whether such reluctance can allow ASEAN cooperation to move to the level of integration in the future, such as single currency, or single international identification e.g. ASEAN passport. Obviously, the effect of ASEAN reactions to human rights declaration will dictate their future collaboration towards the rest of the world.

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# ECOWAS SINGLE CURRENCY AND THE POLITICAL CONSTRAINTS

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## Abstract

Economic Community of West African States (ECOWAS), a regional institution comprising of fifteen nations. It emerged on May 28 1975 in Lagos Nigeria. One of the reasons behind the establishment is to ensure the existence of a single currency in the region. The desire to integrate the region into one economic bloc that will lead to the circulation of a single currency has been in the agenda of various regional heads of states conferences, but it was discovered that colonial loyalty and the long existing monetary cooperation of Francophone nations with France was a strong impediment towards the proposal of such target also member states have not been able to meet the set of convergence criteria which led to delays and shift of dates in establishing a common currency. In addition, there is lack of political will and fear of domination among ECOWAS member states. To solve this problem, it was agreed in April 2000 in Accra Ghana, a two-fast track approach strategy should be adopted for the realization of single currency. For the first track, the non West African Economic and Monetary Union (WAEMU) were to formed a second monetary union called the West African Monetary Zone (WAMZ) by July 2005, which comprises mainly of Anglophone nations, with the second track being the subsequent merging of WAEMU and WAMZ to form a single currency union in the region. This work is aimed at examining the political constrain behind the constant shifting of dates for ECOWAS single currency integration, those obstacles and other unforeseen circumstances that had contributed to the delay from the target dates shifting from 2003 to 2005, 2009 and 2015 was unachievable. The finding will suggest way for accelerating the plan action and ensure the newly target will not lapse as before. The research is qualitative in nature as such content analysis was adopted.

**Keywords:** *ECOWAS, Single Currency, Political Constraints, European Influences, and Regional Leader*

## Introduction

Following the trends towards globalization and the economies of scale derivable in largeness, many nations sharing common geographical location, language and culture found it important to come together as a regional body, intent on cooperating with one another in the areas of currency, security, trade, culture and sporting exchanges as well as free movement of citizens. People come together on the basis of parameters such as culture and common language due to the need for self-preservation. This need for security and self-preservation makes communities and nations to integrate and emerge (Thomas, 2010). In West African, one of such regional institution was formed known as Economic Community of West African States (ECOWAS) by a treaty of May 28 1975 in Lagos Nigeria on behalf of fifteen nations namely: Benin, Burkina Faso, Cape Verde, Cote d'Ivoire, Gambia, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Niger, Nigeria, Senegal, Sierra Leone and Togo. One of the primary purposes of coming together is to achieve the use of a common currency in the region as a basic integrating factor, facilitating both trade

and free movement of citizens. But several dates chosen for the realization of this objective has failed in the past and even the latest being 2015 was unrealistic.

ECOWAS was divided in their colonial loyalty to either Britain former colonies known as Anglophone West Africa, or France former colonies known as Francophone West Africa, both being the erstwhile colonial masters. Several efforts have been made to bridge this gap, thereby making the region an economic entity to realize the goal of a common currency. But the failure of several projected dates casts doubt as to the possibility of realizing the much expected monetary integration soon. Already, nine nations including Benin, Burkina Faso, Cape Verde, Cote d'Ivoire, Guinea Bissau, Mali, Niger, Senegal, and Togo are using a single currency, the CFA which is tied to the Euro via the French treasury. The remaining six nations of Gambia, Ghana, Guinea, Liberia, Nigeria and Sierra Leone have opted for a second monetary zone whose success will prepare the ground for future independent common currency in the region. Since the attainment of ECOWAS common currency depends on the success of the second monetary zone, the objective of this research work is to look at the political constrain regarding the issue of Economic Community of West African States (ECOWAS) single currency.

In an article published by ThisDay newspaper, Juliana Taiwo and Dele Ogbodo (2009) reported that, of the fifteen nations that make up ECOWAS, six including Gambia, Ghana, Guinea, Liberia, Nigeria and Sierra Leone belongs to West African Monetary Zone (WAMZ) while the rest belongs to the West Africa Economic and Monetary Union (WAEMU) francophone nations that has been using a common currency (CFA) dated back to 1960s. The authority of heads of states of WAMZ nations in their 24<sup>th</sup> meeting of the convergence council of ministers in Abuja said that December, 2009 was no longer feasible for the take-off of its single currency and monetary union within the region. Under the revised plan, West African Monetary Zone (WAMZ) expects to launch the currency named "ECO" by 2015, while the entire ECOWAS will adopt a single currency by 2020 with the establishment of an ECOWAS Central Bank.

### **ECOWAS Regional Integration**

Regional integration according to the European Union is the process of removing economic, political as well as social barriers which sharply differentiated one country from its neighbors, and formation of economic linkages which will manage and share resources among countries for achieving common national goals by mutual agreement (Lolette Kritzinger-Van Niekerk, 2011, p.12). According to Luk Van Langenhove and Phillippe De Lombaerde, regional integration is the process of huge scale of disparities among territories with their lowering of internal boundaries and rising external borders for free movement of services, goods, capitals, and human in form of unification, reducing barriers and isolation (Amadu et al., 2011, p.11).

Mambara Jacqueline defined regional integration as the collaboration of countries that are close to each other in terms of economic linkages and geographical location to sign an agreement on trade and other economic activities (Amadu et al., 2011, p.12). Regional integration projects are essentially aimed at addressing the national interests of member individually and collectively. It is worth noting that, regional integration encompasses domestic peace and security in the integrating states because apart from the destruction of infrastructure such as road networks, telecommunications and other important amenities, conflict diverts attention from regional integration projects as it was the case in Liberia, Sierra Leone and Cote d'Ivoire during their civil wars. Second regional integration enhanced political and civic commitment and mutual trust among the members; third there



must be a minimum threshold of macro-economic stability and good financial management among members state. According to S.K.B Asente regional integration refers to collaboration and cooperation with neighboring countries for achieving economic development (Amadu et al., 2011, Vol. 2 P 11). According to Thomas, as a result of the need for security and self preservation, people with common language and culture used to come together to form communities. Such is imperative for security, self-preservation and other issues makes communities to integrate, and nations emerge for achieving their goal and development (Thomas, 2010, p.47).

The idea of regional integration of European Union inspired West African Heads of States and government to consider the idea and apply it to their region in order to solve their problems of security, political, economic and social issues. Regional integration in West Africa was motivated by the integration processes in Western Europe due to much commitment of E.U towards integration. (Ogbeidi, 2010). According to Ogbonna and Ogundiwin, the emergence of the ECOWAS in 1975 by West African leaders through the signing of its treaty is a great achievement and success in the region and entire Africa. The region is heterogeneous in terms of historical background, colonialism and other complexities. By formation of ECOWAS, West Africa will achieve economic, security and political integration as well as cooperation (Ogbunna and Ogundiwin, 2013, p.221).

### **ECOWAS Monetary Integration**

Itsede stated that monetary integration is the monetary unification of participating member countries in economic union and involves the adoption of a common currency, coordinated exchange rate policies, and harmonization of fiscal and monetary policies (Itsede, 2002). Monetary integration provides the prospects of important benefits for participating countries, one advantage relate to the impact on resource improvement which is a central purpose of economic integration. This has two dimensions; in the first instance, monetary integration guarantees that currency restriction will never hinder trade between member countries. Moreover, the availability of convertible currency is clearly a basic requirement for effective market integration and for securing initial advantage of free trade among the group. Monetary integration also encourages the changes in investment allocation in the combined market that are required to secure full static gains from integration. Itsede further defined monetary integration as the existence of a single monetary zone with a high degree of monetary stability in the furtherance of economic integration. Monetary integration may be viewed as a continuum of arrangements ranging from what economists have dubbed 'optimum currency area' to a full blown monetary union (Itsede, 2002).

There are boundless economic benefits when nations or group of nations agree to come together and cooperate at different levels; one of such level of cooperation is monetary union or currency union. West African Monetary Institute (WAMI) defined monetary union as an integral component of economic integration and evolutionary process that culminates in the adoption of a common monetary policy by a number of countries ceding sovereignty on monetary matters to a common monetary authority responsible for issuing a common currency (WAMI, 2009). Monetary integration involves the explicit harmonization of monetary policies and the common pool of foreign exchange reserves under the authority of a single Central Bank.

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effective market integration and for securing initial advantage of free trade among the group. Monetary integration also encourages the changes in investment allocation in the combined market that are required to secure full gains from integration. The permanence of a monetary union requires a strong bond of solidarity among member countries. Thus, Cohen (1998) argued that in the absence of a dominant power with interest in making the arrangement function effectively on terms acceptable to all, there must be a genuine sense of community among the partners.

The adoption of a single currency will assist the ECOWAS to come up with policies to ensure free mobility of capital, labor, goods and services within its members. It will greatly also enhance monetary and economic integration of its members. A single currency is also referred as an international or a common currency used by a union of national economies. It is adopted by sovereign nations, when they endow a single institution with authority to issue money, and conduct monetary policy on behalf of its members.

The major problem of currency union is the loss of sovereignty and the freedom to decide how a particular country can solve internal and external problems without consultation. Again, given the rampant corruption among the leadership of developing countries ECOWAS nations inclusive, and the inefficiency of democratic institutions and principles to instill discipline and control in policies and governance, the establishment of reference benchmarks to which a group must adhere to and then ceding power to control monetary policy to an independent institution can be a source of forced discipline.

### **Factors that leads to the ECOWAS Single Currency**

Political instability, religious and ethnic conflict posed serious challenges among the ECOWAS nation-states. After the struggle to put in place democratic government in these countries, the leaders are confronted with another dimension of the struggle within the region, which is to bring lasting peace and stability in these countries. Over the years, ECOWAS had to direct her energy and resources to resolving political crises within the region. There have been civil wars in Sierra Leone, Liberia, Cote d'Ivoire and Cape Verde. For instance the recent power tussle in Cote d'Ivoire was one of the distractions to the community development plan. It is worthy of note that in all these cases, ECOWAS was able to effect stability in these warring nations, using ECOMOG. One could also add that political instability that persists in the region is as a result of bad governance, high poverty and illiteracy. In order to ensure peaceful co-existence among ECOWAS nations, is to increase intra-trade among member countries, encourages freedom of movement of persons and facilitate the establishment of a single capital market.

Another factor that contributed to ECOWAS single currency is the issue of the adoption of euro as a single currency by the members of European Union (EU) which has heightened the desire of other regional blocs to achieve similar status. ECOWAS has made it an urgent goal to introduce single currency among its members. Besides, the EU has declared that it will not be dealing with individual countries. This declaration has placed added burden on members of African, Caribbean and Pacific (ACP) countries to hasten their effort to become a viable economic bloc to enable them to maintain a common international voice in their political, trade and economic negotiations with other regional blocs.

## **The factors that Contributed to the actualization OF ECOWAS single currency**

The issue of single currency has been quite difficult to achieve particularly in the ECOWAS as a result of many problems which includes:

First, Political instability: The West African region is experiencing a lot of challenges in dealing with the present situation of political, religious and ethnic conflict affecting the region. After the struggle to put in place democratic government in these countries, the leaders are confronted with another form of the struggle within the region, which is to bring lasting stability and peace. These have rather occupied the minds of the leaders than single currency issue. Over the years, ECOWAS had to direct her energy and resources to resolving political crises within the region. There have been civil wars in Sierra Leone, Liberia, Cote d'Ivoire and Cape Verde. For instance the recent power tussle in Cote d'Ivoire was one of the distractions to the community development plan. It is worthy of note that in all these cases, ECOWAS was able to effect stability in these warring nations, using ECOMOG. One could also add that political instability that persists in the region is as a result of bad governance, high poverty and illiteracy.

Chilleh stated that, Boko Haram insurgency and ethnic conflicts in Nigeria and Malian conflict have already assumed a frightful magnitude within the region. This is because a spillover of these crises from these countries if not checked could have devastating effect on the entire sub-region. He further states that all these and other flash points within the West African sub-region if not handled decisively; the desired stability will remain elusive. As a lasting solution to these incessant crises, ECOWAS leaders should develop the capacity for the true democracy, good governance, education, poverty alleviation and the rule of law in their respective nations (Chilleh, 2013). Second, Lack of political will among the ECOWAS nations to implement such articulated programme for economic growth and development. Members are unwilling to let go part their powers and sovereignty to the supranational body, which is the ECOWAS.

Third, Fear of domination of weaker nations by the stronger one, the weaker nation's fear that their sovereignty and freedom might be in danger if they form a single currency union with their bigger and more powerful neighbors. Such fear might be compounded by historical, socio-cultural and language differences in the case of ECOWAS countries where there exist strong potential for one group to dominate the other. That is, Anglophone vis-à-vis the Francophone countries. This poses a great challenge to the actualization of single currency in the region. Fourth, Geographical distance that is nearest to each other is essential in forming integration. Even if there is geographical proximity among the ECOWAS nations, they lack in good transportation, communication and infrastructural facilities to ensure effective integration.

Fifth, Fear of loss of revenue with the formation of a single currency is also an obstacle in the take off of monetary integration in the ECOWAS. This is because with monetary integration, intra-regional tariffs will be eliminated. By this, the weak members will not be in position to raise tariffs by themselves in order to meet their revenue requirements because they solely rely on tariffs, most of the countries are rather a market to foreign manufactured goods and only export primary products.

## **The Way forward**

At this juncture, it is worth noting that, for the latest 2020 date to be feasible to actualized single currency agenda, all hand must be on deck by all ECOWAS members to ensure the following:

Political stability that is, leaders must be committed to ensure the reign of peace and stability for the benefit of the entire ECOWAS countries in the region.

Leaders must have the political will to implement such single currency programme for economic development of the region at large.

The challenges of distrust and suspicion between members must to be tackle. Unless all countries of the ECOWAS are seen and treated as equal, the fear of domination will continue to exist in the region. Member countries must be seen to have equal voting rights in all matters that concern the union.

Intra-regional trades among the ECOWAS states need to be encouraged through campaigns and public enlightenment. A regional Board should be established to promote and encourage intra-trade in the region through the provision of subsidies to producers in the region to serve as motivational factor.

The ECOWAS countries should be encouraged to embark on the processing of the primary products from the region to export to members. They should also be encouraged to embark on industrialization.

ECOWAS countries ought to invest hugely in transport and communication infrastructural facilities; this will alleviate communication and transport barriers within the region.

## **Conclusion**

The governments of ECOWAS countries must not leave any stone unturned to entrench political stability, ethnic and religious harmony in their various states. The monetary integration can be achieved by ECOWAS, leaders must ultimately posses political will to implement such indigenously articulated programme for the development of the region. They should see themselves as one and understand how to solve their problems without interference from outsiders. They should come and work together in peace, harmony and tranquility for their political and economic development. Although there are expected difficulties like it occurred in the case of European Union (EU), out of 28 EU members only 19 countries are members of Euro Zone, simply because of economic disparity, it is expected that other members will follow suit. Regarding ECOWAS, with good will and togetherness, they can come together and form the single currency even without full members in the first place; the rest can join gradually until it is fully achieved. It is important at this juncture to note that a single monetary zone in ECOWAS is for the benefits of all member states and such benefit far outweigh any perceived cost. Therefore, there is need for re-orientation in the character of member states to understand and see beyond national boundaries and self interest, but to work together in harmony towards the actualization of the monetary union for the betterment of the region.

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# EXPLORATORY FACTOR ANALYSIS OF ENTREPRENEURIAL MARKETING: SCALE DEVELOPMENT AND VALIDATION IN THE SME CONTEXT OF BANGLADESH

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## Abstract

Virtually thirty years ago, Entrepreneurial Marketing (EM) was developed as a concept at the edge between two sciences – marketing and entrepreneurship. For SME business success, Entrepreneurial marketing (EM) is seen as a dominant element. However, EM construct is still under-developed and lacks a unifying theory, leading to piecemeal research efforts. Hence, this study intends to explore and determine the dimensionality of items measuring the EM constructs. The issue has been debated for many years now and there is still no common agreement among researchers as the number of dimensions and as well as items should be employed to measure EM. This study has explored the items measuring EM developed by previous researchers and customized these items to suit the environments in Bangladesh. The study has collected data using these items and conducted the Exploratory Factor Analysis (EFA) procedure. The EFA revealed seven dimensions of EM with 75.611% of total variance explained in this study.

**Keywords:** *Entrepreneurial marketing, Exploratory factor analysis.*

## Introduction

Over the past 30 years, the concept of entrepreneurial marketing (EM) was addressed by many emerging research streams through spanning between two sciences – marketing and entrepreneurship. Morris, Schindehutte, and LaForge (2002) proposed dimensions of EM that have been used by numerous scholars to study firms small and large. Ionita (2012) described the EM construct is still under-developed and lacks a unifying theory, leading to piecemeal research efforts e.g. Bjerke and Hultman (2002) mentioned four dimensions of EM, Morris et al. (2002) mentioned seven dimensions, Jones and Rowley (2011) mentioned fifteen dimensions, Schmid (2012) mentioned seven dimensions and Mort et al. (2012) mentioned four dimensions of EM. Not only that, there is no generally accepted definition and quantitatively measured dimension for EM (Usley & Teach, 2008). Hence, there are still gaps for further studies of EM. A need for clarity and understanding of EM in the literature is also proposed by Kraus, Harms, and Fink (2010). Consequently, the study expresses validation of the EM construct and for that it identifies the dimensions of EM in the context of SMEs. As an incipient impact topic, we focus on the first steps of construct validity through exploratory factor analyses of EM construct.

## Background of the study

Small Medium Enterprises (SMEs) upkeep expressively to economic development (Islam et al., 2011; Singh, 2009; Tsukahara, 2006; Storey, 1994), to production, competitiveness, employment, industrial growth, organizational decentralization and social coherence (Barry & Milner, 2002), In today's dynamic global economy. Across the flora and fauna, there is a

broad consensus that a vibrant SME sector is one of the principles driving forces in the development of a market economy (Tambunan, 2011; Kurokawa et al., 2010; Audretsch, 2009; Tsukahara, 2006). Small business can enable rapid industrialization and accelerated economic growth. Recent literature from all parts of the world suggests importance of SMEs in the overall performance of economy, including USA (Audretsch, 1998), Japan (Urata and Kawai, 1998), East Asia (Berry and Mazumder, 1991), and Africa (Ogechukwu, 2013). Therefore, most Government of the world have realized the important contribution made by SMEs towards achievement of sustainable growth, employment and poverty reduction (Swerczek & Ha, 2003). So, SMEs are one of the indispensable ways to economic self-sufficiency around the world (Montoo, 2006). Bangladesh is not the exception. So the government of Bangladesh has identified the SMEs as a priority sector.

However, according to Ahmed M.U. (2001), Bangladesh has failed to maximize the benefits derived from the SME sector because Bangladeshi SMEs have been facing multifarious problems related to raw materials, power, land, marketing, distribution channel, transportation, environment, technical know-how and finance (Chowdhury & Rashid, 1996). Bangladeshi SMEs are facing more challenges in the globalized business arena due to lack of proper marketing, and proper entrepreneurial behavior (Alauddin, 2015) and SMEs contribution growth to the GDP of Bangladesh is very inconsistent (Chowdhury et al., 2013). Anecdotal observation by the researchers of the present study indicate that most of the customer goods manufacturing enterprises in Bangladesh generally do not care about customer but they are too much concern about maximizing profit and as a result in most case neither customer satisfaction nor better business performance is achieved. As a result, they are on tremendous pressure to sustain in domestic as well as global markets owing to global competition, technological advances and changing needs of customers. In order to be able to clutch the opportunities that globalize dynamic environment opens up, Bangladeshi SMEs have to refigure their existing marketing strategies and need dynamic entrepreneurial capabilities that enable them to intellect and seize new opportunities and renew the existing market base. As a consequence, it is proposed that, EM will be a potential strategy of competitive advantage and key to success factors of SMEs in Bangladesh.

However, the seven dimensions of EM proposed by Morris et al. (2002), that to date have not been validated or empirically tested in the SME context of Bangladesh. Bjerke et al. (2002) cite a need for theory-based EM research that sheds light on entrepreneurial actions and processes, particularly those processes that connect entrepreneurship with marketing strategy formation and execution. Kraus, Harms, and Fink (2010) further suggest a need for clarity and understanding of EM in the literature, as well as conceptualization of what actually comprises EM activities and entrepreneurial aspects of marketing. The present study as a consequence fills a gap in the literature as it addresses scale development and validation for the EM construct in the context of Bangladeshi SMEs and an under-researched business segment.

## **Literature Review**

### **Entrepreneurial Marketing (EM)**

In a historical perspective, the foundations of Entrepreneurial Marketing were settled during the marketing and entrepreneurship research conference promoted by Hills & LaForge in 1992, which wrote the first empirical study of the marketing and

entrepreneurship interface, starting this way the marketing and entrepreneurship movement within marketing. Three years later, Gerald Hills produced the empirical research regarding the marketing and entrepreneurship interface (Hills, Hultman, & Miles, 2008). In 1989, the American Marketing Academy (AMA) settled a task force and a special interest group for the marketing and entrepreneurship interface. The first Entrepreneurial Marketing guidelines were created in the American Marketing Academy summer 1990 and winter 1991 conferences (Hills et al., 2008).

Until the 1990s, it was widely assumed that small and medium-sized enterprises (SMEs) or new ventures required a simplified and informal version of the more ‘sophisticated’ marketing practices that were developed for larger firms (Sullivan Mort, Weerawardena, & Liesch, 2012). In 1995, two very important papers were produced: the first, entitled “marketing and entrepreneurship in SMEs: An Innovative Approach”, that helps establish to the content and structure of EM course of activity, was written by Carson et al. (1995) and the second, entitled “Market orientation and the learning organization”, was written by Slater and Narver (1995). Their major contributions were that they made some scholars to look at the similarities between marketing and entrepreneurship.

In 1999 the Journal of Research in Marketing and Entrepreneurship, which deals with this interception between this two fields of research were founded and become the first academic journal dedicated to EM, which increased the acceptance of Entrepreneurial Marketing in the scholar environment.

In the last decades, there was a considerable growth in the Entrepreneurial Marketing knowledge. (Morris et al., 2002), argued that the EM concept “has been used in various ways, and often somewhat loosely”, reason why it seems important to understand the evolution of the definitions of Entrepreneurial Marketing (see Table 1).

**Table 1: Definitions of Entrepreneurial Marketing**

Authors	Definition
<b>Duus (1997)</b>	“The distinguishing feature of this new interpretation, which is essentially a market oriented inside-out perspective, could be the development of the specific competencies of the firm by entrepreneurial action with a view to serving future customers' latent demand for products that do not yet exist. [...] this can be called the Entrepreneurial Marketing concept.”
<b>Stokes (2000a)</b>	“marketing carried out by entrepreneurs or owner-managers of entrepreneurial ventures”
<b>Stokes (2000a)</b>	“The Entrepreneurial Marketing concept is focused on innovations and the development of ideas in line with an intuitive understanding of market needs [...]”
<b>Hill &amp; Wright (2000)</b>	“A new stream of research describes the Marketing Orientation of small firms as ‘Entrepreneurial Marketing’. This means a style of marketing behavior that is driven and shaped by the owner manager’s personality.”
<b>Morris, Schindehutte, &amp; LaForge (2001)</b>	“a proactive, innovative, risk-taking approach to the identification and exploitation of opportunities for attracting and retaining profitable customers”



<b>Morris et al. (2002)</b>	<p>“the proactive identification and exploitation of opportunities for acquiring and retaining profitable customers through innovative approaches to risk management, resource leveraging and value creation.”</p> <p>“EM synthesizes critical aspects of marketing and entrepreneurship into a comprehensive conceptualization where marketing becomes a process that firms use to act entrepreneurially.”</p> <p>“the unplanned, non-linear, visionary marketing actions of the entrepreneur.”</p>
<b>Bjerke and Hultman (2002)</b>	“EM is the marketing of small firms growing through entrepreneurship.”
<b>Hills and Hultman (2006)</b>	<p>“[...] [the authors] describe EM characteristics which reflect such activities as “a flexible, customization approach to market” and “innovation in products, services and strategies”.</p> <p>“[...] tactics often two ways for customers, and marketing decisions based on daily contacts and networks.”</p>
<b>Hills et al. (2008)</b>	“[...] financially successful, entrepreneurial SMEs may use marketing as a path to create competitive advantage, based on differentiating their marketing program by leveraging their superior knowledge of customers, markets and technologies.”
<b>Kraus, Harms, &amp; Fink (2010)</b>	“a particular type of marketing that is innovative, risky, proactive, focuses on opportunities and can be performed without resources currently controlled”
<b>Maritz (2010)</b>	“Entrepreneurial Marketing is the proactive identification and exploitation of opportunities for acquiring and retaining appropriate stakeholders through innovative approaches to risk management, resource leveraging and value creation”
<b>Hills et al. (2010)</b>	“EM is a spirit, an orientation as well as a process of pursuing opportunities and launching and growing ventures that create perceived customer value through relationships, especially by employing innovativeness, creativity, selling, market immersion, networking or flexibility”
<b>Carson (2010)</b>	“[...] interface researchers have been “blinded” by the “widening” of entrepreneurial dominance that the true interface between marketing and entrepreneurship has been lost. Thus, I hope, indeed propose that future interface research is defined by the parameter SB [small businesses] marketing and entrepreneurship”
<b>Jones and Rowley (2011)</b>	“[...] any concept of EM [...] must embrace aspects of behaviors that have traditionally been researched in the entrepreneurship, innovation, and customer engagement and relationship fields.”
<b>Webb et al., (2011)</b>	“Marketing activities represent a set of means that facilitate firms’ ability to exploit opportunities and satisfy customer needs. [...] (F)irms can recognize and exploit opportunities to

	more efficiently or effectively serve customer needs through the innovation of marketing activities.”
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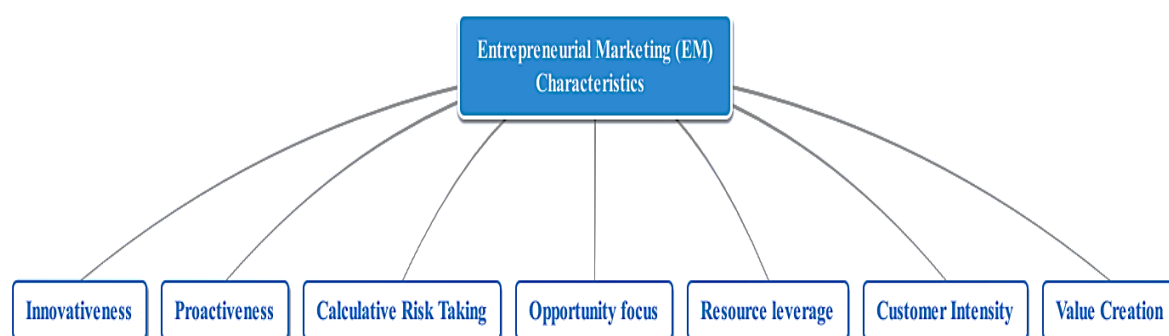
Therefore, Entrepreneurial Marketing can be understood as the marketing and entrepreneurial strategies and process that the entrepreneur uses to proactively identify opportunities in the environmental complexity and to implement non-linear, innovative and disruptive solutions that create value and that could have some degree of risk. Morris et al. (2002) characterizes EM as an organizational orientation with seven dimensions: proactiveness, opportunity-focused, risk taking, innovation-oriented, customer intensity, resource leveraging, and value creation. Each of these dimensions can be employed to a greater or lesser extent by a firm.

### **Why Entrepreneurial Marketing?**

EM has emerged as a new marketing paradigm that helps firms rethink their ways of doing marketing. According to Webster (1992); Gronroos(1994); Day and Montgomery (1999); Vargo and Lusch(2004); in the past two decades, marketing scholars have questioned the adequacy of traditional marketing and suggested that a new marketing paradigm is needed. Several empirical studies show that the traditional marketing concepts do not cover all marketing practices. For example, Hultman and Shaw (2003) find that service firms engage in several activities that are not covered by the marketing mix concept. Those activities are a creation of reputation through word of mouth, referral marketing, good will, and long term personal relations. According to Constantinides (2006) the marketing mix concept lacks customer orientation and customer interactivity. As a result, Morris (2002), proposes Entrepreneurial Marketing which complements the traditional marketing and covers several concepts that are the essence of marketing paradigm.

### **Dimensions of Entrepreneurial Marketing**

According to Collinson and Shaw (2001), Entrepreneurial marketing is characterized also by responsiveness to the marketplace and intuitive ability to react to changes in customer demands. Entrepreneurial marketing is also characterized having seven underlying assumptions that are pro-activeness, opportunity focus, calculated risk taking, innovativeness, resource leveraging, customer intensity and value creation. These assumptions distinguish entrepreneurial marketing from traditional marketing. The first five aspects are entrepreneurial orientation dimensions and the last two are marketing orientation dimensions. Entrepreneurial marketing is matter of degree and different combinations of the underlying dimensions will result in marketing which might be less or more entrepreneurial (Morris et al., 2001). The seven dimensions of EM developed by Morris et al. (2002) are:



**Figure 1: Entrepreneurial Marketing Dimension**

## Method

### Data Sources and Data Collection Techniques

In order to ensure adequate and relevant data to facilitate for effective research work, data related to this research work was primarily sourced. The primary data was sourced by personally distributing and retrieving completed questionnaires from the respondents. Primary data refers to information that is developed or gathered by the researcher specifically for the research project at hand (Burns and Bush, 2013). Self-administered questionnaires were used. The researcher personally distributed and retrieved the completed questionnaires. Alongside the researcher himself, 3 research assistants from colleagues were properly briefed and trained on the distribution and retrieval of questionnaires in order to ensure the effectiveness of the data collection process. They therefore took parts in the data collection in order to fast track the process.

### Population and Unit of Analysis of the Study

The population of the study is the owners or managers of the consumer goods manufacturing enterprises of Bangladesh. According to Alauddin (2015) about 6.0 million SMEs are actively performing in Bangladesh. Population refers to the entire group of people events or things of interest that the researcher wishes to investigate (Uma and Roger, 2013). Hence, the population of this research consists of owners or managers of all Six (6) millions small and medium enterprises of Bangladesh.

### Research Instrument

For developing the EM scale, the study followed established procedures (i.e., Churchill, 1979; Gerbing & Anderson, 1988) which included creation of conceptual definitions for Innovativeness, Pro-activeness, Risk Taking, Opportunity Focus, Customer Intensity, Resource Leverage and Value Creation. Subsequently, a structured questionnaire was developed for data collection to measure EM construct in this study which, consists of thirty-five (35) items measured using a ten-point interval scale. The ten-point interval scale was used to give respondents a wider response options that suit their utmost judgment (Zainudin, 2014). The interval scale is also designed to examine how strongly subjects agree or disagree with statements on the scale with anchors thus: 1 (Strongly Disagree) to 10 (Strongly Agree). Table 2 provides the operational definitions along with the items developed for each of seven dimensions of EM.

**Table 2: Operational Definitions and Items of the seven dimensions of EM**

<b>Operational Definition of EM dimensions</b>	<b>Items of the seven dimensions of EM</b>	
<b>Customer Intensity</b> Customer intensity includes creative approaches to customer acquisition, retention and development.	<b>A11</b>	Our business enterprise frequently measures our customer satisfaction.
	<b>A12</b>	All employees in our enterprise recognize the importance of satisfying our customers.
	<b>A13</b>	Our business enterprise objectives are driven by customer satisfaction.
	<b>A14</b>	Our business enterprise pays close attention to after-sales service.
	<b>A15</b>	Our business enterprise closely monitors our level of commitment in serving customers' needs.
	<b>A16</b>	Our business enterprise closely evaluates our level of commitment in serving customers' needs.
<b>Value Creation</b> Creation of unique combinations of resources to produce value.	<b>A21</b>	Our enterprise creates value for consumers with excellent customer service.
	<b>A22</b>	Our enterprise's pricing structure is designed to reflect value created for customers.
	<b>A23</b>	Our enterprise's pricing structure is appropriate to create value to customers.
	<b>A24</b>	We integrate enterprise functions in our business enterprise to better serve the target market needs.
	<b>A25</b>	Providing value for our customers is the most important thing of our enterprise.
	<b>A26</b>	Our enterprise's value is the driving force behind its operation.
<b>Pro-activeness</b> Proactiveness means that entrepreneurial marketer does not take external environment as a given to which the company can only react or adjust.	<b>A31</b>	We are constantly on the lookout for new ways to improve business enterprise.
	<b>A32</b>	We are always looking for better ways to do things in our business enterprise.
	<b>A33</b>	In our business enterprise, we enjoy overcoming obstacles to our ideas.
	<b>A34</b>	We are good at turning problems at our business enterprise into opportunities.
	<b>A35</b>	We are good at identifying opportunities for our business enterprise.
	<b>A36</b>	We are more action oriented than reaction oriented.
	<b>A37</b>	In our business enterprise it is more exciting to see our ideas turn into reality.
<b>Opportunity</b> Firm has to serve unsatisfied needs and capture new opportunities before	<b>A41</b>	Management approach looks beyond current customers for more opportunities for our business.
	<b>A42</b>	Management approach looks beyond current markets for more opportunities for our business.
	<b>A43</b>	Our business enterprise would characterize as opportunity

their competitors. Opportunities represent undiscovered market positions that are sources of sustainable profit potential.		driven.
	A44	Our business enterprise is always looking for new opportunities.
	A45	Our business enterprise will do whatever it takes to pursue a new opportunity
<b>Resource Leveraging</b> Resource leverage explains the recognition of resources that are not utilized optimally, nonconventional way of using the resources and control over the resource.	A51	Our Business enterprise able to leverage our resources by switching.
	A52	Our Business enterprise has always found a way to get the resources need to get the job done.
	A53	Our Business enterprise able to leverage our resources by sharing.
	A54	Our Business enterprise prides itself on doing more with less.
	A55	Our Business enterprise has used networking to get advantage in favor of my enterprise.
<b>Innovation</b> Innovation involves ability at an organizational level to maintain a flow of internally and externally driven new ideas that are possible to translate into new products, services, processes, technology applications or markets.	A61	Our business enterprise tries to use innovative approaches for getting the job done more efficiently.
	A62	Our business enterprise tends to be more innovative than most of my competitors.
	A63	Our business enterprise creates an atmosphere that encourages innovativeness.
<b>Risk-Taking</b> Calculated risk-taking involves a willingness to pursue opportunities that have a reasonable chance of producing losses or significant performance inconsistency.	A71	Our business enterprise would rather accept a risk to pursue an opportunity than miss it altogether.
	A72	Our business enterprise is willing to take risks for benefits of the company.
	A73	Our business enterprise would not be considered gamblers, but we do take risks.

### Translation of the Survey Instrument

In order for the respondents to clearly understand the research instrument and furnish the researchers with the required responses based on their understanding and utmost opinion, the survey instrument in this study was first prepared in English language and later translated into Bangoli language. In translating the survey instruments into Bangoli language, guidelines suggested by Maxwell (1996), Hambleton (2002), and Birbili (2000) were followed. The guidelines suggest three processes which include forward translation, back-translation and translation review by bilingual expert. First, the credentials of the translator were considered, having expertise in translation and background in bilingual

education which comprises of English and Bangoli language. The bilingual expert was requested to participate in the translation process first from English language to Bangoli language and back to English language. Additionally, a different bilingual expert was invited to evaluate the accuracy and improve the reliability of the translation to ensure semantic equivalence.

### **Pretest**

As preliminary study, pretest is crucial and is often recommended by scholars to address a variety of issues, which include preliminary scale, feasibility evaluation, statistical variability and or instrument development. Additionally, it helps to identify problems that might likely be encountered of item discrimination, internal consistency, response rates, and parameter estimation in general (George & Gordon, 2010). So, for the purpose of testing the newly developed instrument quality, 25 respondents were selected who have expertise in questionnaire development and customization as recommended by Hertzog (2008) and Isaac and Michael (1995). Accordingly, the instrument was developed and used based on the recommendations of the experts.

### **Pilot Study**

In order to determine the underlying dimensions of EM construct and ascertain the internal validity, a pilot study was conducted and Exploratory Factor Analysis (EFA) was carried out using one hundred forty-nine (149) respondents as minimum number of respondents recommended by Hair et al. (2010) is one hundred (100). In administering the pilot study instrument, target population was strictly considered which is consistent with the guidelines suggested by Cavana, Delahaye and Sekaran (2001) and Salkind (2010). The detailed analysis of the pilot study result is contained in result section of this study.

### **Exploratory Factor Analysis (EFA)**

EFA plays a vital role in this study to examine the interrelationships among the items of seven dimensions of EM which are used to reveal the clusters of items that have adequate ordinary variation to justify their grouping together as a factor. In significance, this process compresses a group of items into a smaller set of combination factors with a minimum loss of information, and hence laid the foundation of structural equation modelling (Hair, Black, Babin, Anderson & Tatham, 2006). In this study, Kiser-Meyer-Olkin and Bartlett's test of sphericity were used to measure sampling adequacy that is recommended to check the case to variable ratio for the analysis being conducted. Bartlett's test of sphericity should be significant at ( $P < 0.05$ ) for the factor analysis to be appropriate (Hair, Black, Rabin & Anderson, 2010). The KMO ranges from 0 to 1, but the general acceptable index is over 0.6 (Zainudin, 2012). Total variance explained was also examined as an extraction process of items to reduce them into a manageable number before further analysis. In this process, items with eigenvalues exceeding 1.0 are extracted into different components (Zainudin, 2012; Pallant 2007). Additionally, rotated component matrix was examined and only items with a factor loading above 0.6 were retained for further analysis (Zainudin, 2012). Nevertheless, in the process of the exploratory factor analysis, reliability analysis for the measuring items was conducted and only items with a Cronbach's Alpha of 0.7 and above were considered. Hair (1998) and Zainudin (2012) suggested that a Cronbach's Alpha of 0.60 or higher provides a reliable measure of internal consistency, whereas a score of 0.70 reveals that the instrument possesses a high reliability standard.

## Results of

### Exploratory Factor Analysis

To determine the underlying dimensions or items of the EM construct, and to also validate the quality of the instrument, a pilot study was conducted using one hundred forty-nine (149) respondents. There were seven dimensions and 35 newly developed items for the EM construct of this study. Among 35 items of EM construct, 6 items belong to Customer Intensity dimension, 6 items belong to Value Creation dimension, 7 items belong to Pro-activeness dimension, 5 items belong to Opportunity dimension, 5 items belong to Resource Leveraging dimension, 3 items belong to Innovation dimension and last 3 items belong to risk-taking dimension. The result of the pilot study is therefore presented as follows:

**Table 3.1: KMO and Bartlett's Test for the items of EM Construct**

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.814
Approx. Chi-Square		5210.281
Bartlett's Test of Sphericity	df	595
	Sig.	.000

Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity was used to measure sampling adequacy that is recommended to check the case to variable ratio for the analysis being conducted. KMO & Bartlett's test play a significant role for sample adequacy especially in academic and business studies. The KMO ranges from 0 to 1, but the general acceptance index is over 0.6. In Table 3.1 above, the KMO value of 0.814 is excellent as it exceeds the recommended value of 0.6. Additionally, the Bartlett's Test of Sphericity is of paramount importance to the study and thereby shows the validity and suitability of the responses collected to the problem being addressed through the study. Therefore, the significance value of Bartlett's Test of Sphericity must be less than 0.05 for the factor analysis to be acceptable. The significance value of Bartlett's Test in Table 3.1 is 0.000 which meet the required significance value of less than 0.05 (Zainudin, 2012). Therefore, KMO value close to 1.0 and Bartlett's test significance value close to 0.0 suggest that that data is adequate and appropriate to proceed further with the reduction procedure.

**Table 3.2: Total Variance Explained for EM Construct**

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.979	31.369	31.369	10.979	31.369	31.369	5.137	14.678	14.678
2	3.885	11.101	42.470	3.885	11.101	42.470	4.543	12.980	27.657
3	2.920	8.342	50.812	2.920	8.342	50.812	3.968	11.338	38.995

4	2.585	7.386	58.198	2.585	7.386	58.198	3.854	11.012	50.007
5	2.460	7.029	65.227	2.460	7.029	65.227	3.532	10.092	60.100
6	1.928	5.509	70.737	1.928	5.509	70.737	2.848	8.138	68.238
7	1.706	4.875	75.611	1.706	4.875	75.611	2.581	7.373	75.611
8	.955	2.730	78.341						
9	.904	2.582	80.923						
10	.851	2.432	83.355						
11	.692	1.977	85.331						
12	.645	1.842	87.174						
13	.540	1.542	88.715						
14	.459	1.311	90.026						
15	.397	1.134	91.160						
Extraction Method: Principal Component Analysis.									

Total variance explained is also an extraction process of items to reduce them into a manageable number before further analysis. In this process, components with eigenvalues exceeding 1.0 are extracted into different components (Pallant, 2007; Zainudin, 2012). As can be seen in Table 3.2, the output reveals that the EFA has extracted seven components of EM construct with eigenvalue 10.979 for component number 1, 3.885 for component number 2, 2.920 for component number 3, 2.585 for component number 4, 2.460 for component number 5, 1.928 for component number 6 and 1.706 for component number 7 respectively. This indicates that the items are grouped into seven components and would be considered for further analysis. The above table also shows that total variance explained is 75.611%.

**Table 3.3: Rotated Component Matrix of EM Construct**

Rotated Component Matrix of EM Construct							
	Component						
	1	2	3	4	5	6	7
A11	.838						
A12	.894						
A13	.855						
A14	.750						
<b>A15</b>	-----						
A16	.855						
A21		.857					
A22		.817					
A23		.761					
<b>A24</b>		-----					
A25		.813					



A26		.782					
A31			.796				
A32			.724				
<b>A33</b>			----				
<b>A34</b>			----				
A35			.675				
A36			.774				
A37			.810				
A41				.895			
A42				.705			
A43				.898			
A44				.819			
A45				.652			
A51					.936		
A52					.945		
<b>A53</b>					----		
A54					.912		
A55					.895		
A61						.949	
A62						.967	
A63						.924	
A71							.851
A72							.898
A73							.929
Extraction Method: Principal Component Analysis.							
Rotation Method: Varimax with Kaiser Normalization.							

The results in Table 3.3 shows that the EFA procedure has extracted seven components. Each component has certain number of items with their respective factor loading. In this study, only item having factor loading above 0.6 will be retained since it indicates the usefulness of items in measuring the particular construct (Zainudin, 2012). As a result, the rotated component matrix shows that item number A15 belongs to component 1, A24 belongs to component 2, A33 & A34 belong to component 3 and A53 belongs to component 5 will not considered for further study due to low factor loading. However, the above rotated component matrix shows that 30 item having a factor loading above 0.6, 30 therefore will be considered for further analysis under seven components of EM construct.

### Reliability Analysis for the Measuring Items

Reliability analysis is a technique used to assess the measuring items under each construct and evaluate the degree to which they are error-free. The well-known value of Cronbach's Alpha is used to measure the reliability of items. Nevertheless, several authors differ on the acceptance value of Cronbach's Alpha as an indicator of internal consistency of items. Kerlinger and Lee (2000) suggest a Cronbach's Alpha of more than 0.5 for valid internal consistency reliability. Nunnally (1997), Hair (1998), Shekara (2003) and Zainudin (2012) suggested that a Cronbach's Alpha of 0.6 or higher provides a reliable measure of internal consistency, while a score of 0.70 reveals that the instrument possesses a high reliability standard and is considered in this research

**Table 3.4: Reliability Statistics for the seven component of EM Construct**

<b>Component</b>	<b>Number of items in a component</b>	<b>Cronbach's Alpha</b>	<b>Cronbach's Alpha based on standardized item</b>
Component 1	5	0.935	0.935
Component 2	5	0.921	0.922
Component 3	5	0.903	0.903
Component 4	5	0.946	0.946
Component 5	4	0.939	0.948
Component 6	3	0.952	0.955
Component 7	3	0.893	0.893

As shown in Table 3.4, there are 5 items of component 1 which is customer intensity, 5 items of component 2 which is value Creation, 5 items of component 3 which is Pro-activeness, 5 items of component 4 which is Opportunity, 4 items of component 5 which is Resource Leveraging, 3 items of component 6 which is Innovation and Component 7 having 3 items which is risk-taking of EM construct in this study. The Cronbach's Alpha for each component is computed and possesses a high reliability standard as 0.935, 0.922, 0.903, 0.946, 0.948, 0.955 and 0.893 for component 1, component 2, component 3, component 4, component 5, component 6 and component 7 respectively. Thus, the results show that all reliability measures for the seven components of EM construct has exceeded the required value of 0.6. As a result, the extracted component with their respective items as shown in Table 3.4 are reliable and appropriate to measure the EM construct. Therefore, the study could employ those items for data collection in the field study.

## **Conclusion**

The present study contributes to the measurement of EM construct, particularly in the context of SMEs of Bangladesh. SMEs of Bangladesh face many challenges with regard to marketing due to numerous constraints. Working on Morris et al. (2002) and other relevant literature, it was founded that EM is a multi-dimensional construct. Similarly, the EFA results of the present study produced a structure which also extract seven dimensions of EM. The dimensions of EM are pro-activeness, innovation, risk-taking, opportunity, resource leveraging, customer intensity and value creation and those dimensions can be measured by 30 items developed in this study. The rigorous scale development and validation procedures of the present study have ensured that the new EM scale is internally consistent, multi-dimensional, and stable across samples. Scales developed by Kocak (2004) and Schmid, (2012) are lacking in term of proper content validation, and items purification process. However, the present EM scale captures seven comparable dimensions to the two prior scales, the precision of the scale development and validation processes offers an advantage of the present scale over the others. The field study to be conducted using the items extracted under these seven components could validate the measurement model of latent construct EM through the Confirmatory Factor Analysis (CFA). The CFA procedure would assess the constructs for their Uni-dimensionality, Validity, and Reliability. Once validated by CFA, these constructs could be assembled in the structural model in order to execute Structural Equation Modeling (SEM) for further analysis including the hypothesis testing.

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# **PRE-TRIAL DETENTION OF CHILDREN : AN ANALYSIS OF MALAYSIAN LAW WITH REFERENCE TO THE INTERNATIONAL STANDARDS**

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## **Abstract**

Pre-trial detention of any individual charged with crime is consistently viewed by many legal scholars as a controversial issue. This practice has been heavily criticized as it imposes legal punishment of a person not yet convicted of a crime. It deliberately amounts to violation of a cardinal principle of criminal justice which maintains that a person is presumed innocent until proven guilty. In Malaysia, a growth in population of children detained at the pre-trial stage of criminal process has become a matter of great concern. This article will comparatively analyse Malaysian current law and practice on this particular area with reference to the international standards. In addition, this paper also will attempt to highlight any imprecision or shortcoming of the current Malaysian legal framework and propose possible suggestions for its improvement.

**Keywords:** *pre-trial detention, criminal law, child, Malaysian law, international standards*

## **Introduction**

The issue of pre-trial detention of children in conflict with the law has remained controversial for decades. It refers to detention of children awaiting trial or finalisation of their trial. Excessive use of this practice has been widely criticized as it simply violates the fundamental doctrine of criminal justice that a person is presumed innocent until proven guilty (Duff, 2013). This principle prohibits the punishment of individuals before their guilt has been authoritatively demonstrated. Obviously, pre-trial detention of children before they are convicted by the courts constitutes legal punishment and thus infringes the doctrine of presumption of innocence until proven guilty. Apart from that, pre-trial detention also has profound and harmful impacts on children. Researches disclosed that child detainees at pre-trial stage suffered from deprivation of social life, traumatized experience, stigmatization as delinquent and impairment of the ability to prepare their legal defences (McCarthy, 1987). In addition, other studies have disclosed that the treatment received by the detainee at the detention centre or prison are no better, and often worse, than the treatment experienced by those who have already been convicted for criminal offence (Lippke, 2014). The issues of inadequate medical facilities and lack of professionally trained staffs were identified as the common reasons that hinder the effectiveness of child detention facilities (Winfield, 2008). Due to these reasons, the international instruments have consistently discouraged the practice of pre-trial detention. This article hopes to add a scholarly dimension on the pre-trial

detention of children under Malaysian law and its compatibility with the international standards.

### **International standards on pre-trial detention of children**

International instruments have consistently viewed the issue of pre-trial detention of children as a matter of great concern. Guidelines on the pre-trial detention can be found in various international instruments and regional instruments. However, as far as detention of children is concerned, there are specific provisions provided under the United Nation Convention on Right of Children (CRC)<sup>i</sup>, the United Nation Standard Minimum Rules for the Administration of Juvenile Justice (Beijing Rules)<sup>ii</sup>, and United Nation Rules for the Protection of Juveniles Deprived of their Liberty (Havana Rules)<sup>iii</sup>. Article 37 of the CRC lays down broad range of standards on deprivation of liberty of children. This provision has explicitly outlined at least four main principles pertaining to the detention of children at any stage in criminal process. Firstly, it imposes strict condition on deprivation of liberty in the sense that any detention of children shall not be resorted unless it fulfils specific tests on the arbitrariness and lawfulness. This requirement implies that any detention must not only be exercised in compliance the legal provisions of law but must also free from element of injustice, unpredictability, unreasonableness capriciousness and proportionality (Schabas & Sax, 2006). Secondly, article 37 also requires that the detention of children shall only be used as a measure of last resort and for the shortest period of time. The requirement to the same effect is also provided in the Beijing Rules<sup>iv</sup> and the Havana Rules<sup>v</sup>. This requirement strictly demands that any sort of detention shall only be used in exceptional circumstances after careful consideration. Thirdly, in the circumstances where detention of children is justifiable and necessary, the CRC requires that rules and procedures during the detention to be strictly adhered. The CRC dictates that detained children also must be detained in a separate place from adults<sup>vi</sup>. Similar requirement is also stipulated in the Beijing rules<sup>vii</sup> and the Havana Rules<sup>viii</sup>. The detained children must also be given right to maintain contact with their family as well as right to legal assistance. In addition, the CRC upholds that legal principles of criminal law should be strictly adhered in dealing with children under detention. Children detained while awaiting trial are presumed innocent and must be treated as such. All relevant bodies, particularly the courts, the prosecutors and the investigators, are expected to give the highest priority of expediting judicial process to ensure the shortest possible period of detention<sup>ix</sup>. In this respect, the Committee on the Rights of the Child has recommended the state parties to ensure that cases involving children under detention before they are charged should not exceed 30 days at the latest<sup>x</sup>. Finally, the CRC specifically provides that any child detained shall be brought before promptly before a judge or before a court or other competent, independent and impartial authority authorised by law to exercise judicial power<sup>xi</sup>. This right is automatic and does not depend neither upon request of the detainee or discretion of the detaining authority<sup>xii</sup>. The main reason for this requirement is to provide the child with an opportunity to challenge the validity of the detention.

Apart from the requirements provided by the CRC, additional guideline on pre-trial detention of children can be made to the provision of the Beijing Rules and the Havana Rules. Both the Beijing Rules and the Havana Rules stress that children detained at the pre-trial stage must be given opportunities to continue their education or training.



Special form of confinement centres which focus on orientation of juvenile welfare is preferred rather than a usual prison on cell. The detained children must be treated with care and all necessary assistance such social, educational, vocational, psychological, and medical that they may need in view of their age, sex and personality<sup>xiii</sup>. The Havana Rules further promotes that the establishment of open detention facilities with no or minimal measures in order to ensure that the restriction of liberty is minimised to the least possible degree.

Despite the guidelines provided by the international instruments on the detention of children, its compliance still meets persistent defiance by many legal systems. There are various proofs that certain legal systems still permit children under detention to associate with adults at the detention centres. For example, the United Nations Committee on the Rights of the Child<sup>xiv</sup>, the Council of Europe Commissioner for Human Rights<sup>xv</sup>, the European Committee for the Prevention of Torture and Inhuman and Degrading Treatment<sup>xvi</sup>, and the European Committee of Social Rights<sup>xvii</sup> have issued vehement criticism over the practice under Ireland legal system which permits children to mix adults in the same place of detention (Goldson & Kelly, 2013). Similarly, there are various other legal systems, such as Austria, Finland, Ireland, Germany, Portugal, Switzerland and United Kingdom which continue to detain children with adults despite an explicit prohibition by the international instruments (Goldson & Muncie, 2012). Apart from that, disclosure of various reports on improper treatment of children at the detention centres (Appleman, 2012), lack of professionally trained staffs at the detention centres (Gorlin, 2009; Winfield, 2008), and denial of family access to child detainees<sup>xviii</sup> clearly indicate the failure of various legal systems to measure up with the requirements of international standards on pre-trial detention.

In short, the international instruments have set out special requirements on the pre-trial detention of children. These requirements serve as a benchmark on this matter for each juvenile justice system across the world. Unfortunately, failure on the part of certain countries to comply and implement the requirements of the international standards has resulted with thousands of juveniles languishing in detention centres awaiting completion of trial. This matter needs to be addressed as a matter of urgency. Obviously, it is pertinent for each country to streamline its legal framework in accordance to the requirements of the international standards.

### **Pre-trial detention under Malaysian law**

The Malaysian modern juvenile justice system is based on the English Common law (Hamzah & Ramy Bulan, 2007). Historically, the British occupation in Malaysia from the eighteenth century until the country gained independence in 1957 has led to the introduction and the reception of the English law in various legal aspects, including juvenile justice (Aun, 2005). The enactment of the Juvenile Court Act 1947, which was drafted based on the English legislation, marked the beginning of the modern legal framework of juvenile justice in Malaysia. This Act was enacted based on the recommendation of the Juvenile Delinquency and Juvenile Welfare Committee (Rahim,

2012). The Act governed all criminal matters which involve juveniles. The ratification of the CRC by Malaysian government in 1995 triggered a new phase of progressive

development of the Malaysian law and policy pertaining to children(Mustaffa & Kamaliah,

2010).Among a remarkable development in the Malaysian juvenile justice system after the ratification of the CRC was the introduction of the Child Act 2001. The Act, which repealed 3 previous Acts, namely the Juvenile Courts Act 1947, the Women and Young Girls Protection Act 1973 and the Child Protection Act 1991,was enacted by the Malaysian legislative with the aim to align its juvenile justice system with the requirements of the CRC and international standards and practice.

### **Issue of pre-trial detention**

Detention of children at pre –trial stage has many negative and harmful impacts, such as deprivation of social life, traumatized experience, stigmatization as delinquent and impairment of the ability to prepare their legal defences(Conklin, 2012). Various studies have disclosed that the treatment received by the detainee at the detention centre or prison are no better, and often worse, than the treatment experienced by those who have already being convicted for criminal offence(Appleman, 2012; Lippke, 2014; Miller & Guggenheim, 1990). There were also reports which revealed the issues inadequate medical facilities and lack of professionally trained staffs faced by juvenile detention facilities(Winfield, 2008; Dale, 1997). In Malaysia, pre-trial detention of children still remains as a controversial issue. According to the UNICEF report, 10% of children with cases waiting for trial before the court in 2009 were held on detention<sup>xix</sup>. This figure is quite alarming as it means that 80% out of total number of children held at the detention centres were on pre-trial detention. The UNICEF report further revealed that at the time of the study, 7% of children had been detained for between 12 and 24 months pending trial of their cases. This position is far from satisfactory and requires urgent attention.The United Nation Committee on the CRC has specifically expressed its concerned over the issue of long pre-trial detention children and delay in dealing with the case involving children in Malaysia<sup>xx</sup>. The committee has demanded the government of Malaysia to seriously consider this problem and take necessary prompt action to tackle it.

Current Malaysia juvenile justice system permits various circumstances under which detention of children at pre-trial stage is legally permissible. Briefly, these circumstances are as follows;

### **Remand**

Remand detention refers to detention of a suspect of crime for the purpose of criminal investigation. The Criminal Procedure Code provides the police may arrest and detain any child suspect up to 24 hours for the purpose of investigation<sup>xxi</sup>. If the investigation cannot be completed within 24 hours, the police authority has to apply for a remand order from the court for further detention<sup>xxii</sup>.As regard to period of remand, it depends on the maximum punishment for offences being investigated. If the child suspect is investigated for the offence which is punishable with imprisonment of less than 14 years, the detention shall not be more than four days on the first application and shall not be more than three days on the second application. On the other hand, if the offence under which the investigation is made punishable with death or imprisonment of fourteen years or more, the detention shall not be more than seven days on the first application the detention shall not be more than seven days on the second application<sup>xxi</sup> The current Malaysian law on remand clearly allows children to be

detained for the purpose of investigation. There is no condition or special requirement imposed by the law that may restrict detention of the child suspect for investigation. In other words, there is no distinction made between treatment of a child suspect and an adult suspect as far as this matter is concerned. The position of law on this matter is unsatisfactory as it does not measure up with the requirement of the international standards. The international instruments explicitly impose restriction to the circumstances under which children in conflict with the law may be detained. Unlike adults, the international instruments emphasize that the detention of children should not only be lawful and arbitrary but also as a measure of last resort. Similarly, in term of procedure, there is no special procedure governing the remand process of children. The Child Act 2001 is silent on the procedure relating to remand application of children. It simply means that the procedure governing remand process provided under the Criminal Procedure Code shall be equally applicable to children. In the case of *PP v N (A Child)* [2004]<sup>xxiv</sup>, the issue arose as to whether procedure for remand of children under section 117 of the CPC is applicable to the child. The Court of Appeal held that section 117 of the CPC is equally applicable to the child since there was no specific procedure for remand application provided under the Child Act 2001. The absence of special procedure governing remand process runs contrary to international standards which demand the formulation of separate rules and procedure in dealing with children in conflict with the law.

### **Detention Pending Trial**

This type of detention refers to children who have been detained pending completion of trial. It means that the child has been formally charged before the court but the trial of cases has yet completed. These children are mainly placed under detention pending final disposal of cases due to failure to furnish bail. The provision of the Child Act

2001 on bail is vague and inadequate. It generally provides that the court shall allow the child to be released on bail, unless the case involved is of murder or other grave crime, it is necessary in the best interests of the child arrested to remove him from association with any undesirable or the Court For Children has reason to believe that the release of the child would defeat the ends of justice. If the court decides to release the child on bail bond, the court may determine the reasonable amount of bail which shall be executed by the parents, guardian or other responsible person<sup>xxv</sup>. Unlike adults who may be released on their own recognisance, the Child Act 2001 unnecessarily requires the bail of children to be executed solely by parents or guardians. While the original rationale for this requirement is to indirectly impose legal obligation and responsibility on parents on the act of their children, it may work unfairly towards the children. The problem may arise in the event the parents or guardians are either unable or refuse to furnish bail amount set by the court. In such circumstances, children shall be automatically detained pending trial of cases as the provision strictly prevents people other than parents or guardians to stand as bailors for them. For example, there was an instance where a child had been detained for over nine months pending trial of a charge of stealing RM20 because his mother was unwilling to pay for bail<sup>xxvi</sup>. Apart from that, it should be noted there are certain offences under Malaysian law which are classified as unbailable offences under the law. Therefore, any person, including a child, who is charged with these types of offences, shall not be granted bail at all until the case is finally adjudicated by the court. Among the specific statutes which provide for unbailable offences are Essential (Security Cases) Regulations 1975 (ESCAR)<sup>xxvii</sup>, F

Firearms (Increased Penalties) Act 1971 (FIPA)<sup>xxviii</sup> and Dangerous Drug Act 1952 (DDA)<sup>xxix</sup>. Consequently, any child who is charged with unbailable offence under these specific statutes shall be automatically detained until final disposal of case by the court. Obviously, the issue of detention of children pending trial of cases in Malaysia is alarming. The report revealed not only the high volume of pre-trial cases was recorded but the period of detention also was quite long. For example, the statistic recorded that 11% of children detained pending trial at the time of the study had been there for between 6 and 12 months<sup>xxx</sup>. In addition, 7% of children had been detained for between 12 and 24 months pending trial of their cases. These facts clearly indicate that the practice under Malaysian juvenile justice is still below the standard set by the international standards, which emphasize that the detention of children should not only be the measure of last resort but also for the shortest period of time. Due to this unsatisfactory position, the Committee on the CRC has specifically expressed its concern over the issue of long pre-trial detention of children and delay in dealing with the case involving children in Malaysia<sup>xxxi</sup>.

### **Preventive Detention**

Preventive detention is the detention of a person without trial as opposed to punitive detention where a person is detained after a trial in a court of law in which he is proved to have committed an offence punishable under certain provisions of the penal law<sup>xxxii</sup>. There are several statutes which exclusively confer discretionary powers to the minister to issue preventive order for detention without trial on the ground of prevention of crime. Among these statutes are the Security Offences (Special Measures) Act 2012 and the Dangerous Drug Act (Special Preventive Measures) 1985<sup>xxxiii</sup> and the Prevention of Crime Act 2013 (Amendment and Extension). It should be noted that the provisions of these specific statutes override the other statutes, including the Child Act 2001<sup>xxxiv</sup>. It means that these statutes are applicable to all persons, including children. It was reported that 33 individuals had been detained without trial under preventive law as at 6<sup>th</sup> December 2013<sup>xxxv</sup>. Obviously, provisions of these statutes which allow preventive detention of children are inconsistent with the requirement of international standards set by the international instruments. The CRC, for example, clearly mentions that no child shall be deprived of his or her liberty unlawfully or arbitrarily<sup>xxxvi</sup>. Any detention of children on the ground of preventive detention is unjust as the detainee has not only been denied effective legal recourse for personal protection but also opportunity to prove his or her innocence. In addition, the preventive detention of children without trial also violates the requirement of due process of law in criminal process relating to children as stipulated in article 37 and 40 of the CRC.

## **Administrative Detention**

Administrative detention refers to detention by the Executive for reasons unrelated to criminal activities, such as detention for the purpose of deportation and extradition, educational supervision, reasons of mental health. In Malaysia, there is a growing concern over the administrative detention of children at the immigration centres. According to the report by the Human Right Commission, there are 1196 children that have been detained at the immigration centres as at 26<sup>th</sup> September 2014<sup>xxxvii</sup>. 516 out of that total number are children below the age of twelve and the rest are children aged between thirteen to eighteen years old. Surprisingly, the report also has disclosed that children have been detained together with adult detainees in the same cells at these detention centres. This practice deliberately exposes children to abuse and ill-treatment. It is also completely contrary to the requirements of the international standards which unequivocally stress that children shall be detained separately from adults.

## **Legal reform**

As discussed above, there are various circumstances under which pre-trial detention of children are permitted under current Malaysian law. Obviously, the current Malaysian law on this aspect is not compatible with threshold of international standards set by the international instruments which uncompromisingly emphasize that pre-trial detention of children shall be the measure of last resort and for the shortest period of time. Close scrutiny of the relevant provisions of current law reveals that it neither provides restriction nor special procedure on the pre-trial detention of children. There is no provision in the Child Act 2001 or Criminal Procedure Code which stipulates special condition to be fulfilled before the detention can be ordered or period of detention. This implies that the determination of the child's pre-trial detention is based on the equal principles and procedure that are applicable to adults. This position, which is evidently inconsistent with the requirement of the international standards, requires an urgent attention. It is suggested that the current Malaysian law on this matter should be re-evaluated to align them with threshold of the international standards. Among the aspects that need to be focused in pursuing this reform call are:

## **Special rules and procedure**

Current Malaysian law provides no distinction on the rules and principles that govern detention of children and adults. The same principles of law that are applicable to adults equally impose on children. This position is inappropriate as it fails to adequately take into account physical, mental and psychological capability of children. It is suggested that there should be different set of rules and procedures that govern detention of children and adults. In term of procedure, it is suggested that special hearing should be conducted by the court in determining decision to detain any child at the pre-trial stage. Both prosecution as well as counsel for children must be given opportunity to produce evidence in form witness testimony, documents and others to enable the court to determine this matter. In term of rules and principles, it is proposed that special provision which provide restrictions on the pre-trial detention of children must be inserted to the current law. The proposed provision should expressly stipulate that any detention of children at this stage shall be governed by the tests of arbitrariness and lawfulness. The burden is on the prosecution to convince the court on the arbitrariness and legality of the pre-trial detention. In addition, it is also pertinent to expressly insert provision of law on the relevant factors that shall be considered by the court in determining this matter. It is proposed that any decision to detain the child must be guided by at least three of the following factors, namely, best interest of children, presumption of innocence, and gravity of the offence.

## **Alternative measures**

Current Malaysian law exclusively focuses on the formal method of adjudication in dealing with children in conflict with the law. Reference to other juvenile justice systems discloses that various informal methods have been developed and preferred in handling juvenile delinquency. In fact, there are many researches which indicate the use of informal alternative measures in dealing with children in conflict with the law is more efficient and appropriate compare to formal method of adjudication. For example, the study shows that the use of diversion measure has significantly were significantly more effective in reducing recidivism than traditional justice system processing (Wilson & Hoge, 2013). It also offers a speedier disposal of cases (Feld, 1999; Polk, 1984) and prevents children from direct consequences of formal court adjudication such as unwarranted labelling (McAra & McVie, 2007) and stigmatization (Jungert-Tas & Dunkel, 2009). Therefore, it is high time to reform current Malaysian juvenile justice system by introducing informal alternative measures such as diversion, alternate dispute resolution, family conference, co unselling, vocational training and others in handling children in conflict with the law.

## **Timeframe for disposal of cases**

Currently, there is no provision under Malaysian law which provides timeframe for the disposal of cases involving children under pre-trial detention. No priority is given to this particular type cases and this has resulted with unnecessary delay in its disposal. It is suggested that special provision of law should be introduced to require the court to finally adjudicate the cases involving children within six months after its registration. Imposing compulsory specific timeframe on the disposal of child cases will force the court to expedite the criminal adjudication process, or at least put them on priority lists.

## **Abolishment of preventive detention**

It is suggested that specific statutes which provides for preventive detention should be amended if not abolished at all. The provision of these statutes which allow preventive detention of children without trial based on potential of future crime is considered as barbaric law. The use of prevention detention to deter future crime is not only inimical to the interest of children but also seriouslyperverts the goal of institution justice. Therefore, it is proposed that specific provision that prevent the use of preventive detention on children should be expressly inserted to the relevant statutes.

## **Conclusion**

It is incomprehensible to detain any child who has not yet been found guilty in the same manner with one who has been found guilty. Undoubtedly, pre-trial detention of children systematically causes physical, emotional and psychological harm to them. Therefore, reform in the realm of pre-trial detention of children is urgently needed as legal analysis discloses that Malaysian current law, practice and policy on this matter evidently fail to measure up with the international standards outlined by the international instruments. It is timely for Malaysian government to seriously initiatereview on its current legal framework on pre-trial detention of children. In line with the requirements of the international standards, holistic legal approach, strategy and policy to keep children as much as possible away from pre-trial detention should be given priority and due consideration. Though the process of legal reform is not a straightforward exercise, it is vital for the Malaysian government to regard this issue as a matter of high urgency astreatment of children at pre-trial stage is the key parameter of a society's notion on fundamental liberty of its citizen.

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## **Endnote**

<sup>i</sup>Adopted by the United Nation General Assembly resolution 44/25 of 20 November 1989 <sup>ii</sup>Adopted by the United Nation General Assembly Resolution 40/33, 29 November 1985 <sup>iii</sup>Adopted by the United Nation General Assembly resolution 45/113 of 14 December 1990 <sup>iv</sup>Rule 13(1) of the Beijing Rules

<sup>v</sup>Rule 2 of the Havana Rules

<sup>vi</sup>Article 37 (c) of the CRC

<sup>vii</sup>Rule 13.4 of the Beijing

Rules <sup>viii</sup>Rule 17 of the

Havana Rules <sup>ix</sup>Rule 17 of the  
Havana Rules

<sup>x</sup>Committee on the Rights of the Child, General Comment No. 10 (2007), para. 80

<sup>xi</sup>Article 37(d)

<sup>xii</sup>HR Committee, Concluding Observations: Republic of Korea, CCPR/C/79/Add.114, 1 November

1999, at para. 13, ECtHR, Case of *McKay v. the United Kingdom* (App. No. 543/03), judgment 3 October

2006, at para. 34

<sup>xiii</sup>HR Committee, Concluding Observations: Republic of Korea, CCPR/C/79/Add.114, 1 November

1999, at para. 13, ECtHR, Case of *McKay v. the United Kingdom* (App. No. 543/03), judgment 3 October

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<sup>xiv</sup>United Nations Committee on the Rights of the Child, (2006) *Consideration of Reports submitted by States*

*Parties Under Article 44 of the Convention Concluding Observations: Ireland*, CRC/C/IRL/CO2, paras. 72-

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<sup>xv</sup>Council of Europe, (2008), Report of the Council of Europe Commissioner for Human Rights Thomas

Hammarberg on his Visit to Ireland 26-30 November 2007, CommDH (2008), paras. 68-72

<sup>xvi</sup>Council of Europe, Report to the Government of Ireland on the visit to Ireland carried out by the European

Committee for the Prevention of Torture and Inhuman or Degrading Treatment or Punishment (CPT) from 25

January to 5 February 2010, CPT/Inf (2011) 3, para. 26

<sup>xvii</sup>Council of Europe, European Committee of Social Rights Conclusions 2011 (Ireland), Articles 7,

8, 16, 17, 13 and 27 of the Revised Charter, p 19

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<sup>xviii</sup>Concluding Observations: Russian Federation (UN Doc. CRC/C/15/Add.4, 1993), para 14; Nigeria (UN Doc. CRC/C/15/Add.61, 1996), para. 23

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<sup>xx</sup>CRC Committee, *Concluding Observations: Malaysia* (UN Doc. CRC/C/MYS/CO/1 25 June 2007), para

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<sup>xxi</sup>Section 28 of the CPC

<sup>xxii</sup>Section 117 of the CPC

<sup>xxiii</sup>Section 117(2) of the

CPC <sup>xxiv</sup>2 MLJ 299

<sup>xxv</sup>Section 84 (3) of the Child Act 2001

<sup>xxvi</sup>UNICEF, 2013. *The Malaysian Juvenile Justice System: A Study of Mechanisms for Handling Children in*

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<sup>xxvii</sup>Regulation 9 of the ESCAR 1975

<sup>xxviii</sup>Section 12 of the Firearms (Increased Penalties) Act 1971(FIPA)

<sup>xxix</sup>Section 41B of the Dangerous Drug Act 1952

<sup>xxx</sup>UNICEF, 2013. *The Malaysian Juvenile Justice System: A Study of Mechanisms for Handling Children in*

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<sup>xxxi</sup>CRC Committee, *Concluding Observations: Malaysia* (UN Doc. CRC/C/MYS/CO/1 25 June 2007), para

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<sup>xxxii</sup>*Re Datuk James Wong Kim Min; Minister Of Home Affairs, Malaysia & Ors V. Datuk James Wong Kim*

*Min[1976] 1 LNS*  
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<sup>xxxiii</sup>The tabling of this Bill has been heavily criticized by quarters of public on the ground it imitates the provisions of the abolished draconian laws of Internal Security Act (ISA). Refer to [http://www.malaysianbar.org.my/members/opinions\\_and\\_comments/welcome\\_back\\_draconian\\_laws.html](http://www.malaysianbar.org.my/members/opinions_and_comments/welcome_back_draconian_laws.html),

[http://www.malaysianbar.org.my/press\\_statements/press\\_releases/amendments\\_to\\_the\\_prevention\\_of\\_crime](http://www.malaysianbar.org.my/press_statements/press_releases/amendments_to_the_prevention_of_crime)

[act 1959 are regressive and a blow to the rule of law in malaysia.html](http://www.malaysianbar.org.my/legal/general_news/proposed_pca_amendments_without_trial.html),

[http://www.malaysianbar.org.my/legal/general\\_news/proposed\\_pca\\_amendments\\_without\\_trial.html](http://www.malaysianbar.org.my/legal/general_news/proposed_pca_amendments_without_trial.html)

retrieved on 26th June 2015

<sup>xxxiv</sup> *Chong Boon Pau lwnTimbalanMenteriDalamNegeri [2004] 4 CLJ 838.Lee Kew Sang*

*lwnTimbalanMenteriDalamNegeri [2005] 3 CLJ 914*

<sup>xxxv</sup> SUHAKAM, *Human Rights Commission of Malaysia Annual Report 2013*, Kuala Lumpur, pp 1-236

<sup>xxxvi</sup> Article 37(b) of the CRC, Rules 17.1(b) and 17.1(d) of the Beijing Rules

<sup>xxxvii</sup> SUHAKAM, *Human Rights Commission of Malaysia Annual Report 2014*, Kuala Lumpur, pp 1-232

# NON-FARMING ACTIVITIES AMONG ORANG ASLI'S B40 HOUSEHOLDS: THE CASE OF SUNGAI KEJAR AND SUNGAI TIANG, ROYAL BELUM STATE PARK, PERAK

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## Abstract

Review of literature on rural transformation process in Malaysia highlights the importance of maintaining strong relationships between the three multi-dimensional changing factors namely; (1) the community's movement towards diversification of rural activities with increases in non- farm (NF) activities, (2) broadening of farm or land based activities and (3) introduction of quality and local distinctive products. The emergence of non-farm (NF) economic activities in rural areas are not entirely a new phenomenon, however, limited research has so far been done in Malaysia to trace their roles and contribution to rural livelihood. As a response, this study was conducted to examine the roles and contribution of NF activities in rural livelihood and how it may links to the rural economy. The Orang Asli's B40 households in Sungai Kejar and Sungai Tiang, Royal Belum State Park (RBSP) in Perak were selected as case studies. Using questionnaire-guided interviews and survey of households (n=15), the study indicated that all respondents (100%) are currently involved in NF economic activities with 87% regarded NF as their full time job. Most of respondents' NF activities are forest-based related economic activities including extraction and selling of forest products i.e. sandalwood (gaharu), rattan, wild honey (*Tualang* and *Kelulut*), medicinal plants and fishing. In this light of a significant contribution of NF activities to local job creations, its contribution to household income however rather the other way around. For instance, for the selling of sandalwood, nearly 47% of respondents indicated they received only RM15/day, followed by 27% that received RM30/day, while the remaining 26% received less than RM10/day. Therefore, it can be concluded that the respondents involvement in NF activities in RBSP has potentially generate and maintain jobs for locals, however income (minimum wage) from NF is far from satisfactory hence unable to bring the community out of poverty. The study also indicated other NF activities that are expected to be linked closely with State Park such as community-based tourism or any other forms of sustainable tourism as well as small and medium enterprises (SMEs), are not well established in the study area. It is recommended that a more suitable NF and NF-related activity can be promoted within the context and limitation of State Park regulations. This proposal might include the idea of community-based rural tourism which aims to reduce local community exploitation of valuable natural resources in Royal Belum and to encourage diversification of rural economic activities among Orang Asli communities.

**Keywords:** *Rural transformation; non-farming activities; Orang Asli; Royal Belum State Park; community-based rural tourism.*

## **Introduction**

Rural transformation process in Malaysia reflects the multi-dimensional changes towards diversification of rural activities with increases in non-farm activities, broadening of farm or land based activities and introduction of quality and local distinctive products (Ngah et al. 2016). Efforts in developing rural areas with particular concern towards sustainability of people livelihood has been reflected in the Second Phase of Rural Transformation (1991 – 2020) (Ngah et al., 2010; Mohd Balwi, 2005), when the federal government agencies began to seek out alternatives in developing countryside and rural communities with more profitable economic activities as it became obvious that the agricultural sector alone did not hold the key to rural development (Kamarudin, 2013). One of the main strategies of this search was to identify ways of encouraging the diversification of rural economic activities (Ngah et al., 2016; Kamarudin et al., 2015; Ngah et al., 2010; Liu, 2006). Rural economic diversification brought with it an interest in non-farming (NF) sector and activity as a tool to revitalize the countryside and rural communities in sustainable ways.

The emergence of non-farm (NF) and/or non-agriculture economic activities in rural areas are not entirely a new phenomenon, however, limited research has so far been done in Malaysia to trace their roles and contribution to rural livelihood (Ngah et al., 2016). In this light, this study was set up with aim to examine the roles and contribution of non-farm (NF) activities in rural livelihood and how it links to the rural economy. The roles and contribution of NF and NF- related activities is examined in term of employment and income contribution to the rural households and in this context, the Orang Asli's bottom 40 percent of income group or B40 group in Sungai Kejar and Sungai Tiang, Royal Belum State Park, Perak has been selected as case studies.

## **Non-Farm Activity In The Context Of Rural Development**

According to Gordon and Craig (2001: 4), rural non-farm (RNF) is a term that has being used to describe any rural activities and/or sectors that are not primary driven by agriculture or forestry or fisheries. However, RNF to some extent, does taken place on farming areas including for trade activities or processing of agricultural products. Another important highlights in defining the term “non-farm” is for researchers to avoid confusion with the term “off-farm”. The term off-farm, according to Gordon and Craig (2001: 4) generally refers to activities undertaken away from the household's own farm or to some extent, taken place on someone else's land. Based on review of literature (see Ngah et al., 2016; Ngah et al., 2013; Gordon and Craig, 2001; Reardon, 1997), the contribution of NF to the local economy including generation of income, creating and sustaining local jobs cannot be avoided. The differences (i.e. level and measurement of performance of RNF) is just a matter of where the activities are taken place (geographical context), at what scale of the activity and utilising what kind of technology for the activity. From the researchers' point of view, income shall be addressed as money in cash or in-kind and this money is generated through wage labour or through self-employment.

## **Relative Importance of NF within Rural Economies**

As in many developing countries, migration to the cities has, as Bramwell (1994 in Kamarudin 2013: 1) suggests, eroded the vitality of rural communities. Traditional economic systems especially in farming and forest-related activities, are falling into disuse, the quality of the environment is deteriorating, and the income and employment opportunities in rural communities are decreasing (Kamarudin, 2013; Ngah, 2009; Verbole, 1997). In this light, rural NF employment and NF enterprises can play a potentially significant role in addressing the issue of rural poverty and instability of household income from agriculture activity (Gordon and Craig, 2001). Many studies has been conducted around the world to demonstrate how RNF activity can positively influence rural economy hence improving the livelihood of the people. For instance, Reardon (1997) in his study on small NF enterprises in Africa indicated RNF sector has employed more than one member of a typical rural household and the income shares from RNF enterprises could contribute between 22-93% to the local economic performance. Meanwhile, another study which conducted by Islam (1997) reports that RNF sectors in many developing countries are capable to generate between 20-50% of total local employment, resulted in households could earn more from RNF activity than from farm wage labour. These examples, among many other related evidences pointed out that RNF has grown to be more important and more dynamic in the context of rural economic development agenda.

On the other hand, with a growing notion that RNF sectors could contribute positively to the betterment of rural condition i.e. mainly through income generation and in curbing out- migration and in sustaining local employment, the real impact of NF however, especially to the Orang Asli communities living in an interior rural Malaysia have not been thoroughly examine. Therefore it is crucial for this study to identify the extent to which RNF sector has shaping the influencing the livelihood of Orang Asli community especially from the socio-economy point of view.

## **Potential Role of NF in Poverty Alleviation**

In many developing countries, the capability of rural agricultural sector to sustain and to uplift well-being of farmers' community often being overshadowed by a growing incident of poverty among households. This situation is contributed by both internal and external factors including sudden price reduction for major crops market, increase incident of natural and man-made disaster, shortage of labour supply and many other issues which may result in lower productivity hence affecting income generation. Even if the population growth did not exceed the number of poor households (maybe due to low fertility rate and/or slow population growth in rural areas), there still no assurance that the farming sector contribution to rural economy would improve significantly (Gordon and Craig, 2001).

As for out-migration issue, which mainly contributed by the lack of economic prospect in rural farming sector, Marsland et al. (2000) stated there is still debatable whether that urban centres are able to accommodate, hence to provide sufficient livelihood opportunities and/or supports needed for those who want to shift their carrier option into urban-based economy. This is where the role of RNF and RNF-related activities becoming more important especially in addressing the issue of rural poverty. According to Gordon and Craig (2001), RNF might potentially contribute towards:

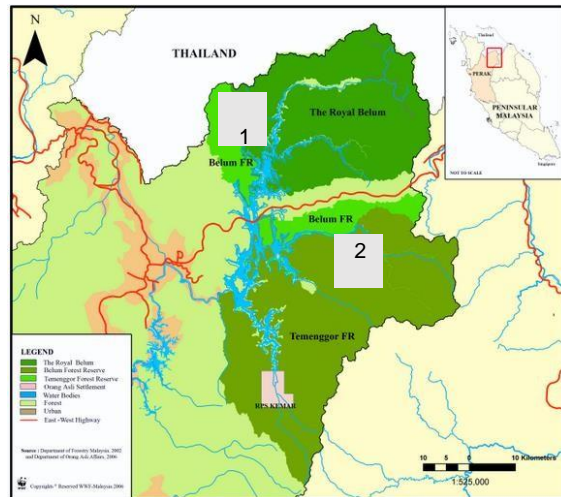
- i. Absorbing surplus labour in rural areas;
- ii. Assisting farm-based households spread risks;
- iii. Offering more remunerative activities to supplement or replace income from agricultural activities;
- iv. Offering income potential during the agricultural off-season;
- v. Providing a means to cope or survive when farming sector fails or becoming unviable.

Based on studies by Ngah et al. (2016); Kamarudin (2015 & 2013) and Wood (2005), RNF can also be regarded as a development concept which can be applied to any rural development approach while maintaining the following crucial components namely (1) linkage between NF development with local community; (2) provides widespread benefits to all segments of people in the community especially the underprivileged; and (3) actively engage local community in the development and management of NF activities. The following section should examine on how RNF activities may or may not benefit rural community based on two orang Asli communities in Royal Belum State Park, Perak which was selected as case studies. Particular attention shall be given towards examine the contribution of RNF to local economy and with particular reference to the five elements of RNF contribution as mentions above.

### **Study Approach**

Data from this study is based on household surveys and interviews which conducted between 9<sup>th</sup> to 11<sup>th</sup> September 2015 involving Orang Asli settlements in Royal Belum State Park namely Kampung Sungai Kejar and Kampung Sungai Tiang (refer to Figure 1).





Legend:

1 Kg. Sungai Kejar

2 Kg. Sungai Tiang

**Figure 1:** Map of Royal Belum State Park and study cases.

Source: WWF-Malaysia  
([www.wwf.org.my](http://www.wwf.org.my))



**Figure 2:** Site visit and household survey at Kampung Sungai Kejar.

Photos by ©Khamarrul Azahari Razak  
(2015)

A total of 15 respondents (seven respondents from Sg. Kejar and eight from Sg. Tiang) have agreed to participate in the survey by answering a questionnaire-guided interview (Figure 2). The Statistical Package for Social Sciences (©SPSS) software was aided in the data processing and data analyses. The simple frequency and comparative statistical analysis were adopted to differentiate the variation in term of the contribution of non-agriculture activities to rural livelihood in different localities. Cross-tabulation analysis was also used to examine the relationships between different variables including respondents' main reasons for participating in non-farm activities and pertinent issue related to the non-farm activities.

## Results And Discussions

This section present findings from data analysis and field observation. The discussions shall include profile of respondents, nature of communities' involvement in rural non-farm (RNF) activities and contribution of RNF activities to household income and livelihood. The discussion shall be concluded by highlighting some emerging issues and challenges related to RNF activities.

**Table 1: Profile of respondents**

Information	Frequency	Percentage
Number of respondents		
<ul style="list-style-type: none"> <li>Kg. Sg. Kejar</li> </ul>	7	47
Gender		
<ul style="list-style-type: none"> <li>Male (head of household)</li> </ul>	15	100
Age category		
<ul style="list-style-type: none"> <li>Below 17 year old (y.o.)</li> </ul>	1	7
<ul style="list-style-type: none"> <li>18-24 y.o.</li> </ul>	3	20
<ul style="list-style-type: none"> <li>25-30 y.o.</li> </ul>	2	13
<ul style="list-style-type: none"> <li>31-34 y.o.</li> </ul>	3	20
Marital status		
<ul style="list-style-type: none"> <li>Married</li> </ul>	13	87
Education level		
<ul style="list-style-type: none"> <li>No formal education</li> </ul>	9	60

Source: Research fieldwork in 2015.

As presented in Table 1, a total of fifteen (15) respondents, all of them are male (head of household) i.e. seven from Sungai Kejar village and eight from Sungai Tiang village have agreed to participate in the household survey process. Majority (87%) are married and only

13% are widower. In terms of educational achievement, 60% of respondents did not receive any formal education while the remaining 40% stated they have a certificate for attending an adult school (for 3 months) where they were taught to read, to write and to count numbers (basic 3M - *membaca, menulis dan mengira*).

### **Employment status and respondents' involvement in RNF activities**

As presented in Table 2, all respondents (100%) are involve in RNF activities with 87% of them stated RNF as their full-time job while the remaining 13% considered RNF as part-time job. Respondents also mentioned about RNF as a seasonal job especially for those who are collecting forest products including Tualang Honey (beginning in August every year) and during fruit season (for Durian and Petai).

**Table 2:** Status of respondents' involvement in RNF activities

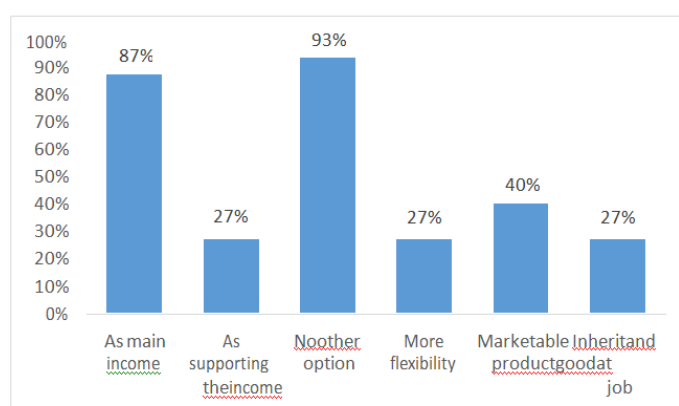
Information	Frequency	Percentage
Involvement in non-farm activity		
• Yes	15	100
Involvement as a full time job		
• Yes	13	87
Involvement as a part time job		
• Yes	2	13
Involvement as a seasonal job		
• Yes	9	60
Location of non-farm activities		
• Inside Royal Belum	15	100
Types of NF activity		
• Sandalwood / Kayu gaharu (full time every month)	13	87
• Honey gatherer (Madu Tualang) (seasonal)	15	100
Frequency of activity per month		
• Every week	13	87
Involvement of family members in NF		
• Yes	1	7

Source : Research fieldwork in 2015

All respondents are currently participate in non-farming activities which taken place inside the Royal Belum State Park. There are three types of RNF activities carried out by respondents namely (1) monthly a full-time activity which involve collecting *Sandalwood* (*kayu gaharu*) and fishing, (2) monthly a part-time activity which involve collecting wild *Kelulut* honey and, (3) seasonal activity namely collecting *Tualang* honey. Respondents are mostly involved in four different types of RNF activities namely collecting Tualang honey. Majority of respondents (93%) working in group without direct involvement from members of their family.

### Principal reasons for participating in RNF activities

When asked for the reasons of their participation or involvement in RNF activities, majority of respondents (93%) did mention “the lack of option” (especially in local farming or other land- based economic activities) as the main reason (Figure 3). Meanwhile, almost 87% of respondents did mention the importance of RNF activities as their main source of income, followed by good demand and marketability of local NF products (40%). The lowest three answers given by respondents were “as supporting income”, “more flexibility in job” and “possess relevant skills to carry out non-farm job” which shared 27% of selection respectively.



**Figure 3:** Respondents’ main reasons for participating in RNF activities (n=15).

Source: Research fieldwork in 2015.

As a reflection to the previous statement by Gordon and Craig (2001) on the positive contribution of RNF in the literature review section, it is worth to highlight that in this case of Orang Asli community in Royal Belum State Park, their livelihood is restricted by State Park regulations which did not permit any land/forest clearing for development or expansion of settlements and/or for farming activity. This situation in turn, pushing the community to be highly dependent on RNF in particular, participating in various jobs related to forest-based activities.

### RNF contribution to household income

Regarding the element of income generated from RNF, this study able to obtain an income figure only from respondents’ transaction for sandalwood (*kayu gaharu*) (Table 4). Income figure (or even estimation) for other RNF such as honey extraction (*gaharu* and *kelulut*), selling rattan, wild herbs and fishing was not given by respondents due to

seasonality of the activities and often conducted on a part time basis with insufficient data on production/output. Currently, all NF products from Sg. Kejar and Sg. Tiang will be sold at the Banding Island jetty (or known as Mat Shah Jetty by the locals) where they will receive money in cash. Majority of respondents also agree since they work as a group, the income generated from selling of forest products will be divided equally among members of the group (Research fieldwork in 2015).

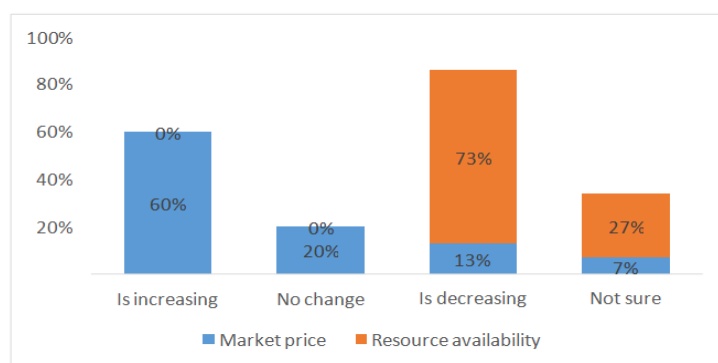
Due to high transportation cost, respondents at both villages have to ensure that potential income from the sale of their RNF products would cover the necessary costs and still have extra cash for purchasing food including rice, sugar, cooking oil, cigarette and propane tank for cooking. Based on interview with the Batin Sain of Sg. Kejar, local residents normally have to allocate approximately RM180 as petrol cost (for return trip by boat). Similar feedback on petrol cost also obtained for residents of Sg. Tiang (Research fieldwork in 2015).

**Table 4:** Average income from RNF activity  
(n=15)

Income from Sandalwood/Gaharu		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not related	1	6.7	6.7	6.7
		3	20.0	20.0	26.7
	<RM10/day	7	46.7	46.7	73.3
	RM15/day	4	26.7	26.7	100.0
	RM30/day				
	Total	15	100.0	100.0	

Source: Research fieldwork in 2015.

Based on Table 4, 47% of respondents did mention they might be able to gain RM15/day from collecting and selling of sandalwood or for approximately RM450/month as their household income. Only a small portion of respondents or 27% are able to gain RM30/day or RM900/month from RNF (sandalwood). Even on a very good day, the maximum monthly income could achieve RM900 and this figure is far from bringing the community out of poverty. In conclusion, respondents involvement in NF activities in RBSP has potentially generate and maintain jobs for locals, however income (minimum wage) from RNF is still low hence unable to bring the community out of poverty.

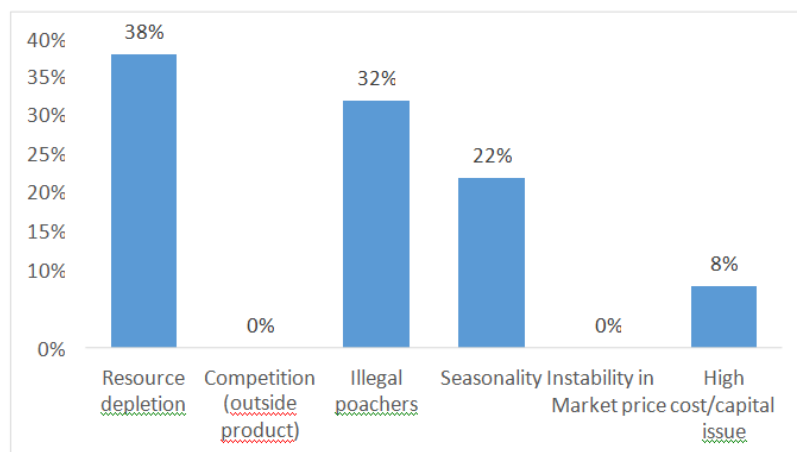


**Figure 4:** Perceptions on prospect of RNF activities – market price and resources availability (n=15). Source: Research fieldwork in 2015.

With regards to respondents' perceptions prospect – i.e. pricing for RNF products, more than 60% agreed that the market price is increasing as compared to 20% which feeling the price have not change much over the years. Only 13% of respondents considering the market price is decreasing and the remaining 7% stated they are not sure about the price (Figure 4). The result is very closely related to the second question i.e. prospect/status resources available for RNF products. The survey clearly indicated that majority of respondents (73%) considering the resources related to RNF activities is in decreasing mode, followed by the remaining 27% mentioned that they are not sure about the situation. None of the respondents indicate local resources related to RNF in an increasing state nor in stable supply.

### Issues and challenges of RNF activities

Based on Figure 5, there are four major issues/challenges has been identified with regards to RNF activities in two villages. Resource depletion is regarded as the most pressing issue by 38% of respondents, followed by the issue of illegal poachers/intruders (32%), issue of seasonality for some of RNF activities (22%) and issue related to lack of capital for funding the RNF works (8%).



**Figure 5:** Issue and challenges related to RNF activities (n=15).

Source: Research fieldwork in 2015.

## Alarming Issues

Two alarming issues have been observed during field visit to Royal Belum State Park whereby both issues are closely related to RNF and RNF-related activities.

### 1. Contest for resources – forest disturbance due to opening of new settlement



**Figure 6:** Opening of a new settlement as observed in Royal Belum State Park during field study. Photo by ©Khamarrul Azahari Razak (2015)

### 2. Unsustainable practice in extracting wild *kelulut* honey



**Figure 7:** Unsustainable practice in extracting wild *kelulut* honey observed in Royal Belum

State Park during field study. Photos by ©Khamarrul Azahari Razak (2015)



These alarming issues requires immediate solutions from relevant agencies as well as from local community to prevent short and long term negative impacts to environment, resource availability and livelihood of Orang Asli communities that resides in the park. The study also indicated other RNF activities that are expected to be linked closely with State Park such as community-based tourism or any other forms of sustainable tourism as well as small and medium enterprises (SMEs), are not well established in the study area. It is recommended that a more suitable RNF and RNF-related activity can be promoted within the context and limitation of State Park regulations. This proposal might include the idea of community-based rural tourism which aims to reduce local community exploitation of valuable natural resources in Royal Belum and to encourage diversification of rural economic activities among Orang Asli communities.

## Conclusion

This study demonstrated that RNF activities played a significant role in shaping the livelihood of Orang Asli households of Kampung Sg. Kejar and Kampung Sg. Tiang, Royal Belum State Park. Results from household survey and interview revealed all respondents are involved in RNF activities, mostly related with extracting and selling forest products including sandalwood (gaharu), rattan, wild honey (tualang and kelulut), medicinal plants and fishing. The community involvement in RNF activities, undoubted generated local jobs and income. However, the current data shown level of household income is far from satisfactory and able to bring them out of poverty. Some interesting findings also gathered by this study particularly on respondents' perception on market price for RNF products and on availability of RNF resources in Royal Belum State Park. Data analyses indicated majority of respondents agreed that the price for RNF products has increase over the years. Similarly, they also admitted that local resources harvested as RNF products have been decrease over the years, and they have to travel further into the forest to search for gaharu, rattan, wild honey and other products. It is recommended by this study that new form of RNF and RNF-related activities including community based tourism can be introduced in near future to reduce community dependency on exploitation of natural resources hence reducing the pressure on valuable resources of Royal Belum State Park.

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# DEAD DONOR: A FAILURE OF OPTING-IN SYSTEM IN MALAYSIA

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## Abstract

Organ donation is altruistic in nature. It is a gift of life to the recipient without expecting any rewards in terms of financial or others. Despite the continuous developments in medicine and technology, the demand for organs keeps increasing and has far exceeded its supply. Malaysia is one of the countries in Asia that has very low rates of dead donor pledgers despite its relatively good education and health care system in particular the opting-in system. According to statistics from the Health Ministry, 266 583 Malaysians have pledged as organ donors as at September 30 of 2014, which is only 1.7 percent of the country's population. Although it is an increase compared to previous years, it is still not enough to meet the demand of patients who are still waiting for the organ transplant where so far it comprised a total of 18 493 individuals suffering from kidney, liver, heart and lung failure and this number will be expected to continue to increase in the future. Therefore, the writers will compare the dead donor system in Malaysia, Singapore and United State and compare the outcome of those systems to overcome the shortage of organ supply. The writers will use qualitative approach with comparative study in this research and at the end of the discussion the writers will suggest a solution to the failure of opting-in system in Malaysia.

**Keywords:** *Dead Donor, Opting-in System, Malaysia, Singapore, United State*

## Introduction

Organ is defined as a collection of tissues of several different types which joined in a structural unit to perform a specific function [1]. A human being has only one of some organs, which are vital in maintaining one's life. Malfunctioning of the organs may unavoidably lead to several serious illnesses and even follow by death. Fortunately, developments in the transplant surgery and medicine have allowed the transfer of certain human cells, tissues or organs from an individual to the others and thus to restore the functions in their bodies [2]. This process is known as organ donation or transplantation.

Transplantation has gradually become an accepted treatment for organ failures in most countries. Donation of organ was first started in the 1950s when the first kidney transplant was successfully performed towards a twin and surprisingly it worked for 8 years. Following that, doctors discovered how transplantation works for other organs as well, for instances, the heart, lungs, liver, cornea, heart valve, bones and skin. From thereon, the concept of organ donation was spread out, the public is encouraged to be a donor for those in need, either upon their death or during their lifetime [3].

Undeniably, organ donation is a gift of life. A deceased donor may save up to eight lives if conditions permitted [4]. Transplantation will be able to improve recipients' quality of life as it allows them to return to their normal lifestyles and no longer have to depend on costly routine treatments to survive.

Despite the goodness of the donation, the organ donation system in Malaysia has failed to meet the increase number of patient who are still waiting for the organ

transplantation. Malaysia is one of the countries in Asia that has very low rates of dead donor pledgers despite its relatively good education system. According to statistics from the Health Ministry, 266 583 Malaysians have pledged as organ donors as at September 30 of 2014, which is only 1.7 percent of the country's population. Although it is an increase compared to previous years, it is still not enough to meet the demand of patients who are still waiting for the organ transplant where so far it comprised a total of 18 493 individuals suffering from kidney, liver, heart and lung failure and this number will be expected to continue to increase in the future [5].

Therefore, the writers will conduct a comparative study on the organ donation system in Malaysia, Singapore and United State of America. Although the system of organ donation for dead donor and living donor is the same, but the procedures are distinguishable. Therefore, to achieve the goal of this research, the writers will only focus on the issue of dead donor.

## **Results And Discussion**

### **Organ Donation System In Malaysia, Singapore and United State**

#### **A. Malaysia**

##### **Definition of Death**

There are two types of death that has been recognized under organ donation in Malaysia namely brain death and cardiac death. Basically, most people die a cardiac death, when their heart stops beating and they stop breathing. This definition of death is adopted widely by the medical association. However, the concept of brain death is hard to be accepted and recognized by the community before this until the Brain Death Committee was formed by Ministry of Health in late 1992 to make recommendations regarding brain death and prepare guidelines for use in the country. After members of the committee, which comprised of specialist in relevant fields and representative of medical organizations, gave lectures nationwide and explained the guidelines on brain death, the concept of brain death was duly accepted by the medical fraternity at a consensus meeting organized by the Ministry of Health and the Academy of Medicine of Malaysia on 12<sup>th</sup> December 1993 [6].

Brain death can be defined as a condition where the blood that carries oxygen cannot reach the brain or the brain stem, which controls the heart rate and the breathing. Head trauma or bleeding in the brain from aneurysm or stroke can limit oxygen supply to the brain and cause the brain tissue to swell. The pressure in the skull increases when the brain swells because it has no room to swell since it being in a skull. This will affect the flow of the blood carrying oxygen to the brain. Brain dead patients do not have any response and cannot breathe on their own. The heart beats because the ventilator is pushing in the oxygen. The ventilation machine will be switched off when a patient is declared as brain dead by two authorized and experienced specialist in two separate tests, as legally dead. A person who is brain dead can donate all their organs and tissues, whereas someone who has cardiac death can donate their tissues only [7].

##### **Opting-In System in Malaysia**

There are two types of organ donation, deceased organ donation and living organ donation. Deceased organ donation, also known as cadaveric organ donation is a donation of organs from someone who has died recently. In other words, an organ is removed from a person after his death. Cadaveric transplants are governed by the Human Tissues Act 1974 where it provides provisions for the use of parts of human bodies of deceased persons for therapeutic purposes and for purposes of medical education and research [8].

In Malaysia, consent for organ donation following death is usually given through the opting in system where a person will state his intention to donate his organs when he is

alive. He must pledge to be an organ donor. To do so, he can download and print the Donor Pledger Form at the official website of National Transplant Resource Centre, which is the government body that handles organ donation pledgers' data records throughout Malaysia. Then, he needs to fill in all the required information and chose the tissue or organ that he wishes to donate and the most important thing, he must let his family know of his decision to be an organ and tissue donor upon his death as well write in the name of his next of kin. The immediate family members' consensus and the next of kin's written consent is essential in the process of organ donation. It is vital that family members are aware of his decision of pledging as an organ donor in order for his noble intentions to be actualized. Once he signs the form, the form is complete and it can be sent to National Transplant Resource Centre at Hospital Kuala Lumpur. Later, a donor card will be sent to him and he is required to fill in and sign the card. This card must be kept together with his Identification Card (IC) at all time. Besides this way, the registration also can be made via online, using the toll free number or visit or call the nearest Transplant Resource Centre to acquire the registration form [8].

Upon his death and in circumstances where organ retrieval is possible, the doctors who note his wishes can then proceed to harvest the organs. Doctors will also have to take note of the views of the immediate relatives of the deceased. He may donate both kidneys, liver, heart, lungs and also tissues like cornea (eye), skin, heart valves and bones. Then, the organs donated by him shall be transplanted into potential recipients who are on the National Transplantation Waiting List, a list of patients eligible to receive organs or tissues based on an agreed set of criteria. Nevertheless, the donors with a history of cancer or transmissible viruses such as Hepatitis B, Hepatitis C and HIV are not considered for organ donation [8].

### **Factors of Low Organ's Donation Rate in Malaysia**

As stated above, Malaysia is one of the countries in Asia that has very low rates of organ donation pledgers. Hence, it can be seen that Malaysia is facing a shortage of organs for the process of transplantation since there are still many people who oppose organ donation. There are many reasons why certain populations are less likely to consent to organ donations and among these reasons are founded on misinformation about organ donation and religious misconception. Lack of awareness and information has not been an issue anymore for organ donation in Malaysia because the government has successfully overcome this problem. It can be proved by the statistics from the Health Ministry above which shows that the number of organ pledgers is increasing since the awareness among Malaysians is improving.

Back to the discussion, there are a few misconceptions about organ donation that need to be addressed individually. For example, some people have perception that the body of the donor would be mutilated and treated badly. Besides that, they also worry that other organs would also be taken apart from the organ that they wanted to donate. Anxiety like whether the doctor will put his best effort in saving of their lives, if it has come to the doctor's knowledge that the patient is an organ donor, does indeed required to be clarified [9].

Religious misconception is among the reasons why Malaysians are still reluctant to become organ donors as stated previously. They have a thought that their religion do not approve donation since their body would not remain intact after death. There have no clear saying in their religious that whether they are allowed to donate their organs to those who are in need. Furthermore, they also believed that the body of the deceased must be buried as soon as possible after death to prevent bad things from happening [10]. Contrarily, the major religions like Islam, Christianity, Buddhism and Hinduism, all have recognized

organ donation as a charitable act of kindness and an act of love. The Qur'an plainly states, "If anyone saves a life, it will be as if he saves the life of all mankind." (Surah al-Maidah: 32) The Pope Benedict XVI was quoted to have supported organ donation by stating, "To be an organ donor means to carry out an act of love toward someone in need, toward a brother in difficulty. It is a free act of love that every person of good will can do at any time and for any brother." In addition, Hindus believe that donating organs reflect love, compassion and charity which are practical aspects of their religion. Similarly, the Buddhist attitude towards organ donation also advocates acts of charity as to reduce one's own attachment to worldly possession. Therefore, it can be concluded that all religions support organ donation as it is typically considered a generous act [11].

## **B. Singapore**

### **Definition of Death**

Under Singapore Human Organ Transplants Act (HOTA), there consists two situations where a person can be certified as dead and the procedures of the removal of the deceased's organs can be initiated, namely:

- (i.) *Cardiac death*, where the heart irreversibly stop beating and all vital functions of the organs will cease, including the brain, OR
- (ii.) *Brain Death*, where there is total and irreversible cessation of all the function of the brain of a person.

This legal definition of death is widely accepted and be adopted by Singapore and other advanced countries, including Australia, Denmark, United Kingdom, United States and Canada [12].

The distinction between "brain death" and "coma" should be drawn clearly and brought to the attention of the public; as such confusion may lead to increase in the number of people who opt-out from the donation [13]. The word "Coma" was defined as a state where a person is unarousable but the tests confirm that some brain functions are present. In contrast, for person who had suffered with a "brain death", he will be unarousable and all his brain functions will irreversibly cease. The said person will be unable to breathe on his own, but totally depends on the ventilator. Once the ventilator is switched off, the heart will stop beating and the brain is no longer in function. In short, when a person is declared "brain death", there is no possibility for him to recover or regain the consciousness [7].

In Singapore, there are seven clinical tests have to be conducted and fulfilled for determining cessation of all the brain function. The tests are listed as below:

- (i) Absence of the pupillary light reflex;
- (ii) Absence of the corneal reflex, which means that there is no blink reflex when the cornea was stimulated;
- (iii) No pain response;
- (iv) Absent oculoccephalic reflex, where the eye gaze follows the direction of the head when turned side to side;
- (v) No gag reflex in response to stimulation of the throat or upper air passages;
- (vi) No eye response on instillation of 50 cm<sup>3</sup> of ice-cold water into each ear (*Absent vestibulo-ocular response*) ; AND
- (vii) No spontaneous response when the ventilator is removed even with the increasing of the carbon dioxide test (*Positive apnea test*) [12].

If one of criteria does not fulfilled, additional tests will be performed to ascertain the presence or absence of the blood flow in the brain. Besides, it is important to note that there is a requirement of two medical practitioners to be involved in certification of "brain death", as compared to "cardiac death" which requires only one doctor to certify.

Furthermore, the two medical practitioners involved must: be a person who possess the prescribed postgraduate medical qualification. They must not have been involved in the care or treatment of the said patient, shall not involve in the organ removal process, selection of the proposed recipients, and care of the proposed of recipient of the organs [12].

All these rules and regulations as mentioned in above, have play an important role in ensuring the transparency of the organ donation process. It acts as a safeguard to prevent anyone from misusing the trust and confidence, which was entrusted by the patients or donors, in order to obtain his personal benefit, said for example by involving in an illegal organ trade. Besides, there is a reassurance given by the Ministry of Heath as well as other hospital authorities that every patient will be given with a full medical care and every chances at survival, regardless the suitability and acceptance of the organ donation. Organ donation will only be considered when a person is clinically being declared dead [14].

### **Opting-in and opting-out system**

Generally, there are two laws governing the organ donation in Singapore, namely the Medical (Therapy, Education and Research) Act 1972(MTERA), and the Human Organ Transplant Act 1987(HOTA).MTERA is an opting- in system where people may donate their organs or the body in a whole for the purpose of therapy(including transplantation), research or education, after their death [15]. However, by the end of year 1980, the rate of organ failures among the Singaporeans was in the trend of increasing, the MTERA is proved to be inadequate to meet the need of patient, especially those who suffered with a kidney failure. It cannot be denied that the rate of voluntary organ donation in Singapore is relatively low at that particular period. This was supported by the statistic report prepared by the Ministry of Health (MOH), where there were only 22 kidney transplants performed between year1970 to 1978, and there is no transplantation occurred within the period from year 1979 to 1981 [16].

In order to tackle this critical issue, Human Organ Transplant Act 1987(HOTA) which is based on the opting- out system was introduced in Singapore, as suggested by the Minister of Health Goh Chok Tong. Under this opting- out or presumed consent system, there is a presumption that all the Singapore citizens and permanent residents whose aged above 21 years old and of sound mind have consented to be organ donors upon their death. However, for those who do not wish to be a donor, may object it by filling in a form to opt-out which can be easily obtained from the public hospitals and polyclinics, and post it to the Organ Donor Registry. It should be noted that whoever opt out from donation, his name will go to the bottom of the waiting lists if they ever need an organ [16]. This opting- out system has been widely used in other countries like Spain, Italy, Austria and Belgium, and has obtained a great success[12]. It was proven by the statistic record where there are 222 patients have received a kidney transplants from year 1987 to mid-year of 2004. There was an average of 13 transplantations taken place per year [16].

Based on the above discussion, it can be noted that the objectives of introducing of HOTA is good but the opting-out scheme should be made easier and more transparent. The governing bodies shall ensure that the public are well- aware of the existence of such legislation and more importantly, the operation of the presumed consent system. This is because organ donation is based on the altruistic consent of the donor or his family members, rather than a mere forced or ignorance. Respect to an individual's right and interest in controlling of their bodies in life and upon death should be given. It is must to treat a human with dignity and not merely be used as a subject to serve the health need of others [17].

Several efforts were made by the Singapore Minister of Health in order to ensure the transparency in enforcing such opting- out scheme. For example, the Ministry will send the notification letters and an information booklet on HOTA to every citizens and permanent residents of Singapore, about six months before they turn into age of 21. An opting- out form will be attached to the booklet for the use of those who intended to make an objection for such donation. On average, there are 40,000 of such letters dispatched from the Ministry in duration of one year. Besides, the objection forms are available in all the public hospitals and polyclinics or even may directly download it from the Ministry of Health's official website [18]. According to Mr. Khaw Boon Wan, the Health Minister of Singapore (*from August 2004 to May 2011*), due to Ministry's consistent efforts in promoting the public's understandings on HOTA, he said Singaporean today appeared to accept that presumed consent and more aware on their right to opt-out from the donation [18].

### **C. Australia**

#### **Definition of Death**

For the purposes of organ donation and transplantation within a given jurisdiction, it is necessary to have an agreed-upon definition of death. The two most frequently used definitions are brain death and sudden cardiac death. In general, brain death is the complete and irreversible loss of brain function (including involuntary activity necessary to sustain life) whereas sudden cardiac death (SCD) is an unexpected death due to cardiac causes that occurs in a short time period (generally within 1 hour of symptom onset) in a person with known or unknown cardiac disease [1].

In 1977, an Australian Law Reform Commission (ALRC) report on organ donation and transplantation recommended that a statutory definition of death be introduced into Australian law that could be applied generally, and not only in the context of transplantation. All state and territory legislation that applies to organ donation includes a definition of death, with the exception of South Australia and Western Australia. South Australia has the separate Death Definition Act 1983 and Western Australia legislation does not explicitly define death [1].

As mentioned above, Western Australia is the only state or territory not to include a definition of death in its legislation. However, the section of the Western Australia Human Tissue and Transplant Act 1982 relating to the authority of designated officers, states that tissue or organs shall not be removed from a body for the purposes of transplantation unless two medical practitioners with specific qualifications (that vary from state to state) have declared that the irreversible cessation of all function of the brain of the person has occurred [19].

#### **Opting in System**

All the states and territories of Australia have adopted the system of opting-in in their organ donation process, where individuals are given with a freedom to register themselves into system as a potential organ donor. In accordance to the National Clinical Taskforce on Organ and Tissue Donation, opt-in system is fairer and more suitable to the society of the Australia, as compared to the alternative opt-out or presumed consent system. This is mainly because organ donation should be based on the altruism and voluntary nature, where would-be donor is assumed to be a rational, autonomous decision-maker and no real impediments should be imposed to oblige people to donate any of their body parts [20].

The process of registration is simple and basically consists of three ways, where those who intended to be an organ donor may register it through phone-call (except for New South Wales and Queensland, where consent of the deceased must be given in the

written form), online fill in Register form obtainable on the Medicare website, or by posting or submitting the relevant documents to the local services centres [21].

However, it should be noted that donor's registration of consent is not a legally-binding directive, as in most of cases, the desires of the deceased's family members will be taken into consideration. In another words, donation will not occur where family members are strongly opposed to such a procedure, even when the deceased person's consent has previously given and being registered into the system [1].

The donation rate in Australia is 16.1 donors per million population, up from 12.1 donors per million before the Organ and Tissue Authority was established in 2009. But it has not improved as quickly as some had hoped. University of Queensland research assistant William Isdale in his article "Three proposal to increase Australia's organ Supply" said an opt-out system would need to be complemented by other measures. Unless it's a very hard opt-out system there is still the chance that families can veto requests, but it changes what is expected or normal in society [22]. Therefore, the opt-in system in Australia seems not helping much in overcoming the short supply of organ to those in need.

## **Critical Analysis And Conclusion**

### **Opting- in System vs Opting- out System**

It can be noted that the system of registration as an organ donor in Malaysia and Australia is based on the concept of opting- in, where consents from both the donors (during his lifetime) as well as the acquiescence of his family members (upon the death of the deceased) have to be obtained, before an organ removal procedures can be initiated. In other words, the deceased family members have a right to resist or object against the transplant, despite there is a donor's personal consent. The system operated in Singapore is drastically different with Malaysia's Opting-in system. Instead of implementing the conservative Opting – in system, they have adopted the more effective system of presumed consent or opting- out, by introducing the Singapore Human Organ Transplant Act 1987(HOTA). Under this act, all the citizen and permanent residents (including the Muslim) with an age above 21 years old of sound mind, are presumed to be an organ donors, unless the said person opt- out from such a system. It cannot be denied that a great success had obtained in increasing the number of the organ donors in Singapore, through implementation of this opting- out mechanism.

Thus, introducing a presumed consent system in replacement of the current opting-in system might be a good solution in tackling the low donation rate in Malaysia. However, the applicability of such system in Malaysia which is multi-racial and multi- religions country should be subjected to an intensive study or review, conducted by the legislature.

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# RELATIONSHIP BETWEEN CONSUMER ATTITUDE AND COUNTRY OF ORIGIN TOWARDS FOREIGN PRODUCT EVALUATION

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## Abstract

The emergence of globalization continuously to dominance the market, it has become increasingly essential for marketers to study the consumer behavior towards foreign product as well as how this will influence product evaluation among consumer especially consumer in Miri. In general, consumer tends to have contradiction behavior towards foreign product and they commonly have different product appraisal among one and another. However, it is common for those products made in developing country are perceived to be of lower quality than product from an industrialized nation. Thus, this would like to investigate the relationship between consumer attitude and country of origin foreign product evaluation. Using self-administered questionnaires, there are 384 residents were selected in order to obtain data regarding with the purpose of this study. The results reveal that there is a significant relationship between country of origin and as well as consumer attitude towards foreign product evaluation among consumer in Miri.

**Keywords:** *Attitude, Country of Origin, Foreign Product Evaluation, Consumer*

## Introduction

Country of Origin effect has been widely discussed topic in the marketing literature for many years (Papadopoulos & Heslop, 2002). Seemingly, country of origin effect also influences consumer evaluation towards product. As being points out by Keller (1993), one of the effects of country of origin is that consumers with favorable attitude towards products originating from a certain country are willing to pay premium prices, which comes across as notable profit to the company. In addition, consumers use country of origin as a signal of product quality (Han, 1989) and authenticity (Holt et al., 2004). The result of consumer evaluation towards foreign product from different country of origin thereby depend on the consumer's values and perception as the product can be accepted or rejected by the consumer. Overall, the natures of consumer behavior are continuously changing and will eventually impact the evaluation process among consumer in their buying process. In addition, to understand the effects of brand image and country of origin, researchers and marketers should be familiar with the buying behavior of consumers (Gera, 2014). Thus, this study was conducted to identify the way in which attitude and country of origin play their roles as the antecedents of consumer behavior and it impacts towards foreign product evaluation.

## **Research Problem and Research**

### **Objectives**

Consumer's values and perceptions, the product-country image can either increase or decrease perceived value. Still, the country image is not static (Jarvelainen, 2012) but can change over time as consumers become more familiar with the products and the quality of them actually improves (Kerbouche, Adouka, Belmimoun and Guenouni, 2012). In general, consumer tends to have contradiction behavior towards foreign product and they commonly have different product appraisal among one and another. However, it is common for those products made in developing country are perceived to be of lower quality than product from an industrialized nation (Hulland, Todino, & Lecraw, 1996). Supposedly, fair evaluation that is purely based on the product capabilities itself should be more favorable by consumers as it will produce equal opportunities for every product to win over customer choice regardless its country of origin or level of development of the country.

In fact, over the years electronic industry has developed significant capabilities and skills for the manufacture of a wide range of semiconductor devices, high-end consumer electronic and information and communication technology (ICT) product (Malaysia External Trade Development Corporation (MATRADE), Electrical and Electronic Directory 2011-2013). However, multinational companies such as Apple computer systems Malaysia, Samsung Malaysia electronics and Canon Marketing still have a very stronghold on consumer electronics in Malaysia (MIDA, 2011). In addition, the emergence of other low cost producers such as China and ASEAN Free Trade Area (AFTA) would intensify the competitiveness of the Malaysia electrical and electronic market (Maheran and Haslina, 2008). Thus, it will become more difficult for local electrical and electronic product to compete with other well-known foreign brands as consumer not only obviously feels more secure to purchase those popular brands but also good value for their money. Besides, the strong brand equity that those foreign product hold for such a long period managed to gain trust and favorable evaluation from consumer worldwide. Therefore, the massive impact of country of origin towards consumer behavior and product evaluation among local consumer cannot be denied.

Hence, it is essential to carry out this study in order to identify the relationship attitude and country of origin had with foreign product evaluation. Furthermore, the study is crucial so that the factor that will impact foreign product evaluation the most can be identified. The objective of the study is to investigate the relationship between psychological factor (attitude) and country of origin towards foreign product evaluation. Besides, through this study, hopefully it can produce a comprehensive understanding related to the relationship between consumer behavior on country of origin and foreign product evaluation.

## **Literature Review**

### **Product Evaluation**

Product evaluation based on judging the country of origin is called "country of origin effect". Roth and Romeo (1992) assert that country of origin effect means customers'

stereotypes of one specific country. Country's stereotype means people in a country or specific people have stereotype or preferences for products of another country (Thorelli, 1985). This affect commonly occurs when consumers evaluate product alternatives from different countries before they make their final decision. In addition, Country of origin may create a "halo effect" whereby consumers' attention and evaluation of other product dimension are affected (Ghazali, Othman, Yahya and Ibrahim, 2008). Realizing the importance of country of origin effect in their businesses, many countries concentrate in creating and polishing their image in the eyes of the world in order to attain an image that are linked to high quality, low risk involved by the consumer and in the long run goal, able to gain market leader position. This is vital to any country in term of substantial economy growth as the image of product's country of origin is an extrinsic factor which majorly influences consumer's evaluation of the product. Furthermore, consumers evaluate products on their attributes and infer product quality from a variety of informal cues or stimuli, including intrinsic cue (e. g., product performance) and extrinsic cues (e.g., brand name, product origin) (Han and Terpstra, 1988; Peter and Olson, 2008). Even though it is now recognized through various studies that country of origin doesn't act as a single product evaluation cue for consumers but that consumers use it in combination with other product attributes, country of origin continues to have an important effect on product accessing (Usunier, 2002).

The study conducted by Jap (2013) aims mainly to identify Chinese consumers' consumption value and evaluation towards global brands luxury goods as Wang and Chen (2004) commented that many Chinese consumers purchase imported products to enhance and symbolize their higher social status, prestige, fashion and product reliability compared to the local brand product counterparts. The result of the study has proved that Chinese consumers prefer foreign luxury product over local brands as they evaluate both foreign and local luxury products based on the product construct in term of quality, trustworthiness, prestige, design and brands. This result has a positive correlation with the research completed by Keegan and Green (2013) in which Chinese consumers have very different consumption values compared to their western counterparts. Xiao (2005) supported by commented that due to rapid economic growth in the country over the past 25 years, Chinese consumer consumption values and behavior tends to vary significantly based on regions, cohorts and social class. Thus, the ownership of foreign luxury product does boost Chinese consumer pride as it reflect the higher level of social rank as people evaluate the product as expensive and exhibit higher quality to compare with local brands of same product category. Besides, Jap (2013) stated that Chinese consumers preferred foreign over local brands for luxury products because by doing so, those Chinese consumers will receive immediate social acceptance and face (or mianzi) up to the level of the social status they wish to achieve (Jap, 2010). This mean that the way in which Chinese consumers behave and their eagerness to own foreign luxury product not only drive by their want to satisfy their basic need but also because it will able to show their distinctive value to compare with other ordinary consumers.

### **Attitude Factor**

In today's turbulent market, the attitude of consumers is a subject matter of great concern for marketers today because an order from this base can be crucial with

regards to choosing the right marketing strategy and also making business activities successful (Solomon, Marshall and Stuart, 2008). Peter and Olson (1994) stated that attitude is general measurement toward individual concepts, which mostly are object and behavior. Attitude structure the way consumer think, believe, feel and respond to the internal and external environment. Attitude is shaped selectively to compromise consumers' needs and could be changed by external effects like; joining a new community, gaining more knowledge and environment of a person (Chisnall, 1995). This mean attitude is not enduring and can be created for some purposes.

Even though attitude cannot be noticed obviously yet it can be noticed from consumer behavior. There have been examples in the past about how the big companies end up with failure due to their lack of interest in society's attitude changes towards their product or service while the new brands attract their consumers after handling sophisticated attitude researches (Peter and Olson, 2008). This proves that attitude is important determinant in establishing consumer behavior towards product. The extent to which consumer's attitude respond favorably towards imports depend highly to whether the consumer loyal or not to the local product. Consumers who are sensitive about product's country of origin may or may not be ethnocentric. It depends on how loyal consumers to their countries (Guneren and Ozturen, 2008). Consumer ethnocentrism is usually a determinant of consumers' attitudes toward imports (Shimp et al., 1994). Country of origin can have greater effect on consumer attitude than brand name since even a well-known brand it cannot change negative attitude of consumer on the product which made in a developing country. In addition, the image of the country also plays an important role in creating positive attitude among consumers toward imports. Hence, the better Country of origin image, the more trust consumers will have in the products.

### **Country of Origin**

The Country of Origin effects has received considerable attention in internal marketing research (Gera, 2014). Country of origin can be defined as a potentially powerful image variable that may be used to gain competitive advantage in international marketing (Parameswaran and Pisharodi, 1994). In addition, country of origin is one of the non-physical i.e intangible characteristics of a product which influences consumers' perceptions regarding product's attributes and quality (Balabanis and Diamantopoulos, 2004). Gera (2014), also stated Country of Origin is an important factor that affects consumers' opinion towards product quality. Besides, the location of production (country of origin), as an information cue, activates various ethnocentric and/or non-ethnocentric beliefs and the antecedent knowledge of consumers, which subsequently affect the interpretation and evaluation of product attributes (Chrysoschoidis et al., 2006). Consumers evaluate product on the basis of information cues that are divided into intrinsic and extrinsic. However, consumers often use extrinsic cues (e.g. product nationality) as an indicator of quality (Ahmed et al., 2004). Samli (1995) added Country of origin as a concept that is a critical information cue, which plays a major role in having the product accepted in a different world market. Consumers use Country of origin information as a signal of product quality (Han, 1989) and authenticity (Holt et al., 2004). Whereas intrinsic cues are often preferred, consumers do face difficulties gaining access to them, which means that consumers frequently rely on extrinsic cues for product judgment (Bredahl, 2004). Hence, it is undeniable that country of origin has an impact towards product evaluation among consumers. In addition, consumers often refer to the country of origin

as an indicator whenever making decision on new buying situation or lack of information. As describe by Veale and Quester (2009), low familiarity with the product has been related with greater use of extrinsic cues (COO) to evaluate product.

Parameswaran and Pisharodi (1994), define country of origin as a potentially powerful image variable that may be used to gain competitive advantage in international marketing. The more the country portrays a favorable image, the more likely the country's product to be embraced by consumer. Besides, Laroche et al., (2005), added that country image has an influence on product evaluations both directly and indirectly through product beliefs. If the country of origin stereotype is negative, it can pose formidable barriers for marketers attempting to position their goods within a foreign market (Johansson et al., 1994 in Kinfra, 2006). Furthermore, Laroche et al., (2005) defines that country image is a three dimensional concept comprising of cognitive, affective and conative components. This image is created by such variables as representative products, national characteristics, economic and political background, history and traditions (Nagashima, 1970). Whereas studies on product nationality as a quality cue have generally focused on the image of the country (where the product was made) in the consumer evaluation process, the emphasis of consumer ideologies has been on the mindset and value system of the consumer, their geographical location, their cultural and ethnic environment and the impact on the decision making process and outcomes (Vida, 1996). Numerous firms have used positive associations with the country of origin to good advantage in the marketing of goods (Papadoupoulos et al., 1993 in Kinfra; 2006). Consumer often make judgments about product quality and purchase value on the basis of extrinsic cues, this is why country of origin, an extrinsic cue, is often used by buyers to judge foreign products (Insch et al., 2002; Ahmed et al., 1995).

## **Methodology**

As being defined by Ho and Lee (2012), population is the entire group of people, objects, events, or things of interest that researcher would like to investigate. For this study, the population was the residents of Miri City is 300, 543. The sample that used in this study was young adult and adult from various areas comprise urban, suburban and also rural. A young adult according to Roberts and Blanton (2001) is who ranges between the ages of 20 and 29 years of age. The study of the behavior of this segment is interesting as they are eager to learning and developing knowledge about life including as a consumer in our society. Thus, this sample was investigated through this study in order to identify the relationship of consumer behavior antecedents and foreign product evaluation. A number of 384 residents were selected in order to obtain data regarding with the purpose of this study. The sample size of 384 respondents was abstract from population and sample size table construct by Krejcie and Morgan (1970).

## **Findings and Discussions**

Respondents for this study were 384 consumers in Miri that comprised three different areas which were rural, sub-urban and urban. The age ranges of the respondents were from 20 until 40 and above years old. Table 1 below shows the respondents' Demographic Background in detail.

**Table 1 Demographic Background (n=384)**

<b>ITEMS</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
<b><u>Gender</u></b>		
Male	193	50.3
Female	191	49.7
<b><u>Age</u></b>		
20-25 years old	116	30.2
26-30 years old	118	30.7
31-35 years old	42	10.9
36-40 years old	31	8.1
41 years old and above	77	20.1
<b><u>Religion</u></b>		
Muslim	109	28.4
Christian	261	68.0
Buddha	2	0.5
Others	12	3.1
<b><u>Race</u></b>		
Malay	94	24.5
Iban	102	26.6
Chinese	21	5.5
Orang Ulu	145	37.8
Others	22	5.7
<b><u>Educational</u></b>		
Secondary School and Equivalent	282	73.4
Bachelor's Degree	94	24.5
Master Degree	7	1.8
Doctoral Degree	1	0.3
<b><u>Occupational</u></b>		
Student	29	7.6
Employed	266	69.3
Unemployed	83	21.6
Self Employed	6	1.6
<b><u>Marital Status</u></b>		
Single	191	49.7
Married	182	47.4
Divorced	7	1.8
Widow	4	1.0
<b><u>Income Level</u></b>		
Below RM1000	137	35.7
RM1000-RM2999	132	34.4
RM3000-RM4999	80	20.8
RM5000 and Above	35	9.1
<b><u>Residential Area</u></b>		
Urban	99	25.8
Sub-Urban	212	55.2
Rural	73	19.0

Note: Frequency and percentage total for each item is 384 and 100% respectively.

Based on the Table 1 above, the ratio of gender was quite balance with 193 of the respondent were male (50.3%) and 191 of the respondents were female (49.7%). In terms of age, the finding indicated that highest ratio of the respondents was 26 to 30 years old

were between the range of young adult with 118 of respondents (30.7%) and followed by 20 to 25 years old with 116 of respondents (30.2%). There were 77 of the respondents (20.1%) in the range of age between 41 years old and above while 42 of the respondents (10.9%) were 31 to 35 years old. The lowest was respondents in the age of 36 to 40 years old with 31 respondents (8.1%). This shows that young adult are actively part of the research. As above, in terms of religion Christian were the highest with 261 of the respondents (68.0%), followed by Muslim with 109 of the respondents (28.4%) and others religion with 12 of the respondents (3.1%). The lowest in term of religion distribution was Buddha with only 2 of the respondents (0.5%) correspondingly. In terms of race, the highest were Orang Ulu with 145 of the respondents (37.8%), followed by Ibans with

102 respondents (26.6%), 94 of the respondents (24.5%) were Malay and other races were 22 of the respondents (5.7%). The lowest was Chinese with only 21 of the respondents (5.5%). Orang Ulu was the highest as it consists of Kayan, Kenyah, Kelabit, Penan, Shebob and Lun Bawang (Sarawak Statistical and Fact, 2011).

From the research, in term of education, majority of the respondents were secondary school and equivalent with 282 of the respondents (73.4%), followed by Bachelor's Degree holder with 94 of the respondents (24.5%), Master Degree with 7 respondents (1.8%) and the lowest was only 1 respondent (0.3%) has Doctoral Degree for this study. Besides that, finding shows that majority of the respondents were employed with 266 respondents (69.3%), followed by 83 respondents (21.6%) were unemployed, student with 29 respondents (7.6%) and the lowest were self-employed with 6 respondents only (1.6%).

As mentioned in the Table 1, the highest ratio for marital status was single with 191 of the respondents (49.7%) and closely followed by married respondents with 182 of the respondents (47.4%). Others, with 7 of the respondents (1.8%) were divorced while widow status indicated the lowest with 4 respondents (1.0%). In terms of income level, respondents with income level below RM 1000 were the highest with 137 respondents (35.7%), RM 1000 until RM 2999 were

132 respondents and followed by RM 3000 until RM 4999 with 80 respondents (20.8%) respectively. The lowest was respondents with income level of RM 5000 and above with 35 respondents (9.1%). For residential area, the respondents from suburban were the highest with

212 respondents (55.2%) and followed by urban area with 99 respondents (25.8%). The lowest was respondents from rural area with only 73 respondents (19.0%) respectively.

### **Research Objectives 1: To investigate the relationship between attitude psychological factor (Attitude) and foreign product evaluation**

Based on the result, it has proved that attitude and foreign electronic product evaluation among consumers in Miri has a large and positive correlation relationship. Table 2 shows that the objective of this study which is to identify the relationship between attitude and foreign product evaluation among consumer in Miri was answered as Table 2 shows that these two variables has a positive relationship ( $p < 0.01$ ).



**Table 2:**  
**Pearson's Correlation Coefficients for Attitude and Foreign Product Evaluation**

	<b>Foreign Product Evaluation</b>	
Attitude	Pearson Correlation	0.610**
	Sig. (2-tailed)	0.000
	N	384

Notes: \*\* Correlation is significant at the 0.01 level (2-tailed)

Hence, attitude of the consumer must be notorious by the marketers as it plays vital roles in the way they will evaluate the foreign product. Furthermore, it is attitude that leads consumers to have better perception towards foreign product and induce a greater desire in consumer to evaluate the foreign product better than local product. Therefore, ability to enhance consumer's positive attitude towards product offered will grant the marketers the opportunity to be the market leader. De Mooij (2011) supported this finding by stated that the behavior of the consumers can be predicted from their attitudes towards product, service and brands and a purchase prediction is derived from a positive attitude.

**Research Objectives 2: To investigate the relationship between country of origin and foreign product evaluation.**

Table 3 below shows that Country of Origin and foreign product evaluation among consumer in Miri had a medium and positive correlation relationship. Objective of this study that is to identify the relationship between country of origin and foreign product evaluation was answered as the finding proved that these variable has a positive relationship ( $p < 0.01$ ).

**Table 3:**  
**Pearson's Correlation Coefficients for Country of Origin and Foreign Product Evaluation**

	<b>Foreign Product Evaluation</b>	
Country of Origin	Pearson Correlation	0.442**
	Sig. (2-tailed)	0.000
	N	384

Notes: \*\* Correlation is significant at the 0.01 level (2-tailed)

Thus, Correlation is significant at the 0.01 level (2-tailed). Consumers tend to have bias evaluation towards foreign product by evaluate product from develop countries as quality product and product that origin from under develop countries as inferior product. This is because the country of origin helps consumers to make inferences about quality, and affects their beliefs about product attributes (Wang and Chen, 2004). It supported by other study conducted by Sohail (2005), Malaysia consumers are likely to use country of origin of a product such as cue for evaluate products from different countries based on different product dimension.

## Conclusions and Recommendations

Through this study, it can be concluded that young adult from the age range of 20 to 30 years old are the active part of the study. Furthermore, the most obvious finding is consumers in Miri prefer foreign electronic product made in Japan even though they might have income level that is not very high because of the highest income. This shows that income level does not affect the choice of foreign electronic product among consumers in Miri as long as the need for quality product is achieved. This finding is also supported by the study conducted by Blythe (2009), quality is more important to consumers than affordability. Regarding the research objectives of this study to identify the relationship between attitude factor and foreign product evaluation and the finding of this study concluded that attitude has the most tremendous affect towards foreign product evaluation as it has the highest beta value with 0.503 to compare with the other variables. Thus, attitude is highly affecting consumer when evaluate a particular product as the relationship of the variables based on coefficient correlation analysis is significant. In evaluating product, consumer has a positive attitude towards foreign product as they favor product from developed countries to compare with local product. In addition, as foreign electronic product holds strong brand equity, consumer forms attitude that is positively significant with foreign product evaluation. Hence, most consumers evaluate foreign product not only as a necessities but also as a status symbol. Therefore, it is crucial for local product producers to understand and adapt with rapidly changes in consumer attitude in order to counter stiff competition from foreign product in market. This conclusion is supported by Blackwell et al (2001), understanding consumer attitude is important for marketers as new product emerge in the market or existing product's future demand can be predicted by measuring consumers' attitude. The result for second objectives of the study reveals that the relationship between country of origin and foreign product evaluation among consumers in Miri is significant. As such, the objective of this study that is to identify the relationship between countries of origin towards foreign product evaluation is supported.

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# GRAPEVINE PHENOMENON AMONG EMPLOYEES IN PUBLIC HIGHER EDUCATION INSTITUTIONS

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## Abstract

Effective communication is required by an organization in order to avoid any ambiguity of information disseminated. The existence of any understanding or interpretation of information in a communication phenomenon causing grapevine. When grapevine out of control and a range of universities, the parties involved and try to always find a way to manage ethically to enhance the professionalism and quality of work. In addition, it shows more barriers in communication terms in which elite status practice autocratic leadership style makes the situation worse because the more serious and lower classes were not given a chance to speak. As such, administrative and support staff in Public Higher Education Institutions (PHEI) no exception to feel stressed and depressed by the problems and conflicts that arise. Then the organization will result in a loss from this grapevine phenomenon. The purpose of this study explores the relationship of the factors that cause the spread of grapevine and its impact among staff at PHEI. The method of collecting primary data using questionnaires which were distributed to 346 respondents in this study was based on a quantitative method which was survey. Respondents selected to be sampled were chosen through purposive sampling from five faculties of public universities in Malaysia. Based on the results, the patterns of communication in terms of communicating with whom recorded the highest mean value. The factors that affect spread of the grapevine among employees is due to incomplete information from informal sources rather than other ten factors.

**Keywords:** *organization, communication, grapevine, employees, Public Higher Education Institutions*

## Introduction

Grapevine was introduced in an informal communication up to today as a result of its spread through word of mouth from one person to another, even though it is still questionable until now. While the information disseminated is more on oral form, it is also been found in written form. In line with the current technology, this grapevine has been spread widely because it is transmitted through the medium electronic that is familiar to employees in an organization. Along with that, from different angles, ancient studies have proved through the word of God through the Al-Hujurat Paragraph 6 of the grapevine or rumor that says:

Oh people who believe! If a wicked to you with any news, verify it (to determine) the truth, lest ye harm people with undesirable - because of ignorance about it - that cause you regret what you have done.

(Surah Al-Hujurat Paragraph 6)

The above verse clearly detailed out all that whatever received or heard about any information, whether from the right or otherwise source, shall be scrutinized, examined, investigated or in other words, not to be fooled to accept it blindly. This is due to the avoidance of any doubt about a fact to be true. According to A. Mohd (2014), everything that happens is likely to have a positive or negative element between right or wrong about anything. This is due to the nature of news or rumor grapevine itself which encourages a person to deliberately falsify the initial information then pass it to distort the facts on an issue to achieve their original goal (Jiangnan Zhu, Jie Lu and Tianjian Shi, 2012).

Bordia et al. (2014) stated that the rumors' senders have bad intention towards the target and this is due to their original intention which may arise from their necessity or self-interest to take revenge. This action can be dangerous to themselves and society. Crampton, Hodge and Mishra (1998) concurred that four common factors that lead to the widespread of grapevine are i) the interest and desire to interact among staff, ii) the degree of vagueness and vague information conveyed through formal channels, iii) the sense of insecurity at work environment and iv) the atmosphere of threats and the organization itself that cause the staff to not trust the formal communication channels.

According to Keith (1969), the grapevine is the result of someone's selfishness and ulterior aims. In addition, the factors to the spread of grapevine is also likely due to the aim of pleasure and safety which are not guaranteed. Individuals who are concerned with their future will feel insecure and over excited about the uncertainty of information and have them fall into the grapevine. Sometimes this expansion factor is due to the information submitted, whether the information is too secret, different and unusual. Those who spread such information promptly and instantly share it out so that the information is stale.

## **Objective**

The objectives set out in this study were to analyze the relationship of the factors that cause the spread of grapevine and to determine its impacts among staff at the university.

## **Research Method**

This study used quantitative method. A total of 346 respondents were sampled for this study which were consisted of five selected faculties as in Faculty of Agriculture, Faculty of Medicine Verterinar, Faculty of Forestry, Faculty of Science and Faculty of Engineering, which involved administrative and support staff in a Public Education Institution in Malaysia. Questionnaires at pretest level were distributed in order to test respondents' understanding regarding the questions and their answers towards it. The researchers of this study took approximately two and a half months to collect the actual data in stages.

The questionnaire was divided into five sections and the data were analyzed using Statistical Package for Social Sciences (SPSS) Ver. 22. The procedure involved was descriptive statistics which were frequencies, percentages and Pearson correlation  $r$ .

## **Results and Discussion**

### *Respondent Demographics*

The study involved a total of 346 students of five faculties at an Institute of Higher Learning. The selection of faculties was carried out by simple random sampling at the Institute of Higher Learning and the selection of respondents was conducted based on purposive sampling. Table 1 demonstrates that the demographics from respondent's gender

and age, faculties, grades and posts, service schemes, highest level of education, work experience at the Institute of Higher Learning and the monthly income. The results obtained were analyzed based on the objectives set by researchers at the beginning of the study.

#### *Relationship Factors That the Spread of Grapevine and Its Impact on Staff at an Institute of Higher Learning*

Pearson correlation test was used to analyze the relationship between the factors that caused the spread of Grapevine and its impacts among staff at the university. It was conducted based on the independent variables and the dependent variable to see whether it has a relationship or not, whether the relationship is strong or not and whether the relationship is significant or not. The independent variables were the factors that lead to the spread of grapevine and the dependent variable was the impact on staff at the university.

Through the correlation test which was conducted on 346 respondents, the survey results showed that the correlation obtained was  $r = 0.904$ , with significance at  $p = 0.000$  (Table 2). It was measured through Guilford Rule of Thumb to the effect that there was a strong correlation, significant among the factors that caused the spread of grapevine effects to staff at the university.

The value was significantly smaller as compared to the 0.05 significance level ( $0.001 < 0.05$ ) which lead to the decision to accept the first hypothesis. This means that there was a significant relationship between factors that caused the spread of grapevine against the impact on staff. Even so, the positive  $r$  means there was a strong positive relationship between the factors that caused the spread of grapevine against the impact on staff.

Therefore, the factors that cause the spread of grapevine are high, which simultaneously cause the effect among staff to be high too. Consequently, an employee will put an effort to find or investigate that piece of information in order to avoid any uncertainties. The nature of this uncertainty will lead to uncertainty reduction theory which was introduced by Berger and Calabrese (1975) as in if a person does not know about something, he or she will be encouraged to find more information about it. This is to prevent any dissemination of information which was not yet been proven. Parallel to the study done by Crampton, Hodge and Mishra (1999), on grapevine, they proposed that it was quickly dispersed, not easily controlled and once it is started, it is hard to be stopped. As a result, if the information is scattered and inauthentic, it will cause the individuals to be the victims of circumstances.

#### **Conclusion**

Overall, it is expected that this research can meet the needs of the organization in realizing the establishment of development to produce more professional staff in handling issues and problems which involve internal and external authorities to have good identities among them. The existence of grapevine has not only create awareness among people to be more serious in disseminating and receiving information, but it also promotes the efficient and effective communication in order to create a more professional organization from the lower, middle and upper levels.



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## Personal Communication

Nor Baizura Bt Zamri, Penolong Pendaftar, Seksyen Pengurusan Rekod dan Data, Pejabat Pendaftar, UPM melalui laporannya (email) pada 27 Ogos 2013.

**Table 1: Demographic Profile of Respondents (n = 346)**

<b>Respondents' Profile</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Gender</b>		
Male	143	41.3
Female	203	58.7
<b>Age</b>		
Below 20	9	2.6
21-30	80	23.1
31-40	132	38.2
41-50	74	21.4
Above 51	51	14.7
<b>Faculty</b>		
Agriculture	72	20.8
Medicine Verterinar	65	18.8
Forestry	55	15.9
Science	70	20.2
Engineering	84	24.3
<b>Service Scheme</b>		
Permanent	258	74.6
Contract	70	20.2
Sideline	10	2.9
Temporary	8	2.3
<b>Education Level</b>		
SPM	114	32.9
STPM	18	5.2
Certificate	62	17.9
Diploma	96	27.7
Degree	53	15.3
Master and PhD	3	0.9
<b>Working Experience</b>		
Less than 1 year	12	3.5
1-5 year(s)	77	22.3
6-10 years	107	30.9
11-15 years	82	23.7
16-20 years	24	6.9
More than 20 years	44	12.7
<b>Monthly Individual Income</b>		
Less than RM1000	16	4.6
RM1000-RM1999	99	28.6
RM2000-RM2999	138	39.9
RM3000-RM3999	82	23.7
RM4000-RM4999	9	2.6
RM5000 and above	2	0.6

**Table 2: Test Correlation Between Spreading Factor and The Impact of Grapevine on Staff at The University**

Independent variable	Impact to staff	
	<i>r</i>	<i>p</i>
Spreading factor	0.904*	0.000

\*Significance at  $p < 0.05$

# THE ROLE OF THE CONSERVATIVE CHRISTIANS IN THE US-ISRAEL “SPECIAL RELATIONSHIP”

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## Abstract

The article analyses the role and influence of religious movements on the foreign policy of United States (US). In this regard, the study examines how American Conservative Christians have attempted to exert their influence on US foreign policy towards Israel especially during the George W. Bush presidency (2001-2009). Among others, we examine the issue of the “special relationship” between the US and Israel and the discussion explore the historical perspectives and theoretical debates behind that “special relationship”. The paper argues that, the American Conservative Christians’ religious beliefs can be considered as a profound factor in shaping their dynamic political activism in influencing US foreign policy towards Israel. In addition, the discussion contends that the supports that were extended by Conservative Christian movements to the State of Israel and Jewish people are a continuity of a long tradition in Conservative Christians religious traditions.

**Keywords:** *US Foreign Policy, Conservative Christians, Israel, Christian Zionism*

## Introduction

For decades, the United States of America (hereafter referred as the US) has established a unique alliance with Israel which is commonly identified by many as “the US–Israel special relationship”(Reich, 1984). There were many studies which have tried to examine and explore the reasons behind this “special relationship”<sup>1</sup>. Some have even explained this relationship based on the realist dominancy which emphasizes the geo-political strategic importance of Israel in the Middle East, as well as US economic interest in the region (Bard and Pipes, 1994). On the other hand, there were also studies which attempted to explain the relationship based on “soft power factors”, for example, the influence of pro-Israel lobby groups, the Jewish community’s influence in the socio-economic landscape of the US and public opinion in the country (Mearsheimer and Walt, 2007). However, very little attention has been devoted to explaining the role and influence of religion, and religious organizations or movements and how they have attempted to

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<sup>1</sup> President Kennedy was the first American President who introduced the term “special relationship” in 1962. See Mansour, Camille (1994). *Beyond alliance: Israel and U.S. foreign policy* (New York: Colombia University Press.

exert influence on US foreign policy towards Israel. Similarly, not many works have been made to recognize the profound factor of organizational or movement's religious beliefs and its dynamic political activism in influencing US foreign policy towards Israel.

In this article, we examine the issue of the “special relationship” between the US and Israel. We explore the historical perspectives and theoretical debates behind this “special relationship”. We focus on the role played Conservative Christian movements as the major lobbying groups and how these movements influence the US foreign policy process. The discussion argues that Conservative Christians’ doctrine of “millennial dispensationalism” has been the defining religious belief adopted. This doctrine plays an important role in the movements’ continued support for the return of Jews to Palestine and the creation of the state of Israel. In addition, the discussion examines the similarities between the Conservative Christians and Christian Zionism in presenting their congruent interest in supporting the establishment and survival of the State of Israel. We argue that Christian Zionism is a part of the Conservative Christians and vice versa. In addition, through Christian Zionist organizations, the Conservative Christians have contributed significant support to Israel, theologically, morally, politically, and financially.

### **The United States and the Israeli “Special Relationship”**

The involvement of the US in the Middle East developed and evolved due to three key factors: economy, geo-strategic, and the political commitments in defending the state of Israel. These factors fit well with the standard realist paradigm, which argues on rational analysis of strategic national interests in formulating their foreign policies. Economically, the existence of lucrative oil and gas reserves in the region is a big attraction for the US to be involved, in order to control and dominate those resources. This led to the establishment of ARAMCO – the Arab-American Oil Company – in the early 20<sup>th</sup> century. However, during the Cold War period, the region proved to be very strategic for the security and national interest of the US. In addition, the rise of Islamic militants and radical nationalism in the Middle East, which came into existence largely because of their reactions to the creation of the state of Israel and the US hegemony in the predominantly Muslim countries, created a security concern for the American interests in the region. Moreover, it also harboured a new threat to American alliance with Israel, which could possibly jeopardize the balance of power between the US and the Soviet Union in the region. Ever since, the dynamism of American foreign policy towards the Middle East has become more visible. Moreover, it has drawn the United States to be deeply involved in the region in order to maintain its economic and strategic interests as well as the stability and security of Israel (Salleh and Abu-Hussin, 2013).

The Arab–Israeli wars of 1967 and 1973 contributed significantly to US–Israel foreign relations. Bickerton (2009), suggests that the wars triggered a “major shift” in the American perception of the role of Israel in the Middle East. Consequently, the US started to view Israel as an important ally and part of its grand strategy to balance the power of the Soviet Union and to curb the spread of communism in the Middle East. In addition, Israel is seen as the only country in the region that shared America’s democratic values. The assumption was that Israel, being a strategic asset to the United States, is a positive and constructive phenomenon for the advancement of democracy and the promotion of peace in the Middle East. Ever since, the relationship between the two countries has developed steadily and Israel was seen to be more than a usual ally to the US. During the Cold War, the US helped developed Israel’s military capability and it became more advanced than the pro-Soviet Arab states. This is evident from the fact that the US military assistance to Israel

increased dramatically from \$12.9 million in 1965 to \$90 million in 1966 (Mansour, 1994). Since 1985, the annual United States direct foreign assistance to Israel accumulated around \$3 billion per year. It also suggests that the total cumulative US military and economic assistance to Israel from 1949 to 2009 is approximately \$106.1647 billion. Meanwhile, the Washington Report of November 2008 estimates that the total direct US aid to Israel from 1949 to 2009 exceeds \$114 billion (McAthur, 2008).

The 9/11 attacks reinforced the alliance between the Bush administration and Israel. Israel, which has a long history of containing Islamic militants, was now perceived as a reliable and strategic ally in the “war on terror” and the threat of Islamic militants. Mearsheimer and Walt (2007), in their discussion on congruence interests between the US and Israel on the war on terror, suggest that: “Other special interest groups have managed to skew U.S. foreign policy in directions they favored, but no lobby has managed to divert U.S. foreign policy as far from what the American national interest would otherwise suggest, while simultaneously convincing Americans that U.S. and Israeli interests are essentially identical” (p. 1). In this regard, the US believes its hegemony in the Middle Eastern region is essential and Israel is the natural partner that can be trusted in that process so much so that the Israeli national interest is almost indistinguishable from the US national interest. This is evident from the recent US military aid for Israel; a recent report shows that, in early February 2009 alone, US military aid to Israel amounted at least \$2.55 billion. This figure is likely to increase and exceed more than \$3 billion, as contended by the Middle Eastern affairs specialist, Jeremy Sharp (2012), who estimates that by the fiscal year 2013, Israel will be receiving around \$3.1 billion a year.

There are arguments that suggest that Israeli and Jewish lobbies in Washington DC are other important contributing factors behind the US–Israel special relationship. Paul Findley (1985), former Illinois congressman, contends that “It is no overstatement to say that [the pro-Israel lobby] has effectively gained control of virtually all of Capitol Hill’s action on Middle East policy ... [and] lobby groups function as an informal extension of the Israeli government” (p. 25-26). Rubenberg(1986) suggests two domestic factors that have strengthened the US–Israel special relationship. She argues that, besides the assumptions of American foreign policy making elite that perceive Israel as a strategic asset to US interests that serves as an extension of American supremacy in the Middle East, the power of pro-Israeli lobby in American politics is another important determining factor. She further argues that “...Christian Zionism as part of the increasing Christian fundamentalist movement in the United States” has been part of influential to coalition building of non-Jewish groups. (ibid, p. 15)

The role of Israeli lobbyist has been also pointed out Mearsheimer and Walt (2007) who argue that the US’s consistent and overwhelming support for Israel and its policies is the result of ‘the unmatched power of the Israel lobby’, particularly the American–Israel Public Affairs Committee (AIPAC), which, according to them, not only is the most highly effective pro-Israel lobby in the United States but is also an influential actor in shaping the US foreign policy towards Israel and the Middle East. They suggest that one of the factors that contributed to the US’s consistent support was the ability of the Israel lobby to provide realistic reasons for the US to consider that its “strategic alliance” with Israel strengthened American security and national interests (ibid).

However, some critics claim that Mearsheimer and Walt exaggerate the strength and impact of the Israeli lobbies (Bickerton, 2009). According to Dershowitz (2006), US foreign policy in the Middle East was formulated solely based on national interest and he

dismisses the argument that tries to link this with the influence of the Israel lobby. As such, he contends that US foreign policy in the Middle East would remain as it now, even without Israel. Dershowitz condemned Mearsheimer and Walt's allegations and accused them of being anti-Semitic; he particular dismissed their methodology that, according to him, relied too much on citations from secondary sources.

### **The Conservative Christians' Supports to Israel**

This article contends that Israel always matters to Conservative Christians. Their unequivocal support for Israel never declined and remains strong even now. A study by Mayer (2004) suggests that the theological belief of the Conservative Christians is considered as the main reason behind their undivided support to Israel. In relation to foreign policy matters, the Conservative Christians consistently object any American policies that seem give negative impact to the State of Israel (Salleh and Abu-Hussin, 2013). Due to that reasons, various activities have been sponsored and organized by the Conservative Christian movements to show their support, solidarity and commitment towards Israel.

One of these supports is through political pressure, such as the lobby efforts on behalf of Zionist and Israeli interests (Berlet and Aziz, 2013). In the 1980s the Moral Majority leader, Jerry Falwell, announced that his organization was committed to supporting Israel. He reinforced his statement by incorporating it in the charter of the Moral Majority which reads: "[s]upport for Israel is one of the essential commitments of the Moral Majority" (Neuhus and Gromartie, 1976). This step eventually united many Conservative Christians organizations in supporting a favorable policy towards Israel. In fact, it is argued that the Moral Majority had the effect of adding "political backing for the already established U.S. policy of massive support for Israel" (Masdern, 2001, p. 283). In that decade, Falwell was considered one of the most important figures in promoting and appealing to Christians to support Israel and its cause. He was among the earliest Conservative Christians leaders who endorsed openly Israel's invasion of Lebanon in 1982 (Durham, 2004).

Another example of a similar kind of support was from the National Christian Leadership Council for Israel (NCLCI), formerly known as "Christians Concerned for Israel". In 1981, NCLCI lobbied Congress to oppose the sale of airborne warning and control aircraft (AWACS) to Saudi Arabia that were perceived as a threat to Israel's security. Although the attempt failed, it marked for the very first time a Christian organization's involvement in a lobby effort for the cause of Israel (Halsell, 1986). In 1995, the Conservative Christians sponsored the establishment of Christian Friends for Israeli Communities (CFIC), which is a network between evangelical and Jewish settlements in Israel. The existence of the CFIC undoubtedly strengthened their relationship and provided a new platform for them to cooperate in various activities for the cause of Israel.

It can be argued that, after the 9/11 attack, the relationship between Conservative Christians and Israel became much closer. This is evident from various events organized by the Conservative Christians, either to show their moral support or to help in fundraising for the Israelis. In 2002, an organization of the Conservative Christians named the Christian Coalition successfully organized a conference called "The 2002 Road to Victory". It was regarded as a major conference that illustrated the commitment and support of the Conservative Christians for Israel. In the conference, Pat Robertson proclaimed to the Solidarity with Israel rally that: "We should not asked (Israel) to withdraw (from the

occupied territories) ... (and) we should stand with them and fight” (Berlet and Aziz, 2013). The Solidarity with Israel rally was another campaign program to recruit one million Christians from various evangelical churches in America for a mass prayer for Israel as well as promoting Christian tourism to Israel and the purchase of Israeli products (ibid). Gary Bauer, a prominent Conservative Christians leader, who revealed that his commitment to support Israel is derived from his understanding of the Bible, collaborated with Daniel Lapin, a Jewish conservative leader, to form a new organization called the “American Alliance of Jews”(Strickert, 2002).

Support for Israel from conservative Christian politicians is also arguably influenced by their biblical theology of the right of the Jews to return to Palestine. A Republican senator and a member of the Armed Services Committee, James Inhofe (Oklahoma), who identified himself as a “born-again” Christian, defended the right of Israel to possess the Holy Land be included in the Palestinian territories. His argument was based on several reasons, such as humanitarian concern for the Jewish survivors of the Holocaust, archaeological and historical facts of the land belonging to the Jews 2,000 years ago, and Israel’s strategic alliance with the US, especially in combating Islamic terrorism. Nevertheless, his focal point was that the Jews deserved the land because it was mandated by God in the Bible; this can be linked directly to the apocalyptic belief of the Conservative Christians.

Another staunch supporter of Israel is Mike Pence, an evangelical and Indiana’s Republican congressman. He is one of the architects of the Patriot Act and the Department of Homeland Security. He declared: “In the year 2000 when I was first selected to Congress, Israel was already my priority to me ... I am concerned with the defense and the promotion of the interests of the state and the people of Israel.” He has consistently provided and extended his moral and political support for Israel. He believes the United States should continue its policy of supporting and developing Israel’s economic and military strength, even if foreign aid to other countries shrinks. He justified that the financial support that had been given to Israel was a bargain for the promotion of democratic system as well as a significant region in the world. At the same time, he proposed that Congress should cut off American funding to any organizations that support Palestinian organizations (Pence, 2007). Amid Israel’s attacks on Gaza in early 2009, Pence, as the chairman of the House Republican Conference in his address from the floor of the US House of Representative, called for the support of H. Res. 34 bill, a measure which allowed Israel’s right to defend itself against Hamas’ attack.

The Conservative Christians’ financial support for Israel has become more visible in recent years. Though it is not significant in comparison to US aid, it is still significant and provides an important source of revenue for Israel. Furthermore, this financial contribution could compensate the revenues which Israel found declining from the Jewish Diaspora. The revenue mostly comes from fundraising campaigns, donations from individuals and churches, and the selling of Israel’s crafts and merchandise. The Conservative Christians movements are able to attract millions of dollars of funds for Israel annually. Kaplan argues that these funds come from hundreds of thousands of Christian donors and supporters who are mobilized by the Conservative Christians’ networks of as many as 25,000 churches and also from various formal organizations such as Americans for a Safe Israel, Christians’ Israel Public Action Campaign, Stand for Israel, the Friends of Israel Gospel Ministry, Christian Friends of Israel, Christians United for Israel, and the International Fellowship of Christians and Jews (IFCJ) (Kaplan, 2005). Under IFCJ



program, for instance, \$100 million was allocated to fund Russian Jews' migration to Israel (Victor, 2005).

A study by Croft (2007) has identified a few Conservative Christians organizations, such as Maranatha Chapel in San Diego which raises funds to arrange for the Jewish migration to Israel. Likewise, the International Christian Jewish Fellowship was reported to have initiated a fundraising campaign and successfully collected \$20 million in 2002 (Kaplan, 2007).and \$47 million in 2004 to be donated to Israel (Tobin, 2004). John Hagee's ministry, the Cornerstone Church in Texas, has been active in organizing fundraising campaigns for Israel since the 1980s and was able to raise a significant amount of donations for Israel. In 2007 alone, the ministries contributed \$8.5 million (Elbein, 2007) while in April 2008, *The New York Times* reported that Hagee, through his CUFI organization, raised another \$6 million (Marlowe, 2008) followed by another \$9.5 million in October 2008 (Fingerhurt, 2012).

Another source of indirect financial support from the Conservative Christians to Israel is from its promotion of religious tourism. Mearsheimer and Walt (2007) note that Christian tourism to Israel, in the form of religious pilgrimage and holiday celebrations in Jerusalem, attracts revenue of around \$1 billion annually to Israel. As evangelical tourists are an important source of revenue for the development of Israel's economy, a series of official visits from the Israel Ministry of Tourism to the United States took place to enhance Israel's tourism promotion initiatives.

CUFI has also been actively involved in promoting tourism to Israel among its members as well as to other evangelicals. Since its inception, CUFI has organized a series of visits to Jerusalem, which were participated in by thousands of its members. In 2008, CUFI announced two new yearly programs – Jerusalem Summit and Unity Walk Israel. The main objective of these fortnight long programs was to bring the Christians to tour Israel and to demonstrate their solidarity with Israel. It was the first attempt in CUFI history that the organization will be bringing members on a mission to Israel to show their support.

The Conservative Christian movements also appear to have launched a moral support campaign for Israel by presenting public statements and advertisements on behalf of Israeli interests. A campaign such as "Christians Call for a United Jerusalem" was carried out in full page coverage in major US newspapers and Christian journals. In addition, the advertisement's pro-Zionist/Israel themes such as "Jerusalem has been the spiritual and political capital of only the Jewish people for 3,000 years" and "Israel's biblical claim to the land was eternal covenant from God" were continuously promoted in the local newspapers (Wagner, 2003, p. 24). A regular event, organized by CUFI called the "Israel Pledge", intends to support the right of the Jewish people to live in their ancestral land and Israel's right to defend itself against terrorism. Since 2006, over 95 similar events have taken place all over the US and CUFI claims a participation of a total of 1,100 churches from all states in the US (The Global News Srvices, 2009).

### **The Conservative Christians' Support: From Theological Belief to the American-Israel Strategic Interest**

The Conservative Christian movements are not only committed in their unwavering support for Israel, but they also emphasize that their lobbying efforts extend to secure Israel from any potential security threats. This scenario is undoubtedly still ongoing, as we can witness various recent Conservative Christians activities in reaction to America's

foreign policies towards Israel. For example, in April 2002, under increased international pressure, President George W. Bush openly appealed to Israel to withdraw their military operation from the West Bank. As a result, the White House received more than 100,000 emails from Conservative Christians activists condemning President Bush's appeal and insisting the president did not act against Israel. Wagner (2003) argues: "The Pro-Israel lobby, in coordination with the Conservative Christians, mobilized over 100,000 email messages, calls and visits urging the president to avoid restraining Israel. The tactics worked. Partly because of this reason, President Bush arguably stopped his criticism of Israel immediately. At the same time, Congress adopted resolutions in favor of Israel's action by putting the blame on Palestinians for Israel's aggression (Zunes, 2004).

Even after the assassination of two Palestinian leaders, Abdel Aziz Rantisi and Sheikh Ahmed Yassin in 2004 (Broadway, 2004), the Conservative Christians continued to put pressure on the White House to avoid any condemnation of Israel. For instance, they threatened not to turn up for the 2008 presidential election if the government continued to pressure Israel. Consequently, the US government sided with the Israelis on those issues (Zunes, 2005). In March 2009, against overwhelming condemnation of Israel's attacks on Gaza, CUFI organized a petition in support of the right of Israel to defend itself and to show solidarity with the Jewish people in Israel. It managed to get 100,000 signatures from American Christians and was presented to members of Congress (Riley, 2009).

## Conclusion

Throughout history, Conservative Christians have become one of the main actors in defending the State of Israel.. This support became more visible after the Six Day War in 1967 as the Christians saw the victory of Israel as evidence that God had fulfilled "his divine plan" for the imminent return of Jesus Christ. This belief shaped the activism of the Christian conservative in exerting its religious belief on American foreign policy in the Middle East, particularly relating to Israel, and showing their critical response to any American foreign policies that were negative towards Israel. Truly, it is never easy to determine objectively the motivation for the Conservative Christians' strong support for Israel. However, the end-time theological beliefs could possibly explain the reason for the Conservative Christians' unequivocal support for Israel. Theologically, to the Conservative Christians, the State of Israel is a matter of religious conviction that is related to God's plan and is also part of the imminent prophecy of the Second Coming of Jesus. As Christopher Cardinal Schoborn states, "Hardly anybody will dispute that the foundation of this state [Israel] had something to do with the Biblical prophecy" (Shushon, 2008). However, this paper has also illustrated that the Conservative Christians has recently shifted its motives for supporting Israel from theological beliefs to America's national interest justifications.

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# MODIFICATION MATHEMATICAL MODELLING FOR MOTOR TARIFF OF AUTO TAKAFUL IN MALAYSIA

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## Abstract

As states in Roads Act 1988, insurance or guarantee for third party risks is compulsory. This shows that riders must take insurance for protection in the event of accidents on the roads. Auto Takaful is an insurance motor which is Islamic compliant and offers two types of protection which are comprehensive and third party. Protection will be given to riders if they pay a premium based on model Auto Tariff according to cubic capacity of their vehicles. However, auto tariff model is not appropriate to some of the riders which they have to pay the same amount of premium motor tariff while the difference between cubic capacity of the rider's car is very noticeable. Therefore, motor tariff model will be modified to more partitions according to the cubic capacity of the model. Statistical analysis method will be used to find the increment for the new modification model. In this study, the writer proposes a modification model which gives better and appropriate model to riders.

**Keywords:** *Modification Model, Auto Tariff of Auto Takaful, Cubic Capacity, Private Car, Premium Payment*

## Introduction

Insurance or guarantee for third party risks is compulsory based on Roads Act 1988 [1]. It is an offence when someone using or permit others using vehicles without protection [2]. Auto Takaful insurance provides protection to the riders in the event of accidents on the roads in accordance with Islamic law. Takaful motor offers two types of protection which are first party plan or known as comprehensive and third party plan. The comprehensive plan provides protection against death, bodily injury and property damage to third parties as well as the loss or damage to the vehicle due to fire, theft or accident. While third party plans only cover death, bodily injury and / or property damage to third party [3]. Thus, the rider can choose whether they want to take a comprehensive insurance policy or a 3rd party. Premium for auto takaful is different depends on engine capacity, NCD, value of insured, and underwriting insurance company [4].

However, the premium for the partition of the auto tariff model is not fair to some of the vehicle users. For example, the 1<sup>st</sup> rider buy a Kancil manual 660cc worth RM24,443.50 and comprehensive premium payable is RM273.80 (0-1400cc). Meanwhile, 2<sup>nd</sup> rider buy Myvi manual 1.3cc worth RM49,900 also have to pay the insurance with the same amount of money [5]. This premium is not appropriate to 1<sup>st</sup> rider because he has to pay the same amount of premium 2<sup>nd</sup> rider but the price of 1<sup>st</sup> rider's car is almost half the price of 2<sup>nd</sup> rider's car. Insurance is one of the important things that riders should think before buying a car [6]. Thus, the implementation of this model can also ease the burden on low-income riders.

Besides that, it was found by a survey that the number of new cars sold are nearly 0.6 million units in a year while used cars are sold almost hit 1 million units [7]. With modification of this model, it is expected that riders are more likely to buy a new car than used car and give benefit and contribution to the country as a national vehicle sales soaring. Therefore, this study was conducted to develop a new model of Auto tariff which the cubic capacity of the model will be developed to have more partitions. With this, the model will be better constructed and appropriate and reasonable to riders.

### Existing Model of Auto Tariff

Motor Tariff issued by Bank Negara Malaysia to be applied by Takaful insurance companies as a benchmark for auto insurance. Motor Tariff 2012 has been used to produce motor tariff 2015. The adjustments have been made to ensure it is equivalent to the economic development thus avoiding losses to the State [8]. There are two Motor Tariff 2015 which are West Malaysia consists of all country in Peninsular Malaysia and Sabah and Sarawak for East Malaysia [9]. In this paper, writer only focus on motor tariff of West Malaysia as shown in Table 2.1 for the new modification of motor tariff in order to become more efficient. By using the Motor Tariff of General motor Insurance [10] as in Table 2.1 riders can calculate the premium of Auto Takaful Insurance as in Example 2.

**Table 2.1: Motor Tariff of West Malaysia for Auto Takaful Insurance**

Index No.	Cubic Capacity	Value of Comprehensive Cover	Value of Third Party Cover
1	0-1400 cc	RM 273.80	RM 120.60
2	1401-1650 cc	RM 306.50	RM 135.00
3	1651- 2200 cc	RM 339.10	RM 151.20
4	2201-3050 cc	RM372.60	RM 167.40
5	3051-4100 cc	RM404.30	RM 181.80
6	4101-4250 cc	RM 436.00	RM 196.20
7	4251-4400 cc	RM469.80	RM 212.40
8	>4400 cc	RM501.30	RM 226.80

### Example 1:

Motor Insurance from Auto Takaful Company, Aikiah wants to ensure her Kancil manual 660cc worth RM25 000 with NBC/NCD 0%. She is a 25 years old Secretary working in Gong Badak, Terengganu. How much she has to pay the basic premium for her car. (Assume there is no loading on age of young driver).

### Solution:

The format for solution of the Auto Takaful Insurance is based on Puspa et al. (2015) [11].

Quotation West Comprehensive of Auto Takaful Insurance:

Value of insure = RM25 000  
 Value of Depreciation =  
 (RM1000)

Value below insured value:

Total value of insured = RM24 000  
 Value per thousand = 24

Gross Premium:	
24*26 (index for car) + RM273.80	= RM897.80
0% NCB/NCD	= <u>(0)</u>
	<u>RM897.80</u>
Tax:	
Goods and Service Tax (6%)	= RM53.87
Stamp Duty	= RM10.00
<b>Total Premium Payable:</b>	<b>=<u><u>RM961.67</u></u></b>

### New Auto Tariff Model of Auto Takaful

In 1985, Malaysia has successfully produced the first national car and gained international recognition in regional world automobile industry. Profits and incomes derived by Malaysia as a result of automobile industry mostly from the production of passenger vehicles in low and intermediate classes. Most of them are contributed from Perodua and Proton which took 95.4% of the total production of passenger vehicles in 2002 from classes 0 -1750cc [12].

Nowadays, Perodua and Proton still are the highest demands of passenger vehicles. According to statistics, car sales in 2015 found that most vehicle users prefer to choose Perodua and Proton. This is because the prices of Perodua and Proton usually more cheaper compare to others such as Honda and Toyota. Within this, it is indicate that majority of vehicle users are from the middle income earners. The following Table 3.1 shows the statistic of best-selling vehicle in 2015 which sales exceeded 50,000 units [13].

**Table 3.1: Top Automobile Sales in 2015**

1	Perodua	213,307
2	Proton	102,175
3	Honda	94,902
4	Toyota	93,760

Table 2 shows that Perodua was the highest sales followed Proton, Honda and Toyota. Perodua has produced several cars, Kancil, Myvi, Alza, and that is newly launched Axia. These vehicles have different levels of engine capacity of each vehicle as shown in Table 3.2.

**Table 3.2: Perodua Vehicles by Cubic Capacity**

Perodua Vehicles	Cubic Capacity
Kancil	660cc, 850cc
Myvi	1300cc, 1500cc
Alza	1500cc
Axia	1000cc

Based Model Motor Tariff (2016), riders who use 0-1400cc's vehicles have pay the same amount which is RM273.80 (Table 2.1). This shows that the lower income earners who could only afford to buy a Kancil 660cc have to pay the same premium as Myvi 1300cc. This is not fair to vehicle users who buy cheap car insurance have to pay expensive

insurance but the rider who use expensive cars have to pay the same insurance. Therefore, the cubic capacity of motor tariff should be modified to more partitions so that it is more appropriate and fair to riders. However, in this paper the modification of cubic capacity is only done in class 0-2200cc because most of riders in Malaysia usually use these vehicles.

## Methodology

Motor insurance is one of the important things that should be emphasized by the user if they want to buy a car [7]. This is because the duty on vehicles when users are on the road to cover the risk of a third party. However, the insurance offered must be adjusted to make it more fair and affordable on some vehicles. Based on Table 2 indicate that the vehicle is often used by people of Malaysia are vehicles with an engine capacity 0-2200cc. The level on 0-2200 cc engine capacity will be converted into a number of smaller partitions as shown in Table 4.2 based on Table 4.1. The sum of increment of the index number up to 2200cc been divided to find the increment of new partition by using analysis statistic.

**Table 4.1: Motor Tariff of Auto Takaful Insurance**

Index No.	Cubic Capacity	Value of Comprehensive Cover	Value of Third Party Cover
1	0-1400 cc	RM 273.80	RM 120.60
2	1401-1650 cc	RM 306.50	RM 135.00
3	1651- 2200 cc	RM 339.10	RM 151.20
4	2201-3050 cc	RM372.60	RM 167.40
5	3051-4100 cc	RM404.30	RM 181.80
6	4101-4250 cc	RM 436.00	RM 196.20
7	4251-4400 cc	RM469.80	RM 212.40
8	>4400 cc	RM501.30	RM 226.80

**Jadual 4.2: Theory of General Motor Tariff for West Malaysia**

No indeks	Cubic Capacity	Value of Comprehensive Cover	Value of Third Party Cover
1	A	S	T
2	B	H	O
3	C	G	I
4	D	J	L
5	E	K	M
6	F	N	Q
7	2201-3050 cc	RM372.60	RM 167.40
8	3051-4100 cc	RM404.30	RM 181.80
9	4101-4250 cc	RM 436.00	RM 196.20
10	4251-4400 cc	RM469.80	RM 212.40
11	>4400 cc	RM501.30	RM 226.80

## Numerical Result

Insurance or guarantee for third party risks is compulsory according to Road Act 1988 [1]. The rider must take motor insurance in order to protect a 3rd party on road. However, motor tariff model is not fair and have to modify to be more partition based on cubic capacity. Analysis statistical method has been used to build new modification model. By calculating increment of each cubic capacity, we can find increment mean for Comprehensive and Third Party cover. The increment of Comprehensive Cover is RM20



by round off to the tens nearby of RM16.47 as in Table 5.1. The Increment of Third Party cover is half of Comprehensive Cover which is RM 10. So, Table 5.2 is the modification model of motor tariff.

**Table 5.1: Increment for New Partition of Motor Tariff**

Index No.	Cubic Capacity	Value of Comprehensive Cover	Increment each CC
1	0-1400 cc	RM 273.80	RM 32.70
2	1401-1650 cc	RM 306.50	RM 32.60
3	1651- 2200 cc	RM 339.10	RM 33.50
Increment of Comprehensive Cover for n=6			$\frac{32.70 + 32.60 + 33.50}{6}$ $= 16.47$ $\approx RM 20$
Increment of Third Party Cover for n=6			$\frac{20}{2} = RM10$

**Table 5.2: Review Private Motor Tariff**

Index No	Cubic Capacity	Value of Comprehensive Cover	Value of Third Party Cover
1	0-700	RM252.60	RM107.40
2	701-1000	RM272.60	RM117.40
3	1001-1400	RM292.60	RM127.40
4	1401-1600	RM312.60	RM137.40
5	1601-1800	RM332.60	RM147.40
6	1801-2200	RM352.60	RM157.40
7	2201-3050 cc	RM372.60	RM 167.40
8	3051-4100 cc	RM404.30	RM 181.80
9	4101-4250 cc	RM 436.00	RM 196.20
10	4251-4400 cc	RM469.80	RM 212.40
11	>4400 cc	RM501.30	RM 226.80

### Calculation of Auto Takaful Insurance

The premium of auto takaful insurance can be calculated by using the new model of motor tariff from Table 5.2. Example 2 is the calculation of Auto Takaful Insurance for west Malaysia.

#### Example 2:

Motor Insurance from Auto Takaful Company, Ahmad wants to ensure her Kancil metallic manual 660cc is RM25 000 with NBC/NCD 0%. He is a 25 years old Secretary working in BatuKawan, Penang. How much she has to pay the basic premium for his car. (Assume there is no loading on age of young driver).

#### Solution:

Quotation West Comprehensive of Auto Takaful Insurance:

Value of insure	= RM25 000
Value of Depreciation	= (RM1000)
Value below insured value:	
Total value of insured	= RM24 000
Value per thousand = 24	
Gross Premium:	
24*26 (index for car) + RM252.60	= RM876.60
0% NCB/NCD	= (0)
	<u>RM876.60</u>
Tax:	
Goods and Service Tax(6%)	= RM52.60
Stamp Duty	= RM10.00
<b>Total Premium Payable:</b>	<b><u><u>RM939.20</u></u></b>

### Discussion

In 2015, motor Tariff model has been changed by Bank Negara Malaysia based on motor tariff in 2012 so that it is equivalent to the economic development [8]. However, most models usually have strengths and weaknesses. But, the weaknesses of the model can be minimized by modify the model to produce a better model. Thus, this paper modified the model to be more partition on the cubic capacity so that riders who used cheap car will have to pay lower insurance than the riders who used an expensive car.

After calculation, by using the existing motor takaful insurance, rider has to pay RM961.67 for Kancil 660cc but by using the new model, rider only has to pay RM939.20 for the car. The premium has been reduced by RM22.47 for 1<sup>st</sup> year insurance and RM81.30 after 5 year using the car. The reduction may not be worthwhile for high income earners but not for low and intermediate income earners. In Malaysia, 80% of workers have been categorized as a low and medium income earner [14].

### Conclusion

In conclusion, new motor tariff of auto takaful insurance is indeed needed for riders which the premium is suitable for them according to the cubic capacity of their cars. It is also gives advantage to riders especially to those who have low and medium income earner. Besides that, it can help riders to choose a new vehicle than a used car after this because of an affordable motor insurance and greater security.

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# HOW DO EMPLOYEE READINESS, TRAINING DESIGN AND WORK ENVIRONMENT RELATE TO TRANSFER OF TRAINING IN PUBLIC SECTOR? A CONCEPTUAL FRAMEWORK

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## Abstract

Despite the increased investment in training, many cases have portrayed employees have inability to transfer of newly learned skills, knowledge and attitudes indicated to the job. For instance, public sector employees have been given many complaints and grievances for their effectiveness and inefficiency even though government has spent on training and development (Kasim and Hashim, 2012). In 2007, it was reported 5,347 complaint cases directed to public sector employees and increased to 33.7% in 2008. With 6,388 cases in 2015, (Public Complaints Bureau, 2016), it represented low training transfer activities among the public sector employees. Additionally, Malaysia's labor productivity in 2013 was far behind the USA's performance in 1980 (MPC, 2014). As the employees in private sectors are threatened with issue of job insecurity if they remain unproductive, the Public Service Department of Malaysia also recently put into provision the implementation of exit policy to their servants whose performance scores are below 60% or below the targeted Key Performance Indicator (KPI). Most of workers have admitted the importance of the acquisitions of the newly learned skills and its transfer to workplace and thus has led many research been done in this issue since 1980 until to date presenting a serious concern in this issue. Building on previous research, this paper may provide a deeper understanding of the relationships among employee readiness, training design, work environment and transfer of training. Motivation to transfer is also believed to mediate these relationships.

**Keyword:** *Employee readiness, training design, work environment, motivation to transfer, transfer of training*

## Introduction

Human resources are treated as strategic weapons in the battle for competitive advantage. It has been reported in 2014 that the total Approved Training Places by Skilled Area in Malaysia was 695,074 and the total Approved Financial Assistance was RM458,379,173.04 (HRDF, 2014). Through training and development, it is to prepare employees to adapt with dynamic environment affecting workplace. The cost allocated for training is very huge and this is in line with Paradise (2007) as he noted that every year the billions of dollars will be invested in training. Weide (2014) reported the American organizations spend over \$135 billion annually on training and \$1 billion been projected by the government of Great Britain for "Train to Gain" scheme which the cost is equal to 0.06% of gross domestic product in period 2010 to 2011. The training was provided to workers so that they can enjoy for free learning whilst earning number of hours for paid time-off for training (Mason and Bishop, 2010).

However, one of the challenges in training is to transfer the learned skills and abilities to workplace. Numerous studies have been done regarding the transfer of training.

Following Baldwin and Ford (1988), transfer of training is the application of training to the jobs and its maintenance of the acquired skills, knowledge and abilities at workplace. Undeniably, transfer of training is deemed crucial for the effectiveness of training. As such, considerations must be given to training transfer so that it can be as a common culture at the workplace and would enable the growth of nation's economy. Burke and Hutchins (2008) revealed the report of best practices in training transfer is still limited and often anecdotal. In spite of limited discussion in the literature regarding this issue in Malaysia (Baharim, 2008), the public sector employees have been given many complaints and grievances for their effectiveness and inefficiency even though government has spent on training and development (Kasim and Hashim, 2012). In 2007, it was reported 5,347 complaint cases directed to public sector employees and increased to 33.7% in 2008. With the number of cases increased to 6,388 cases in 2015, it represented low training transfer activities among the public sector employees.

The employees have noticed the importance of the acquisitions of the newly learned skills and its transfer to workplace. However, the productivity frontier set by the USA in 1980 has given a mark to Malaysia to reach as the Malaysia's labor productivity performance of USD 25,090 in 2013 was far behind the USA's performance in 1980 (MPC, 2014). Although scholars and researchers have accepted the "sticky idea" of the figure 10% as an average transfer rate which is not based on scientific evidence (Saks, 2002), Rackhman and Ruff (1991) in their study found that 87% of the workers loss of skill within one month after the completion of sales training at Xerox and Wahidin (2008) identified only 42% of 110 executives transferred the knowledge and skills learned from business writing skills training to their jobs. In a longer period of time of study, it was found 40% of the learned skills from training immediately transferred, 25% remained within 6 months and 15% within a year (Cromwell and Kolb, 2004). A study made by Grover (2015) also conveyed a similar view that teachers has rarely applied in actual classroom situation of what been gained from training. Thus, the identification of variables associated with transfer of training is very imperative to prove the worth of investment in this human resource development (HRD).

## **Literature Review**

### **Training Transfer**

Learning from everyday opportunities at work is most effective (Kram, Ting et. al., 2002). This learning will become beneficial if it is utilized by employees in their day-to-day activities. As such, Noe (2013) defined transfer of training as trainees effectively and continually applying what they have learned in training to their jobs. Other researchers (Wexley and Latham, 1991; Yadapadithaya and Stewart, 2003) also detailed up that transfer of training as the extent to which employees are able to apply the knowledge, skills and attitudes acquired during any HRD intervention into the job context. Chang and Chiang (2013) stated that proper investment in resources, outstanding organization, training programs and materials and professionalism as the all key factors for the transfer of training. Review on several studies have found several factors leading to transfer of training such motivation to transfer (Tai, 2006; Fecteau et. al., 1995; Axtell, 1997), supervisor's role (Goldstein and Ford, 2002; Holton, 2000; Lim and Morris, 2006; Ismail, Sieng et.al., 2010), training design factor (Lim, 2000) and training framing (Tai, 2006).

### **Employee Readiness**

Baharim and Gramberg (2005) defined employee readiness as the extent to which trainees are prepared to enter and participate in training. It is recognized as a critical element in the learning process and has been the subject of some research. Noe (2002)

wrote that readiness for training is whether employees have the personal characteristics (ability, attitudes, belief and motivation) necessary to learn program content and apply it on the job, and the work environment that will facilitate learning and not interfere with performance.

Chonko (2004) stressed that employees' readiness factor must be taken into account by organization in ensuring the workers to attend the training and must apply what have been learned. He found that the pace of change has primarily been increased with the increasing challenges such as competition, technology, communication, development, general instability, mergers, and reengineering. It requires proper handling the situation because of human involvement that can develop uncertainties and ambiguities. Participation in training will ensure the employees to learn as learning will occur in anywhere including in training (Susan, 2010).

### **Attitudes**

Attitude is defined as an individual's view of perceive of something or his or her behavior towards it (Nollen and Gaertner, 1991). Attitude is believed to have significant impact in encouraging employees to learn and to transfer the new KSA to workplace. This is evidence as Hughey and Mussnug (1997) justified that the more favorable the attitude and subjective norms with respect to the behavior, and the greater the perceived behavioral control, the stronger should be an individual's intention to perform the behavior under consideration. When employees exhibit positive attitudes towards toward training and its transfer, they will have more behavioral intentions to learn in training, as well to apply the newly learned skill, knowledge and behavior. The statement can support a study by Liaw (2002) that stated effective training outcome will depend upon users with having positive attitude toward training no matter how advanced or capable the technology used in the training. Thus, it is assumed that attitudes influences transfer of training as proposed in the hypothesis below:

*H1a. Attitude is positively related to training transfer.*

### **Beliefs**

Eighteen (1999) suggested that higher levels of motivation and better outcomes can be achieved from work-based training depending on how much employees are attracted to engage in skills development ('valence') based on their belief that training will result in improved skills and knowledge ('expectancy') that can be effectively deployed to achieve positive outcomes such as career development ('instrumentality'). According to Williams (1999), beliefs can affect the readiness of training among employee as he mentioned that what we are able and willing to put in, in any given situation, will be affected by our existing knowledge, beliefs and experience. This will include our beliefs about ourselves and our abilities, and about other people, including trainers and colleagues, our previous experience of attending training courses, and our knowledge of the content of the course that been learned. Tai (2006) in which he found the result from his research that shows the more employees are trained to believe in their ability to learn, the more they are willing to gain knowledge and the more they will master the program. As a result, it can enhance training transfer among the employees (Facteau, Dobbins et al.,1995;Grossman and Salas, 2011; Brinkerhoff and Montesino, 1995). Based on previous studies, it can be hypothesized:

*H1b. Belief is positively related to training transfer.*

## **Motivation to learn**

Individual's motivation to attend and learn from training is an important aspect in transfer of training (Switzer, Nagy et al., 2005). Motivation to learn is viewed as an employee willing to follow, involve and commit to learning activities in order to achieve certain objectives (DeSimone, Werner et al., 2002). As for Noe (2002), he defined motivation to learn as trainees' desire to learn the content of training programs. Those who receive fair support from their supervisors while applying and attending training programs will perceive equity. If individuals feel that they are fairly treated by their supervisors, this will invoke motivation to learn, which in turn, leads them to attend the training (Ismail, Bongogoh et.al, 2009). Motivation can influence the willingness of an employee to attend a training program and to be applied to work by first, to exert energy toward the program secondly, and to transfer what they learn in the program on to the job finally (Anderson et.al., 1994).). Thus, this study makes assumption:

*H1c.* Motivation to learn is positively related to training transfer.

## **Abilities**

Ability is defined as the physical and mental capacity to perform a task (Noe, 2002). Based on a study by Ree and Earles (1991), they believe that cognitive ability influences job performance and ability to learn in training programs. If trainees lack the cognitive ability level necessary to perform job tasks, they will not perform well. Also, trainees' level of cognitive ability can influence performance, if they can learn in training program. Many studies have focused the importance of employee's ability as well employee's motivation as the strategies for knowledge transfer (Lane and Lubatkin, 1998; Lane et al., 2001). It is suggested by Baldwin, Magjuka et al. (1991) that in order for abilities to learn to occur, motivation must exist. Ability to utilize the absorbed knowledge will be high when the employees' motivation is high. Even though individuals may have high abilities to learn, the capacity to absorb and transfer knowledge would not happen. The knowledge receivers must have both the ability and motivation to absorb new knowledge so that a higher rating in utilizing knowledge can be achieved (Minbaeva, Pedersen et al., 2003). Accordingly, this study posits the following hypothesis:

*H1d.* Ability is positively related to training transfer.

## **Training design**

Training design is the process or systematic approach in developing training programs (Noe, 2013). The process can set the stage for the development of training programs either the organization will use classroom learning environment, technology or blended learning. The design of training will require accurate information about the job so that it would help to identify learning objectives and relevancy of training content. According to Velada, Caetano et al. (2007), organizations should design training that gives opportunity to the workers to transfer learning as well promoting them about their abilities to apply and maintain the training content over time. It was also recommended that appropriate feedback regarding employee job performance following training activities must be provided to them. As for Burke and Hutchins (2007), they identified six factors in the training design that must take place such identification of learning needs, learning goals, content relevance, prominent instructional strategies and methods and self-management strategies. They believed these factors will be relevant in the application of employee capacity to learn and generalize and maintain the skills to the workplace. However, different learners may require different training design.

## **Error management**

Error management is one of the identified variables in exhibiting training transfer by Grossman and Salas (2011) although only few studies have looked explicitly the processes that underlie the effectiveness of error management training, yet none of these studies provided with conclusive results (Debowksi, Wood et al., 2001). With error management, it allows employees to anticipate or ready what can go wrong, and facilitate them with knowledge so that they will know how to handle any potential problems that may affect their performance (Burke and Hutchins, 2007). This variable is classified under training design with behavioral modeling and realistic training environments and found having consistent relationship with transfer of training. The finding can support a study by Heimbeck, Frese et.al, (2003) that found employees with error management training and provided with error instruction will show greater transfer of training as compared to those who have received error training alone.

Employees should not be prevented in making errors or mistakes in the process of learning (Heimbeck, Frese et.al, 2003). Such action will demotivate employees to apply the learned skills as they have set in their minds that they will be penalized as a result of making errors during this process. Freese and Altmann (1989) in their study noted that the positive role of errors is it conforms to the statement of “one learns best from errors”. Therefore, the following is hypothesized:

*H1e.* Error management is positively related to training transfer.

## **Perceived Importance**

As the term of ‘useful’ defined as capable of being used advantageously (Davis, 1989), Mullen et al. (2006) realized that employees who perceive the importance of their training will be more motivated to attend and learn the capabilities. As a consequence, transfer of training will occur as demanded. According to Rahman and Rahman (2013), training objectives and contents should be communicated to the designated participants well ahead so that they can prepare themselves by avoiding ambiguity about the goal of the training program. It also helps them become more motivated and active in participation. Additionally, Bates (2003) urged that training goals and materials should also be content valid or closely relevant to the transfer task. This would help the employees perceive the task learned during training to be crucial to their actual performance. Even a study by Yamnill and McLean (2005) identified that the content relevance as a primary factor for successful transfer in a cross-sectional transfer study of Thai manager. Therefore, the following proposition is suggested:

*H1f.* Perceived importance is positively related to training transfer.

## **Work Environment**

Baldwin and Ford with their contribution to the development of Training Transfer Model in 1988 that until now is universally acceptable highlighted the environmental factors always been left behind in examining the predictors of training transfer. Training transfer can occur when there have the events that occur after they return to their workplace. These events can influence the effectiveness of training program. Noe and Wilk (1993) cited Kozlowski and Hults (1987) that suggested two aspects of work environment can influence employees’ attitudes and participation in development activities – social support and situational constraints. However, according to Kozlowski and Salas (1997), the concept of supportive work environment has not really much addressed in the training literature. Many studies have also named such perceived organizational support or perceived supervisory support and its relationship which may not reflect the actual predictors of training transfer (e.g. Fecteau, Dobbins et al., 1995; Axtell, Maitlis et al., 1997) which



contradicted with Tracey and Tew (2005) as they suggested that much should be done to the conceptual meaning and operationalization of constructs that related to the work environment. The constructs must also relevant to the training program.

### **Supervisor's Role**

Goldstein and Ford (2002) claimed supervisors as the first level of management who are given major duties and responsibilities to lead work groups in organizations. They also agreed that the role of the supervisor in the area of training effectiveness is crucial and this is relevant with Van den Bossche and Seger (2013) that appreciated the social support of peers and supervisors as being powerful determinants of successful transfer. Lim and Morris (2006) in their study cited the other scholars' studies (Ford et al., 1992; Foxon, 1997; Russ-Eft, 2002) that verified the support from supervisors, coworkers, and peers, availability of a mentor (Richey, 1990; Lim, 2001), and positive personal outcomes (Holton, 2000) are three major transfer-enhancing people-related factors.

In addition, an earlier Lim's study (2000) emphasized that among the many people-related work environment factors, three factors appeared to influence transfer more than others: discussion with supervisors about using the new learning, the supervisor's involvement or familiarization of the training, and positive feedback from the supervisor. However, Cheng and Hampson (2008) found a negative influence of supervisor and peer support on transfer of training although they used LTSTI (Learning Transfer System Inventory) developed by Holton (2000) and their colleagues. Building from previous studies, the following is hypothesized:

*H1g. Supervisor's role is positively related to training transfer.*

### **Opportunity to use**

According to Noe, Hollenbeck et.al (2014), employees must be given a chance to practice or use of what they have learned at their workplace. Not given such opportunity will let them to forget to try out the learned skills and knowledge. It is a responsibility of employer to always stress to their employees that is naturally difficult and will not proceed perfectly, but they should keep trying using the newly skills. Ivancevich and Lee (2002) realized the importance of opportunity to use by urging company to provide adequate time so that it can enable the employees to practice and repeat the use of materials. Furthermore, by giving them more time, employees will be able to assimilate, to accept and internalize of what been learned.

Additionally, it can build confidence in practicing the new acquisitions. Baldwin and Ford (1994) expressed supervisors can first ensure the employees have this kind of opportunity to use the new skills in which they are trained. For those who already utilized the skills been trained to them, the supervisors can give them praises, recognition or even the extrinsic rewards. Employees who perceived they are well treated or appreciated by their supervisors will have a higher chance to repeat the utilization of new skills into their work performance. Therefore, the following is hypothesized:

*H1h. Opportunity to use is positively related to training transfer.*

### **Motivation to transfer**

Motivation to transfer is defined as the trainees' desire to use the skills and knowledge gained from training on the job (Holton, Bates et.al, 2000). It plays an important role in motivation to training transfer (Gegenfurtner, Veermans et.al, 2009). They claimed that having no motivation to transfer, employees will not apply and retain the newly learned skills. Employees with higher level of motivation to transfer learning will inspire or drive them to processing knowledge either from informal or formal learning to

the context of a specific job. Many studies have focused training motivation as the training outcome by testing the drivers of this motivation (Xiao, 1996; Kontoghiorghes, 2001).

Xiao (1996) revealed that trainees' abilities and motivation to transfer can occur with having transfer climate effect. There are several factors of motivation to transfer (Kontoghiorghes, 2002; Burke and Hutchins, 2007; Noe, 1986). Among the factors, motivation to learn, a motivating job and perceived use of the newly learned skills and knowledge exhibited the most important predictors for motivation to transfer. Motivation to transfer is also identified as a mediating factor between predictors of identical elements, motivation to learn and expected utility (van der Locht, van Dam et al., 2013); training reputation, self-efficacy and managerial support (Switzer, Nagy et al., 2005) with transfer of training.

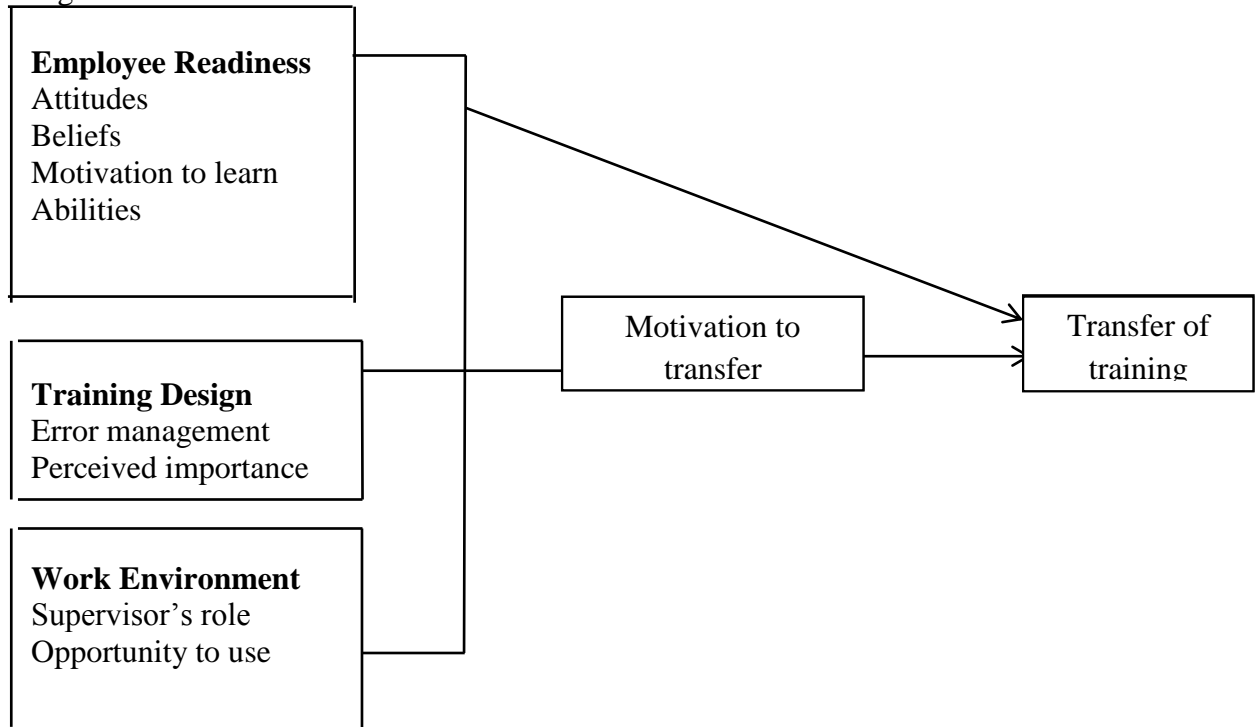
Citing an opinion from Ngeow, (1998), there is an agreement between training transfer and motivation. These key terms are mutually supportive in creating an optimal level of learning environment. When employees perceive the contents learned are relevant and can be applicable to work setting, they will find learning gives meaningfulness and it can increase their motivation to learn. In consequence, it will motivate employee to execute or transform the learned skills, knowledge and behavior to their work setting. In addition, the more positive evaluation among employee about the content and administration activities that they have participated in, the more likely they will participate in the learning process (Noe and Wilk, 1993). Taken altogether, this study attempts to examine the mediating role that motivation to transfer plays in the relationship between employee readiness, training design and work environment with transfer of training. Thus, the followings are hypothesized:

- H2a.* Motivation to transfer will be a mediator of the relationship between employee readiness and transfer of training.
- H2b.* Motivation to transfer will be a mediator of the relationship between training design and transfer of training.
- H2c.* Motivation to transfer will be a mediator of the relationship between work environment and transfer of training

## **Conceptual Framework**

Figure 1 depicts the proposed conceptual framework employee readiness (Baharim and Gramberg, 2005; Noe, 2002), training design ((Noe, 2013; Velada, Caetano et al., 2007),) and work environment (Hawley and Barnard, 2005; Noe and Wilk, 1993) and links them to transfer of training (Yadapadithaya and Stewart, 2003; Noe, 2013). In between, motivation to transfer (Holton, Bates et al., 2000; Burke and Hutchins, 2007) mediates the relationships.

Figure 1



The general structure of suggested effects includes the direct and positive effect that employee readiness components, training design components and work environment have on transfer of training as well mediating effect of motivation to transfer in between of these three components and training transfer. To provide a more inclusive understanding of the associations among the employee readiness, training design and work environment elements in Figure 1, explicit magnitudes of the components and its constructs are incorporated in the section on research propositions; this is because different dimensions of employee readiness, training design and work environment may have dissimilar effects on transfer of training among public sector employees.

## Conclusion

As the policy-makers of Malaysia perceive training as an investment for increasing productivity and for adopting changes in the organizations in response to internal and external forces, lack of transfer of training will ruin the human resource development. Training is used to build a skilled workforce, both in the public and the private sector. Indeed, with high investments in and allocation of resources used in training, the needs for justifying training effectiveness and documenting the variables associated to the employee transferability of skills to their job performance has been demanded and crucial.

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# THE IMPACT OF LEADER-MEMBER EXCHANGE ON ORGANIZATIONAL CITIZENSHIP BEHAVIOUR READINESS AMONG LOCAL GOVERNMENT EMPLOYEES IN SOUTHERN REGION OF MALAYSIA

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## Abstract

Local Government being the third-tier in Malaysian government has been identified as one of the government agencies mandated to drive economic growth and development of a district and its residents. Being one of the main service providers for the public, local governments have been plagued with public complaints as the issues of inefficiency of service quality and delivery has yet to meet the expectations of the public. Statistics from Public Complaint Bureau (PCB) showed high number of complaints have been addressed by the public towards local governments' operational issues. Thus, in responding to PCB statistics and lack in-depth research on local government, the objective of this study is to investigate the relationship between Leader-Member Exchange (LMX) and employees' readiness in exhibiting Organizational Citizenship Behaviors (OCB). Data from 222 employees working in seven local government agencies in Southern region of Malaysia were collected through a structured questionnaire. Disproportioned stratified sampling procedure was used in determining the sample population and multiple regression analysis was employed in answering the hypotheses. Three distinct factors for LMX emerged after factor analysis and renamed as LMX-AffectRespect, LMX-Loyalty and LMX-Contribution. Multiple regression analysis showed that LMX-AffectRespect and LMX-Contribution have positive significant impact towards OCB while LMX-Loyalty was found to be insignificant with a moderate 54% of variance in OCB has been explained. This study has managed to close the gap of empirical research and has supported social exchange theory that quality LMX relationship has the ability to invoke OCB readiness. Due to local governments' frequent interactions with the public, enhancement in dyadic relationship between leaders and subordinates can minimize the level of public complaints and can gear up the local government towards improvement of the much needed operational efficiency.

**Keywords:** *Organizational Citizenship Behavior, Local Government, Leader-Member Exchange, Malaysia*

## Introduction

Local Government, being the government's lowest tier, a non-profit service organization with high customer contact and dominated by Malay workforce, has become one of the most important agencies to drive the economic growth and social development of a particular district as they are managers of urban environments. The enlargement of urban areas which correlate significantly with the nation's economic growth entails an increase in the problems, needs and complexities relating to urban governance. Thus, the local government is undergoing tremendous pressure to carry through effective management due to increase in urbanization, education levels of the population and the industrialization of the nation (Zaherawati, Zuriawati, Nazni & Mohd ZoolHilmie, 2010). Reforming the local government and transforming its valuable human capital to serve the public better are efforts precondition to provide excellent and high quality service to the stakeholders and its clients in the 21<sup>st</sup> century.

Managing urban towns and cities that are expanding daily has exerted tremendous pressure on local governments as the community is becoming more aware of their rights, demanding for clearer and increased transparency in the way the local government makes decision and the implementation of development plans, more vocal in voicing their grouses over the services provided. These phenomena have caused public, from time to time, made allegations and complaints towards the local governments' gross inefficiency, abuse of power, delay in approvals, corrupt practices, poor service being rendered and poor planning directly in the press, media and tougher higher ups at the state and federal levels (Siddique, 2010; Zaherwati, et. al. 2010). These complaints were reflected in statistics from Public Complaints Bureau where local governments were among the highest number of complaints made by the public (Annual Reports Public Complaints Bureau).

In order to address the complaints filed by the public and knowing very well that majority of these local governments were facing financial constraints, exhibition of Organizational Citizenship Behaviour (OCB) by the workforce is important as OCB has been identified as a low cost vehicle in promoting operational effectiveness (Organ, 1988). OCB is discretionary behaviours, not explicitly recognized by formal reward system and that in aggregate promotes the effective and efficient functioning of the organization. By inculcating OCB as part of work culture, the image of local government as the manager of urban environment in driving the social and economic growth within its locality can be beneficial to its residents and community.

Leaders are the guiding force in local government management and play pivotal roles in influencing their subordinates to perform as well as possible towards accomplishing the organizations' objectives and, even more so, in meeting the expectation of the wider public interest. Thus, effective leadership management can be established through fostering quality level of interactions between leaders and subordinates as the willingness of subordinates to perform OCB are very much depended on the quality dyadic relationship being established. It is believed that understanding the process path by which LMX relationship impact performance behaviours such as OCB are crucial in advancing leadership in an organization (Lo, Ramayah & Kueh, 2006).

As noted by Podsakoff, MacKenzie, Paine & Bachrach (2000) that OCB measurement has received comparatively limited attention on other cultural context, this study attempts to achieve its objective and close the gap by providing some insight on LMX-OCB relationship by determining the impact of LMX dimensions namely Affect, Respect, Loyalty and Contribution towards OCB readiness among local governments' employees working in Southern region of Malaysia. Furthermore, this study shall provide empirical evidence on the influence of dyadic relationship towards OCB exhibition since local government is an organization that marked by typical Malaysian work culture of power distance, relationship-oriented, dominated by Malays with strong belief in Islamic principles and values (Asma, 1996; Hofstede & Hofstede, 2004; Ansari, Ahmad & Aafaqi, 2004).

By recognizing the importance of dyadic exchanges in Malaysian work culture focusing specifically on local government can contribute further knowledge pertaining to cross cultural aspects of OCB. Moreover, it shall give information and understanding on the impact of LMX towards OCB in Malay culture, which has shaped the complexity of cultural norms in workplace settings in contrast to culturally heterogeneous western societies. Thus, with this understanding, efforts can be focused to encourage the development of quality LMX relationships that would result in favourable outcomes to

both individuals (leader and subordinate), the local government and the community they served.

## **Literature Review And Hypotheses**

### **Local Government**

The Malaysian government consists of three levels namely, the federal government being the center government; the state government being the second level government and lastly the local government being the lowest level of government. Local government is further separated into three levels of hierarchy namely city council, municipal council and district council. In general, local government is under the control of the state government; however, the decision-making power is transferred to the local government to administer in its respective area. Local government is bestowed with the power to collect taxes and to create laws and rules as well as granting licenses and permits for any trade in their areas in accordance with Local Government Act 1976. Moreover, it has the responsibility to safeguard public health and sanitation, environmental protection and building controls, social and economic development and general maintenance functions of urban infrastructure within its jurisdiction in accordance with Town and Country Planning Act 1976 and Street, Drainage and Building Act 1976 (Hazaman & Kalianan, 2008).

Three categories of workforce exist in a local government. Professional and Administrative group which comprises of Mayor/President, Secretary and Head of Department as they are involved directly in the administrative, strategic town planning and decision making purposes. Support I staff or middle level management is responsible for implementing strategies and policies and those who are responsible in overseeing the manner in which the operational staff discharging their duties. Since local governments' nature of service is labour intensive, majority of the staff falls under Support II where they are involved in day-to-day operations where their tasks are more towards executing the tasks assigned rather than giving out instructions.

### **Organizational Citizenship Behaviour**

Working behaviours which are beyond those specified under the formal job prescriptions and not directly and explicitly measured and rewarded are termed as OCB. Exhibiting citizenship behaviour is vital since employees willingly go beyond their formal job responsibilities and freely give their time and energy to succeed at the assigned job. Moreover, it enables an organization to allocate scarce resources efficiently by simplifying maintenance functions and freeing up resources for productivity (Borman & Motowidlo, 1997).

Borman (2004) delineates four motives for OCB to be an important construct that will continue to be scrutinized in the future. Employees are expected to exhibit OCB, to a certain degree, (i) due to increased global competition in the current market; (ii) increased teamwork and inter-dependability among employees; (iii) increase in merging and downsizing activities that require employees to adapt to the new work environment; and (iv) expanding service industry that mainly focuses on customer service and client satisfaction.

Five dimensions of OCB are defined by Organ (1988) are (i) altruism (helping others), (ii) conscientiousness (norm compliance), (iii) sportsmanship (not complaining about trivial matters), (iv) civic virtue (keeping up with governance of the organization) and (v) courtesy (consulting others before taking action).

### **Relation between Leader-Member Exchange and Organizational Citizenship Behavior**

This dyadic relationship between leaders and their subordinates is the focal point of leadership process which fortified through a series of work-related exchanges. It posits that leaders do not use the same leadership style or set of behaviours with all members or subordinates; instead leaders develop separate interpersonal exchange relationships with each subordinate over time, forming the in-group and the out-group relationships. The out-group or low quality LMX relationship is categorized as exchanges explicitly centered on the fulfilment of the employment contract. Conversely, the in-group or high-quality LMX relationship is categorized as exchanges which have mutual respect, high trust and share formal/informal rewards that extend beyond what is required under the employment contract. Leaders have strong influence on subordinate's willingness to engage in OCB and towards relationship bonding, thus, the relationship establishment has been suggested to be one of the most important associations for employees (Manzoni & Barsoux, 2002).

Grounding on social exchange theory (Blau, 1964), many empirical findings have affirmed the positive associations between LMX and OCB on work units and organizational success, thus, making LMX as one of the most powerful predictors of OCB (Podsakoff et al, 2000; Hackett, Farh, Song & Lapierre, 2003, Lo et al., 2006). However, findings by Teoh, Hi, Lee, Ong, Siti Yasmin & Sofiah (2013) found that LMX relationship have shown insignificant association in a study among bankers in Malaysia and a study by Barnett (2011) among Jamaican public sector organization where insignificant association was noted where the study pointed out distrust, suspicion of motives and felt of being exploited and doubts about management's concern for workers have block the motivation efforts to exhibit OCB.

Malaysia cultural system has been acknowledged to be high on power distance (Hofstede& Hofstede, 2004) where Ansari et al. (2004) have found that leading Malaysian organizations are like leading hierarchical relationships because Malaysian workers have strong preference for respect and hierarchy. Hence, it is clear that power distance orientation of Malaysian subordinates would have implications on LMX–OCB relationship in a closed service organization like local government, thus, the following hypotheses are proposed.

*H1: Affect dimension of LMX is positively related to employees' OCB*

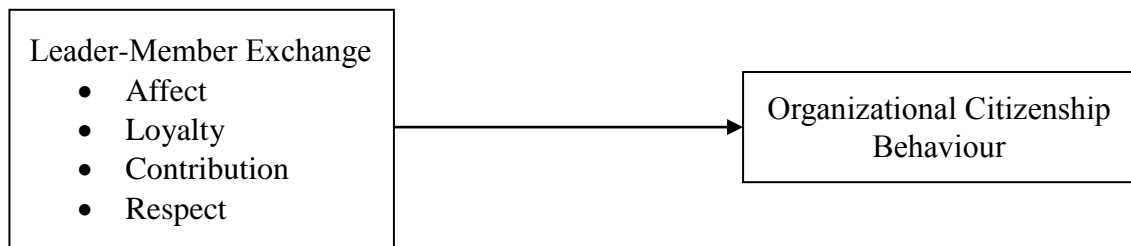
*H2: Loyalty dimension of LMX is positively related to employees' OCB*

*H3: Contribution dimension of LMX is positively related to employees' OCB*

*H4: Respect dimension of LMX is positively related to employees' OCB*

Based on the discussion of the literature, the theoretical model that guides the present study is presented in Figure 1.

Figure 1: Conceptual framework of the relationship between LMX and OCB



## Methodology

### Study Setting and Sampling

The sample population is the workforce working in local governments located in Johor, Melaka and Negeri Sembilan (Southern region of Malaysia). Stratified random sampling is used in selecting sample population where this technique is considered appropriate where there are various departments with different job functions existed in a local government while functions between local governments are almost similar in nature. The local governments are initially categorized into types: city council, municipal council and district council. Seven local governments are selected which are Majlis Bandaraya Melaka (city council), Majlis Perbandaran Nilai, Negeri Sembilan and Majlis Perbandaran Muar, Johor (municipal council), Majlis Daerah Tampin and Majlis Daerah Kuala Pilah (both from Negeri Sembilan), Majlis Daerah Mersing and Majlis Daerah Pontian (both from Johor).

Utilising Krejcie and Morgan (1970) sample size table, a sample size required for this study is 285 respondents. Since the number of professional and administrative group is much smaller compared to Support I and Support II group, as indicated in Table 1, a disproportionate stratified random sampling procedure is considered appropriate. This sampling design is adopted since the public complaints are more towards deficiency in operational matters which is much related to Support I and Support II categories. Furthermore, this sampling design is more efficient than simple random sampling design because each important segment of the population is better represented, and more valuable and differentiated information is obtained with respect to each group (Sekaran & Bougie, 2010).

Data was collected through survey questionnaires as this method provided certain advantages such as convenience, accessibility and minimal costs (Malhorta, 2007). 350 questionnaires were distributed to these local governments in order to increase the response rate with 240 of them were returned. After data screening and normality tests undertaken, 222 sets were found useable for data analysis.

Table 1: Sample Population for Local Governments in Southern Region of Malaysia

Service Group / Local Government Name	P & A	Support I	Support II	Total
Majlis Bandaraya Melaka	30	60	188	278
Majlis Perbandaran Muar	19	45	96	160
Majlis Perbandaran Nilai	17	42	111	170

Majlis Daerah Kuala Pilah	7	25	88	120
Majlis Daerah Tampin	7	23	100	130
Majlis Daerah Pontian	6	25	87	118
Majlis Daerah Mersing	6	23	88	117
Total	92	243	2758	1093

Note: P&A = Professional and Administrative staff

## Research Instruments

The instruments used in this study were adapted from established instruments with proven reliability and validity. Since they were worded in English, translation to Malay language was carried out as the respondents are predominantly Malay with majority from Support I and Support II categories and not that eloquent in English. The research instrument was divided into three parts: (i) demographic information, (ii) 22-item of OCB construct adapted from Podsakoff, MacKenzie, Moorman & Fetter (1990) and (iii) 12-item of LMX construct adapted from Liden & Maslyn (1998) with four dimensions – affect, respect, contribution and loyalty. Additional four items were included arising from focus group discussion, making it a 16-item construct. The respondents were requested to mark their agreements on each item based on a five-point Likert scales ranging from (1) strongly disagree to (5) strongly agree.

Prior to full scale survey, pilot testing has been conducted with 59 employees from one local government agency in Terengganu. These respondents were considered the target group in terms of job description and structure and these criteria should be similar to the actual survey being conducted. Findings indicated that the survey instrument was reliable with Cronbach's alpha values exceeding the 0.7 benchmark which indicated high consistency of the instrument employed in this study (Sekaran & Bougie, 2010).

## Data Analysis and Findings

### Profiling of Respondents

As shown in Table 2, out of 222 respondents, female dominated the sample with 56.8% compared to male counterpart of 43.2%; with all of them were Malays. 87.4% of the respondents were from the support staff category which is typical of a local government organizational structure. 59.9% of the respondents have attained education level up to certificate while the balance 40.1% respondents were university graduates holding diploma, degree and master certificates. In commensurate with their attained level of education, most of them (61.3%) earned a monthly income bracket of below RM2500. Profiling shows that a new batch of employees are being recruited where 44.6% of the respondents have worked for less than 5 years while 18.9% of them have been in employment for a period exceeding 16 years. In terms of their immediate supervisors, most of them have a male supervisor (63.5%) and almost majority of them (41.9%) have worked with the current supervisor for less than 5 years which gave an indication that job rotation was being practiced to enhance the workforce multitasking and working experience.

Table 2: Demographic Profile of Respondents

Items	Frequency (N = 222)	Percentage (%)
<i>State</i>		
Johor	112	50.5
Melaka	41	18.5
Negeri Sembilan	69	31.0
<i>Local Government Name</i>		
MajlisBandaraya Melaka	41	18.5
MajlisPerbandaran Muar	63	28.3
MajlisPerbandaranNilai	33	14.9
Majlis Daerah Kuala Pilah	17	7.7
Majlis Daerah Tampin	19	8.6
Majlis Daerah Pontian	20	9.0
Majlis Daerah Mersing	29	13.0
<i>Gender</i>		
Male	96	43.2
Female	126	56.8
<i>Service category</i>		
Support II	128	57.7
Support I	66	29.7
Professional and Administrative	28	12.6
<i>Education qualification</i>		
Higher School Certificate and below	110	49.5
Certificate	23	10.4
Diploma	9	22.1
Bachelor's Degree and above	40	18.0
<i>Monthly Income</i>		
Below RM2500	136	61.3

RM2501 – RM3500	60	27.0
RM3501 – RM4500	16	7.2
RM4501 – RM5500	8	3.6
Above RM5501	2	0.9
<i>Years of service</i>		
< than 5 years	99	44.6
5 – 10 years	49	22.1
11 – 15 years	32	14.4
16 - 20 years	14	6.3
> than 21 years	28	12.6
<i>Gender of current supervisor</i>		
Male	141	63.5
Female	81	36.5
<i>Years of service with current supervisor</i>		
< than 5 years	93	41.9
5 – 10 years	63	28.4
11 – 15 years	24	10.8
16 – 20 years	24	10.8
> than 21 years	18	8.1

## Factor Analysis

A principal component analysis with varimax rotation was conducted to determine meaningful factors of LMX and OCB. Factor analysis on OCB produced one factor with eigenvalue of 8.56 explaining a total variance of 39.93%. The Kaiser-Meyer-Olkin measure of sampling adequacy stood at 0.88 and significant Barlett's Test (Chi-square = 2601.03,  $p < 0.001$ ). Four items were dropped as they have factor loadings of less than 0.5 (Hair, Black, Babin & Anderson, 2010), leaving only 18 items.

As for LMX, three significant factors emerged with total eigenvalues of 11.52 explaining a total variance of 72%. The Kaiser-Meyer-Olkin measure of sampling adequacy stood at 0.92 and significant Barlett's Test (Chi-square = 2890.32,  $p < 0.001$ ). All 16 items were retained as they have factor loading of greater than 0.5 (Hair et al., 2010) and these factors were renamed as LMX-Affect/Respect, LMX-Loyalty and LMX-Contribution. These findings could perhaps attribute to Malaysian organizations which are



hierarchical and relationship-orientation in nature (Asma, 1996; Ansari et al., 2004). Affect and respect can be considered as representatives of non-work factors and indicated the level of respect a member has for his/her supervisor arising from the affection that the member felt for his/her leader. Consequently, the earlier hypotheses were revised to as follows:

*H1: LMX-AffectRespect is positively related to employees' OCB*

*H2: Loyalty dimension of LMX is positively related to employees' OCB*

*H3: Contribution dimension of LMX is positively related to employees' OCB*

## Descriptive Analysis

As reflected in Table 3, the mean scores were above their respective midpoints based on five-point scale, indicating that the respondents perceived moderate agreements on these variables. Cronbach Alpha values for these variables were well above the minimum acceptable reliability of 0.7 (Sekaran & Bougie, 2010) indicating good internal consistency. Correlation among variables were noted to have significant relationships among each other, thus, initial support has been established that LMX was positively associated with OCB.

Table 3: Descriptive Statistics, Cronbach's Alpha and Zero-Order Correlations

	Variable	Mean	Standard Deviation	Reliability (alpha)	1	2	3	4
1	LMX AffectRespect	3.97	0.66	0.94	1.00			
2	LMX Loyalty	3.60	0.66	0.85	0.64**	1.00		
3	LMX Contribution	3.87	0.60	0.82	0.74**	0.53**	1.00	
4	OCB	3.95	0.50	0.93	0.67**	0.43**	0.70**	1.00

p < 0.01

## Multiple Regression Analysis

As indicated in Table 4, the model was considered good with  $F(3,218) = 87.03$ ,  $p < 0.001$  with adjusted  $R^2$  at 0.54 indicating that a moderate 54% of variance in OCB has been explained (Rumsey, 2009). It was further noted that LMX-AffectRespect ( $\beta = 0.37$ ,  $p < 0.001$ ) and LMX-Contribution ( $\beta = 0.45$ ,  $p < 0.001$ ) were positively related and significant to OCB, thus H1 and H3 were supported. However, H2 was rejected since LMX-Loyalty has failed to contribute significant impact towards OCB.

Table 4: Regression Results between LMX and OCB

DV	IV	Beta	F value	Adjusted $R^2$
OCB	LMX-AffectRespect	0.37***		
	LMX-Loyalty	0.04		
	LMX-Contribution	0.45***	87.03***	0.54

\*\*\* p < 0.001

## Discussion on Findings

Findings from this study have supported the social exchange theory (Blau, 1964) that quality dyadic relationship can exert significant influence in OCB readiness among local governments' employees. As put forward by Lo et al. (2006), the central premise of OCB theory is that LMX is partially an expression of subordinates gratitude and reciprocity for positive work-related behaviors originating from a high-quality relationship with one's supervisors. Murphy, Wayne Liden & Erdogan (2003) further affirmed the applicability of social exchange theory in LMX relationship where individuals who engaged in high-quality relationship would behave in such a way that their exchange partner would also get the benefits.

Three distinct LMX dimensions (LMX-AffectRespect, LMX-Loyalty and LMX-Contribution) established from factor analysis, as opposed to original four dimensions, is a reflection of Malaysian society that is both hierarchical and relationship-oriented (Asma, 1996; Ansari et al., 2004). Through multiple regression analysis, LMX-Contribution emerged as the strongest predictor ( $\beta = 0.45$ ,  $p < 0.001$ ) to OCB since contribution is measured on the effort and investment contributed explicitly and implicitly by both subordinates and supervisor towards the operational efficiency, thus, making contribution the most important factor that will lead to higher performance of OCB (Dienesch & Liden, 1986; Lo et al., 2006).

LMX-AffectRespect materialized as the second strongest predictor ( $\beta = 0.37$ ,  $p < 0.001$ ) to OCB as direct interactions with supervisors through caring attitude and considerate where supervisors observed and listened to their subordinates would increase the subordinates' respect and affect towards their supervisors and would lead to an increment in subordinates' OCB (Findley, Giles & Mossholder, 2000). The affection and respect that the subordinates showed the dominance of Malaysian culture of collectivism that has shaped the workplace culture that maintain harmonious relationship is more important than conducting a task (Asma, 1996; Hofstede & Hofstede, 2004).

LMX-Loyalty was found to be insignificant to OCB which this finding could be due to loyalty element has yet to be matured in the dyadic relationship as majority of them (41.9%) were under the supervision of less than 5 years due to job rotation exercise and arising from new employment (44.6%). This result was in line with the finding reported by Rashidah, Aziz & Munir (2014) on local government employees working in east coast region of Malaysia where short dyadic tenure of less than 5 years could be contributing factor for the insignificant association. As suggested by Liden & Maslyn (1998), loyalty is more incline towards personal relationship and developed over the years, thus, with the short dyadic tenure noted in this study, loyalty towards the dyad can be considered at immature and fragile stage.

## Conclusion and Suggestion for Future Research

The objective of this study has been met where LMX is an important element in promoting favourable relationship between leaders and subordinates which in turn motivates subordinates to perform one of the most important work outcomes, OCB. The three distinct factors that emerged for LMX signified the typical Malaysian work culture of power distance, preserving harmonious relationship and relationship-oriented where LMX-AffectRespect was the dominant factor in influencing OCB followed by LMX-Contribution (Asma, 1996; Hofstede & Hofstede, 2004, Ansari et al., 2004). 54% variance in OCB has been explained by LMX provided enough evidence that quality dyadic

relationship should not be ignored due to its significant impact towards elevating OCB among local governments' employees in Southern region of Malaysia.

This study gave strong signal to the management of local government that maintaining quality relationship between subordinates and leaders would help the employees in experiencing favorable work outcomes and induce them towards exhibiting OCB. With a better knowledge on the nature of quality exchanges, the management would be able to formulate necessary steps in making OCB as a platform to improve operational issue and to impart OCB as part of working culture. By understanding the mechanism of quality exchanges shall contribute towards reducing the public complaints which in turn will made local government as an important engine of growth economically and socially for a particular district. Another important contribution that arose from this study is that management should invest time, effort and commitment to elevate their employees' OCB level through fostering quality dyadic relationship since OCB has been identified as a low cost vehicle in promoting overall organizational effectiveness (Organ, 1988).

Since the scope of study is limited to Southern region of Malaysia, it is suggested that future studies to include local governments located throughout Malaysia so that these findings can be generalized. Furthermore, it is recommended that future studies should explore the mediating effect like job satisfaction or organizational commitment on LMX and OCB relationship in order to have a deeper understanding of OCB readiness. This study can be used as a reference point for future OCB researches on other government sectors especially those agencies that have constant contact with the public so as to increase the ability to generalize these findings.

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# CONSTITUTIONAL SUPREMACY AND INTERNATIONAL HUMAN RIGHTS: AN APPRAISAL

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## Abstract

International law cannot override the supreme constitution of sovereign states. Section 4(4) of the Human Rights Commission of Malaysia Act 1999 allows regard to be had to the Universal Declaration of Human Rights (UDHR) 1948 as long as it is not inconsistent with the Federal Constitution. Section 4 (4) mentions: *“For the purpose of this Act, regard shall be had to the Universal Declaration of Human Rights 1948 to the extent that it is not inconsistent with the Federal Constitution.”* In case of conflict between international norms and national rules, courts must adopt the rule that national law prevails. However there is no clear practice adopted by the judges in using international norms while making the decision. The objective of this paper is to examine the application of international human rights in the context of Malaysian existing cases alleging of violation of human rights. The study is qualitative in nature. Data are collected from legal cases and treaties as primary sources. The analysis is done in descriptive and analytical manner. It was found that the decisions of the courts which taking into consideration of human norms able to promote the object of the constitutional guarantee in Malaysia.

**Keywords:** *constitutional, supremacy, international, human rights, Malaysia*

## Introduction

### Universal Declaration of Human Rights

The Universal Declaration of Human Rights (UDHR) is an international document that states basic rights and fundamental freedoms to which all human beings are entitled. The UDHR begins by recognising that ‘the inherent dignity of all members of the human family is the foundation of freedom, justice and peace in the world’. (The United Nations, 1948). It declares that human rights are universal to be enjoyed by all people, no matter who they are or where they live. The UDHR includes civil and political rights, like the right to life, liberty, free speech and privacy. It also includes economic, social and cultural rights, like the right to social security, health and education.

The UDHR is not a treaty, so it does not directly create legal obligations for countries. As stated by Roosevelt (1948): “It is not and does not purport to be a statement of law or a legal obligation. It is a declaration of basic principles of human rights and freedoms, to be stamped with the approval of the General Assembly by formal vote of its members, and to serve as a common standard of achievement for all Peoples of all nations”. However, it is an expression of the fundamental values which are shared by all members of the international community. And it has had a profound influence on the development of international human rights law. Some argue that because countries have consistently invoked the UDHR for more than sixty years, it has become binding as a part of customary international law (Steiner and Alston, 2000). Although not a legally binding treaty, the UDHR is an ‘authoritative interpretation’ of the human rights provisions of the Charter and serves to awaken the world to a human rights conscience (Ramano, 1968). Further, the

UDHR has given rise to a range of other international agreements which are legally binding on the countries that ratify them. These include (a) the International Covenant on Civil and Political Rights (ICCPR) and; (b) the International Covenant on Economic, Social and Cultural Rights (ICESCR).

Their binding agreements which expand on the rights contained in the UDHR include: (i) the Convention on the Elimination of All Forms of Racial Discrimination 1965; (ii) the Convention on the Elimination of All Forms of Discrimination against Women 1979; (iii) the Convention Against Torture and Other Cruel, Inhuman or Degrading Treatment or Punishment 1984; (iv) the Convention on the Rights of the Child 1989; and (v) the Convention on the Rights of Persons with Disabilities 2006.

As a member of the international community, Malaysia commits to various conventions that we have adopted. Malaysia has amended laws to more clearly reflect our commitments. The UDHR is already part of the corpus of Malaysian law. The importance of the fundamental liberties provision of the Federal Constitution is underlined by the fact that section 2 of the Human Rights Commission of Malaysia Act 1999 in defining 'human rights' said it refers to fundamental liberties as enshrined in Part II of the Federal Constitution. The fundamental liberties in Part II of the Federal Constitution are the human rights referred to in the Human Rights Commission of Malaysia Act 1999 (the Act). In carrying out the purpose of the Act, the Commission shall have regard to the UDHR to the extent that it is not inconsistent with the Federal Constitution (section 4(4) of the Act). It would not be incorrect to say that we have given the principles of the UDHR a statutory status and a primal place in our legal landscape. The UDHR is part and parcel of our jurisprudence as the international norms in the UDHR are binding on all Member countries unless they are inconsistent with the Member countries' constitutions.

### **Fundamental Liberties in Federal Constitution**

The Reid Commission's recommendations on fundamental rights were thus modified, and appear as Part II of the Federal Constitution entitled "*Fundamental Liberties*".

<i><b>Federal Constitution</b></i>	<i><b>UDHR</b></i>
Article 5 :Life and Liberty of the Person.	Article 3,9
Article 6 : Prohibition of Slavery and forced labour	Article 4
Article 7:Protection against retrospective criminal and repeated trials.	Article 11 (2)
Article 8 : Equality.	Article 2,6,7, 23(2)
Article 9 :Prohibition of Banishment and freedom of movement.	Article 9, 13
Article 10 : Freedom of speech, assembly and association.	Article 19
Article 11: Freedom of religion.	Article 18
Article 12: Right to education.	Article 26
Article 13 : Right to property	Article 17, 27 (2)

Provisions of the UDHR could be classifiable into three categories. First are those provisions that are *pari materia* with our Articles 5 -13. These provisions are clearly relevant for the interpretation of Malaysian laws. Second category of UDHR provisions are those that are not provided for in Malaysian laws but are not inconsistent with our Federal Constitution. We should regard ourselves free to refer to these provisions of the UDHR as they do not violate our Constitution. Third category of UDHR provisions are those that collide with our Constitution. On the present state of dualism, these provisions cannot be enforced in our courts (Shad Faruqi, 2013).

### **Principles of Constitutional Interpretations**

The rule in determining the constitutionality or otherwise of a statute is the provision of our Constitution that matters, not a political theory by some thinkers (Zakaria, 2008). As Raja Azlan Shah FJ quoting Frankfurter J said in *Loh Kooi Choon v Government of Malaysia* [1977] 2 MLJ 187: "The ultimate touchstone of constitutionality is the Constitution itself and not any general principle outside it".

In regard to the application of international norms and human rights principle it was discussed in case of *Pathmanathan Krishnan v. Indira Gandhi Mutho & Other Appeals* [2016] 1 CLJ 911. In this case the appeals were against the decision of the learned Judicial Commissioner (JC) ruling, in a judicial review that the conversion to the religion of Islam of the children of the appellant and respondent was unlawful, unconstitutional, null and void and of no effect. The facts were that the appellant and the respondent were married in 1993 under the [Law Reform \(Marriage and Divorce\) Act 1976](#). In 2009, the appellant converted to Islam and thereafter successfully applied to the Jabatan Agama Islam, Perak to also convert their three children, aged 12, 11 and 11 months respectively. It was not in dispute that three Certificates of Conversion ('Certificates') certifying the children's conversion to Islam were issued by the Pengarah Jabatan Agama Islam ('Pengarah') and/or the Pendaftar Muallaf, Perak, and that, upon the appellant's application, a permanent custody order over the children was also granted to the appellant by the Shariah Court.

The learned JC allowing the respondent's judicial review application, and quashing the conversion and decisions of the Pengarah and Pendaftar Muallaf, that: *inter alia* (i) the matter before him had boiled down to a constitutional issue, thereby depriving the Shariah Court of jurisdiction to decide on the matter; (ii) the conversion had contravened the constitutional liberties provisions in the Federal Constitution ('Constitution'), particularly [arts. 3, 5, 8 and 11](#) thereof. The learned JC had found that in interpreting and assigning a meaning to the word "parents" in [article 12\(4\) of the Federal Constitution](#), "the interpretation that best promotes our commitment to international norms and enhance basic human rights and human dignity is to be preferred". He also said that a similar approach must also be made in dealing with the provisions of the [Guardianship of Infants Act 1961](#) and [arts. 8\(1\) and \(2\) of the Federal Constitution](#). International norms meant by His Lordship refers to the Universal Declaration of Human Rights 1948 (UDHR), the Convention on the Rights of the Child (CRC) and the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW).

In allowing the appeal, the Court of Appeal ruled that conversion was effected in accordance with the law. The approach taken by the learned JC in imposing upon himself the burden of sticking very closely to the standard of international norms in interpreting the Constitution is not in tandem with the accepted principles of constitutional interpretation. Balia Yusof Wahi JCA held that international treaties do not form part of our law unless the provisions were incorporated into our laws, and for such treaties to be operative in Malaysia, Parliament must legislate. In Malaysia, the Constitution is supreme and we are duty bound to give effect to its terms. And, while the Constitution is not to be construed in



any narrow or pedantic sense, the court is also not at liberty to stretch or pervert its language in the interest of any legal or constitutional theory. Eusoffe Abdoolcadeer had stated about the UDHR in [Merdeka University Bhd v. Government of Malaysia \[1981\] CLJ 175; \[1981\] CLJ \(Rep\) 191](#) at p. 209 as "merely a statement of principles devoid of any obligatory character and is not part of our municipal law. It is not a legally binding instrument as such and some of its provisions depart from existing and generally accepted rules".

### **References to Universal Declaration in National Courts**

Below are examples of cases where courts refer to human rights declaration in interpreting the law:

In the case of *Mat Shuhaimi bin Shafiei v Public Prosecutor* [2014] 2 MLJ 145 where in the sessions court, the appellant was charged under s 4(1) of the Sedition Act 1948 ('the Act') for the offence of publishing in a blog, an article containing his views in relation to the Laws of the Constitution of Selangor, 1959 which were said to be seditious. The appellant pleaded not guilty and claimed trial to the charge. Before commencement of the trial, the appellant filed a notice of motion to the High Court and sought for the criminal prosecution instituted against him before the sessions court to be struck out and/or set aside and/or quashed and/or stayed; an order that s 4 of the Act was inconsistent with art 10 read together with arts 5 and 9 of the Federal Constitution ('Constitution') and was therefore void and invalid by virtue of arts 4 and/or 162 of the Constitution; the Act did not comply with art 10(2)(a) of the Constitution and could not be objectively be said to be a reasonable restriction nor did it fulfil the objective of art 10(2)(a) of the Constitution and it was wholly disproportionate to the valid reason permitted by law to restrict the fundamental right of the appellant under the Constitution.

In this case the judges in exercising interpretative jurisdiction were insisted to apply the international and regional human rights law. In this regard, section 2 of the Human Rights Commission of Malaysia Act 1999 is the interpretation section where it interprets 'human rights' as referring 'to fundamental liberties as enshrined in Part II of the Federal Constitution'. While s 4(4) of the Human Rights Commission of Malaysia Act 1999 stipulates as follows: "For the purpose of this Act, regard shall be had to the Universal Declaration of Human Rights 1948 to the extent that it is not inconsistent with the Federal Constitution". The Court of Appeal in this case gives due accord to the fact that the right to freedom of speech and expression is recognised in international and regional human rights law. This right is captured and reflected in article 19 of the International Covenant on Civil and Political Rights, in article 10 of the European Convention on Human Rights, in article 13 of the American Convention on Human Rights, and in article 9 of the African Charter on Human and Peoples' Rights. According to article 19 of the International Covenant on Civil and Political Rights, 'everyone shall have the right to hold opinions without interference' and 'everyone shall have the right to freedom of expression; this right shall include freedom to seek, receive and impart information and ideas of all kinds, regardless of frontiers, either orally, in writing or in print, in the form of art, or through any other media of his choice'. And the same article 19 continues to say that the exercise of these rights carries 'special duties and responsibilities' and may 'therefore be subject to certain restrictions' in 'respect of the rights or reputation of others' or 'for the protection of national security or public order' or for 'public health or morals'. In short, restrictions to freedom of speech and expression are common denominators at international human rights level.

The Court held that in fact the Sedition Act is constitutional and it does not violate art 10(1) (a) and 10(2) (a) of the Federal Constitution. It does not offend the two tests applied by the court namely reasonableness test and proportionality test. It is reasonable to maintain the Sedition Act because the Government has a right to preserve public peace and order, and therefore, has a good right to prohibit the propagation of opinions which have a seditious tendency. The Sedition Act is proportionate to the necessity to safeguard the security of the federation and to maintain law and order as well as to avoid incitement. In particular, the impugned provision does not overreach Articles 10(2) (a) of the Federal Constitution and it is substantively fair and proportionate and thus it does not violate the equality provision in art 8(1) of the Federal Constitution. In this case the court concluded by saying that even at international human rights level, there are restrictions to freedom of speech and expression.

In another case of Court of Appeal the court come out with different interpretation.

In *NikNazmi bin Nik Ahmad v Public Prosecutor* [2014] MLJU 336, where the appellant who is an elected state assembly man was charged under section 9(1) of Peaceful Assembly Act 2012 (PAA 2012) which carries a punishment of fine not exceeding RM 10,000.00 pursuant to section 9(5) of the Act. The appellant's appeal against the decision of the learned High Court judge who refused inter alia to declare sections 9(1) and (5) of the PAA 2012 unconstitutional. Section 9(1) and 9(5) of the Act is unconstitutional as the requirement to provide 10-days' notice for an assembly is excessive and an unreasonable restriction to the right to freedom of assembly as provided under the Federal Constitution.

Hamid Sultan bin Abu Backer JCA:

"... in Freedom to assemble is a right recognised at common law at least in a restricted sense, for centuries. The Federal Constitution recognises the right and does not permit any legislation to compromise on the right to assemble save at the most to regulate. And the common law does not prohibit the right to assemble and in that process the right to demonstrate and the right to protest on matters of public concern. However, if it is not done peaceably and without arms it will attract penal sanction under the Penal Code or any other relevant law. What article 10 does not permit is to place penal sanction on citizen's right to assemble peacefully and without arms".

In interpreting terms 'peacefully' he referred to per Lord Denning as "all is done peaceably and in good order, without threats or incitement to violence or obstruction in traffic, it is not prohibited", further Lord Denning had this to say:

"Here we have to consider the right to demonstrate and the right to protest on matters of public concern. These are rights which it is in the public interest that individuals should possess; and, indeed, that they should exercise without impediment so long as no wrongful act is done. It is often the only means by which grievances can be brought to the knowledge of those in authority - at any rate with such impact as to gain a remedy. Our history is full of warnings against suppression of these rights. Most notable was the demonstration at St. Peter's Fields, Manchester, in 1819 in support of universal suffrage. The magistrates sought to stop it. At least 12 were killed and hundreds injured. Afterwards the Court of common Council of London affirmed "the undoubted right of Englishmen to assemble together for the purpose of deliberation upon public grievances." Such is the right of assembly. So also is the right to meet together, to go in procession, to demonstrate and to protest on matters of public concern. As long as all is done peaceably and in good order, without threats or incitement to violence or obstruction in traffic, it is not prohibited" (*Hubbard v Pitt* [1976] QB 142).

Therefore in essence the right to assemble peacefully is a guaranteed right in the constitution and there cannot be penal sanction legislated when citizens assemble peacefully without committing offences under the Penal Code, etc. And article 24 of the Asean Human Rights Declaration states as follows: "Every person has the right to freedom of peaceful assembly". In this case the Court of Appeal held that section 9(5) of the Peaceful Assembly Act 2012 (PAA 2012) is inconsistent with article 10(2) of the Federal Constitution and in consequence is struck down.

However, on 1 October 2015, Malaysia's Court of Appeal issued a decision in the case of *Yuneswaran* (2014), finding constitutional a criminal conviction for organizing a peaceful assembly without complying with a 10-day prior-notification requirement set out in section 9(5) of the Peaceful Assembly Act 2012. The decision has been criticized for departing from a prior Court of Appeal precedent in the *Nik Nazmi* case, which found the 10-day notification requirement to be unconstitutional. In the above case the COA turned to consider the decided cases on the requirement to give prior or advance notice before the assembly is held. The United Nation Human Rights Committee (UNCHR) in the case of *Kivenmaa v Finland*, Comm. No. 412/1990, UN Doc CCPR/C/50/D/412/1990 31 March 1994 found that a requirement to notify the police of an intended demonstration in a public place six hours before its commencement may be compatible with the permitted limitations laid down in Article 21 of the International Covenant on Civil and Political Rights (ICCPR) where the committee acknowledged that a requirement to pre-notify an assembly would normally be for reasons of national security or public safety, public order, the protection of public health or morals or the protection of the rights and freedoms of others. As a general rule, no State can be bound by a treaty without having given its consent to be bound. Malaysia is not a signatory to the ICCPR, but such principles can be used to assist in the interpretation of the relevant Malaysian law.

The requirement to give prior or advance notice is also consistent with Article 11 of the European Convention on Human Rights. The European Commission on Human Rights stated in *Rassemblement Jurassien and Unite Jurassienne v Switzerland*, ECHR Application No. 8191/78 at para 114:

"Such a procedure is in keeping with the requirements of Article 11(1), if only in order that the authorities may be in a position to ensure the peaceable nature of the meeting, and accordingly does not as such constitute interference with the exercise of the right".

Therefore, the PAA is in accordance with international norms in the imposition of the ten-day notification requirement. The requirement of advance notification is to allow the authorities to facilitate the lawful exercise of one's right to assemble peacefully.

In above cases the court used international standards of human rights as an aid of interpretation of the statute but come out with different findings.

In *Noorfadillabt Ahmad Saikin v Chayed bin Basirun & Ors* [2012] 1 MLJ 832 - 12 July 2011, where the plaintiff applied for and obtained employment as a Guru Sandaran Tidak Terlatih ('GSTT'). After receiving her placement memo informing her of her posting, she was asked to attend a briefing on the terms of her service of employment. At this briefing, the plaintiff was questioned as to whether she was pregnant. When the plaintiff admitted that she was three months pregnant, her placement memo was withdrawn. The plaintiff demanded that her employment as GSTT be restored but received no written reply. The plaintiff thus filed the present originating summons application

against the defendants. The gist of the plaintiff's complaint was that the GSTT post was revoked and withdrawn by the defendants on the sole ground that she was pregnant. The plaintiff argued that this act of the defendants was tantamount to gender discrimination and thus against art 8(2) of the Federal Constitution ('the Constitution'). The plaintiff thus sought, inter alia, a declaration that the defendants' act of withdrawing and/or cancelling her appointment as a GSTT was unconstitutional, unlawful and void and damages. The High Court held that:

- i. The word 'gender' was incorporated into art 8(2) of the Constitution in order to comply with Malaysia's obligation under the Convention on the Elimination of all Form of Discrimination against Women (CEDAW), to reflect the view that women were not discriminated.
- ii. It is settled law that the CEDAW had the force of law and was binding on member states, including Malaysia.

In interpreting art 8(2) of the Constitution it was the court's duty to take into account the government's commitment at an international level. In this case, there was no impediment for the court to refer to CEDAW in interpreting art 8(2) of the Constitution. Applying arts 1 and 11 of CEDAW it was found that pregnancy in this case was a form of gender discrimination. It was a basic biological fact that only women had the capacity to become pregnant and thus discrimination on the basis of pregnancy was a form of gender discrimination. Hence it was found that the plaintiff should have been entitled to be employed as GSTT even if she was pregnant. The defendants' act of revoking and withdrawing the placement memo because the plaintiff was pregnant constituted a violation of art 8(2) of the Constitution. It was the contravention of the plaintiff's rights by the defendants as agents of the executive. CEDAW is not a mere declaration. It is a convention. It has the force of law and binding on members states, including Malaysia. More so that Malaysia has pledged its continued commitments to ensure that Malaysian practices are compatible with the provision and principles of CEDAW as evidenced in the letter from the Permanent Mission of Malaysia to the Permanent Missions of the Members States of the United Nations dated 9 March 2010. Hence, it has become the obligation of the court to have regard to Malaysia's obligation under CEDAW in defining equality and gender discrimination under art 8(2) of the Federal Constitution.

It should be noted in *Noorfadilla* 's case, the High Court relied on CEDAW in clarifying what is meant by the terms 'equality' and 'gender discrimination'. Malaysia is a signatory to CEDAW, a landmark international agreement that affirms principles of human rights and equality for women around the world, and ratified it in 1995. However, CEDAW does not have the force of law in Malaysia because it is not enacted into any local legislation.

It was confirmed by the Court of Appeal in [Air Asia Bhd v. Rafizah Shima Mohamed Aris \[2015\] 2 CLJ 510](#); [2014] MLJU. In this case, AirAsia Berhad is the appellant in this appeal. Rafizah Shima binti Mohamed Aris, is the respondent, and was an employee of the appellant. On 19 October 2006, the respondent executed a training agreement to undergo an Engineering Training Programme ("Training Agreement") for a period of four years with the appellant. A material term in the agreement was that the respondent must not get pregnant during the duration of the training period, which was approximately four years from the date the respondent first attended the training course in June 2010, in the course of the training period, the respondent informed the appellant that she was pregnant but wished to continue her training as she was only due to deliver at the end of 2010. Arising from this, the appellant terminated the Training Agreement and the respondent's employment on 1 July 2010. The appellant filed a civil suit at the Sessions Court for breach of the Training Agreement and claimed the sum of RM92,000.00 as agreed liquidated damages from the

Respondent. On 18 April 2012, summary judgment was entered against the respondent in the Sessions Court for the said sum. However, the respondent's appeal against the decision was allowed by the High Court.

Meanwhile, the respondent filed an originating summons ("Respondent's OS") in the High Court on 17 April 2012 seeking, amongst others, a declaration that Clause 5.1(4) of the Training Agreement was illegal, null and void as the said clause had the effect of discriminating against the respondent's rights as a married woman and contravened Article 8 of the Federal Constitution of Malaysia ("Federal Constitution") and the Convention to Eliminate All Forms of Discrimination Against Women ("CEDAW"). The appellant applied to strike out the respondent's OS. On 12 October 2012, the High Court granted the order sought in the respondent's OS and dismissed the appellant's application to strike out the respondent's OS.

On appeal, the Court of Appeal held that the Constitution contains no express provision with regards to the status of international law, or indeed any mention of international law at all. For a treaty to be operative in Malaysia, it requires legislation by the Parliament. Therefore, without express incorporation into domestic law by an Act of Parliament following ratification of CEDAW, the provisions of international obligations in the said convention do not have any binding effect. In Malaysia, the Constitution is silent as to the primacy of international law or domestic law or *vice versa*. If there is such a conflict, the general rule is that the statute shall prevail. All clauses contained in the agreement especially cl. 5.1(4) did not restrain marriage and/or prohibit pregnancy if the respondent had completed the said training programme in the manner stipulated in the agreement. Therefore, cl. 5.1(4) of the agreement does not discriminate against the rights of women. In the circumstances, the agreement entered into between the appellant and the respondent was a lawful contract between private parties, though it required the respondent to resign upon being pregnant or termination would take place in the event of refusal to resign.

While this decision appears to be a step backwards in relation to the protection of women against discrimination at the workplace, perhaps it is the time for the Malaysian Government to initiate steps to domesticate CEDAW and thereby gives protection to the women from gender discrimination.

The case of *Suzanab MdAris (claiming as administrator of the estate and a dependant of MohdAnuar bin Sharip, deceased) v DSP Ishak bin Hussain & Ors.* [2011] 1 MLJ 107, where the plaintiff's husband ('the victim') died whilst in police custody. The facts indicated that the victim had vomited blood whilst under detention but was denied proper medical care and attention. The plaintiff sued the defendants in negligence. The High Court judge allowed the plaintiff's claim against the third and fourth defendants with costs. Loss and damages were ordered to be assessed by the registrar as agreed to by the parties. The SAR awarded a sum of RM137, 220 with interest. The parties were dissatisfied and appealed to the judge against the SAR's decision.

The High Court held that:

- i. The award of exemplary damages was based on the oppressive, arbitrary or unconstitutional action by the servants of the government. Where a person in police custody is deprived of medical attention and assistance, he is deprived of his life while his liberty is being deprived by law in the case of a lawful arrest and detention.
- ii. The Universal Declaration of Human Rights 1948 ('UDHR') is part of Malaysian jurisprudence to the extent it is not inconsistent with the Federal Constitution. For the state to deprive a person of medical treatment promptly

when he is in police custody, especially when he is in pain and vomiting blood, as in the instant case, is to subject the person to torture, cruel, inhuman or degrading treatment by default -- contrary to provisions of the UDHR (see *Laksmiana Realty SdnBhd v GohEngHwa and another appeal* [2006] 1 MLJ 675, *TanTekSengSuruhanjayaPerkhidmatanPendidikan&Anor* [1996] 1 MLJ 261).

In this case the Court warned those with power to arrest and detain must ensure that the basic human rights of a detainee to seek medical treatment while in custody, is immediately attended to. There should be no more wanton and wasted loss of life in police custody for every life is precious. It is hoped that this case would have served a triune purpose of compensatory, vindictory and deterrent. The Court is stressing the importance of the constitutional safeguards and the gravity of its breach as well as deterring future breaches. It insists on relying of the international human rights Convention to promote the object of the constitutional jurisprudences and supremacy.

## Conclusion

From the analysis of the cases it was found that the Malaysian court courts may explicitly or implicitly reject the relevance of the UDHR to domestic law because for a treaty to be operative in Malaysia, Parliament must legislate. At the same time, the court made an attempts to get aid from universal declaration to interpret the law. As a whole, the court has a sacred role to play to balance the state as well as public interest within the framework of Constitutional Supremacy as proclaimed under art 4 (1) of the Federal Constitution and as applied in civilized nation. The courts' task in doing so is no easy task but when done within jurisprudence it promotes and enhances democratic values which will ensure peace, prosperity and harmony to the state and bring great economic success to the public. And it will also anchor public confidence in judicial determination (Hamid Sultan J, 2014). Malaysian court should take into consideration International Convention to promote the object of the constitutional jurisprudences. In *Vishaka v State of Rajasthan* AIR 1997 SL 3011, it states: "Any International Convention not inconsistent with the fundamental rights and in harmony with its spirit must be read into these provisions to enlarge the meaning and content thereof, to promote the object of the constitutional guarantee" (Justice JS Verma ,1997).

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## PRELIMINARY STUDY OF MEDICAL MARIJUANA : MALAYSIA'S NGO ACCEPTANCE ON MEDICAL MARIJUANA

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### Abstract

Marijuana is a drug that derived from dried leaves, stems, and flowers of cannabis plant. It is also known as weed, herb, ganja, and cannabis. The latter species that can withstand in any weather are Cannabis Sativa and Cannabis Indica. Marijuana is the most popular drugs used in the world. The discussion regarding the usage of marijuana for medical purposes has again entered into a debate situation both in public and health care arena. Medical marijuana has been legalized and permitted in some country like Netherlands, Belgium, Portugal, Switzerland, and Canada. As in Malaysia, marijuana is totally illegal. According to Malaysian Law Dangerous Drug Act 1952, cannabis is included as the mandatory crime. On a worldwide scale, there are several countries where marijuana is slowly gaining acceptance. In countries such as Argentina, Cambodia, and Colorado, possession of weed for personal and recreational use is somewhat legal unless it is exceed the limit allowed under the law or trying to sell, cultivate or transport them. While in this situation, marijuana for medical use is strictly regulated. This study analyses the roles play by Malaysian NGO's in educating Malaysian from the perspective of medication. Three NGOS which are TARGAS, MCARE, and GRASSROOT MALAYSIA were selected to be the main units to be interviewed.

**Keywords:** *Marijuana, medical, NGO's*

### Introduction

The first impression of people when they heard the words of marijuana, cannabis and weed, the first thing that will come on their mind is a dangerous drugs, addicted, harmful and also may cause fatality. In this situation, there are a various perceptions towards marijuana. Some might be positive and the other hand might be negative. For those who already know the benefits of using marijuana will take it as a grant. But for those who did not know that marijuana can be beneficial to them, they will discriminate it.

There are different perspectives of public's opinions towards marijuana. The physician perspectives on medical marijuana also have its pros and cons. According to Joycelyn Elders (2006), the former US surgeon, commented that marijuana is less toxic than many of the drugs that drugs that physicians prescribe daily. This shows that Elders is agreed to medical marijuana. However, on the negative side, marijuana is a dangerous drug and that there are less dangerous medicines offering the same relief from pain and other medical symptoms (Bill Frist, 2003).

Health risk on smoking marijuana provides different perceptions. Among those were opinions from Lester Grinspoon and the British Lung Foundation. As argued by (Grinspoon, 2006), he noted that although cannabis has been smoked widely in Western



countries for more than four decades, there have been no reported cases of lung cancer or emphysema attributed to marijuana. Infections of the lung are due to a combination of smoking-related damage to the cells lining the bronchial passage and impairment of the principal immune cells in the small air sacs caused by cannabis (British Lung Foundation, 2002).

In Malaysia, legalization of marijuana is impossible because of the Drug Act 1952 that possessed marijuana as a mandatory crime. Malaysia has been urged to consider the decriminalization of drugs as a new policy to better deal with the country's perennial drug problem. Several experts voiced support for this radical view and said more countries around the world are beginning to accept that drug addiction is a disease which can be treated. "Decriminalizing" means that a person possessing small amounts of drugs for personal use does not constitute a crime. Drug trafficking is still considered a serious crime.

Malaysian AIDS Council (MAC) president Zaman Khan states that he fully supports the decriminalization of drugs for personal use in this country too (Seshata, 2014). However, public acceptance was important, and a crucial a paradigm shift in perception must occur for the anything to work. Meanwhile, addiction therapist and substance abuse counselor Chris Sekar said decriminalization was the right direction for Malaysia to go. (Sensi Seeds, 2014)

Internationally, policymakers and experts have taken note of Portugal, which in 2001 decriminalized all drugs including cocaine and heroin. Those found with 10 days' worth of drugs would not be arrested, but sent to a Dissuasion Commission which assesses the person's needs and tailors an optional programmed for them. The Portugal case has been repeatedly referred to and touted as a resounding success, with impressive results. It has reduced addiction, HIV infections, drug-related crimes and drug-related deaths; and more addicts are seeking treatment. It has also freed Portugal police to concentrate on big-time dealers. Thus, is Malaysia ready to decriminalize marijuana?

### **Marijuana Medication**

Marijuana has potential to be medical purposes in term of health, behavioral action, and also toward individual attitude. According to Richard H. S. et al. (2001) in their research paper which 'A Survey of Teenagers and Their Parents', by setting numbers of questionnaires that consists of multiple choice, written survey and it also was design following a survey format. Besides, they also carried out two form of survey which one focusing on teenagers and another just focusing on parents only. However, both forms of questionnaires are similar and it will answer different answered by based on their respondent roles. The group of researchers designs the question involving several issues such as discussion about medical marijuana, legalization of drug and lifetimes use of marijuana by the teenage and parent. Prior to that, a pilot study was tested in Vienna, Virginia which located in urban area Washington.

This pilot test was carried out on a small group of youth. As a result, an actual survey involving almost 393 numbers of youth-parent pairs is collected. The group of researchers succeeded in gathering a total of 203 respondents as male and the rest (190) were female. Based on age ranking, the researcher also divided their respondents based on three

groupings that is, from 13 to 15 years old, 16 to 17 years old, and 18 to 19 years old. This refers to a cluster survey method which was employed in this study. Moreover, the findings of the survey stated that, 10% of the teens smoked marijuana at least once and 6% smoked it in the previous 30 days. Apart from that, none of the parents admitted to current use of marijuana. Most of the teens believed that regular marijuana use causes harm to many or most use.

The survey also found 99% of parents and 87% of teens responders agreed that medical marijuana and legalization of drug of abuse should be an open discussion by parents and teens. Since the survey are conducted when the uses of marijuana is legalize in Washington, so that, 28% of the parents group and 55% of youth agree that passage of state laws for medical marijuana would make it easier for teens to smoke marijuana for medical purposes. According to Grinspoon (2001) marijuana has been used for more than a millennium for medical purposes. This is because marijuana are mostly as an infusion or solution for a certain illness that suffered by individual. Based on the Thomas C.(2001) if marijuana is reclassified by the FDA for medical use, marijuana would be the first approved medicine to be administered primarily by smoking a drug.

Marijuana is typically smoked as a cigarette called a 'joint'. It also maybe smoked in a pipe or a bong, brewed in tea, or mixed in food. National Institute on Drug Abuse (NIDA) (1998b) presented a lengthy explanation on this matter. According to NIDA, stated that for instant, marijuana has appeared in cigars. Besides that, since the marijuana is easily to get, so that it mostly use illicit drug among teens. According to Ann D. Stoltz (1998) stated that may cause a short-term bad effect it may include problem with memory and learning including difficulty thinking. In term of social life among teen, they might tend to make more mistake in school and with friends either male or female. The researcher also found that, the effect of marijuana are long-term and the effect of long-term marijuana usage are more uncertain, while delta9- tetrahydrocannabinol (THC) is more active in our body since it may contribute to an increased risk for cancer and lung disease, as well as immune system and reproductive system dysfunction (NIDA, 1998b). Marijuana contains a main active chemical inside which namely delta9-tetrahydrocannabinol (THC), it having almost 4,000 other chemicals.

It is interesting to note that marijuana in Australia has slowly becoming an important medication after the politicians in Australian Capital Territory voted to allow doctors to determine when marijuana is appropriate for their patients. In May 2003, the former Premier of New South Wales, Mr Bob Carr, promised the patients for a 4-year trial into the usage of medical marijuana but then there is still no action taken as yet. However, a media report on 16 May 2013 stated that a New South Wales parliamentary committee has recommended the use of medically-prescribed cannabis for terminally ill patients and has supported the legalization of marijuana-based pharmaceuticals on such grounds. As part of the recommendation, the committee has called upon the cooperation of the federal Australian government for a scheme that would allow the patients to possess up to 15 grams of marijuana. Meanwhile, both the patients and their carers would be required to obtain a certificate from a specialist, and also a registration with the Department of Health and given a photo Identification card. Due to that, on the 17th of October 2015, the Federal Government announced that it would legalise the growing of cannabis for medicinal and scientific purposes.

However, there are several countries that have legalized the usage of marijuana since it was proven to be beneficial in medication. Columbia, Chile, Amsterdam and African countries are examples of countries that resulted in using marijuana to its advantages. It is however different for Malaysia. In Malaysia, there are organizations fighting for legalization of marijuana in this country. The organizations are registered a legal license in order to operate in Malaysia. The organizations are TARGAS, MCARE, and GRASSROOT MALAYSIA. These three organizations are under Non-Government Organization (NGOs) with an objective to educate public about cannabis and with the intention to legalize the usage of marijuana.

According to Khatapoush and Hallfors (2004) stated that California is one of the states in America that has legalized the usage of marijuana. Based on their research titled, 'Did Medical Marijuana Legalization In California Change Attitude About And Use Of Marijuana', they found that the perception from the public in order to harm the marijuana use have decreased over time, while marijuana and other drug use has remained stable. Besides, they also found that recently, the support of medical use and general legalization of marijuana has increased over time in other states. Moreover, they suggested that recent policy changes have had little impact on marijuana-related behavior.

Marijuana is a mind-altering drug derived from the hemp plant. Marijuana also namely as pot, herb, grass, boom and Mary Jane. Five marijuana joints smoke in a one week period may contain as many cancer-causing chemicals as 20 cigarettes (one full pack) smoked in a day (NIDA, 1998b).

In addition, there have several effects in term of the ability of learning and memory. This effect is including in the short-term effect. Student athletes might experience a decrease in performance level due to THC. Besides, short-term effect is including the anxiety and increase in heart rate.

According to Johnson, Golub and Dunlap (2007) stated that New York City have come out with several alternatives on current marijuana arrest and detention policy. In New York City, under the New York City Police Department (NYPD) carried out the potential alternatives, such as arrest and issuing of a desk appearance ticket (DAT), issuing of a non-criminal citation, street warnings, and toleration of public marijuana smoking.

### **Roles of Malaysian NGOs in educate Malaysian public about Marijuana Medication**

#### ***TARGAS***

TARGAS was founded on October 15, 2014. It is considered a campaign in supporting the causes of 'End the Drugs War'. By having a cooperation with Malaysian Aids Council (MAC), this organization has already involved in international conference of The International Network of People who Use Drugs (INPUD) during the conference of harm reduction few years ago. In addition, TARGAS's role is more about the drug policy/farmer which means they fight for the amendment of Malaysia Drug Act 1952. As for Malaysia's restrict usage on marijuana, TARGAS defended those who use marijuana for medical purposes. Other than that, they also fight for the farmers who tend to plant cannabis in order to be extracted to get the cannabis oil for medical purposes.

Farther, in order to raise the awareness among Malaysian public about the benefits of medical marijuana, they organized some activities such as awareness campaign with tagline "support don't punish" and "stop the drug war". With the cooperation with Malaysian Aids Council, Support Don't Punish Campaign was organized on 26<sup>th</sup> June 2015

in Kuala Lumpur. This campaign is an effort to educate the public on the benefits of medical marijuana. As well as, they incline to inform the Malaysia government to re-examine the drugs policy. They aim to urge government to exclude marijuana from the group of dangerous drug in The Drug Act 1952.

By focusing on the fate and reputation of those who are involved in medical marijuana, TARGAS seems to be more concern to propose a petition to be signed by Malaysian public in order to urge Malaysia government to re-examine The Drug Act 1952.

### *MCARE*

This organization or known as Malaysian Cannabis Awareness is an incorporated non-profit society dedicated to educate the public about cannabis. Moreover, they aim to raise people awareness and change the Malaysian people towards marijuana. Thus, it can be said that they play an important role in order to extent the truth behind marijuana in Malaysia.

This organization aims in getting a grant for conducting a research about medical marijuana. As for that, they support those researchers who tend to conduct a research about medical marijuana in further. In this situation, they play a vital role in giving directions and help researchers by providing them with any information needed.

As we know that marijuana in Malaysia is illegal but at the same time, there are several countries that already legalized the medical marijuana. Those countries such as Alaska which removed state-level criminal penalties and cultivation of marijuana by patients who possess written documentation from their physician advising that they might get benefit from the medical marijuana. Thus, Malaysia should give an opportunity to the researchers to conduct a research about the effectiveness of marijuana in medical context.

### *GRASSROOT Malaysia*

This organization was found in 2014. They trust that marijuana can be used as a medicine. Thus, they tend to promote and campaign for the marijuana to be accepted by the doctors from over the world especially in Malaysia to enhance the usage of marijuana for medical purposes. There are terms and conditions applied, but unlimited to the patients with HIV/AIDS, Cancer, PTSD and etc.

Grassroot Malaysia purpose is to campaign for adults to get the rights to buy 28 gram (1 ounce) marijuana. Other than that, they believe that an adult also get the rights to plant six cannabis plant in the confine space and far away from children.

In order to educate people and raise their awareness about the benefits of medical marijuana, Grassroot Malaysia focused on the dangerous effect from the restriction of marijuana usage for those who have the records of marijuana abused (AADK & PDRM). The record can affect their entire life by lowered their self-esteem. Meanwhile, they also will face a difficulty in searching for a job and also to enter to university. As far as they are concern, they tend to do a campaign that aims to abolish the record of marijuana users.

Furthermore, Grassroot Malaysia believes that having a good networking between the political parties or the members of parliament will give a brighter hope in order to support their effort. This is because the members of parliament have the power to re-examine the policy about marijuana. As they play the vital role in this effort of fight for the legalization of marijuana and also their right especially to those who really need medical marijuana, it is very crucial for them to support those who able and interest in doing any research about benefits of marijuana especially in medical.

## Conclusion

As a conclusion, these NGOs play a vivacious role in order to educate Malaysian public and also raise their awareness about the benefits of medical marijuana. This is because after a long time Malaysia had restricted anything about marijuana. This created a difficulty in giving the Malaysians about the truth on marijuana for medical purposes. When we talk about marijuana with the Malaysian public, one thing that will come across their mind about marijuana is, it a dangerous drug that can be addictive to users. As for that reason and situation, these NGOs feel responsible to take corrective action for Malaysians in order to give more education about the benefits of medical marijuana.

By looking at the countries (as mentioned in the discussion above) that legalized the usage of marijuana for medical purposes, Malaysia should understand the reason why marijuana could be used for medical purposes. Before they make it legal for the purpose of medical, there must be research done by experts in order to prove that marijuana is really effective in curing such diseases. As an example, African countries have used marijuana since the 15<sup>th</sup> century after being introduced by Arab traders. According to Zuardi (2006), marijuana has its advantages such as; it can be used for medicating of snake bites, to facilitate childbirth, malaria, fever, blood poisoning, anthrax, asthma, and dysentery. Though the African government tries to stop or limit the usage of marijuana, it is still being used especially in the religious ritual. This is evident that they knew the benefits of marijuana in medication. It is all about the perception and mindsets of the people towards marijuana itself. Once they believe, they will utilize it.

The roles of NGOs in Malaysia are important because they aim to educate the Malaysians on the usage of marijuana for medical purposes. Based on several facts especially the usage of marijuana in medication in some countries as mentioned in Para 2 onwards, it is crucial that the Malaysians are aware of the good intention of the NGOs. This in return will make the Malaysians more aware of the fact that marijuana is simply not a drug abuse but it is a good drug by itself is use for medication.

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# **THE INFLUENCE OF SOCIAL MEDIA AND TRADITIONAL MEDIA ON YOUTH'S POLITICAL PARTICIPATION: A CASE STUDY IN KOTA SAMARAHAN, SARAWAK**

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## **Abstract**

This article examines on how young people are inclined to participate in politics through the use of traditional media and social media. Social media is regarded as a new medium which is free from the gatekeeping role and the information is spread like wildfire. The information delivered sometimes losing its genuineness since social media can alter the message contents before it's reaching the audiences. Therefore, the effectiveness of social media in attracting young people's political participation always caught scholars' interest. Besides, this study will test the relationship between both traditional media and social media and which of these two medium are the strongest tool to attract youth to participate politically. Using a survey of 377, 18 to 40 years old of people from UiTM Campus Kota Samarahan, Institut Pendidikan Guru (IPG) Tun Abdul Razak, and also Universiti Malaysia Sarawak (UNIMAS) were selected to be the respondents to be interviewed. A pilot study has been done by the researchers to identify of these two medium; traditional media or social media can act as the strongest tool in influencing youth's political participation. 15 respondents has been randomly chosen from all those three academic institutions for the study. Based on the questionnaire data that has been collected from them, 13 out of 15 respondents or 87% of the respondents personally think that social media is more effective than traditional media in providing news about politics and current affairs. The data also shows that all of the respondents often read the online blog about politics and and most of them rarely used the traditional media for their political involvement efforts. Furthermore, the questionnaire also request them to fill a category called online and offline political participation. Based on the data collected, all of the respondents has been involved in online political participation once but none of them have any self-experienced involving the offline political participation even once. This findings shows how favorable social media in influencing youth's political participation compared to traditional media nowadays.

## **Introduction**

Since the emerging of social media, people are becoming more connected and informative. All the information regardless of its credibility can be received in one second. Social media are truly one of the greatest innovations by the mankind and it's really bring a positive change on the information flow compared to the used of traditional media. The way on how people socialize, processing vast of information, and interact with others have change drastically since the emerging of the social media and indicate in the change of human normal activities. People becoming more connected with the community and thus enhance their civic engagement in which they will become more involved and play their respective roles in solving issues arising in the community (Zukin, Keeter, Andolina, Jenkins & Delli-Carpini, 2006). According to Horrigan and Rainie (2006), it was shown that almost 45% of internet users in United States (US) said that Internet had played an important role to make

decisions in their daily lives. In the process of learning, people tend to choose information that can benefit them and improve their level of understanding on certain issues and their preferences.

Yet, during the era of traditional media, most of the information were came from the main primary sources; the scholars. Scholars are the people who have the authorities and expert in their field of study. People in those years are not keen to search for the information but they will most likely to digest all the information that were directly came from the scholars (Bennett, 2005). The traditional media was a very important tool for the generation that live before the emerging of the internet or the social media and the traditional media still have a great impact in influencing the political participation until today.

The traditional media are the television, newspaper, radio, book, magazine and also letter. For an example, watching late-night comedy shows has been associated with a number of positive effects, such as attention to traditional news sources, political learning, candidate evaluations, and political efficacy. Youth political participation can be a catalyst for the political parties to set a new agenda to further improve the major issues. It is very important for the youth to participate in political activities as this can be the best way for them to express their ideas and views.

On the other hand, the political institution itself must establish the proper strategies to ensure it has a positive two-ways communication with the youth through the use of both traditional and social media. When this chemistry has been established, many benefits can be achieved. The political parties will then have positive inputs to their planning process and proper future action can be used to solve any issues rise. Besides, youth political participation will give greater impact to the civic and political life of the young people (Ahmad & Sheikh, 2013).

### **Social media**

According to Boyd and Ellison (2008), social media or also can be known as new media, can be regarded as web-based services that allow individual to form a public or private profile that can enabled them to connect with strangers or any individuals that shared the same interest or hobby. Social media are considered as the facilitating agent that can make people to become politically engaged. The examples of social media are Facebook, Twitter, YouTube and others. Social media are free from the gatekeeper role of the traditional media in which it makes news can travel faster and the issues of credibility and trustworthiness of the news will be questioned. According to Walsh (2003), the gatekeeping is an important process to restrict any rumours about the U.S. President Clinton's affairs with intern Monica Lewinsky.

Another concept that commonly interrelated with social media is agenda- setting theory. As stated by McCombs (2005), agenda-setting is an important key for political communication purpose. This is very convenient for the political institutions to apply this agenda-setting concept to portray themselves as a favourable entity and towards gaining the trust of the citizen. Associated with the first objective of this research is to test the effectiveness of social media in influencing youth to participate in politics. Therefore, a case study was conducted by Skoric and Poor (2013) in Singapore to reveal the fidelity. There was a protest held by the students because the on-campus news, which are, *Nanyang Chronicle* and *Nanyang Spectrum* were withdrawn its rights by the university administration and later, caused frustration among the students. The student activists voiced up to defend the rights of the said on-campus news and created Facebook groups, MSN nicknames, blogs such as *The Online Citizen* and local online forums to promote the event to gain supports from the citizen. Both Skoric and Poor (2013), used the interview



method such as semi-structured face-to-face interviewed to gain data and the duration of the interview ranged from 14 minutes to 49 minutes.

The interview was audio-recorded and the student activists aged 23 to 26 was being asked for the first wave of the interview. Next, for the second interview, the total of 14 of the student activists aged 20 to 25 were questioned. Based on the results, they found that various forms of new media can be used for specific purposes, for example, blogs and any websites that provide trustworthy news served as good platforms for citizen to voice out their opinions and discussing various information with each other virtually. Furthermore, social network sites such as Facebook functioned effectively to spread information in a small circle of colleagues, friends and family.

Thus, the effectiveness of social media in attracting youth to participate in politics has become the first objective of this study. A research on 'Social Media and Youth Participatory Politics: A Study of University Student' in Pakistan done by Khalil Ahmad and Karim Sajjad Sheikh, (2013), found that youth are more encouraged to join in political activities through social media.

### **Traditional media**

The difference between traditional media and social media is the role of gatekeeping. The gatekeeper role helps to keep only important information to be spread out to the public. However, despite its role, traditional media can still be regarded as one of the sources for getting the information and current news on politics, public concerns, environment and others. Next, traditional media can be associated with the agenda setting theory which is the similar concept applied to social media. It describes the ability of the news to influence the readers on the topics and agenda. For an instance, if the news is been detailed out and discussed thoroughly, the readers will set their mind to favour the news as somewhat important to them.

Traditional media can be consisted of the television news, newspaper and radio, and more importantly, the news from these channels was deemed to be reliable and trustworthy. For an example, watching late-night comedy shows has been associated with a number of positive effects, such as attention to traditional news sources, political learning, candidate evaluations, and political efficacy. Young and Tisinger (2006) found that, nowadays, watching late-night comedy television is associated with other forms of news exposure, including local and national television news. These authors also found that an increase in perceived learning by the youth generation from late-night comedy television was associated with an increase in learning from other forms of television news. This research shows the traditional media still have a great influence on youth political participation today.

As stated above, traditional media is also one of the sources for youth to participate politically. Hence, in this research context, both medium is not that separate and social media itself is actually positively related to the traditional media and traditional media still have a big influence for political engagement. (Skoric & Poor, 2013). Quoting from the above mentioned case study, the student activists also caught the attention of the traditional media to gather followers by issuing press conference explaining on the causes and the further actions to be taken. The press conference was attended by nearly 100 people, including members of the press from the traditional media outlets.

Traditional media still act as a strong tool in influencing youth's political participation. That is why one of the main objectives of this study is to determine the relationship of traditional media and social media in influencing youth's political participation. Both medium is not that separate and the relationship between traditional and social media in

influencing youth's political participation is still exist.

### **Youth's political participation**

Political participation refers to one of the behavioural components of the political engagement (Holt et al., 2013). Political participation can be regarded as “the intent or effect of influencing government action either directly by affecting the making or implementation of public policy or indirectly by influencing the selection of people who make those policies” (Verba et al., 1995, p.38). Delli Carpini (2004, p. 396), concludes that political participation as part of wider notion of “democratic engagement”. It means political participation is considers as one of the tools that can influence the democracy process of the country and acts as a corrective mechanism in which it can correct the actions of the governments which the citizens feel it's necessary. Political participation can either be offline or online political participation.

### **Offline political participation**

Offline political participation can be considered as the activities which involve individuals to attend a public hearing or city council meeting, called or sent a letter to the public official, spoken to a public representative in person, posted a political sign, banner, button, attended a political rally and others (Zuniga, Jung, & Valenzuela, 2012).

### **Online political participation**

In the context of online political participation, it can be concluded that the individuals are using Internet to engage themselves in the politics mainly by subscribing to a political listserv, signing up to be a volunteer for a campaign, sending a political message via e-mail to the politicians or any political parties and others (Zuniga, Jung, & Valenzuela, 2012). For example, if one individual finally decides to express his or her emotions regarding the dissatisfaction of the new policy implemented, he or she may choose to write to the politician via e-mail rather than make an appointment to meet the politician by himself or herself. This kind of approach can transform people who are not interested in politics to be an engaged citizen (Boullianne, 2011).

Social media act as one of the contributors in setting the youth to join in political activities such as forming online political discussion, posting political ideas on social network sites, and many more. Traditional media also has proven to attract youth to participate in politics through the television news, newspapers and radio. The ‘gatekeeper’ role of traditional media has restricted youth to comments critically on political issues. However, the news retrieved from traditional media was legit and genuine. In contrast, the news and comments accessed from social media can give the optimum freedom to the users even the genuinely of the news can be questioned and sometimes can be regarded as non-reliable. This shows that both medium; traditional media and social media respectively have their own benefits and adverse impact towards the youth's political participation.

Since both of the medium are said to play an equally part to attract youth in joining the political world, it is crucial and difficult to determine whether which one of these two medium; traditional or social media plays better tools in influencing youth's political participation.

## Conclusion

Although there's a Universities and University Colleges Act of 1971 amended on the restrictions of youth involvement in politics, youth are more encouraged to participate in politics with the emergence of social media. Social media are still proven to create more opportunities for youth to voice out their opinions on political matters and are a phenomenon in which it can influence the young people to participate in politics.

In Malaysia, there was a research done and found that the used of social media show a positive trend on political participation among the Malaysia voters especially the young generation. The participation of youth in becoming a voter can also be considered as one of the political participation effort. Since the 2008 general election, many youth are more driven to register as voters (Sithraputhran & Raghu, 2013). Among the 13.2 million voters in 2008 Malaysia's general election, 17% are registered as young voters ([www.freemalaysiatoday.com](http://www.freemalaysiatoday.com), 2013).

Despite its differences, social media and traditional media can be used by political parties to broadcast their political agenda, programmes, and views to gain trust of the public especially youth. Moreover, the political parties can engaged with these two medium to attract youth to involve in their political activities. Political parties also can maintain its good image on the eyes of the public by fully exploiting the social media and traditional media and to gain new followers which shared the same political interests.

Majority of scholars nowadays stated that youth today can obtain their political information easier and faster from social media rather than traditional media. This is the major element that distinguish social media and traditional media itself. People in this era are more likely to get things done in a faster ways and therefore the used of social media to get the information is more favourable. People are increasingly posting their views concerning politics and social issues on the Internet, sharing news articles, following political figures on Facebook and Twitter, watching videos connected to politics and tweeting about politics. As a result, the use of social media can provide wider exposure to information and also captured higher interest in politics. Thus, it can be concluded that social media is suitable to spread wider knowledge among the youth generation today and implicitly increased their political interest.

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# **PERSUASIVE FEATURES IN @MOHON CLASH (PLEASE BREAK) TWITTER ACCOUNT**

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## **Abstract**

This paper explores the persuasive features in a Social Networking Site-, @Mohon Clash (Please Break) Twitter account through a combined lens of Aristotelian rhetorical elements (ethos, pathos, and logos) and Electronic Eloquence Model (EEM). The data set consists of 250 postings found in the @Mohon Clash (Please Break) Twitter account within three months starting from July to October 2015. The micro-analysis of the data reveals that a variety of language style was used by the curator in the presentation of his ideas and thought. This includes conversational style, verbal distillation, and visual dramatization. The conversational style is frequently used to create informality and grab readers' attention. The analysis also reveals that Logos is the most preferred rhetorical element by the curator of this account. However, pathos is identified as the one that gives the most impact on the readers in the sense that it generates many responses expressing agreement with the curator. This paper concludes that a social networking site, such as Twitter can be an effective persuasive platform despite the 140-character limit if the curator is electronically eloquent.

**Keywords:** *Social Networking Sites (SNS), Twitter, Persuasive, Electronic Eloquence Model (EEM)*

## **Introduction**

Variation of skills are involved in persuading people throughout any channels. For many years, the study of persuasion has been focusing on the speech and printed media. Now as we are in the digital age, persuasion can be adopted in this new continuum that involving the use of electronic media and to be precise, using Social Networking Sites (SNS). Realizing the gap, a study has been carried out to identify the persuasive features included in one of the Social Networking Sites (SNS) which is Twitter. The past few years we have seen the rapid growth of technological advances by the existence of Facebook, Twitter, Blog, MySpace and etc. The massive existence of Social Networking Sites (SNS) has created a different phenomenon in the way of people behaving. Nowadays, persuasion has extended its power through Social Networking Sites (SNS). According to Prameswaran, M., and Whinston, A.B. (2007), social networks has been acknowledged by academic and industry experts as a key element of the next-generation web.

Persuasion is very influential since it could change people beliefs, rethink and reconsider their opinion or their perception towards something. Primarily, there are three aspects of persuasion effect namely the attitude change, behavior change, and persistent change. Techniques of effective persuasion are depending on the usage of language by the persuader. So, different persuaders have different styles in persuading people. The title of this study is "Persuasive Features in @Mohon Clash (Please Break) Twitter Account". Basically, it is about the investigation on how Twitter can persuade people through its persuasive features like the element and style of language, choice of word, text presentation and so on. This study seeks to find out the most preferable element of

persuasion used in @Mohon Clash (Please Break) status updates and to identify which element of status updates that attract readers and get the highest feedbacks.

The main reason for choosing @Mohon Clash (Please Break) Twitter account to be analyzed is because we have been subscribing to this account for three years. We are attracted by the vision of the curator which it “*Bercintalah dengan Cepat, Clashlah dengan Bergaya*” (Let’s quickly get in love and break up with style). It might sound cruel but for a good reason. We believe that most of the teenagers nowadays have experienced love in their life. After scrolling on the status updates we believe that people who are not having a partner or boyfriend will no longer feel left out of not having one. This Twitter account brings a realization how bad it is to have a couple at the very young age. If it were to be compared with other social accounts, this Twitter account is unique as it discourages a relationship before its time. It was dedicated mostly to the Malaysian teenagers who are preoccupied with a love relationship. Even this Twitter account encourage people to break a relationship and it may bring a negative perception towards people but still it has a good intention in order to create awareness on how important for them especially girl to preserve their dignity. As we all know, generation Y is different compared to other generation especially with the rising of this digital age. Therefore, a different approach is needed to persuade and get closer to teenagers as they are getting rebellious. Due to the fact, we found out that the curator of @Mohon Clash (Please Break) is using colloquial language like sarcasm, harsh words and jargon to easily consent by the audience. He gets himself into the community using the language as the medium.

## **Literature Review**

“The Internet is enabling conversations among human beings that were simply not possible in the era of mass media” (Levine et al., 2000). Therefore, the existence of Social Networking Sites (SNS) has increased. Social Networking Sites (SNS) is a web-based service that enables people to create a public or semi-public profile within a limited system and as an interaction medium with others where people can share their views and opinion (Boyd and Ellyson, 2007). Social Networking Sites (SNS) are user-oriented networks (cf. Utz, 2008). It is an online service that enables people to present themselves and their taste preference (Liu, 2007). The Social Networking Sites (SNS) help to create social relationship among people with the same interest and background hence enable people to build a good rapport with others besides sharing ideas, activities, events and interests within their individual network.

As time passed by, there are varieties of new Social Networking Sites (SNS) that emerged such as Facebook, Twitter, Blog, MySpace, Instagram, WeChat, Skype, YouTube, Google+ and so on. The majority of people prefer to use Social Networking Sites (SNS) that offer a connection with their former friends or new friends. The rise of Web 2.0 tools which are described as the web-based services providing users with visual, textual and interactive information that consequently made the networking sites very famous all over the world (O’Reilly, 2005). Foster, D., Blythe, M., Lawson, S., and Doughty, M. (2010) agree that Social Networking Sites (SNS) as a platform to persuade behavior change. People learn new behaviors and adopt suitable attitudes by observing the intended message through this Social Networking Sites (SNS). Then, people will automatically change their behavior (Fogg, B.J., 2003). Parkinson (2013) states that online influencer is an individual or web entity that has power and authority within one or more social media channel. Due to this, certain Twitter user and other Social Networking Sites (SNS) get many followers because of the message content in their status updates is

attractive and it is parallel to the analysis by Larson (2013) that the concept of using styles of language, emotion and logic would be still effective if it is utilized in social networking.

## **Twitter**

Twitter is one of the Social Networking Sites (SNS) that has been established for nine years. Twitter was invented in March 2006 by Jack Dorsey and launched in July. Earlier, Twitter has been known as “*twtr*” but since September 2006, it is officially known as Twitter (Abdullah, 2012). It comes with a simple and unique features compared to other Social Networking Sites (SNS) and due to that, it achieves the popularity in a very short time. According to Abdullah (2012), there is a gathering on 22<sup>nd</sup> October 2011 organized by Malaysian Twitter community which called #OctTwitFest and created a world record when 2615 user gathered in the program. It was an achievement to prove twitter popularity among Malaysian user. In 2013, it has been one of the ten most visited websites and regarded as “the SMS of the internet”. Based on the statistic, there are 500 million users since May 2015. Twitter functions as an online social network that allows people to send a message within 140-characters limit. The message send is call tweets. This special feature helps people to share any information quickly and it can be accessed easily. People get to know the latest news easily by using Twitter because all the tweets will appear in the timeline and users can read while scrolling it down. The concept of Twitter is similar with SMS which allows the user to reply, retweet or favorite. The function of a retweet is like forwarding the other user’s tweet to represent own thought and show to others what the user care about. Reply is a comment and reaction towards the tweet and the last one is favorite that signify the users agree and favor the tweets. Another glossary for Twitter are follow/following, follower, unfollow, mention, direct message, hashtag, and list. In addition, Twitter also can include videos, pictures and location. Users should register if they would like to have a Twitter account. So, registered users can read and post tweets meanwhile unregistered users can only read tweets.

The website of Touch Marketing has analyzed the demographic data of Twitter users and the result shows the majority of Twitter users are female. According to this website too, the highest user of Twitter account is adolescent which around 30 to 39 years old and the second highest is teenager within the age range of 18 to 29 years old (Abdullah, 2012). But we argue that the statistic may be inconsistent as nowadays more teenagers can afford to own a smartphone and have access to Twitter. “People on twitter tend to follow influencers because they have content that can be shared” (Parkinson, 2013). She claims that twitter users prone to be persuaded based on the content or message shared by the persuader. Thureau, T.H., Wiertz, C., and Feldhaus, F. (2012) explore the Twitter effect by focusing on the Microblogging Word-of-Mouth on consumers’ early adoption of new products. This research is related to how the Microblogging Word-of-Mouth can lead to the persuasion. The content of the research is focusing on Electronic Word-of-Mouth Communication (EWOM), online posts regarding a commercial or advertisement that can be seen by users of the Social Networking Sites (SNS) and available for an indefinite period of time. Chatterjee (2001) claims that Electronic Word-of-Mouth Communication (EWOM) has less persuasive impact due to the lacks of interpersonal communication. However, public are too enthusiastic towards electronic media so there is no more issue regarding this because it all depends on the audience acceptance. An article by Bill Steele (2015) which entitled Twitter reveals the language of persuasion discuss on how Twitter can be so attractive in grabbing the attention. Some message can appear persuasive based on specific features.

## Persuasive Techniques

Brembeck and Howell (1975) states that persuasion is a communication style projected to influence. Persuasion is an artful use of the “resources of ambiguity” which related to art, emotion and dramatic format (Burke, 1970). Due to this, Burke assumed that the sense of belonging or acceptance is important to the audience as they will develop a sense of identification with the persuader thus believe the persuader is just like the audience too. Primarily, the theory of Burke reflects on the way of persuaders talk, act and believe like the audience will result in creating the bond between persuader and audience. Consequently, the audience will be influenced by the persuader’s advice due to the effectiveness of the persuasive techniques owned by the persuader.

In the analysis by Robert Cialdini, he found that there are six principles of persuasion. These principles can be used in mass media whether it is printed or electronic media. They are reciprocity, commitment, and consistency, social proof, liking, authority, and scarcity. One of them is reciprocity where people feel that they need to respond and do something in return because someone has does something for them. Liking is when people like something or someone they tend to be easily persuaded by them. Another one is an authority, people prone to respond to the message delivered by authority figures. The last one is scarcity which means people prefer towards the thing that is in high demand or famous.

There are varieties of persuasive technique by using language to persuade the audience to agree with the persuader’s stand, statement or opinion. One of the persuasive techniques is the appeal. Appeal to the audience by using Aristotelian Rhetorical Theory which means through the three elements of ethos, pathos, and logos. Another persuasive technique depends on the message features. Two message features that can be so effective in persuading people are simplicity and repetition. Delivering a simple and repeated message is more persuasive compared to the message that was heard only once. Stylistic speeches and good language choice will persuade people better. Larson (2013) come out with the idea of how to make a message becomes persuasive. It is depending on the wording of a message by improving the vocabulary. Write using varied vocabulary to make the message look livelier, dramatic and humorous. These will develop an interest among the audience.

Persuaders can also use figure of speech to create the attention span of the audience. The use of irony, metaphor, hyperbole and imagery help the audience to look at the message in a different way thus create the information better to be remembered (Lamb, 2013). Irony is the expression by language that signifies something opposite and normally uses for emphatic and humorous effect. Metaphor functions as the imagery for the word by making the message visually. Hyperbole helps the message looks more exaggerate. Repetition, alliteration, and assonance also contribute to help the message more appealing to the audience by adding a rhythm to the words. By repeating letters, words and phrase the persuader could help the message remain in the audience’s mind and become memorable. Next, is the use of colloquial language. It is an informal and conversational style of language. This type of language sound more friendly compared to formal language because it can help the audience to feel comfortable with the persuader (Sharpe, 2003). Kriedler (1998) defined connotation as the emotional meaning associated with the word. Due to this, persuaders choose the words that could match the connotation with its purpose. Furthermore, the use of rhetorical questions can be so effective in persuasion whereas the question requires no answer but to imply an impact. As a result, the audience may consider the issue and accept the persuader’s opinion.



Persuasion in the media mostly conveyed through the entertainment slot. This type of persuasion is known as entertainment education. For example, using the entertainment to improve the public health will help people to raise the awareness in taking care their health (Sparks, 2013). This is due to persuasion happen in the natural environment thus audience will pay more attention towards this. Entertainment is regarded as a light performance that could change the emotion of audience to be happier. So, any persuasion could be accepted in a natural way without stressing the audience. Sparks (2013) highlighted another finding that shows the advertisement in a newspaper is one of the powerful persuasive techniques. Besides printed media, persuasion in a television also gains higher acceptance by the audience. For instance, Mattel Toy Company decided to advertise its business in television hence the result is successful. As a consequence, the profit of the company increases drastically.

### **Aristotelian Rhetorical Framework**

“The element of Aristotelian language of persuasion consisted of three themes namely ethos, pathos, and logos” (Green, 2004). Aristotle focused on these three appeals that a persuader can use when they are trying to convince the audience. For instance, persuader could trigger the emotional mood among the audience by their choice of words usage, images, tones, and stress. Roberts (1924) stated that most persuaders use a combination of these three appeals.

Ethos is defined as the ethical appeal, authority and credibility own by the persuader. “Ethical appeal meant to convince an audience of the author’s credibility or character” (Bronstein, 2013). How convincing we identify a source to be is regarded as credibility (Powell et al., 2011). The authority and credibility reflected by the persuader’s character and knowledge just as Aristotle claimed that audience will believe good persuaders rather than others. In addition, image and reputation also take into account in this appeal. The first impression by the audience is really important in order to gain their trust. Hovland and Weiss (1950) reported on the result of the persuasion experiment. The power of the source depends on the three elements which are credibility, expertise, and trustworthiness. Credibility is defined as a reputation impacting one’s ability to be believed and it can be achieved by having expertise and trustworthiness. The credibility of the source is depending on the great skill or knowledge in a particular field. Trustworthiness has to do with people believe the source of the message is truthful or reliable. These three elements could help the message turn to be persuasive.

Pathos is related to emotion corresponding to the audience’s beliefs, fears, desires, values, and hopes. It is meant to persuade the audience by creating sympathy, distress or anger. Bronstein (2013) states the element of pathos include the usage of vivid language in a persuasion. Aristotle believed that the use of pathos element in a speech or writing is the most successful persuasive strategy. Besides speech and writing, pathos is also used widely in print and broadcast advertisement as we are now in a digital age. For example, political campaign and advertisement also use pathos to be outstanding by showing the beliefs and values shared by the politician and audience. The analysis of the political campaign by two presidential candidates, Obama and Romney on Facebook shows that these two candidates using pathos to attract the attention from audiences (Bronstein, 2013). Bronstein (2013) puts forth that each element of persuasion has an impact on the audience’s reactions towards the information displayed. The element of the message itself such as fear, guilt and humor contributes to help the message appear persuasive. The higher levels of threat and fear lead to greater persuasion. According to Em Griffin, a communication researcher states that guilt appeals are persuasive especially in an interpersonal communication

(Sparks, 2013). However, the use of guilt appeals is not recommended in mass media campaign as people avoid and degrade those message. Being funny makes the message look more persuasive because it can attract people attention easily. On the contrary, humor appeals may have some drawbacks when people only focus on the joke but not to the implied message. It may discourage the audience from taking the message seriously. But still, persuaders chose humor over other appeals because they believe that audience feels positive sentiment toward the message that makes them laugh.

The third element is logos which means a logical appeal. The usage of this appeal is based on the rational thinking. "Logical appeal meant to convince an audience by use of logic or reason" (Bronstein, 2013). The evidence for logical appeals should be a supporting detail for the persuader's statement. It can be in terms of fact, statistic, physical evidence, testimony and common sense. Nonetheless, logos also depend on the audience perspective. The logical appeal will not be effective if the audience does not trust the fact or any interrelated evidence.

### **Electronic Eloquence Model**

As suggested by Jamieson (1988) Electronic Eloquence Model governed resulting from the combination of old and new eloquence. It is the act of associating pictures and uttered ideas, argumentative matters, descriptive stories and the notion and conveyance of thoughts. He further argued that the main mass media during the specific time period will nominate and give definition to the concept of eloquent. That is the reason why this model applied to the function of television as an eloquence or means to reach the public.

Back then, television is widely known for its ability to change the way politician speaks and manipulating the concept of eloquence itself. The emergence of the new eloquence model is referred as "effeminate" opposing to the old one which reflected the element of "manliness" to be considered into its connotation. The new eloquence fostered by television is believed to have the mannerisms or typical of feminine attribution. Television permits subtle ways in effecting the audience when Jamieson claims that the speaker needs to communicate at ease while at the same time embedding the element of self-disclosure to gain trust. At the same time, self-disclosure provide credibility to the speaker as they try to convince the audience.

Five characteristics in eloquence include personified, self-disclosure, conversational style, verbal distillation and visual dramatization. Jamieson defined personified as the act of demonstrating a complicated or theoretical even by referring a person or something as the illustrator. Meanwhile, self-disclosure revolving about the revealing of personal information that caused them to persuade. As for conversational style, Sapir (1927) has a well-formed definition of style which is daily characteristics of speech that give attribution to both the social group and individual. Moving to verbal distillation, it is when we get to the main point of our intended message by simplifying the words or utterance. This is due to the fact that it is easier to remember and a better retention will be given to a simpler slogan or word phrase. Last but not least is the visual dramatization which compiles the usage of texts and image to deliver an idea.

The reason why we chose this eloquence model is because we find it relevant to our research. It is partly because we applied the concept of prime mass media of television by Jamieson to another Social Networking Site (SNS) which is Twitter. A finding by Abdullah (2012) correspond to this concept of mass media when he states that approximately twitter is having 200 million active users all around the world. Therefore, we argue that it can be applied to Twitter as well. As supported by the claimed made by

Lucas (1995) explained that visuals consist of models, photos, graphs and computer and the speakers body. Such elements can also be found in twitter account with a more sophisticated design and function.

### **Research Design**

This study needs us to focus on the participant's style in persuading Twitter users as they interact in the Twitter timeline. Initially, we have observed on some of the famous Twitter accounts that reach millions of followers by spreading new ideas, opinion, and thoughts. So, from that samples we specify it down and focusing on the Twitter account of @Mohon Clash (Please Break) curated by Syed Attan. This Twitter account got 196k followers with the total of 3659 tweets. Based on our investigation, the Twitter account named @SyedAttan Nurajim and some details about him is he is a student from the Institute of Engineering Malaysia, Western Digital (M) Seberang Jaya, Penang.

This is a qualitative research as the data was obtained from observation. We used the method of participant observation to generate data. We constantly monitor the timeline and observed the status updates of @Mohon Clash (Please Break) Twitter account curated by Syed Attan. In addition, we respond to certain status updates by retweet and favorite to give some feedback. Fetterman (1988) concludes that participant observation is "how we combine participation in the lives of the people being studied with the maintenance of a professional distance that allows adequate observation and recording of data". Observation adopts in depth and fully understanding of the situation and the participant's attitude in that situation.

According to Creswell and Merriam (2009), such small studies enable the researcher to gain a deeper understanding of participant experience and to develop a thick, rich description of that experience. Thus, by observing the timeline of @Mohon Clash (Please Break) we noticed that the curator may have some experience regarding love and relationship. The curator uses some persuasive features and element indirectly to grab the attention from readers. It seems that majority of readers easily get persuaded because of the sense of familiarization invented by the curator with the readers. The curator will post the status updates that reflect the youngster couple nowadays, a common situation in a relationship and something related. For those who has the empathy and share the same experience will give some feedback towards status updates so that the interaction become lively. In addition, nowadays society expects to be entertained in a certain way, due to that the curator chooses an extraordinary style to help spreading the knowledge and information besides entertain people.

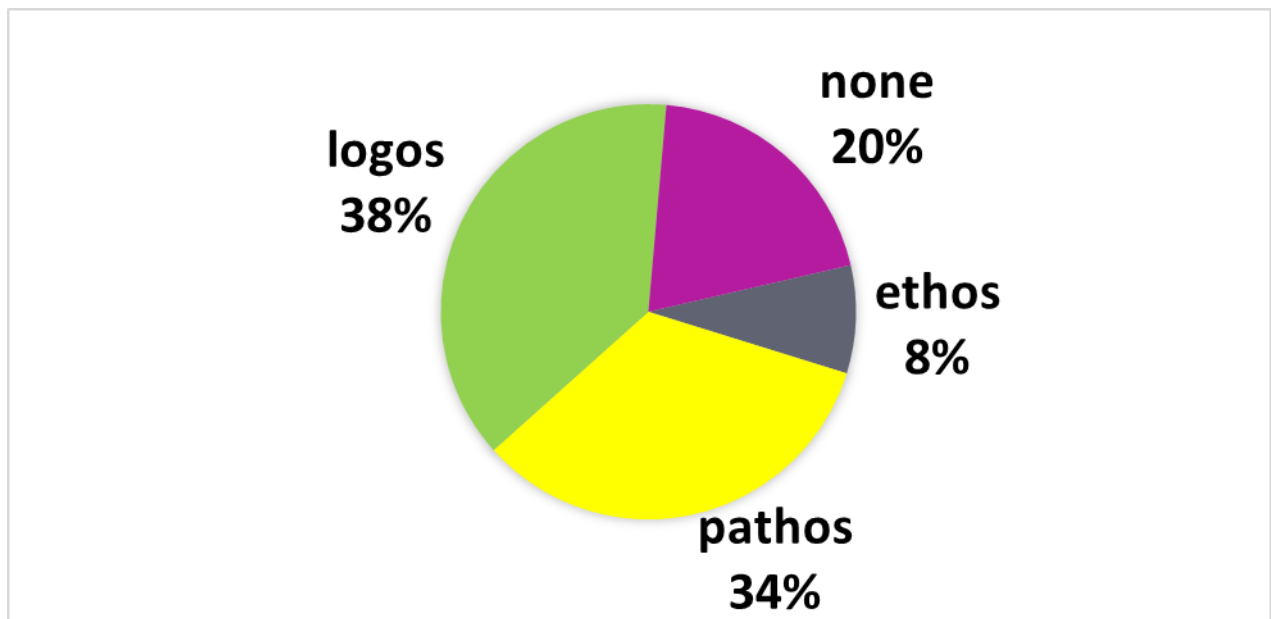
The sample is taken by using a type of non-probability sampling which is the purposive sampling. According to Oliver (2006), purposive sampling is based on the specific criteria and fulfill the purpose of the research. This type of sampling is suitable for this research as it has a specific purpose which is intended to identify the persuasive features in @Mohon Clash (Please Break) Twitter account. In generating data for this research, a total of 250 status updates were observed within three months it has been posted up. We took the status from July until October 2015. Six of them were taken as the unit of analysis. The data analysis consisted of several phases. First, the content of status updates was analyzed and transcribed. Then, the collected status updates were translated into English as the curator only posted the status updates in Malay or combination of Malay and English (Manglish). The translated extracts are indicated below the original status update. The majority of this account's followers are Malay teenagers and college student. So, the curator found that is the best way he can interact with readers, socialize and being accepted

by the audience. Next, the data was categorized and coding according to three purposes. Each status was analysed to identify the category of message according to the Aristotelian language of persuasion whether it is ethos, pathos or logos and to find out the most preferable elements of persuasion used by the curator and to determine which status updates that have the highest feedbacks and most appealing to the user by looking at the feedback given in the selection of retweet, favorite and reply.

The data collected were analyzed thoroughly based on the purposes given. The data are tabulated and represented in a pie chart and table to give a clear view of the results and findings. The percentages of the data are calculated correspondingly to the most preferable element used by the curator. The most apparent and significant findings were analyzed and demonstrated. We used micro-analysis to analyze the language of the status update where we are focusing on the structure of the sentence, language, word choice, and text writing style. As Hamilton and Hunter (1998) argues that the power of language could result in the attitude change for inconsistent messages delivered by credible sources. So, the persuader uses powerful language in order to help deliver the messages effectively. Burrell and Koper (1988) claimed that powerful language does not only give persuasive effect but also has the credibility. For instance, how the repetition of word, alliteration and metaphor contribute to the effect of persuasive language (Lamb, 2013). Not only that but text and writing style such as a capital letter, small letter, and punctuation also plays their role. Besides that, we used theoretical framework of electronic eloquence model to identify the persuasive features of the status update. Based on the status updates collected, we identified three characteristics involved namely conversational, verbal distillation and visual dramatization.

### **Findings And Discussion**

“People on twitter tend to follow influencers because they have content that can be shared” (Parkinson, 2012). All of the status updates in @Mohon Clash (Please Break) Twitter account was set for public and so the status updates can be viewed and shared by any users. The classification will be made towards those statuses to get the idea of how the curator used the language to attract readers and followers under Aristotelian elements: ethos, pathos, and logos. Next, an analysis of Electronic Eloquence model shall explain the attractiveness of the updates that lies under those three elements. However, we only identified three out of five characteristics involved this social accounts they are; conversational style, verbal distillation, and visual dramatization.



**Figure 1.0 Most Preferable Aristotelian Elements Used by Curator**

Figure 1.0 depicts the most preferable Aristotelian elements used by the curator in his status updates. As can be seen, logos show the highest percentages which is 38% and closely followed by pathos which states the number of the second higher which is 34%. The status updates that falls under “none” categories states about 20% and lastly the less preferred element goes to ethos which is only 8%.

### **Discussion**

As forwarded by Dulga (2010) it is interesting to note that the Aristotle recommended logos as the most crucial element if it were to be compared with the remaining two persuasive appeals. He furthers conclude that logos supposed to be the only element to be taken into consideration in regard to his authority as master of philosopher and logical reasoning. The fact that logos appear the highest is maybe due to the reason that the curator wanted the reader to think logically of what was being posted. This supports the claim that “persuasion occurs through the arguments when we show the truth or the apparent truth from whatever is persuasive in each case” (Aristotle). In logical reasoning, the curator comes out and resonate with fact and logic. He attempts to convince the readers by being truthful and honest in the status updates. Any irrelevant claim or statement may tarnish his credibility and leave the readers in doubt. Therefore, he needs to appear as a trustworthy entity to strengthen the validity of his ideas or claims

Pathos falls at the second place and does not differ too far from logos with a slightly different of 4%. From the language usage, we can see that the curator tries to get through the readers using the emotional appeal. The reason why dealing with people’s emotion became the second highest to persuade the reader is because it plays a significant role in persuasive effect. “As emotions are essentially motivators. They are forces prodding us to action” (Jesse S.1973, p.47). Emotions triggered when something happened to us and it includes fear, guilty, happy and etc. The emotions aroused via the posts content may vary depending on the readers’ background. Those who had been in love and never been in love before marriage may be affected and view it differently as to relate with their experience and knowledge.

Moving to the “none” category, it includes news on current issues like government polls, pictures, short videos, declaration of budget and what is trending like #CFC, retweets from others account and so forth. It falls under the third places after logos and pathos. We claim that it is due to the purpose of maintaining its popularity by posting current updates. This account also will appear up-to-date as it follows on what is trending or viral issues in other social networks as well. Other than that, posting status that varies in information types and issues will give more reasons for the public to scroll and visit this Twitter account. We found that some of the status are redundant and we come to a conclusion that it is to ensure its timeliness. The curator regularly posts updates just for the sake of posting something on the timeline even though that information is not a new one.

The reason why ethos is the least preferable element is maybe because the curator wants to stay anonymous by revealing very little information about himself. However, another Twitter account which is @SyedAttan is being informed to be the interface for @Mohon Clash (Please Break) account. So, we know that this account is administered by an individual who is studying at The Institution of Engineers Malaysia, Western Digital (M) Seberang Jaya, Penang. From the account name, he is still hiding his real name as @SyedAttan Nurajim conveys an Arabic term for devils. “Syaitannurajim” (Satan the accursed) which is obviously not his real name and identity. He uses less of his credibility so that the readers will focus on what is being said rather than the person who is speaking. We argue that the readers will be less affected if they know that an individual is speaking due to the fact that he is conducting his responsibility. For an example, a religious teacher wants his students to do goods as he is expected to do so. Since we have the mental perception that they are obligated to do goods, act good and so forth we will be less affected. We know that an engineering student is not related to religious course or field so he is not obligated to deliver goods, other than to serve the public. Having this fact in mind the author separates himself far from his position or title of making his status more to sarcasm and using insinuation approach. However, a past research (Powell et al., 2011) agrees on how convincing we identify a source to be is regarded as credibility. It assists us to explain how the curator creates his credibility even he is not majoring in religion study the admin holds the accreditation as an engineering student which a profession that is highly regarded. It gives him both pro and cons for being in that field because he is not limited or expected to act in specific ways which will restrain him in producing his creative writing.

Extract 1 (Logos):

*Alangkah bernilainya masa anda bergayut dengan bf diluahkan dgn study core subjects. Siapa tahu ini bakal mengubah CGPA anda 3.00 ke atas kelak.*

*Mohon Clash*

*Retweet 1088, favorite 445*

(Translation)

How valuable the time that you consume to talk with your boyfriend on the phone if it is spent by studying on your core subjects. Who knows it may change your CGPA to 3.00 above.

*Please Break*

*Retweet 1088, favorite 445*

Logos element is illustrated in the status where it helps the audience to think by using the logical reasoning. “When people use rational persuasive appeals, they assume that recipients of these appeals behave as rational human being” (Demirdogen, 2007). Therefore, the curator expected the audience to use their rational thinking while interpreting the message itself. The words “*who knows*” is used to predict the good result they may have had if they do not spend too much time on the phone. Next, the usage of “*bergayut*” (on the phone) in Malay is a colloquial language. The advice was given in an informal and casual way as if he is speaking to the readers. This may help the curator to make they think the way he wants them to think. It shapes readers’ mind into agreeing with his thought. Love alone is not enough to guarantee a student bright future but education is. Therefore, spending their valuable time by studying for the examination is much crucial rather than spending it with the boyfriend which seems to be unclear in the future. The audience will engage the meaning if they can relate to their situation. The usage of an acronym like “CGPA” in (line 2) would create familiarity to the readers as a colleague or university student. Moreover, for some of the Malay Muslim society students that love before marriage may ruin your academic achievement and that is what the society perceived to be true (norm). Therefore, the curator establishes a common ground between him and the followers by doing to what we often refer as an anchor. “Anchors can be beliefs, values, attitudes, behaviors, and group norms” (Jowett, O’Donnell; p.33). In this case, he strengthens readers’ belief by making it seems accurate and logic. In addition, he did mention “3.00” specifically to create a firm statement. It is mainly because typically that pointer target is a benchmark for students to measure whether they are doing well in that semester. The curator applies the common knowledge as a student to get closer to the readers.



Figure 2.0

(Translation)

It's almost dawn it's better to go  
and have your ablution, prepare  
your prayer mats, and standby to  
perform your prayer, but don't standby  
to pick up your girlfriend instead.

Next, is the conversational style under Electronic Eloquence Model characteristic which occurs in most status updates. Casual word choice encourages participation and increases interactivity from the followers. Borchers (2012) agrees that a conversational

style of language differs from numerous formal words and conventions to which we are familiarized. In figure 2.0, for example, the usage of Manglish language which combines (Malay= sudah/elok + English= standby/pickup) is an appropriate evidence to illustrate informality in this Twitter account. Another occurrence detected is the use of dialectal language. The word “chinggey” or “teman wanita” in Malay means girlfriend which originated from Perak Dialect, one of the states in Malaysia and this term is relatively unusual to some people which are not from that state. This is in agreement as what Larson (2013) claimed as using a variety of words to will have the communication look livelier, dramatic and humorous. Next, another characteristic verbal distillation or synoptic refers to how we have short attention spans, short snips to get your point across; cutting down what you have to say to things the audience will remember. Borchers further explains that slogan is referred to as a powerful medium of persuasion as it creates a memorable feature in the message of a persuader. For example, #Mohon Clash slogan are repeatedly used in every status posted by the curator. The slogan brings a simplification of the message conveyed in a whole sentence. It has the direct meaning which is to persuade people to break up. The slogan is memorable due to the characteristics that it is short and simple. As proposed by the past research stylistic speeches and good language choice will persuade people better (Larson, 2013). To justify “good language” here it does not solely mean appropriate and formal language but it is good in terms of fitting the audience preference.

Extract 2 (Pathos):

*Sy igt sy nk fokus study, sorry but im leaving, but I still love u  
sama ada dia  
atau anda yg ucapkan dulu  
jgn jd mangsa*

*Mohon Clash*

*Retweet 1001, favorite 348*

(Translation)

*I think I should focus in study, sorry but im leaving, but I still love u  
whether he  
or you who should say it first  
don't be a victim*

*Please Break*

*Retweet 1001, favorite 348*

The first line shows a common reason someone would use as an excuse to break up and cannot give a commitment towards a relationship. The usage of “but” and “still” in (line 1) is to convey a meaning that he has no choice but to leave you or he had to do so. Here we have identified that this status appeals to pathos element. This is corresponding to a claim made by Bronstein (2013) which says that an emotional appeal aims to persuade the audience by alluring their emotions to evoke fear, creating sympathy or anger. The admin created fear among the audience when the status seems to threaten through the (lines 2 and 3) “*whether he or you who should say it first*”. This sentence raises the feeling of threatened and insecurity when the audience are exposed to the risk of being dumped by



their partner. Fear is created in (line 4) when he warned the readers by using a phrase “*don’t be a victim*”. A single interjection “don’t” is powerful enough to emphasize that something must not be done. It is a risk that people in love have to face and the audience were given the choice whether to face it or avoiding it. The word like “study” pictured a close relation to those who are still studying and at the same time involved with a love relationship. He persuades by emphasizing that the choice is in our hand whether to leave first or being left. Audiences who are in a relationship may think about this and feel threatened by the status meanwhile it might have scared the audience who never be in love before.



Mohon Clash  
@mohon\_clash

Makan

Bf"kira kak  
Akak"semua ke dik?  
Bf'mkn n minum je kak,klau kira  
gf sy skali,xternilai harga nya!

Mohon clash



**Figure 3.0**

(Translation)

Eating

Bf: How much?

Waitress: all of it?

Bf: Only foods and drinks,

If I were to include my gf too, it will be priceless!

<Picture>

Some of the status under the pathos element associate visual dramatization to increase the effectiveness. Here we can see how the adaptation of visual dramatization which falls under Electronic Eloquence Model assists in term of attractiveness. As suggested by Jamieson (1988) electronic eloquence will give the most impact when it associate the usage of both words and images. The usage of the image above helps the readers to imagine how irritating and annoying the conversation was. Maybe the image illustrates the feeling of the readers upon reading the conversation. In addition, the word “priceless” in (line 4) seems a bit exaggerating and so the picture used. This goes in line as what Lamb (2013) pointed out that an influencer will usually exaggerate and overstate an idea to have the readers to see from their opinion. The combination of the dialogue and image is funny and may attract more attention from the readers. Other than that, the short videos and pictures in @Mohon Clash account may draw the attention of the readers. Sometimes, text and words only are not enough. Visualization helps a reader to have a longer attention span while reading through a status.

Extract 3 (Ethos):

*Dah 2015*

*Masih ada hijabster yg masih xsega silu kapel dgn org x semayang jumaat.*

*Mohon Clash*

*Retweet 1061, favorite 357*

(Translation)

*Its already 2015*

*There are still hijabster who has no shame to be in relationship with a man who does not perform the Friday prayer.*

*Please Break*

*Retweet 1061, favorite 357*

The curator tries to persuade the audience by including some Islamic elements in his status update. For instance, the lexical “Hijabster” in (line 1) comes from the new word formation “Hijabista” which resulted from blending word hijab + fashionista. The word “hijabista” based on an online dictionary available at <http://www.yourdictionary.com/hijabista> it states that this word refers to a Muslim women or girl who dresses stylishly while conforming to Islamic modesty code (hijab). The word “Hijabster” is also chosen to make the curator appears to be up-dated since it is a new word that becomes trending nowadays. Since the target reader and followers are mostly teenagers he needs to follow up with current language that more to their preference and familiarity. The reason why the curator chooses this word is to show that *muslimah* followed the right etiquette in dressing (hijab covers the aurah) but in term of choosing a right partner they tend to be lousy. He chose “*Friday prayer*” in (line 2) over another religious practice to emphasize a big obligation. The priority to perform a Friday prayer for every Muslim male is a must and compulsory. Therefore, if a guy can deny his obligation towards his Creator then he is not considered as a good guy.

He owns the credibility to give such advice as he appeared to be a Muslim. To prove this evidence, we can see the profile picture where the person in profile picture worn a “songkok” (Asian cap worn by mostly Muslim males) and some not so serious religious talk in some of the status updates. Islam teaches their believers to deliver da’wah (good advice) to everyone regardless of his or her position as 'Abdullah Ibn' Amr Ibn al-As told that the Prophet said: "Convey from me even one verse" (Narrated by Al-Bukhari). Even though it opposes as what Larson (2013) found in an analysis being done by Robert Cialdini states that people are likely to respond to the message delivered by authority figures but as for Islam, every Muslim hold the right and responsibility to remind the people and deliver good advice including the curator himself. Even though the approach and language used is not in an appropriate manner but it has a good intended message. For the reader to trust the status updates is not an easy task this is because in communication, the need for a speaker to tell the truth or what we called the ‘honesty’ or ‘truthfulness’ plays an important role in establishing trust in human relations (Spahn, 2012).

Another significant finding is the element that is more appealing to the readers. It is based on the number of feedback given. Readers’ feedback analysis was based on the reply, retweet or favorite within the status updates.

STATUS UPDATES	ELEMENTS	NUMBER OF FEEDBACK (REPLY+RETWEET+FAVOURITE)
14 <sup>th</sup> September 2015	Pathos	Reply: 25 Retweet: 9.6k Favorite: 2.2k
22 <sup>nd</sup> September 2015	Logos	Reply: 20 Retweet: 6.1k Favorite: 1.8k
2 <sup>nd</sup> October 2015	Ethos	Reply: 19 Retweet: 4.4k Favorite: 1.1k

**Figure 4.0**

Based on figure 4.0 above, the element of pathos gets the highest feedback compared to logos and ethos. Achieving the highest number of reply, retweet, and favorite which are 25, 9.6k and 2.2k proved that readers are more interested in emotional appeal as it can catch the attention of readers easily. The status update is presented in Extract 4.

Extract 4:

*\*dlm kancil*

*Bf “dh sampai. Jom”*

*\*bf keluar tlg bkak pintu\**

*Gf “hee thanks, you’re my gentleman”*

Bf “*pintu ni kena bukak dr luar*”

*Mohon Clash*

Retweet 9.6k, favorite 2.2k

(Translation):

\*in kancil

Bf “we’re here. Let’s go”

\*bf opened the car door for her girlfriend\*

Gf “hee thanks, you’re my gentleman”

Bf “this door needs be opened from outside”

Please Break

Retweet 9.6k, favorite 2.2k

The finding on feedback support the past research whereas Spark (2013) says that being funny makes the message look more persuasive because it can attract people attention easily. The status update sounds funny as the curator evokes the sense of humor by showing that the boyfriend is not really a gentleman. The situation above has the element of storytelling and is about the couple going out on a date. The sentence “*bf opened the car door for her girlfriend*” act as a guidance to help the readers visualize the situation in their mind to have a clear picture of that situation. He had to do that and it was misinterpreted by his girlfriend. Curator used an ironic situation to show the real truth of the boyfriend’s intention. The usage of “*Kancil*” car in the (line 1) actually acts as a symbol. It would bring some broad connotations. Kriedler (1998) defined connotation as the emotional meaning associated with the word. Therefore, most of the Malaysian are well informed on the car conditions and specification or they had some hilarious experience with the car thus they found it entertaining and favorable. Kancil is a car that is cheaper in price, small in size and performance is not so good. The fact is the door is already broken and it must be opened from outside. But he still can bring his girlfriend out. So, if the boyfriend cannot even afford to fix small damage on his car how can we expect him to support her financially? The curator stereotyping college student with Kancil since they are always associated as a Kancil owner. This is because they cannot afford a luxury car while in college. This is indirectly saying do not get in love when you are still studying, not stable in terms of finance and responsibility because there are so many things you need to focus on besides being in a relationship. The word “*hee*” in (line 4) is a simple form of laughter to express gratitude and happiness that she had over the kindness of her boyfriend.

People use Social Networking Sites (SNS) for escapism and searching entertainment. Most of them are too busy focusing on their work so when they are too stress they will use these Social Networking Sites (SNS) to release their burden. They do not even have time to care serious matter so they prefer something light, funny and simple so that they do not have to think but just retweet or favorite the status updates as simple as that. The interesting result of feedbacks on this status is mainly because the readers can relate to their prior knowledge or experience. As proposed by Jowett and O’Donnell (2014)

the audience will usually relate or compare the ideas with their current repertoire of information, experience or both. The usage of “Kancil” bring an outrageous impact as it is a very well known car in Malaysia.

## **Conclusion**

The growing of internet within this digital age surely give a big contribution to the notion of persuasion. As Verbeek (2009) explained that practical triad of technology, in this case computer play the role as alive entities or social actors when interactivity increase in technology as we treat it like a living creature. Simon et al. (2001) further explain this when he said that nowadays some roles of professional authorities has been shifted to the persuasive technology which is a computer.

We have identified those status updates accordingly under Aristotelian elements. In addition, we managed to relate them with three characteristics of Electronic Eloquence Models. Surprisingly, even though logos outnumber pathos in the most preferable persuasive approach it is not necessarily the most technique that manages to catch the highest attention from the readers. This finding is somehow interesting as it shows that people pay more attention to status update which appeals to their emotion in a sense of making them laugh or sounded hilarious. We believe that the factors that encourage the curator to use the same element are highly dependent on the number of feedback that he received. This is to ensure his tweets are widely spread to another user by functions like favorite, retweet, reply and mention. From the findings we can conclude that:

1. Logos appears to be the most preferable Aristotelian persuasive language by the curator of @Mohon Clash (Please Break) Twitter account.
2. Some Electronic Eloquence Model is being associated in the persuasion process they are verbal distillation, conversational style, and visual dramatization.
3. Status updates with pathos state the highest feedbacks from another user of Twitter accounts.
4. The most preferable elements (logos) by the curator is not necessarily be the status that received the highest feedback from the readers (pathos).

The main implication of this study it reveals how the twitter can be one of the most persuasive social network to influence people. We also get to know that persuasion is not only limited to verbal or spoken language but also in written form. It is conveyed through the usage of punctuation, sentence structure, language style, and even the word choice.

Meanwhile, few limitations are identified upon conducting this study. One of it will be the identity of a curator who handling this Twitter account is unknown. Thus, the elements or style that being used may or may not resulted from his background education. Next, is the sample included in the analysis is only taken within the three months so the findings cannot be generalized to the whole account. Therefore, we would like to suggest that further study should be conducted in qualitative research to find out feedback from the real life respondents instead of only virtue feedbacks. In the future, the procedure should involve interview sessions or distribution of questionnaires to measure how effective those status update and how they respond to it.

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# APPLICATION OF RECOVERY MODEL FOR BENEFIT OF PARENTS

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## Abstract

Statistic from Ministry of Higher Education stated that the student enrollment to higher education institute are increasing every year from 262,626 enrollments in 2002 to 358,053 enrollments in 2007 by the fact that level of awareness of education has increased. However in the other aspect, in average rate of Malaysian youths literacy aging 15-24 years old is 98.5%. This means that almost 1.5% of Malaysian youths are illiterate. Also include in this illiteracy youth group is children with learning disabilities. Lack of knowledge and awareness cause them to not getting better education. This study will proposed a recovery model of family takaful towards children with learning disability for benefits of parents. As in our concern, the most influenced person towards the learning disability is the parents of the learning disabled children, so that they can have a small consolation through the takaful plan.

**Keywords:** *Recovery Model, Takaful plan, Wakalah Model*

## Introduction

The world today is like a challenging games to the people living on it. Environments of the world were subjected to a barrage of scientific and technical, economic and demographic, political and cultural changes that shook everything in sight, Philip, 1970 [16]. In order to keep up with the stance upon new born generation, modern parents put high priority towards their children education by literally thinking that people with higher education has high possibility to be successful in life 1970 [16].

However, the consequences for education systems is that it grows big and set a formidable set of pressure in community as the rate of price for higher education nowadays are far too expensive to be hold by parents, PruBSN SmartLink, 2014 [17]. Generally, the basic fees for tertiary education reaching almost RM100,000 per child including inflation for three years only, Great Eastern Takaful, 2014 [10]. Parents would do their heroic best to cope with these, but their tools of planning and management proved grossly inadequate in the new situation. Therefore, the parents must target a new kind of planning for tertiary education. The best way of this problem is start a smart move by building the children education fund, HSBC Amanah Takaful, 2014 [11].

In Malaysia, there are two types of education plan which are first; under takaful companies and second; under insurance company, Bank Negara Malaysia, 2013[4]. However, in Islamic principle, only takaful operating system is accepted to be applies and implemented by muslims. Scholars of Islamic economics have rulings conventional insurance as illegal (haram), Dikko, 2014 [8]. The reason was due to the existence of interest (riba), uncertainty (gharar), and gambling (maysir) in the transaction, saving, and investment, KamilM. *et. al*[13]. Following the fact, with the awareness of obligation muslims, parents of child should participate in family takaful education plan instead of participate in conventional insurance.

Existing education system and takaful education plan focuses only on normal children. What about the learning disable children which the number is increasing every year? This group of children also needs special attention and protection in the national education system because they also have their specialties.

### **Problem Statement**

Learning disabilities was a neurodevelopmental disorder. It comes from neurological differences in brain structure and function and affects a person's ability to receive, store, process, retrieve or communicate information, Cortiella*et. al*, 2014 [6]. The numbers of learning disabled children are increased each year. Based on statistic by UNICEF Malaysia, 2014, from 2011, there are 134, 659 numbers of them and increased to 165, 281 number on 2012, UNICEF Malaysia, 2014[23]. Learning disable children that can be train to accept education up to be normal or sometimes more than just a normal student, American Psychiatric Association, 2013[1].

In Malaysia, children with learning disabled are categorized under specialschoool. The student under this categorized is receiving monthly allowance from government worth RM150 per month for twelve month with semi-annual payment purposed incur expenses of the child. However, parents usually did not spend the money on the special child care but use the money for home expenses of their entire family. These treatments are not right for them. By the reason, this study will be conducted in order to make a good financial education plan especially for these children and generally for their family.

Under takaful operator in Malaysia, they categorized learning disabled children as rider. One example, Takaful Ikhlas; IKHLASlink Child Secure Takaful proximate offering a rider that close with learning disable condition which is secure the children against illness resulting from a compromised body immunization system especially during their growing up phase, Takaful Malaysia, 2014 [22]. On the other hand, Malaysian are still in competent about learning disabled subject field. This upcoming product will create parents awareness among the participant on learning disable and how to detect at early stage so that the society can be more fairly minded about the subject field.

## Methodology

This paper proposed a new takaful plan that include completes riders for participant based on integration model by Puspa *.et al*, 2012 [18]. It is made due to suit all level of income earner as considering the group of parents are not able to participate in takaful education plan due to financial constrain. In takaful what make it differ than insurance is based on the concept define in Malaysia Takaful Act 1984 of ‘scheme on the brotherhood, solidarity, and mutual assistance to the participant in case of needy’, Juliana A, 2014 [12]. For that purpose, the client’s proposal in this recovery model needs to add more riders as shown in table 1.

**Table 1: The client Proposal of Recovery Model**

Number	Items	Values
1	Interest Rate	r per year
2	Period Term	n year
3	Monthly Contribution	RM z
4	Personal Account	RM P
5	Tabarru Account	RM Q
6	Wakalah Fee	RM W
7	Yearly Profit	RM y
8	Monthly Profit	RM m
9	Surrender Values	RM V
10	Death Coverage	RM 10x
11	Loss an effort to work/ 40 critical illness	RM 10x
12	Hospital Bills	RM 10x
13	Khairat	RM 2x
14	Pension	RM 0.3x

Client’s proposal needs many riders such as death coverage, loss of ability to work or 40 critical illness, hospital bills, khairat, and death benefit, Puspa [14].

## Wakalah of Recovery Model

Practically, there are three types of takaful model used in Malaysia, Mudharabah Model, Wakalah Model, and Mixed Model. However, most takaful operator use Wakalah Model because of the agent system which the operator do not pay salary to the agents, Mansor K. A, 2015 [14]. Below are the elements use in wakalah model. Wakalah of recovery model used the proposal below for constructing the premium life table.

Monthly Payment = RM 80 ( 1 unit)

Term = 21 years

Interest Rate = 5% per year (i)

Wakalah Fee = 12.5% (first 10 years)  
= 7.5 % (after 10 years)

Tabarru' Account = RM 10

Personal Account = RM 60 (first 10 years)  
= RM 64 (after 10 years)

Following Table 2 show the general table quotation for recovery model of wakalah model.  $K_{15}$  is nil because death benefits depends on the participant in paying the monthly premium.

**Table 2: General Client Quotation.**

$K_1$	$K_2$	$K_3$	$K_4$	$K_5$	$K_6$	$K_7$	$K_8$	$K_9$	$K_{10}$	$K_{11}$	$K_{12}$	$K_{13}$	$K_{14}$	$K_{15}$
n	$L_n$	$12nY$	$P_n$	Q	W	$y_n$	$m_n$	$V_n = y_n + m_n$	$10x$	$10x$	$10x$	$2x$	$3x$	

Where,

$K_1$  is year

$K_2$  is age

$K_3$  is layout payment

$K_4$  is personal account

$K_5$  is tabarru' account

$K_6$  is wakalah fees

$K_7$  is yearly profit

$K_8$  is monthly profit

$K_9$  is surrender value

$K_{10}$  is death coverage

**K<sub>11</sub>** is loss an effort to work/40 critical illness

**K<sub>12</sub>** is hospital bills

**K<sub>13</sub>** is khairat

**K<sub>14</sub>** is parents benefits

**K<sub>15</sub>** is death benefit

## Result

Recovery Model of education plan distribute the montly premium of RM 80 into three portion including wakalah fee, refer table 3. According to PruBSN SmartLink. (2014) [12] partition ratio is very important to know the correct distribution of the ratio of premiums paid by the participant.

**Table 3 : Partition of Monthly Premium Payment in Wakalah Recovery Model**

Overall total of monthly premium payment	n years	Personal Investment Account	Partition for Riders (Tabarru' Account)	Wakalah Fee
RM 80	First 10 years	RM 60	RM 10	RM 12
	After 10 years	RM 64	RM 10	RM 6

The important in this recovery model is the complete riders offered to the participant and child. According to partition in Takaful Ikhlas quotation (Takaful Ikhlas, 2008), Rm 0.11 per units (RM 1000 = 1 unit), Puspa, 2013 [18]. Below in table 4 shows the partition of riders in tabarru' account in recovery model.

**Table 4: Partition of rider of the tabarru' account in recovery model.**

Tabarru' Account	Death Coverage (10x)	Loss effort to work / 40 critical illness (10x)	Hospital Bills (5x)	Khairat (2x)	Parents Benefit (5x)	Death Benefit (10x)
Partition Ratio of Tabarru' Account (45x)	10x = 1 person	10x = 1 person	10x = 1 person	2x = 1 person	3x = 1 person	10x = 1 person
Partition of the Contribution (RM 10)	0.222 x 10 = RM 2.22	0.222 x 10 = RM 2.22	0.222 x 10 = RM 2.22	0.222 x 2 = RM 0.44	0.222 x 3 = RM 0.66	0.222 x 10 = RM 2.22

Where;

$$\text{Partition} = \frac{RM10}{45x}$$

$$x = 0.222 \quad (\text{equation 1})$$

There are 45 portions which RM10 of the monthly contribution will be divide. The ratio calculate that  $x$  in each riders is represent RM 0.222 from RM 10 of the contribution money.

### **Premium & benefit Wakalah recovery model.**

Below shows the fully table of recovery model of education plan. This plans takes places until participant aged 21 years old for its maturity with two stage of wakalah fee.

**Table 5: Client Quotation Premium of Recovery Model Takaful Education Plan**

K1	K2	K3	K4	K5	K6	K7	K8	K9	K10	K11	K12	K13	K14	K15
1	1	960	720	120	144	36	17	773	1000 0	1000 0	1000 0	2000	3000	
2	2	1920	1440	240	288	72	210	1722	1000 0	1000 0	1000 0	2000	3000	
3	3	2880	2160	360	432	108	447	2715	1000 0	1000 0	1000 0	2000	3000	
4	4	3840	2880	480	576	144	695	3719	1000 0	1000 0	1000 0	2000	3000	
5	5	4800	3600	600	720	180	946	4726	1000 0	1000 0	1000 0	2000	3000	
6	6	5760	4320	720	864	216	1198	5734	1000 0	1000 0	1000 0	2000	3000	
7	7	6720	5040	840	1008	252	1450	6742	1000 0	1000 0	1000 0	2000	3000	
8	8	7680	5760	960	1152	288	1702	7750	1000 0	1000 0	1000 0	2000	3000	
9	9	8640	6480	1080	1296	324	1954	8758	1000 0	1000 0	1000 0	2000	3000	
10	10	9600	7200	1200	1440	360	2206	9766	1000 0	1000 0	1000 0	2000	3000	

11	11	1056 0	8448	1320	792	422	2622	1149 2	1000 0	1000 0	1000 0	2000	3000	
12	12	1152 0	9216	1440	864	461	3082	1275 9	1000 0	1000 0	1000 0	2000	3000	
13	13	1248 0	9984	1560	936	499	3420	1390 3	1000 0	1000 0	1000 0	2000	3000	
14	14	1344 0	1075 2	1680	1008	538	3725	1501 5	1000 0	1000 0	1000 0	2000	3000	
15	15	1440 0	1152 0	1800	1080	576	4022	1611 8	1000 0	1000 0	1000 0	2000	3000	
16	16	1536 0	1228 8	1920	1152	614	4316	1721 8	1000 0	1000 0	1000 0	2000	3000	
17	17	1632 0	1305 6	2040	1224	653	4609	1831 8	1000 0	1000 0	1000 0	2000	3000	
18	18	1728 0	1382 4	2160	1296	691	4902	1941 8	1000 0	1000 0	1000 0	2000	3000	
19	19	1824 0	1459 2	2280	1368	730	5196	2051 7	1000 0	1000 0	1000 0	2000	3000	
20	20	1920 0	1536 0	2400	1440	768	5489	2161 7	1000 0	1000 0	1000 0	2000	3000	
21	21	2016 0	1612 8	2520	1512	806	5782	2271 6	1000 0	1000 0	1000 0	2000	3000	

By applying the model by Puspa [12]; therefore an equation for calculate  $V_n$  has been simplified as:-

$$V_n = P_n \left( \frac{5}{100} \right) + \left( \frac{P(i)}{100} \right) \left( \frac{66 + V_{n-1}}{12} \right) \quad (\text{equation 2})$$

Where  $P_n$  is personal account, and  $n=1, 2, 3...$

Following are the calculation for  $K_7$ ,  $K_8$  and  $K_9$  based on applied formula:

**Table 6: Calculation of Surrender Value (K<sub>9</sub>)**

<b>Year</b>	<b>Calculation of applied formula on K<sub>4</sub>, K<sub>7</sub> and K<sub>8</sub> (first 10 years)</b>	<b>Surrender Value <math>V_n</math></b>
1	$720 + (720 \times 5 / 100) + (60 \times 5 / 100) \times (66 + 0) / 12 = 969 + 36 + 17$	773
2	$1440 + (1440 \times 5 / 100) + (60 \times 5 / 100) \times (66 + 773) / 12 = 1440 + 72 + 210$	1,722
3	$2160 + (2160 \times 5 / 100) + (60 \times 5 / 100) \times (66 + 1722) / 12 = 2160 + 108 + 447$	2,715
4	$2880 + (2880 \times 5 / 100) + (60 \times 5 / 100) \times (66 + 2715) / 12 = 2880 + 144 + 695$	3,719
n	$V_n = P_n (5 / 100) + (P_n i / 100 \times (66 + T_{n-1}) / 12)$	

<b>Year (n)</b>	<b>Calculation of applied formula on K<sub>4</sub>, K<sub>7</sub> and K<sub>8</sub> (after 10 years)</b>	<b>Surrender Value <math>V_n</math></b>
11	$8448 + (8448 \times 5 / 100) + (64 \times 5 / 100) \times (66 + 0) / 12 = 8448 + 422 + 2622$	11,492
12	$9216 + (9216 \times 5 / 100) + (64 \times 5 / 100) \times (66 + 11,492) / 12 = 9216 + 461 + 3082$	12,759
13	$9984 + (9984 \times 5 / 100) + (64 \times 5 / 100) \times (66 + 12,759) / 12 = 9984 + 499 + 3420$	13,903
14	$10752 + (10752 \times 5 / 100) + (64 \times 5 / 100) \times (66 + 13903) / 12 = 10572 + 538 + 3725$	15,015
n	$V_n = P_n (5 / 100) + (P_n i / 100 \times (66 + T_{n-1}) / 12)$	

## Discussion

The outcome from the research is recovery model of family takaful education plan extended from Integration Model by Puspa, 2013 [19] This study will give huge contribution to the development and lead to vigorous new aspect of takaful studies as it made suited for all level of income earners with complete riders for participant. The monthly premium of RM 80 could cover enough for the benefits of participant and takaful operator itself.

The calculation shows that there is two different partition on wakalah fee. 12.5% from premium is charged for wakalah fee in first 10 years (RM10), then after 10 years



wakalah fee charged will be reduce to 7.5% of premium making partition of wakalah fee left RM 7 monthly.

In the other hand, the partition on tabarru' account for riders get a stationary amount through the years of using the plan; RM 10. It will not be influence by years using the plan unlike wakalah fee and personal account. Six riders offered in the plan, recover from Puspa, 2013 [19], pension is removed from the original integration model and replaced by parents consolation especially for education plan of learning disabled children.

Full calculation was calculated in Table 5 for expected 21 years of subscribe the education plan till it reach maturity. The formula used to calculate surrender value ( $V_n$ ) as in equation 2, and the applied formula calculated shown in table 6, for both first 10 years and next.

## Conclusion

The new recovery model of takaful education plan will give a better outcome to both takaful operator and takaful participant. The plan offers unusual riders in education plans which uniquely equipped an education plans for learning disabled children. Anticipate the outcome that this new wakalah model takaful education plans may help on reduce the burden of parents of learning disabled children by providing parents consolation partition on riders such as parental awareness seminar and consolation rewards for parents of learning disabled children.

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# IMPLEMENTATION OF INTEGRATION TAKAFUL MODEL FOR MEDICAL AND EDUCATION FUND

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## Abstract

Everyone knows that there are various names used in the takaful or insurance business, but does anyone know about the transparency in customer quotations if they do not hide the important data or 'inner works'. This is important for customers to make the right selection when buying insurance or takaful products. Therefore, a new design of premium life tables and also the implementation of the model should be made because to satisfy the customer and free of hidden agenda. By using the mudharabah or wakala model of Integration Model, Malaysia government will has a new Model Islamic Fund in Malaysia to help people and government for health and education fund in Malaysia.

**Keywords:** *Mudharabah Model, Wakala Model, Riders, Life Insurance Model, Premium Life Table, Health and Education Fund*

## Introduction

The widely differing attitudes of Muslim scholars on the validity of insurance can be grouped under three broad categories taken from Siddiqi (1980).

1. Those (including Shia jurists) that see nothing wrong in the basic principles underlying modern insurance. Notwithstanding ignorance (jahl) and uncertainty (gharar) provided it is free from riba (usury, interest) by Amin (1985).
2. Those who find an element of gambling in all kinds of insurance, coupled with riba (interest) and gharar (uncertainty) and regard it as an unnecessary innovation.
3. Those that approve general insurance but disapprove life-insurance as it involves gambling and gharar (uncertainty and pre-destination).

The surplus of a life insurance fund relating to participating policies, the Appointed Actuary must not recommend that the surplus be transferred to shareholders if he is of the professional opinion that the surplus should be carried forward as an additional reserve to meet the licensed insurer's liabilities to policyholders and reasonable expectations of its policyholders,

which are not specifically provided for in the actuarial valuation. Where the Appointed Actuary has recommended the transfer of a surplus of a life insurance fund relating to participating policies determined by actuarial valuation as at the end of a financial year, the licensed life insurer must not allocate an amount for transfer to its shareholders' fund that exceeds the maximum proportion as determined in a manner set out in Table 1 (Bank Negara, 2013).

**Table 1: Proportion of surplus of participating policies allocated for transfer to shareholders fund**

Amount (or part thereof) of the aggregate of lifeinsurance fund relating to participating policies as at the end of the financial year (RM '000,000)		Proportion
Range	Calculation (cumulatively	
0-300	First 300	20%
301-600	Next 300	15%
601 and above	All exceeding 600	10%

In fact, the department in late September 2010 published "Guidelines on the Introduction of New Products for Insurance Companies and Takaful Operators" under the Insurance Act 1996 and the Takaful Act 1984. The guidelines, stressed Bank Negara, which is also the insurance and Takaful regulator in Malaysia, aim to improve the time-to-market for insurance companies and Takaful operators to introduce new products; to promote sound risk management practices in managing and controlling product risk; and to further strengthen the duty of care owed to consumers in ensuring that products developed and marketed are appropriate to the needs, resources and financial capability of targeted consumer segments. To manage risks effectively, risk-mitigation strategy shall be formulated to take into consideration among others, the takaful operator's capital position, and surplus or deficit position of the takaful funds, liquidity requirements and volatilities of asset classes. At all times, takaful operators are responsible for the interest and well-being of takaful fund.

Takaful operators shall have sufficient resources to operate the takaful business, and shall ensure that parties connected to the business operations are competent and well trained to perform their functions. Takaful operators are also responsible for the conduct of their agents including outsourcing parties. In the marketing and sales process, takaful operators shall be responsible to establish appropriate procedures for their respective distribution channels, placing strong emphasis on good marketing ethics conduct and disclosure. The Board is ultimately accountable to ensure the overall effectiveness of takaful operations' management. Senior management shall be responsible to implement the overall operational processes, including developing and recommending comprehensive policies, procedures and internal controls, for the Board's endorsement. The Board shall put in place an effective oversight framework that continuously assesses the effectiveness of policies and procedures of the management of takaful funds including obtaining the endorsement and advice from Shariah Committee and ensures that the takaful operation is carried out in accordance to these policies and requirements. The Board shall ensure strong corporate governance processes are in place to enable effective discharge of takaful operators' fiduciary duties towards participants.

## Methodology

The existing model of takafulorinsurancebusinesshas manydisadvantagesandshould be changedto be moreflexible model. Everybody needs a new model of Islamic insurance (Integration Model) which can covers mostly of their risks and the premium life table must give the transparence data of client quotation without elements of riba, gharar and maisir. In this method, clients proposal need to add more riders as shown in Table 2.

**Table 2: Client Proposal**

NUMBERS	THINGS	VALUES
1	Monthly payment	RM $Y$
2	Female non smoker	$K$ year old
3	Period Term	$N$ year
4	Interest Rate	$R$ per year
5	Monthly saving	RM $p$
6	Tabarru Account	RM $j$
7	Surrender Values	RM $t$
8	Death Coverage	RM $10x$
9	Khariat	RM $2x$
10	Loss An Effort To Work/ 40 critical illnesses	RM $10x$
11	Hospital Bills	RM $5x$
12	Pension	$0.3x$

From Table 2, the client proposal need many riders such as death coverage, death benefit, khariat, loss of effort to work or 40 critical illnesses, hospital bills and pension. After a discussion with many Muslim, theresearcher realises that they need a detailed client premium life table to avoid uncertainty in their business as shown in Table 2 (Puspa, 2010). Let  $Q_1$  is the year,  $Q_2$  is the age,  $Q_3$  is the layout payment,  $Q_4$  is the tabarru account,  $Q_5$  is the personal account,  $Q_6$  is the surrender value,  $Q_7$  is the khariat,  $Q_8$  is the loss an effort to work or 40 critical illnesses,  $Q_9$  is the death coverage,  $Q_{10}$  is the hospital bills,  $Q_{11}$  is the pension and  $Q_{12}$  is the death benefit. (Ghazaliet.al., 2011a)

**Table 3 : Client Quotation for  $i= 1,2,3,\dots,17$  (Mudharabah Model)**

$Q_1$	$Q_2$	$Q_3$	$Q_4$	$Q_5$	$Q_6$	$Q_7$	$Q_8$	$Q_9$	$Q_{10}$	$Q_{11}$	$Q_{12}$
$n_i$	$k_i$	$12iy$	$i(12y - w)$	$p_i$	$t_i$	$2x$	$10x$	$10x$	$5x$	$0.3x$	

**Table 4 : Client Quotation for  $i= 1,2,3,\dots,17$  (Wakala Model)**

$Q_1$	$Q_2$	$Q_3$	$Q_4$	$Q_5$	$Q_6$	$Q_7$	$Q_8$	$Q_9$	$Q_{10}$	$Q_{11}$	$Q_{12}$	$Q_{13}$
$n_i$	$k_i$	$12iy$	$i(12y - w)$	$p_i$	$t_i$	$2x$	$10x$	$10x$	$5x$	$0.3x$		

Table 4 is used for Wakala model because it has the Wakala fee as shown in  $Q_{13}$ . From Table 3 and Table 4, the value in segments those tables of  $Q_7$  to  $Q_{11}$  are in ratio items where if the value of  $x$  is RM1000, so the value of hospital bills is RM5000.

### **Partition in Integration Model of Premium Life Table for Monthly Payment According to the Riders' Ratio**

The premium table life shows the partition of the monthly payment which according to Table 5 (a) is to define the ratio of the riders. Table 11(a) is to elaborate the partition of the monthly payment according to riders' ratio. The overall of monthly payment is RM50. Therefore, the overall total is divided into different portions. They are savings, pension, death coverage, death benefit, hospital bills, lost and effort to work or critical illnesses. This new plan offers complete riders for two people in one product plan; participant and a child. According to the partition in Takaful Ikhlas quotation (2008) is RM0.11 for per unit (RM1000 = 1 unit). Based on Table 11(a), the overall total of the portions mentioned is 54. Therefore, each partition out of RM5 is RM0.0926.

**Table 5(a): Partition of Riders' of the Tabbarru Account in Integration Model**

Tabbarru Account	$Q_7$ (Khairat) (2X)	$Q_8$ (Loss an effort to work/ critical illnesses) (10X)	$Q_9$ (Death Coverage) (10X)	$Q_{10}$ (Hospital Bill) (5X)	$Q_{12}$ (Death Benefit) (10X)
Partition Ratio of Tabbarru Account	2X (2 People)	10X (2 People)	10X (1 Person)	5X (2 People)	10X (1 Person)

(54X)	= 4X	= 20X	= 10X	= 10X	= 10X
Partition of the Premium Payment (RM5.00)	RM0.0926(4) =RM0.3704 (Child and Participant)	RM0.0926(20) = RM1.852 (Child and Participant)	RM0.0926(10) =RM0.926 (Death Child)	RM0.0926(5) = RM0.926 (Child and Participant)	RM0.0926(10) RM0.926 (Death Participant)

According to Am Assurance pension scheme quotation (2008), the monthly payment is RM125 for 21 years. The participant will earn RM500 per month after retirement for the whole life. In the Integration model, the monthly payment of the pension scheme is RM15 and the child will earn RM300 for 10 years if the participant dies. If the participant dies when a child age below than 11 years old, the value of the pension is depending on the age of the child. For example if the participant dies when the child is at the age of 6, the child will earn RM200 for 15 years until the child reaches 21 years old. It means that the longer a child will have for pension, the less a child will earn for pension per month. The overall total of monthly premium payment in Mudharabah model can be shown in the Table 5(b) and Wakala model in the Table 5(c). Partition ratio is very important to know the correct distribution of the ratio of premiums paid by the participant.

**Table 5(b) : Partition of Monthly Premium Payment in Mudharabah Model**

Overall Total of Monthly Premium Payment	Personal Investment Account	Partition of the Raiders Scheme Payment for family members	Partition of the riders
RM50	RM30	RM15	RM5

**Table 5(c) : Partition of Monthly Premium Payment in Wakala Model**

Overall Total of Monthly Premium Payment	Personal Investment Account	Partition of the Raiders Scheme Payment for family members	Partition of the riders	Wakala Fee
RM50	RM25	RM15	RM5	RM5

Build the questionnaire according to the mathematical life table for findings the acceptance of Integration model. There are 10 items in the questionnaire but only 6 items as in Table 6 are used in the research for analyzing the data. The 6 items are used to analyze the frequency and correlation. All the respondents must be employed and 410 respondents are interviewed in the research to answer the questionnaire. (Ghazali et.al, 2012)



**Table6: Items in Questionnaire**

Numbers	Questions
1.	Level of education
2.	Salary per month
3.	The new education plan takaful cost only RM50 and this covers the participant and a child, also the raiders lose an effort to work, critical illnesses, death coverage, hospital bills, death benefit and pension. Can you afford to buy at least one unit of education plan takaful?
4.	How many units of the education plan takaful will you buy based on your salary?
5.	Do you agree that the education plan takaful has all the risk above (question 3) covered?
6.	Do you think this is the best package for education plan takaful and are affordable by all categories income earners?

#### **Mudharabah Model of Integration Model**

Premium life table uses Mudharabah model in education plan takaful of Integration model had shown as below.

Monthly payment = RM50 (1 unit)

Term = 17 years

Interest Rate = 5 % per year ( i )

Tabbarru` Account = RM 20

Saving Account = RM30

Below are the symbols of elements in mudharabah model where the static premium of life table (Q3, Q4 and Q5) and static benefit (Q6 to Q13) shown in the Table 7(Ghazaliet.al., 2012).

- |                                   |  |
|-----------------------------------|--|
| 1. Q1 is year                     | 8. Q8 is total surrender value                   |
| 2. Q2 is age                      | 9. Q9 is khairat                                 |
| 3. Q3 is layout payment illnesses | 10. Q10 is loss an effort to work or 40 critical |
| 4. Q4 is tabarru account          | 11. Q11 is death coverage                        |
| 5. Q5 is personal account         | 12. Q12 is hospital bills                        |

6. Q6 is monthly profit members

13. Q13 is payment for raiders of other family

7. Q7 is yearly profit

14. Q14 is death benefit

**Table 7: Client Quotation of MudharabahIntegration Model**

Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14
1	1	600	240	360 (P <sub>1</sub> )	8	18	386 (T <sub>1</sub> )	2000	10000	10000	5000		
2	2	1200	480	720 (P <sub>2</sub> )	57	36	813 (T <sub>2</sub> )	2000	10000	10000	5000		
3	3	1800	720	1080 (P <sub>3</sub> )	110	54	1244 (T <sub>3</sub> )	2000	10000	10000	5000		
4	4	2400	960	1440 (P <sub>4</sub> )	164	72	1676 (T <sub>4</sub> )	2000	10000	10000	5000		
5	5	3000	1200	1800 (P <sub>5</sub> )	218	90	2108 (T <sub>5</sub> )	2000	10000	10000	5000		
6	6	3600	1440	2160 (P <sub>6</sub> )	272	108	2540 (T <sub>6</sub> )	2000	10000	10000	5000		
7	7	4200	1680	2520 (P <sub>7</sub> )	326	126	2972 (T <sub>7</sub> )	2000	10000	10000	5000		
8	8	4800	1920	2880 (P <sub>8</sub> )	380	144	3404 (T <sub>8</sub> )	2000	10000	10000	5000		
9	9	5400	2160	3240 (P <sub>9</sub> )	434	162	3836 (T <sub>9</sub> )	2000	10000	10000	5000		
10	10	6000	2400	3600 (P <sub>10</sub> )	488	180	4286 (T <sub>10</sub> )	2000	10000	10000	5000		
11	11	6600	2640	3960 (P <sub>11</sub> )	542	198	4700 (T <sub>11</sub> )	2000	10000	10000	5000		
12	12	7200	2880	4320 (P <sub>12</sub> )	596	216	5132 (T <sub>12</sub> )	2000	10000	10000	5000		
13	13	7800	3120	4680 (P <sub>13</sub> )	650	234	5564 (T <sub>13</sub> )	2000	10000	10000	5000		
14	14	8400	3360	5040 (P <sub>14</sub> )	704	252	5996 (T <sub>14</sub> )	2000	10000	10000	5000		
15	15	9000	3600	5400	756	270	6426	2000	10000	10000	5000		

				(P <sub>15</sub> )			(T <sub>15</sub> )						
16	16	9600	3840	5740	812	288	6840	2000	10000	10000	5000		
				(P <sub>16</sub> )			(T <sub>16</sub> )						
17	17	10200	4080	6120	863	306	7289	2000	10000	10000	5000		
				(P <sub>17</sub> )			(T <sub>17</sub> )						

The derivation of Q6 to Q8 in the Table 7 had shown as below.

1.  $.360 + (30 * 5/100 * (66 + 0)) * 1/12 + (360 * 5/100) = 360 + 8 + 18 = 386$
2.  $720 + (30 * 5/100 * (66 + 386)) + (720 * 5/100) = 720 + 57 + 36 = 813$
3.  $1080 + (30 * 5/100 * (66 + 813)) + (1080 * 5/100) = 1080 + 110 + 54 = 1244$
4.  $1440 + (30 * 5/100 * (66 + 1244)) + (1440 * 5/100) = 1440 + 164 + 72 = 1676$
5.  $1800 + (30 * 5/100 * (66 + 1676)) + (1800 * 5/100) = 1800 + 218 + 90 = 2108$

$P_{n+} (P * i/100 * (66 + T_{n-1})) + (P_n * 5/100)$  where  $n = 1, 2, 3, 4, 5, \dots$

$$= P_n(1 + 0.05) + \left(\frac{Pi}{100}\right)\left(\frac{66 + T_{n-1}}{12}\right) \text{ where } P \text{ is the personal account, and } n = 1, 2, 3, \dots$$

The general formula of Table 7 shown in the Table 8 given as follows (Ghazaliet.al., 2012).

**Table 8: General Formula of MudharabahIntegration Model**

Symbols of elements	Q3	Q4	Q5	Q6 To Q8	Q9	Q10	Q11	Q12
Formula of elements	600n	0.4(600n)	0.6(600n)	$P_n(1 + 0.05) + \left(\frac{Pi}{100}\right)\left(\frac{66 + T_{n-1}}{12}\right)$ where $P$ is the personal account, and $n = 1, 2, 3, \dots$	2x	10x	10x	5x

The premium life table shows that premium covers a child in the death coverage and pension for the participant. This model covers other riders such as health, accident, hospital costs, loss of effort to work, critical illnesses, education and also pension (Puspa, 2010). Based on the client quotation of a family takaful as shown in Table 8, we find that the table has detailed information. We see that the total payment for 17 years is RM10 200. The participant can earn RM7 289 for his child's education with the management fee of RM150. Therefore, the net maturity value is RM7289 – RM150 which comes to RM7 139. If the participant insures for 3 units so the maturity value is RM21 417. The riders are also multiplies by 3. So the death coverage for a participant is RM30 000 if the child dies and there is a pension of RM900 for the child if the participant dies (Ghazaliet.al., 2011b)

### Wakala Model of Integration Model

Premium life table uses Wakala model in education plan takaful of Integration model had shown as below.

Monthly Payment = RM50 (1 unit)

Term = 17 years

Interest Rate = 5 % per year (i)

Below are the symbols of elements in Wakala model where the static premium of life table (Q3 to Q6) and static benefit (Q7 to Q14) shown in the Table 9 (Ghazali et al., 2012).

- |                                   |  |
|-----------------------------------|--|
| 1. Q1 is year                     | 9. Q9 is total surrender value                   |
| 2. Q2 is age                      | 10. Q10 is khairat                               |
| 3. Q3 is layout payment illnesses | 11. Q11 is loss an effort to work or 40 critical |
| 4. Q4 is tabarru account          | 12. Q12 is death coverage                        |
| 5. Q5 is Wakala fee               | 13. Q13 is hospital bills                        |
| 6. Q6 is personal account members | 14. Q14 is payment for raiders of other family   |
| 7. Q7 is monthly profit           | 15. Q15 is death benefit                         |
| 8. Q8 is yearly profit            |  |

**Table 9: Client Quotation of Wakala Integration Model**

Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15
1	1	600	240	60	(P <sub>1</sub> ) 300	7	15	(P <sub>1</sub> ) 322	2000	10000	10000	5000		
2	2	1200	480	120	(P <sub>2</sub> ) 600	40	30	(P <sub>2</sub> ) 670	2000	10000	10000	5000		
3	3	1800	720	180	(P <sub>3</sub> ) 900	77	45	(P <sub>3</sub> ) 1022	2000	10000	10000	5000		
4	4	2400	960	240	(P <sub>4</sub> ) 1200	113	60	(P <sub>4</sub> ) 1373	2000	10000	10000	5000		
					(P <sub>5</sub> )			(P <sub>5</sub> )						

5	5	3000	1200	300	1500	150	75	1725	2000	10000	10000	5000		
					(P <sub>6</sub> )			(P <sub>6</sub> )						
6	6	3600	1440	360	1800	187	90	2077	2000	10000	10000	5000		
					(P <sub>7</sub> )			(P <sub>7</sub> )						
7	7	4200	1680	420	2100	223	105	2428	2000	10000	10000	5000		
					(P <sub>8</sub> )			(P <sub>8</sub> )						
8	8	4800	1920	480	2400	260	120	2780	2000	10000	10000	5000		
					(P <sub>9</sub> )			(P <sub>9</sub> )						
9	9	5400	2160	540	2700	296	135	3131	2000	10000	10000	5000		
					(P <sub>10</sub> )			(P <sub>10</sub> )						
10	10	6000	2400	600	3000	333	150	3483	2000	10000	10000	5000		
					(P <sub>11</sub> )			(P <sub>11</sub> )						
11	11	6600	2640	660	3300	370	165	3835	2000	10000	10000	5000		
					(P <sub>12</sub> )			(P <sub>12</sub> )						
12	12	7200	2880	720	3600	406	180	4186	2000	10000	10000	5000		
					(P <sub>13</sub> )			(P <sub>13</sub> )						
13	13	7800	3120	780	3900	443	195	4538	2000	10000	10000	5000		
					(P <sub>14</sub> )			(P <sub>14</sub> )						
14	14	8400	3360	840	4200	480	210	4890	2000	10000	10000	5000		
					(P <sub>15</sub> )			(P <sub>15</sub> )						
15	15	9000	3600	900	4500	516	225	5241	2000	10000	10000	5000		
					(P <sub>16</sub> )			(P <sub>16</sub> )						
16	16	9600	3840	960	4800	553	240	5593	2000	10000	10000	5000		
					(P <sub>17</sub> )			(P <sub>17</sub> )						
17	17	10200	4080	1020	5100	589	255	5944	2000	10000	10000	5000		

The derivation of Q7 to Q9 in the Table 9 had shown as below.

1.  $300 + (25 * 5/100 * (66 + 0)) + (300 * 5/100) = 300 + 7 + 15 = 322$
2.  $600 + (25 * 5/100 * (66 + 322)) + (600 * 5/100) = 600 + 40 + 30 = 670$
3.  $900 + (25 * 5/100 * (66 + 670)) + (900 * 5/100) = 900 + 77 + 45 = 1022$
4.  $1200 + (25 * 5/100 * (66 + 1022)) + (1200 * 5/100) = 1200 + 113 + 60 = 1373$
5.  $1500 + (25 * 5/100 * (66 + 1373)) + (1500 * 5/100) = 1500 + 150 + 75 = 1725$

$$P_n + [P * i/100 * (66 + T_{n-1})] + (P_n * 5/100) \text{ where } n = 1, 2, 3, 4, 5, \dots$$

$$= P_n(1 + 0.05) + \left(\frac{Pi}{100}\right)\left(\frac{66 + T_{n-1}}{12}\right) \text{ where } P \text{ is the personal account, and } n = 1, 2, 3, \dots$$

The general formula of Table 9 had shown in the Table 10 given as follows. (Ghazali et.al., 2012)

**Table 10: General Formula of Wakala Integration Model**

Symbols of elements	Q3	Q4	Q5	Q6	Q7 to Q9	Q10	Q11	Q12	Q13
Formula of elements	600n	0.4n. (600n)	0.1n. (600n)	0.5n. (600n)	$P_n(1 + 0.05) + \left(\frac{Pi}{100}\right)\left(\frac{66 + T_{n-1}}{12}\right)$ where $P$ is the personal account, and $n = 1, 2, 3, \dots$	2x	10x	10x	5x

Based on the client quotation of a family takaful as shown in Table 7, the table has detailed information. The total payment for 17 years is RM5 944. The participant can earn RM5 944 for his child's education without the management fee. Therefore, the net maturity value is RM5 944. If the participant is insured for 3 units, the maturity value is RM17 382. The riders are also multiplies by 3, so the death coverage for the participant is RM30 000 if the child dies and there is a pension of RM900 for the child if the participant dies. In the Wakala model, the participants need to pay more premiums because the Wakala fee has to be paid every month. Therefore, the participant will earn less in maturity value or surrender value compared to the Mudharabah model. (Ghazali et.al, 2011b)

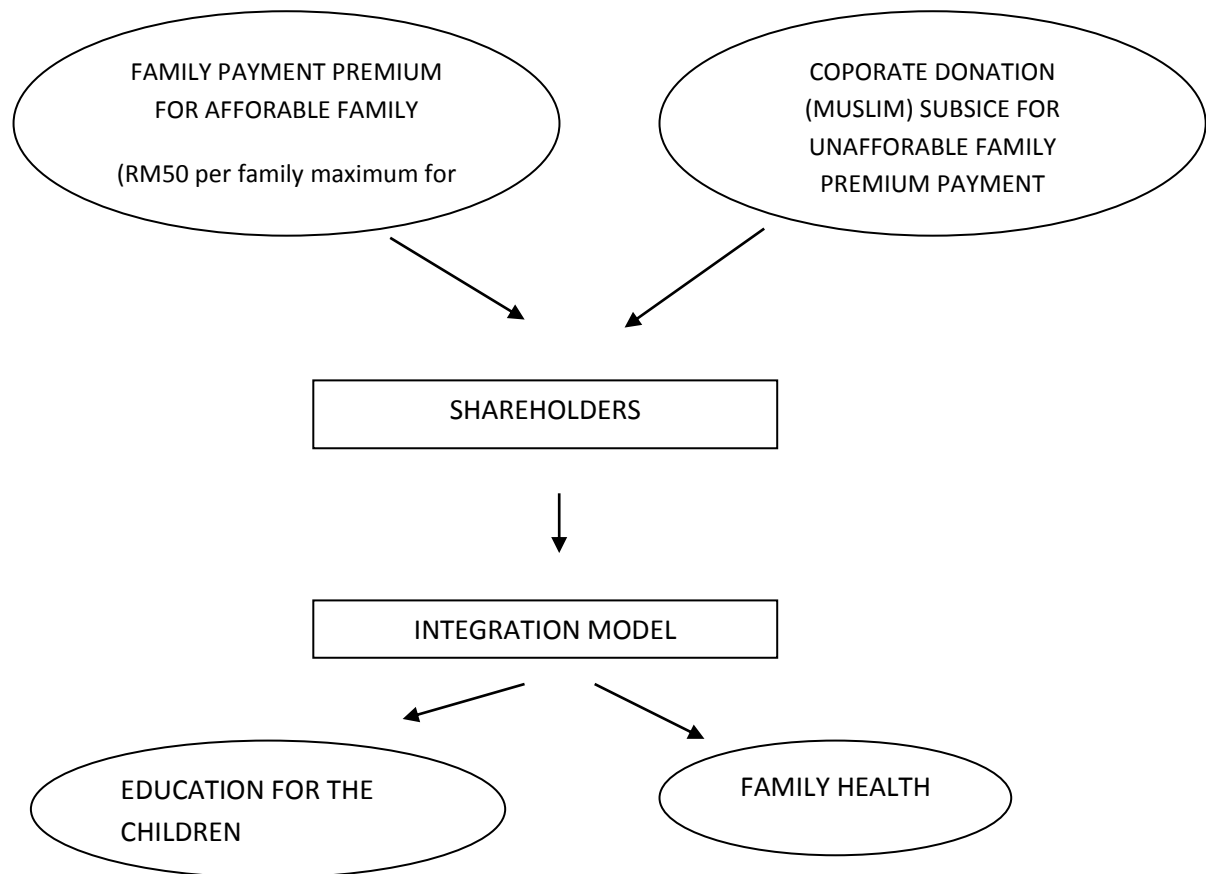
### Theoretical in Implementation on Integration Model Islamic Fund in Malaysia

By using Integration Model, we can develop Islamic funds for education and health in Malaysia can be undertaken by various party namely are Pusat Zakat, Maidam, Baitulmaal, Tabung Haji and also by any private party such as Takaful Malaysia, Etiqa Takaful, Takaful Ikhlas and also other takaful company that is interested used this model. Something most importantly is can provide social responsibility to people without know the religious background. This will be giving belief to non-Muslim person where Islamic financial system is the best because beside based on profit but in state that is same, this system could give aid to person that is less capable (Parker, 2010). Payment RM50 will be able to bring the profit to company, by using the premium payment used to invest into depositor remains at any bank that used the Islamic financial system or in sukuk (Islamic bond) to get the profit (Norzuhaira, 2009). By using the model of Theoretical Islamic Funds in Figure 1, the profit of monthly payment by the lead member of the family (father/mother) will cover another 6 members. If the members of the family are more than 6 members, there are two ways of the plan for lead to choose it shows as follows;

i) The members will have less of the riders' values, for example the maximum hospital bill per year is RM5000 but they will earn less than RM5000 depend on the number of family members.

ii) The lead member of the family has to pay extra for the riders for the family members.

The family members are wife or husband and another 5 children (age before 21 years old).



**Figure 1: The Theoretical of Islamic Funds**

Total Malaysia Population = 28,000,000

Number of Family in Malaysia =  $28,000,000/7$  (policyholder and 6 members)

= 4,000,000

Total Value of the Policy per=  $RM50 \times 4,000,000$

month (RM50 per month) = RM200, 000,000

Total per Year =  $12 \times RM200, 000, 000 = RM2.4 \text{ billion}$

### **How does the Company to Run for Investment**

By using the Table 1, company whether from public or private sector used the monthly payment for investment. Profit of investment used for paying the claim and also maturity

value for the participants. Calculation of the profit is based on premium total amount to each year, so surrender value can be computed by using formula below.

$$\text{Surrender Value} = P(1+r)^n \left( \frac{(1+r)^n - 1}{r} \right)$$

Where P is the total yearly premium payment (monthly instalment premium payment), n is the number of investment year and r is the interest rate ( $r = 0.05$ ) as shown in the Table 11.

**Table 11: Calculation of Surrender Value**

Year	Yearly cumulative Premium (RM)	Formula of Surrender Values	Calculation Of Surrender values	Surrender values (RM)
1	600	$P(1+r)^n \left( \frac{(1+r)^n - 1}{r} \right)$	630	630
2	1200		1291.5	1292
3	1800		1986.075	1986
4	2400		2715.37875	2715
5	3000		3481.147688	3481
6	3600		4285.205072	4285
7	4200		5129.465325	5129
8	4800		6015.938592	6016
9	5400		6946.735521	6947
10	6000		7924.072297	7924
11	6600		8950.275912	8950
12	7200		10027.78971	10028
13	7800		11159.17919	11159
14	8400		12347.13815	12347
15	9000		13594.49506	13594
16	9600		14904.21981	14904
17	10200		16279.4308	16279

The calculation for the surrender value using the value of the profit rate of 5% but if the investment made to give the advantage of better rates, then the surrender value would be higher from the Table 4.4. Therefore, the company or charity centre will be able to earn the profit of this method to benefit of the Muslim nation. If the Tabung Haji effort to give an annual bonus of 5% to the members, so it means that members have at least 7.5% profit including an additional bonus rate of 2.5% per Hijrah year.



## Discussion

MudharabahExisting model, the most significant weakness in this model is obtained by the insured child's death when a participant dies is less even though the premiums approaching maturity. The child should get more for the insured death because a participant pay premiums and investment approaches the maximum limit of the old habits that earn more. In the other hand, the weakness of Wakala existing model is the investment to the children's education fund. If the child dies then the participants will be rewarded with a turnover higher than at maturity. This show seems like the child died in the takaful business. The child should be rewarded more if the participant dies but in Wakala model, the child earn less compared to his death. Significant weakness of life insurance model is the client's proposal cannot provide complete data to the client if there is a case of early surrender before maturity. This data is not shown to customers as well as with the death coverage if the child died before maturity

The proposed model of new premium life table in education plan has to combine all the riders in one plan and the name be changed to Economic Education Plan Takaful. The rider should include health, accident, hospital costs, loss an effort to work, critical illnesses, education, death benefit, death coverage and also pension. Life insurance or family takaful is needed for everyone in the modern, so the product must affordable to every category of income earners. This new plan offers complete riders for two in one product plan; participant and a child. The monthly premium is reasonable to all categories income earners. The plan offers buying multiple units for the product business. If the participant buys more than 1 unit, the value of premium, riders, surrender value and maturity value have to be multiplied by the numbers of units bought by the participant.. The most attractive aspect about this model, the plan offers affordable price for all categories of income earners and it also includes almost complete riders. This research has proved that the new idea of integration model in education plan takaful has been accepted by all categories of income earners.

## Conclusion

In the modern world, the stable of the business trade system has to be found because for avoiding the resection years which happened in 1997 because speculation activities but in 2009 the subprime of the credit. Theresection not recover until 2012 because the weakness of the euro. Therefore, Islamic Insurance is the way for nation to save their money and avoiding the world from another resection year.

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# MODELLING OF NONLINEAR REGRESSION FOR ANAEMIA CASES AMONG PREGNANT MOTHERS IN HULU TERENGGANU

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## Abstract

Anaemia in Terengganu increased every year and increasingly detrimental. Statistics prevalence of anaemia in pregnant mother in the state is 57.7% and the WHO (2001) also reported that nearly 40% of the world population suffer from anaemia. The objective of this study is to build a logistic regression model for the analysis of determining factors of anaemia among pregnant mother in Hulu Terengganu. The study was conducted using logistic regression method and multiple linear regression to determine the relationship between haemoglobin concentration and the factors of anaemia among pregnant mother. A total of 182 pregnant mother were sampled in this research study. The dependent variables in this study is haemoglobin, while independent variables were height, weight, BMI, age, systolic blood pressure, diastolic blood pressure, period of pregnancy and fetal heart rate. Results from multiple logistic regression tests using the (Enter) for a 95% confidence interval found that there are four factors that are significant to the model that gives effect to the significance level of haemoglobin concentration based on criteria  $p < 0.05$ . Significant factors for the model were age, systolic blood pressure, diastolic blood pressure and period of pregnancy. Therefore, maintaining a good level of haemoglobin concentration level of 11g /dl and above during pregnancy is very important to prevent anaemia during pregnancy among mother.

**Keywords:** *Anaemia, haemoglobin concentration, logistic regression model and multiple logistic regression.*

## Introduction

Anaemia is a disease that is always become issues in developing countries. The definition of anaemia among pregnant mother is a haemoglobin concentration of less than 11.0 g /dl during the first trimester and third trimester pregnancy [13]. WHO reported that nearly 40% of the world's population who have anaemia [16]. WHO had estimated that more than half of pregnant mother in the world have a haemoglobin concentration level less than 11.0 g / dl. Malaysia is a developing country. The prevalence of anaemia among pregnant mother in Malaysia is 30% to 60%. Pregnant mother is living rural areas also been found to have a high rates prevalence of anaemia [3]. Studies in rural Kelantan showed that the prevalence of anaemia during pregnancy is 47.5% [17] while in Besut, Terengganu is 57.4% of pregnant mother have anaemia [9]. The latest of the studied was conducted in Kuala Lumpur to research about the frequency of iron deficiency anaemia (IDA) in women aged 20 to 40 years old. The study found that the prevalence of anaemia was 20.9% while the IDA is of 10.3% [6].

## Cause and Risk Factors

Haemoglobin is the component of red blood cells that act as a blood distribute oxygen throughout the body. WHO suggests that the normal limits for haemoglobin levels during pregnancy are more than 110 g / dl [13]. The pregnant mother of 20 until 30 age years old is normal and healthy while the pregnant mother under 20 and above 30 years old will be able to get anaemia [1]. Low body weight women before pregnancy will have a higher risk such as low birth weight, fatal growth problems and premature birth [2]. However, Low BMI rate is less than 18.5 kg / ht (m2) whereas the normal BMI is between 18.5 and 24.9 kg / ht (m2) [4].

Systolic blood pressure (sbp) can affect the concentration of haemoglobin in each trimester, while diastolic blood pressure (dbp) affect the haemoglobin in the first and third trimesters [10]. Normal sbp is less than 120 mmHg, while dbp is less than 80 mmHg. The highest sbp is 120 to 139 mmHg, while the highest dbp is 80 to 89 mmHg. Second and third trimester in pregnancy can cause anaemia because the haemoglobin rate in the previous trimester [12]. The fetal heart rate increased from 110 Rate per minute (bpm) and rate reduced to 150 bpm in normal pregnancy [11]. Fetal Heart Rate normal range is 110 to 150 bpm [15].

## Data and Method

### Logistic Regression model

Multiple logistic regression was used in this study to determine relationship between haemoglobin concentration (HBC) and the selected explanatory variables, a set of logistic regression model is fitted in this section. Let us define the following dichotomous variables for the anaemia among pregnant mother.

Y= 0 if there is no anemia among pregnant mother

Y=1 if there is no anemia among pregnant mother

Then let us define the following model:

$$G(X) = \beta_0 + \beta_1(\text{height}) + \beta_2(\text{weight}) + \beta_3(\text{BMI}) + \beta_4(\text{age}) + \beta_5(\text{sistolic}) \\ + \beta_6(\text{diastolic}) + \beta_7(\text{period of pregnancy}) + \beta_8(\text{fetal heart rate}).$$

### Sample Size Required

Calculation of the sample size can be made manually by study determining the significance level ( $\alpha$ ) is 0.05 and according the power of the study ( $1 - \beta$ ) is 80%. In order to provide an accurate estimate in this research, the calculation of sample size was taken from the prevalence of anemia during pregnancy with the accuracy of acceptable level confidence interval. The calculation of the sample size was determined based on the prevalence of anemia from previous study that consisting 12% and 30%.

Below is the two proportion formula:

$$n = \frac{\rho_0(1-\rho_0) + \rho_1(1-\rho_1)}{(\rho_0 - \rho_1)^2} (Z_\alpha + Z_\beta)^2$$

namely:

$P_0$  = Based on Prevalence of Anaemia

$P_1$  = Based on Expert Opinion

$Z_\alpha = Z_{0.05} = 1.9600$  ( One Tailed)

$Z_\beta = Z_{0.8416}$  ( One Tailed)

**Table 1: Sample Size calculation**

No.	Objective	$P_1$	$P_0$	Type 1 Error	Power	Sample Size
1.	Prevalens Anemia with hemoglobin concentration[14]	0.12	0.30	5%	80%	76
Calculation:						
$n = \frac{0.12(1-0.12) + 0.30(1-0.30)}{(0.12-0.30)^2} (1.96 + 0.84)^2 = 76.3 \approx 76 \text{ pregnant mother}$						

After adding 20% estimated missing data, we will get:

$$n = 76 + (0.20 \times 76) = 91 \text{ for each group pregnant mother}$$

- i. Pregnant mother with the higher hb concentration =91 pregnant mother
- ii. Pregnant mother with the lower hb concentration =91 pregnant mother

Thus, the number of pregnant women were selected to be sampled is  $(91 \times 2) = 182$  persons

## Study Area

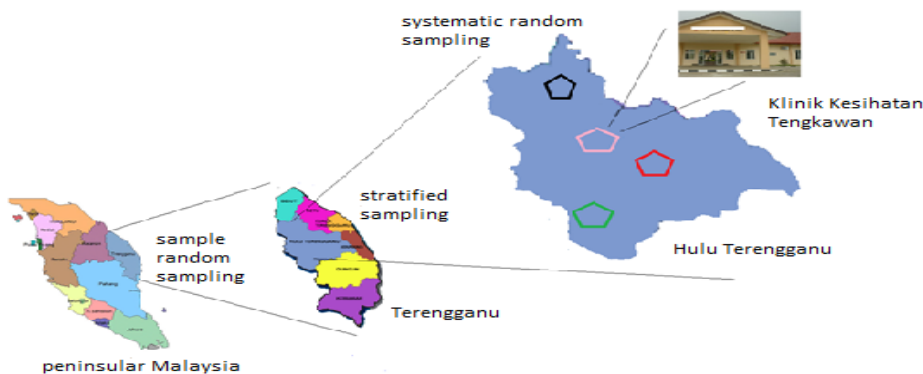
The study was conducted in rural areas of Terengganu at KlinikKesihatanTengkawan, Kuala Berang, Hulu Terengganu, Terengganu. Figure 1 shows the location of the study.

## Study Population

This is a sample survey of the entire population of pregnant mother at KlinikKesihatanTengkawan, Hulu Terengganu. The respondents in this study are those of mothers who conceive, aims to study the problem of anaemia accuring in rural areas Terengganu. The total sample size for the number of pregnant mother is 182 patients based on inclusion and exclusion criteria (table 2).

**Table 1 : Explanation Of Data**

Independent Variable	Variable Description	Coding
Weight	The Weight of the mother studied(kg)	0= Low 1=High
height	The height of the mother studied(cm)	0=Low 1=High
BMI	The BMI of the mother Studied (kg)/(m) <sup>2</sup>	0= Low 1= High
Age	The age of the mother Studied	0=Low 1=High
Sistolic	The sistolic of mother studied(mmhg)	0= Low 1= High
Diastolic	The diastolic of mother studied(mmhg)	0= Low 1= high
Period of Pregnancy	The period of pregnancy Studied	0= Low 1= High
Fatal Heart rate	The fatal heart rate studied (bpm)	0= Low 1=High

**Figure 1: Location of Terengganu, Malaysia****Table 2: Inclusion and Exclusion Criteria**

Inclusion Criteria	Exclusion Criteria
(1) Malay Pregnant mother	(1) Pregnant women who have organ failure
(2) Age range: 18-45 years old	(2) Immigrant
(3) Before 28 antenatal week	(3) Maternal anemia who have moderate Of anemia

### Statistical Analysis

Data were analysed using SPSS version 2.0. All p values one tailed and the  $\alpha$  value is fixed at the significant level of 0.25. Indicators of the study proposed by Mickey and Greenland (1989) were used as a screening criteria for selection variable in the logistic regression [5]. Linear regression analysis with Enter method was used for HBC (g / dl). Multivariate analysis was carried out to control the factors that have been studied. All data are calculated based on 95% confidence interval.

## Result

**Table 4: Logistic Regression Model of the Associated Factors For Anemia among Pregnant mother**

Dependent variable	Independent Variable	Coefficient Beta ( $\beta$ )	P value	Adjusted OR	95%CI	
					Lower	Upper
Hb Concentration	Age	1.695	.000	5.445	2.149	1.793
	BMI	2.043	.999	.230	.000	.000
	Systolic	.227	.000	1.225	.402	3.921
	Diastolic	1.224	.030	3.400	1.129	.243
	Period of Pregnancy	1.412	.093	4.102	.791	1.284
	Fetal of Rate	1.343	.999	3.978	.000	.000
	Constant	-1.820	.000	.022	.000	.000

**Significant Level: \*\* $p < 0.25$ , OR\*:Odds ratio**

Table 4 show the variables in the final model of multiple logistic regression. However, in multivariate analysis, however, only four variables appeared as significant factors. These four factors have a p-value  $< 0.25$  while there are two factors that are not significant to the model. BMI and the factor of fatal heart rate are not significant to the model because significant level greater than 0.25.

Therefore, a significant factors in the model such as systolic shows that a pregnant mother have a high systolic blood pressure because it has the probability of 1.225 that contributed to hb compared to pregnant mother who had low systolic blood pressure (OR = 1.225, CI: 0.402,3.921, p-value  $< 0.000$ ) once adapted for all factors other mean while pregnant mother who have higher diastolic blood pressures in the body also contributed 3.400 probability to the rate of hb compared to pregnant mother that low diastolic blood pressure (OR = 3.400, CI : 1.129-0.243, p-value  $< 0.030$ ). Beside that, pregnant mother aged under 20 years and above 35 also have contributed to the rate of 5.445 probability hb compared to pregnant mother aged 20 to 35 years old (OR = 5.445, CI: 0.402,3.921, p-value  $< 0.000$ ). The second and third trimester in pregnancy has a probability of 4.102 which also contributed to the Hb level compared to the first trimester of pregnancy (OR = 4.102, CI: 0.791, 1.284, p-value  $< 0.093$ ).

$$G(X) = -1.820(\text{constant}) + 1.695(\text{age}) + 0.227(\text{systolic}) + 1.227(\text{Diastolic}) + 1.417(\text{period of pregnancy})$$



## Discussion

Based on the result of the study of multiple regression analysis, we can conclude that there are four factors that affect haemoglobin concentration from six factors that have been tested. The four factors are age, diastolic, systolic and period of pregnancy. These factors are selected based on criteria established to achieve the significance level of the model  $p$ -value  $<0.25$ . In addition, the BMI factors and fatal heart rate is not significant because the  $p$ -value was exceeded. Therefore, a significant factor in the model such as age (OR = 5445, CI: 2149-1793,  $p$ -value  $<0.000$ ), systolic (OR = 1.225, CI: 0402-3921,  $p$ -value  $<0.000$ ), diastolic (OR = 3.400, CI: 1129-0243,  $p$ -value  $<0.030$ ) and the period of pregnancy (OR = 4.102, CI: 0791-1284,  $p$ -value  $<0.093$ ) have a high probability of contributing to Hb compared to the factors which have mother a low probability. Based on the discussion of the results of logistic regression analyzes in the study, the final model is as follows:

$$G(X) = -1.820(\text{const}) + 1.695(\text{age}) + 0.227(\text{systolic}) + 1.224(\text{Diastolic}) + 1.412(\text{period of pregnancy})$$

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# **DETERMINING THE FASCAD OF FOOD OUTLET IN DISTRICT OF SHAH ALAM INFLUENCE PERCEPTION AND CONSUMERS' SATISFACTION**

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## **Abstract**

The purpose of this research is to examine the factors of perceived quality, price as well as dining atmosphere that influenced consumer perception and satisfaction toward food outlet in Shah Alam. To attain the objectives of this research, research questions and four hypotheses are developed and tested. Furthermore, each hypothesis is measured accordingly and results obtained are subsequently explained. Literature reviews are included from books and referred journals to provide better understanding towards the factors influencing dining experience as well as provide a justification towards the research questions and research problems. Primary data were collected through survey questionnaire for this research purposes and 397 sets of questionnaire were distributed to the targeted respondents in Shah Alam. Major findings of this research were discussed in order to understand the relationship between perceived quality, price and dining atmosphere towards consumer perception as well as relationship between consumer satisfactions and revisit intention.

**Keywords:** *Fascad, Food Outlet, Perception, Consumer, Satisfaction*

## **Introduction**

Vlisides et al. (2000) note that food is important not only for its nutritional value, but also for its social significance, such as sacrifices, prestige and expression of friendship. Restaurants are one of the major food industries that have played a significant role in serving consumers with already prepared food. A restaurant prepares and serves food, drink and dessert to customers. Restaurants vary greatly in appearance and offerings, including a wide variety of cuisines and service models. To receive regular patronage, restaurants have also gone beyond just serving tasty and nutritious dishes to providing additional services such as music, games and other forms of entertainments, all geared towards meeting the demands of the consuming public. Other measures for instance cleanliness, mode of service or operations, advertisements, location and accessibility, creativity in using indigenous materials for construction are used as forms of baits to attract consumers. People are attracted to patronize restaurants for several reasons, for example to save money and time for other things, to have a variety of foods and to meet new friends, among others.

According to the hierarchy of needs, a person must fulfil the physiological needs which are food, water, air and shelter. People concentrate on satisfying these needs before turning to higher needs (Lewis, 2007). In a fast paced and affluent society, eating out in restaurants has

also become an important social and business occasion. The consumers usually have a wide range of options to choose from. There are restaurants by the thousands offering a full assortment of food varieties and services. As the number of restaurants has mushroomed, so the business has become much more competitive. Being able to meet consumers' basic expectations in today's situation at best can ensure business survival. To be successful and outstanding, a restaurant has to be able to exceed consumers' expectation by really understanding customers' reasons for selecting a particular type of dining experience. Due to the challenges in the restaurant industry, sit-down restaurant marketers need to investigate new ways of establishing and maintaining a competitive advantage over rivals. According to Choy, Lam and Lee (2012) aspects such as dining atmospherics, food quality and service quality contribute significantly to the success and longevity of restaurants. In actual fact, it is universally known that customers visit a restaurant to enjoy food in pleasant company while experiencing great service (Salem-Mhamdia & Ghadhab, 2012). Customers also do not eat out just for the food; together with high quality food and service, the dining atmosphere plays a critical role in the overall dining experience, which can in turn influence regularity of patronage (Mhlanga, 2013).

To ensure satisfied customers, Ryu, Lee and Kim (2012) propose that excellent food and service, together with a pleasant atmosphere should be provided during the dining experience. Ha and Jang (2012) further opine that food and service quality are essential in determining customer satisfaction with customers' future behaviour towards the restaurant. The research by Heung and Gu (2012), Jang and Namkung (2009) and Ryu *et al.* (2012) also emphasise the positive effect of dining atmospherics on customers' satisfaction and behavioural intentions. The aim of this study is therefore to measure consumers are causing difficulty for food outlet or restaurant owner in district of Shah Alam in attracting new customer due to negative perception toward outlets environment and determine the extent to which these constructs predict customer satisfaction.

## **Customer Perception**

In recent years, a major food consumption trend in urban parts of developing countries is that more consumers are eating increasingly more meals outside of their homes (Selwyn 1991). Rising incomes, changing lifestyles and demographics are primary reasons for this increase in spending and change in consumption behaviour. Emergence of multiple income households, more women working outside the home and the desire for convenience and service provide the necessary incentive for eating out (Price 1993). Perception is the process of acquiring, interpreting, selecting, and organizing sensory information. Hawkins et al (1998) distinguished that our perception is an approximation of reality. Our brain attempts to make sense out of the stimuli to which we are exposed. For example, when we see there are many people eating at that restaurant, we assume it was the best restaurant at that area. Consumer expectation of product performance plays an important role in food evaluation and can enhance the perception of a product when it was tasted. Deliza and MacFie had separated expectation sources into (1) extrinsic cues (e.g. brand name, familiarity), and (2) intrinsic cues (e.g. sensed characteristics). (Nizam, 2007). Engel et al (1995) they developed a model to explain consumer behavior and highlighted five stages of the decision making process:



**Figure 1.1: Consumer Purchase Model ( Engel, 1995).**

The model views the purchases as a process that goes through several steps which problem recognition, search, evaluation of alternatives, purchase, and outcome. Consumer decision making process starts with recognition of the problem, which lead to a investigate for ways of solving the problem. The next step is evaluating and compares each alternative that we had to get the possible solutions that suitable with the problem. This will lead to a decision to buy one of them, afterward resulting in some kind of output. All buying decision can be analyzed using these five steps, even the way they materialize may differ enormously. This is simple model and widely used throughout the consumer behavior literature. It also is a good start for understanding how consumers come to the final decision in choosing the restaurant.

### **Customer Satisfaction**

Customer satisfaction can be defined as an individual's pleasure feeling or disappointment that can be resulted by comparing a product's perceived performance in relation to his or her expectations (Oliver, 1981; Brady & Robertson, 2001). Furthermore, customer satisfaction is an important indicator of a company's past, current, and future performance in order to determine retention of the customers (Lee, 2004). Additionally, some researchers have also revealed that the customer satisfaction is directly linked to customer retention and the positive emotions may also lead to satisfaction, whereas negative emotions will lead to increase dissatisfaction of customers (Noone, Kimes, & Mattila, 2007). In modelling satisfaction, there are two general conceptualizations of satisfaction namely transaction-specific satisfaction and cumulative satisfaction (Boulding, Kalra, Staelin, & Zeithaml, 1993). Transaction-specific satisfaction is a transient that customer's evaluation of his or her experience and reactions to a particular service encounter (Cronin & Taylor, 1992; Boshoff & Gray, 2004). On the other hand, cumulative satisfaction is a customer's evaluation of the overall consumption experience with a product or service to date, which directly affects post purchase phenomena such as attitude change, repeat purchase, and brand loyalty (Johnson & Fornell, 1991). Instead, Oliver (1981) had introduces the expectancy-disconfirmation model which explaining about customer satisfaction was determined by comparisons between customers' expectations and perceived performance. Based on this theory, customer satisfaction is the measuring of the outcome's

gap between customer expectation and perceived performance. If the perceived performance exceeds the expectation, the expectation is positively disconfirmed and the customer is satisfied where the provided performance was better than expected. In contrast to positive disconfirmation, if the perceived performance fall below expectations, the comparison results in negative disconfirmation and the customer is dissatisfied with the performance. Consequently, the application of expectancy-disconfirmation theory is one of the most common and widely accepted theory for customer satisfaction analysis in the service industry (Oh, 1999). More to the point, Oh & Jeong (1996) also studied the customer behaviour based on expectancy-disconfirmation theory in fast food restaurant.

In addition, some researchers have also exposed that the customer satisfaction is directly linked to customer retention and the positive emotions may also lead to satisfaction, while negative emotions will lead to increase dissatisfaction of customers (Noone, Kimes, & Mattila, 2007). Both positive and negative emotions can be influenced from extrinsic forces like customer service and server- guest interaction in the restaurant where consumers visit. The interaction between consumers and restaurant servers are crucial because both parties' emotions may be interacted to affect customer's satisfaction perception (Liu et al., 2009; Noone et al., 2007). As a matter of fact, success of a restaurant depends on whether the marketer understands their target customers' needs and wants (Gregory, Smith, & Lenk, 1997). Furthermore, this study also assured that meeting expectations of customers will provide competitive advantage for the restaurant to compete with other competitors. Provide excellent services such as listening to customers' needs and complaints, caring about customer will provide customer satisfaction and it is very important for marketers to take note in this issue because it has significant and direct impact on the performance of a restaurant (Parsa, Gregory, Self & Dutta, 2012). According to National Restaurant Association (2009), it indicated that 60 percent of the new restaurant fail to operate because not able to satisfy their customers. As a result, it is very important for restaurateur to ensure customer satisfaction is reached due to it is key importance in the restaurant industry (Harrington, Ottenbacher, Staggs & Powell, 2011).

Nevertheless, there are a lot of factors that may influences customer satisfaction. Besides, there are some studies have identified factors that influence customers' satisfaction with their dining experience including waiting time, quality of service, responsiveness of employees, menu variety, food prices, food quality, food consistency, ambience of the facilities, and convenience (Sulek et al., 2004; Inglesias & Guillen, 2004; Andaleeb et al., 2006). Hence, it is important to make customer feel themselves are important and special by satisfying even their simplest requests (Soderlund & Rosengren, 2007). In line with Liu et al. (2009), restaurant should provide customer services which are consistent, efficient and genuine in order to create customer satisfaction because highly satisfied customers are one of the most important assets to the organization. Customer satisfaction is always highly related to perceived restaurant quality. In today's market, customers expect they will receive good perceived restaurant quality when dining in fast food restaurant. Customers are more likely to be satisfied with the perceived restaurant quality if they have achieved good experience and restaurant establishment that meets or exceeds their expectation (Harrington et al., 2011). Alternatively underperforms of highly expected establishment may also lead to customer dissatisfaction (Namkung et al., 2007). Practically, in accordance with Harrington et al. (2011), the restaurants need to take additional care to understand the consumer expectations toward the

restaurant they visit in order to ensure the customer satisfaction can be maximised and achievable in long run. In effect, success of a restaurant depends on whether the marketer understands their target customers' needs and wants (Gregory, Smith, & Lenk, 1997). Likewise, this study also settled that meeting expectations of customers will provide competitive advantage for the restaurant to compete with other competitors. Provide excellent services such as listening to customers' needs and complaints, caring about customer will provide customer satisfaction and it is very important for marketers to take note in this issue because it has significant and direct impact on the performance of a restaurant (Parsa, Gregory, Self & Dutta, 2012). Over and above, perceived quality refers to the customer's judgement regarding the overall performance of a product or service (Zeithaml 1988). As customers generally have predetermined expectations when visiting a restaurant, it is crucial that restaurateurs pay attention to perceived quality in an attempt to meet these expectations (Namkung & Jang 2008). In the restaurant industry in particular, Choy et al. (2012) and Ha and Jang (2012) distinguish between two dimensions of perceived quality, namely food quality and service quality.

### **Food Quality**

Food quality can be an important element in the food outlets but there is no consensus on the individual attributes that constitute food quality. Therefore, all the food attributes are lumped together in only one variable that is food quality (Sulek & Hensley, 2004). In proportion to Grunert (2005), the food quality attributes are depend on the food type and the individual's food preference itself because the food attributes that constitute quality may change over the time as well in the consumer's mind. Besides, different individual cognitive determinants on food quality may also lead to the difficulty to understand the consumer behavior (Rijswijk & Frewer, 2008). As well, consumers are usually poor and confuse at predicting the food quality they needed to perceive and are dissatisfied despite the fact they are situated and unable to make confirmation on their own expectations for a particular food product (Grunert, 2005). also, due to this reason, there are many inconsistent food quality dimensions are used in the past researches, thus, the different food quality dimensions and comparison from the previous researches are summarized in the (Table 2.1) for better understanding towards food quality. From the quality dimension mentioned in the (Table 2.1), food quality can be defined in various definitions to a consumer. As a result, it is difficult to meet the customer expectation on quality since their understandings are varied and inconsistent from different perspective (Shaharudin, et al., 2010). This is supported by Becker (2000), quality has defined as a diverse meaning which depends specifically to the person's background who using the term of quality. More to the point, "quality" is very vague and unstructured when used by different person or even by the same person but in different conditions and situations. Yet, the most popular "quality" definition and accepted by almost all the people who working in food industry area is developed by International Standardization Organization (ISO) and it defined quality as "the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs" (Shaharudin et al., 2011).

Generally, in consumers' food perception and food choice decision, quality is one of the important elements (Grunert, 2005; Rohr, Lu'ddecke, Drusch, Muller, & Alvensleben, 2005). Consumers prefer products of high quality including the choice of food that they are consuming. Along these lines, consumers need to understand their own quality perception as

they usually will make purchasing decisions on these beliefs (Rijswijk et al., 2008). And so, in order to determine the customer's perceived significant attributes of quality towards the overall food quality, there is essential to link the consumer's quality understanding with the quality attributes. Too, in term of deciding on a fast food restaurant, food quality plays an important role and it has consistently been shown as one of the core attributes that customers consider (Sulek et al., 2004). Research by Vangvanitchyakorn (2000) revealed that quality of food is the most important factor in consumer's evaluation on different categories of restaurants. According to Peri (2006), food quality is an essential element that restaurants must provide in order to fulfil the customer's needs and satisfaction. Besides that, there are many researches were done on the food quality attributes such as freshness of food, food presentation, food taste, variety of food, food temperature and innovative of food. But, only a few researches have done with the crucial attributes of food quality in relation to customer satisfaction and behavioural intention (Shaharudin et al., 2011; Namkung & Jang, 2007). subsequently, this research has applied the quality attributes in a way by focusing on the importance of food freshness and presentation on the food that can influence the consumers' perception towards food outlets in Shah Alam.

### **Service Quality**

Many restaurant operators attempt to maintain their survival in competitive environment as well as retain customers by striving to offer a high quality of service that is beyond the expectation of the customers (Dabholkar, Shepherd, & Thorpe, 2000). It is imperative for the restaurant operators to offer a higher level of service quality to their customer in order for them to position themselves in the competitive market place. since the restaurateur who provides great service and value to their customers has a competitive advantage over those operators who do not (Stevens, Knutson, & Patton, 1995). According to Palmer (2001), (as cited in Chow, Lau, Lo, Sha, & Yun, 2007) service quality is the important source for the service organizations to gain competitive advantage over their rivals in service industries. Parasuraman, Zeithaml, and Berry, (1988) had identified service quality measurement tool which is called "SERVQUAL". This model has become a widely accepted instrument for the service operators to diagnose and also improve the service quality in order to achieve high level of customer satisfaction. This instrument consists of five service dimensions which included tangibility, reliability, responsiveness, assurance, and empathy. Customers evaluate the service quality based on these 5 distinct dimensions: tangibility refers to appearance of physical facilities, equipment, and appearance of personnel; reliability indicates ability to perform the promised service dependably and accurately; responsiveness represents the ability to provide prompt service and willingness to help customers; assurance is defined as an employee's knowledge and courtesy and their talent to provide trust and confidence to the customers; empathy means caring, individualized attention the firm provides to its customers. In this study, focus will be on the dimensions of service reliability and responsiveness as what mentioned by Andaleeb et al. (2006) study that both of these dimensions are more applicable in restaurant context.



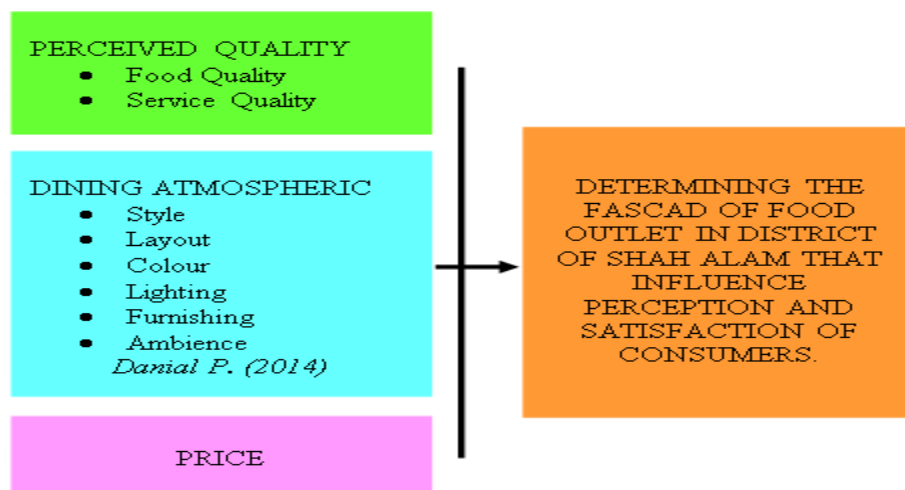
## Dining Atmospheric

Heung and Gu (2012) describe atmospherics as the conscious design of a space in order to encourage specific emotional effects in the customer, to ultimately enhance his/her willingness to purchase a product or service. Consistent with Ha and Jang (2012), dining atmospherics can be considered critical in influencing customers' level of satisfaction, predominantly because customer responses to the environment form part of their consumption experience. To gain a proper understanding of dining atmospherics, it is important to describe the various dimensions that comprise dining atmospherics. Extant literature suggests that several ambience and design factors can be considered as dining atmospheric dimensions, namely style, layout, colours, lighting, furnishings and ambience (Countryman & Jang 2006; Ha & Jang 2012; Kumar *et al.* 2010).

## Price

Price has a significant role in selecting a product. For company point of view price is reward or value given in return of need fulfilment to company. Perceived customer expectations and price should be in accordance with each other. Skindaras (2009) can discover a lot of merchandise on this planet possessing different price ranges. Price is one of the four P's of Marketing Mix that has significant role in implementation of marketing strategy. (Kottler & Armstrong 2012). Han (2009) claim that one of the most adaptable factors which improved quickly is the pricing (Andalleb *et al.*, 2006) the costs associated with restaurant merchandise furthermore vary according to style of restaurant. If your price is large, clients may very well expect premium quality. Also, in the event the price is minimal, clients may perhaps believe that restaurant is poor in terms of merchandise and also program excellent.

## Conceptual Framework



## **Independent Variables**

Independent variable is one that influences the dependent variable in either a positive or negative way. The researchers were chosen three independent variable to complete the research paper. The independent variables are perceived quality, dining atmospheric and price.

## **Dependent Variable**

Dependent variable is the variable of primary interest to the researcher. The researcher's goal is to understand and describe the dependent variable, or to explain its variability or predict it. The dependent of the research is determining the Fascad of Food Outlet in District of Shah Alam that Influence Perception and Satisfaction of Consumers.

## **Methodology**

Quantitative research is used to collect data and examine the hypotheses as well as to meet research objectives. According to Burns & Bush (2006), they defined quantitative research as involvement of the use of structural questions in which the respondents' options have been predetermined and a large number of respondents are involved. Therefore, through quantitative research, it can determine and examine the relationship between independent variables and dependent variables. self-administered questionnaires are used. This type of questionnaires is completed by the respondents on their own without interview. Questionnaires are distributed to the hand of each respondent and were collected once they finish answering the questionnaires. In other words, it is known as delivery and collection questionnaires (Saunders, Lewis, & Thornhill, 2009). Data preparation process is vital because it can substantially improve the quality of findings, implicitly resulting in better managerial decisions (Malhotra et al., 2006). After assembling all the data collected, the data have transformed into useful information. Besides that, from the 110 copies of distributed questionnaires, only the complete and comprehensive questionnaires will be analyzed. In this research, SPSS software version 20.0 is used to analyze the data. There are several features like descriptive statistics, reliability test and others in the SPSS that are suitable for statistical data analysis. The data analysis stage consists of interrelated procedures which will be carried out to summarize and transform the data into meaningful information (Zikmund, 2003).

## **Discussion**

### **Demographic Profile**

The gender distribution of respondents in this research has shown in (table1). The result show that out of 200 people, 115 were female which consist of 57.5% of total target population and 85 were male which consist of 42.5% were show as the minority of the target population for the this research. The total number of respondent was 200 and the highest majority of respondent were of age 21-29 that are 89 respondents which consist of 44.5%. The second highest are 18-20 were consist of 44 respondents which consist of 22% of total. Then follow by group of age 30-39 were consist of 28 respondents and the percentage were 14%. Subsequently, respondent who aged from 40-49 consist 17 respondent 8.5%. The lowest minority was sharing the same value of respondent which are 11 respondent and consist of 5.5% of total. The (table.1) was show the majority of the race which are Malay were consist of

139 out of 200 respondent 69.5% of total. The second highest was Chinese, 21 respondent which consist of 10.5%. It followed by Indian were 15 respondents 7.5%, Dusun were 14 respondents 7.0% and Kadazan were 9 respondents 4.5%. The lowest goes to Sungai were only 2 respondents which are consisting about 1.0% out of total. The result revealed that 44% 88 respondents pursuing Bachelor. It was followed by Diploma was 64 respondent and consist of 32.0%. Afterwards, 21 out of 200 respondents was Master were consist 10.5%. SPM showed only 17 respondents 8.5% who answering the questionnaire perfectly. The lowest respondent and percentage was PhD that only consist of 10 out of 200 respondent and only stated 5.5% out of total target population. Majority of employment for the research was student, 115 respondents and consist of 57.5%. The second highest stated on who are not working or unemployed were 26 respondents 13% out of total. It followed by private sector, 25 respondent 12.5% and who are own the business, 22 respondent 11.0%. The lowest quantity was government which consist of 12 respondents only 6% out of total. The student is the highest number of respondent and most of them are not working. These figure stated that income of 129 out of 200 respondents are RM1000 and below and consist of 64.5% out of total. The second largest group of income were RM4000 and above, 20 respondents 10.0%. The third largest pursuing on RM1001-RM1999 was 19 respondents and consists of 9.5%. It followed by RM2000-RM2999 were 17 respondents 8.5%. The r minority of the group of income was stated on RM3000-RM3999 were 15 respondents 7.5% out of total.

*Table1: Demographic Factors*

	Item	Frequency	Percentage
<b>Gender</b>	Male	85	42%
	Female	115	48%
<b>Age</b>	18-20	44	22
	21-29	89	44.5
	30-39	28	14
	40-49	17	8.5
	50-59	11	5.5
	60-64	11	5.5
<b>Race</b>	Malay	139	69.5
	Chinese	21	10.5
	Indian	15	7.5
	Dusun	14	7.0
	Kadazan	9	4.5
	Sungai	2	1.0
<b>Education</b>	Spm	17	8.5

	Diploma	64	32.0
	Bachelor	88	44.0
	Master	21	10.5
	Phd	10	5.0
<b>Employment</b>	Government	12	6.0
	Private	25	12.5
	Own Business	22	11.0
	Unemployed	26	13.0
	Student	115	57.5
<b>Income</b>	1000 And Below	129	64.5
	1001-1999	19	9.5
	2000-2999	17	8.5
	3000-3999	15	7.5
	4000 And Above	20	10.0

### Customer Perception and Satisfaction

Good quality of food and services are important to attract new customer mostly of respondent was said that they were strongly agree about the statement given which consist of 97 out of 200 respondents or 48.5%. Meanwhile, 78 respondents or 39.0% were agree that good quality of food and services are important to them. It followed by neutral were 22 respondents, 2 respondent were disagree and only one respondent are strongly disagree about the statement given. Feedback from customers is important for restaurant improvement. Feedbacks are important to knowing the changes that will be make to maintain the successful of the restaurant. Majority of 97 respondents are consist of 48.5 were strongly agree about the statement. Next, 82 respondents or 41.0% was agreeing. It followed by people who are agreed with both decision which are neutral were consist 20 respondents of 10.0% out of total. The minority who are strongly disagree was 1 respondent only which pursuing only 0.5%. Restaurant owner play an important role in providing excellent facilities for customers 87 respondents or 44.5% was agreed that restaurant owner play an important role in providing excellent facilities for customers. The second highest group was strongly agree which contain

81 respondent of 40.5%. Then, followed by respondent who are feel neutral about it which was 28 respondent or 14.0%. The respondents that sharing same quantity which are 1 respondent or only 0.5% goes to disagree and strongly disagree. Staff of restaurant should be trained on how to give the best service toward customers' demand the highest decision was on agree about the staff should be trained to give best service toward customers' demand which consist of 93 respondents or 46.5%. The second highest decision goes to strongly agree were 87 respondents and consist of 43.5% out of total. It followed by third highest which some of them are act neutral about the statement were 19 respondents or 9.5%. the lowest decision was on strongly disagree which consist only 1 respondent or 0.5% out of total. Overall decoration and design in restaurant should be presentable to attract new customer the majority of them was agree that overall decoration and design in restaurant should be presentable to attract new customer which consist of 100 respondents or 50%. Then followed by second highest which are strongly agree that consist of 65 respondents or 32.5%. Next was neutral were pursuing 33 respondents and 16.5 percent. The lowest decision was on disagree about the statement were only consist of 2 respondents and 1.0% out of total.

*Table2: Customer Perception and Satisfaction*

Number	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Good quality of food and services are important to attract new customer	1 (0.5%)	2 (1%)	22 (11%)	78 (39)	97(48.5)
Feedback from customers is important for restaurant improvement	1(.5%)		20 (10%)	82 (41%)	97 (48.5%)
Restaurant owner play an important role in providing excellent facilities for customers	1(.5%)	1(.5%)	28 (14%)	89 (44.5%)	81 (40.5%)
Staff of restaurant should be trained on how to give the best service	1(.5%)		19 (9.5%)	93 (46.5%)	87 (43.5%)

toward customers' demand					
Overall decoration and design in restaurant should be presentable to attract new customers		2 (1%)	33 (16.5%)	100 (50%)	65 (32.5%)

### Perceived Quality

Variety of menu and good quality of food will attract new customers: 93 respondents or 46.5% were agreed and act as the highest decision that made from them. Then, the second highest goes to strongly agree were 83 respondents or 41.5%. Next was neutral decision were made 11% or 22 respondents. Last but not least was strongly disagree and disagree were only 1 respondent and consist 0.5% and act as the majority on this statement. Efficiency of staff in servicing the customer is required: the majority was on strongly agree which consist of 95 respondents or 47.5%. It followed by the second highest were 88 respondent and 44.0% was agree that efficiency of staff in servicing the customer is required. Next, stated on neutral were 16 respondents or 8.0%. The last or minimum decision was on strongly disagree which consist of only 1 respondent and 0.5% out of total. Presentation and taste of the food should be attractive and appetizing: the majority was goes to strongly agree were 73 respondents or 36.5%. The second highest was on agree, 71 respondents or 35.5%. Next was neutral that consist of 55 respondents or 27.5%. The minority was on strongly disagree which consist only 1 respondent and only 0.5% out of total. Usage of high of utensils and equipment portray the exclusiveness of restaurant: 99 respondents or 49.5% said that they are agree that usage of high utensil and equipment was portray the exclusiveness of restaurant. Then, second highest was on strongly agree which pursuing 43 respondents or 21.5%. next was neutral that consist 41 respondent and consist of 20.5%. Number of respondent who are disagree about the statement was 15 and consist of 7.5%. the minority feedback was from strongly agree were only 2 respondent and consist 1.0% out of total. Friendly staff and good environment will attract more customers: the majority was goes to agree were 90 respondents which consist of 45%. The second highest was on strongly agree, 88 respondents or 44%. It followed by respondent who are neutral about the statement given which consist of 21 number of respondents and 10.5%.. The lowest number of respondent goes to strongly disagree, just consist of 1 respondents or 0.5% out of total.

*Table3: Perceived Quality*

Number	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Variety of menu and good quality of food will attract new customers	1 (0.5%)	1 (0.5%)	22 (11%)	93 (46.5%)	83 (41.5%)
Efficiency of staff in servicing the customer is required	1(.5%)		16 (8%)	88 (44%)	95 (47.5%)
Presentation and taste of the food should be attractive and appetizing	1 (.5%)		55 (27.5%)	71(35.5%)	73 (36.5%)
Usage of high of utensils and equipment portray the exclusiveness of restaurant	2 (1%)	15 (7.5%)	41 (20.5%)	99 (49.5%)	43 (21.5%)
Friendly staff and good environment will attract more customers	1 (.5%)		21 (10.5%)	90 (45.0%)	88 (44.0%)

### **Dining Atmospheric**

The staff must be aware with the level of restaurant safety: the majority was 92 respondents which consist of 46%. The second highest was agree ere consist of 87 respondents or 43.5%. it followed by neutral were consist 19 respondents and states 9.5%. the minority was strongly disagree which consist 2 respondents or 1% only out of total. The ambience must be suits with the restaurant design: 97 respondents or 48.5% said that they are strongly agree that the ambience must be suit with the environment design. It followed by 68 respondents or 34% were agree. Then, 30 respondent or 15% were neutral for the statement given. Number of respondents who are disagree were 4 and 2%. The lowest number were strongly disagree, only 1 respondent or 0.5% out of total. Did fast food restaurant are most comfortable compare to

other restaurant?: respondent were neutral for question given which consist 74 respondents and 37%. The second highest is agree were 50 respondents which consist 25%. Then it followed by strongly agree were 39 respondents and consist of 19.5%. Respondent who are disagree were 33 and consist of 16.5% and the lowest were on strongly disagree, only 4 respondents or 2% only. Staff awareness towards cleanliness of toilet, floor, table and the environment are important for better atmospheric: the result of respondents who are agree that staff awareness are important for better atmospheric. The highest result were strongly agree, 98 respondents and consist of 49%. The second highest was agree were 70 respondents or 35%. Then, followed by neutral, 27 respondents and consist of 13.5% out of total. The number who are disagree was states only 4 respondents and consist of 2% only. The minority are strongly disagree were only 1 respondents or 0.5% out of total. "Design of restaurant is important to attract customer interest". As a customer, how far you agree with this statement?: the highest was neutral were 65 respondents and consist of 32.5%. The second highest were agree which consist 62 respondents or 31%. Then it followed by strongly agree were 48 respondents and consist 24%. The respondents who are disagree were 23 and 11%. The lowest were only 2 respondents which consist only 1% out of total.

*Table 4: Dining Atmospheric*

Number	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The staff must be aware with the level of restaurant safety	2 (1%)		19 (9.5%)	87 (43.5%)	92 (46.0%)
The ambience must be suits with the restaurant design	1 (.5%)	2 (4 %)	30 (15.0 %)	68 (34 %)	97 (48.5%)
Did fast food restaurant are most comfortable compare to other restaurant?	4 (2 %)	33 (16.5 %)	74 (37%)	50 (25%)	39 (19.5%)
Staff awareness towards cleanliness of toilet, floor, table and the	1 (.5%)	4 (2 %)	27 (13.5%)	70 (35%)	98 (49%)



environment are important for better atmospheric					
"Design of restaurant is important to attract customer interest". As a customer, how far you agree with this statement?	2 (1%)	23 (11.5)	65 (32.5%)	62 (31.0%)	48 (42%)

## Price

Consumer will consider food outlets that offer the affordable price: 111 respondents of 55.5% said that they are strongly agreed to consider food outlets that offer the affordable price. Whereas, 67 of respondent are agree about the statement. It followed by respondent who are agree which consist of 21 respondents or 10.5%.the lowers feedback was on disagree which only consist 1 respondent.Sustained price is required to gain customer loyalty: the highest are agree were 67 respondents or 33.5%. The second highest was strongly agree were 65 respondents and consist of 32.5%.it followed by the third highest was neutral were 49 respondents or 24.5%. the respondent who are disagree were 15 respondents and consist of 7.5%. the lowest was strongly disagree, states only 4 respondents and consist of 2% only out of total.Price should be equivalent with the food quality (taste, presentation. colour and quantity)118 respondents or 59% states the highest result. The second highest were number respondents are agree states 69 respondents and consist of 34.5%. Then, it followed by third highest were on neutral states 12 respondents or 6%. The lowest were disagree states only 1 respondent or 0.5% out of total.Offer varieties of combo food in one single price will attract more group of customers: the highest was strongly agree were 76 respondents and consist of 38%. The second highest was on agree were 73 respondents or 36.5%. it followed by neutral were 40 respondents and consist of 20% out of total. The respondents who are disagree states 10 respondents or 5% only. The lowest were on strongly disagree states only 1 respondent or 0.5%.Special discount for student and best deal for special occasions can attract the customers: 101 respondents or 50.5 were strongly agree that special discount for student and best deal for special occasions can attract the customers. The second highest was agree were 67 respondents and consist of 33.5%. it followed by neutral were 31 respondents or 15.5%. The lowest was strongly disagree were only 1 respondent or 0.5% only out of total.

Table 4: Price

Number	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Consumer will consider food outlets that offer the affordable price	1 (.5%)		21 (10.5%)	67 (10.5%)	111 (55.5%)
Sustained price is required to gain customer loyalty	4 (2%)	15 (7.5 %)	49 (24.5 %)	67 (33.5 %)	65 (32.55%)
Price should be equivalent with the food quality (taste, presentation. colour and quantity)	1 (.5%)		12 (6 %)	69 (34.5%)	118 (59%)
Offer varieties of combo food in one single price will attract more group of customers	1 (.5%)	10 (5 %)	40 (20%)	73 (36.5%)	76 (38%)
Special discount for student and best deal for special occasions can attract the customers	1 (.5%)		31 (15.5)	67 (33.5%)	101 (50%)

## Descriptive Statistics

The descriptive statistics of perceived quality, dining atmospheric and price. Price has the highest mean of 4.246. Subsequently, it followed by perceives quality which is 4.178 respectively. However, dining atmospheric has the lowest mean which is 4.000. The table 4.1 indicates that the majority of the respondents agreed that price has the most impact on consumer satisfaction and perception whereas dining atmospheric has the least impact on consumer satisfaction and perception. In addition, standard deviation indicates how close data to the mean. In this case, dining atmospheric has the highest standard deviation which is 0.884, followed by price which is 0.806. Lastly, perceived quality has the lowest standard deviation which is only 0.761.

No	Variables	N	Mean	Standard Deviation	Ranking
1	Perceived Quality	200	4.178	0.761	2
2	Dining Atmospheric	200	4.000	0.884	3
3	Price	200	4.246	0.806	1

## Internal Reliability Test

No	Constructs	Cronbach's Alpha	No. Of items
1	Consumer perception and satisfaction	0.794	5
2	Perceived quality	0.821	5
3	Dining atmospheric	0.700	5
4	Price	0.719	5

In reliability analysis, Cronbach's alpha is one of the popular approaches. Cronbach's alpha was used to examine the internal reliability of the total 37 items used to measure the five constructs. The Cronbach's alpha varies from 0 to 1 and a value of 0.6 or less indicates unsatisfactory internal consistency reliability. The result that all construct exceed 0.6. As referred to the table above, perceived quality was measured by 5 items show the highest alpha coefficient of 0.821. Next is customer satisfaction and perception and it was measured by 5 items produced alpha coefficient 0.794. It followed by price and it was measured by 5 items with alpha coefficient of 0.719. Finally, dining atmospheric measured by 5 items shows the lowest alpha coefficient of 0.700.

## Conclusion

This study was conducted to have better understanding on customers towards food outlet by clarifying the factors of perceived quality, dining atmospheric and price. This research project has fulfilled its objectives to identify the relationship of the three variables towards consumer perception and satisfaction on fascad of food outlet in Shah Alam. In this research, researchers hope that they can get enough information about perception and satisfaction of food outlet. Researcher were focusing on the questionnaire for consumer in Shah Alam because researcher also citizen that why it easy to get the information. The expected outcome that researcher assumed is the consumers in Shah Alam are very aware in choosing food outlet. Nowadays, most of the consumers desire to have nice ambiance, good quality of food and services and affordable price too in order to fill full their satisfaction. As a conclusion, the outcome of the research indicates that price is the most important factor that influencing satisfaction among consumers towards food outlet and the least important factor is ding atmospheric. Thus, this study provides information for those who may want to investigate more on the factors influencing satisfaction and perception of food outlet especially for entrepreneur.

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# STUDENT EXPERIENCE OF LEARNING STATISTICS THROUGH 3C3R MODEL

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## Abstract

Traditional teaching techniques that are less attractive and relatively closed restrict the opportunity for students to explore the real beauty of statistics in their living environment and make them less interest and less appreciate the importance of statistics in their lives. In actual fact, statistics are all over their lives but they are less aware of it because it was never disclosed and given the opportunity to explore it. Hence, a more flexible approach is being introduced. Problem-based learning (PBL) is a type of learning carried out for the process of problem-solving. A Content, Context, Connection and Researching, Reasoning, Reflecting (3C3R) model is a conceptual framework for PBL problem design. We introduce the 3C3R-PBL method into a statistics course teaching plan and evaluate its effectiveness. A questionnaire is being distributed to students to find out the impact of such teaching methods on their understanding towards the statistics course and their ability to apply the statistics knowledge to the real life. The finding shows that over 90% out of 120 students declare that this learning method helps them to appreciate the knowledge acquired. They experience more fun in learning the subjects because they are being guided in discovering and solving the real problems they have been facing using the knowledge they have acquired. While being guided, they are able to perform the problem exploration process independently. The students tend to be more appreciative when they experience the learning process on their own, hence increasing their motivation to study. With a very positive response from the students, it is hoped that through this learning approach it can improve students' interest in the statistics subject and at the same time increase the awareness about the importance of statistics in their lives and career as well as the country.

**Keywords:** *Problem-based learning, student motivation, mathematical science students, inferential statistics, problem-solving*

## Introduction

Various studies have shown that lecturers have a profound impact on students' learning (Nye, Konstantopoulos, & Hedges, 2004; Rivkin, Hanushek, and Kain, 2005). In traditional teaching statistics, it focuses on the subject matter as the core that students need to learn. The lecturer, through this method, is the center of the whole learning process. The course content is being transferred from the lecturer to the students. This type of learning does not provide students with the opportunity to exhibit their creativity, ability and interest towards what is being learned as the learning occurs is a one-way process. Later, the process of teaching expands in which the lecturer starts asking questions to the students to trigger students' creativity and thinking skills. The question and answer session that takes place establish a two-way interaction session. However, through this method, the lecturer is viewed as still providing assistance for students to answer the questions asked earlier. This enables students to easily

see the connection between the problems highlighted by the lecturer and the lecture that has been conducted earlier on.

Realizing it or not, statistics has been widely used in our daily lives. Statistics can be seen every day on the internet, magazine, newspaper reports, and academic journals. We also hear politician reports about the current economic situation of the nation or read charts and graphs concerning stock market reports. A study by Calderwood (2002) suggested lecturers to use other external sources such as materials from the print media concerning the subject of statistics in order to illustrate to students that the subject of statistics is actually valuable in their future career and life. In the event there are disagreements in opinion among the country's leaders about facts, the lecturer can show the students on how the dispute can be solved by using statistics and illustrate to them that statistics do have a real life value (Peiris, 2002). Making learning statistics memorable, exciting and fun can increase the students' interest and value towards this subject (Sowey, 1995).

Looking at the increasing students motivation when they can see the value of courses that they learn now can be applied to their daily lives to the extent that they can solve the problems themselves, thus, students were exposed to a flexible teaching method in the Statistics II course in the first semester of 2015/16 session. Therefore, it is hoped that this type of learning can enhance students' understanding in applying the knowledge they learn to the real life and subsequently can increase their learning motivation. Thus, this paper aims to examine the students' reaction towards the implementation of flexible learning through problem-based learning using 3C3R model approach (content, context, connection, researching, reasoning and reflecting).

Hung (2006) has introduced 3C3R model. It is a conceptual framework to design problems in problem-based learning. 3C3R model as shown in Figure 1 consists of two components: the main component and processing component. The main component which consists of content, context and connection takes into account the appropriateness and adequacy of the problems being studied. On the other hand, researching, reasoning and reflecting are viewed as part of the processing component which involves students' cognitive skills in solving difficult problems. This will facilitate students to develop a high-level thinking and also to reinforce students self-learning.

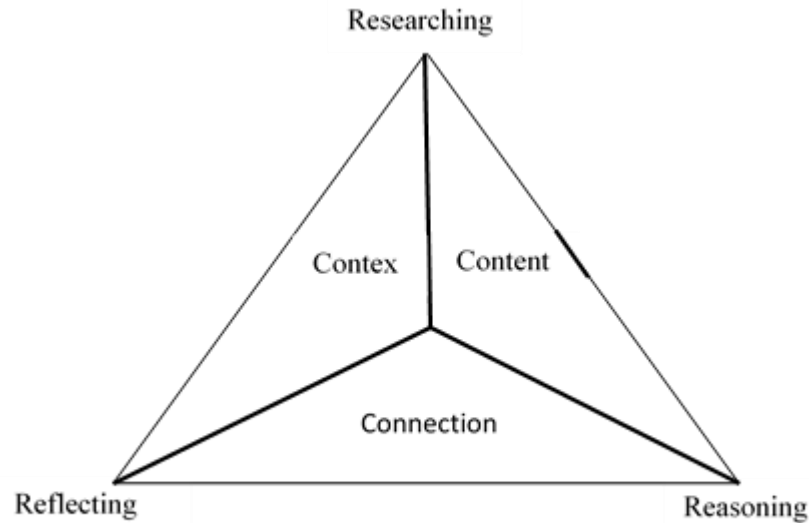


Figure 1. The 3C3R problem based learning model

After the lecture has been conducted, the students were assigned with group assignments in which they are required to explore their daily lives more closely in order to identify the elements of statistics that exist. They may obtain information from various available resources. They were required to use statistical knowledge learned in class to solve the problems they have explored earlier. Then, they were required to present their findings in class in which other students will also provide their comments and views. This enables the class to be more "alive". Students will be guided to go through each exploration phase, starting from looking for a problem to be studied, analyzing the problem, until the problem is resolved and conclusions are made using a statistical method. In each phase that the students have to go through, they are directly going through the learning process using the 3C3R model that has been described earlier.

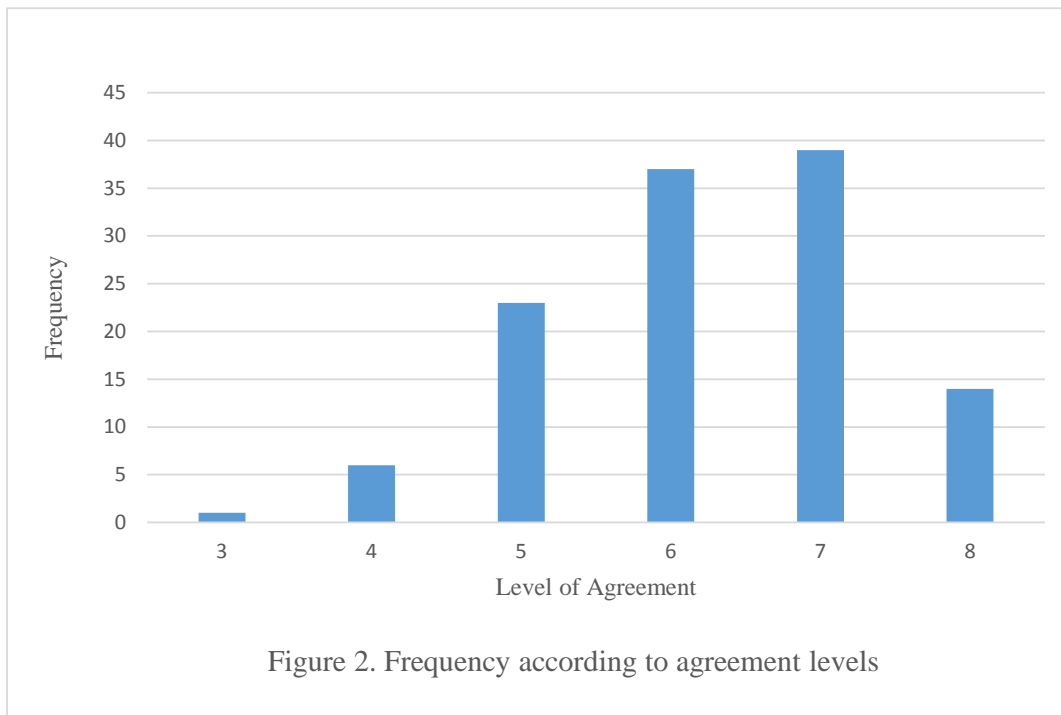
### Methodology

At the end of the final study semester, a questionnaire has been distributed to determine the impact of this type of learning method on the students' understanding of the statistics course and their ability to apply the statistical knowledge into the real-life. The questionnaire is in the form of eight-point Likert scale with "1" represents the lowest level of agreement and "8" is the highest level of agreement with the statements made. A total of 120 students among those who took the Statistics II course in the first semester of 2015/16 session was taken as a sample. A convenience sampling has been used in this study.

### Data Analysis

The collected questionnaires were analysed using SPSS software. Descriptive analysis has been conducted on the data obtained. Figure 2 shows a bar chart of the frequency of students' level of agreement with the statement that the projects or tasks assigned to them can facilitate

them to understand better the Statistics II course being studied which in turn facilitate them to understand on how to apply the statistical knowledge into their daily lives.



Based on Figure 2, it can be seen that the majority of students agreed that learning in the form of project assignments facilitate them to understand better the Statistics II course being studied. Moreover, they also know how to apply the knowledge to the real problems in their daily lives. This can be seen in the mod value on a scale of seven of their level of agreement. Only a few agreed on a lower scale of three and four while no student agreed on the lowest scale of one and two.

Table 1: Frequency according to agreement level

Agreement level	Frequency	Percent	Cumulative Percent
3	1	0.8	0.8
4	6	5.0	5.8
5	23	19.2	25.0
6	37	30.8	55.8
7	39	32.5	88.3
8	14	11.7	100

Table 1 illustrates the frequency and cumulative percentage according to the level of agreement. From the table, it can be seen that only 5.8% out of the 120 students agreed on the level lower than the median (on a scale of four and below). However, no student gave the two lowest agreement levels that are on a scale of one and two. The majority (94.2%) of the students agreed that the project assignments facilitate them to understand better the Statistics II course being studied (agreed on the scale of five and above). This is because they had the

opportunity to see and experience for themselves what they have learned to enable them to solve problems in their daily environment. The 3C3R learning approach enables them to be more focus and thorough in solving the problems. Overall, the average level of agreement is also at a high level that is with the mean value of 6.24.

## **Discussion and Conclusion**

This paper has highlighted two viewpoints that are from the viewpoint of lecturers and the viewpoint of students. The viewpoint of lecturers is from the aspect of designing the flow of the project assignments. On the other hand, the viewpoint of students is from the aspect of implementing the project assignments.

Traditional teaching techniques that are less attractive and relatively closed hinder the opportunity for students to explore the real beauty of statistics in their living environment that causes them to be less interested and less appreciative concerning the importance of statistics in their lives. The fact that statistics exists throughout their lives but they are less aware of it because they were never exposed and given the opportunity to explore it. The traditional learning has always segregated the classroom and daily lives. Thus, a more flexible approach is being introduced through a problem-based learning.

Students are asked, for this approach, to be involved in exploring the subject by looking for materials related to statistics that being reported in the media every day around them. Apart from the media, students may also explore their own daily lives and try to observe the problems they face and try to think about how to solve them using their statistical knowledge being learned. Students will be guided starting from exploring the problems around them until they managed to solve the problems using the statistical methods being learned. Students are then asked to present and discuss in class. The students, through this type of learning, are directly going through the learning process using the 3C3R model throughout the steps in completing their assignments. This is to prepare them in reconstructing the existing personal study patterns. It also facilitates students to develop self-knowledge, build high-level thinking and reinforce self-learning. The students also realize that the statistics actually exist throughout their lives and it is very beneficial if they know how to appreciate it. Thus, it is hoped that this can increase the students' interest in the statistics subject. The flexible teaching approach being introduced aims to enhance students' motivation to learn. If the students are able to internalize the knowledge being learned, they will appreciate it more.

The analysis was done to examine the effects of this learning approach to the Statistics II course towards increasing the students' understanding of the subject as a whole. The study also intends to examine the effects of this type of learning that enable the students to see that they can apply the statistical knowledge being learned in solving their daily lives problems. A very positive response received from the 120 students who took the Statistics II course in the first semester of 2015/16 session in which the overall average of the level of agreement towards the flexible teaching approach is 6.24 from the maximum scale value of 8 points. Over 90% of students also agreed that such learning approach would facilitate them to understand better the Statistics II course as well as know how to apply it into their real daily lives. Learning approach using the 3C3R model has helped them to explore problems in more detail and precision.

Students said that such learning method facilitates them to appreciate what they have learned. They enjoy learning more as they are being guided in exploring the real problems they face and subsequently they manage to solve the problems using the knowledge that they have learned. They also manage to go through the problems exploration freely but guided. When they experience the learning process themselves, they appreciate more and it increases their motivation to learn.

Looking at a very positive response from the students, it is hoped that, through such learning approach, it can increase the students' interest towards the statistics subject and eventually create the awareness on the importance of statistics in their lives and their career as well as their nation. Moreover, it is also hoped that the number of graduates in the field of statistics increases in the future when more students appreciate and realize the importance of the statistics subject in their lives. The increase in the number of graduates in the field of statistical theory can promote the country's industrial research in which is very important for a country that moving towards becoming a developed country.

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# THE WEAKNESS AND THE STRENGTH IN EXISTING SHARIAH PRINCIPLE OF ISLAMIC HOME FINANCING

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## Introduction

Buying a house is a major investment decision that is made out of necessity. A good or bad decision will have long term repercussions on a person's ability to service the house including its financing and maintenance. Before the era of Islamic banking, Muslim had no choice to engage in a conventional home financing which based on debt. The basis of conventional home financing is in conflict with the principles of Islam, where *riba* (usury) and *gharar* (uncertainty) are integral part of the financing.

Islamic banking is defined as a banking system that is based on the principles of Islamic law (also known as Shariah) and guided by Islamic economics. Two basic principles behind Islamic banking are the sharing of profit and loss and, significantly, the prohibition of the collection and payment of interest. Collecting interest is not permitted under Islamic law (Al Naseer, Muhammed, 2013)

Islamic banking entered Malaysia in the year 1983, and over the past 20 years, it has succeeded in developing a vibrant Islamic financial market. Islamic banks in Malaysia offer a wide range of products, for instance from basic Shariah-compliant retail products to insurance, mortgages, investment instruments and large-scale project financing. On the large scale of Islamic banking activities, Malaysia offers various financial innovations that attract investors to cultivate their investment in Malaysia (Amin, 2008).

This article emphasizes on the strength and weaknesses of 3 most top Shariah principles practiced for home financing in Malaysia. The top listed Shariah principles in Malaysia are Bay Bithaman Ajil (deferred payment sale), Musyarakah Mutanaqisah (diminishing partnership) and Tawarruq (direct instrument of debt creation). There are 16 Islamic Financial Institution (IFI) in Malaysia. Table 1 shows the summary of IFI in Malaysia as at March 2016.

Islamic Financial Institution	Name of Home Finance	Shariah Concept
Affin Islamic Bank Berhad	Home Fin. -i	MM
Al Rajhi Banking & Investment Corporation Malaysia Bhd	Home Fin-i	BBA
Alliance Islamic Bank Berhad	i-Wish Home Fin-i	BBA
Am Islamic Bank Berhad	Home Fin-i	BBA & MM
Asian Finance Bank Berhad	Home Fin-I	MM
Bank Islam Malaysia Berhad	Baiti Home Fin-i	Tawarruq
Bank Muamalat Malaysia Berhad	Home Fin-i	MM
Cimb Islamic Bank Berhad	Flexi Home Fin-i	Tawarruq

HSBC Amanah Malaysia Berhad	Home Smart-i	MM
Hong Leong Islamic Malaysia Berhad	Flexi Prop Fin-i	Tawarruq
Kuwait Finance House (Malaysia) Berhad	MM home Fin-i	Ijarah Muntahiah Bi Tamlik
Maybank Islamic Berhad	Home Equity & Maxi Home	MM & Tawarruq
OCBC Al Amin Bank Berhad	Manarat Home-i	Ijarah Muntahiah Bi Tamlik
Public Islamic Bank Berhad	ABBA Home Fin-i	Bai Al Inah
RHB Islamic Bank Berhad	Equity Home Fin-i	MM
Standard Chartered Saadiq Berhad	Saadiq My Home-i	MM

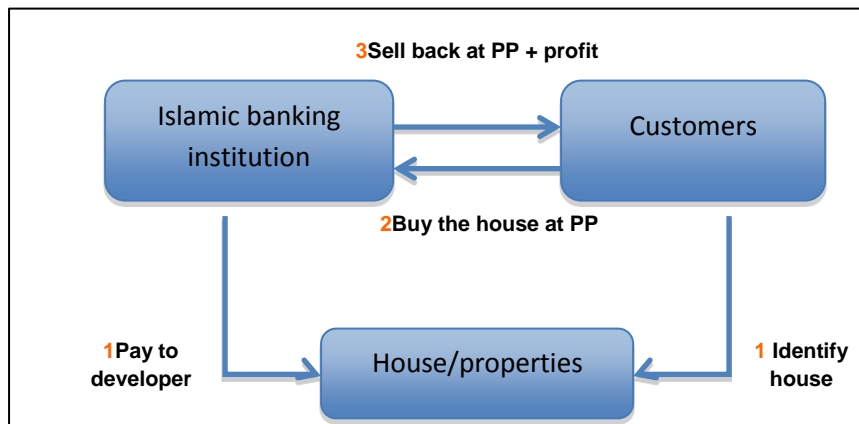
**Table 1** Summary of Islamic Home Financing in Malaysia

### Bay Bithaman Ajil (BBA)

The most popular type of financing by almost every Islamic bank in Malaysia used is Bay Bithaman Ajil. Bay Bithaman Ajil means a "deferred payment sale". It is a mode of Islamic financing used for property, vehicle, as well as financing of other consumer goods.

BBA house financing is basically a trading transaction. In order for a trading transaction to be valid from an Islamic perspective, it must fulfill the following conditions and tenets: *the existence of two parties who are capable of entering into contracts*, that is, they must be mature and sane; an offer (Ijab) and acceptance (Qabul); a legal (Sharie) basis of union between the two declarations and the contractual obligations; and *free from all prohibited factors* (Ayub, 2007). In general, Muslim jurists hold that, intrinsically, the essential elements of a contract are threefold and if these elements are not found properly, the contract is invalid. These are the form, that is, offer and acceptance (sighah), the contracting parties ('aqidain) and the subject matter (ma'qud 'alayh).

### Criteria



**Figure 1.** The structure of Bai Bithaman Ajil (BBA) house financing.



The underlying transactions of the BBA are based on the concept Murabaha (cost plus) whereby the sales price is added up with the profit.

Technically, this financing facility is based on the activities of buying and selling. Using this contract, the Islamic bank may finance the customer who wishes to acquire a given asset but to defer the payment of the asset for a specific period or to pay by installment. The asset that the customer wish to purchase for example, are bought by the bank and sold to customer at an agreed price.

An agreed price will include the bank's mark-up profit. Once the bank and customer determine the tenure, the manner of the installments will then be concluded. The customer is also allowed to settle payment within a pre-agreed period in a lump sum.

The price at which the bank sells the property will include the actual cost of the asset and will also incorporate the bank's profit margin. There is no interest charged and the extra price compensates the bank for its profit. Installments remain fixed over the period of the contract and no adjustment is made if interest rates fluctuate. The fixed monthly installments are determined by the selling price, repayment period and the percentage margin of financing.

### **Weakness**

BBA is said to be popular in countries like Malaysia, Indonesia and Brunei. However, it has proven to be quite unsatisfactory to the customers and bankers (Meera and Abdul Razak, 2006).

Customers are particularly unhappy when it comes to early redemption or in the event of default as BBA carries a higher financing balance as compared to the conventional housing loan. To support the above, in recent years, the Islamic financing facility under the concept of BBA has attracted numerous judicial considerations (Mohamed, 2008) with the recent case of Affin Bank versus Zulkifli said to be a signpost of BBA.

Further to that, the Middle Eastern Shari'ah scholars disapprove BBA contract, mentioning that BBA contract is similar to the conventional loans.

### **Calculation**

A sample calculation of a 20 years property financing is as follows:

Assume that you take out a 20 years financing for a house terrace of RM250 000 at a profit rate of 5.88%. The monthly installments and total repayment would be based on the following formula (BSN formula guide):

$$(PMT) = [FA (1 + r)^n r] / [1 + (1 + r)^n - 1]$$

Whereby: PMT is payment of monthly installment

FA is facility amount

r is profit rate (per month)

n is periodic payment (no of months)

Monthly installment

$$= [RM225,000 (1 + 0.0049)^{240} \times 0.0049] / [1 + (1 + 0.0049)^{240} - 1]$$

$$= RM1,596.43$$

Whereas the Bank's selling price is

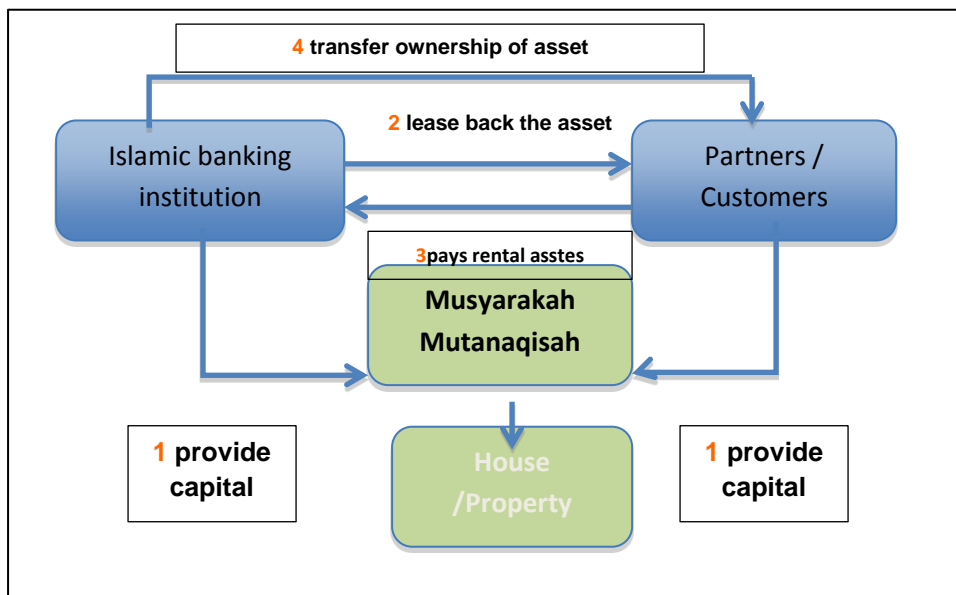
$$= RM1,596.43 \times 240 \text{ months}$$

$$= RM383,143.20$$

### Musyarakah Mutanaqisah (MM)

Conceptually it has been argued that house financing concept based on MM is more superior to the BBA. The argument is based on the advantages of MM which is seen to promote the welfare of the people as the outstanding balance of financing at any point in time never exceed the original price of asset (Meera and Abdul Razak, 2005).

#### Criteria



**Figure 2.** The structure of Musharakah Mutanaqisah (MM) house financing.

Customer submits project proposal and applies for the financing Bank, once application is approved, enters into a *musharakah* arrangement with customer either leases bank's shares in the project or shares the profit and loss with bank.

Customer will use his portion from the lease rental amount (or profit in case of PLS arrangement) to buy the bank's stake in the property

The partnership will be terminated with the customer owning 100% of the project; the title will be transferred to him/her.

## Weaknesses

However, MM is not favorable among practitioner. It is less attractive to bankers because the MM does not charge interest of advance profits. As such the banks cannot make money. MM is purely based on rental payment (Aris, Othman, Azli, Arshad, Sahri & Yaakub 2011)

It is less attractive for the banks since the MM would bring lower profits to the Islamic banks. By using BBA mode of finance, Islamic banks earn higher profits with less risk and efforts invested in the projects. However, following basic economic theories, as the price of the products/services decreases (in this case MM mode of financing) the demand for that service would increase. Therefore, while the banks may lose some profits by implementing MM, compared to the BBA financing, it will gain some extra profits and therefore offset some of that loss, by initial increase in demand for their services (i.e. MM).

Since the rental price do change over the time and is dictated by the location of the property (in case of home financing), keeping track of these changes may not be an easy job for the banks. At the same time, as the rental rate increase, it may be difficult for the bank to convince the customer that now he/she has to pay higher rental on the property.

Legal amendments may be needed especially with regards to the tax structure. This means that the law should be there to make sure that the customer is not taxed twice for the same property.

Land laws and the laws related to the Islamic banking and finance (i.e. Islamic Banking Act 1983 and the Banking and Financial Institutions Act 1989) may have to be amended in order to allow banks to become legal co-owners of properties.

## Calculations

The MM uses the same formula as conventional Banks to calculate the monthly payment but MM replaces the interest rate with the rental rate (Meera and Razak, 2005) and it is calculated as:

The rental rate,  $x = X/P$  Where:

$X$  = Monthly rental payment

$P$  = Total value of the asset The formula that conventional Banks use is as follows:

$$PV = \text{Pmt} / i [1 - 1/(1+i)^n]$$

Rearranging and making Pmt the subject, the formula become as follows:

$$\text{Where: } PV = \text{Pmt} = i = n = \text{Pmt} = i (1+i)^n PV / (1+i)^n - 1$$

Present value of the loan Monthly Payment Interest rate paid periodically number of the period

In order to get the MMP formula, we replace the interest rate ( $i$ ) with the rental rate ( $x$ ), thus, we get MMP formula as follows:

$$M = x (1+x)^n B / (1+x)^n - 1$$

Where: M = Periodically payment to the bank (include the additional amount of rental)

x = Rental rate periodically

n = Number of periods

B = Initial bank share

The customer makes periodic payment to the Bank, which includes the additional amount of rent that will be used to redeem the Bank's share gradually. Example is if the rental is RM2,000, but the customer pays RM2,500, RM500 is the additional amount that can be used to redeem the bank's share until the customer owns 100% of the asset.

The formula that is used to find the additional amount is as follows:

$$A = \frac{x [P - (1+x)^n C_o]}{(1+x)^n - 1}$$

Where:

A = Additional amount that customer needed to pay in order to increase its ownership.

X = Rental rate

P = Total value of the asset

C<sub>o</sub> = Contribution of the customer to purchase of the asset Number of period all formulas taken from (Meera and Razak, 2005).

### **Tawarruq**

Tawarruq is one of the Shari'ah-compliant modes used for cash-based financial instruments due to the nature of the *tawarruq* mechanism, that is, to provide cash liquidity. Therefore, the concept suits most of the facilities provided by conventional banking, such as deposit, loan, bond and money market instruments. This mode of cash-based instrument, which is widely known in the Gulf Region, has recently become popular in Malaysia as an alternative to *bay'*

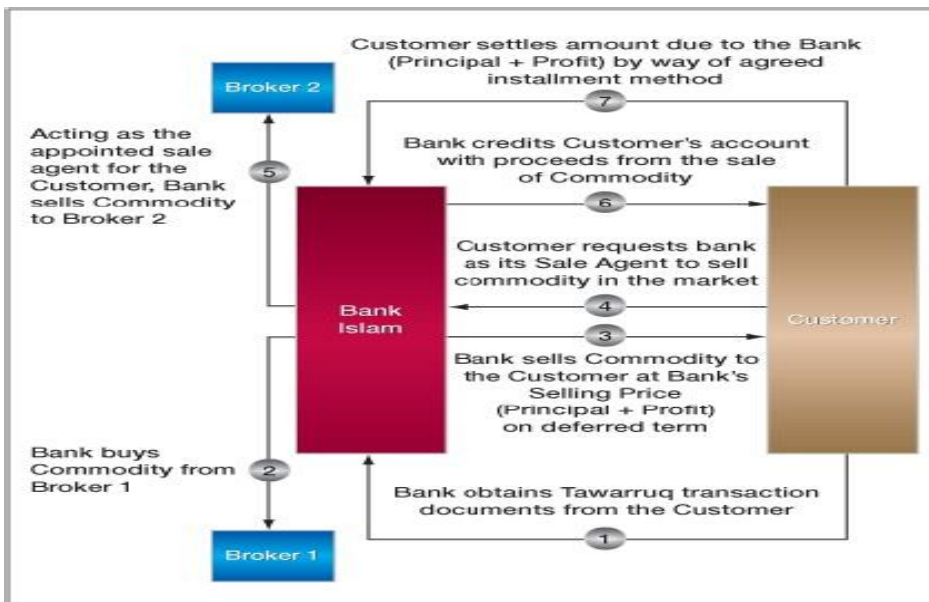
*al- 'inah*, which was adopted in the early days.

Tawarruq have two main stages, Murabah stage and Asset liquidation stage. Murabahah stage is when the bank and the customer enter into a commodity Murabahah contract that is governed by the Murabahah rules of the Shariah Supervisory Board. The customer will own either physically or constructively the assets subject of the Murabahah contract. Whereas Asset liquidation stage is customers can choose either to sell/liquidate the commodity directly in the market on his own or through an agency agreement through the bank.

### Criteria

Tawarruq can be defined as an act to buy the commodity by a person (mustawriq) on a deferred basis, and then sell it with a lower price on a cash basis to someone else other than the initial seller to acquire cash (Wizarah al-Awqaf wa al-Shu'un al-Islamiyyah, 1983). Contemporarily, the concept is used to underlie various Islamic banking products where the mustawriq is either the bank or the customer who desires cash, and the bank is always an agent (on behalf of the customer) to perform the sale or purchase transaction with a commodity broker (Mohamad, Rahman, 2014).

Tawarruq consists of two sale and purchase contracts where the first involves the sale of an asset to a purchaser on a deferred basis and the subsequent sale involves sale of the asset to a third party on a cash basis.



**Figure 3** The structure of Tawarruq house financing(Bank Islam Malaysia Berhad)

Version 3.0 June 2014

The Shariah concept applicable is Tawarruq. The structure and its mechanism are as follows:

1. Customer executes Sale & Purchase Agreement (SPA) with Property Developer/ Vendor and becomes the owner of a property. In the event that SPA is not available, Letter of Intent may be used as a preliminary document.

For refinancing cases, the property may already be owned by the Customer (subject to structure executed with earlier financier).

2. Customer applies for financing with the Bank under the Shariah concept of Tawarruq, for the purpose of settlement of the property purchased with Property Developer/Vendor (or existing financier).

For refinancing cases, the purpose of financing is to settle the existing financing with original financier.

Note: Later, the property will be charged to the Bank to secure the payment for the financing.

3. Upon receipt of Tawarruq transaction documents from the Customer, the Bank would purchase the commodity from Commodity Broker A.

Note : Tawarruq transaction documents include the following :

- a. Appointment of the Bank as Sales Agent (ABSA)
  - b. Offer to Purchase (OTP)
  - c. Tawarruq Master Facility Agreement (TMFA) iv. Tawarruq Agency Agreement (TAA)
4. The Bank then sells the commodity acquired to the Customer at Bank's Sale Price (Principal + Profit) on deferred payment basis.
  5. Acting as a Sales Agent of the Customer, the Bank then sells the commodity to Commodity Broker B on behalf of the Customer.
  6. The proceeds from the sale of commodity are utilised for the settlement of the property purchased.

Note:

For refinancing cases, proceeds are paid directly to the existing financier and/or Customer.

7. Customer pays the Sale Price (Principal + Profit) of the commodity by way of an agreed deferred payment term.

### **Weaknesses**

Classical Muslim jurists are divided on the issue of Shar'iah permissibility of Tawarruq. There is a view from Imam Ahmad Ibn Hanbal that Tawarruq is prohibited (haram). Another view from Imam Muhammad Hasan al-Shaibani, Imam Malik and of the two opinions narrated on behalf of Imam Ahmad Ibn Hanbal held that Tawarruq is discouraged (makruh). Imam Ibn

Taimiyyah has considered Tawarruq as an exceptional dealing which is permitted in the case of necessity (darura), where the person is really in need of cash. Contemporary Muslim jurists are also divided on the issue of Shari'ah permissibility of Tawarruq. Central Bank of Malaysia (Bank Negara Malaysia) Shari'ah Advisory Council at its 51st meeting on the 28th July 2005 resolved that as a deposit product and financing based on the concept of Tawarruq, which is known as Commodity Murabahah, is permissible. The Shari'ah Advisory Council, Central Bank of Malaysia also resolved in 2006 that the use of ijarah sukuk and Shari'ah-compliant securities as underlying assets in Tawarruq or Murabahah to manage liquidity in the Islamic financial system is permissible.

The OIC Islamic Fiqh Academy ruled in its 19th session in April 2009 (Resolution 179 (19/5) in relation to Tawarruq: its meaning and types (classical applications and organised tawarruq) that it is not permissible to execute both Tawarruq (organised and reversed) because simultaneous transactions occurs between the bank and the client, whether it is done explicitly or implicitly or based on common practice, in exchange for a financial obligation. This is considered a deception, i.e. in order to get the additional quick cash from the contract. Hence, the transaction is considered as containing the element of riba. To ensure that Islamic banking and financial institutions adopt investment and financing techniques that are Shari'ah-compliant in all its activities, they should avoid all dubious and prohibited financial techniques, in order to conform to Shari'ah rules and so that the techniques will ensure the actualisation of the Shari'ah objectives (maqasid Shari'ah). Furthermore, it will also ensure that the progress and actualisation of the socio-economic objectives of the Muslim world. The OIC Fiqh Academy also ruled to encourage the banks to provide Qard Hasan (benevolent loans) to needy customers in order to discourage the banks from relying on Tawarruq instead of Qard Hasan.

Islamic banks are equally reproached the large reliance on Bay' al inah (Sairally, 2002) and tawarruq, which is a direct instrument of debt creation (Siddiqi, 2007) and that do not conceptually and practically differ much from the conventional. In addition, it is an indirect way of obtaining funds without involving in sale transactions and their implications (Sairally, 2002).

## Calculation

$$[(P \times I \times N) + P] / n,$$

P = Total amount

N = Facility period term (years)

I = Yearly profit rate

n = Facility period term (month)

## Discussion

The setting up of Bank Islam Malaysia Berhad on 1983 saw the development and growth of Islamic banking products using various concepts such as (cost plus) for working capital, Bai Bithaman Ajil (BBA) (deferred installment sale) for home financing and Ijarah (leasing) for equipment and vehicle financing. The BBA scheme however bring up a controversial as it transaction is suspicious an away from Shariah guide.

Whilst on MM, it has been argued throughout the paper that the MM, if implemented widely, would have several advantages over the BBA mode of financing as well as conventional loan. It has been shown that this mode would offer relatively cheaper financing to the customers and help them fulfill their needs in an easier way while complying with the teachings of Shariah. This is in line with the objectives of Shariah since it leads to the removal of the hardship. The period of financing will be shortened which is beneficial for both, the financier as well as the customer. In addition to that, this mode would reflect the market movement and the price would never exceed the original price at any point of time. The interest rate (riba) can be totally avoided and the financier will be less vulnerable to the market movements. (Smolo,Hassan,2011). The Islamic financial instruction (IFI) rarely used this scheme as this scheme may not be attractive to the banks since this may reduce their earnings.

Tawarruq practiced by IFI nowadays is known as organized tawarruq which is there are 3 parties to make the transaction successful. But due to that, there are so many argument that relate to Bay al Inah which is another Shariah theory that is almost similar to conventional banking. If it is good why there's so many argument to justify the harmful to IFI in Malaysia.

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# GLOBAL SUPPLY CHAIN AND LOGISTICS COMMITMENT: EMPIRICAL EVIDENCE OF MAKING LONG-TERM RELATIONS

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## Abstract

Manufactures and all network partners may think that global supply chains are simple and direct. But, in the vast majority of cases, this is not the case. Customer demand is supported by complex and lengthy global supply chain. The intermodal transportations provide the key success of the connections between global factories and along the supply chain parties. While they provide critical services, each level of transportation will present challenge and difficulty to all parties. This study look on how the ocean shipping industry can improves operating efficiencies and cuts fuel cost among local manufacturers and service providers. And, how each intermodal invested improve capabilities, creating reliable and economical port-to-destination delivery services. The study aims is to identify how the providers can adjust strategies, reshape relationship and revise networks to maintain smooth and cost-efficient global logistics flows. This empirical study will use survey questionnaire to get the answer for each question and utilize Partial Least Square (PLS) to analyse the data. Result shows how logistics commitment effort and strategy improvement will affect global supply chain capabilities and efficient cost management.

**Keywords:** *Logistic commitments, global supply chain, cost-efficient, strategies, intermodal transportation*

## Introduction

Globalized market environments now offer significant opportunities for multinational companies to move their manufacturing and distribution activities throughout the world especially among developing and emerging markets. Despite the opportunities provided with the reduced trade barriers, the domestic manufacturing firms may face dangers of being excluded from the global supply chain owing to their limited capability in complying with greater quality standards, offering competitive prices, absorbing new technology and producing innovative products. Even within this context researchers argue that the global manufacturing strategies alone may not be effective if not supported by successful logistics and effective supply chain management strategies.

The movement of goods internationally is a huge business with trillions of dollar worth of products moving around the world. The global journey always involves multiple carriers from different modes, numerous border crossings, and long distances. The risk of disruptions,

delays, damage, and other problems make for an eventful time whether the company are importing electronics or exporting fresh products.

The aims of this study in general is to identify how the providers can adjust strategies, reshape relationship and revise networks to maintain smooth and cost-efficient global logistics flows. Specifically, this study are i. to understand what factors that influence logistics commitment in global supply chain cost efficient; ii. to test what factors significantly influence global supply chain cost efficient; and, iii. to identify in what degree the role of service provider will moderate the relationship of logistics commitment between trust, coordination, top management support, shared value, and financial commitment with global supply chain cost efficient in the long-term relationship.

### **Logistics and Commitment**

Simchi-Levi et al. (2003) have suggested that in industries such as retailing and computer and printer manufacturing, logistics and supply chain management is perhaps important factor in determining the success of the firm. The successful implementation of logistics and supply chain strategies in technology, apparel, and retail industries by firms like Wal-Mart, Zara, Hewlett-Packard, and Dell Computers has attracted the attention of managers on the crucial role that logistics management plays in business strategy. Wal-Mart has created a unique logistics management system encompassing company owned transportation fleet and communication network to connect its stores, for achieving these seemingly contradictory objectives.

Building trust and the consequential commitment are the essential *modus operandi* for doing business in emerging economies. Trust and commitment are the key elements in enhancing business relationships. However, what constitutes trust and commitment in industrial manufacturer and current distributor relationships in logistics management and directly towards economy?

When talk about commitment, people will look on relationship commitment. Various studies define commitment started with relationship commitment. Relationship commitment refers to the willingness of one party to maintain a relationship through investments of financial, physical or relationship-based resources (Morgan and Hunt, 1994). Commitment measures the strength and success of an inter-organizational relationship (Mavondo and Rodrigo, 2001) and represents the peak of a long-term relationship (Dwyer et al., 1987). Importantly, relationship commitment is considered a kind of social capital that helps partners obtain desired resources through social exchanges (Zhao et al., 2008).

Most of researchers categorised relationship commitment into normative and instrumental relationship commitment (Brown et al., 1995; Zhao et al., 2008). Normative relationship commitment refers to emotional drive to maintain mutual and long-lasting relationships with other parties based on one party's identification and internalization of norms (O'Reilly and Chatman, 1986; Caldwell et al., 1990). Normative relationship commitment by fostering trust and decreasing opportunism, can manage the uncertainty of outsourcing relationships (Zaheer and Venkatraman, 1995). For example the 3PL service provider users experience difficulty in

a relationship to find alternative providers that can provide similar services. In normative relationship commitment help them trust the relationship and ensure continuous outsourcing (Brown et al., 1995).

But, instrumental relationship commitment refers to the continuity of a relationship driven mainly by extrinsic rewards and calculative considerations. Calculative considerations happen when they unwilling to contribute extra effort to relationships unless rewards or benefits are offered (O'Reilly and Chatman, 1986; Meyer and Allen, 1991; Brown et al., 1995). This type of commitment is essentially based on calculating intension. It is useless in developing lasting and long-term relationships (Brown et al., 1995). Partners engage in instrumental relationship commitment are more self-interested, which fosters opportunistic behaviour (Zhao et al., 2008), especially for the party facing replicable difficulty in the relationship.

### **Logistics Management**

Originally, logistics management in the organisation was only a support function and was sometimes referred as a traffic council within the organisation (Pagonis et al., 1992; Song et al., 2000). However, it now receives increasing attention in corporate strategic planning because of the globalisation of competition and the complexities that have developed. Logistics management has become a key factor in measuring a company's success (Wood, 1995). One of its functions is to create a faultless system that allows a product to be delivered to market efficiently and at minimum cost.

Competition among logistics management providers also adds to the value-added dimension and inspires them to tailor their services needs. When all parties involved in logistics management in providing services to their clients improved, all parties benefit through more cost-efficient, innovative methods, and the capabilities of all strategic allies are expanded along the global supply chain (Song et al. 2000). In this case, to ensure that the best services are provided, logistics companies have established strategic alliances with multiple service providers.

The logistics strategic alliances should be initiated. The relationship requires the establishment of a shared, long-term visionary and financial commitment. Top management should provide support for the strategic alliance and should permit the service provider to participate in its logistics management strategic planning. The alliance should have clear, specific and measurable goals in increasing efficiency and reduced delivery frequency.

### **Global Freight and Intermodal Transportation**

The global freight market will continue to evolve for all modes of transportation. Intermodal transportation involves the use of two or more modes of transportation in moving a shipment from origin to destination. International transportation arrangements from one country to other countries more towards intermodal transportation with involve multiple modes and carriers. The capacity and efficiency of ocean transportation allows large-volume shipments to be transported between continents at relatively low per unit costs.

### **Long term Relationship and Global Supply Chain – Cost efficient**

Term of commitment has typically been defined as a channel member's intention to continue the relationship (Anderson and Weitz, 1989). The concept of commitment is similar to the concept of a long-term orientation that reflects the desire and utility of a buyer to have a long-term relationship with a seller (Gruen, 1995). Morgan and Hunt (1994) also suggested that the propensity for relational continuity and the establishment of long-term relationship are central system of belief of relationship commitment (Tian et al., 2008).

Committed service providers who are engaged in all or part of the firm's product distribution function, allow the shipper to focus on its core competencies rather than on the distribution expertise. Thus collaboration between service providers is essential for successful outcome for the organization. Coordination (Mohr and Spekman, 1994) is very important enabler of the relationship to move towards the shared goal (Ellram, 1991). In Ellram's (1995) study, partnership success factors identified shared goals as a high-ranking factor. Other studies (Moody, 1993; Ellram, 1991; Qureshi et al., 2007) confirm the importance of shared goals. And, participation (Mohr and Spekman, 1994) and time spent together also factors enables service provider to understand capabilities of each other (Bullington and Bullington, 2005).

As Sheffi (1990) mentioned shippers' growing concern towards cost, service, focus competencies, experience, asset reduction, and access to suitable information technologies. However at the same time, it is important to note that logistics arrangement can pose threat to corporate failure and disappointment too if relationship is not clearly defined and practiced. Therefore, it is very important to identify the right potential LSP who can meet shippers' requirements and maintain an enduring and healthy relationship in long-term relationships.

Since global supply chains can reflect as much as 90% of a company's cost base (Institute of Management Accountants, 2008), complete knowledge and understanding of these logistic relationship costs are critical for effective business management and company performance. The critical nature of business in the future demands that logistics management continuously improve technology, infrastructure, and operations in the global supply chain (GSC). Long-term relationship between service providers creates an atmosphere of trust and commitment which creates tendency to deliver and support GSC. Bradley (1994), long-term logistics relationship can provide required transition time to improve the strategic business performance in supply chain.

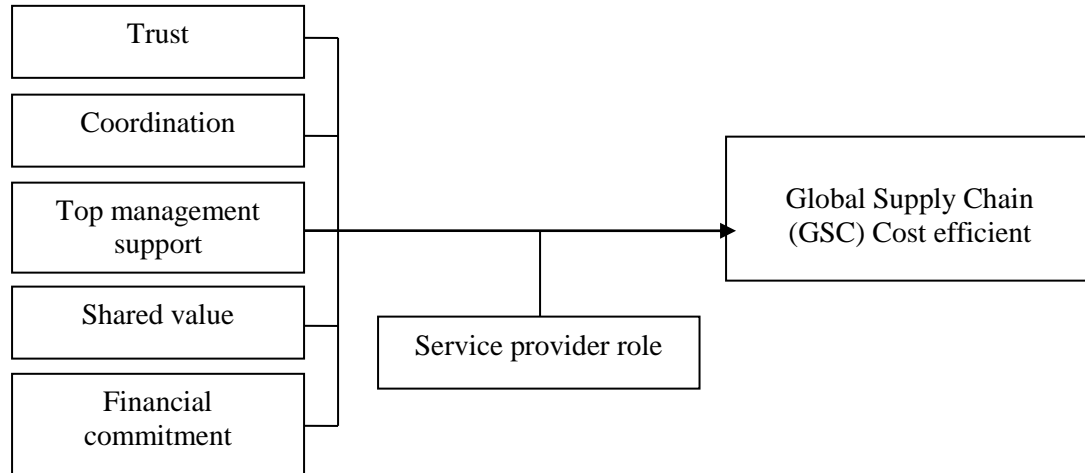
## **Theoretical Application and Framework**

### **Theory Applied**

This study aims to explore relationship management theory in logistics commitment management towards global supply chain strategic performance on cost efficient as moderated by service provider role. Relationship management theory was developed early in the marketing field. Several important relationship marketing studies have provided theoretical foundations for effective inter-firm relationship management (Morgan and Hunt, 1994; Brown et al., 1995; Andaleeb, 1996).

## Framework and Hypothesis

Previous studies showed how trust and relationship commitment have been identified as critical factors for successful logistics service provider or Third Party Logistics (3PLs) alliance and transactional relationships (Moore, 1998; Moore and Cunningham, 1999).



regarding the issues studied. Hence, this study targeted a person within a firm who is actively involved in the decision-making process relating to the international logistics operations.

A self-administered questionnaire approach was employed as the numbers of sampling frame were considered high and they were located at various locations in Peninsular Malaysia. The statistical analysis method is focusing on estimating a set of model parameters, this study relied on variance-based SEM, using partial least square (PLS).

## Findings and Discussion

### Descriptive and Measurement Model

Upon completed the missing value analyses, skewness and kurtosis tests were performed to examine the data distribution. Consistent with Chou *et al.* (1991) and Hu *et al.* (1992), this study used a value of between -2.0 and +2.0 as a cut-off point to represent a normally distributed data. All items had skewness value of below  $\pm 1.0$ . Therefore, they were considered non-extreme, and illustrating that non-normality was not a significant issue.

This study adopted PLS analysis as the primary analytic procedure, which is robust to the violation of non-normality data distribution. The bootstrapping method employed, which allow the researcher to create sub samples from the original data set, enables precise statistical results for non-normally distributed data with a sample size ranging from 50 to 400 (Byrne, 2001; Chou *et al.*, 1991; Schumacker and Lomax, 2004).

The results indicate that majority of the responding firms from 78 companies are involve in shipping and as a logistics service providers. Almost half of the responding firms have operated within 5-10 years, with majority of them employed less than 100 employees.

The mean and standard deviations of all items, as well as Cronbach's alpha of each construct were measured using a 7-point Likert scale. All constructs had Cronbach's alpha values (Table 1) of above the cut-off point 0.70, indicating that these scales are reliable (Nunnally 1978).

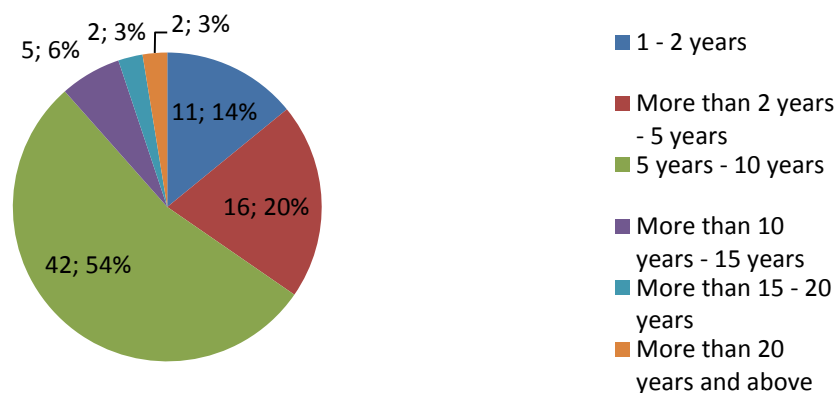
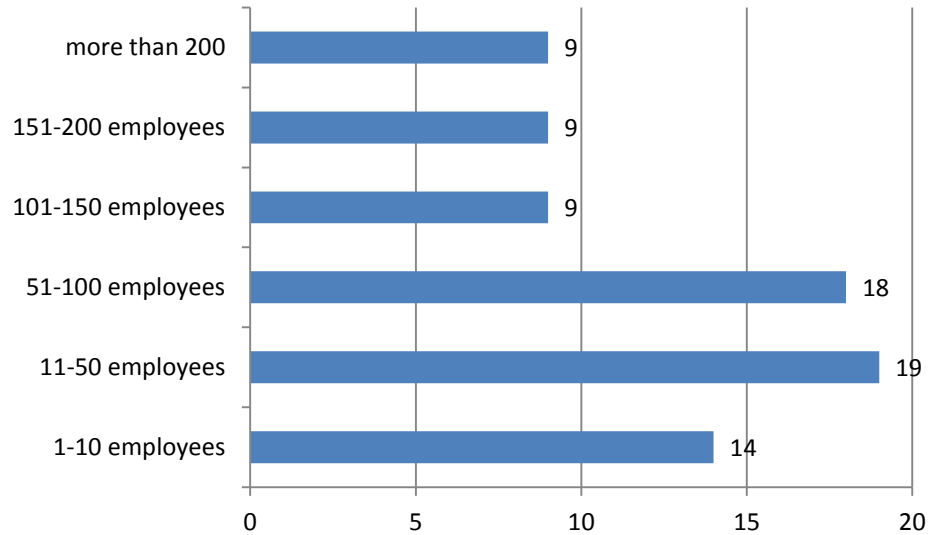


Figure 2: Year of Operation



**Figure 3: Number of Employees**

**Table 1: AVE and Composite Reliability Value**

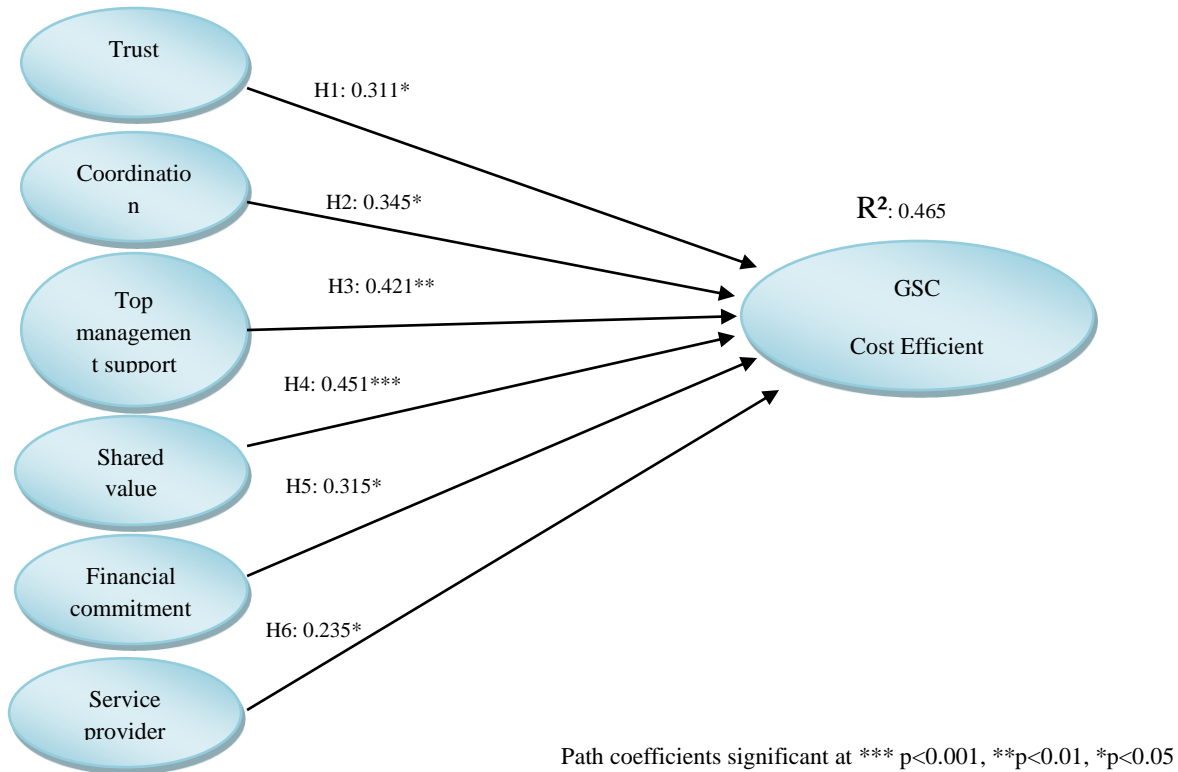
Constructs	No. of items	Average Variance Extracted (AVE)	Composite Reliability
Trust	5	0.731	0.852
Coordination	5	0.799	0.814
Top management support	4	0.791	0.922
Shared value	4	0.852	0.893
Financial commitment	6	0.760	0.863
Service provider role	4	0.721	0.875
Global supply chain cost efficient	10	0.772	0.881

### Structural Model

The structural model refers to the relationships between the constructs and is assessed by examining the predictive and explanatory power of the study. The predictive power of a PLS model is evaluated by examining the extent of variance explained (i.e  $R^2$ ) in the dependent constructs. Figure 4 shows the structural model results omitting the influence of the interacting moderator variable. Figure 4 also illustrated the  $R^2$  value for the GSC cost efficient. The direct model explains 46.5 percent of the variance in GSC cost efficient.

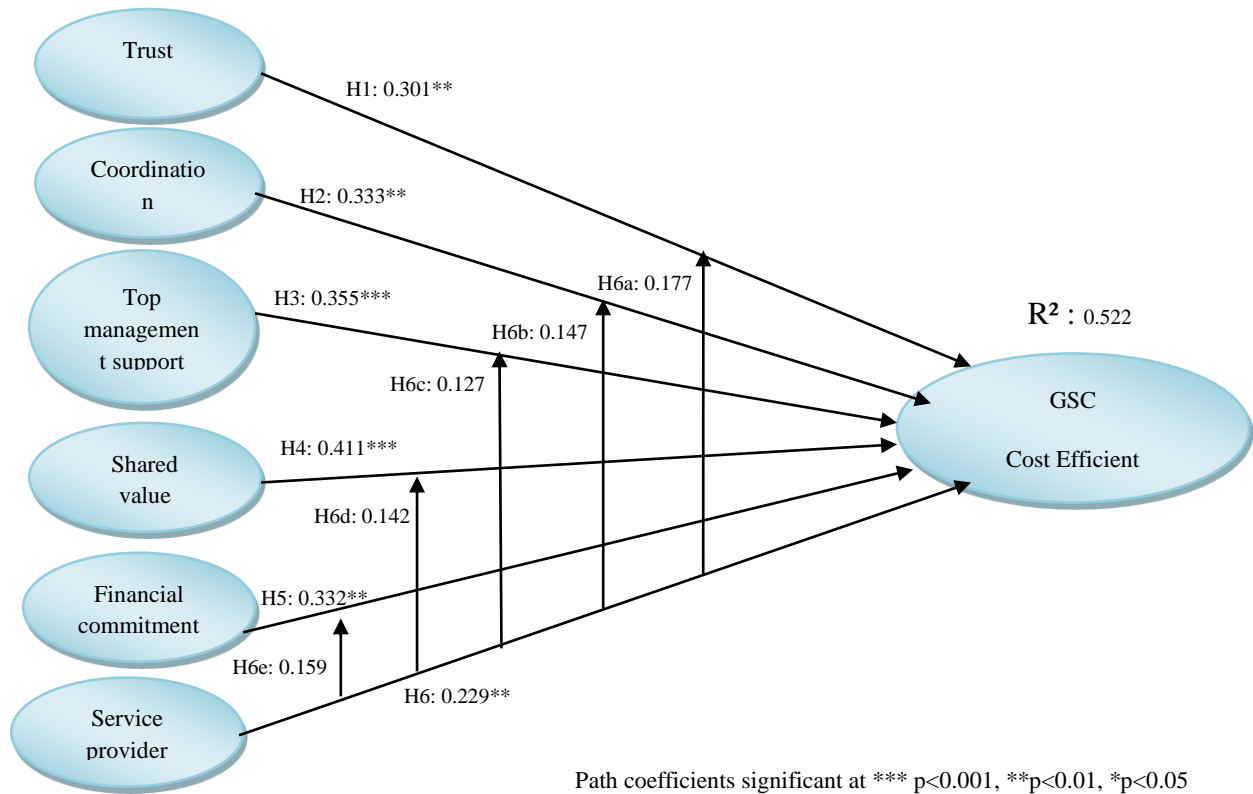
Figure 5 shows the result of the structural model with interaction effects. It presents the results of the structural model with moderator variable. As proposed by Chin, Marcolin and Newsted (1996), the hierarchical process to construct and compare models with and without the respective interacting constructs. By including the moderating variable, a higher percentage of the respective variances in GSC cost efficient ( $R^2 = 0.522$ ) is showed.





**Figure 4: Structural Model Results without Moderating Effects**

The explanatory power of the model is examined by testing how well the observed data fit the hypothesised relationship among constructs. This is by examining the sign and statistical significance of the path coefficients between constructs in the PLS model. As refer to Figure 4, all beta path coefficients are positive and statistically significant (at  $p < 0.05$ ,  $p < 0.01$ , and  $p < 0.001$ ). In Figure 5, with moderating effect also shows all path coefficients are positive and statistically significant. As a basis of comparison, it can be interpreted through direct model and by including the effects of the interacting variables. The direct model explains 46.5 percent of the variance in GSC cost efficient. In contract, by including the effects of the interacting variables, a bigger proportion of the respective variances in GSC cost efficient ( $R^2: 0.522$ ) is accounted for. Table 2 summarised the relationships between constructs in this study.



**Figure 4: Structural Model Results with Moderating Effects**

**Table 2: Results of Path coefficient, T-value and R<sup>2</sup>**

	Research hypotheses	Expected sign	Beta	T-value
	<b>R<sup>2</sup></b>		0.522	
H1	Trust positively related to GSC cost efficient Trust → GSC cost efficient	+	0.301	3.478**
H2	Coordination positively related to GSC cost efficient. Coordination → GSC cost efficient	+	0.333	3.322**
H3	Top management support positively related to GSC cost efficient. Top management support → GSC cost efficient	+	0.355	3.755***
H4	Shared value positively related to GSC cost efficient. Shares value → GSC cost efficient	+	0.411	3.569***
H5	Financial commitment positively related to GSC cost efficient. Financial commitment → GSC cost efficient	+	0.332	2.988**
H6	Service provider role positively related to GSC cost efficient. Service provider rule → GSC cost efficient	+	0.229	2.666**
H6 <sub>a</sub>	Service provider role moderate the relationship between trust and GSC cost efficient. Trust * Service provider rule → GSC cost efficient	+	0.177	1.042*
H6 <sub>b</sub>	Service provider role moderate the relationship between coordination and GSC cost efficient. Coordination * Service provider rule → GSC cost efficient	+	0.147	1.031*

H6 <sub>c</sub>	Service provider role moderate the relationship between top management support and GSC cost efficient. Top management support * Service provider rule → GSC cost efficient	+	0.127	1.014*
H6 <sub>d</sub>	Service provider role moderate the relationship between shared value and GSC cost efficient. Shared value * Service provider rule → GSC cost efficient	+	0.142	1.022*
H6 <sub>e</sub>	Service provider role moderate the relationship between financial commitment and GSC cost efficient. Financial commitment * Service provider rule → GSC cost efficient	+	0.159	1.333*

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Path coefficients significant at \*\*\* p<0.001, \*\*p<0.01, \*p<0.05

## Discussion

This study was carried out to obtain a better understanding the effects of logistics commitment dimension namely; trust, coordination, top management support, shared value, and financial commitment in GSC cost efficient. Based on the descriptive statistics, results showed the respondents are among companies operated more than 11 years. The companies are established and have their own strength in the logistics industry. The hypothesis one is supported and all five hypothesis (H1 to H5) showed logistics commitment dimension positively related to GSC cost efficient. This finding is consistent with previous research “...developing and maintaining successful relational exchanges, concentrating on committed, interactive and profitable exchanges with selected customers or partners over time (Harker, 1999); emphasises the central roles of trust and commitment in building the social and structural bonds that constitute stable and long-term partnerships (Rao and Perry, 2002)”.

The H6 proposed a positive relationship between service providers and GSC cost efficient also supported. The result supported by previous study by Song et al. (2000), stated that critical nature of business in the future demands that logistics management continuously improve technology, infrastructure, and operations in the global supply chain.

Based on the results of the moderating effect, it showed that trust, coordination, top management support, shared value, and financial commitment in logistics commitment in relation to GSC cost efficient had a positive interacting effect. Thus, H6<sub>a</sub> to H6<sub>e</sub> are accepted. According to Chin et al. 2003, even a small interaction effect can be meaningful under extreme moderating conditions, if the resulting beta changes are meaningful, then it is important to take these conditions into account. It showed that service providers play main role in the relationship between logistics commitment and GSC cost efficient in order to ensure long-term relationship.

## Conclusion

This study highlighted the importance of logistics commitments on GSC cost efficient in ensure long-term relationship. Results from this study may impart to all parties involved in chain network for global supply chain including service providers. Managers should implementing strategies to improve their business performance.

In conclusion, this study has important implications for research in global supply chain. It has contributes to the limited research in global supply chain in developing economy, particularly, Malaysia. This study specifically contributes to the logistics management and commitment among players in the industry.

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# **ANALYZING STUDENTS' PERCEPTION TOWARDS HIGHER EDUCATION AMENITIES: A CASE STUDY IN UITM (TERENGGANU) KUALA TERENGGANU CAMPUS**

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## **Abstract**

Provision of quality services is one of the most important priorities in higher education institutions. This quality comes from the combination of excellent learning process and students' satisfaction on the service delivered. Positive perception or acceptance on quality of services is vital to ensure the sustainability of higher learning. Therefore, this study aims to analyze students' perception towards amenities provided by Universiti Teknologi MARA (Terengganu) Kuala Terengganu Campus. The amenities investigated in the study consisted of lecture rooms, laboratory, cafeteria, hostel, vehicle and traffic, and electricity and water supply. The primary data of this study was collected using questionnaires. Participants of the study consisted of 108 students who were randomly selected. The study revealed that students' perceptions towards amenities provided were average with the score mean value 4.62. The students agreed that the lecture rooms provided by the university are mostly conducive and comfortable. However, the students were not satisfied with the cafeteria. Thus, it is hoped that the finding of the study can give insights to the UiTM management to improve the amenities towards achieving sustainability of campuses.

**Keywords:** *Students' Perception, Higher Education Amenities, Facility Management, Vehicle and Traffic Management, and Electricity and Water Supply Management*

## **Introduction**

Students have the right to issue their own opinion and perception. They may agree and disagree with the service quality provided by their universities. Students are considered as the customers of a university, so their perception towards the university as the place for them to get quality education is very important (Md. Mizanur, 2013). Hence, each university should ensure that their mission and vision to provide quality education is achieved. The significant purposes of higher education are to achieve their new knowledge, explore research works on different social and development issues, anticipate the need of the country's economy and prepare highly skilled workers (Md. Mizanur, 2013). Many higher education institutions have been stimulated and influenced by service quality both for teaching and administrative support functions (Sarah, 2011). In fact, the effectiveness of the administration and management of a

higher education institution facilitates the students with quality assurance and personality grooming so that they can take maximum out of it (Le Blanc & Nguyen, 1997).

In academic institutions, students' perceptions of their learning environment have become a major area of attention and consideration for educators, managers and researchers. A study has reported that the feedback from students is very important for several reasons to improve quality of programs. It will be helpful for the educators to improve their level of service quality to create a positive image and perception in the mind of students (Pariseau & McDaniel, 1997). Thus, the management should provide opportunities for all staff and students to give their views on service quality that has been provided. However, different students from different education and cultural backgrounds may have different perceptions towards higher education. (Muhammad Ehsan, Rizwa & Ali, 2010) posited a view that the students will be more motivated, loyal and good performers if their institution holds essential educational facilities with effective staff of teaching and training. In addition, students' view and expectations are also influenced by their cultural orientation (Kwan & Ng, 1999).

The proposed study will further explore the students' perception towards amenities provided by Universiti Teknologi MARA (Terengganu) Kuala Terengganu Campus. It is hoped that the inputs from the study will help the upper management to understand the problem better and take appropriate actions. The findings may also provide valuable information for future study in such area. The study investigated the students' perceptions towards amenities in the campus namely lecture rooms, laboratories, vehicle and traffic, and electricity and water supply, cafeteria and hostel.

**Lecture Room:** The lecture room should be observed in order to foster cooperation and make the lesson effective (Hytham, 2015). The students' ratings of their motivation levels, perceived learning and teacher sensitivity were the factors most affected by class size. This is because larger class sizes circumscribe students' opportunities to receive feedback and interact with other students and teachers (Ehremberg, 2001). Furthermore, after the socioeconomic status of the students, the most influential building condition variable that influenced student achievement was air conditioning (Lanham & James, 1999). A warm classroom environment can lead to an increased academic achievement and a sense of pride and belonging in schools (Bucholz and Sheffler, 2009). Hathaway (1987) has also mentioned that a conducive classroom promotes a sense of comfort in enhancing psycho-social environment in the classroom. Conducive classroom physical environment is an agent of intellectual stimulation and important factor in strengthening the child's educational development (Asiyai & Romina, 2014). Overall, the classroom environment plays a crucial role in keeping students engaged and allowing them to be successful within the classroom (Hannah, 2013).

**Laboratory:** Laboratory is a building, a part of building, or other equipped places to conduct scientific experiments, observation, tests, investigations and anything that related to scientific laboratory. The environment of the computer and science lab has a significant influence on students' attitudes towards the courses of study (Newby & Fisher, 1998). Effective management of laboratory is a common goal to ensure the customers, for example the students are always provided with a good infrastructure to support their learning activities (Liong, 2011).



**Vehicle & Traffic:** Transportation is an activity of life processes that provide access to various activities to satisfy mobility needs of humankind (Arasan 2012). An adequate transport network, traffic management and control system and effective, efficient and reliable mass transit are key factors that affect urban transportation system (Eddington, 2006). Furthermore, the investment in providing adequate transport infrastructure improves transport efficiency in terms of increased productivity. Transportation infrastructure involves good road network, adequate bus stops, parking areas and traffic signals (Nadiri & Mamuneas, 1998). Another contributing factor to congestion as suggested by Downie (2008) is parking spaces. He noted that roadside parking, which consumes large amount of space has become a land issue that greatly inflates the demand for urban land, causing congestion in cities. Hence, the management of traffic and vehicle should be given a great amount of consideration at each university.

**Electricity and Water:** Energy consumption refers to an amount of energy consumed in a process or system, or by an organization or society. According to a report by International Energy Agency (IEA) 2013, energy consumption in the country is expected to record a moderate growth in the following years. Peretomode & Ugbomeh (2013) stated that if the provision of adequate funds is met, it will become easy for management of the university to provide electricity, water and educational facilities for the students.

**Cafeteria:** Cafeteria is a type of food service which has no waiting staff for table service. Cafeterias are unlike restaurant which is located in a complex building like office or malls. Cafeteria is likely to be associated as eatery area that can be found in higher learning institution or schools. Shanka and Taylor (2005) indicated that students considered quality, price and service as the most important attributes in patronizing a particular cafe on campus. They also found that students were most satisfied with important attributes such as convenience, ambience and quality during their visits.

**Hostel:** A student hostel is a lodging facility that is designed with sharing rooms, toilets, and showers. Good hostel condition and facilities in university campuses have a positive influence on the overall student enrollment (Bekurs, 2007). Shahid (2012) argued that on overall basis, students perceive service quality at universities' residence halls to be slightly good. However, the analysis did indicate the fact that for the hostel management, a long distance is still to be covered to reach the level of excellence. In fact, it led to the decreased of students' overall perception towards the institution.

Among these six amenities investigated, Noremy & Fadilah (2011) revealed that the level of satisfaction of students on facilities and services provided at higher institution was at a moderate level with the students were most satisfied with the library facilities. The findings were consistent with Tuan Syarifah Atifah (2013) who found that students satisfied moderately with the service provided by Politeknik Banting. However, lecture rooms and laboratory facilities were found as the most conducive facility in the campus.

There is also evidence that there is a relationship between gender differences in students' perception towards amenities provided by higher education. A case study at Kuwait University by Alkandari (2007) investigated students' perception of the residence hall living environment. His study showed how students' perceptions were affected by gender, nationality and duration of residence. The study found that female and male respondents were significantly different in

the way they perceived their residence hall environment: generally female students were more satisfied than male students. Furthermore, Sik Sumaedi, Mahama Yuda Bakti & Nur Metasari (2012) revealed that university students with different genders have a different perceived quality level on higher educational social activities and facilities.

### **Research Question:**

- i. What are the students' perceptions towards amenities provided by Universiti Teknologi MARA (Terengganu) Kuala Terengganu Campus.
- ii. Is there any gender difference in the students' perceptions towards amenities provided by UiTM (T) Kuala Terengganu Campus?

### **Research Objectives:**

- i. To analyze students' perception towards amenities provided by Universiti Teknologi MARA (Terengganu) Kuala Terengganu Campus.
- ii. To determine whether there is any gender difference in students' perception towards amenities provided by Universiti Teknologi MARA (Terengganu) Kuala Terengganu Campus.

### **Research Hypotheses**

From the research question, the following null hypothesis was formulated and tested at 0.05 level of significance:

Ho: There is no significant gender difference in the students' perceptions towards amenities provided by UiTM (T) Kuala Terengganu Campus.

### **Significance of the study**

The findings of this study give beneficial information on the perception of students towards the quality of amenities provided by UiTM (Terengganu) Kuala Terengganu Campus. Thus, it will help the upper management team to improve their existing amenities in the campus to make sure that the service quality provided is at the satisfactory level which is in line with Malaysian Qualification Agency (MQA) requirement.

### **Methodology**

The study utilizes data collection through questionnaire which is based on survey. Respondents with a sample size of 108 students from different faculties at UiTM (T) Kuala Terengganu campus were selected randomly.

In this study, a set of close ended and Likert scale questionnaire was used as an instrument of the study. There are five sections in the questionnaire that are related to the amenities provided by the university. The questionnaire is divided into five (5) sections. Section A contains demographic information such as gender, age, faculty and hostel. Section B to F gather information on the amenities provided by the university such as facility management, lecture rooms, laboratory management, vehicle and traffic management, and electricity and water

supply management. All the sections except for section A used Likert scale to measure all the statements in the questionnaire. The participants rated their responses on 7-point rating scale from strongly disagree (1) to strongly agree (7).

All the data was analyzed using the Statistical Package in the Social Science Software (SPSS) version 20.0. The data was analyzed for descriptive and inferential statistics after the questionnaires had been collected from the respondents.

## Results and Discussions

### Reliability

To check the consistency of results over a period of time, Cronbach Alpha test was applied using SPSS Version 20.0. The reliability analysis of all perception towards amenities provided by university was found to be 0.902. Related to the result, Sekaran and Bogie (2010) suggested that an adequate and appropriate score value to proceed with further analysis as all the values were above 0.70.

### Demographic profile of respondents

Table 1 shows demographic profile of the respondents. Out of 108 respondents in this study, 43 are males and 65 are females. Their percentages are 40.0% and 60.0% respectively. Most of the respondents are from the Faculty of Applied Sciences (63.9%) and others are from other faculties such as the Faculty of Business Studies and Accountancy. All respondents (100%) involved in this study are Malay students.

**Table 1: Demographic Characteristics of Respondents**

<b>Variables</b>	<b>Frequency</b>	<b>Percentages (%)</b>
<b>Gender</b>		
Male	43	40.0
Female	65	60.0
<b>Faculty</b>		
Applied Sciences	69	63.9
Accountancy	24	22.2
Business Study	15	13.9

### **Objective 1: What are students' perceptions towards amenities provided by UiTM (T) Kuala Terengganu Campus?**

The means and standard deviation scores for each of the 6 items are reported in Table 2. The mean scores of the students' perception items ranged from the highest score of 4.94(lecture room) to the lowest score of 4.19 (Cafeteria). The results revealed that on overall basis, 65.9% of the students perceived amenities provided at the university to be at average level. The highest perception towards amenities ranked by the students was the lecture room (mean: 4.94). It is supported by Tuan Syarifah Atifah (2013) who found thst students have positive perception with the lecture room provided by their institution. The finding is in accordance with the insights of Hathaway (1987) and (Asiyai & Romina, 2014) who stated that a conducive classroom played a vital role in enhancing students' intellectual activities and involvement in the learning sessions.

The study also revealed that, students had a lowest perception towards cafeteria management and environmental. According to Noremy (2010), students showed a lowest score in their perception toward the cafeteria. They found that, institutions should improve the cafeteria provided by the universities.

Table 2: The descriptive statistics of students' perception towards amenities provided by UiTM (T) Kuala Terengganu Campus

No.	Variable	Mean Score	Std. Deviation
1.	Lecture Room	4.94	1.09
2.	Hostel	4.79	1.35
3.	Electricity and Water Supply	4.66	1.13
4.	Vehicle and Traffic	4.57	1.13
5.	Laboratory	4.54	1.32
6.	Cafeteria	4.19	1.33

### **Objective 2: To examine whether gender difference in the students' perceptions towards amenities provided by UiTM (T) Kuala Terengganu Campus exist**

The hypothesis was proposed to evaluate whether any difference exist in terms of students' perception towards amenities provided by university based on gender. To support the objective and research question of the study, the independent sample T-test was applied. The results suggested that there was a difference exist ( $t = 2.40$ ;  $df = 105$ ;  $p < 0.05$ ). In other words, genders of the respondents influenced their different perceptions towards amenities provided by university. This finding is further in line with Azam Khatibi (2013) who concluded that different genders have a great impact to the ways they perceived things in their lives.

## Conclusions and recommendations

The research was conducted focusing on analyzing students' perception towards amenities provided by UiTM (Terengganu) Kuala Terengganu Campus. Using several testing procedures, the researchers came up with some conclusions that are acceptable to the logical explanation of the grounded theories. The researchers further concluded that the first objectives of the study involving six (6) elements; lecture rooms, hostel, electricity and water supply, vehicles and traffic, laboratory and cafeteria achieved students' satisfaction. A few recommended solutions were also outlined by researchers in delivering a good quality services to ensure sustainable quality learning could be achieved.

Lecture room is the highest element revealed by the student's perceptions towards amenities provided. As mentioned by Hannah (2013), classroom environment plays a vital role in keeping students focused with the lessons and classroom activities. Thus, the amenities provided may lead to the better learning process and students' development. The management of UiTM (Terengganu ) Kuala Terengganu Campus should continuously maintain the supervision and improve the lecture room facilities to ensure students are comfortable and greater satisfaction can be achieved the future.

Furthermore, the management of UiTM (Terengganu ) Kuala Terengganu Campus should also focus and look up on cafeteria management and environment since it contributes to the lowest students' perception towards amenities provided. The filthy cafeteria may result to students' dissatisfaction and poor service quality. This will not only affect the students' perception but also the image of UiTM generally. Hence, the top management should precisely offer the best services and facilities, yet manage the cafeteria better to ensure the service will meet the students' needs. A good quality of service definitely will contribute to the highest satisfaction among students and can lead to the implementation and achievement of sustainable campus.

Meanwhile, the result suggested that the second objective of the study is achieved. It revealed that there is gender difference in the students' perceptions towards amenities provided by UiTM (Terengganu) Kuala Terengganu Campus. The researchers view this difference to the general belief that male students are complacent and tend to strongly agree with the quality of amenities provided compared to female students.

Based on the finding, it is also recommended that the top management of UiTM (Terengganu) Kuala Terengganu Campus should improve the amenities provided. This should be done not only by providing the amenities themselves but also in term of the management of these amenities. An excellent management will enhance the quality of services provided by UiTM as one of the higher education institutions towards achieving sustainability of campus.

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# THE APPLICATION OF SHARI'AH PRINCIPLES OF ADR IN THE MALAYSIAN CONSTRUCTION CONTRACTS

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## Abstract

In Malaysia the implementation of alternative dispute resolution (ADR) in the construction industry mainly concentrates on arbitration. Being one of the standard contractual terms in building contracts, arbitration is one of the measures adopted to resolve disputes between contractual parties. Other methods of ADR includes mediation and adjudication. With the introduction of Construction Industry Payment and Adjudication Act 2012 (CIPAA), adjudication is also emerging as a method to resolve disputes on payment issues in construction contracts.

Under the Islamic law, an amicable settlement of disputes, either in personal or commercial matters is encouraged and allowed, except if it shall turn something from prohibited (haram) into permitted (halal) or from permitted (halal) into prohibited (haram). In fact, ADR has been part and parcel of the Islamic judicial system more than 1000 years. It is highly acknowledged due to the recognitions on sulh (negotiation, mediation and compromise of action), tahkim (arbitration), a combination of sulh and tahkim (med-arb), and muhtasib (ombudsman).

This paper discusses the legal principles behind ADR; from both the Malaysian law and Shari'ah perspectives. It is anticipated that the discussion would be able to highlight what are the differences between Shari'ah and the Malaysian law concepts of ADR and whether the Shari'ah principles of ADR could be applied in Malaysian construction contracts. Research methodology adopted in this paper is doctrinal and case law analysis.

**Keywords:** *Alternative Dispute Resolution, Mediation, Arbitration, Malaysia, Islamic Law.*

## Background of the Construction Industry in Malaysia

### *Introduction*

The Malaysian construction industry constitutes an important element of the Malaysian economy.<sup>2</sup> This industry generates wealth and improves the quality of life of the people through the provision of social and economic infrastructure such as schools, hospital, houses, roads, airports, ports, bridges, dams etc.<sup>3</sup> The industry also acts as a catalyst for and has multiplier effects to the economy.<sup>4</sup> Although it accounts for only 2.5% of the gross domestic

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<sup>2</sup> A Report on the Proposal for a Malaysian Construction Industry Payment and Adjudication Act, December 2008 by the Construction Industry Development Board Malaysia, at 2.

<sup>3</sup> Ibid.

<sup>4</sup> Executive Summary Construction Industry Master Plan Malaysia 2006 – 2015, via <<http://www.cream.com.my/publications/cimp.pdf>> (viewed on 28 December 2009), at 1 and 4. The industry has

product (GDP) in 2007, it grew to 3.5% in 2009 despite the economic slowdown.<sup>5</sup> The construction industry in other parts of the world has also provided ample opportunities for Malaysian contractors to flourish. Since 1986 a total of 386 overseas projects valued at RM22 billion have been completed.<sup>6</sup> It is envisaged that the long-term sustainability intended by the implementation of the Malaysian Construction Industry Master Plan will result in the construction industry contributing 5% to the country's GDP by 2015.<sup>7</sup>

## Construction Disputes

The construction industry is known for its conflict, with its characteristics mix of complex contractual relationships,<sup>8</sup> huge sums of money at stake, highly complex projects and remorseless time pressure, as much as its spectacular construction and civil engineering projects.<sup>9</sup> It also has a reputation as a tough and aggressive world in which the weakest and even at times some of the strongest will go the wall.<sup>10</sup> Disputes result not only from destructive or unhealthy conflict, but also when claims are not amicably settled.<sup>11</sup> Hence, a construction project is considered by many a dispute waiting to happen.<sup>12</sup>

Construction disputes itself, typically comprises both technical and legal dimensions,<sup>13</sup> the former being the dominant issues in disputes. For this reason, litigation may not be the most appropriate forum for dealing with these types of disputes.<sup>14</sup> The dissatisfaction with the traditional dispute resolution mechanisms which can no longer successfully cope with the growing needs and challenges of the present construction environment has invoked the

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generated some 800,000 jobs opportunities and creates a multiplier effect to industries such as manufacturing, financing and professional services.

<sup>5</sup> Speech by Datuk Ahmad Husni Hanadzlah, Second Minister of Finance, on 10 Nov 2009 during the Sidang Kemuncak Pembinaan Malaysia Kedua 2009. The first quarter saw a growth of 1.1% and increased to 2.8% in the 2<sup>nd</sup> quarter of the year. Reported by Bernama.

<sup>6</sup> Ibid., at 6. The projects were mainly in India, the Middle East and the South East Asian Nations (ASEAN) regions.

<sup>7</sup> Id., 9.

<sup>8</sup> The parties normally involved in construction projects are the employer organisation, main contractor, sub-contractors, consultant team consisting of architects, engineers from multi disciplines and quantity surveyors. The other parties are suppliers and public utility authorities. See Diana Holtham, Victoria Russell, Diana Hird and Robert Stevenson, *Resolving construction disputes*, Oxford: Chandos Publishing, 1999 at 1, and Karl Mackie, David Miles, William Marsh and Tony Allen, *The ADR practice guide*, 2<sup>nd</sup> Edition, London: Butterworths, 2000 at 255.

<sup>9</sup> Diana Holtham, Victoria Russell, Diana Hird and Robert Stevenson, *Resolving construction disputes*, Oxford: Chandos Publishing, 1999 at 1, and Karl Mackie, David Miles, William Marsh and Tony Allen, *The ADR practice guide*, 2<sup>nd</sup> Edition, London: Butterworths, 2000 at 255.

<sup>10</sup> Karl Mackie, David Miles, William Marsh and Tony Allen, *The ADR practice guide*, 2<sup>nd</sup> Edition, London: Butterworths, 2000 at 255.

<sup>11</sup> Mohan M. Kumaraswamy, "Consequences of Construction Conflict: A Hong Kong Perspective," *Journal of Management in Engineering*, May/June 1998: 68. pp.66-74 via asceonline.com.

<sup>12</sup> Susan Patterson & Grant Seabolt, *"Essentials of Alternative Dispute Resolution,"* 2<sup>ne</sup> Edition, Dallas: Pearson Publications Company, 2001 at 170.

<sup>13</sup> Sai On Cheung, "Mandatory Use of ADR in Construction – A Fundamental Change from Voluntary Participation," Editorial, *Journal of Professional Issues in Engineering Education and Practice* © ASCE / July 2006:224.

<sup>14</sup> Ibid, at 224.

industry to look towards other alternative methods.<sup>15</sup> Alternative dispute resolution (ADR) is a generic description used to identify a wide range of resolution processes that aim to resolve disputes speedily and cost efficiently.<sup>16</sup>

Disputes within the construction industry are inevitably related to time, money and quality. Disputes that are not resolved promptly, in all probability, would incur a considerable escalation in expenses which are hard or impossible to quantify. The visible expenses anticipated include the legal representatives, expert witnesses, and the cost of the dispute resolution proceedings itself. Amongst the less visible costs would be the company resources assigned to the dispute and lost business opportunities, while the intangible costs are identified as detriment to good working relationships and potential value lost due to inefficient dispute resolution process.<sup>17</sup>

## **Alternative Dispute Resolution**

Over the last few decades the perceived shortcomings of litigation and also arbitration have resulted in attempts to find other quick means to resolve construction disputes.<sup>18</sup> ADR was first developed in the United States in early 1980s as a result of dissatisfaction with the delays, costs and inadequacies of the litigation process.<sup>19</sup> However, it only began to receive consideration in the late 1980s and early 1990s.<sup>20</sup> Since then, its development as a process to resolve civil disputes relatively inexpensive and quickly has gained momentum and is now widely practiced in the construction industries in many countries, especially in Canada, United Kingdom and Australia.<sup>21</sup> The acronym ADR has also been defined as Additional Dispute Resolution and Assisted Dispute Resolution. With time, it also stands for Appropriate Dispute Resolution<sup>22</sup> and Amicable Dispute Resolution to reflect these desired outcomes.<sup>23</sup>

## **ADR in General**

The realisation of ADR as a process that complements both litigation and arbitration has meant that the processes are constantly expanding to include new techniques which offer no limits to the types of dispute resolution processes that can be utilised. The main attraction of ADR is often the consensual process, but this also means that it will not be successful unless the parties each have a genuine desire to reach a settlement.<sup>24</sup> Even though the most common

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<sup>15</sup> Feniosky Peña-Mora, Carlos E. Sosa and D. Sean McCone, *Introduction to construction dispute resolution*, New Jersey: Pearson Education Inc., 2003, at 27.

<sup>16</sup> Sai On Cheung, at 224.

<sup>17</sup> Sai-On Cheung, Henry S. H. Suen and Tsun Ip Lam, "Fundamentals of alternative dispute resolution processes in construction" *Journal of Construction Engineering and Management* (Sept/Oct 2002) 409 and <<http://www.abanet.org/dispute/essay/constructiondisputes.pdf>> viewed on 25 February 2009.

<sup>18</sup> Thomas B. Treacy, "Use of Alternative dispute resolution in the construction industry" *Journal of Management in Engineering* (January/February 1995): 59.

<sup>19</sup> Mackie, Miles, Marsh and Allen, at 3.

<sup>20</sup> Ibid.

<sup>21</sup> See also Holtham, Russell, Hird and Stevenson, at 121.

<sup>22</sup> Mackie, Miles, Marsh and Allen, at 20. The authors indicate that most advocates of ADR agree that the term 'alternative' is inappropriate as it adds to, and not replacing the litigation option.

<sup>23</sup> Sai On Cheung, at 224.

<sup>24</sup> Holtham, Russell, Hird and Stevenson, at 4.

ADR methods do not provide assurance of a resolution, in practice most of these methods lead to a final settlement.<sup>25</sup> The key to a settlement process is that the parties and those assisting in the process understand and agree to the same process.

The reasons for resorting to ADR include time savings, less costly discovery, more effective case management, confidentiality, and facilitation of early, direct communication and understanding among the parties of the essential issues on each side of the dispute.<sup>26</sup> Other reasons are preservation of ongoing party relations, savings in trial expenses and providing qualified, neutral experts to hear complex matters.<sup>27</sup> Traditionally, arbitration was the forum sought in the construction industry.<sup>28</sup>

The ADR processes differ in their formality and placement of decision-making power. Some methods are non-binding and allow the parties to have control at all times over the outcome of the dispute, participate in the development of an agreeable settlement in the presence of a neutral third party and withdraw from the process at any point.<sup>29</sup> Other methods may become binding<sup>30</sup> where all powers lies with the neutral third party which is mandatory and have a formal structure that require strict adherence to the rules and implementation.<sup>31</sup> The process chosen should provide a solution to suit the varied nature and size of construction disputes with the object of saving time and costs.<sup>32</sup> Furthermore, due to the divergence in construction disputes, the right process should also be adapted to the type of problem.<sup>33</sup>

Apart from arbitration, other ADR methods include mediation, conciliation, early neutral evaluation, expert determination and mini trial as well as other hybrid methods such as med-arbitration and dispute adjudication/review board. Brown and Marriot (1999) have identified eighteen main dispute resolution methods ranging from processes which offer the least control, which is litigation, to those that offer the greatest control, that is, negotiation. Due to the divergence in construction disputes, Mackie et al (2000) is of the view that the right ADR process should be adapted to the type of problem.

Although there is no one exclusive ADR for the construction industry, apart from arbitration, which is the most widely form of alternative dispute resolution mechanism in the construction industry, other spectrums of ADR include negotiation, mediation, conciliation, med-arbitration, adjudication, mini-trial, expert determination or appraisal, court-annexed ADR and dispute review board.<sup>34</sup> The array of methods has advantages and disadvantages and despite

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<sup>25</sup> Mackie, Miles, Marsh and Allen, at 14.

<sup>26</sup> Thomas B. Treacy, "Use of Alternative dispute resolution in the construction industry" *Journal of Management in Engineering* (January/February 1995) 59.

<sup>27</sup> Ibid.

<sup>28</sup> John Battersby, "Developing Trends in Construction Dispute Resolution," *Arbitration 2001-2002*, at 118, Selection of Papers on Arbitration presented at the joint Bar Council/CI Arb Talk, published by The Chartered Institute of Arbitrators (Malaysia Branch).

<sup>29</sup> Peña-Mora, Sosa and McCone, at 60.

<sup>30</sup> Non-binding dispute resolution as in mediation, conciliation, mini-trial etc, while binding dispute resolution are as in arbitration (Americans accept arbitration as an ADR) and also adjudication.

<sup>31</sup> John Uff, *Construction Law*, 9<sup>th</sup> Edition, London: Sweet and Maxwell, 2005, at 60.

<sup>32</sup> Battersby, at 118.

<sup>33</sup> Mackie, Miles, Marsh and Allen, at 258.

<sup>34</sup> Henry Brown and Arthur Marriot, *ADR Principles and Practice*, (1999) 2<sup>nd</sup> Edition, London: Sweet and Maxwell, at 12, do not consider negotiation as an ADR process. Although negotiation is a necessary component

having similar objectives, the processes involved are significantly different from one method to the other.<sup>35</sup> Thus, there is a need for advice to tailor an appropriate mechanism to resolve a given dispute in a particular circumstance, as it may result in an unresolved dispute.<sup>36</sup>

Arbitration is generally seen as a more flexible procedure than litigation.<sup>37</sup> This may be so in theory but not in practice.<sup>38</sup> The poor image of arbitration is attributable to its temptation to imitate traditional court procedure.<sup>39</sup> The parties have the opportunity to choose an arbitrator with relevant expertise, but non-lawyers see the process as having been hijacked by lawyers who have imposed litigation style practice on what was originally tended to be quick and simple means of resolving disputes.<sup>40</sup> Unsurprisingly, arbitration is also known as private litigation.

Alternative dispute resolution offers a variety of dispute resolution methods other than the formal systems of litigation and arbitration and must surely have something suitable for particular dispute.<sup>41</sup> Litigation and arbitration are about winning and losing,<sup>42</sup> while mediation creates a non-adversarial condition in order to reach a win-win solution. The decision of an arbitrator is binding, is not based on and does not create any precedent, and has limited avenue for appeal to a court.

In the UK, adjudication as an alternative dispute resolution has been encouraged by certain standard forms of contract earlier on, but its scope has now been greatly extended by an underpinning Act which provides that any party to a contract is entitled to adjudication.<sup>43</sup>

## **ADR in Malaysia**

Notwithstanding this wide adoption of ADR within the construction industry, the geographical differences attributed to cultural factors, maturity of the industry, and prevalent legal systems in force influences the use of ADR practices.<sup>44</sup> Furthermore, participation in ADR techniques remains largely voluntary, and the legal implication arising from them remain uncharted.<sup>45</sup>

The most common alternative dispute resolution methods to resolve disputes in the construction industry are arbitration, mediation/conciliation, adjudication and expert determination.<sup>46</sup> However, the dispute resolution methods that are normally incorporated in

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of ADR, it only becomes an ADR only if it is accompanied by neutral intercession and a more structure process framework.

<sup>35</sup> Battersby, at 119.

<sup>36</sup> Kumaraswamy, at 68.

<sup>37</sup> Holtham, Russell, Hird and Stevenson, at 3.

<sup>38</sup> Ibid.

<sup>39</sup> Doug Jones, " Construction Project Dispute Resolution: Options for Effective Dispute Avoidance and Management," *Journal Of Professional Issues In Engineering Education And Practice* © ASCE / July 2006: 225. pp. 225-235.

<sup>40</sup> Id., at 4.

<sup>41</sup> Id., at 4 and 121.

<sup>42</sup> Id., at 121.

<sup>43</sup> Id., at 4.

<sup>44</sup> Sai On Cheung, at 224.

<sup>45</sup> Ibid.

<sup>46</sup> Battersby, at 119.

Malaysian construction contracts are arbitration and mediation.<sup>47</sup> Arbitration is recognised and practice worldwide while mediation is yet to gain the popularity that arbitration has achieved in the resolution of commercial disputes in Malaysia.<sup>48</sup> At present, Malaysia is seeking for an efficient and economical dispensation of justice and a more suitable dispute resolution technique to deal with current and future challenges in the construction industry. In line with the Malaysian CIMP, CIDB is advocating statutory adjudication as a suitable dispute resolution in the construction industry.

This article intends to limit and provide an outline on only three of the aforementioned ADR methods, which are arbitration, mediation and adjudication. However, adjudication would be accorded more emphasis as an Act comprising adjudication in the construction industry is imminent in Malaysia.

In comparing the three methods of ADR, arbitrators are seen to have the widest discretion and powers to ensure just, expeditious, economical and final determination of disputes raised in the proceedings including the matter of costs.<sup>49</sup> All powers and functions exercised by the arbitrator shall be in accordance with the provisions of the Arbitration Act 2005.<sup>50</sup> The decision of the arbitrator is legally binding with the outcome being one of a win or lose situation and there is often no provision for appeal to a court of law.<sup>51</sup>

On the other hand, in mediation, the mediator function to assists the parties in dispute to generate options and foster an understanding of their respective positions and to manage emotions.<sup>52</sup> In England, a mediator is also known as conciliator and the term is used interchangeably.<sup>53</sup> Although the mediator controls the process, he/she does not impose any resolution or opinion on the merits of the case, promoting a win/win situation, leaving the parties themselves to control the outcome.<sup>54</sup> The process is flexible, private and confidential with the legal rights of the parties protected when no agreement has been reached.<sup>55</sup>

Meanwhile, in adjudication, the adjudicator acts as a third neutral party who is appointed to resolve a dispute within a certain time limit. The decision of the adjudicator is binding but not necessarily final as it could later be reviewed by either arbitration, court proceedings or by settlement agreement between the parties.<sup>56</sup> In large international contracts, adjudication is

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<sup>47</sup> P.G.Lim & Grace Xavier, "Malaysia", edited by Michael Pryles, in *Dispute resolution in Asia*, The Hague: Kluwer Law International, 2<sup>nd</sup> Edition (2002), at 223. (Total pages in chapter 223 – 264).

<sup>48</sup> Grace Xavier, "Comparative Study of Arbitrations in Malaysia and Selected Jurisdictions in the European Union," [2002] 4 *The Malayan Law Journal Articles* 89 via lexisnexis.com (viewed on 1 November 2009).

<sup>49</sup> Marthinus J Maritz, "Adjudication of disputes in the construction industry," *Essays Innovate* No.3 2009, at 79, via <<http://web.up.ac.za/sitefiles/file/44/2163/8121/Innovate%203/Inn%20bl78-79.pdf>> (viewed on 11 November 2009).

<sup>50</sup> Ibid.

<sup>51</sup> Id.

<sup>52</sup> Id.

<sup>53</sup> Loukas A Mistelis, "ADR in England and Wales," [2001]12..Published in *American Review of International Arbitration*, 167-221.

<sup>54</sup> Id.

<sup>55</sup> Id.

<sup>56</sup> Inpamathi Natkunasingam & Satkunabalan K Sabaratnam, "Malaysia" in *Dispute Resolution and Conflict Management in Construction – An International Review*, edited by Peter Fenn, Michael O'Shea and Edward Davies, (London: E& FN Spon, 1998), at 413 and Sundra Rajoo, "Arbitration in the Construction Industry," *Master Builders*, 1st Quarter 2008.

usually referred to dispute adjudication board or dispute review board which may consists of one or more adjudicators.<sup>57</sup>

## Arbitration

While the court is the main forum for resolution of construction dispute, arbitration is a well established part of the Malaysian construction industry.<sup>58</sup> Arbitration has been in used in the region of Asia for quite some time and its provisions are included in almost all construction contracts in this region.<sup>59</sup> Malaysia is not precludes and arbitration clauses are found in standard forms of contract, which are the PWD 203 and 203A (Rev. 2007)<sup>60</sup> series which are used in public sector works, and the PAM Contract 2006<sup>61</sup> and CIDB Building Works 2000 Edition<sup>62</sup> which are used in private sector works. All these standard forms provide for arbitration as the final form of dispute resolution and has produced a de facto universality of arbitration as the normal method of settling disputes<sup>63</sup> It is a method of private dispute resolution in which the parties to the dispute agree to have it settled by an independent third party and to be bound by the decision he makes.<sup>64</sup> This agreement may also be entered into after the dispute has arisen.<sup>65</sup> The arbitrator may be chosen by agreement between the parties themselves or may be appointed by a nominating body named in the contract.<sup>66</sup>

Amongst the advantages of arbitration is the privacy and confidentiality afforded to the parties.<sup>67</sup> The parties also have the freedom to determine an arbitrator or appropriate appointing body to ensure that he or she has relevant expertise and experience. They are free to choose their own ruled, with great procedural and substantive flexibility.<sup>68</sup> There are very limited grounds of appeal against an arbitration award.<sup>69</sup> One of the disadvantages of arbitration is the flexibility of the process can create uncertainty among the parties.<sup>70</sup> Depending on the circumstances of a dispute, arbitration can be very quick and cost effective as a means of resolving dispute. On the other hand, it can also be very time consuming, cumbersome, expensive and adversarial which contributed to it earning the name litigation in the private sector.<sup>71</sup>

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<sup>57</sup> Ibid.

<sup>58</sup> Ibid.

<sup>59</sup> Natkunasingam & K Sabaratnam, at 413.

<sup>60</sup> Battersby, at 129.

<sup>61</sup> Clause 65. See Appendix A.

<sup>62</sup> Clause 34. See Appendix B.

<sup>63</sup> Clause 47. See Appendix C.

<sup>64</sup> Sudra Rajoo, at 72.

<sup>65</sup> Holtham, Russell, Hird and Stevenson, at 83.

<sup>66</sup> Ibid.

<sup>67</sup> Id.

<sup>68</sup> Id., at 119.

<sup>69</sup> Id.

<sup>70</sup> Sections 15(5) and 18(10) of the Malaysian Arbitration Act 2005.

<sup>71</sup> Holtham, Russell, Hird and Stevenson, at 120.

<sup>71</sup> See the judgment in Northern Regional Health Authority v Derek Crouch Construction Company Limited [1984] 1 QB 644, at 70 where Sir John Donaldson MR stated that "Arbitration is usually no more and no less than litigation in the private sector." See also Battersby, at 121.

Some the various issues on disputes that have been referred to arbitration have been identified as follows:<sup>72</sup>

- Termination of the contract due to failure by contractor/sub-contractor to proceed diligently and competently on site, or the contractor/sub-contractor ceased working, or repudiation of contract by employer.
- Non-payment of variation claims, progress payment claims, extension of time claims, liquidated and ascertained charges against contractor/sub-contractor, validity of final account and certificate.
- Changes in design, defective materials, poor quality of workmanship, delay and extension of time due to local authorities' requirements, and negligence and nuisance.

In Malaysia, the guiding principles are set out in the Arbitration Act 2005, which repeals and replaces the Arbitration Act 1952.<sup>73</sup> It is applicable to all arbitration proceedings commencing after 15 March 2006. This new Act has also addressed some of the perceived and actual failures of the arbitration process in the previous Act.<sup>74</sup> It is based on the United Nations Commission International Trade Law (UNCITRAL) Model Law on International Commercial Arbitration ("the Model Law") and has been adopted by some 63 countries worldwide.<sup>75</sup> Although the Model Law was primarily drafted for the purpose of international arbitrations, the member states are free to modify the Model Law for use in their domestic arbitral regime.<sup>76</sup> Among the common law states that have adopted this suggestion is India and New Zealand. Notwithstanding certain distinctions between their international and domestic arbitration, the New Zealand Arbitration Act applies the provisions of the Model Law in both these regime.<sup>77</sup> In relation to this, the Malaysian Arbitration Act closely resembles the New Zealand model.<sup>78</sup>

The Malaysian Arbitration Act is divided into four parts. Part I contains the definition of the terms used in the Act, including the important definition of 'international arbitration' and 'domestic arbitration'. This part is also central to the understanding of the application of the Act. Part I, II and IV is mandatory to both international and domestic arbitration where the seat of arbitration is in Malaysia. Part III comprises additional provisions relating to arbitration which is applicable to domestic arbitration unless the parties opt out, but only

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<sup>72</sup> Rajoo, at 73.

<sup>73</sup> Section 51(1) of the Arbitration Act 2005 also provides that the Convention of the Recognition and Enforcement of Foreign Arbitral Awards Act 1985 (Act 320). However Section 51(2) provides that 1952 Act will continue to apply to arbitral proceedings commenced before the operative date of the new Act.

<sup>74</sup> Belden Premaraj, "Arbitration - The Preferred Alternative," at 8, via <http://www.beldenlex.com/pdf/Arbitration%20The%20Preferred%20Alternative.pdf> (viewed on 25 December 2009).

<sup>75</sup> Sundra Rajoo & WSW Davidson, *"The Arbitration Act 2005 – UNCITRAL Model Law as applied in Malaysia,"* Petaling Jaya: Sweet & Maxwell Asia, 2007 at 2.

<sup>76</sup> Ibid.

<sup>77</sup> Id., at 3.

<sup>78</sup> Id.



applicable to international arbitration if the parties opt in.<sup>79</sup> Part II encompasses the main body of the Act while Part IV provides for several miscellaneous provisions.

Although arbitration is a consensual process, the jurisdiction of the arbitrator or the arbitral tribunal and the scope of the arbitration are fixed by the terms of the arbitration agreement and the arbitration will be conducted according to certain prescribed procedural rules. These rules may be expressly agreed by the parties but where the parties do not make such a choice, or where the rules which they choose are silent on a particular point, the procedure of the arbitration will be governed by the statute on arbitration of the country in which the proceedings takes place.<sup>80</sup> In Malaysia, the rules for arbitration which the parties may agree to submit to be the PAM Arbitration Rules, IEM, and Rules for Arbitration of the KLRCA,<sup>81</sup> ICC Rules of Arbitration or MIArb Arbitration Rules 2000 Edition<sup>82</sup>. By virtue of the doctrine of separability provided in the Act, the arbitration clause agreement has a separate existence and is an agreement independent of the main contract.<sup>83</sup>

Arbitration is to be distinguished from other ADR methods, in that it is a judicial process involving evidence and submissions by the parties before an independent arbitrator, who subsequently reaches a decision on the parties' respective rights and obligations under the contract.<sup>84</sup> The decision of the arbitrator is final and binding, subject to a possibility of very limited intervention the courts. In contrast with adjudication, arbitration is not confine to certain time-limits, more readily enforceable and not susceptible to a rehearing.<sup>85</sup> In comparison to mediation, the parties may be compelled to submit to arbitration.<sup>86</sup>

Majority of construction contracts incorporated arbitration clauses as it is regarded as the main dispute resolution process, which is able to achieve the objectives of ADR.<sup>87</sup> Yet, parties to

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<sup>79</sup> Id. Section 3(4) provides that the parties to domestic arbitration may "opt out" and the parties to international arbitration may "opt in", in whole or in parts.

<sup>80</sup> Ibid.

<sup>81</sup> The Kuala Lumpur Regional Centre for Arbitration (KLRCA) was established in 1978 (under the auspices of the international governmental international law body, the Asian-African Legal Consultative organization (AALCO) to provide a forum for the settlement of disputes by arbitration an also mediation in trade, commerce and investment within the Asia-Pacific region. While it has the support of the Malaysian government, KLRCA is a non-profit organization and is not a branch or agency of the government. In relation to arbitration, The KLRCA adopts the UNCITRAL Arbitration Rules of 1976 with certain modifications and adaptations. Source via < <http://www.rcakl.org.my/>> (viewed on 7 January 2010).

<sup>82</sup> MIArb Arbitration Rules (2000 Edition) are up-to-date and aim to overcome the common pitfalls of arbitration as well as ensuring fair and speedy disposal of disputes. The rationale of MIArb Arbitration rules include recognition of party autonomy; flexibility for modification or simplification of arbitration procedure to suit nature and extent of disputes; facilitating expeditions proceedings; deferment of case stated or challenge of interim awards/decisions until after the main award or substantive merits are made, yet preserving a party's right to challenge an interlocutory decision or interim award. The MIArb Ruels can be adapted for use in complex or simple arbitrations in different fields or industries. Source via < [http://www.miarb.com/index.cfm?fuseaction=ins\\_profile](http://www.miarb.com/index.cfm?fuseaction=ins_profile)> (viewed 7 January 2010).

<sup>83</sup> Section 18(2) of the Arbitration Act 2005. See also Sundra Rajoo & WSW Davidson, "*The Arbitration Act 2005 – UNCITRAL Model Law as applied in Malaysia*," Petaling Jaya: Sweet & Maxwell Asia, 2007 at 88.

<sup>84</sup> See Battersby, at 119, and Uff, *Construction Law*, at 79.

<sup>85</sup> Ibid., at 81.

<sup>86</sup> Id.

<sup>87</sup> Id., at 121.

construction disputes are often dissatisfied with the outcome of arbitration.<sup>88</sup> Some of the discontentment spring from the following reasons:<sup>89</sup>

- Construction arbitration can last for many months or even years due massive documentation to cover and consider, use of experts, representations from various parties and the attempt to be as thorough as possible.
- Arbitration can be more expensive if more than one arbitrator is appointed in the tribunal.
- The efficiency of a process may be affected if a non-construction arbitrator is appointed when an arbitrator with technical background would be more appropriate for a particular dispute.
- Where disputes involve a myriad of technical as well as legal issues, arbitrators are not totally equipped to deal effectively with all the issues and the process reverts back to a process that relies far more on adversarial strengths.<sup>90</sup>
- There is no recourse if an arbitrator makes a wrong decision.
- Protracted arbitration proceedings not only increase the costs of arbitration but are likely to cause immense harm to business relationships.

As a construction industry normally involves complex processes and multi-disciplinary inputs, this may give rise to complex disputes, which can only be brought to arbitration upon completion of the project.<sup>91</sup> Small disputes which are not compounded as early as possible may lead to large disputes which are more difficult to resolve.<sup>92</sup> In the meantime, this chain of events would have starved the aggrieved party of cash flow which is vital to the completion of the project.

Whilst it is acknowledged that the arbitration process has its drawbacks when compared to other forms of dispute resolution, there have been great strides both in international and domestic arbitration processes to improve its perceived failing particularly relating to the expediency of the process and the expenses involved.<sup>93</sup> There has been a clear move towards adopting procedural approaches that would allow for a more efficient process and this should be satisfactory to parties that are serious about resolving their disputes in a thorough but cost effective manner.<sup>94</sup> Consideration should be given to a new fast-track procedure developed in the fields of both domestic adjudication and international arbitration, a procedure known as the 100-day arbitration.<sup>95</sup> It presents an alternative to adjudication, comprising a single-stage

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<sup>88</sup> Id.

<sup>89</sup> Id.

<sup>90</sup> Belden Premaraj, "Arbitration the preferred alternative," Paper delivered at the Asia Pacific In House Congress June 2007, via < <http://www.beldenlex.com/pdf/Arbitration%20-%20The%20Preferred%20Alternative.pdf>> (viewed 29 December 2009).

<sup>91</sup> Id., at 122.

<sup>92</sup> Id., at 121.

<sup>93</sup> See Premaraj, at 71 and Uff, "100-day Arbitration," at 1.

<sup>94</sup> Premaraj, at 71.

<sup>95</sup> See Uff, "100-Day Arbitration," at 3.

process which is likely to be found more suitable for both disputes of moderate complexity and those disputes which call for a final and binding decision.<sup>96</sup>

## Mediation

The fundamental of mediation that involves the encouragement of settlement by the assistance of a third party has been a practice of the Eastern region for centuries.<sup>97</sup> The roots can be traced back to the Islamic sulh which covers negotiations, mediation, conciliation and compromise of action, the Chinese xieshang which means negotiation and consultation, and the Hindu's panchayat which represents a village tribunal of five elders.<sup>98</sup>

Although the modern or formal mediation is yet to mark in the dispute resolution process in Malaysia,<sup>99</sup> the promotion of mediation in a number of industries have demonstrated that mediation is increasingly advancing into the society.<sup>100</sup> The insurance and financial industries have established a single forum, known as the Financial Mediation Bureau (FMB), an integrated dispute resolution centre for financial institutions under the supervision of the Central Bank of Malaysia.<sup>101</sup> This bureau, that was set up on the basis of the ombudsman schemes in the UK<sup>102</sup> offers consumer protection with regard to fair dealing with policy holders subject to certain requirements and limitations.<sup>103</sup> Its main aim is to provide services with regard to complaints or disputes with financial service providers over a claim involving monetary loss arising out of services provided by the bank, finance or insurance company.<sup>104</sup> The award or decision of the FMB is binding on the institutions but not the complainant.

Other industries which provides an alternative forum facilitated by statute for resolving disputes or claims, which are simple, inexpensive and fast, are the Tribunal for Consumer Claims, an independent body operating under the Ministry of Domestic Trade, Co-operatives and Consumerism Malaysia, and the Tribunal for Homebuyer Claim operating under the Ministry of Housing and Local Government Malaysia. However, these bureaus and tribunals

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<sup>96</sup> Ibid., at 10.

<sup>97</sup> See Cecil Abraham, Alternative Dispute Resolution in Malaysia, presented at the 9th General Assembly of the Asean Law Association in 2006 via <[http://www.aseanlawassociation.org/9GAdocs/w4\\_Malaysia.pdf](http://www.aseanlawassociation.org/9GAdocs/w4_Malaysia.pdf)> (viewed on 4 November 2009), and Dale Bagshaw, Keynote address in the 4<sup>th</sup> Asia-Pacific Mediation Forum 2008 Conference, hosted by the Harun M Hashim Law Centre, at the International Islamic University Malaysia on 16th – 18th June 2008, Kuala Lumpur.

<sup>98</sup> Refer to Abraham, Alternative Dispute Resolution in Malaysia and closing note by Syed Ahmad Iddid in the 4<sup>th</sup> Asia-Pacific Mediation Forum 2008 Conference, hosted by the Harun M Hashim Law Centre, at the International Islamic University Malaysia on 16th – 18th June 2008, Kuala Lumpur.

<sup>99</sup> PG Lim, 'Mediation, a slow starter in alternative dispute resolution,' [2004] 1 *MLJA* 15, via lexisnexis.com.

<sup>100</sup> Natkunasingam & K Sabaratnam, at 410.

<sup>101</sup> Prior to 2005, there were two separate bureaus; Insurance Mediation Bureau and the Banking Mediation Bureau. On the 20<sup>th</sup> January 2005, The Central Bank of Malaysia officially launched the Financial Mediation Bureau (FMB) which replaced the IMB. The FMB combines the avenues for redress of the insurance industry and the banking and other financial services industry into a single organization. It was acknowledged at the launch that the two existing bureaus i.e. the IMB and the Banking Mediation Bureau had achieved considerable success in mediating disputes between insurance companies and banks and their customers. Source via <<http://www.piam.org.my/annual/2004/003.htm>> and <<http://www.bnm.gov.my/index?ch=9&pg=15&ac=162&lang=bm&print=1>> (viewed on 5 January 2010).

<sup>102</sup> Natkunasingam & K Sabaratnam, at 433.

<sup>103</sup> Ibid., at 433.

<sup>104</sup> Financial Mediation Bureau via <<http://www.fmb.org.my>> (viewed on 27 December 2009).

which are in operation are not strictly a mediatory forum as the mediators will evaluate the dispute or claim and make a final and binding award in the circumstances the parties fail to reach and agree to a settlement.<sup>105</sup>

In contrast with the abovementioned industries, there is no investigative complaints bureau in respect of the construction industry in Malaysia.<sup>106</sup> The Malaysian CIDB is the only body at present that is attempting to regulate the construction industry and to promote standards within the industry. However, their role does not extend to investigating complaints from the public and other members of the industry and is simply an arm of the Government, empowered to carry out its activities by the Minister of Works and is therefore not an independent body.<sup>107</sup>

The concept of mediation is a totally different process from arbitration in all respects saves only for the parties' agreement to utilise the process as an alternative to litigation and the objective of privacy.<sup>108</sup> It is non-binding and involves a neutral third party that does not make decisions.<sup>109</sup> In construction mediations, this often forms part of the process of mediation in appropriate circumstances.<sup>110</sup> It is contended that mediation and adjudication is included in a contract not as a replacement for arbitration but only as a means of avoiding arbitration.<sup>111</sup> Mediation is faster and more cost effective than arbitration.<sup>112</sup> It also avoids the risk of win-loss situation.<sup>113</sup> The parties to mediation retain control over their positions and can walk away from mediation or take time to reconsider the situation.<sup>114</sup> When goodwill exists between the parties, mediation being non-adversarial helps to promote amicable settlements and preserves business relationships.

Although mediation of construction disputes highly resembles other mediation, there are some peculiarities which merit consideration.<sup>115</sup> Normally a mediator chosen to deal with a construction dispute is likely to possess substantial knowledge and experience in the construction industry, thus saving time and expenses for the parties. As construction disputes are document-sensitive, the mediator will most probably be called upon to facilitate the amicable exchange of documents. The mediator may require a longer time for presentations from parties and caucuses with parties as it may involve multiple parties and complex issues. The mediator may also be required to render advisory opinion on matters if this approach is agreed by the parties.

In Malaysia, mediation is gaining recognition in the construction industry, which is evidenced by the incorporation of mediation terms as a first tier of dispute resolution in a number of the

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<sup>105</sup> Natkunasingham & K Sabaratnam, at 410. See also Noor Azian Shaari, "Tribunal for Consumer Claims: The Malaysian Experience," presented at Sixth Annual AIJA Tribunal Conference, 5 -6 June 2003, via <<http://www.aija.org.au/Tribs03/Malaysia.pdf>> (viewed 6 January 2010).

<sup>106</sup> Natkunasingham & K Sabaratnam, at 433.

<sup>107</sup> *Ibid.*, at 433.

<sup>108</sup> Battersby, at 119.

<sup>109</sup> *Ibid.*

<sup>110</sup> *Id.*

<sup>111</sup> *Id.*, at 129.

<sup>112</sup> *Ibid.*

<sup>113</sup> *Ibid.*, 119.

<sup>114</sup> *Id.*

<sup>115</sup> Patterson & Seabolt, at 174.

Malaysian construction contracts.<sup>116</sup> In the CIDB Standard Form of Contract for Building Works 2000 Edition<sup>117</sup> and the PAM 2006<sup>118</sup> parties are encouraged to attempt to settle their disputes amicably by mediation prior to referral to other dispute resolution prescribed in the contract.<sup>119</sup> In relation to these, there are many choices of rules that have been published by different bodies suitable for the Malaysian construction industry. Amongst the rules on arbitration are the PAM Mediation Rules and the CIDB Mediation Rules which are to be used in conjunction with their respective forms of contract, while the Rules for Conciliation/Mediation of the KLRCA, CIArb Mediation Rules, the Malaysian Mediation Centre Mediation Rules<sup>120</sup> or the ICC ADR Rules<sup>121</sup> are stand-alone rules that may be agreed upon by the parties.

A research to establish how construction disputes are conceived by practicing quantity surveyors in Malaysia was conducted by a higher learning institution in Malaysia.<sup>122</sup> One of the findings indicated most disputes were settled through negotiation and contractual adjudication.<sup>123</sup> The study also reveals the following reasons on why mediation was not widely used within the Malaysian construction industry:<sup>124</sup>

- Most problems can be resolved through direct-negotiation with the disputants without any involvement from others. The involvement of a third party can make disputes become more complicated or even worse
- Not widely known in Malaysia since it is a new approach
- Not exposed to any mediation procedure since no major disputes have yet arisen which need settlement through mediation
- Differential in value of work if substantial will be added or omitted progressively and this must be agreed by both parties
- The main contractor will offer alternative works or projects as replacement if the sub-contractor suffers losses
- Not agreed or initiated by both parties
- Unaware

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<sup>116</sup> Lim & Xavier, at 224.

<sup>117</sup> Clauses 47.2 and 47.3 of CIDB Standard Form of Building Contract (2000 Edition). See Appendix C

<sup>118</sup> Clause 35. See Appendix B.

<sup>119</sup> Natkunasingam & K Sabaratnam, at 410.

<sup>120</sup> The Malaysian Mediation Centre is under the auspices of the Malaysian Bar Council.

<sup>121</sup> The International Chamber of Commerce ('ICC') sets out these amicable dispute resolution rules, entitled the ICC ADR Rules (the 'Rules'), which permit the parties to agree upon whatever settlement technique they believe to be appropriate to help them settle their dispute. In the absence of an agreement of the parties on a settlement technique, mediation shall be the settlement technique used under the Rules. Source < [http://www.iccwbo.org/uploadedFiles/Court/Arbitration/other/adr\\_rules.pdf](http://www.iccwbo.org/uploadedFiles/Court/Arbitration/other/adr_rules.pdf)> (viewed on 7 January 2010).

<sup>122</sup> Haryati Mohd Isa, Padzil Hassan, Mohd Faisal Ishak and Othman Mohd Nor, "Conception of Disputes Amongst Malaysian Quantity Surveyors," Paper presented at the RICS COBRA Research Conference, University of Cape Town, 10-11th September 2009. The Higher Learning Institution is MARA University of Technology (UiTM).

<sup>123</sup> The findings showed that 23.1% and 21.4% of disputes were settled through negotiation and contractual adjudication respectively.

<sup>124</sup> Ibid.

Notwithstanding the above study, it is contended that the future of mediation in Malaysia lies in the promotion of the benefits of mediation and the availability of structured mediation training to ensure that mediation skills are acquired.<sup>125</sup> It is hoped that the much-awaited judicial reforms in Malaysia which includes the setting up of a mediation system under a Mediation Act which would not only require parties to mediate prior to filing in court, but also assist in clearing the backlog of civil cases. It was agreed that a court-mandated mediation system should be set-up as mediation did not work well if it is outside the court system.<sup>126</sup>

## Adjudication

As Malaysia would be undertaking a major reform with the introduction of statutory adjudication exclusive for the construction industry, it seems only reasonable to initiate the discussion with some enlightenment on how adjudication became as important as it is now in eight other commonwealth legislations.

Adjudication is a term long known outside the construction industry, with many and various meanings.<sup>127</sup> Within the construction industry, the advent of main contractors outsourcing their works has created problems, particularly in making payments to those down the construction chain. Since arbitration proved ineffective for such a dispute,<sup>128</sup> adjudication made its first appearance in the United Kingdom construction industry in 1976 through its inclusion in the Joint Contracts Tribunal (JCT) sub-contracts form. Although adjudication was known then, it was seldom utilised due to its limited scope for disputes related to set-offs only. In the middle 1980s, adjudication was employed in some bespoke contracts mainly involving large projects in the UK.<sup>129</sup> This concept was later expanded in various forms to cover a full range of construction projects and disputes.<sup>130</sup>

Adjudication is regarded as the nearest process to arbitration.<sup>131</sup> The principal advantage of adjudication over arbitration is that it is quick and relatively cheap. In contrast with mediation, adjudication results in a decision which is temporarily binding until finally determined by litigation, arbitration or settlement agreement between the parties.

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<sup>125</sup> Natkunasingam & K Sabaratnam, at 411.

<sup>126</sup> A statement by Khutbul Zaman, Bar Council Alternative Dispute Resolution Committee Chairman in “Mediation system to tackle cases fast taking shape,” New Straits Times, 3 July 2009.

<sup>127</sup> Robert Gaitskell, ‘International statutory adjudication: its development and impact’ *Construction Management and Economics* 25 (2007): at 777.

<sup>128</sup> Peter Hibberd and Paul Newman, *ADR and Adjudication in Construction Disputes*, Oxford: Blackwell Science Ltd, (1999), at viii.

<sup>129</sup> Robert Stevenson and Peter Chapman, *Construction Adjudication*. Bristol: Jordan Publishing Limited 1999 at 2. Examples are fixed link crossings, railway works and highway construction.

<sup>130</sup> James P. Groton, Robert A Rubin and Bettina Quintas, “A comparison of dispute review boards and adjudication” [2001] *ICLR*, 18(2) : 277 provides that the English Channel Tunnel project as an example which used a designated cadre of neutrals consisting of a three-member panel. This panel would be assigned on an ad hoc basis to deal with disputes as theory arose; the decisions of these panels were binding on the parties for the duration of the construction project, but were subject to appeal in arbitration.

<sup>131</sup> Opinions of HHJ Lloyd QC in *Glencot Development v Ben Barrett* (2001) BLR 207, at paragraph 19 and in *Balfour Beatty v London Borough of Lambeth* (2002) BLR 288, at paragraph 29.

Whilst there are obvious advantages to the industry in making contractual provision for binding interim decisions by an independent third party, one of the reasons for the lack of progress in this dispute resolution process is the common misconception that the engineer, architect or superintending officer (S.O), by virtue of his/her detailed knowledge of the contract, on behalf of the employer is already carrying out an adjudicatory function and should best be able to find common ground for settlement.<sup>132</sup> The preliminary reference to the architect, engineer or S.O is usually the first tier to resolve disputes unless and until the aggrieved party refers the matter to arbitration, to commence only on completion of the works.<sup>133</sup> Whilst this position is less than satisfactory, given that the engineer, architect or S.O himself/herself may have been the cause of the dispute, or is not regarded as an impartial and informed third party, the disputing party often prefer to refer any dispute on such decisions straight to arbitration or litigation rather than to make use of a separate and independent expert adjudicator.<sup>134</sup> Compared to arbitration, which the courts are generally respectful of a parties' decision to arbitrate, without an underpinning legislation to encourage adjudication as an interim binding decision, it is more likely than not, that the courts would hold an adjudicator's decision as having "an ephemeral and subordinate character"<sup>135</sup> and would therefore not treat such a decision on the same footing as an award made under an arbitration agreement despite its binding nature under the contract between the parties.<sup>136</sup>

In summary, adjudication can be described as a procedure of referring a dispute to a third neutral party, an adjudicator, who must be appointed within seven days. Once a dispute has been referred to the adjudicator, the adjudicator must act impartially and may take the initiative to ascertain the facts and the law. The adjudicator must fulfil his/her obligation to reach a decision within twenty eight days of referral and may extend the period of making decision by up to fourteen days with the consent of the referring party or any further extension agreed by the parties. This process aims is to determine a dispute on a temporary basis to enable work to proceed unimpeded and with less likelihood of serious injustice being caused.<sup>137</sup> Even if the decision is not accepted by one of the parties, the parties are obliged to implement the adjudicator's decision. The decision is binding unless and until the dispute is finally resolved by legal proceeding, arbitration, settlement agreement or both parties accept the decision as finally determining the dispute.

It is observed that adjudication is similar to arbitration in that it is a judicial process in which the adjudicator determines the parties' respective rights and obligations under the contract on the basis of evidence presented by the parties.<sup>138</sup> The difference is the procedure in adjudication is much simpler as it is intended to be a quick process similar to mediation.<sup>139</sup> Adjudication is not a condition precedent to arbitration or court litigation. It is statutorily enabled which entitles a party to exercise their rights to invoke adjudication, otherwise the parties may opt for other dispute resolution.

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<sup>132</sup> See Natkunasingham & K Sabaratnam, at 412, and John K.Sykes, "Claims and Disputes in Construction: Suggestions for their timely resolution.," Const. L.J. 1996, 12(1), 3-13: 9.

<sup>133</sup> Natkunasingham & K Sabaratnam, at 412 – 413.

<sup>134</sup> Id., at 413, and Sykes, at 9.

<sup>135</sup> Judgment in the Court of Appeal case of *A Cameron v John Mowlem & Co* [1991] Vol. 52 25.

<sup>136</sup> Natkunasingham & K Sabaratnam, at 413.

<sup>137</sup> Guy Cottam, *Adjudication under the Scheme for Construction Contract*. London: Thomas Telford, 1998, at 6.

<sup>138</sup> Battersby, at 120.

<sup>139</sup> Ibid.

In Malaysia, the use of adjudication to resolve construction disputes is rare.<sup>140</sup> The CIDB with the backup of the construction industry<sup>141</sup> has recommended statutory adjudication through the proposed Construction Industry Payment and Adjudication Act (CIPAA). Besides providing a speedy dispute resolution mechanism for the construction industry, the other key features of the proposed CIPAA are to outlaw the practice of pay-when paid and conditional payment, to facilitate regular and timely payment, and provide security and remedies for the recovery of payment.<sup>142</sup>

Briefly, the adjudication procedure prescribed by the proposed CIPAA is outline as follows:

- When a dispute<sup>143</sup> arises the claimant to the dispute initiates the proceedings by serving a notice of adjudication<sup>144</sup> on the respondent.<sup>145</sup>
- Upon the service of the notice, the claimant may agree with the respondent on an adjudicator.<sup>146</sup> If the agreed adjudicator is not an accredited adjudicator, the claimant shall write and obtain authorisation of the Adjudication Control Authority (ACA)<sup>147</sup> before requesting the agreed person to act as adjudicator. If the ACA does not authorise the agreed person to act as adjudicator, or if the parties fail to agree on an adjudicator, the claimant shall write to the ACA to nominate an adjudicator.<sup>148</sup> The party can only agree to an adjudicator after a dispute has arisen.<sup>149</sup> In both of the above situations, the ACA shall respond in writing within seven working days from the receipt of the claimant's application.<sup>150</sup>
- The agreed or nominated adjudicator shall within three working days from the written request of the claimant to act as adjudicator serve a written notice stating his/her willingness and able to act as adjudicator, stating the proposed terms of appointment and fees (if it differs from those published in the regulations), containing a declaration that there is no conflict of interest and any disclosure that may prejudice the adjudicator).<sup>151</sup>

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<sup>140</sup> See Natkunasingam & K Sabaratnam, at 412.

<sup>141</sup> Several roundtable discussions, national forum on payment and international forum on the proposed Malaysian Act, consultation forum with the industry and meeting with the Ministry of Works has been organised by CIDB.

<sup>142</sup> A Report on the Proposal for a Malaysian Construction Industry Payment and Adjudication Act, at 7 to 9.

<sup>143</sup> Section 12(1) of the proposed CIPAA stipulates that a party to a construction contract has the right at any time to refer to adjudication any dispute or disputes arising under or in connection with the construction contract including withholding of certificate and non payment of payment claim made under the Act. Section 12(2) provides that the right to refer is not jeopardised even if the dispute is the subject of proceedings in court, arbitration or other dispute resolution process.

<sup>144</sup> Section 14(2) stipulates that the notice of adjudication shall state the nature and a brief description of the dispute or disputes, state the remedy sought and state that it is made under the Act.

<sup>145</sup> Section 14(1) of the proposed CIPAA.

<sup>146</sup> Section 15(1) of the proposed CIPAA.

<sup>147</sup> Section 2 of the proposed CIPAA specifies that an Adjudication Control Authority means the body prescribed by the Minister to administer adjudication for the purposes of the Act.

<sup>148</sup> Sections 15(2) and (3) of the proposed CIPAA.

<sup>149</sup> Section 15(4) of the proposed CIPAA.

<sup>150</sup> Sections 15(2) and (3) of the proposed CIPAA.

<sup>151</sup> Section 17(1) of the proposed CIPAA.



- After the service of the above notice, the agreed or nominated adjudicator may hold a preliminary meeting with the parties to acquaint with dispute and afford an opportunity to the parties to resolve the dispute amicably.<sup>152</sup>
- The agreed or nominated adjudicator shall within five working days from the service of the above notice serve on the parties a written notice of acceptance of appointment.<sup>153</sup> This notice confirms the appointment of the adjudicator based on the terms of appointment and fees.<sup>154</sup> The adjudicator may direct the parties to contribute and deposit in equal share a reasonable portion of the fees as security to be deposited with the ACA.<sup>155</sup>
- The claimant shall serve on the adjudicator and the respondent the adjudication claim and supporting documentations within 10 working days (or any further time agreed by the parties or which the adjudicator may reasonably allow) from the receipt of the notice of acceptance of appointment of adjudicator.<sup>156</sup>
- The respondent shall serve on the adjudicator and the claimant a written adjudication response<sup>157</sup> within ten working days from the receipt of the adjudication claim (or any further time agreed by the parties or which the adjudicator may reasonably allow).<sup>158</sup>
- The claimant shall serve on the adjudicator and the claimant a written reply within five working days from the receipt of the adjudication response.<sup>159</sup>
- The adjudicator is empowered to establish the procedure including limiting the submission, require further submissions and set deadlines for submission of documents from by the parties.<sup>160</sup> The adjudicator may use own specialist knowledge, appoint independent experts with the consent of the parties, call for meetings and conduct any hearing, carry out inspection of the site, work, material or goods relating to the dispute including opening up of work done.<sup>161</sup> He/she may also open up, review and revise any certificate, decision, instruction, opinion or valuation or the parties or contract administrator, and decide on any matter although no certificate has been issued in respect of the matter.<sup>162</sup> The adjudicator is also empowered to inquisitorially take the initiative in ascertaining the facts and the law required for the decision, issue such directions as may be necessary, order the interrogatories to be answered, and order that any evidence to be given on oath or affirmation.<sup>163</sup>
- After taking into consideration all matters found by and brought before the adjudicator in the proceedings, the adjudicator shall decide the dispute within forty two working days from the service of than adjudication response, or reply to the adjudication

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<sup>152</sup> Section 17(3) of the proposed CIPAA.

<sup>153</sup> Section 17(4) of the proposed CIPAA.

<sup>154</sup> Ibid.

<sup>155</sup> Section 31(3) of the proposed CIPAA.

<sup>156</sup> Section 18 of the proposed CIPAA.

<sup>157</sup> Section 19(2) provides that the the adjudication response shall answer the adjudication and may include cross claim and supporting documents by the respondent provided the cross claim was included in the payment response where the claimant has previously served a payment claim under the Act.

<sup>158</sup> Section 19(1) of the proposed CIPAA.

<sup>159</sup> Section 19(4) of the proposed CIPAA.

<sup>160</sup> Sections 24(a) to (c) of the proposed CIPAA.

<sup>161</sup> Sections 24(d) to (h) of the proposed CIPAA.

<sup>162</sup> Section 24(m) and (n) of the proposed CIPAA.

<sup>163</sup> Section 24(i) to (l) of the proposed CIPAA.

response (if any), or from the time prescribed for the service of the adjudication response if none has been served, or such further time as agreed by the parties.<sup>164</sup>

- The decision shall be in writing, containing reasons unless dispense with by the parties.<sup>165</sup> The adjudicator shall determine the adjudicated amount (if any) to be paid by one party to the other, the date on which it is to be paid, and other matters in dispute on rights and obligations of the parties.<sup>166</sup> The adjudicator is also empowered to award financing costs and interest.<sup>167</sup> The adjudicator may require full payment of the fees and expenses to be deposited with the ACA before releasing the decision to the parties.<sup>168</sup>
- If a party is dissatisfied with the decision of the adjudicator, the aggrieved party may within seven working days from the receipt of the adjudication decision make a written application accompanied with other relevant documents, to the ACA with a copy to the other party for a review of the adjudication decision.<sup>169</sup>
- The party applying for a review shall with the application deposit with the ACA, the adjudication review fee and the adjudicated amount (if any) payable to the party as ordered in the adjudication decision, as stakeholder pending the determination of the adjudication review.<sup>170</sup>
- The ACA shall appoint a panel of three adjudicators within seven working days from the receipt of the application for review of the adjudication decision and the payment of the adjudication review fee and the adjudicated amount (if applicable) and notify the parties of the appointment in writing.<sup>171</sup>
- The review adjudicators are provided the same powers as that of the original adjudicator. They may confirm, set aside or vary the adjudication decision as they consider appropriate.<sup>172</sup>
- The review adjudicators shall determine the review within fourteen working days from the appointment by the ACA or such further time as agreed to by the parties.<sup>173</sup> The determination shall be decided by a majority decision.<sup>174</sup>
- The adjudication decision or the adjudication review determination is binding unless set aside by the High Court,<sup>175</sup> the subject matter of the decision is settled by agreement between the parties, or the dispute is finally decided by arbitration or the court.<sup>176</sup>

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<sup>164</sup> Sections 26(1) and (2) of the proposed CIPAA.

<sup>165</sup> Section 26(3) of the proposed CIPAA.

<sup>166</sup> Section 26(4) of the proposed CIPAA.

<sup>167</sup> Section 24(o) of the proposed CIPAA.

<sup>168</sup> Section 31(d) of the proposed CIPAA.

<sup>169</sup> Sections 27(1) and (2) of the proposed CIPAA.

<sup>170</sup> Section 27(3) of the proposed CIPAA.

<sup>171</sup> Section 27(4) of the proposed CIPAA.

<sup>172</sup> Sections 28(2) and (3) of the proposed CIPAA.

<sup>173</sup> Section 28(1) of the proposed CIPAA.

<sup>174</sup> Section 28(3) of the proposed CIPAA.

<sup>175</sup> Section 34 (of the proposed CIPAA provides that the aggrieved party may apply to the High Court to set aside the decision if the decision was improperly procured through fraud, bribery, denial of natural justice, or the adjudicator acted in excess of jurisdiction.

<sup>176</sup> Section 13(4) of the proposed CIPAA.

- If a party refuses to pay the adjudicated amount, the unpaid party may apply to the court to enforce the adjudication as a court judgment,<sup>177</sup> suspend performance or reduce the rate of performance,<sup>178</sup> or make a written request to the principal to pay the outstanding adjudicated amount.<sup>179</sup>

Under the proposed CIPAA, adjudication is not a condition precedent to arbitration, litigation, or other dispute resolution. It is an entitlement which is statutorily provided in the event a party wishes to invoke adjudication. Once adjudication is initiated, the other party is drawn into it.<sup>180</sup> However, the parties are not prevented from resorting to another dispute resolution process, irrespective of whether the proceedings takes place concurrently with the adjudication proceedings.<sup>181</sup> Thus, other dispute resolution mechanisms can co-exist, and complement each other.<sup>182</sup> Similar to the Malaysian Arbitration Act 2005, this proposed Act is also strongly influenced by the New Zealand Construction Contracts Act 2002. At present, the proposed Act is awaiting approval to be tabled before the Malaysian Parliament.

The proposed CIPAA is not without disapproval as there were concerns from the Malaysian Bar Council that the proposed Act would exclude certain competent professionals from being selected as adjudicators.<sup>183</sup> In relation to this, it was explained that there was no attempt in the proposed Act to exclude or include any particular group of professionals from either representing the parties or to be selected as adjudicators.<sup>184</sup> The Bar also questioned whether payments and claims were really an issue as there was no empirical evidence to support that there cash flow problem in the industry.<sup>185</sup> It was justified that regular surveys conducted by the Master Builders Association Malaysia<sup>186</sup> and also a survey carried out University of Malaya confirmed the existence of these issues.<sup>187</sup> Another concern is the possibility of statutory adjudication leading to a reduction in construction arbitration,<sup>188</sup> which should be better for the construction industry as parties could move on to complete their projects. There were also concerns of ‘ambush’ where the claimant can spend years preparing their case while only allowing the respondent a limited time to respond.<sup>189</sup> The other aspect of concern is

<sup>177</sup> Section 36(1) of the proposed CIPAA.

<sup>178</sup> Section 37(1) of the proposed CIPAA.

<sup>179</sup> Section 38(1) of the proposed CIPAA.

<sup>180</sup> A Report on the Proposal for a Malaysian Construction Industry Payment and Adjudication Act, December 2008, at 19.

<sup>181</sup> Section 13(1) of the proposed CIPAA.

<sup>182</sup> A Report on the Proposal for a Malaysian Construction Industry Payment and Adjudication Act, December 2008, at 19.

<sup>183</sup> Noushad Ali Naseem Ameer Ali, “One step at a time,” *Construction Journal*, November/December 07: 19. Retrieved from <http://www.cicqs.com/main/files/PDF1F.tmp.pdf> on 23 December 2009.

<sup>184</sup> *Ibid.*, at 19.

<sup>185</sup> *Ibid.*

<sup>186</sup> The Master Builders Association Malaysia (MBAM) was founded in 1954 and is a major representative for the building and construction industry. It is devoted to further promoting and developing the construction industry.

<sup>187</sup> *Ibid.* The surveys were not available for public viewing.

<sup>188</sup> Noushad Ali Naseem Ameer Ali & S Wilkinson, “Statutory Adjudication Under Nine Commonwealth Jurisdictions – A User’s Perspective on Legislative Drafting Style,” *Master Builders Journal*, Vol 1 2009, 68. pp. 59 – 69.

<sup>189</sup> “Motion: Arbitration is the best way to resolve disputes.” Presented at the Society of Construction Law International Construction Conference on 5th – 7th October 2008.

whether adjudication is suitable for complex issues in dispute especially if it is further substantiated with massive documentation, which an adjudicator have to decide within a restricted time.

# CHILD MARRIAGE: A BREACH OF *JUS COGENS* PRINCIPLE?

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## Abstract

Child marriage refers to any marriage of a child younger than 18 years old, in accordance to Article 1 of the Convention on the Right of the Child. While child marriage can happen to both sexes, it disproportionately affects girls. Child marriage is now widely recognized as a violation of children's rights and a direct form of discrimination against girls who are often be deprived of their basic rights to health, education, development and equality. Children's rights is a part of human right. Therefore, in this research, the writer will discuss the child marriage issue. Further, the writer will conduct an analysis whether child marriage is in violation to principle of *jus cogens*. This research will apply qualitative approach with comparative, analytical and critical methods to achieve the result. The result of the research has proved that child marriage is in violation with principle of *jus cogens*. Therefore, effective measures have to be taken in order to prohibit in total the child marriage in future. The writer proposed that advisory opinion and *erga omnes* are the appropriate steps to be taken in order to ban the child marriage.

**Keywords:** *Child marriage, girls, children's right, human right, jus cogens*

## INTRODUCTION

Every year, at least 14 million girls under the age of 18 marry [1]. Child marriage occurs on an alarming scale around the world. It is a practice that is showing no signs of stopping: an estimated 140 million girls are expected to become child brides this decade if current rates continue [1]. At its heart, child marriage is driven by beliefs about the rights and status of girls, who are too often seen as having little value outside the traditional roles of wife and mother. Child marriage is a human rights issue. Universal international human rights obligations require countries to protect children and to "eradicate both through legislation and other appropriate measures, all cultural or religious practices which jeopardize the freedom and well-being of female children", including child marriage [1].

Child marriage is driven by complex and interrelated factors. Child marriage is often underpinned by rigid gender and cultural beliefs about role of girls, and the common view that once girls have reached puberty, their duty is to marry, produce children and care for the household. Poverty and scarce economic opportunities also play a role in driving child marriage. Parents frequently decide to marry their daughters as children because they believe it is the best thing for the child and the family. Child marriage can act as a financial survival strategy in communities and families experiencing economic hardship, emergency or crisis. This is particularly the case in cultures where women and girls are views as a financial burden. Families also often marry off their children because they believe it will provide them with protection from sexual assault, rape or the stigma of pregnancy outside of wedlock.

Weak laws and culture of impunity also contribute to child marriage. Many countries place no age restriction on marriage, impose a minimum age for marriage of less than 18 years old, allow exceptions for marriage under the statutory minimum age, or permit women to marry at an earlier age than men. These laws all contravene children's rights and encourage the belief that child marriage is acceptable. Therefore, effective measures have to be taken to prohibit the child marriage to continuing happens.

Child marriage harms girls' emotional and physical wellbeing. Girls who marry as children are more likely to be subjected to domestic violence by their husbands and in-laws, and to be isolated from their wider community. Because married girls usually have their first child at an earlier age than women who marry as adults, they are much more likely than adult women to experience pregnancy and birth problems. An increasing body of evidence also suggests that child marriage may heighten women's risk of contracting sexually transmitted infections, including HIV. Studies also indicate that married girls are more likely to suffer from anxiety and depression or contemplate suicide [2].

According to The United Nations Children's Emergency Fund (Unicef), worldwide, more than 700 million women alive today were married as children. More than 1 in 3 or some 250 million were married before 15. Girls who marry before they turn 18 are less likely to remain in school and more likely to experience domestic violence. Young teenage girls are more likely to die due to complications in pregnancy and childbirth than women in their 20s; their infants are more likely to be stillborn or die in the first month of life [3]. Child marriage is a truly global problem that cuts across countries, cultures, religions and ethnicities. Child brides can be found in every region in the world, from the Middle East to Latin America, South Asia to Europe.

No.	Country	Percentage
1.	Niger	76%
2.	Central African Republic	68%
3.	Chad	68%
4.	Bangladesh	65%
5.	Mali	55%
6.	Guinea	52%
7.	South Sudan	52%
8.	Burkina Faso	52%
9.	Malawi	50%
10.	Mozambique	48%
11.	India	47%
12.	Somalia	45%
13.	Sierra Leone	44%
14.	Nigeria	43%
15.	Zambia	42%
16.	Nicaragua	41%
17.	Nepal	41%
18.	Madagascar	41%
19.	Eritrea	41%
20.	Dominican Republic	41%

20 countries with the highest rates of child marriage<sup>190</sup>

No.	Country	Total
1.	India	10,063,000
2.	Bangladesh	2,359,000
3.	Nigeria	1,193,000
4.	Brazil	877,000
5.	Ethiopia	673,000
6.	Pakistan	600,000
7.	Indonesia	458,000
8.	Democratic Republic of the Congo	291,000
9.	Mexico	260,000
10.	Niger	244,000

10 countries with the highest absolute numbers of child marriage<sup>191</sup>

Child marriage is a worldwide issue. And it is clear that children's right is covered under the international humanitarian law. However, whether the prohibition of child marriage is categories as *jus cogens* is the question to be answered. Therefore, the writer will scrutinize the meaning of child marriage and the principle of *jus cogens* and listing down the relevant treaties governing the children's right. Thereafter, the writer will conduct a critical analysis to identify whether child marriage is against the principle of *jus cogens*.

### Definition of Child Marriage and *Jus Cogens*

#### Child Marriage

According to Plan International<sup>192</sup>, child marriage is defined as any marriage whether under civil, religious or customary law, and with or without formal registration, where either one or both spouses are children under the age of 18. Plan International uses the term child marriage in recognition of the fact that it is the most commonly used term to refer to the practice of children being married before the age of 18. Other terms, such as early marriage, child and forced marriage, and early and forced marriage are also often used by international agencies, governments, academics and activists. These are often used to emphasise that children who are married, particularly girls, are usually not in a position to give their free, full and informed consent to marriage, and are often subject to marriage under pressure and coercion, sometimes using violence [1]. According to Unicef, child marriage is defined as a formal marriage or informal union before age 18, is a reality for both boys and girls, although girls are disproportionately the most affected [3].

#### The Principle of *Jus Cogens*

By virtue of Article 103 of the Charter of the United Nations [4], an obligation under the Charter prevails over an obligation arising out of any other international agreement. *Jus*

<sup>190</sup> Child marriage prevalence is the percentage of women 20-24 years old who were first married or in union before they were 18 years old (UNICEF State of the World's Children, 2015). It is based on Multiple Indicator Cluster Surveys (MICS), Demographic and Health Surveys (DHS) and other national surveys, and refers to the most recent year available during the period 2005-2013.

<sup>191</sup> Women aged 20 to 24 years old who were married before they were 15. Source: Vogelstein, R. (2013). Ending child marriage, how elevating the status of girls advances US foreign policy objectives. Council on Foreign Relations.

<sup>192</sup> Plan International is one of the world's oldest and largest child focused development agencies.

*cogens*, the literally meaning of which is “compelling law”. In fact, *jus cogens* is a set of rules, which are peremptory in nature and from which no derogation is allowed under any circumstances [5]. States were obliged to respect certain fundamental principle deeply rooted in the international community. In other words, *jus cogens* are rules, which correspond to the fundamental norm of international public policy and in which cannot be altered unless a subsequent norm of the same standard is established. This means that the position of the rules of *jus cogens* is hierarchically superior compared to other ordinary rules of international law [6]. Rules contrary to the notion of *jus cogens* could be regarded as void, since those rules oppose the fundamental norms of international public policy [7].

As a result, *jus cogens* rules gained the nature of international constitutional rules for two reasons. First, they limit the ability of states to create or change rules of international law. Second, these rules prevent states from violating fundamental rules of international public policy since the resulting rules or violations of rules would seriously detrimental to the international legal system. The Vienna Convention on the Law of Treaties has given the recognition of the norms of *jus cogens* in Article 53, where it states:

A treaty is void, if, at the time of its conclusion, it conflicts with a peremptory norm of general international law. For the purpose of the present convention, a peremptory norm of general international law is a norm accepted and recognized by the international community of states as a whole, as a norm from which no derogation is permitted and which can be modified only by a subsequent norm of general international law having the same character.

This article sets up four criteria for a norm to be determined as *jus cogens*. (1) status as a norm of general international law; (2) acceptance by the international community of states as a whole; (3) immunity from derogation; and (4) modification only by a new norm having the same status.<sup>193</sup> If a treaty is in conflict with the norms of *jus cogens*, then the treaty is considered void and unenforceable.

In case of the rules of *jus cogens*, these rules are binding regardless of the consent of the parties concerned and regardless of the states’ own individual opinion to be bound since these rules are too fundamental for states to escape responsibility. Modification of the rules of *jus cogens* is only possible when a new peremptory norm of equal weight emerges [8]. As for the binding character of *jus cogens*, acceptance by the large majority of states of such norm would amount to universal legal obligation for the international community as a whole. M.K. Yassen, the former Chairman of the Drafting Committee of the Vienna Conference on the Law of Treaties, states that:

[T]here is no question of requiring a rule to be accepted and recognized as peremptory by all States. It would be enough if a very large majority did so; that would mean that, if one state in isolation refused to accept the peremptory character of a rule, or if that state was supported by a very small number of states, the acceptance and recognition of the peremptory character of the rule by the international community as a whole would not be affected [9].

The essence of the *jus cogens* principle is that it must affect all states without exception. Indeed, states at the Vienna Convention reached an agreement on a constitutional principle that the peremptory norms bound all members of the international community, notwithstanding their possible consent. It was also argued that the principal criterion of

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<sup>193</sup> The Jus Cogen Identification will be discussed in detail in the coming subsection.



peremptory rules was considered to be the fact that they serve the interest of the international community, not the needs of individual states [10].

### ***Jus Cogens Identified***

Having considered the general definition of *jus cogens* in the Vienna Convention, it is necessary to identify the pre-requisites of a norm in international law to be 'elevated' to the status of a norm of *jus cogens* in international law:-

(a) The norm must be a norm of general international law.

General international law is international law that is binding on most, if not all States. It is the law which governs the international community in general "as far the greater part of customary law." This is distinguished from both regional international law, which is only binding upon States from an identified geographical region and particular international law (usually contained within treaties) which is only binding upon a few States. Not all norms of general international law have the character of *jus cogens*. However, "the criterion for the rules of *jus cogens* consists in the fact that they so exist to satisfy the need of the individual states but the higher interest of the whole international community" as can be seen in certain of the rules of general international law created for a humanitarian purpose [11].

(b) The norm must be "accepted and recognized by the international community of States as a whole."

Acceptance and recognition by the international community can be either express or implied. As pointed out by Mr. Yasseen, the words "as a whole" which has been mentioned under article 19 of the Draft Articles on State Responsibility does not mean that the norm must be accepted by all States (unanimously). What is most important is that "only some subjects of international law, acting alone or in conjunction with others" cannot create *jus cogens* and thereafter impose their interpretation on the majority of States. Similarly, only some subjects acting alone or in conjunction with others cannot in theory veto a decision taken by a majority States [9].

The norms of *jus cogens* can be drawn from the following identified sources of international law:

(i) General treaties

Article 2 of the 1969 Vienna Convention on the Law of Treaties (VCLT) defines a 'treaty' as an international agreement concluded between States in written form and governed by international law, whether embodied in a single instrument or in two or more related instruments and whatever its particular designation. Being based on consent, the general principle is that only the parties to the treaty are bound by its terms. As the Permanent Court of International Justice in 1926 put it in *Certain German Interests in Polish Upper Silesia* [12], 'a treaty may not impose obligations or confer rights on a third party. However, if a treaty or convention simply codifies existing norms which are already binding on States as customary international law, non-party States to the treaty or convention in question may be bound by the terms of the relevant customary law principle. Similarly, if provisions of such treaties or conventions satisfy the other criteria to be recognized as *jus cogens*, non-party States will also be bound by their terms'.

(ii) International custom

International custom is defined as being "evidence of a general practice accepted as law [13]." This provision makes it clear that there are two essential elements of international custom: (1) State practice; and (2) *opinio juris sive necessitaris*. The judicial confirmation of international

custom can be found in the judgment of the ICJ in the North Sea Continental Shelf cases [14]. In this case, the Court was discussing the process by which a treaty provision might generate a rule of customary international law, but its analysis is applicable to custom-creation generally:

In order to achieve this result, two conditions must be fulfilled. Not only must the acts concerned amount to a settled practice, but they must also be such, or be carried out in such a way, as to be evidence of a belief that this practice is rendered obligatory by the existence of a rule of law requiring it. The need for such a belief, i.e., the existence of a subjective element, is implicit in the very notion of the *opinio juris sive necessitates*. The States concerned must therefore feel that they are conforming to what amounts to a legal obligation.

Notwithstanding the process of codification of international law undertaken by the International Law Commission (ILC) over the years, a large portion of international law remains customary in nature.

(iii) General principles of law recognized by civilized nations.

The general principles of law are the legal principles, which are firmly established in all or most of the national systems of law, in so far as they are applicable to relation between States. Its main objective is to fill in the gaps in treaty law and customary law [5].

(c) The norm must be one from which no derogation is permitted and which can be modified only by a subsequent norm of general international law of the same character. Accordingly, it is possible to draw a preliminary classification of norms that do not permit derogation by inter-parties treaties or otherwise:-

- (i) Norms which have a fundamental bearing on the behavior of the international community of States as a whole and from which no derogation is permitted at all;
- (ii) Norms which are necessary for the stability of the international juridical order, for example *pacta sunt servanda* and general principles of law including *res inter alios acta*;
- (iii) Norms referred to as having humanitarian objects and purposes including certain principles of human rights and international humanitarian law;
- (iv) Norms of general interest to the international community as a whole or to international public order; and
- (v) Norms which are binding on all new States even without their consent as being established rules of the international community [15].

Therefore, the writer will continue the research by identifying the relevant international treaties governing to children's right. The identification is rather important to prove that children's right has fulfilled the requirement of *jus cogens*. By identifying the status of children's right, the legality of child marriage will be determined. In other word, the research will determine whether the prohibition of child marriage is one of the *jus cogens* principle.

### **Children's rights within the United Nation**

One basic human rights principle laid down in the Universal Declaration of Human Rights is that all human beings are born free and equal in dignity and rights [16]. However, specifically vulnerable groups such as women, indigenous people and children have been assigned special protection by the UN legal framework. The protection of children's right under international treaty law can be traced back to the first Declaration of the Rights of the Child adopted by the League of Nations in 1924, which was a brief document containing only five principles by

which member were invited to be guided in the work of child welfare. An extended version adopted by the General Assembly in 1948, which was followed by a revised version adopted by the General Assembly in 1959 as the UN Declaration on the Rights of the Child. In 1978, a proposal for a new convention on children's rights was made by Poland, which had consistently raised issues with regard to children's rights being binding. Poland's draft, with minor amendments, served as the basis for the 1989 Convention on the Rights of the Child (CRC). The reasons for an international change of heart towards the protection of children's right were manifold, but all signatories fundamentally recognized that the 1959 Declaration on the Rights of the Child no longer reflected the needs of many of the world's children [17].

Although legal instruments were developed that target the protection of children in particular, it has to be emphasized that basic human rights instruments already recognize these rights. The International Bill of Human Rights, for example, contains a broad bundle of human rights also applicable to children, and many of its principles are reflected and substantiated in children-specific legislation [17]. Children enjoy protection by way of general human rights provisions, and their relevance should not be underestimated. The Universal Declaration of Human Rights, as the most prominent and fundamental UN human rights document, provides in its Article 25 that childhood is entitled to special care and assistance. Furthermore, the UN International Covenant on Civil and Political Rights, a legally binding document which came into force in 1978, contains provisions specifically referring to children. The human Rights Committee has emphasized that\_

...the rights provided for in Article 24 are not the only ones that the Convention recognizes for children and that, as individuals, children benefit from all of the civil rights enunciated in the Covenant [18].

The International Covenant on Economic, Social and Cultural Rights contains several child-specific provisions, with a focus on the right to education and protection from economic and social exploitation[19]. Moreover, the Convention on the Elimination of All Forms of Discrimination against Women also contains child-protective provisions. For example, it encourages States Parties to specify a minimum age for marriage, and it emphasizes that the interests of children are paramount [20]. Another important legal document also applicable to children is the Convention on the Rights of Persons with Disabilities, which establishes the principle of respect for the evolving capacities of children with disabilities [21]. The same applies to the Convention Against Torture and Other Cruel, Inhuman or Degrading Treatment or Punishment. The Committee established under the latter Convention has already expressed its concern about the general vulnerability of abandoned children, who are at risk of torture and other cruel, inhuman or degrading treatment or punishment, especially children used as combatants [22]. After all, it can be stated that children's rights are covered by multitude of general human rights provisions. However, due to the physical and mental immaturity or dependent status of children, more legal instruments have been adopted to specifically enhance the children's rights.

The systems of the UN encompass four legally binding instruments tailored to protect children's rights, namely:

- (a) The Convention on Rights of the Child (CRC)
- (b) The Optional Protocol to the Convention on the Rights of the Child on the Sale of Children, Child Prostitution and Child Pornography (CRC – OPSC)
- (c) The Optional Protocol to the Convention on the Rights of the Child on the Involvement of Children in Armed Conflict (CRC – OPAC), and

- (d) The Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women and Children, supplementing the UN Convention against Transnational Organized Crime.

The CRC, which consists of 54 Articles, incorporates the full range of human rights – civil, cultural, economic, political and social – and creates the international foundation for the protection and promotion of human rights and fundamental freedoms of all persons under the age of 18. The Convention represents widespread recognition that children should be fully prepared to live an individual life in society, and brought up in the spirit of peace, dignity, tolerance, freedom, equality and solidarity. The CRC build the foundation for all children's rights: (1) the right to equality [23], (2) the best interest of the child [24], (3) the right to life and development [25], and (4) respect for children's own views [26].

The Optional Protocol to the Convention on the Rights of the Child on the Sale of Children, Child Prostitution and Child Pornography consist of 17 articles aiming to extend the measures that States should undertake in order to guarantee the child protection from being sold, prostituted, or used for pornography. One major aim of this document is to address the need for legislation to hold citizens accountable in cases of 'sex tourism' i.e. if sexual crimes are committed in countries other than those of the offender's nationality or residence. Such accountability can be established by either determining the extent of extraterritorial jurisdiction or by extraditing the offenders to be tried in the country in which the crime has been committed [27]. The CRC-OPSC is monitored by the Committee on the Rights of the Child. Meanwhile, the Optional Protocol to the Convention on the Rights of the Child on the Involvement of Children in Armed Conflict bans compulsory recruitment below the age of 18 into the armed forces and States Parties are compelled to take legal measures to prohibit independent armed groups from recruiting and using children under the age of 18 [28].

Despite the existence of variety of international instruments containing rules and practical measures to combat the exploitation of persons, especially women and children, there was still no universal instrument that addressed all aspects of trafficking in persons. The Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women and Children, supplementing the UN Convention against Transnational Organised Crime therefore intends to prevent and combat trafficking in persons, paying particular attention to women and children, to protect and assist the victims of such trafficking, and to promote cooperation among States Parties in order to meet those objectives [29]. The Protocol urges States Parties to adopt legislative and any other measures necessary to establish the trafficking in persons as a criminal offence [30].

### **CRITICAL ANALYSIS**

Undoubtable, child marriage is in violation of the rights of millions of girls around the globe and is an infringement of children's rights. Children's rights is also covered under Universal Declaration of Human Right. For two reasons human rights are considered as being of superior status in the normative hierarchy of International Law: First, article 1(3) [31], 56 [32] and 103 [33] of the United Nations Charter, read together, gives the meaning that member states of UN are under obligation to contribute to the accomplishment of international cooperation for promoting and encouraging respect for human rights and fundamental freedoms for all without any discrimination. And that this obligation shall prevail over any other obligation incurred under any other international agreement, when both are in conflict. Second, article 53 of the Vienna Convention of Law of Treaties [34] (VCLT) invalidates any treaty which violates a peremptory norm of general International Law. Such peremptory

norms, keeping in view the existing judicial practice, are those which protect two fundamental interests of international community: those of its primary subjects, the States, whose primary interests are protected by ensuring them sovereign equality and prohibition of force on condition other than authorized by UN; and those of international community by preserving certain fundamental rights [6].

Proponents of this theory have failed to draw a detailed list of human rights to be *jus cogens*. However, certain rights have acquired the status of *jus cogens*. These include right to self-determination, prohibition on genocide, torture, slavery, slave trade, discrimination on the basis of race, apartheid and the fundamental principles of International Humanitarian Law applicable in the armed conflict [35]. Karen even describes ‘the whole of human rights’ as *jus cogens* but majority of scholars deems it too much generalization [36]. The future candidates for *jus cogens*, according to D. Schutter, are the prohibition of death penalty to juveniles and prohibition of refoulment i.e. returning of a person to a state or territory where he or she most probably will be tortured or ill-treated [35]. As to whether the emergence of a peremptory norm could be regional rather than universal? Article 53 of the VCLT refers to norms of universal nature only but to D. Schutter,

“This may be too restrictive: certain value could be fundamental to a group of States of a certain region (or ideology) and this may lead to the annulment of treaties signed by the States of that region (or ideology) which conflict with the said norm [35].”

For example there are visible differences on sexual liberty, death penalty, gender equality, polygamy, etc between Islamic countries and the West. Such differences make reliance on human rights as *jus cogens* difficult [6].

The writer is in the opinion that not all of human rights is to be considered as *jus cogens* as stated by D. Schutter. However, it is certain that the right to self-determination, prohibition of torture and slavery are categorized under the *jus cogens*. A child, shall be given a chance to have education, to enjoy her childhood, and to live like a child. For the writer, those rights are under the right of self-determination. From the observation by Plan International, girls who marry as children are more likely to be subjected to domestic violence by their husband and in-law. And it is suggested that married girls are more likely to suffer from anxiety and depression or contemplate suicide [1]. The writer suggested that child marriage can be categorized as torture and slavery. Therefore, in the writer’s opinion, child marriage is against the *jus cogens* principle.

### **SUGGESTION AND CONCLUSION**

There is no doubt that children’s rights are protected under the treaty and customary international law. However, whether the child marriage is against the *jus cogens* principle needs further clarification. Therefore, the writer is suggesting two measures to identify whether child marriage is against the *jus cogens* principle.

#### **(a) Advisory opinions**

To ascertain whether child marriage is in violation to *jus cogens* principle, States Parties can bring this particular issue to the general assembly of the United Nation. The States Parties will be able to clarify the status of child marriage from the International Court of Justice through the general assembly. Article 65 of the ICJ Statute empowers the ICJ to give an advisory opinion on any legal question at the request of whatever body may be authorized or in accordance with the Charter of the United Nations to make such a request. Under Article 96 of the UN Charter, the UN Security Council, the UN General Assembly and other organs of the

UN, as well as specialized agencies, can request advisory opinions from the Court. What is important is that such other organs and specialized agencies are authorized by the General Assembly to do so. Advisory opinion can be requested only in respect of legal questions and, as a matter of course, it is entirely within the competence of the Court to decline such a request. In Western Sahara Advisory Opinion [37], the court views 'legal question' in flexible terms. It is a term that cannot be interpreted restrictively (article 20), and a question does not cease to be legal just because it also consists of non-legal elements (article 19).

Another important issue to consider in the advisory opinion is whether a State needs to give its consent before the Court can give an advisory opinion. As for its contentious jurisdiction, there is no doubt that the Court can adjudicate only disputes concerning States that have accepted its jurisdiction, regardless of how that acceptance is established. However, there is no requirement in the ICJ Statute or in the UN Charter to the effect that States must give their consent before the Court can give its advisory opinion. Once a State has become a member of the ICJ, by virtue of UN membership, such a State automatically accepts the jurisdiction of the Court to give advisory opinions. Thus, as a general rule, the Court will not decline a request for its opinion simply because a party to the dispute objects to, or is absent from, the proceedings [8].

In Proceeding Concerning the Interpretation of Peace Treaties with Bulgaria, Hungary and Romania [First Phase] [38], the General Assembly requested the advisory opinion of the Court as to the effect of certain exchange between the Allied power and Bulgaria, Hungary, and Romania. These three States objected to the request on the basis, *inter alia*, that they did not give their consent to it. The Court disagreed with this objection and, although it affirmed the principle that consent is essential to its jurisdiction, it clarified that:-

The consent of States, parties to a dispute, is the basis of the Court's jurisdiction in contentious cases. The situation is different in regard to advisory proceedings even where the Request for an Opinion relates to a legal question actually pending between States. The Court's reply is only of an advisory character; as such, it has no binding force. It follows that no State, whether a Member of the United Nations or not, can prevent the giving of an Advisory Opinion which the United Nations considers to be desirable in order to obtain enlightenment as to the course of action it should take. The Court's Opinion is given not to the States, but to the organ which is entitled to request it.

Therefore, the ICJ is competent to give an advisory opinion no matter a State accepts its jurisdiction or not, or is or not a member of the UN.

*(b) Erga omnes*

Apart from advisory opinion, any states has the right to bring the child marriage dispute to the ICJ base on *erga omnes* obligation. As stated above, the rules of *jus cogens* can be defined in general terms as being non-derogable rules of international 'public policy'. Given their overriding importance and indeed because often they involve matters of international public order it can be stated that each and every State has a legal interest therein. As a result, one can state that peremptory obligations are owed by all States (and other subjects of international law) to the international community of States as a whole. One can recall the well known dictum of the ICJ in the Barcelona Traction case [39]:-

[A]n essential distinction should be drawn between the obligations of a State towards the international community as a whole, and those arising vis-à-vis another State... By their nature the former are the concern of all States. In view of the importance of the rights involved, all States can be held to have a legal

interest in their protection; they are obligation *erga omnes* ... such obligations derive, for example, in contemporary international law, from the outlawing of acts of aggression, and of genocide as also from the principles and rules concerning the basic rights of the human person, including protection from slavery and racial discrimination.

These *erga omnes* obligations have been defined as obligations of a State towards the international community as a whole, in the vindication of which all States have a legal interest. They are rules which accord a right to all States to make claims [15]. As stated by Brownlie such rules are “opposable to, valid against, ‘all the world’, i.e. all other legal persons, irrespective of consent on the part of those thus affected [40].” It should be noted however that although all norms of *jus cogens* are enforceable *erga omnes* not all *erga omnes* obligation are *jus cogens* [15]. Therefore, any States can make a claim against State which allows the child marriage on the ground to uphold the children’s rights which form a part of human rights.

## Conclusion

It is hope that one day there will be no more child marriage tragedy in this world. Children, in particular girls, is our future generation who will play the same important roles as man does. They should be given equal right to school, to freedom, to childhood, to youth and to love. Poverty is not the reason to sell your own girl. Children’s rights which included the girl’s right shall be recognized as the fundamental human right under the international humanitarian law and there shall be no derogation to the prohibition of child marriage. Therefore, it is hope that the child marriage issue will be brought to the attention of United Nation General Assembly in order to seek for the advisory opinion from the International Court of Justice. Lastly, it is hope that the child marriage tragedy will be banned in all states in future.

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All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood.
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The widest possible protection and assistance should be accorded to the family, which is the natural and fundamental group unit of society, particularly for its establishment and while it is responsible for the care and education of dependent children. Marriage must be entered into with the free consent of the intending spouses.
20. Article 16 of the Convention on the Elimination of All Forms of Discrimination against Women
21. Article 4(3) of the Convention on the Rights of Persons with Disabilities
22. Article 2 of the Convention Against Torture and Other Cruel, Inhuman or Degrading Treatment or Punishment
23. Article 2 states:-  
1. States Parties shall respect and ensure the rights set forth in the present Convention to each child within their jurisdiction without discrimination of any kind, irrespective of the child's or his or her parent's or legal guardian's race, colour, sex, language, religion, political or other opinion, national, ethnic or social origin, property, disability, birth or other status.  
2. States Parties shall take all appropriate measures to ensure that the child is protected against all forms of discrimination or punishment on the basis of the status, activities, expressed opinions, or beliefs of the child's parents, legal guardians, or family members.
24. Article 3 states:-  
1. In all actions concerning children, whether undertaken by public or private social welfare institutions, courts of law, administrative authorities or legislative bodies, the best interests of the child shall be a primary consideration.



2. States Parties undertake to ensure the child such protection and care as is necessary for his or her well-being, taking into account the rights and duties of his or her parents, legal guardians, or other individuals legally responsible for him or her, and, to this end, shall take all appropriate legislative and administrative measures.
  3. States Parties shall ensure that the institutions, services and facilities responsible for the care or protection of children shall conform with the standards established by competent authorities, particularly in the areas of safety, health, in the number and suitability of their staff, as well as competent supervision.
25. Article 6 states:-
1. States Parties recognize that every child has the inherent right to life.
  2. States Parties shall ensure to the maximum extent possible the survival and development of the child.
26. Article 12 states:-
1. States Parties shall assure to the child who is capable of forming his or her own views the right to express those views freely in all matters affecting the child, the views of the child being given due weight in accordance with the age and maturity of the child.
  2. For this purpose, the child shall in particular be provided the opportunity to be heard in any judicial and administrative proceedings affecting the child, either directly, or through a representative or an appropriate body, in a manner consistent with the procedural rules of national law.
27. Article 5 states:-
1. The offences referred to in article 3, paragraph 1, shall be deemed to be included as extraditable offences in any extradition treaty existing between States Parties and shall be included as extraditable offences in every extradition treaty subsequently concluded between them, in accordance with the conditions set forth in such treaties.
  2. If a State Party that makes extradition conditional on the existence of a treaty receives a request for extradition from another State Party with which it has no extradition treaty, it may consider the present Protocol to be a legal basis for extradition in respect of such offences. Extradition shall be subject to the conditions provided by the law of the requested State.
  3. States Parties that do not make extradition conditional on the existence of a treaty shall recognize such offences as extraditable offences between themselves subject to the conditions provided by the law of the requested State.
  4. Such offences shall be treated, for the purpose of extradition between States Parties, as if they had been committed not only in the place in which they occurred but also in the territories of the States required to establish their jurisdiction in accordance with article 4.
  5. If an extradition request is made with respect to an offence described in article 3, paragraph 1, and the requested State Party does not or will not extradite on the basis of the nationality of the offender, that State shall take suitable measures to submit the case to its competent authorities for the purpose of prosecution.
28. Article 2 states:-
- States Parties shall ensure that persons who have not attained the age of 18 years are not compulsorily recruited into their armed forces.
29. Article 2 states:-

- (a) To prevent and combat trafficking in persons, paying particular attention to women and children;
  - (b) To protect and assist the victims of such trafficking, with full respect for their human rights; and
  - (c) To promote cooperation among States Parties in order to meet those objectives.
30. Article 9 states:-
- 1. States Parties shall establish comprehensive policies, programmes and other measures:
    - (a) To prevent and combat trafficking in persons; and
    - (b) To protect victims of trafficking in persons, especially women and children, from revictimization.
31. Article 1(3) states:-
- To achieve international co-operation in solving international problems of an economic, social, cultural, or humanitarian character, and in promoting and encouraging respect for human rights and for fundamental freedoms for all without distinction as to race, sex, language, or religion.
32. Article 56 states:-
- All Members pledge themselves to take joint and separate action in co-operation with the Organization for the achievement of the purposes set forth in Article 55.
33. Article 103 states:-
- In the event of a conflict between the obligations of the Members of the United Nations under the present Charter and their obligations under any other international agreement, their obligations under the present Charter shall prevail.
34. Article 53 states:-
- A treaty is void if, at the time of its conclusion, it conflicts with a peremptory norm of general international law. For the purposes of the present Convention, a peremptory norm of general international law is a norm accepted and recognized by the international community of States as a whole as a norm from which no derogation is permitted and which can be modified only by a subsequent norm of general international law having the same character.
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# TEACHING PRACTICUM SUPERVISION: UNIVERSITY SUPERVISOR VS COOPERATING TEACHER

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## ABSTRACT

This paper reports on a study conducted among diploma in TESL students in a public university in Malaysia. The purpose was to investigate the perceptions of the students on the quality of supervisions provided by both cooperating teachers (CT) and university supervisors (US) during their 12-week teaching practicum. Data for this study was collected using questionnaire which was administered upon completion of the teaching practicum and the data were analyzed descriptively. Findings generated showed that perception towards supervision was positive although the mean scores for cooperating teachers were found to be consistently higher throughout the study. Based on these findings, we can conclude that supervision was beneficial to students in developing their teaching competencies. Implications and recommendations are discussed in this paper.

**Keywords:** *Supervision, Teaching Practicum, University Supervisor, Cooperating Teacher*

## INTRODUCTION

Teaching practicum is considered as the capstone in the preparation of prospective teachers (Darden, et al 2001; Haigh et al. 2006; Wilson, 2006). It provides student teachers with opportunities to apply theoretical knowledge they acquire in their program and experience the intricacies of the real school environment interaction (Ganser, 2002; Haigh et al. 2006). Educators consider teaching practicum to be “critical to the development of preservice teachers' pedagogical skills” (Richardson-Koehler, 1988, p. 22). One unique feature of teaching practicum is the presence of supervisors from both university and school to assist student teachers in carrying out their duties by observing their teaching practice and to evaluate them.

In language teacher education, Gebhard (1990, p.) defines supervision as “an ongoing process of teacher education in which the supervisor observes what goes on in the teacher’s classroom with an eye toward the goal of improved instruction.” The supervisors, i.e cooperating teachers and university supervisors work together in planning a student teaching experience that allows the student to gradually assume all duties and responsibilities of the mentor teachers during this placement. University supervisors help the student teachers to communicate effectively in the classroom, plan instruction, evaluate learning, utilize materials and match teaching philosophies with classroom practice (Williams and Soares, 2002; Sivan and Chan 2003). The supervisors’ observation not only facilitate student teachers professional growth but also serves as an examination aimed at assessing the effectiveness of the students for the purpose of grading them for certification. The scores of the supervisor are used to compute the results of each student. Even though both the UniSZA supervisors and the mentor

teachers contribute to the student teacher's result, no information have been collected on how student teachers perceive the supervisors' contribution in developing their competencies. In addition, little has been documented on the effectiveness of university supervisors and cooperating teachers' supervision in enhancing student teachers' teaching skills.

In order to help student teachers improve themselves during the practicum period, no doubt that feedbacks given by both their cooperating teachers as well as their university supervisors on regular basis are important in the student teachers' self development. However, what is more important is to understand how students perceive the teaching practicum supervisors. This is an area that has been neglected by many. Studies need to be conducted to find out from the student teachers themselves regarding their teaching practicum experiences in general and also their views about supervision in specific. In other words, the feedbacks regarding supervisors are as important as the ones given by the. Findings from this study will provide information which could help in the improvement of future programs on teacher training.

## **LITERATURE REVIEW**

### **Social Theory of Learning**

This study is grounded on Bandura's (1971) Social Theory of Learning which basically believes that learning is a human nature and it happens as a result of our interaction with the community we are in. Learning takes place in many social contexts not necessarily limited to schools. It can happen just anywhere as long as interaction takes place. Wenger as cited in Sakamoto (2002) states that "learning is an integral part of our everyday lives. It is part of our participation in communities and organisations" (p.8). In the case of student teachers, their process of learning and knowing comes from their involvement in the teaching practicum. From this theory comes the concept of communities of practice (CofP) which believes that people learn by being part of communities that are working towards the same goal. This theory is applicable in this study as the student teachers are engaged in a community (school) completing their practicum course.

### **Supervision**

The practicum provides student teachers with the opportunity to develop and reflect on teaching skills using different methods of teaching in real classroom conditions. However, this can only be possible under close supervision of competent and experienced teachers (Koç, 2008). It also enables student teachers to learn soft skills such as independent problem-solving, working collegially with fellow staff teachers and developing professional values and attitudes (Ramsden, 1992). Because of this, the importance of supervision should not be undermined. As posited by Price & Sellars (1985, p. 21) "excellent supervisors use basic principles of clinical supervision in that they are collegial, non-directive and supportive rather than coercive in style and seek to foster professional autonomy in students under their care". This kind of support helps develop student teachers' sense of professionalism

Furthermore, even though student teacher works in collaboration with a university supervisor and a cooperating teacher and is assumed that the student teacher is in an ideal position to gain wisdom from the cooperating teacher, university supervisor, and teaching colleagues, this may not always be the case as not all student teachers are in ideal schools or teaching triads. Thus this study hopes to highlight student teacher perceptions on university supervisor, and cooperating teacher in enhancing their teaching skills.

### **Context of the study**

In UniSZA, diploma in TESL program, is a two-year (six-semester) program. In this program, students are required to undergo proficiency courses to enhance their English language as well as teaching methodology classes to prepare them for teaching. The courses taken are divided into 3 general categories: proficiency, linguistics and TESL (such as Introduction to TESL, and Language Teaching Methodology) and education (Micro teaching, Philosophy of Education, Pedagogi Pendidikan, Psikologi Pendidikan).

#### **The teaching practicum**

The teaching practicum, which is a 6-credit course, takes place during semester six and lasts 12 weeks. However, prior to the teaching practicum, the students are exposed to Micro teaching class whereby they have firsthand experience conducting mock lessons with their classmates as their students. During the teaching practicum, students are placed in primary schools located around the university campus. Each student is assigned a university supervisor and cooperating teacher from school. Before the commencement of their teaching practicum, students are required to attend a week long school based orientation (PBS) to familiarize themselves with the school environment by observing teachers in class, socializing with staff and so on. The teaching practicum is designed to achieve the following objectives:

- a. To prepare lessons for use in the classroom
- b. To apply appropriate teaching techniques, methods, styles and strategies in their classroom.
- c. To use appropriate materials and teaching aids in their lesson
- d. To demonstrate an ability to conduct a lesson according to their lesson plan

The university does not have any control on the number of classes and also the level of students the student teachers are given. It is left to the discretion of the school administration to decide. However, by the end of the practicum stint, student teachers are evaluated by both their university supervisor and cooperating teachers although the weightage given to the two supervisors is different.

### **METHODOLOGY**

The study employed a cross sectional survey design to describe the trends in the data. This type of design is suitable in gathering information with regard to attitudes and practices

(Creswell, 2008). A set of questionnaire, developed by the university to assess students' feedback on the effectiveness of the supervisions provided by the university and their school, was used as data gathering instrument. The instrument consists of 25 items, rated on a four point Likert-like scale, with 1 being (strongly disagree) to 4 (strongly agree). It is divided into three sections:

Section A: areas of guidance

Section B: students' assessment of the guidance

Section C: students' satisfaction with the guidance

Each of these sections focuses on 4 main areas namely lesson preparation, execution of the lesson, classroom management, and teaching values.

These questionnaires were distributed to all the 60 students studying in a public university in Malaysia who have just completed their 12-week teaching practicum in primary schools in Kuala Terengganu. However, only 33 were duly returned. The study sought to gather student teachers' opinion in order to answer to the following research question: What do student teachers generally think of their teaching practicum supervision? As such, the data was analyzed descriptively using means and standard deviation.

## RESULTS AND DISCUSSION

The following section presents the results of the data analysis.

Table 1 presents the results for Section A. In this section, the student teachers were to give their opinion on the area that supervision has helped them. As stated earlier, the items fall into 4 categories; lesson preparation (items 1-4), lesson execution (items 5-10), classroom management (items 11 -14), and teaching values (items 15-17).

The student teachers consistently reported higher mean scores for cooperating teachers in almost all the items. The only item in which university supervisors obtained a slightly higher score was item 8, *memberi peneguhan yang sesuai kepada murid*.

For university supervisors, students reported lowest score for them for item 13 *Mengendali urusan bilik darjah* ( $M= 3.18$ ,  $SD = .68$ ). This is understood as university supervisors are not involved in teaching and learning at school on a daily basis. However, for a different item in the same category, *Memupuk keyakinan saya menjadi guru yang berkesan* ( $M= 3.76$ ,  $SD = .50$ ). The US were rated highly by the student teachers as they seemed to provide moral support in strengthening efficacy as stated by Poulou (2007).

On the other hand, school cooperating teachers obtained the highest score ( $M= 3.82$ ,  $SD = .39$ ) for item 16 *Guide me in appreciating teaching ethics* while the least score for item 12 *Manage student discipline* ( $M= 3.45$ ,  $SD = .67$ ).

Table 1: TESL Student Teachers' Evaluation Of area of Supervision

Item	Statement	University supervisor		Cooperating teacher	
		M	SD	M	SD
	<b>Penyelia membantu saya</b>				
1	Prepare learning outcomes accurately	3.58	.56	3.64	.49
2	Determine suitable teaching techniques	3.64	.55	3.76	.44
3	Evaluate suitable teaching resources	3.64	.55	3.73	.57
4	Decide proper assessment procedure	3.61	.66	3.73	.45
5	Discuss effective teaching methodology	3.39	.75	3.79	.42
6	Master questioning techniques	3.36	.70	3.58	.51
7	Evaluate students' learning	3.48	.66	3.55	.67
8	Provide suitable reinforcement activities to students	3.55	.66	3.52	.62
9	Inculcate values in teaching and learning activities	3.48	.66	3.73	.45
10	Manage	3.39	.61	3.49	.57
11	Provide conducive learning environment	3.33	.74	3.45	.62
12	Manage student discipline	3.36	.78	3.45	.67
13	Handle daily classroom activities	3.18	.68	3.45	.62
14	Manage teaching time effectively	3.48	.71	3.64	.55
15	Build confidence in becoming an effective teacher	3.76	.50	3.76	.51
16	Guide me in appreciating teaching ethics	3.67	.59	3.82	.39
17	Inculcate sense of responsibility towards the profession	3.58	.71	3.61	.70

Table 2 provides results for Section B which assesses students' opinion on the effectiveness of the supervision in the four areas. Generally, they indicated that they found both supervisors to have been very helpful and effective in assisting them in all the areas mentioned.

Nevertheless, when the two supervisors were compared, the scores for cooperating teachers

were consistently higher. This indicates that the students were more positive with the cooperating teachers' supervision due to the constant and regular contact with them in school.

Table 2: Opinion of the effectiveness of the supervision

Item	Statement	University supervisor	Cooperating teacher
<b>Pada keseluruhannya, bimbingan yang diberi berkesan untuk membantu saya</b>			
18	Preparation of lesson	3.70	3.85
19	Execuation of lesson	3.67	3.76
20	Classroom management	3.55	3.70
21	Professional values	3.64	3.76

When satisfaction pertaining to the supervision is measured, the students expressed that they were highly satisfied with both supervisors in all areas indicated. Similar to previous sections, students' rating towards cooperating teachers was consistently higher in all the four areas. By comparison, the students were least satisfied with university supervisors' feedback in classroom management ( $M=3.55$ ), but they were most satisfied with US' feedback on lesson planning ( $M=3.73$ ). Almost similar trend was noted for cooperating teachers as well.

Table 3: Satisfaction regarding the supervision

Item	Statement	University supervisor	Cooperating teacher
<b>Pada keseluruhannya, saya berpuas hati dengan bimbingan yang diberi dalam</b>			
22	Preparation of lesson	3.73	3.79
23	execuation of lesson	3.58	3.64
24	Classroom management	3.55	3.70
25	Professional values	3.61	3.70



## CONCLUSION

The study sought to obtain opinion from student teachers pertaining to supervision they received during their teaching practicum experience. Although a number of studies (Md Yunus et., 2010; Tan, 2008) found that students reported having a lot of problems with both their supervisors and cooperating teachers, this study however, found otherwise. Students generally indicate that they are highly satisfied with the kind of supervision provided by both cooperating teachers and university supervisors.

While their perception is positive, the degree of satisfaction towards the supervisors varies. They are more inclined to favor cooperating teachers in all the specified areas. This concurs with a study by McDonald (2009) who stated that teachers are more knowledgeable in classroom environment compared to university supervisors. This explains the more positive view towards cooperating teachers.

Nevertheless, in general student teachers believe that the supervisors are a great help in shaping their practices as they provide much needed support and guidance. What we can conclude is that, how student teachers perceive their teaching practicum supervision is dependent on the personal relationship they have with their supervisors

This study has given the university an opportunity to obtain first-hand feedbacks from the student teachers on the quality of teaching practicum supervision provided to them during their placement in school. The current practice of supervision by both university supervisors and cooperating teachers should be continued since it has proven to be beneficial in shaping student teachers' development as novice teachers.

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# KRISIS KEWANGAN GREECE MENURUT PERSPEKTIF MARXISME

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## Abstrak

Dunia dikejutkan dengan krisis kewangan global yang sekitar pada tahun 2007-2008. Krisis kewangan global 2007-2008 adalah paling teruk semenjak Kemelesetan Besar pada 1930-an. Krisis bermula daripada kejatuhan pasaran pajak gadai subprima di Amerika Syarikat dan akhirnya merebak ke Eropah. Akibatnya, zon Eropah menghadapi krisis hutang kerajaan yang serius. Sejak tahun 2009, para pelabur telah menyatakan kebimbangan mereka tentang krisis hutang yang akan berkembang di Eropah dan meletakkan masa depan Kesatuan Eropah dalam risiko. Tiga negara iaitu Greece, Ireland dan Portugal telah meminjam wang daripada Dana Kewangan Antarabangsa (IMF) dan dari negara-negara Eropah lain untuk mengelak daripada bangkrap. Pernyataan masalah yang hendak dikemukakan adalah Greece berdepan dengan masalah hutang, belanjawan defisit, terperangkap dalam kemuflian, daya saing yang rendah dan kelembapan ekonomi menebal. Kesan daripada krisis kewangan ini membawa ke kancah masalah ekonomi dan pembangunan sosial rakyat Greece. Malah, agensi penarafan Standard & Poor's telah menuruntaraf bon kerajaan Greece. Disebabkan itu, Greece telah mula melakukan langkah-langkah penjimatan dan memohon pinjaman kewangan daripada IMF dan EU. Pada Mei 2010, EU dan IMF telah bersetuju memberi bantuan kewangan dengan syarat-syarat pembiayaan yang ketat. Tindakan Greece melakukan langkah-langkah penjimatan mendapat bantahan daripada rakyat Greece. Mereka merusuh ke jalan raya sebagai membantah dasar tersebut. Krisis kewangan yang dihadapi oleh Greece ini juga menimbulkan persoalan masa depan zon euro dan mata wang tunggal euro. Objektif kajian ini melihat krisis kewangan Greece dari sudut pandang teori politik ekonomi Marxisme dan bagaimana Marxisme menerangkan krisis ini. Kaedah kajian yang digunakan berbentuk kualitatif dengan menggunakan data-data daripada EU, IMF serta agensi-agensi lain berkaitan. Dapatan kajian mendapati Greece mempunyai kesukaran untuk membayar hutang dan memulihkan kembali kekuatan ekonomi. Dapatan hasil kajian juga menunjukkan teori Marxisme yang menjangkakan sistem kapitalis akan membawa kemusnahan ekonomi adalah benar.

**Kata kunci:** *krisis kewangan, Greece, Marxist, hutang, defisit*

## Pengenalan

Seluruh dunia dikejutkan dengan krisis kewangan global pada tahun 2007-2008. Bermula dari negara Amerika Syarikat sehingga krisis itu merebak di seluruh dunia. Walaupun sesetengah pakar ekonomi meramalkan tahun 2010 sebagai tahun pemulihan tetapi krisis ekonomi global yang melanda Eropah menjadi kebimbangan masyarakat dunia. Selepas pasaran

subprima Amerika Syarikat meledak pada tahun 2007, ekonomi global telah mengalami kemelesetan. Kesan masalah kewangan ini menyebabkan pengeluaran merudum, kadar pengangguran meningkat dan hutang kerajaan diberi pelepasan cukai dan ramai menyedari kemusnahan sebenar krisis kewangan (Adrian Kjaer, 2011). Krisis kewangan global 2007-2008 adalah yang paling teruk semenjak Kemelesatan Besar (*The Great Depression*) pada 1930-an. Krisis kewangan mempunyai kesan mendalam, lebih daripada yang dijangkakan oleh banyak pihak. Walaupun ekonomi global dalam pemulihan, keyakinan dalam pasaran masih lemah dan penyertaan dalam pasaran masih mencari arah ke hadapan (Vivudh Bahtia, 2011).

Zon Eropah menghadapi krisis hutang kerajaan yang serius. Beberapa negara anggota Eropah mempunyai tahap hutang awam yang tidak mapan berpotensi tinggi. Sejak tahun 2009, para pelabur konservatif telah menyatakan kebimbangan mereka tentang krisis hutang yang akan berkembang di Eropah dan meletakkan masa depan Kesatuan Eropah dalam risiko. Walaupun peningkatan beban hutang kerajaan paling ketara dalam beberapa negara anggota Eropah, mereka menjadi bermasalah dengan kesatuan mata wang secara keseluruhan. Tiga Negara iaitu Greece, Ireland dan Portugal telah meminjam wang daripada Dana Kewangan Antarabangsa (IMF) dan dari negara-negara Eropah lain untuk mengelakkan bangkrap (R.M.Nelson, et al, 2010). Negara pertama yang dilihat kritikal adalah Greece. Sejak bulan November 2009, Greece telah berada di tengah-tengah krisis kewangan paling buruk dalam sejarah moden. Greece adalah negara yang mempunyai tahap hutang awam tertinggi di dalam Zon Eropah dan defisit belanjawan terbesar. Greece terperangkap dalam kemuflihan, daya saing yang rendah dan kelembapan ekonomi menebal. Masalah ini adalah disebabkan oleh pengurusan ekonomi yang lemah, rasuah dan perbelanjaan membazir yang membawa kepada hutang negara mencecah 113 peratus. Perbelanjaan defisit adalah 13.6 peratus daripada Keluaran Dalam Negara Kasar (KDNK) pada 2009. Hutang negara dijangka meningkat kepada 200 peratus daripada KDNK tidak lama lagi. Kedudukan kewangan sektor awam menjadi kritikal kepada hasil kerajaan (cukai dan pendapatan) tidak cukup untuk membayar gaji kakitangan awam (Mahani, 2011). Kajian ini adalah untuk mengkaji dan menganalisis krisis kewangan di Greece. Kajian ini melihat krisis kewangan Greece dari sudut pandang teori politik ekonomi Marxisme dan bagaimana Marxisme menerangkan krisis ini.

### **Pemahaman Marx Terhadap Kapitalisme**

Kapitalisme adalah pertukaran komoditi yang berpusat. Komoditi-komoditi perlu berguna (mempunyai nilai guna) tetapi secara pentingnya komoditi juga merangkumi “nilai tukaran” yang boleh diniagakan secara langsung dengan semua komoditi lain di pasaran. Tetapi Karl Marx mempersoalkan apa yang mencipta nilai tukaran pada permulaan? Marx berhujah bahawa nilai asalnya diambil oleh daripada masa buruh iaitu jumlah pekerja menghabiskan masa bekerja untuk menghasilkan komoditi. Ini dikenali sebagai teori nilai buruh (*labor theory of value*).

Wang adalah fakta bahawa kapitalisme berasaskan kepada eksploitasi. Eksploitasi adalah di tengah-tengah pengeluaran kapitalis. Kaum pemodal (kapitalis) melaburkan wang mereka untuk menghasilkan komoditi yang mana mereka kemudian menjualnya untuk mendapatkan wang lagi. Alasan-alasan mereka berbuat demikian adalah kerana pada akhir proses mereka dibiarkan dengan lebihan yang menjadi asas keuntungan mereka. Lebihan inilah yang dinamakan oleh Karl Marx sebagai “nilai lebihan” (*surplus value*). Nilai lebihan ini timbul disebabkan perbezaan di antara nilai tenaga buruh (gaji yang mencakupi untuk mereka membeli keperluan hidup) dan nilai nilai yang mereka benar-benar cipta. Itulah yang dipanggil sebagai eksploitasi (Bill Dunn, 2011).

Oleh itu, buruh mesti bekerja lebih lama atau bekerja lebih keras daripada yang diperlukan hanya untuk meneruskan kehidupan mereka sendiri. Dalam erti kata lain, mereka menghabiskan sebahagian hari bekerja mereka menghasilkan semula nilai terhadap upah mereka. Nilai tukaran komoditi yang dihasilkan melebihi daripada tenaga buruh. Nilai lebihan ini dibahagikan di antara pihak kapitalis melalui persaingan (*ibid*).

### **Kebarangkalian Krisis**

Disebabkan semuanya dibuat untuk menghasilkan wang dan hanya secara tidak langsung untuk memenuhi keperluan manusia, kebarangkalian krisis sentiasa ada. Semestinya produk mesti mempunyai nilai guna atau produk itu tidak akan dijual. Tetapi nilai produk itu sebagai contoh sama ada keju atau gas. Jika produk permintaan hari ini kepada gas, pada masa kilang cuba untuk memenuhi permintaan tersebut, permintaan sudah berubah kepada penghasilan bom.

Kadang-kala buruh boleh mengurangkan kadar eksploitasi dengan memenangi kenaikan gaji yang menjadi keuntungan. Ini adalah sebahagian daripada apa yang berlaku dalam krisis tahun 1970-an. Kadang-kadang buruh kalah dan berlaku eksploitasi. Perkara ini boleh berlaku secara langsung. Ini meningkatkan pengeluaran yang dinamakan oleh Marx sebagai “nilai lebihan mutlak” (*absolute surplus value*). Nilai ini boleh menjadi hasil tidak langsung kepada inovasi. Jika barangan yang dihasilkan oleh buruh seperti makanan, pakaian dan sebagainya boleh dibuat dengan lebih cekap, ini boleh mengurangkan nilai tenaga buruh. Dalam erti kata lain, gaji buruh dikurangkan kerana kos barang-barang mereka perlu beli telah dikurangkan. Pendapatan sebenar boleh dikekalkan meskipun saham pengeluaran lebih besar pergi kepada pemodal. Kedua-dua proses telah berfungsi selama beberapa dekad. Secara jelas kapitalis menerima manfaat daripada eksploitasi. Tetapi dengan gaji rendah, walaupun secara relatifnya boleh menghasilkan masalah permintaan yang dikenalpasti oleh teori Keynesian, sebagai buruh yang kurang membeli komoditi yang dihasilkan dalam ekonomi. Hal ini mewujudkan masalah kepada kapitalis dalam industri barangan pengguna dan seterusnya sektor-sektor ini membekalkan mereka.

Persaingan menjadikan kapitalisme secara uniknya dinamik dan produktif. Namun kapitalisme juga membawa kepada “ketidakpastian dan pergolakan yang kekal”. Apabila diancam dengan kerugian, firma-firma mesti berkembang. Hal ini bermaksud mewujudkan pasaran baru dan memasarkan produk-produk baru ke dalam pasaran yang mana orang mungkin tidak mahu atau tidak mampu memilikinya. Pengembangan operasi memerlukan bekalan baru yang mungkin tidak dapat diperolehi atau boleh didapati dengan harga yang tinggi.

Pengembangan dalam mana-mana firma, industri atau sektor ekonomi memerlukan pelbagai penyesuaian semula. Tiada organisasi membuatnya berlaku “dalam jangka masa panjang”, sebagaimana ahli-ahli ekonomi arus perdana gemar mengatakan mekanisme harga ke arah keseimbangan. Bagi Marx, “hanya melalui percanggahan yang melampau”.

### **Kadar Keuntungan**

Kadar keuntungan (*Rate of Profit*) adalah istilah yang diperkenalkan oleh Karl Marx dalam bukunya *Capital* Jilid III untuk nisbah keuntungan kepada jumlah modal yang dilaburkan dalam kitaran reproduksi atau peredaran nilai dalam mana-mana komoditi yang diberikan merupakan keuntungan untuk kapitalis. Di dalam ekonomi borjuis, “kadar keuntungan” bermaksud nisbah jumlah modal yang dilaburkan terkumpul kepada kapitalis sebagai keuntungan tahunan (Encyclopedia Marxism, 2014).

Bagi tempoh yang mempunyai peredaran dan kitaran reproduksi, kedua-dua definisi adalah setara. Masa peredaran modal adalah masa yang berlalu antara kapitalis yang membuat pelaburan awal dan apabila produk tersebut dijual serta modal asal ditambah keuntungan yang boleh diperolehi semula. Kitaran reproduksi ini adalah faktor utama dalam perkembangan kapitalisme dan dalam buku *Capital* Jilid II prihatin kepada peredaran modal dan masalah realisasi (ibid). Syarikat-syarikat yang bersaing melabur dalam teknologi dan peralatan baru. Marx menamakannya sebagai “modal berterusan”. Para innovator mencuri daripada pesaing mereka dan mendapatkan bahagian keuntungan yang lebih besar. Secara keseluruhan, kumpulan pemodal melabur dalam modal berterusan atau “modal boleh ubah”. Walaupun mereka terus membayar kepada mesin membuat pemodal penuh dengan nilai daripada modal yang mereka membeli, Hanya golongan buruh boleh dieksploitasi.

Maka, Karl Marx membahaskan jika jumlah lebihan yang dikeluarkan daripada kenaikan buruh, ia boleh jatuh berbanding dengan jumlah keseluruhan yang dibelanjakan untuk modal tetap dan berubah-ubah. Terdapat kecenderungan untuk kadar keuntungan merosot. Hal ini adalah proses yang tidak dapat disekat. Inovasi adalah untuk meningkatkan produktiviti. Jumlah peralatan baru lebih besar tidak bermakna modal yang lebih besar dari segi kerja yang diperlukan untuk membuatnya. Kejatuhan gaji buruh boleh menolak keuntungan. Ini adalah satu hubungan dinamik. Perkara yang kelihatan jelas adalah semasa pelaburan panjang pasca perang modal tetap (*constant capital*) naik dan dari tahun 1960-an kadar keuntungan jatuh. Kapitalisme masuk ke dalam krisis yang mendalam pada 1970-an dengan kadar keuntungan mencecah rendah sekitar tahun 1980-an. Kebanyakan daripada dekad berikutnya sejak itu boleh dibaca sebagai akibat strategi kapitalis dalam pemulihan.

Cara paling mudah untuk mengembalikan keuntungan adalah dengan memotong gaji sama ada secara langsung atau melalui pemotongan kebajikan. Cara itu terjadi di Amerika Syarikat. Rakyat terpaksa bekerja lebih lama. Berjuta-juta rakyat terpaksa mencari kerja sampingan dan berada dalam keadaan hutang. Di negara-negara kaya bahagian gaji daripada pendapatan negara, jika gaji tidak mutlak jatuh dengan ketara secara purata daripada kira-kira 75 peratus kepada 66 peratus antara tahun 1975 dan 2006. Sementara itu keuntungan dipulihkan dan gaji yang lebih tinggi untuk orang kaya meningkatkan bekalan kewangan. Mereka mempunyai lebih banyak wang untuk memberi pinjaman dalam pasaran kewangan (Bill Dunn, 2011).

## Penjelasan Krisis Menurut Marxist

Salah satu konsep krisis yang dikenali secara meluas adalah berkaitan dengan teori-teori Karl Marx dan secara kuatnya melalui tulisan rakan beliau Frederick Engels (Arthur, 1970). Teori beliau berkaitan secara langsung kepada kapitalis dan pengeluaran ekonomi pra-kapitalis. Idea Karl Marx banyak berkait rapat dengan proses sosial sejak fenomena sosial dan budaya adalah sebahagian daripada ekonomi (Thompson, 1965, Sayer, 1991). Secara mudahnya, bagi Marx, “krisis adalah gangguan dalam proses penghasilan semula biasa” dan sangat berkait rapat dengan “kemusnahan yang ketara di dalam unsur-unsur pengeluaran” serta kitaran perdagangan semula jadi (Engels et al, 1962, 1970).

Di dalam teori Marxist kitaran ditakrifkan dari segi fasa-fasa perubahan tertentu: pemulihan ekonomi, ledakan dan kesejahteraan, lebih pengeluaran dan kemerosotan, krisis dan kemurungan (Mandel, 1962). Sesuatu yang menyedihkan apabila keadaan ekonomi semasa yang berlaku di dunia Barat, tempoh krisis dan kemurungan manusia dan penghasilan semula bahan asas termasuk kuasa tenaga buruh dan peralatan pengeluaran dikurangkan dengan ketara: tidak dapat dielakkan membawa kepada penurunan penggunaan manusia dan produktif serta pengangguran yang tinggi.

Teori krisis telah memainkan peranan penting dalam tradisi Marxist, tetapi pada masa yang sama teori ini menjadi salah satu bidang yang paling lemah dan kurang maju dalam penteorian Marxist (Simon Clarke, 1994). Kecenderungan terhadap krisis menyediakan titik permulaan bagi kajian awal ekonomi Karl Marx dan Engels pada 1857 tetapi teori ini tidak ada tempat dalam karyanya sendiri malah Marx tidak membentangkannya secara sistematik beserta dengan huraian tentang teori krisis (ibid). Walaubagaimanapun teori ini dikembangkan oleh sarjana dan tokoh selepas mereka.

Analisis Karl Marx terhadap sistem kapitalis sebagaimana yang dipersembahkan di dalam karyanya *A Contribution to The Critique of Political Economy and The Capital* telah memberi satu perbincangan luas dalam subjek ini (Joseph Vogiatzoglou, 2013). Suatu hasil analisis penting beliau adalah satu pandangan jauh daripada kerosakan sistem kapitalis kerana percanggahan yang wujud. Teori Marx terhadap krisis kapitalisme menjadi subjek tafsiran berbeza dengan perbincangan berterusan yang digunakan ketika krisis seperti pada tahun 70-an dan juga krisis semasa. Menurut Vogiatzoglou (2013), di dalam semua teori termasuk Marxist, kunci utama pembolehubah adalah kadar keuntungan. Walaupun peranan utama kadar keuntungan ini adalah perkara biasa dalam semua teori tetapi punca kejatuhan kadar keuntungan (*the fall in of rate of profit*) masih menjadi subjek perdebatan.

Teori krisis Marxist secara kasarnya boleh dikategorikan kepada 3 kategori:

### 1. Kurang Penggunaan/ Kekurangan Permintaan yang Cepak

Ciri-ciri utama teori ini adalah kewujudan terlalu banyak modal produktif dengan kombinasi kekurangan permintaan. Aspek-aspek ini adalah hasil daripada upah yang rendah dan pengagihan pendapatan tidak sama rata yang lebih merendahkan permintaan, kewujudan monopoli dan ketidakupayaan pelaburan keuntungan disebabkan lebih simpanan yang mengakibatkan permintaan pelaburan dikurangkan.

## 2. Perahan Keuntungan (*Profit Squeeze*)

Di dalam teori perahan keuntungan, kejatuhan kadar keuntungan berpunca daripada jurang antara pertumbuhan gaji dan pertumbuhan produktiviti. Teori perahan keuntungan menegaskan bahawa beberapa faktor yang menyebabkan kadar pertumbuhan upah kelas pekerja yang lebih tinggi daripada kadar pertumbuhan produktiviti. Faktor-faktor ini termasuk peningkatan kekuatan kelas buruh, peningkatan kuasa tawar-menawar, peningkatan perlindungan sosial, kehabisan keuntungan produktiviti yang datang daripada inovasi teknologi tertentu dan terpecahnya perjanjian sosial dalam kalangan negara, pihak pemodal dan buruh yang menggalakkan produktiviti tetapi kini menyebabkan kurang usaha daripada buruh. Teori-teori ini sangat popular pada akhir “zaman kegemilangan” Perang Dunia Kedua. Dipercayai pada tahun 60-an dan awal krisis lewat tahun 70-an adalah disebabkan peningkatan kelas pekerja dalam masyarakat secara sosial mahupun secara kewangan pada dekad-dekad sebelumnya.

## 3. Teori Kejatuhan Kadar Keuntungan (*The Falling Rate of Profit Theory*)

Teori ini memberi tumpuan kepada komposisi organik dan modal dalam usaha menerangkan kejatuhan kadar keuntungan. Jika kadar keuntungan dinyatakan sebagai  $R = S/K$ , dengan S sebagai nilai lebihan (*surplus value*), K sebagai stok modal (*capital stock*) dan tulis  $R = S/V \cdot K/V$ , V: modal berubah (*variable capital*) maka kadar keuntungan dinyatakan sebagai hasil kadar pembahagian nilai lebihan (*rate of surplus value* (RSV)) melebihi komposisi modal organik (*organic composition of capital*). Teori kejatuhan kadar keuntungan mencadangkan bahawa modal organik akan menaikkan kadar lebih tinggi berbanding kadar nilai lebihan, oleh itu, kadar keuntungan akan jatuh. Kenaikan modal organik datangnya daripada persaingan individu kapitalis. Persaingan ini untuk meningkatkan keuntungan individu akan memacu kepada perubahan teknikal ke arah peningkatan penggunaan jentera dan permodalan. Perubahan ini digabungkan dengan peningkatan buruh yang tidak produktif telah menyaksikan beberapa dekad yang lalu hasil peningkatan modal organik lebih cepat daripada kadar nilai lebihan (RSV), lalu mengurangkan kadar keuntungan.

$$r = \frac{\Pi}{K} = \left(\frac{\Pi}{Y}\right) \cdot \left(\frac{Y}{Z}\right) \cdot \left(\frac{Z}{K}\right),$$

R: kadar  
keuntungan II:  
jumlah keuntungan  
K: stok modal

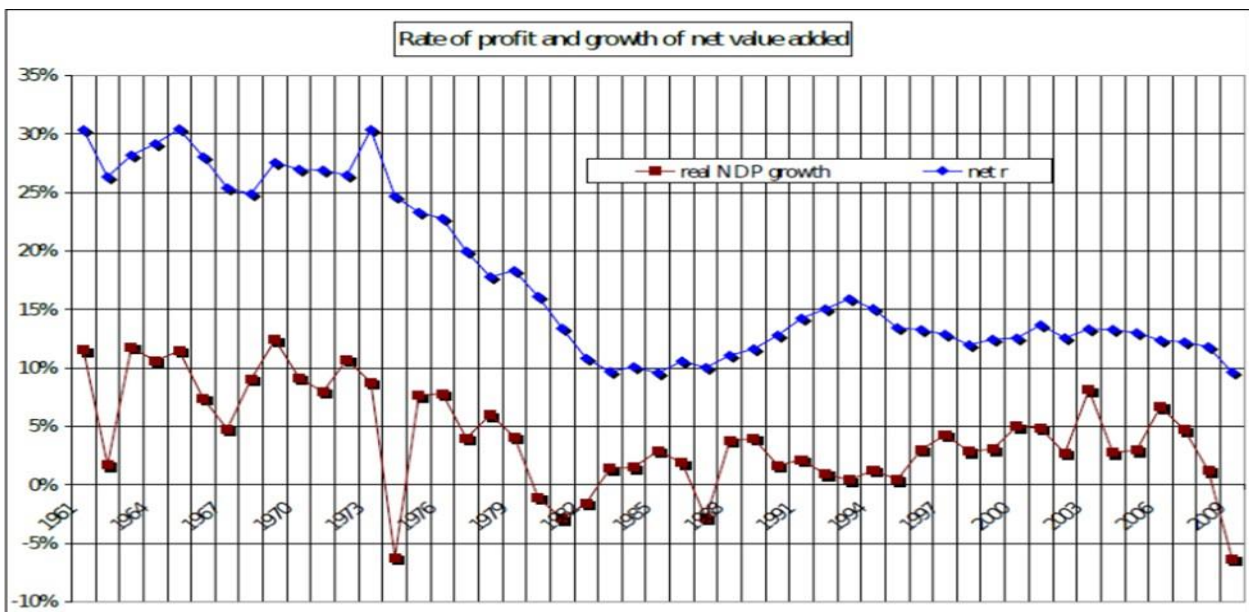
Y: pengeluaran  
bersih

Z: saiz  
pengeluaran



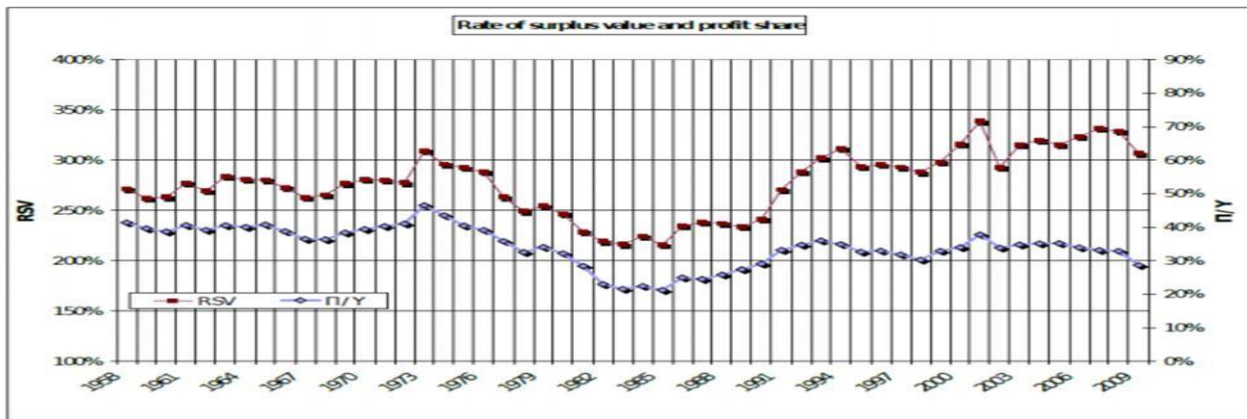
Teori kurang penggunaan berhujah bahawa kadar keuntungan datang daripada kejatuhan kadar kapasiti penggunaan  $Y/Z$ , manakala teori perahan keuntungan menekankan kejatuhan saham keuntungan  $II/Y$  sebagai punca asas kejatuhan keuntungan dan teori kejatuhan kadar keuntungan menjelaskan kejatuhan kadar keuntungan sebagai hasil peningkatan komposisi modal daripada  $K/Z$ . Kes ekonomi Greece merupakan satu kajian kes yang menarik. Alasannya ialah wabak krisis ini dan langkah-langkah yang dilaksanakan dalam tempoh 5 tahun kebelakangan itu seolah-olah ekonomi Greece lebih buruk berbanding ekonomi negara-negara Eropah yang lain. Penggunaan mata wang euro telah menyebabkan berlakunya defisit, pada masa yang sama meminjam daripada sektor awam dan swasta disebabkan kadar faedah yang rendah. Hutang awam tinggi, pengumpulan modal perlahan, berlaku ketaksamaan pendapatan dan sektor kewangan yang rapuh. Segala punca asas disebalik berlakunya semua yang dinyatakan di atas telah dalam karya-karya oleh Maniatis (2013) dan Economakis et.al (2013).

Maniatis mengkaji tingkahlaku pembolehubah-pembolehubah utama Marxist untuk ekonomi Greece dalam tempoh menjangkau dari tahun selepas berakhirnya Perang Dunia Kedua dan Perang Sivil Greece yang berakhir pada tahun 1909-1910. Tempoh lima dekad dibezakan dan dianalisis mengikut pergerakan kadar keuntungan. Pengenalan teori dan sejarah diikuti dengan pemeriksaan empirikal pembolehubah Marxist dan akhirnya dianalisis oleh Maniatis. Oleh kerana kadar keuntungan adalah pembolehubah utama yang menggambarkan “kesihatan” ekonomi kapitalis, kadar keuntungan Greece telah dianalisis oleh Maniatis bagi tempoh 1958-2009. Hubungan kadar keuntungan dan KDK boleh dilihat dengan jelas pada Rajah 1 dibawah.



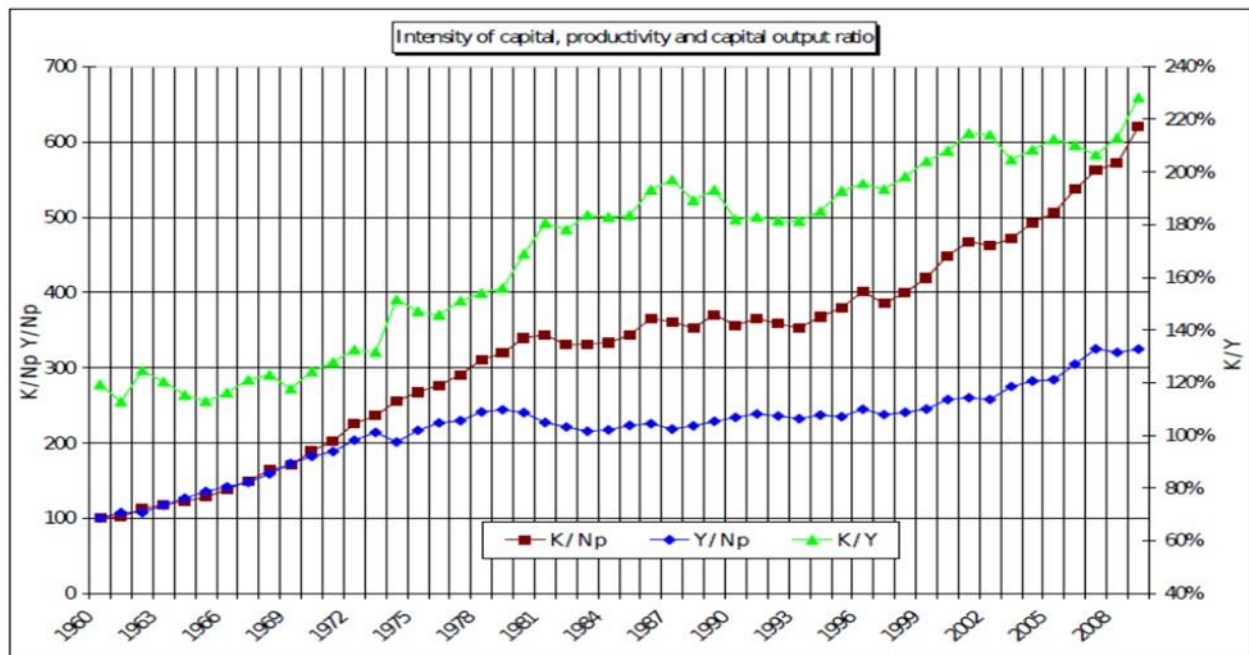
Rajah 1.Kadar Keuntungan.  
Sumber: Maniatis (2013)

Tahun 1958-1974 adalah tempoh “zaman kegemilangan” ekonomi Greece yang dicirikan oleh kadar keuntungan dan nilai lebihan yang tinggi. Trend kadar lebihan itu harus diperhatikan sepanjang pemerintahan diktator tentera (1967-1974). Ini boleh dilihat pada Rajah 2 dibawah.



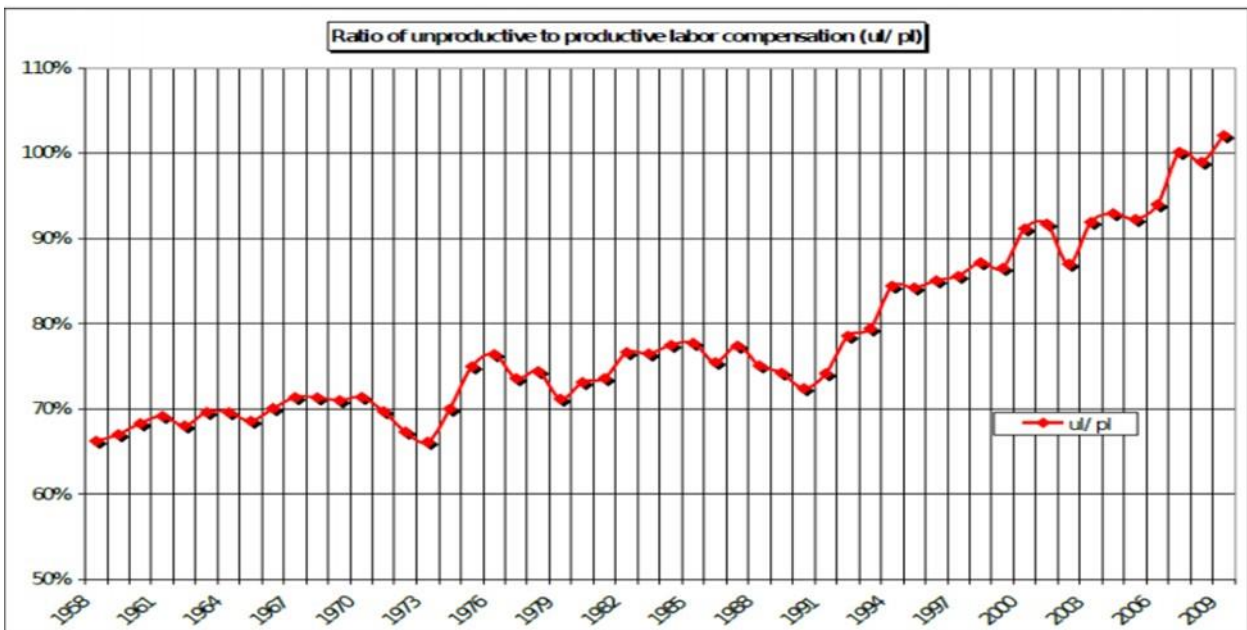
Rajah 2. Kadar Nilai Lebihan. Sumber: Maniatis (2013)

Pada masa yang sama, walaupun nisbah buruh tidak produktif kekal pada sekitar 70 peratus, komposisi teknikal modal mula menyimpang daripada produktiviti buruh, mewujudkan suatu dinamik yang membawa komposisi modal material yang menjatuhkan kadar keuntungan. Hal ini boleh dirujuk kepada Rajah 3 di bawah.



Rajah 3. Ratio Potensi Modal, Produktiviti dan Hasil Output Sumber: Maniatis (2013).

Pada tahun 1980-an, ekonomi Greece menghadapi produktiviti mantap hasil daripada pengumpulan modal yang perlahan dan pada masa yang sama kekuatan modal mengekalkan arah aliran yang meningkat. Semenjak aplikasi teknologi baru ini tidak membawa kepada peningkatan dalam produktiviti, nisbah modal output hasil naik sepanjang dekad ini memuncak pada 200 peratus pada lewat tahun 80-an. Kadar nilai lebih menjunam disebabkan oleh dasar-dasar kerajaan dilaksanakan bertahun-tahun selepas kejatuhan pemerintahan tentera diktator dan kadar buruh tidak produktif meningkat naik. Hal ini boleh dilihat pada Rajah 4 dibawah.



Rajah 4. Ratio Tak Produktif Kepada Pampasan Pekerja Produktif Sumber: Maniatis (2013)

Pada lewat tahun 80-an dan 90-an, kerajaan telah melaksanakan penyelesaian neoliberal terhadap krisis beberapa tahun kemudian. Gaji sebenar setiap jam mula turun dan kadar lebih meningkat secara mendadak melebihi tahap sebelumnya yang tinggi pada lewat 90-an. Walaupun pengumpulan modal menghentikan kenaikan komposisi modal material, keperluan penurunan modal tidak berlaku dan pemulihan kadar keuntungan hanya sederhana dan sementara. Pada masa yang sama, tenaga buruh tidak produktif terus meningkat menunjukkan transformasi ekonomi Greece kepada ekonomi perkhidmatan, sama dengan kebanyakan negara Eropah iaitu lebih membatasi kepada pemulihan kadar keuntungan.

Di dalam keadaan ini, Greece memasuki alaf baru dengan asas-asas yang sangat lemah. Komposisi modal material dan organik yang sangat tinggi dan keuntungan adalah berdasarkan kebanyakan dalam kadar nilai lebih ketika tenaga buruh tidak produktif meningkat pantas. Derelugasi sektor kewangan dan usaha mencari keuntungan yang lebih tinggi di luar sektor produktif mengembangkan sektor kewangan rapuh. Kemasukan di dalam zon euro dan kadar faedah yang rendah seterusnya bersama-sama dengan keperluan untuk mengekalkan taraf hidup yang dikejutkan dengan dasar-dasar neoliberal, meningkat hutang dan defisit serta hutang swasta.

Ledakan krisis yang berlaku menemukan Greece pada asas-asas yang lemah. Kemusnahan dan penyusutan nilai tidak berlaku pada tahun 70an dan 80an, dan penerapan teknologi baru tidak menyebabkan kenaikan dalam keperluan produktiviti. Kebergantungan ekonomi Greece terhadap pinjaman luar tinggi dan menjadi lebih dramatik. Sejak Greece memilih untuk berada dalam Kesatuan Eropah dan zon euro, Greece terpaksa melaksanakan dasar-dasar yang keras daripada penurunan nilai dalaman yang ditentukan oleh institusi-institusi Eropah dan IMF. Economakis et al (2013) di dalam esei kajiannya terhadap ekonomi Greece dan krisis ekonomi semasa mengkaji pembolehubah makroekonomi utama bagi tempoh 1960-2012. Matlamat mereka adalah untuk menyelidik daya saing, hutang awam dan keuntungan dalam usaha untuk mengenal pasti faktor-faktor yang memberi kesan kepada kadar keuntungan dalam tempoh pertumbuhan dan kemelesetan.

Mengenai hutang awam, mereka mencatatkan peranan penting hutang telah dimainkan dalam krisis ekonomi semasa dan cuba untuk menghuraikan sebab-sebab perkembangan pada beberapa tahun sebelumnya. Berbekalkan data-data yang ada, mereka berpendapat bahawa sebab utama pertumbuhan hutang daripada KDNK adalah disebabkan kekurangan daya saing ekonomi Greece. Aliran asing masuk diarahkan melalui penggunaan terhadap sektor barangan yang tidak diperdagangkan dan kurangnya pendedahan dalam pasaran persaingan global telah membawa kepada pertumbuhan yang lembap dalam daya saing. Pengembangan bagi hutang luar negara telah dilonggarkan dengan kemasukan Greece ke dalam zon euro. Selain menjejaskan persaingan produk Greece kerana mata wang baru, Greece dibenarkan membuat pinjaman murah meskipun dengan kadar faedah negatif sebenar.

Dari segi kadar keuntungan, penulis memeriksa pulangan Stok Modal Bersih (*Net Capital Stock*) untuk tempoh yang sama (1960-2012) sebagai pembolehubah utama penerangan kursus ekonomi. Kurang penggunaan (*underconsumption*) dianggap lagi sebagai manifestasi masalah sedia ada dan mereka memberi tumpuan kepada hubungan antara kadar keuntungan dengan gaji sebenar, produktiviti serta komposisi modal material. Mereka menafikan kewujudan tenaga buruh tidak produktif (jika buruh dibayar dengan modal berubah-ubah, maka ia dianggap produktif) dan perusahaan negara tidak diambil kira.

Tempoh ekonomi Greece dibahagikan kepada:

- 1960-1973: "zaman kegemilangan" kapitalisme Greece
- 1973-1985: tahun-tahun krisis
- 1985-2006: pemulihan / tahun neo-liberal
- 2007-2012: tahun-tahun krisis baru

Melalui tempoh „zaman kegemilangan” kadar keuntungan meningkat pada tahap yang tidak lagi dicapai (13-15%). Pada masa sama, K/Y secara relatifnya kekal pada tahap paling rendah daripada seluruh tempoh yang diteliti dalam kertas kajian. Purata gaji rendah tetapi sedang meningkat walaupun bagaimanapun, lebih rendah berbanding produktiviti buruh, menunjukkan peningkatan yang berterusan dalam kadar nilai lebihan. Pada tahun-tahun krisis (1973-1985), kadar keuntungan berdepan dengan kejatuhan manakala komposisi modal dan saham buruh dalam peningkatan produk bersih. Peningkatan produktiviti tidak cukup untuk mengimbangi peningkatan dalam komposisi modal dan purata gaji. Pada tahun pemulihan, para sarjana mengambil perhatian bahawa kadar keuntungan mengikut trend yang makin meningkat tetapi pada tahap lebih rendah berbanding pada tempoh “zaman kegemilangan”. Komposisi modal sedikit jatuh tetapi masih pada tahap yang tinggi menunjukkan penurunan nilai modal yang diperlukan bagi membolehkan kadar keuntungan menghadapi pemulihan penuh. L/Y menjunam dan kadar nilai lebihan meningkat lagi disebabkan oleh pelaksanaan dasar-dasar neoliberal yang meningkatkan jurang antara produktiviti buruh dan purata gaji.

Permulaan krisis yang berlaku pada tahun 2007, kadar keuntungan jatuh mendadak dan K/Y meningkat ketara disebabkan oleh kesan gabungan peningkatan komposisi modal dan pengurangan dalam produktiviti pekerja. Produktiviti jatuh diikuti dengan purata gaji. Pada bahagian empirikal, kesan saham keuntungan, komposisi modal, nisbah penggunaan kapasiti, nisbah eksport melebihi import, nisbah keuntungan dinilai. Saham keuntungan menunjukkan kesan bahawa purata gaji mempunyai keuntungan dan berkait rapat dengan teori perahan keuntungan. Hasil analisis ekonometrik terhadap penjelasan krisis perahan keuntungan sejak saham keuntungan adalah tinggi. Kurang penggunaan membawa kepada penggunaan modal yang lebih rendah. Oleh itu, komposisi modal material meningkat. Komposisi modal menerima kesan paling rendah antara tiga pembolehubah. Kesan nisbah eksport-import menunjukkan kesan produktiviti buruh kepada keuntungan adalah positif tetapi secara praktiknya tidak signifikan. Oleh itu, produktiviti buruh, persaingan antarabangsa dan kekurangan daya saing tidak boleh dipertanggungjawabkan untuk pelbagai kadar keuntungan.

## **Kesimpulan**

Krisis kewangan Greece telah menunjukkan secara jelas bahawa ekonomi kapitalis memberi kesan buruk kepada negara berkenaan. Ramalan yang dibuat oleh Marx dan sarjana-sarjana dalam aliran Marxisme adalah tepat. Sistem kapitalis telah membuatkan Greece terperangkap dengan bebanan hutang yang dibuat oleh kelas pemerintah. Sistem kapitalis bukan sahaja memburukkan Greece tetapi juga negara-negara zon euro yang lain. Penjelasan krisis menurut Marxist memerlukan kajian yang lebih mendalam.

Teori krisis Marxist masih belum diterokai sepenuhnya lagi. Kajian ini adalah lanjutan kepada kajian sarjana-sarjana sebelum ini yang menyelidik kesan pembolehubah-pembolehubah utama ekonomi mengikut teori politik ekonomi Marxist. Mereka mengkaji kadar keuntungan yang mana dikenalpasti oleh teori Marxist sebagai pembolehubah keterangan utama daripada jalan ekonomi kapitalis. Pendekatan mereka berbeza terutama di peringkat teori. Manitis menggunakan pendekatan teori kejatuhan kadar keuntungan (FRoP) dan manakala Economakis mengkaji gabungan FRoP dengan teori perahan keuntungan. Mereka berdua menolak hujah kurang penggunaan (*underconsumption*) Perbezaan utama terletak pada isu buruh tidak produktif. Jelas bahawa samada seseorang

melakukan atau tidak menerima kerja yang tidak produktif boleh memberi kesan kepada hasil analisis ekonometrik dan mungkin punca utama perbezaan dalam hasil kajian empirikal.

Secara keseluruhan, kesemua kajian berhujah bahawa penjelasan krisis arus perdana tidak tepat dan krisis besar adalah sistemik. Penyalahgunaan kewangan, kekurangan permintaan agregat, neoliberalisme dan hujah-hujah berkaitan dengan Keynesian dan hujah radikal ditolak kerana dikenalpasti oleh kebanyakan sarjana bahawa ini adalah kesan jalan kapitalisme yang bermasalah diikuti berdekad-dekad lalu cuba digunakan pada krisis tahun 60-an dan 70-an. Prospek segera dan jangka panjang adalah suram kerana kedua-dua sektor awam dan isi rumah adalah dibebani dengan hutang dan oleh itu perbelanjaan dikurangkan secara drastik, pelaburan tidak digalakkan, kerana keuntungan rendah dan permintaan lemah dan eksport bersih kronik terutama sejak kemasukan Greece ke dalam Komuniti Ekonomi Eropah (EEC), Kesatuan Eropah (EU) dan menerima pakai mata wang euro sebagai mata wang negara. Negara ini dikenalpasti berada dalam tahun kelima kemelesetan yang mendalam, dengan kadar pengangguran sebanyak 27 peratus, potongan gaji drastik dalam sektor swasta dan awam dan hutang awam meningkat (Maniatis, 2013). Hanya sistem politik yang pesat mampu ditangani dalam keadaan ekonomi merosot. Salah satu cara adalah melakukan transformasi politik dan ekonomi radikal ke arah sosialisasi yang lebih besar dalam sektor-sektor strategi ekonomi memandangkan bahawa parti-parti politik kiri anti kapitalis mesti mencapai kata sepakat untuk mobilisasi besar-besaran dan tindakan politik bersama.

Penyelesaian kepada krisis ini sudah wujud. Sejak lebih 200 tahun dahulu kapitalisme telah membina sebuah kuasa produktif yang besar. Tetapi ia tidak dapat menggunakan potensi ini dengan sepenuhnya. Krisis ini adalah hanya satu manifestasi hakikat bahawa industri, sains dan teknologi telah berkembang ke arah yang mana mereka tidak dapat dikandung daripada pemilikan swasta dan negara bangsa.

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# JENAYAH TERHADAP WARGA TUA DALAM MASYARAKAT: ANALISIS KES-KES DI BAWAH KANUN KESEKSAAN

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## Abstrak

Jenayah tidak mengenal mangsa. Perkembangan terkini dalam masyarakat Malaysia masa kini menyaksikan setiap orang orang berisiko menjadi mangsa termasuklah warga tua. Mereka telah dijadikan sebagai mangsa baru dalam perbuatan termasuk jenayah oleh sesetengah pihak tertentu. Kajian ini menghurai senario pemangsaaan warga tua melalui perbuatan jenayah di bawah Kanun Keseksaan. Data-data primer dan sekunder yang diperolehi dari kes-kes mahkamah yang dilaporkan serta dari pelbagai agensi dianalisis menggunakan kaedah analisis kandungan. Hasil analisis terhadap data-data berkenaan menunjukkan bahawa peruntukan undang-undang yang sedia ada masih belum cukup untuk melindungi kedudukan warga tua dari ancaman jenayah secara berkesan. Oleh itu, peruntukan undang-undang yang lebih tegas perlu diperkenalkan untuk mengekang atau menghukum perbuatan jenayah terhadap warga tua dalam masyarakat.

**Kata kunci:** *warga tua, jenayah, Kanun Keseksaan, perlindungan undang-undang*

## Pengenalan

Status “tua” sering dirujuk kepada had umur atau tahap kesihatan seseorang. Dari segi umur, tidak ada satu kayu ukur yang tetap dalam menentukan bilakah bermulanya umur tua. Ini adalah disebabkan oleh penentuan had “tua” boleh juga dibuat berdasarkan kepada faktor biologi, sosial, ekonomi dan kronologi,<sup>194</sup> faktor psikologi atau kebolehan berfungsi (functional) seseorang.<sup>195</sup> Sesetengah negara menetapkan had umur tua bagi penentuan pencen atau sebaliknya mengambilkira umur pencen sebagai had umur tua. Kebanyakan negara maju, meletakkan had umur warga tua bermula dari 65 tahun.<sup>196</sup> Pertubuhan Bangsa-Bangsa Bersatu (PBB) melalui resolusinya di *World Assembly on Ageing* di Vienna pada tahun 1982 menetapkan had umur tua 60 tahun. Di Malaysia tahap penentuan umur tua menggunakan pendekatan kronologi berdasarkan kepada resolusi Pertubuhan Bangsa-Bangsa Bersatu yang menetapkan umur warga tua di negara ini bermula apabila mencapai 60 tahun.<sup>197</sup> Selain dari

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<sup>194</sup> H. A. Karim, "The Elderly in Malaysia: Demographic Trends", (1997) 52 3 *Medical Journal of Malaysia*, hlm 206.

<sup>195</sup> Lihat portal rasmi JPA, Bahagian Pasca Perkhidmatan di [www.jpapencen.gov.my/takrifan\\_warga\\_tua.html](http://www.jpapencen.gov.my/takrifan_warga_tua.html).

<sup>196</sup> Lihat Definition of an older or elderly person di portal WHO, <http://www.who.int/healthinfo/survey/ageingdefolder/en/index.html>.

<sup>197</sup> Lihat [http://www.jkm.gov.my/index.php?option=com\\_content&view=article&id=86&Itemid=874&lang=ms](http://www.jkm.gov.my/index.php?option=com_content&view=article&id=86&Itemid=874&lang=ms), diakses pada 16 Oktober 2011. Lihat <http://www.jpapencen.gov.my>.



istilah “warga tua”, istilah “warga emas”<sup>198</sup> juga turut digunakan bagi merujuk kepada mereka yang berumur 60 tahun ke atas.<sup>199</sup> Jumlah penduduk Malaysia telah meningkat dari 23.49 juta pada tahun 2000 kepada 34 juta pada tahun 2014.

Tidak dinafikan warga tua tergolong dalam golongan yang berisiko terdedah kepada keganasan dan jenayah. Disebabkan oleh usia mereka yang tua dan fizikal mereka yang kurang bertenaga atau lebih lemah berbanding dengan golongan muda, mereka sering dijadikan mangsa baru oleh masyarakat yang tidak bertanggungjawab. Di dalam perhimpunan agung PBB pada tahun 2011, Ketua Setiausaha PBB telah menyatakan bahawa empat cabaran warga tua masa kini ialah diskriminasi, kemiskinan, jenayah dan penderaan.<sup>200</sup> Artikel ini cuba mengupas senario pemangsaan terhadap golongan ini khususnya dari aspek jenayah.

### **Warga Tua sebagai Mangsa Jenayah dalam Masyarakat Malaysia**

Di bawah adalah senario pemangsaan yang dihadapi oleh warga tua dalam masyarakat Malaysia kini. Artikel 5 Perlembagaan Persekutuan memberi jaminan mengenai kebebasan diri di mana seseorang individu tidak boleh diambil nyawa melainkan yang dibenarkan menurut undang-undang. Peruntukan ini jelas melindungi semua rakyat di negara ini termasuk warga tua di mana mereka tidak boleh diperlakukan sebarang kekerasan yang boleh meragut nyawa mereka. Walau bagaimanapun, dalam masyarakat sekarang, warga tua berisiko tinggi menjadi mangsa keganasan atau penderaan fizikal sering dilakukan ke atas warga tua lantaran kelemahan fizikal yang wujud pada mereka. Jenayah terhadap warga tua di Malaysia nampaknya sangat membimbangkan. Menurut data yang dikeluarkan oleh Polis Diraja Malaysia (PDRM) setiap tahun angka kejadian jenayah terhadap golongan lemah ini menjangkau ribuan kes.

Jadual 1: Kes Jenayah terhadap Warga Tua di Malaysia 2010 – 2013

Tahun	Jumlah
2010	1851
2011(Jan – Julai)	1017
2012	1839
2013 (Jan – Jun)	471

Sumber: PDRM

Rekod dari PDRM mendedahkan antara tahun 2010 hingga 2013<sup>201</sup> sebanyak 5178 kes jenayah yang telah dilakukan terhadap warga tua. Jumlah ini adalah satu jumlah yang sangat tinggi kerana sebagai seorang yang sudah berumur, sudah tentunya keadaan mereka lebih jauh lemah daripada golongan muda. Justeru, mereka tidak sepatutnya dijadikan mangsa oleh penjenayah-penjenayah.

<sup>198</sup> Lihat maksud warga tua dalam Laman Pusat Rujukan Persuratan Melayu, Dewan Bahasa dan Pustaka di <http://prpm.dbp.gov.my/Search.aspx?k=warga+tua>.

<sup>199</sup> Walau bagaimanapun, dalam kes *Per: Rasidah bte Ibrahim: Ex-Parte: Alliance Bank Malaysia Berhad* [2008] MLJU 450, mahkamah memutuskan bahawa penghutang penghakiman yang berumur 55 tahun sudah mencapai warga emas dan tidak boleh lagi dianggap berkemampuan meningkatkan atau memperbaiki sumber pendapatan beliau.

<sup>200</sup> Lihat portal PBB di [www.ohchr.org/EN/Issues/OlderPersons/Pages/OlderPersonsIndex.asp](http://www.ohchr.org/EN/Issues/OlderPersons/Pages/OlderPersonsIndex.asp).

<sup>201</sup> Data yang diperoleh pada tahun 2011 hanya melibatkan dari bulan Januari hingga Julai dan tahun 2013 dari bulan Januari hingga Jun sahaja.

Jadual 2: Kes Jenayah terhadap Warga Tua Malaysia Mengikut Pecahan Negeri

Negeri/ Tahun	2010 (n=1849)	2011 (Jan – Julai) (n=1017)	2012 (n=1839)	2013 (Jan- Jun) (n=471)
Pulau Pinang (n=103)	33	25	31	14
Perlis (n=13)	6	3	4	0
Kedah (n=136)	43	28	54	11
Perak (=853)	313	171	304	65
Selangor (n=714)	211	131	293	79
Negeri Sembilan (n=279)	83	58	123	15
Melaka (n=915)	349	172	318	76
Johor (n=1036)	391	213	226	96
Pahang (n=238)	86	47	75	30
Terengganu (n=30)	10	6	11	3
Kelantan (n=386)	148	93	129	16
Wilayah Persekutuan (n=373)	166	66	97	44
Sabah (n=53)	2	0	42	9
Sarawak (n=47)	8	4	22	13

Sumber: PDRM

Dilihat dari Jadual 2 pula, Johor mencatatkan kes yang paling tinggi (1036 kes) manakala hanya 13 kes sahaja berlaku di negeri Perlis. Dari segi jantina pula, walaupun jenayah tidak mengenal mangsa, daripada kes-kes yang dilaporkan kepada PDRM menunjukkan bahawa warga tua lelaki lebih ramai menjadi mangsa (65.5%) berbanding mangsa warga tua wanita sebanyak 34.5 peratus. (Jadual 3).

Jadual 3: Jantina Mangsa

Jantina	Jumlah	Peratusan	Peratusan
Lelaki	3392	65.5	65.5
Perempuan	1785	34.5	34.5
Jumlah	5177 <sup>202</sup>	100	100

Sumber: PDRM

Dari aspek umur pula, golongan yang paling ramai menjadi mangsa ialah warga tua yang berumur antara 60 hingga 64 tahun (45.2%) diikuti dengan kumpulan warga tua dari kategori yang berumur 65-69 (24.8%). Selain itu, seramai 109 warga tua (2.1%) adalah terdiri dari mereka yang berumur 100 ke atas. Data ini jelas menunjukkan kekejaman penjenayah kerana menjadikan mereka yang sangat tua dan berumur sebagai sasaran jenayah mereka. (Jadual 4)

<sup>202</sup> Seorang mangsa tidak dinyatakan jantina

Jadual 4: Umur mangsa warga tua

Umur mangsa (warga tua)	Jumlah (5177)	Peratusan
60 – 64	2338	45.2
65 – 69	1283	24.8
70 - 74	854	16.5
75 – 79	368	7.1
80 – 84	168	3.2
85 – 89	48	.9
90 - 94	8	.2
95 - 99	1	.0
100 ke atas	109	2.1

Sumber: PDRM

Daripada Jadual 5 pula, dapat dilihat bahawa warga tua berbangsa Melayu paling ramai menjadi mangsa jenayah (48.9%) berbanding dengan bangsa lain. Bangsa lain yang menjadi mangsa jenayah di negara ini ialah termasuk mereka yang menjadi bangsa minoriti di Sabah atau Sarawak dan mereka yang bukan berstatus warganegara Malaysia.

Jadual 5: Bangsa Mangsa

Bangsa	Jumlah	Peratusan
Melayu	2529	48.9
Cina	1760	34.0
India	678	13.1
Lain-lain	210	4.1
Jumlah	5177 <sup>203</sup>	100

Sumber: PDRM

Kebanyakan kes jenayah melibatkan warga tua adalah berkait dengan kes harta berbanding jenayah terhadap diri. Terdapat banyak kategori perbuatan yang dilakukan yang kesemuanya adalah merupakan kesalahan di bawah Kanun Keseksan (KK). Melalui Jadual 6, samun merupakan kes yang paling banyak dilakukan ke atas warga tua dengan pecahan samun berkawan tanpa senjatapi sebanyak 1442 kes dan samun tanpa bersenjatapi sebanyak 290. Kes-kes lain yang tinggi dilaporkan ialah curi kenderaan (1230 kes), pecah rumah pada waktu malam (491 kes). Kes yang melibatkan kecederaan pada diri mangsa juga tinggi iaitu sebanyak 419 kes. Jika dianalisis dari kategori kesalahan utama ini, dapat disimpulkan penjenayah mengambil kesempatan ke atas usia dan status warga tua dengan menjadikan mereka sebagai mangsa jenayah di mana mereka mampu melakukan jenayah tersebut meskipun tanpa melibatkan penggunaan senjatapi.

<sup>203</sup> Seorang maklumat mangsa tidak dinyatakan status bangsanya.

Jadual 6: Kategori Kesalahan Utama dan Seksyen Terlibat

Jenis kesalahan	Jumlah	Seksyen
Samun berkumpulan tanpa senjatapi	1442	395 KK
Curi kenderaan (motokar, lori van dan motosikal)	1230	379A KK
Pecah rumah malam	491	445
Mencederakan/mendatangkan kecederaan	419	322
Samun tanpa bersenjatapi	290	392
Curi dalam rumah/ bangunan	277	380 KK
Curi ragut	219	
Bunuh	113	300 KK
Rogol	34	375 KK
Samun berkumpulan bersenjatapi	31	397

Sumber: PDRM

Di Malaysia, terdapat banyak kes mahkamah yang dilaporkan dalam jurnal-jurnal perundangan berkenaan keputusan mahkamah berhubung kes-kes jenayah yang melibatkan mangsa dari kalangan warga tua.

Dalam kes *Joy Bin Felix lwn Pendakwa Raya*<sup>204</sup>, tertuduh dan tiga rakan subahatnya telah disabitkan jenayah samun berkumpulan dengan bunuh di bawah seksyen 396 Kanun Keseksaan. Dalam kes tersebut, tertuduh dan rakan subahat mensasarkan seorang pemandu teksi warga tua sebagai mangsa samun. Walau bagaimanapun, kejadian samun itu telah membawa kepada kecederaan parah apabila mangsa telah ditumbuk berulang-ulang kali di bahagian mukanya sehingga menyebabkan pendarahan yang teruk dan seterusnya diikat kakinya dan ditekan badannya di tempat duduk belakang teksi untuk menghalangnya dari bangun. Leher mangsa pula telah dibelit dengan tali pinggang keselamatan sehingga menyebabkan kesesakan nafas. Pendarahan yang parah dan kesesakan nafas yang dialami mangsa telah membawa kepada kematiannya di dalam teksi berkenaan. Kejadian ini telah berlaku di Beaufort, dan kes telah didengar dan diputuskan oleh Mahkamah Tinggi Kota Kinabalu, Sabah.

Begitu juga dengan kes *S Samdaran a/l Sivasamy lwn Pendakwa Raya*<sup>205</sup> yang melibatkan seorang wanita berusia 66 tahun sebagai mangsa samun dan pembunuhan. Dalam kes ini, kaki dan tangan mangsa telah diikat dalam keadaan terbaring di atas lantai. Mulut dan muka mangsa pula ditutup dengan kain dan diikat dengan *cellotape*. Keterangan dari ahli patologi menunjukkan mangsa meninggal akibat sesak nafas. Mahkamah juga mengambil kira keterangan berkenaan kecederaan-kecederaan lain yang dialami oleh mangsa seperti kecederaan di kepala, dada dan bahagian atas dan bawah kaki kesan dari pukulan menggunakan objek tumpul secara kuat. Dalam kes ini, tertuduh telah disabitkan atas kesalahan rompakan berkumpulan berserta pembunuhan di bawah seksyen 396 Kanun Keseksaan. Kejadian samun dan bunuh di atas telah berlaku di Bentong, Pahang. Kes telah

<sup>204</sup> [2015] MLJU 569

<sup>205</sup> [2015] 3 MLJ 391

mula-mula didengar di Mahkamah Tinggi Temerloh, Pahang, dan keputusan kes berkenaan telah turut disahkan oleh Mahkamah Rayuan, Putrajaya.

Kes seterusnya ialah kes *Loh Yoon Fatt lwn Pedakwa Raya*<sup>206</sup> yang melibatkan seorang mangsa lelaki berusia 63 tahun. Dalam kes ini, pergaduhan telah timbul antara mangsa dan tertuduh yang berpunca dari kedudukan kereta tertuduh yang menghalang mangsa kereta mangsa di tempat parkir sebuah restoran. Setelah selesai bertikam lidah, mangsa telah berpusing dan berjalan kembali ke arah keretanya. Pada ketika itulah tertuduh dilihat berjalan dari arah belakang mangsa sambil mengangkat tangan dengan sebatang besi dan seterusnya memukul kepala mangsa dari belakang. Mangsa terus rebah dan meninggal beberapa hari kemudian di hospital. Kejadian ini telah berlaku di Ipoh, Perak. Tertuduh telah disabitkan dengan kesalahan bunuh di bawah seksyen 302 Kanun Keseksaan oleh Mahkamah Tinggi Ipoh. Keputusan mahkamah tersebut telah disahkan oleh Mahkamah Rayuan, Putrajaya.

Dalam kes *Ahmad Nazari bin Abd Majid lwn Pendakwa Raya*<sup>207</sup>, mangsa merupakan seorang wanita berusia 63 tahun dan merupakan seorang penoreh getah. Dalam kes ini, mangsa telah dirogol dua kali oleh tertuduh di ladang getah. Mangsa telah dirogol kali pertama apabila mangsa tiba berseorangan dengan basikal di ladang tersebut dan telah ditolak sehingga rebah oleh tertuduh dari arah belakang. Mangsa kemudiannya dirogol dalam belukar. Dua minggu kemudian, mangsa sekali lagi telah dirogol ketika mangsa ke ladang getah bersama suaminya. Dalam kejadian tersebut, tertuduh telah membawa sebatang kayu yang besar dan telah mengejar suami mangsa yang sudah tua dan lemah sambil mengugut untuk memukul suami mangsa. Mangsa kemudiannya dirogol oleh tertuduh di hadapan suaminya yang lemah itu. Kejadian ini berlaku di Alor Setar, Kedah, dan telah diputuskan di Mahkamah Tinggi Alor Setar, Kedah.

Sementara itu, dalam kes *Pendakwa Raya lwn Sersang @ Ah Pok A/L Ah Her*<sup>208</sup>, mangsa adalah seorang lelaki yang berusia 72 tahun dan bekerja di salah sebuah gerai makan di kawasan *food court*. Tertuduh pula bekerja sebagai tukang masak di salah sebuah gerai di *food court* yang sama. Pada suatu hari, mangsa telah menegur tertuduh yang pada ketika itu sedang berjalan di kawasan *food court* berkenaan dengan hanya memakai seluar dalam. Kerana tidak berpuas hati dengan teguran tersebut, tertuduh kemudiannya bertindak memukul kepala mangsa dari belakang dengan menggunakan kerusi plastik yang diambil dari kedai makan. Mangsa rebah tersungkur di lantai tetapi sempat melarikan diri dan bersembunyi apabila seorang lelaki lain datang dan telah campur tangan pada ketika itu. Tertuduh kemudiannya terus mencari mangsa dan mendapati mangsa ketika itu sedang bersembunyi di belakang premis *food court* dan terus memukulnya dengan tangan beliau sehingga mangsa rebah ke tanah. Mangsa tidak sedarkan diri dan meninggal dunia seurus itu. Tertuduh telah disabitkan dengan kesalahan bunuh di bawah seksyen 304 Kanun Keseksaan. Kejadian ini berlaku di Bukit Mertajam, Pulau Pinang dan kes ini telah didengar dan diputuskan di Mahkamah Tinggi Pulau Pinang.

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<sup>206</sup> [2014] MLJU 394

<sup>207</sup> [2009] 9 MLJ 279

<sup>208</sup> [2009] MLJU 1147

## **Perbincangan**

Melalui data dan statistik yang dibentangkan serta kajian kes mahkamah yang dibincangkan dalam penulisan ini, jelas menunjukkan bahawa warga tua telah menjadi sasaran mangsa jenayah yang mudah oleh pelbagai pihak. Data-data serta kes-kes yang ditonjolkan menunjukkan warga emas dari pelbagai bangsa, jantina dan unjuran umur amat terdedah kepada pelbagai jenis perbuatan jenayah oleh pihak yang tidak bertanggungjawab.

Seperti yang telah dibentangkan di atas, warga tua acap kali diperlakukan dengan begitu kejam sekali oleh penjenayah yang menjadikan mereka mangsa, contohnya mereka dipukul berulang kali sehingga jatuh dan tidak sedarkan diri, diikat atau dijerut leher sehingga menyebabkan kesesakan nafas, dipukul dengan objek keras dibahagian tubuh yang *vital*, dirogol dan sebagainya. Ini mungkin disebabkan oleh faktor umur mereka yang sudah lanjut dan kebanyakan dari mereka yang sudah tidak mampu untuk mempertahankan diri akibat keadaan fizikal yang semakin lemah.

Selain ancaman terhadap fizikal seperti kecederaan dan kehilangan nyawa, warga tua juga terdedah kepada jenayah yang melibatkan harta mereka. Ini dapat dirumuskan melalui kajian dari data dan kes mahkamah yang menunjukkan warga tua sering menjadi sasaran kes samun sama ada secara berkumpulan atau bersenjata atau sebaliknya.

Kes-kes mahkamah yang dibincangkan dan data yang diambil dari PDRM juga menunjukkan bahawa jenayah terhadap warga tua berlaku di seluruh negara, dan tidak tertumpu kepada mana-mana negeri yang tertentu sahaja. Ini membuktikan bahawa tidak ada negeri yang 'selamat' atau bebas dari jenayah terhadap warga tua di negara ini.

## **Cadangan**

Merujuk kepada perbincangan di atas, adalah wajar agar peruntukan undang-undang yang lebih tegas perlu diperkenalkan agar undang-undang jenayah terhadap warga emas diperketatkan dari segi hukumannya. Ini dapat mengurangkan kecenderungan penjenayah dari menjadikan warga tua sebagai sasaran yang mudah oleh penjenayah.

Selain daripada itu, pihak-pihak yang bertanggungjawab seharusnya lebih aktif dalam menganjurkan program-program kesedaran tentang wujudnya ancaman-ancaman terhadap warga tua dalam masyarakat. Program sebegini amat penting untuk mendidik masyarakat tentang hakikat bagaimana warga tua telah dijadikan sasaran dan apakah kaedah yang boleh dilaksanakan untuk melindungi mereka. Mungkin selama ini, ramai yang tidak menyedari bahawa warga tua sebenarnya mudah terancam dan amat terdedah sebagaimana golongan kanak-kanak, Orang Kurang Upaya (OKU) atau wanita. Oleh itu, hak-hak dan perlindungan khas perlu diperuntukkan kepada warga tua bagi tujuan melindungi kebajikan mereka.

## **Penutup**

Melalui perbincangan di atas, jelas menunjukkan bahawa warga tua telah menjadi mangsa dalam pelbagai perbuatan jenayah. Oleh itu, amatlah penting agar polisi atau perundangan

yang lebih jelas dan komprehensif diperkenalkan bagi melindungi kedudukan warga emas ini dari terus-menerus menjadi mangsa perbuatan jahat oleh pihak yang tidak bertanggungjawab.

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*Ahmad Nazari bin Abd Majid lwn Pendakwa Raya* [2009] 9 MLJ 279

*Pendakwa Raya lwn Sersang @ Ah Pok A/L Ah Her* [2009] MLJU 1147

# LEKSIKAL DIALEK KELANTAN DALAM APLIKASI *WHATSAPP*

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## Abstrak

Masyarakat Kelantan dikatakan mempunyai dialek yang unik dan agak pelik berbanding dialek negeri lain kerana penggunaan leksikalnya yang jauh berbeza dengan bahasa standard. Keunikan dialek Kelantan ini menguatkan lagi identiti dan perasaan kenegerian masyarakat Kelantan. Pengkaji meneliti aspek ini dalam data berbentuk tulisan yang tentunya berbeza dengan data dalam bentuk lisan. Kajian ini memilih aplikasi *Whatsapp* yang digunakan dalam telefon pintar sebagai data kajian bertepatan dengan penggunaannya yang semakin tersebar luas dalam segenap lapisan masyarakat. Kajian ini memfokuskan penggunaan leksikal dialek Kelantan yang digunakan dalam tiga *group whatsapp* yang mempunyai tiga peringkat umur yang berbeza. Pengkaji menghadkan penggunaan leksikal dialek kepada tiga jenis iaitu leksikal dialek Kelantan yang tidak terdapat dalam bahasa standard, leksikal dialek yang terdiri daripada satu suku kata dan juga leksikal dialek yang mempunyai kata-kata yang sama tetapi mempunyai maksud yang berbeza dengan bahasa standard. Pengkaji menggunakan teknik pemerhatian tidak ikut serta dalam mengutip data bagi mengelak sebarang gangguan dan campur tangan dalam komunikasi yang berlangsung. Data *Whatsapp* dikutip melalui *chat history* yang dihantar melalui e-mel untuk dicetak. Bagi menghuraikan data tersebut pengkaji memanfaatkan Teori Etnografi Hymes (1974). Berdasarkan data kajian, pengkaji mendapati *group Whatsapp* yang terdiri daripada kumpulan umur pertengahan iaitu 40-an mempunyai lebih banyak ketiga-tiga unsur leksikal dialek yang dikaji berbanding *group* yang berumur 40-60an manakala *group Whatsapp* yang terdiri daripada kumpulan ahli berumur 20-an paling sedikit penggunaan unsur leksikal dialek Kelantan dalam komunikasi *Whatsapp*. Pengkaji mendapati antara faktor yang ketara menyumbang kepada dapatan ini selain daripada umur adalah faktor status pekerjaan informan.

**Kata kunci:** *leksikal, dialek, Kelantan, etnografi, whatsapp*

## Pengenalan

Negeri Kelantan yang terletak di Timur Laut Semenanjung Malaysia, berhadapan dengan Laut China Selatan dan bersempadan dengan Thailand mempunyai penduduk seramai 1,459,994 juta orang (Jabatan Perangkaan, 2010) dikatakan mempunyai dialek yang unik di samping budaya, tradisi dan seni kerja tangan yang tersohor. Semua penduduk Kelantan tidak kira bangsa berkomunikasi dalam dialek Kelantan sebagai proses pembinaan perasaan kenegerian selain mengekalkan keahlian diri sebagai orang Kelantan (Zuraidah, 2003). Mereka bangga dengan asal usul dan identiti kedaerahan mereka itu serta menggunakan dialek Kelantan sebagai medium komunikasi utama walaupun berada di luar negeri Kelantan. Nik Safiah (1985) juga menyatakan penutur dialek Kelantan merasa megah dengan dialek mereka sendiri



dan ingin melambangkan identiti mereka melalui cara pertuturan ini, menepati konsep ‘dialect-loyalty’ yang dikemukakan oleh Giles & Powesland (1975).

Seiring dengan arus globalisasi, komunikasi tanpa bersemuka melalui telefon pintar semakin mendapat tempat. Dengan peningkatan jumlah pengguna telefon pintar di Malaysia iaitu 35% penduduk Malaysia memiliki telefon pintar, 58% dikenal pasti menggunakan aplikasi media sosial melalui telefon (<http://wearesocial.net/tag/statistics/>), 2014. Manakala aplikasi *Whatsapp* merupakan yang kedua paling kerap digunakan menerusi telefon pintar selepas *Google Play Store* (<http://www.nielsen.com/my/en/top10s.html>). Menurut (<http://blog.malaysia-asia.my/2015/03/malaysia-social-media-statistics-2014.html>), pengguna *Whatsapp* di Malaysia meningkat 202% antara suku pertama 2013 dan suku ketiga 2014. Berdasarkan penggunaan aplikasi *Whatsapp* yang makin meluas, pengkaji menggunakannya sebagai medium dalam mendapatkan data yang diinginkan.

### Penyataan Masalah

Dalam perbualan harian masyarakat Kelantan, dialek Kelantan digunakan secara meluas bukan sahaja dalam situasi peribadi dan informal, tetapi juga di tempat-tempat awam seperti masjid, sekolah, institusi kerajaan dan badan berkanun. Penggunaan dialek Kelantan ini menandakan identiti kedaerahan yang menonjolkan keunikan mereka. Zuraidah (2003) menyatakan penutur dialek Kelantan akan mengekalkan dialek mereka walaupun berada dalam kalangan penutur bukan dari Kelantan dan akan menukar kod apabila mendapati dialek mereka tidak difahami. Dengan kata lain, penggunaan dialek Kelantan dalam konteks lisan sangat menonjol.

Namun begitu, situasi perbualan dalam bentuk lisan tentunya mempunyai kelainan daripada perbualan secara tulisan. Bahasa tulisan mempunyai nilainya yang tersendiri untuk diterokai dengan lebih mendalam sebagai mana pendapat Amin Sweeney:

*“For the oral person, the written word has an even more awesome quality than that of the spoken: writing can literally objectify the word and the written charm is a prized possession indeed.”*

(Sweeney, 1987:269)

Dalam dunia siber, penghasilan variasi bahasa yang berbeza adalah disebabkan pengguna komunikasi sekarang lebih gemar menggunakan mode tulisan daripada mode lisan maka sudah pasti ada perbezaannya dengan penggunaan bahasa lisan dalam komunikasi bersemuka (Ryan, 1999). Nik Safiah (1989) mengatakan dialek biasanya digunakan dalam ragam Melayu lisan tetapi dalam dunia siber, dialek digunakan dalam ragam Melayu tulisan. Penggunaan dialek dalam penulisan muncul apabila wujudnya medium media sosial. Dengan kata lain, sebelum wujudnya media sosial masyarakat Kelantan tidak menggunakan dialek dalam penulisan secara meluas. Dialek hanya digunakan dalam konteks lisan. Dengan adanya media sosial seperti Facebook, *Whatsapp* dan *Telegram*, masyarakat Kelantan mula menulis menggunakan dialek Kelantan dalam media tersebut. Namun, kita tidak mengetahui sejauh mana bentuk linguistik dan tahap penggunaan dialek Kelantan dalam media sosial terutamanya *Whatsapp*.

Kajian-kajian tentang dialek Kelantan telah banyak dikaji bermula dari era penjajahan British, begitu juga kajian tentang bahasa dalam komunikasi atas talian yang mula

mendapat tempat pada awal 2000an. Namun, kajian dialek Kelantan dalam aplikasi *Whatsapp* masih kurang diberi perhatian terutamanya dari sudut etnografi komunikasi. Pengkajian dialek Kelantan sebelum ini lebih tertumpu kepada bidang fonologi, sintaksis dan semantik. Oleh itu, kajian dialek Kelantan dalam aplikasi *Whatsapp* dari sudut etnografi komunikasi diharap dapat perkayakan kajian dialek dalam bidang berkenaan.

Di samping itu, penggunaan teknologi maklumat ini turut menghasilkan perbezaan bentuk linguistik seperti mana yang boleh ditemui dalam komuniti *online* pada era teknologi maklumat kini. Sebagai contoh komuniti *blogger* mempunyai sosiolek mereka sendiri yang berlainan dengan sosiolek yang digunakan dalam bentuk lisan (Idris 2014). Namun begitu dialek Kelantan yang digunakan dalam aplikasi *Whatsapp* belum diterokai perubahan bentuknya dalam mode tulisan. Dalam kajian ini penggunaan dialek Kelantan dalam aplikasi *Whatsapp* menjadi lebih menarik kerana penggunaannya berdasarkan nilai dan norma masyarakat Kelantan yang dilatari budaya serta jati diri yang unik. Justeru, kajian dialek Kelantan dalam bentuk tulisan melalui aplikasi *Whatsapp* perlu diterokai kerana bentuk dialek ini mempunyai kelainan berbanding penggunaan dialek secara lisan.

Kajian terdahulu menunjukkan penggunaan bahasa dalam berkomunikasi berubah dengan wujudnya komunikasi bentuk baharu melalui ruang siber yang mempunyai bahasanya tersendiri seperti penggunaan singkatan, penukaran kod, emotikon, adanya unsur-unsur paralinguistik dan penggunaan bahasa slanga, (Wan Anita 2002, Rosli 2010, Telly. S.A, 2008). Namun penggunaan dialek Kelantan sebagai medium komunikasi dalam aplikasi *Whatsapp* belum diterokai secara mendalam untuk melihat perubahan bentuk yang berlaku. Oleh itu pengkajian yang lebih terperinci diperlukan untuk menghuraikan penggunaan leksikal dialek Kelantan dalam aplikasi *Whatsapp* dengan konteks yang lebih bermakna.

## **Metodologi**

Kajian ini menggunakan pendekatan sosiologi yang merangkumi kaedah kajian kepustakaan dan pemerhatian tidak ikut serta. Kaedah pemerhatian tidak ikut serta digunakan oleh pengkaji untuk mengutip data *Whatsapp*. Bagi tidak mendatangkan sebarang syak dan gangguan kepada data yang dikutip, pengkaji memilih kaedah pemerhatian tidak ikut serta agar komunikasi yang berlangsung berlaku secara santai dan alami. Kaedah pemerhatian tidak ikut serta ini dilakukan dengan meletakkan diri pengkaji sebagai pemerhati. Kaedah ini merupakan pemerhatian secara tradisi yang berbentuk tidak campur tangan, tidak merangsang subjek, hanya mengikut urutan peristiwa yang diperhatikan dan interaksi berlaku tidak terganggu oleh kehadiran penyelidik (Othman 2012).

Pengkaji mendapatkan data perbualan *whatsapp* melalui salah seorang ahli *group* dengan cara mengklik ke *group info*, *scroll down* dan klik *email chat*, pilih *without media* kemudian dihantar ke e-mel pengkaji untuk dicetak. Pengkaji meneliti data yang diambil selama tiga bulan untuk dianalisis dengan menggunakan perisian Atlas ti. dan analisis dokumen berdasarkan grid Speaking Hymes (1974).

## **Informan**

Informan kajian terdiri daripada ahli *Whatsapp Group* ‘Sahabat JIP’ (Data 1) dan ‘SMRBP\_Haji Mabrur’ (Data 2). ‘Sahabat JIP’ mempunyai ahli seramai 22 orang terdiri daripada pensyarah Institut Pendidikan Guru. Informan berasal dari Kelantan (16 orang),

Besut (3 orang), Kemaman (1 orang), Pahang (1 orang) dan Perlis (1 orang). Informan berumur antara 44 hingga 60 tahun. 'SMRBP\_Haji Mabrut' terdiri daripada 61 orang ahli, namun ahli yang aktif hanya seramai 40 orang. Ahli grup mempunyai pelbagai profesion antaranya cikgu, doktor, pengarah urusan, pegawai kerajaan, usahawan, jurutera, pakar runding, timbalan pegawai daerah, bekas pramugari, kerani dan juga pekerja kilang. Kesemua ahli grup berasal dari Kelantan dan bekerja di beberapa buah negeri di Semenanjung.

## Dapatan Kajian

Dialek Kelantan mempunyai keunikannya tersendiri dan agak berbeza sebutannya berbanding dengan dialek-dialek lain menyebabkannya sukar difahami oleh penutur dialek lain (W.E.Pepys 1916, Nik Safiah 1966, Abdul Hamid 1994). Kajian ini menghimpunkan leksikal khusus yang digunakan oleh masyarakat Kelantan dan mempunyai sebutan yang jauh berbeza dengan maksud sebenar dalam bahasa standard. Ada juga leksikal yang mempunyai sebutan yang sama dengan bahasa standard tetapi mempunyai maksud yang berbeza. Menurut Abdul Hamid (1994), terdapat empat jenis leksikal dialek Kelantan iaitu leksikal dialek Kelantan yang tidak terdapat dalam bahasa standard, leksikal dialek yang terdiri daripada satu suku kata, leksikal dialek yang mempunyai kata-kata yang sama tetapi maksud yang berbeza dengan bahasa standard dan kata-kata daripada bahasa standard yang disesuaikan dalam dialek Kelantan.

Dalam kajian ini pengkaji hanya menumpukan kepada tiga jenis penggunaan leksikal dialek Kelantan iaitu:

- i. leksikal dialek Kelantan yang tidak terdapat dalam bahasa standard
- ii. leksikal dialek yang terdiri daripada satu suku kata dan
- iii. leksikal dialek yang mempunyai kata-kata yang sama tetapi maksud yang berbeza dengan bahasa standard.

Berdasarkan Data 1 (*Whatsapp Group JIP*), antara leksikal dialek Kelantan yang digunakan adalah *bui*(beri) *kor* (kepada), *kor* (atau), *rano gamok* (macam mana agaknya), *doh kor* (sudah ke), *hapok kohong* (hapak sangat), *ngenak* (usik), *x puk* (tak masak/tak cerdik), *jong* (tukang kerja), *yolo* (betul tu), *murih* (marah), *getek* (juga), *dekpon* (kalau ya pun), *petung* (lempar, pekong), *tok soh* (jangan), *bo* (cukup), *ndoo* (buaian), *nyanyo* (kasihan), *lok* (biar), *sekin* (miskin), *slamo kening* (selama ini), *koksir* (sebarangan, tak tentu), *oyak* (bagi tahu), *gonih* (benda ini), *kube* (kucar), *sengoti* (betul, sangat), *tubik* (keluar), *bekwah* (kenduri) dan *kain kano* (telekung).

Leksikal dialek Kelantan dalam Data 2 (*Whatsapp Group SMRBP Haji Mabrut*) antaranya *bokte* (sebab), *ork* (tahan, tunggu dulu), *supit rokrat* (beg plastik), *ngosek* (usik, berhantu), *mmecok* (merajuk dengan kasar), *tok sir*, *tkser*, *tokser*, *x ser* (tak mahu), *atek, etek, retek* (juga), *kok* (sekeh, luku), *penawok* (penipu), *roba* (padam), *godio* (apa dia), *seksok* (kemudian hari), *agah* (sombong), *sokmo* (sentiasa), *kerek* (kerap), *guano* (macam mana), *dooh* (sangat), *ko* (kepada), *woh* (buah), *po* (serupa), *tubik* (keluar), *beleh* (kecil), *lik* (sebelah, kawasan), *bbobok* (suka berjenaka), *kupik* (kedekut), *air bau* (minyak wangi), *nge*, *nga* (dengan), *alah* (sebelah, kawasan) dan *nelo* (tingkap).

Berdasarkan data *whatsapp* 1 dan 2 jelas terdapat tiga jenis penggunaan leksikal dialek Kelantan yang digunakan dalam komunikasi *whatsapp*. Pertama, leksikal dialek Kelantan yang tidak terdapat dalam bahasa standard seperti *murih* (marah), *sengoti* (betul, sangat), *tubik* (keluar), *bekwah* (kenduri), *bbobok* (suka berjenaka), *kecek* (cakap), *gege* (bising), *ngaju* (merajuk), *mmecok* (merajuk dengan kasar), *nyaknyo* (kasihan), *sero* (rasa) dan *penawok* (penipu). Kedua, leksikal dialek yang terdiri daripada satu suku kata contohnya *ork* (tahan, tunggu dulu), *de* (sempat), *bo* (cukup), *gong* (tolol), *nge*, *nga* (dengan), *ko* (kepada), *lok* (biar) dan *kok* (sekeh, luku).

Ketiga, leksikal dialek yang mempunyai kata-kata yang sama tetapi maksud yang berbeza dengan bahasa standard seperti *puah* (jemu), *alah* (sebelah, kawasan), *tok soh* (jangan), *roba* (padam), *susuk* (sembunyi), *air bau* (minyak wangi), *cekelat* (gula-gula), *slaluh* (sekarang), *beghat* (teruk), *slok* (pengsan), *brehi* (suka, gemar) dan *katok* (pukul).

Berdasarkan dapatan, jelas menunjukkan penggunaan leksikal dialek Kelantan kerap digunakan dalam komunikasi *Whatsapp*. Perkataan yang digunakan adalah sangat berbeza dengan bahasa standard seperti *senghoti*, *gong*, *ork*, *lok*, *ngosek*, *mmecok*, *koksir*, *bekwah* dan *murih* telah membenarkan dapatan kajian sebelum ini yang mengatakan bahasa Kelantan unik dan pelik.

Daripada ketiga-tiga jenis penggunaan leksikal dialek Kelantan ini, leksikal dialek Kelantan yang tidak terdapat dalam bahasa standard paling kerap digunakan dalam komunikasi bagi ketiga-tiga *groupwhatsapp* yang dikaji. Dapatan juga menunjukkan *group whatsapp* daripada Data 2 lebih banyak menggunakan leksikal dialek Kelantan berbanding dua lagi *group whatsapp*. Dapatan yang pelbagai ini membenarkan pendapat Halliday, 1968 :

“...when we observe language activity in the various contexts in which it takes places, we find different type of language selected as appropriate to different types of situation”

### Analisis Grid Speaking (Teori Etnografi Komunikasi)

Pendekatan etnografi komunikasi merupakan pendekatan sosiolinguistik yang bukan hanya mengkaji bahasa dari aspek linguistik tetapi juga nilai-nilai sosial dan budaya masyarakat penutur. Etnografi diperkenalkan oleh Hymes dalam bukunya “*Foundation in Sociolinguistic: An Ethnography Approach*” pada tahun 1974. Hymes (1974) pada mulanya menghuraikan peristiwa bahasa melalui enam belas komponen namun beliau menyusun semula secara *mnemonic* ke dalam lapan komponen iaitu ‘*SPEAKING*’.

S	Latar ( <i>Setting</i> )
P	Peserta ( <i>Participant</i> )
E	Tujuan Komunikasi ( <i>Ends</i> )
A	Urutan Lakuan ( <i>Act Sequence</i> )
K	Ragam ( <i>Key</i> )
I	Alat atau Saluran Komunikasi ( <i>Instrumentalities</i> )
N	Norma-norma Interaksi ( <i>Norms</i> )
G	Genre ( <i>Genre</i> )

Dalam kajian ini pengkaji hanya memfokuskan kepada tiga komponen grid Speaking sahaja iaitu latar, peserta dan juga tujuan.

## Latar

Menurut Hymes, 1974:55 latar merujuk kepada masa dan tempat sesuatu lakuan bahasa dan secara umumnya membawa maksud keadaan fizikal sesuatu komunikasi tersebut. Latar juga meliputi lokasi, masa, musim dan aspek-aspek fizikal sesuatu fizikal seperti saiz bilik dan susunan perabot (Saville-Troike, 2003:110). Latar tempat dan masa dapat mempengaruhi makna sapaan seperti mana pengguna bahasa Abbey tidak akan memberi ucap selamat kepada sesiapa sahaja dalam keadaan tertentu (Saville-Troike, 112).

Latar dapat mempengaruhi penggunaan bahasa seperti ujaran, pola-pola komunikasi dan ragam bahasa (Raja Ariffin 1996, Rosli 2010). Berdasarkan data *Whatsapp* yang dikaji penghantaran *chat* antara informan antaranya meliputi tempat kerja, di luar tempat kerja, di pasar dan juga di rumah.

### i. Latar masa

Bagi Data 1, semua informan bekerja di tempat yang sama. Pengkaji dapat mengenal pasti *chat* yang dihantar dari tempat kerja ataupun dari rumah berdasarkan masa penghantaran *chat* tersebut. Selain itu pengakuan daripada informan sendiri juga dapat mengesahkan lokasi mereka seperti yang diujarkan oleh Tgma dalam chat ini, “*ambo di tadika...sonok jadi bdk tak pyh fikir fasal gst*”. Tgma mengesahkan dirinya berada di tadika untuk menyelia pelajar praktikum pada waktu itu. Ada juga informan yang mengusik rakannya dengan ujaran “*dok krsus ko dok whatsapp??? Dgr molek balik v in house plak...*”. Usikan dibuat apabila MZ mendapati ada rakannya yang sedang mengikuti kursus menyertai perbualan yang berlangsung melalui aplikasi *whatsapp*.

Bukti lain yang mengesahkan lokasi perbualan adalah DrZ yang mencari rakan sejawatnya melalui *whatsapp* seperti “*As'salam. HjS...wanted. Hj ada kt mane? Blh naik ke JIP atas x...bantuan anda diperlukan...*”. Ketiga-tiga situasi ini menggambarkan perbualan yang berlangsung adalah pada waktu kerja iaitu di tempat penyeliaan praktikum, di tempat kursus dan juga di tempat kerja dengan catatan masa pada 9.47am, 11.03am dan 9.59am.

Berdasarkan komponen latar tempat dan masa yang melibatkan tempoh masa bekerja dalam Data 1 ini, pengkaji dapati penggunaan leksikal dialek Kelantan agak kurang digunakan seperti contoh:

9:32 AM - DrS: Sejak masuk bilik TGMA marin tiba2 jd **bekeng**...

9:33 AM - Hjs: Pagi ni keno mari **noreh** dulu...nok bayar GST **ko** bini

9:47 AM - Tgma: **Ambo** di tadika ..sonok jadi bdk tak pyh fikir fasal gst.

9:55 AM - Tgma: Ade ke kerisauan ttng gst pada meke?.. takde kaaaang, sonop  
jdi budok.

10:17 AM - Nr: Kuat hj.gali mas...nak cari buat byr gst

10:19 AM - DrS: Ore paka velfire dok relek jah..

10:20 AM - DrS: **Hok** paka merc di jip pon relek gop

10:20 AM - DrS: *Kito hok paka saga dge sentra jah gege*

11:03 AM - MZ: *Dok krsus ko dok whatApps? ?? Dgr molek balik v in house plak..*

(Data 1)

Berdasarkan Data 1 di atas, leksikal dialek Kelantan yang dikenal pasti adalah *bekeng* (garang), *noreh* (kerja), *ko* (kepada), *ambo* (saya), *hok* (kepunyaan) dan *gege* (bising). Berdasarkan data yang diperolehi, pengkaji mendapati latar tempat dan masa mempengaruhi penggunaan leksikal dialek Kelantan apabila informan kurang menggunakannya apabila berada di tempat dan masa bekerja. Dapatan ini bertepatan dengan Raja Masittah Raja Ariffin (1996:602) yang mengatakan latar mempengaruhi penggunaan bahasa seperti ujaran, dan ragam bahasa.

Kepelbagaian profesion informan dalam Data 2 menyukarkan pengkaji mengandaikan secara tepat lokasi perbualan yang berlangsung kerana jarang melibatkan hal berkaitan kerja. Segmen perbualan berikut dapat menggambarkan latar masa waktu bekerja:

2:06:21 pm: Kkn: *Hok lain x ser mz*

2:06:31 pm: Pkc: *Blanjo seluar Merah so*

2:06:45 pm: AMZ: *Kasih saye abe x cukup lg ko selamo kenin*

2:07:12 pm: Tyk: *Yuk takut nk mitok. Takut kok ko tuk llaki*

2:07:57 pm: AMZ: *Yuks penawok..toklaki takut ko dio padahal*

2:12:55 pm: Kkn: *Yuk kkz saim dgn datin joh*

2:13:11 pm: Kkn: *X main ore x datin2 ni*

2:13:13 pm: AMZ: *tok kijae buak ko pok2 ni..kicin kuak la. Gaji nok.maha..kijo.nok kure..apa daaa..*

(Data 2)

Berdasarkan data 2 ini, latar dapat dikenal pasti apabila informan AMZ mengujarkan “*tok kijae buak ko pok2 ni..kicin kuak la. Gaji nok.maha..kijo.nok kure..apa daaa..*” (tak buat kerja ke kawan-kawan ni..’curi tulang’ kuat la. Gaji nak mahal..kerja nak kurang..apa laaa..) Kenyataan ini menggambarkan masa berlangsung komunikasi tersebut adalah pada waktu kerja dan ia bertepatan dengan masa yang tercatat iaitu pukul 2.06 – 2.13 minit petang merupakan tempoh masa bekerja.

Data leksikal dialek Kelantan yang dapat dikutip dalam Data 2 ini ialah *x ser* (tak mahu), *so* (satu), *selamo kenin* (selama ini), *tuk llaki* (suami), *penawok* (penipu), *saim* (berkawan) dan *pok2* (kumpulan). Dapatan ini menunjukkan latar masa tidak banyak mempengaruhi penggunaan leksikal dialek Kelantan dalam perbualan *Whatsapp* bagi informan dalam Data 2.

## ii. Latar tempat

Dalam Data 2, latar tempat dapat dikenal pasti melalui pengakuan informan semasa komunikasi berlangsung seperti pertanyaan Ys kepada rakannya “*sp dh ko kari ike kembung ta? fty msok lauk gpo ari ni?*” (siapa dah ke kari ikan kembung, Ta? Fty masak lauk apa hari ni?) dan dijawab oleh dua rakannya “*Xmasok ys....dato xdok...make ike rebus cicoh sambal blace jeee.*” (tak masak ys...dato tak ada...makan ikan rebus cicah sambal belacan saja) dan “*fty...ngari ike jah 3 ekor..tp gak tersilap bubuh ike selar kuning...tok tahulah bf nok kato*

*gapo*”( fty...masak kari ikan 3 ekor saja...tapi tersilap bubuh ikan selar kuning...tak tahulah suami nak kata apa). Ta juga menjelaskan sebab dia tersalah guna ikan untuk dimasak dengan ujaran “*jire dok mari bua kok nelo...ike tu patutnyo hok goreng*” (jiran datang bersembang di tingkap...ikan tu sepatutnya untuk digoreng). Berdasarkan perbualan ini latar tempat adalah di rumah apabila informan bersembang tentang jenis masakan yang dibuat pada waktu itu.

Leksikal dialek Kelantan yang dapat dikutip dalam segmen Data 2 ini antaranya *gpo/gapo* (apa), *jah* (saja), *bua* (bersembang), *nelo* (tingkap) dan *hok* (yang, untuk). Dapatan ini juga menunjukkan latar tempat tidak mempengaruhi penggunaan leksikal dialek Kelantan bagi informan dalam Data 2. Keadaan ini berbeza dengan dapatan bagi Data 1 apabila latar masa dan tempat mempengaruhi penggunaan dialek Kelantan.

## Peserta

Variasi bahasa juga mempunyai kaitan yang kuat dengan kedudukan dan status sosial peserta yang terlibat (Saville-Troike 1991):

“Orang yang sama akan menggunakan bentuk bahasa yang berlainan apabila bercakap dengan seseorang yang lebih tinggi kedudukannya daripada yang digunakan terhadap seseorang yang mempunyai kedudukan sosial yang lebih rendah, walaupun dalam satu perbualan yang sama. Bentuk-bentuk ini adalah penanda status para penuturnya secara relatif dalam hubungan-peranan”.

Dari segi status sosial, informan dalam Data 1 mempunyai profesion dan juga tempat kerja yang sama. Profesion sebagai pendidik menghadkan penggunaan leksikal dialek Kelantan secara kerap kerana perbualan juga melibatkan perkara yang rasmi seperti urusan kerja. Namun, informan dalam Data 2 mempunyai pelbagai profesion membolehkan gaya komunikasi lebih rencam dan tidak formal. Walaupun majoriti informan dalam Data 2 mempunyai pekerjaan yang profesional, namun mereka tidak terikat dengan urusan kerja apabila berkomunikasi kerana masing-masing mempunyai urusan kerja yang berlainan. Oleh itu informan dalam Data 2 lebih banyak menggunakan leksikal dialek Kelantan seperti dalam perbualan ini:

*Tyk: Puah doh kkin. Ork bia wi ngide nk make poso*

*Ta: ys nok beg buke rago*

*Ys: rago tkser..ore tk bwk dh gi psr loni..dmo boh dle supik rokrat blako doh..*

*AMZ: rokrat lg kapong..*

*Kkin: Mz nk beg merah atek.*

*AMZ: air bau sajo xdan nk.paka2..v kokram.jo.banyak*

*ftty: Alhamdulillah.....murah mahal suku kiro*

*ftty: Xpo sutong so tong pun xpo trimo blako*

*Tyk: Woh agah tubikdoh. Acu wi kokram alikni etek teh*

*kkin: Ftty kain hok merah liza v tu dah jd baju ko?*

*AMZ: cekelat hacks sebutir pun trima.*

(Data 2)

Berdasarkan perbualan tersebut, leksikal dialek Kelantan yang dikenalpasti adalah *ork*, *tkser* dan *supik rokrat*, *atek*, *etek*, *air bau*, *so*, *woh*, *agah*, *tubik*, *kokram* dan *cekelat*. *Ork*

bermaksud tahan ataupun tunggu dulu. Dalam Ajid 1985, /ʔoʔ/ diberi maksud sebagai bersabar. Tyk menggunakannya dalam ayat “*Puah doh kkin. Ork bia wi ngide nk make poso.*” Maksudnya, “Jemu dah Kkin. Tunggu biar mengidam nak makan (di bulan) puasa.” Tyk juga menggunakan leksikal dialek Kelantan dalam ayat “*Woh agah tubikdoh. Acu wi kokram alikni etek teh*” yang bermaksud “Peragai sombong keluar dah. Cuba bagi kepada orang sebelah sini sama.” *Woh* sebenarnya bermaksud *buah*, *agah* adalah *sombong*. Namun dalam ayat ini, *woh agah* bolehlah dirujuk sebagai ‘*perangai sombong*’. *teh* pula merupakan penanda tambahan dalam perbualan yang berperanan sebagai penegasandalam ayat. Dalam konteks peserta, Tyk merupakan bekas pramugari, namun latar belakang kerjanya tidak membataskannya untuk menggunakan leksikal dialek Kelantan dengan kerap dalam perbualan melalui *whatsapp*.

Ys yang merupakan pemilik beberapa buah restoran menggunakan leksikal dialek Kelantan dalam Data 2 ini seperti *tkser* yang dieja pelbagai iaitu *x ser, tok ser, tok sir, tkser* bermaksud tidak mahu dan perkataan ini sering diajuk oleh masyarakat luar dari Kelantan. Ajid 1985 juga mentakrifkan /toʔse/ sebagai tak mahu. Ys menggunakan leksikal dalam ayat “*rago tkser..ore tk bwk dh gi psr loni..dmo boh dle supik rokrat blako doh..*” yang bermaksud “raga (bakul) tak mahu..orang tidak bawa dah pergi pasar sekarang.. mereka masukkan dalam beg plastik dah semua.. .” *Supik rokrat* pula merujuk kepada beg plastik yang biasanya digunakan di pasar untuk mengisi barang belian. Selain daripada *supik rokrat*, masyarakat Kelantan juga menggunakan *supik gelenya* bagi maksud yang sama.

Begitu juga dengan AMZ yang merupakan pakar runding profesional tetap menggunakan leksikal dialek Kelantan dalam perbualan bersama rakan dalam *group whatsapp* contohnya dalam ayat “*air bau sajo xdan nk.paka2..v kokram.jo.banyak*” (minyak wangi saja tak sempat-sempat nak pakai...bagi kepada orang je banyak ) dan “*cekelat hacks sebutir pun trima*” ( gula-gula hacks sebiji pun terima). *Air bau* dan *cekelat* merupakan leksikal dialek yang mempunyai kata-kata yang sama tetapi maksud yang berbeza dengan bahasa standard. Masyarakat Kelantan menggunakan perkataan *cekelat* (coklat) untuk merujuk kepada gula-gula bukannya coklat. Begitu juga dengan *air bau* yang merujuk kepada minyak wangi.

Dapatan ini menunjukkan status sosial tidak mempengaruhi penggunaan leksikal dialek Kelantan dalam perbualan melalui aplikasi *whatsapp* bagi informan dalam Data 2.

## Tujuan Komunikasi

Tujuan komunikasi mempengaruhi pemilihan bahasa ataupun ragam bahasa yang digunakan seperti untuk tujuan keagamaan, pendidikan, dan pemerintahan serta untuk tujuan pekerjaan yang berlainan (Saville-Troike 1991:81). Dalam perbualan *Whatsapp Data 1* ini, pengkaji dapati informan tidak banyak menggunakan leksikal dialek Kelantan dalam perbualan apabila tujuan komunikasi melibatkan hal berkaitan dengan kerja, contohnya:

*DrS: Hjs tu jupo ko tempat kursus i think?*

*DrS: Jngan lupu snap foto dan videokn utk dokumntasi.*

*Guano ni gini mo sekat gst ni ramai lupu ingatan*

*MZ: Hebat hjs ..koperasi ipgksm?*

*Hjs: Tok leh nok banding dgn koperasi ipgksm.. Brg2 hok jual muroh belako sbb bos dio tauke doh...tok kutip gst*

*DrS: Rano rama dok tngok dan tunduk nih?*

*Nad: Keno murih ...pakat tengok ko ketuo la tu blako..*



(Data 1)

Dalam perbualan ini leksikal dialek Kelantan yang digunakan hanyalah guano, rano (macam mana), gini mo (macam tu sekali), belako, blako (semua) dan murih (marah). Dapatan agak berbeza bagi Data 1 apabila tujuan berkomunikasi hanya untuk santai dan usik mengusik. Leksikal dialek Kelantan lebih kerap digunakan bagi tujuan ini seperti contoh:

*Sry: Mari kito pakat cari calon ko hjj..... ikut dio nok hok lagu mano*

*Hjm: Hjj tu.....tok dae nok bbini doh.....bini dio suruh beli Mecedih..nok  
suruh dio tak dok pitih nok bbini mudo lah tu...*

*MZ: Pndai hjm. .muga teori hak tulo...*

*Nad: Panda sgguh hjj cari supo doh nga hok no 1...supo dua bradek..*

*MZ: Yakkkk. .mah buko jle pulok...Tlg pkat pitah weh bia cpt blh. ..*

*Nad: hjms, bekwoh gulai siput ko....sedak ter...*

*Hjms: bukan siput tapi puyok madu kelulut*

Leksikal dialek Kelantan dalam Data 1 ini ialah *hok* (yang), *lagu mano* (macam mana), *tok dae* (tak sempat), *bbini* (menikah), *bini* (isteri), *pitih* (duit), *tulo* (sama) dan *bekwoh* (kenduri). Dapatan bagi Data 1 ini membenarkan pendapat Saville-Troike (1991) yang mengatakan tujuan komunikasi mempengaruhi pemilihan bahasa dalam berkomunikasi.

Dalam Data 2, apabila tujuan komunikasi yang tidak melibatkan hal berkaitan kerja, penggunaan leksikal dialek Kelantan lebih ketara kerana komunikasi berlangsung lebih bertujuan untuk mengeratkan silaturrahim, bertanya khabar dan usik mengusik.

*AMZ: Kkn ado di kuantan parade nih..metta lg ..tgh karaoke*

*Kz: Mz beghat la 24 jam karoke*

*Pkc: Baru klik ngaji tajwid. Masuk Karoeke slaluh*

*AMZ: Emang dasar....haha*

*Pkc: Tahu las. Klih slimey jurus. Lalu sokmo kut sejid*

*Azh: Pch gi khemoh ko?*

*Azh: Dating terr*

*Pkc: Nok dating guano. Gewe duk shah ale*

Leksikal dialek Kelantan dalam Data 2 ini adalah *beghat* (teruk), *slaluh* (serta merta), *jurus* (perangai baik), *sejid* (masjid), *guano* (macam mana) dan *gewe* (teman wanita). Namun begitu apabila tujuan komunikasi melibatkan hal keagamaan dan kematian penggunaan leksikal dialek Kelantan tidak digunakan. Ini menunjukkan hal berkaitan agama dan kematian tidak boleh diambil ringan. Kenyataan ini dapat dilihat dalam perbualan berikut:

*Tyk: Ajal menunggu kita di mana2. Sapa maso gak slmt tinggal  
segalanya. Kembali pd Mu*

*Az: Betul yuk...dari DIA kita dtg..kpd DIA jua kita kembali... Al-Fatihah  
buat kwn2 yg dulu pergi meninggalkan kita..*

*Ta: ان الله وانا اليه راجعون*

*WLM: ان الله وانا اليه راجعون*

*Ys: dua ni ko hk jtuh tu ds?*

*Ds: Ya ys*

*Ds: Dato azlin alias sebelah kanan jj. Bewoh anak pm di pekan tadi*

(Data 2)

Dapatan ini menunjukkan hanya satu leksikal dialek Kelantan yang digunakan iaitu bewoh (kenduri).

Bagi komponen tujuan komunikasi ini, dapatan bagi Data 2 juga adalah sama dengan Data 1 iaitu tujuan komunikasi yang bersifat santai banyak menggunakan leksikal dialek Kelantan, tetapi bagi tujuan keagamaan, pendidikan dan kerja, penggunaan leksikal dialek Kelantan akan kurang digunakan.

## **Kesimpulan**

Winzeler (1985) juga mengatakan masyarakat Kelantan mempunyai keunikan dari segi budaya dan bahasanya berbanding negeri-negeri lain selain daripada Nik Safiah (1966), Abdul Hamid (1994) dan Ismail (1995).Keunikan dialek Kelantan ini juga terletak pada unsur leksikalnya yang berbeza dengan bahasa standard.

Berdasarkan dapatan daripada kumpulan *Whatsapp* yang dikaji, didapati penggunaan leksikal dialek Kelantan yang tidak terdapat dalam bahasa standard lebih banyak digunakan dalam Data 1 dan Data 2 berbanding leksikal yang terdiri daripada satu suku kata dan leksikal yang mempunyai kata-kata yang sama tetapi maksud yang berbeza dengan bahasa standard. Dalam komponen peserta, informan dalam Data 1 mempunyai profesion dan juga tempat kerja yang sama. Profesion sebagai pendidik menghadkan penggunaan leksikal dialek Kelantan secara kerap kerana perbualan juga melibatkan perkara yang rasmi seperti urusan kerja. Namun, informan dalam Data 2 mempunyai pelbagai profesion membolehkan gaya komunikasi lebih rencam dan tidak formal.

Bagi komponen latar pula, pengkaji mendapati latar tempat dan masa mempengaruhi penggunaan leksikal dialek Kelantan dalam Data 1 apabila informan kurang menggunakannya apabila berada di tempat dan masa bekerja. Namun, bagi Data 2 komponen latar tempat dan masa tidak mempengaruhi penggunaan leksikal dialek Kelantan apabila pengkaji dapati informan dalam Data 2 tetap menggunakannya walaupun pada waktu bekerja. Keadaan ini disebabkan informan dalam Data 2 mempunyai pekerjaan dan tempat kerja yang berlainan membolehkan mereka berkomunikasi tanpa adanya batasan berkaitan kerja. Dapatan bagi komponen tujuan komunikasi pula mendapati kedua-dua informan dalam Data 1 dan 2 menggunakan leksikal dialek Kelantan apabila komunikasi bertujuan untuk bertanya khabar, usik-mengusik dan mengeratkan silaturrahim. Tetapi apabila tujuan komunikasi melibatkan hal berkaitan keagamaan, pendidikan dan pekerjaan, informan kurang menggunakan leksikal dialek Kelantan.

Walaupun informan terdiri daripada umur, pekerjaan dan status sosial yang berbeza, mereka lebih selesa menggunakan dialek bahasa yang sama iaitu dialek Kelantan yang menjadikan mereka lebih jelek sebagai satu kumpulan seperti *group Whatsapp JIP* dan *SMRBP\_Haji Maburur*. Ini adalah bertepatan dengan Lyons (1970: 326) yang menyatakan semua orang yang menggunakan suatu bahasa atau dialek yang sama merupakan anggota suatu komuniti bahasa.

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# PILIHAN BAHASA MASYARAKAT MELANAU DI DAERAH DARO, SARAWAK

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## Abstrak

Masyarakat Melanau di Sarawak merupakan golongan etnik minoriti yang merangkumi 5% penduduk Sarawak. Populasi golongan etnik Melanau mendominasi bahagian tengah Sarawak.

Golongan etnik Melanau bertutur dalam bahasa Melanau. Data Ethnologue Languages ([www.ethnologue.com](http://www.ethnologue.com) 26 November 2014), menyenaraikan lima variasi bahasa Melanau diberikan status bahasa terancam, peralihan dan pupus. Oleh sebab Sarawak mempunyai lebih daripada 27 golongan etnik maka keadaan multi etnik ini menyebabkan golongan etnik di Sarawak perlu berkomunikasi antara satu sama lain dengan bahasa yang difahami bersama. Bahasa Melayu Sarawak dan bahasa Iban merupakan dua bahasa yang dominan di Sarawak. Kecenderungan untuk memilih kedua-dua bahasa ini semasa proses komunikasi menjadikan bahasa golongan etnik yang minoriti agak terpinggir. Kajian yang sedang dijalankan di daerah Daro, Sarawak ini menganalisis pola pilihan bahasa, menghuraikan aspek penukaran kod dalam proses komunikasi dan menghuraikan faktor-faktor yang mempengaruhi pilihan bahasa Melanau semasa proses komunikasi. Pendekatan sosiolinguistik dan kaedah kualitatif diaplikasikan untuk kajian ini. Data kajian dikumpul dengan menggunakan teknik rakaman perbualan, pemerhatian dan rakaman temu bual. Teori yang mendasari kajian ialah teori domain Fishman (1972). Dapatan awal kajian menunjukkan bahasa Melanau masih digunakan dengan meluas dalam domain kekeluargaan sebagai bahasa utama yang menjadi pilihan untuk berkomunikasi.

**Kata Kunci :** *Masyarakat Melanau, sosiolinguistik, pilihan bahasa, pendekatan kualitatif, domain*

## PENGENALAN

Aspek pilihan bahasa merupakan satu bidang yang penting dalam sosiolinguistik. Kajian pilihan bahasa memperlihatkan gejala yang timbul akibat daripada sikap komuniti yang mempunyai pelbagai bahasa atau pelbagai dialek. Istilah pemilihan bahasa juga tidak dihadkan kepada pemilihan sesuatu bahasa sebagai lawan bahasa lain, tetapi boleh juga sebagai pemilihan dialek. Melalui kajian pilihan bahasa sebegini boleh menjelaskan tentang penggunaan bahasa dalam komuniti tersebut (Asmah 2008).

Sarawak mempunyai lebih daripada 27 golongan etnik yang bertutur menggunakan bahasa masing-masing dalam aktiviti harian mereka. Pertembungan golongan etnik ini sehari-hari menyebabkan mereka terpaksa membuat pilihan bahasa yang mereka akan gunakan yang difahami bersama semasa proses komunikasi. Makalah ini akan membincangkan tentang penelitian pilihan bahasa masyarakat Melanau di Daerah Daro, Sarawak.

## METODOLOGI

Perkara asas yang menjadi penentu untuk memilih metodologi yang digunakan adalah jenis kajian dan persoalan yang ingin dikaji seperti jenis kajian penerokaan, membuat penemuan serta interpretasi dan persoalan kajian yang kompleks yang memerlukan kefahaman mendalam tentang perlakuan yang diperhatikan (Meriam 1998). Penelitian pilihan bahasa masyarakat Melanau ini merupakan penyelidikan kualitatif yang mengaplikasikan kaedah kajian kepustakaan dan kajian lapangan dengan menggunakan teknik pengumpulan data seperti rakaman perbualan, pemerhatian dan temu bual.

Kajian kepustakaan perlu dijalankan untuk mengutip data awal tentang golongan etnik Melanau bagi mendapatkan maklumat awal kajian ini. Di samping itu, kajian kepustakaan juga adalah untuk mengenal pasti teori berkaitan yang relevan dengan kajian pilihan bahasa masyarakat Melanau di samping maklumat lain seperti demografi penduduk, kegiatan ekonomi, sosiobudaya, dan sebagainya. Penelitian tentang pilihan bahasa masyarakat Melanau ini sedang dijalankan di daerah majoriti penduduknya adalah golongan etnik Melanau. Kajian ini dilakukan dengan tiga objektif iaitu untuk menganalisis pola pilihan bahasa dalam kalangan penutur bahasa Melanau, menghuraikan aspek tukar kod dalam proses komunikasi dalam kalangan penutur bahasa Melanau dan menghuraikan faktor-faktor yang mempengaruhi pilihan mempengaruhi pilihan bahasa Melanau semasa proses komunikasi. Namun begitu, makalah ringkas ini akan memperincikan pola pilihan bahasa masyarakat Melanau dalam salah satu domain kajian iaitu domain kekeluargaan.

## TEORI DOMAIN FISHMAN (1972)

Teori domain oleh Fishman (1972) menghuraikan situasi pilihan bahasa dalam masyarakat bahasa terutama masyarakat multi bahasa. Fishman (1972) turut membuat penelitian hubungan aspek linguistik dengan kategori sosial. Domain bermaksud rumpun interaksi sosial yang dikawal oleh set rumus perilaku yang lazim atau sebaliknya. Perkaitan antara kedua-dua unsur ini dapat digambarkan dalam definisi domain Fishman (1972 : 442) seperti berikut :

*.. regardless of their number, in terms of institutional contexts and their congruent behavioural co-occurrences. They attempt to summate the major clusters of interaction than occur in clusters of multilingual setting and involving clusters of interculators. Domains enable us to understand that language choice and topic, appropriate though they may be for analyses of individual behavior at the level of face- to-face verbal encounters, are, as we suggested above, related to widespread social- cultural norms and expectations.*

Pembentukan sesuatu domain berkait rapat dengan peranan, tempat dan pilihan bahasa Contohnya sekiranya seorang ibu dan anaknya berbual tentang hal-hal kekeluargaan (topik) dan berbual di rumah (latar) maka domain ini dinamakan domain keluarga. Banyak faktor turut menyumbang dan tergolong di bawah konsep domain. Fishman turut mengutarakan konsep *who speaks what language to whom and when*. *Who speaks* merujuk kepada penutur, *what language* pula merujuk kepada bahasa yang digunakan ketika bertutur, *to whom* ialah

interkulator dan seterusnya *when* merujuk kepada domain percakapan dalam konteks. Kaedah ini digunakan untuk memperoleh maklumat tentang pilihan bahasa dalam masyarakat yang pelbagai bahasa. Fishman mengaitkan penelitian tentang pemilihan bahasa dengan tingkah laku individu tersebut. Setiap individu akan membuat pilihan untuk menggunakan bahasa tertentu apabila berkomunikasi dengan orang lain sama ada dalam kalangan masyarakatnya sendiri ataupun dengan masyarakat lain. Fishman (1972):

*Domains are defined in terms of institutional contexts or socio-ecological co-occurrences. They attempt to designate the major clusters of interaction situations that occur in particular multilingual settings. Domains enable us to understand that language choice and topic are related to widespread socio-cultural norms and expectations*

Dalam kajian pilihan bahasa, set domain tidak ditetapkan kerana ianya bergantung kepada budaya sesuatu masyarakat kajian tersebut termasuklah komuniti yang mempunyai pelbagai bahasa. Konsep domain ini digunakan untuk menghuraikan fungsi pilihan bahasa dalam masyarakat bahasa yang mempunyai ramai penutur dan bahasa yang menjadi pilihan apabila berlakunya aktiviti komunikasi dalam kalangan masyarakat bahasa tersebut.

Setiap masyarakat bahasa menuturkan banyak variasi bahasa semasa berkomunikasi seperti bahasa dalam pekerjaan, minat, latar, masa dan topik perbualan. Variasi bahasa juga merangkumi kelas sosial dalam kalangan penduduk kawasan yang sama. Kelas sosial ditandai oleh aspek ekonomi, pendidikan dan bangsa yang berlainan. Semasa proses komunikasi berlaku, para penutur dalam masyarakat bahasa itu perlu memilih bahasa yang mereka digunakan untuk berinteraksi dalam konteks-konteks tertentu. Penutur dalam masyarakat bahasa tersebut mempunyai alternatif dalam membuat pilihan bahasa yang sesuai untuk mencapai tujuan komunikasi mereka.

## **GOLONGAN ETNIK MELANAU DI SARAWAK**

Tidak banyak yang diketuai tentang golongan etnik Melanau di luar Sarawak. Sehingga hari ini, tidak banyak penyelidikan, dokumentasi, dan buku tentang kaum Melanau yang diterbitkan (Jeniri 2015). Oleh itu, hanya sedikit latar belakang tentang golongan etnik Melanau akan dihuraikan berdasarkan beberapa pendapat dan catatan tentang asal usul golongan etnik Melanau ini. Di antara pendapat tersebut seperti mana yang dinyatakan oleh Bonaventure Hamdan dalam Aidan Wing (1998) menyatakan perkataan etnik Melanau dieja dengan pelbagai nama oleh pelbagai pengkaji. Antaranya Melanaus (Hose and McDougall 1912), Milano or Lemano (Ray 1913), Millanows (Kepple 1968), Millanouwes (Low 1968), Lemanau (Clayre 1971), Milanos (Crocker 1976) dan A-Liko (Morris 1953;1971;1991). Morris (1953) pula menyebut bahawa panggilan Melanau tidak digunakan oleh orang Melanau merujuk diri mereka sendiri. Tetapi pada peta Sarawak 1595, nama Melanau diberikan oleh orang Melayu Brunei pada masa dulu. Rensch (2012) merujuk Melanau sebagai “... *Currently the term Melanau refers to the people who live in the coastal area of Sarawak, ranging about 250km from Bintulu of the east to the Rajang delta area in the southwest, and some locations along the Rajang River up to Kanowit and Kapit.*”

Golongan etnik Melanau turut dikelompokkan berdasarkan beberapa ciri persamaan dan perbezaan berbanding dengan golongan etnik lain. Morris (1971:2) membezakan golongan etnik Melanau berdasarkan bahasa dan budaya.

*“...It seems in the highest degree unlikely that the Melanau people can be distinguished in anyway on the basis of their physical characteristics...although it is legitimate to speak of a specifically Melanau culture and Melanau social organization, it is doubtful as to the extent to which the Melanau can thereby be differentiated from other neighbouring population groups...”*

Yasir (1987 : 5) pula meneliti ciri-ciri seperti dialek, pola penempatan, pekerjaan atau kegiatan ekonomi dan nilai sosial. Bahasa Melanau pula dikelompokkan kepada empat kelompok mengikut penempatan yang utama iaitu pertama, kawasan Rajang , dialek Belawai, dialek Rajang, dialek Paloh, dan dialek Daro dan Matu. Kedua, kawasan Mukah-Dalat ialah dialek Mukah, dialek Jebungan, dialek Penakub, dialek Teh, dialek Sesok, dialek Tetus, dialek Tellian, dialek Petanak, dialek Oya, dialek Igan, dialek Dalat, dialek Kut. dialek Medong dan dialek Narub. Ketiga, kawasan Balingian-Tatau iaitu dialek Sungai Balingian, dialek Sungai Tatau terutamanya di muara sungai dan kawasan pesisiran. Keempat, kawasan Bintulu iaitu dialek Sungai Kemena dan dialek Sebieu

Kini, masyarakat Melanau merupakan golongan etnik minoriti yang mendiami bahagian tengah negeri Sarawak. Golongan etnik Melanau merupakan golongan etnik kelima yang mendiami Sarawak selain golongan etnik terbesar iaitu golongan etnik Iban, Melayu dan Cina serta bumiputera lain. Golongan etnik Melanau bertutur dalam bahasa Melanau yang mempunyai beberapa variasi tersendiri. Bilangan penduduk golongan etnik Melanau ini hanya 5% (119,897 orang) daripada penduduk Sarawak (Jabatan Perangkaan Malaysia 2010).

## **PERNYATAAN MASALAH**

Kepupusan bahasa boleh berlaku disebabkan oleh ketiadaan komuniti yang menuturkan bahasa tersebut. Oleh sebab ketiadaan penutur, bahasa tersebut tidak dapat diwariskan kepada generasi berikutnya. Dalam tempoh 500 tahun kebelakangan ini, hampir separuh daripada bahasa di dunia terancam pupus malah terdapat bahasa-bahasa seperti Etruscan dan Egyptian yang dianggap sebagai bahasa purba telah lenyap (Nettle D. & Romaine S. 2000).

*..A language is not a self-sustaining entity. It can only exist where there is a community to speak and transmit it. A community of people can exist only where there is a viable environment for them to live in, and a means of making a living. Where communities cannot thrive, their languages are in danger. When languages lose their speakers, they die..” .( 2000 : 2 )*

Kenyataan Nettle & Romaine (2000) ini menunjukkan bahawa sesebuah bahasa itu tidak mampu untuk bertahan tanpa adanya komuniti yang menuturkan bahasa tersebut. Kewujudan komuniti itu pula banyak bergantung kepada persekitaran. Perubahan persekitaran, pembangunan atau perpindahan ke kawasan baharu akan turut mempengaruhi kehidupan sesuatu komuniti. Jika komuniti itu tidak dapat meneruskan kelangsungan dalam kehidupan, ia akan menyebabkan bahasa mereka tidak mampu berkembang, seterusnya menjadi faktor bahasa itu terancam.

Golongan etnik Melanau bertutur dalam bahasa Melanau. Bahasa Melanau tergolong dalam bahasa Austronesia. Data dalam laman sesawang ethnologue ([www.ethnologue.com](http://www.ethnologue.com) 26 November 2014), menyenaraikan lima variasi bahasa Melanau. Lima variasi bahasa Melanau



tersebut ialah Melanau Sentral, Melanau Kanowit-Tanjong, Melanau Daro-Matu, Melanau Sibu dan Melanau Seru. Tiga daripada variasi bahasa Melanau ini diberi status bahasa terancam iaitu bahasa Melanau Sentral, Melanau Kanowit-Tanjong dan Melanau Daro-Matu. Ketiga-tiga variasi bahasa Melanau ini mengalami masalah kekurangan penutur. Manakala bahasa Melanau Sibu diberi status peralihan kepada bahasa Melanau Sentral. Bahasa Melanau Kanowit-Tanjong pula diberi status pupus.

Bahasa Melanau Sentral yang dinyatakan dalam [www.ethnologue.com](http://www.ethnologue.com) (26 November 2014) ialah dialek Balingian, Bruit, Dalat, Oya, Sarikei, Segahan, Segalang, Siteng, dan Igan. Populasi penutur dialek ini merangkumi bahagian Mukah, kawasan persisiran delta Sungai Rajang hingga ke Sungai Balingian. Bahasa Melanau Daro-Matu pula termasuk dialek Melanau Daro dan Matu yang merangkumi penutur yang menduduki kawasan Sungai Matu dari cabang utara Sungai Rajang hingga ke kuala Matu dan Daro. Manakala dialek Kanowit-Tanjong pula ialah bahasa Melanau Kanowit dan Tanjong. Populasi penduduk meliputi penempatan golongan etnik Melanau di kawasan pertengahan Sungai Rajang hinggalah ke pekan Kanowit.

Sarawak yang majoriti penduduknya golongan etnik Iban, sudah tentulah bahasa Iban menjadi pilihan utama dalam berkomunikasi. Selain itu, bahasa Melayu dialek Sarawak turut mendominasi pilihan bahasa masyarakat pelbagai di Sarawak. Bahasa yang lebih dominan seperti bahasa Melayu Sarawak dan bahasa Iban menjadi pilihan utama dalam komunikasi harian Mohammad Azlan (2011). Bahasa minoriti pula seolah-olah kian terpinggir kerana bilangan penutur yang berkurangan. Bahasa minoriti sering mengalah kepada bahasa majoriti yang lebih dominan terutama di kawasan yang dominasi oleh penutur bahasa majoriti.

Sarawak mempunyai bilangan golongan etnik yang banyak dan pertembungan harian mereka menyebabkan berlakunya interaksi sesama mereka. Keadaan multi etnik dan multi bahasa ini menyebabkan berlakunya pilihan bahasa. Hal ini disebabkan dalam komunikasi seharian, golongan etnik ini berinteraksi sesama mereka dan di antara golongan etnik yang lain menggunakan bahasa sebagai medium. Keperluan untuk saling memahami bahasa yang sama menyebabkan pilihan bahasa berlaku. Fenomena inilah yang menjadi tujuan kajian ini dilakukan.

## **DAPATAN AWAL**

Untuk dapatan awal yang dihuraikan dalam perbincangan ini, pengkaji akan memilih satu domain sahaja iaitu domain keluarga. Melalui rakaman perbualan, pemerhatian dan temu bual tidak formal keluarga informan di Daerah Daro mendapati bahawa bahasa Melanau dipilih sebagai bahasa utama digunakan seharian di rumah. Komunikasi dalam kalangan ahli keluarga menggunakan bahasa Melanau sepenuhnya.

Contoh :

### **Rakaman Perbualan Keluarga A**

#### **Peserta Dialog:**

Penutur A : Wanita golongan etnik Melanau bertutur dalam bahasa Melanau Matu-Daro, berusia dalam lingkungan umur 60-an dan seorang suri rumah sepenuh masa.

- Penutur B : Lelaki golongan etnik Melanau bertutur dalam bahasa Melanau Matu-Daro, berusia dalam lingkungan 70-an.
- Penutur C : Lelaki dalam lingkungan 70-an bertutur dalam bahasa Melanau Matu-Daro.

### Latar Belakang Dialog :

Dialog ini berlangsung di rumah Keluarga A semasa keluarga A menerima kunjungan adik mereka. Semasa rakaman dibuat, semua penutur bercerita tentang pengalaman mereka menghadiri kenduri kahwin saudara terdekat mereka.

- Penutur A : *Pama bato? ko. Mei labi? Ju? Dayah kejah. Pukul limah nuan idun.*  
(teruk batuk saya. Ju belum balik? Kerja di darat. Pukul lima nanti baru dia ada.)  
*Kami? ma? tetunggu, uba? ko ga? Git, Yah ba? labi?, deng wa?no mibey, majih ma? to ni?ah. Kami? kipar juli?*  
(Kami semua tertunggu-tunggu, aku beritahu pada Git, Yah nak datang, rupa-rupanya tak datang. Upacara nikah sudah tamat. Kami semua ke sana.)
- Penutur B : *Lau, lau no nin Ju mapen no idu. Wa? no ngadan, uba? du, mada? ko kipar tujuh lau bulan.*  
(Hari, hari apa yang Ju nak ambil, apa tu, apa namanya tu, Dia suruh aku ke sana pada tujuh hari bulan)
- Penutur A : *Lo idu inan alah lo ki? agi?, mey kejah ngah jana? udi? gaya, meybey eh, tolong bak lo sate inan .*  
(Mereka di sana seperti orang lain juga, tidak bekerja dengan adik beradik, tak ada ni, boleh tolong buat sate di sana)
- Penutur B : *Nuan jekali sabey, siau idu miau, meihal keluarga du, debei batah ipar.*  
(pernah sekali dulu, ayamnya hilang, bukan hal keluarganya, dia sudah banyak di sana)
- Penutur A : *Buya? keluarga lo jebah mero du batah. Mei du kejah da?*  
(sebab keluarga pihak perempuan banyak, mereka tak kerja juga)
- Penutur C : *Wa? mei mitir, pitir jekali, pitir bulan tiga.*  
(Dia tidak memberitahu, beritahu sekali, beritahu bulan tiga)
- Penutur A : *Pada?lah melo mei labi?, mei ta?o lian, idulah Jannah labi? juli?*  
(patutlah kamu semua tak datang, tak tahu bila, sebab itulah Jannah datang semua)
- Penutur C : *Jekali nah, kejah tang daro, iter udi? nah, idu meibey pitir lau bulan du ni?ah jelau sabey, idulah mey duo, labi? ngah Daro nah, pubah gaya nahlu?, nuan rami udi?, nuan uba? du, aih, lilu? lah ko.*  
(Sekali nanti, kerja di Daro, beritahu lagi nanti, dia tidak beritahu berapa hari bulan dia nikah hari tu, Itulah tak baik, datang ke Daro nanti, macam mana nanti, nak buat lagilah, ada katanya, aih, aku dah lupa)
- Penutur B : *Du gugam telo kaba? tugu Kuching. Menueng klaker telo Melanau, kubah?ah?*

(Dia mengajak kita ke sana, ke Kuching. Mendengar kita bercakap Melanau, macam mana nanti?)

Dalam dialog di atas, perbualan melibatkan ahli keluarga menunjukkan penggunaan bahasa Melanau lebih dominan. Hampir tiada bahasa lain seperti bahasa Melayu Sarawak dan bahasa Iban yang dominan di Sarawak digunakan. Dalam hal ini semua penutur merupakan penutur jati bahasa Melanau dan terdiri daripada golongan yang berusia 60-an hingga 70-an. Dari segi pendidikan ketiga-tiga penutur hanya mempunyai pendidikan rendah. Mereka juga masing-masing merupakan golongan petani dan suri rumah sepenuh masa. Bagi golongan ini, mereka masih menggunakan bahasa Melanau sepenuhnya tanpa campur aduk dengan bahasa lain seperti bahasa Melayu Sarawak. Jika diteliti hubungan di antara penutur juga menunjukkan yang mereka sangat selesa dan saling mengenali di antara satu sama lain maka penggunaan bahasa adalah biasa tanpa ada unsur perbezaan sosial. Mereka lebih senang menggunakan bahasa yang difahami bersama dalam perbincangan mereka iaitu bahasa ibunda mereka sendiri. Apabila menggunakan bahasa ibunda, apa yang hendak disampaikan mampu difahami oleh rakan dilawan bertutur tanpa membuat penjelasan panjang lebar.

## **KESIMPULAN**

Sebagai sebuah negeri yang mempunyai masyarakat pelbagai bahasa, Sarawak dilihat sebagai sebuah negeri yang sesuai untuk dijalankan kajian pemilihan bahasa. Mempunyai etnik yang mencecah 27 bilangan kesemuanya dengan lebih 30 variasi dialek memperlihatkan potensi pelbagai pola pilihan bahasa akan wujud. Fenomena pemilihan bahasa terjadi akibat kesan daripada kontak bahasa, budaya dan sosial dalam sesebuah masyarakat bahasa sama ada sesama anggota komuniti atau dengan komuniti bahasa yang lain. Oleh itu, kajian untuk mengenal pasti faktor mempengaruhi pemilihan bahasa dalam kalangan etnik ini perlu dilakukan. Seterusnya menjawab persoalan corak pola pilihan bahasa etnik minoriti terutamanya ke atas dialek minoriti tersebut.

Ruang lingkup tulisan ini hanya membincangkan tentang pilihan bahasa masyarakat Melanau yang sedang dijalankan di Daerah Daro, Sarawak. Pada keseluruhannya, pengkaji memilih untuk membuat kajian secara kualitatif pemilihan dan penggunaan bahasa dalam kalangan penutur golongan etnik Melanau di Sarawak. Kajian ini dibatasi kepada pemilihan informan dari luar bandar yang mempunyai majoriti golongan etnik Melanau. Lokasi kajian yang dipilih merupakan daerah yang menjadi penempatan utama golongan etnik Melanau iaitu daerah Daro di Sarawak. Untuk kajian pemilihan bahasa ini, pengkaji menggunakan kaedah kajian lapangan dengan mengumpul data secara rakaman perbualan, rakaman temu bual dan pemerhatian. Penganalisan data dilakukan secara kualitatif. Data yang dikumpul akan dianalisis untuk menjawab soalan-soalan kajian.

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## KAEDAH PENYUCIAN HARTA BERDASARKAN PRINSIP SYARIAH

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### Abstrak

Penyucian harta adalah satu tuntutan syara' yang diwajibkan ke atas setiap mukallaf yang memiliki harta khususnya harta yang bercampur dengan sumber yang tidak patuh Syariah. Percampuran kedua unsur ini boleh berlaku melalui simpanan di bank, pelaburan saham, keuntungan perniagaan yang bercampur dengan sumber yang tidak patuh Syariah dan sebagainya. Namun, kebanyakan umat Islam pada hari ini tidak menyedari kewajipan tersebut memandangkan ianya kurang dibicarakan secara umum menyebabkan timbulnya salah faham umat Islam berkenaan isu ini. Justeru, kertas kerja ini ditulis untuk menjelaskan konsep dan kaedah penyucian harta menurut prinsip Syariah agar ianya dapat difahami, dipatuhi dan dilaksanakan oleh umat Islam bagi memenuhi tuntutan Syara' dan seterusnya mendapat keberkatan di dalam setiap harta yang diperolehi dan dibelanjakan. Kertas kerja ini menggunakan kaedah kualitatif dengan membuat kajian terhadap penulisan para ulama silam dan kontemporari untuk meneliti konsep penyucian harta di dalam Islam. Prinsip-prinsip Syariah yang berkaitan dianalisa untuk mengenalpasti kaedah-kaedah penyucian harta berlandaskan prinsip-prinsip tersebut. Kajian ini mendapati bahawa harta yang dimiliki perlu dibersihkan mengikut kadar yang ditetapkan oleh syara' berdasarkan kaedah-kaedah penyucian harta yang digariskan oleh prinsip-prinsip Syariah.

**Keyword:** *Kaedah, Penyucian, Harta, Prinsip, Syariah.*

### Pendahuluan

Urusniaga kewangan umat Islam sejak zaman awal perkembangan Islam sehinggalah ke hari ini sentiasa berkembang melibatkan pelbagai urusan muamalat kewangan sesama mereka dan juga sesama yang bukan bergama Islam. Justeru, percampuran di antara sumber halal dan tidak halal adalah sesuatu yang tidak dapat dihindarkan khususnya ketika berurusan dengan pihak yang mengamalkan perniagaan yang tidak halal atau bercampur di antara halal dan tidak halal. Keadaan tersebut menghasilkan satu situasi di mana hasil yang diperolehi juga bercampur di antara halal dan haram. Hal ini menyebabkan berlaku pertentangan di antara konsep halal di dalam Islam dengan sumber yang diperolehi tersebut. Islam hanya mengiktiraf sumber yang halal sebagai sumber perolehan dan pendapatan manakala sumber yang tidak halal tidak diiktiraf dan tidak boleh digunakan untuk keperluan diri sendiri. Ini selaras dengan

objektif Syariah yang bertujuan untuk memelihara lima perkara asas dalam kehidupan manusia (*usul al-khams*) iaitu untuk memelihara agama, jiwa, akal, keturunan dan harta (Al-Shatibi, 1969).

Konsep halal di dalam Islam adalah jelas. Islam menuntut umatnya supaya mencari sumber yang halal samada melalui hasil pendapatan, perniagaan, simpanan atau pewarisan. Relatif dari itu, harta yang diperolehi dari sumber yang haram seperti percampuran elemen riba, urusan niaga sepekulatif (*gharar*), rasuah, penyelewengan atau perjudian dijanjikan kemurkaan Allah s.w.t. (Al-Zuhayli, 2002). Pemilik harta tersebut juga terhalang daripada memasuki syurga yang menjadi idaman setiap manusia di akhirat nanti. Rasulullah s.a.w. bersabda:

«مَنْ نَبَتَ لَحْمَهُ مِنَ السَّحْتِ، فَالْتَّارُ أَوْلَى بِهِ».

**Maksudnya:** *Setiap daging yang terhasil daripada sumber yang haram maka neraka adalah tempat yang paling layak baginya.* (al-Naisaburi, no.hadith: 1764)

Justeru, pelbagai isu syariah timbul berkaitan persoalan harta bercampur tersebut, di antaranya:

- 1) Apakah hukum muamalat yang bercampur di antara perkara yang halal dan haram.
- 2) Berapakah nisbah atau kadar yang dibenarkan bagi harta yang haram sekiranya bercampur dalam kuantiti yang sedikit?
- 3) Bagaimanakah cara untuk membersihkan harta, keuntungan dan pulangan daripada urusan niaga yang bercampur tersebut?
- 4) Bagaimana cara untuk mengira zakat bagi harta yang bercampur tersebut?
- 5) Bagaimana cara untuk membelanjakan harta yang terhasil daripada sumber yang haram?

Dalam konteks meraikan perkembangan ekonomi dan pasaran global, banyak perkara yang bercanggah dengan syariah berlaku di dalam urusan niaga pada hari ini. Di antara bentuk-bentuk perkara yang dilarang tersebut adalah seperti berikut (Muhasib Husin Syahatah, 2010):

- 1) Pinjaman daripada bank-bank konvensional yang berasaskan riba
- 2) Simpanan di bank konvensional yang memberikan faedah sebagai pulangan simpanan
- 3) Faedah yang dikenakan oleh pemiutang terhadap penghutang di dalam urusan niaga jual-beli secara bertanggung
- 4) Hasil pendapatan yang haram daripada sumber yang tidak diiktiraf oleh syarak atau bercanggah dengan undang-undang seperti komisen-komisen yang diragui, rasuah, penipuan, penggelapan wang, tidak melaksanakan kerja yang diamanahkan, urusan niaga di dalam perkara yang haram dan menjijikkan dan seumpamanya
- 5) Keuntungan yang tidak menepati syarak yang diperolehi daripada urusan niaga yang diragui atau mengandungi unsur syubhah
- 6) Faedah yang diperolehi daripada bon-bon hutang dan urusan niaga kewangan yang terlibat dengan riba
- 7) Pendapatan yang diperolehi hasil melarikan diri daripada tanggungjawab terhadap kerajaan seperti tidak membayar cukai, saman dan pelbagai jenis bayaran yuran kerajaan.
- 8) Keuntungan daripada urusan niaga di bursa saham yang tidak menepati syarak

Perkara-perkara di atas adalah sebahagian daripada sumber pendapatan yang tidak halal atau diragui kehalalannya justeru menyebabkan berlakunya percampuran di antara pendapatan yang halal dengan yang tidak halal atau diragui. Persoalannya, adakah keseluruhan pendapatan yang bercampur tersebut bertukar menjadi tidak halal secara keseluruhannya atau masih dikira halal secara keseluruhannya seandainya sumber yang haram atau diragui tersebut hanya melibatkan percampuran dalam kadar yang kecil? Untuk menjawab persoalan tersebut, wujud keperluan untuk masyarakat memahami hukum percampuran halal dan haram sebagaimana digariskan syarak.

### **Hukum Percampuran Harta Haram Dan Halal Dalam Urusan Kewangan**

Dalam situasi urusan kewangan di mana percampuran di antara harta yang halal dan haram sukar untuk dielakkan, para fuqaha telah mengeluarkan hukum berpandukan kepada beberapa kaedah feqah yang berkaitan di antaranya (al-Sayuti, 1403):

- 1- Kesukaran membawa kepada kemudahan (المشقة تجلب التيسير)
- 2- Keadaan majoriti memberikan hukum kepada keseluruhannya (للاكثر حكم الكل)
- 3- Sedikit daripada perkara yang haram dimaafkan pada kebanyakan hukum (اليسير الحرام معفو عنه في كثير من الأحكام)
- 4- Sedikit dimaafkan (اليسير مغتفر)
- 5- Sesuatu yang sedikit diberi kemaafan (اليسير معفو عنه)
- 6- Sesuatu yang sedikit dimaafkan (اليسير تجري فيه المسامحة)

Kaedah-kaedah di atas menunjukkan bahawa harta yang haram di dalam kuantiti yang sedikit yang sukar untuk dielakkan adalah dimaafkan ketika darurat, dan ia mengambil hukum berdasarkan hukum keseluruhan harta iaitu keseluruhan harta yang bercampur tersebut dihukumkan sebagai halal (Ibn Nujaim, 1980). Sebagai contoh, keuntungan yang diperolehi daripada saham syarikat yang pada asalnya menjalankan urusan halal tetapi bercampur dengan urusan yang haram yang tidak dapat dielakkan, maka keuntungan tersebut dihukumkan sebagai halal. Begitu juga dengan isu pendapatan daripada pekerjaan yang halal tetapi bercampur dengan pendapatan daripada sumber yang haram yang sukar dielakkan, maka sumber pendapatan itu akan dihukumkan sebagai halal (Majlis Agama Islam Selangor, 2015).

Walaubagaimanapun, terdapat persoalan yang sering diajukan oleh masyarakat berkenaan kadar 'sedikit' yang dimaksudkan oleh fuqaha serta persoalan tentang cara menguruskan harta haram yang sedikit dan dimaafkan.

### **Parameter Syariah Berkaitan Percampuran Harta Haram**

Para fuqaha telah meletakkan beberapa parameter atau garis panduan dalam menentukan kedudukan harta haram yang sedikit di antaranya (<http://www.mais.gov.my/info-mais/informasi/buletin-edisi/muat-turun>):

- (i) Ciri-ciri utama di dalam sesuatu urusan, harta, atau aktiviti hendaklah bersifat halal dan dengan tujuan atau niat untuk melakukan sesuatu secara halal maka hukumnya adalah berdasarkan hukum bagi keseluruhan urusan tersebut. Sekiranya kebanyakan aktiviti atau urusniaganya adalah halal maka hukum keseluruhannya adalah halal dan sekiranya kebanyakan aktivitinya terlibat dengan perkara yang haram maka hukum keseluruhannya juga adalah haram.
- (ii) Kesukaran (*masyaqqah*) untuk mengelak daripada harta dan pendapatan yang haram disebabkan wujudnya kesukaran untuk mengelak daripada urusan yang tidak menepati



syarak lantaran terikat dengan undang-undang setempat atau di peringkat antarabangsa atau disebabkan berlakunya kemungkaran secara berleluasa sehingga menjadi *umum al-balwa*. *Umum al-balwa* merujuk kepada sesuatu situasi tidak baik yang meluas yang terkena kepada kebanyakan orang dan sukar untuk menghindarkan diri daripadanya (Majlis Penasihat Syariah Suruhanjaya Sekuriti, 2002)

(iii) Hendaklah berniat untuk menjalankan perniagaan yang halal kerana niat merupakan penentu kepada hukum bagi setiap amalan berdasarkan hadis Rasulullah s.a.w. yang bermaksud “Sesungguhnya setiap amalan bergantung kepada niat” (*muttafaq alaihi*). Daripada hadis ini dikeluarkan satu kaedah feqah iaitu “*al-umur bi maqasidiha*” yang bermaksud setiap perkara bergantung kepada niatnya.

(iii) Terdapat keadaan darurat yang berlaku yang tidak dapat dielakkan, keadaan ini adalah pengecualian daripada keadaan yang asal iaitu wajib berurusan dengan perkara yang halal sahaja. Perkara ini berasaskan kepada kaedah “*al-darurat tubiihu al-mahzurat*” yang bermaksud keadaan darurat mengharuskan sesuatu yang diharamkan. Kaedah ini diistinbat daripada firman Allah s.w.t.:

(إِنَّمَا حَرَّمَ عَلَيْكُمُ الْمَيْتَةَ وَالدَّمَ وَلَحْمَ الْخِنْزِيرِ وَمَا أُهْلَ بِهِ لِغَيْرِ اللَّهِ فَمَنْ اضْطُرَّ غَيْرَ بَاغٍ وَلَا عَادٍ فَلَا إِثْمَ عَلَيْهِ إِنَّ اللَّهَ غَفُورٌ رَحِيمٌ).

**Maksudnya:** yang bermaksud: Sesungguhnya Dia yakni Allah telah mengharamkan ke atas kamu bangkai, darah, daging khinzir dan apa-apa yang disembelih bukan kerana Allah, maka sesiapa yang terpaksa mengambilnya tanpa dalam kuantiti yang tidak melampaui dan berlebihan maka ia tidak berdosa, sesungguhnya Allah Maha Pengampun lagi Maha Mengasihani (Al-An'am, 6: 119).

### **Penentuan Nisbah Yang Dimaafkan Bagi Unsur Haram Di Dalam Muamalat**

Para fuqaha berselisih pandangan berkenaan nisbah ‘sedikit’ unsur haram yang dibenarkan dalam muamalat. Ia berbeza mengikut tempat, situasi, dan keadaan yang berlaku di dalam muamalat samada diperingkat tempatan, benua dan antarabangsa. Oleh yang demikian, kadar berkenaan dilihat berbeza di antara Negara-negara di dunia contohnya antara negara Arab, Eropah, Amerika dan Malaysia. Selain itu, nisbah tersebut mungkin berbeza mengikut zaman tertentu seperti di era kegemilangan tamadun Islam, era globalisasi dan era sistem ekonomi moden (Hussien Shehata, 2010).

Berdasarkan ijthad oleh kebanyakan fuqaha di negara-negara Arab, mereka berpandangan bahawa nisbah yang dimaksudkan adalah sebanyak 1/4 atau 25%. Berikut adalah hukum sekiranya kita mengambil pandangan ini sebagai sandaran:

(i) Bagi situasi di mana kadar yang haram kurang daripada 1/4 maka hukum keseluruhannya adalah halal berdasarkan kaedah (الحرام اليسير معفو عنه). Contohnya, kadar yang diharamkan di dalam sesuatu urusan perniagaan sebanyak 15% maka hukum keseluruhan perniagaan tersebut adalah halal kerana ia di bawah kadar yang dibenarkan oleh fuqaha iaitu kurang daripada 25%.

(ii) Bagi situasi di mana kadar yang haram melebihi 1/4, maka hukumnya adalah haram menjalankan urusan tersebut. Contohnya jika kadar urusan yang terlibat dengan elemen yang diharamkan sebanyak 30%, maka urusan berkenaan tidak dibenarkan kerana kadar urusan yang diharamkan melebihi nisbah yang dibenarkan iaitu 25% daripada keseluruhan perniagaan. Oleh itu diwajibkan untuk memisahkan jumlah harta yang halal daripada harta yang haram.

Suruhanjaya Sekuriti Malaysia pula telah meletakkan tanda aras berbeza di antara aktiviti perniagaan dan kewangan. Bagi aktiviti perniagaan, suruhanjaya menetapkan syarat patuh syariah sekiranya kadar aktiviti tidak patuh tidak melebihi 5% bagi aktiviti yang melibatkan perbankan konvensional, insurans, judi, arak, makanan tidak halal, hiburan, faedah akaun dan instrument konvensional, 'tobacco' dan aktiviti berkaitan, dan aktiviti tidak patuh syariah yang lain. Manakala tanda aras 20% ditetapkan bagi pendapatan yang diperolehi daripada sewa yang diperolehi daripada aktiviti tidak patuh syariah, operasi hotel dan resort, urusan niaga saham, urusan niaga 'stockbroking', dan aktiviti-aktiviti berkaitan yang lain yang tidak patuh syariah.

Bagi tanda aras kewangan atau nisbah kewangan sesebuah syarikat, suruhanjaya mengambil kira perkara-perkara berikut:

- a) Tunai ke atas jumlah aset
- b) Hutang ke atas jumlah aset

Nisbah kewangan bagi hasil riba dan yang berkaitan dengannya mestilah kurang daripada 33% daripada keseluruhan aset syarikat (Suruhanjaya Sekuriti, 2015).

Justeru, hanya syarikat yang menepati kadar yang ditetapkan di atas sahaja yang dikategorikan sebagai syarikat patuh syariah manakala sesebuah syarikat yang tidak menepati kadar tersebut, maka ia dikategorikan sebagai syarikat tidak patuh syariah (Shamsiah, 2013). Sekiranya berlaku sedemikian, maka kadar lebihan daripada sumber tidak patuh syariah tersebut mestilah dibersihkan.

Muzakarah Jawatankuasa Fatwa Majlis Kebangsaan Bagi Hal Ehwal Agama Islam Malaysia Kali Ke-80 yang bersidang pada 1 - 3 Februari 2008 telah membincangkan isu harta bercampur khususnya berkaitan pelaburan dalam ASN, ASB dan seumpamanya. Muzakarah telah memutuskan seperti berikut:

*"PNB tidak melabur dalam sektor yang berkaitan dengan arak dan judi. Percampuran hanya berlaku dalam sektor kewangan di mana 70% pelaburan menepati syariah, hanya 30% sahaja pelaburan dalam Maybank yang dianggap masih tidak comply dengan syariah. Dalam keadaan ini, pelaburan dalam sektor yang halal lebih banyak daripada yang haram. Menurut sebahagian besar fuqaha' iaitu Hanafi, Maliki, Shafi'i dan Hanbali, pendekatan untuk mengharuskan masyarakat Islam melabur dalam saham syarikat yang bercampur aktiviti halal dan haram adalah berasas. Ini kerana fuqaha' muktabar tidak mengharamkan syarikat sedemikian ketika menilai status syarikat yang dikongsi oleh orang Islam dan bukan Islam"*

Berdasarkan fatwa tersebut, kadar 30% dianggap sebagai kuantiti yang kecil atau sedikit serta tidak menjejaskan keseluruhan jumlah harta justeru pelaburan tersebut masih dikira patuh syariah berdasarkan konsep kuantiti yang sedikit tidak menjejaskan hukum keseluruhan sebagaimana yang dinyatakan di dalam kaedah feqah yang telah dibincangkan sebelum ini. Ianya selaras dengan tanda aras yang diletakkan oleh Suruhanjaya Sekuriti Malaysia iaitu 33% untuk mengukur tahap kepatuhan Syariah bagi nisbah kewangan daripada keseluruhan aset yang bercampur.

### **Kaedah Penyucian Harta Haram Dalam Muamalat**

Menurut fuqaha, perkara yang haram terbahagi kepada dua kategori iaitu haram kerana sifatnya ('*ain*') seperti arak dan haram kerana sumbernya seperti duit daripada hasil judi yang

menjadi haram bukan kerana sifatnya tetapi kerana cara memperolehnya (Hussien Shehata, 2011). Oleh yang demikian, perbincangan ini akan memfokuskan kepada kategori yang kedua iaitu harta yang dikategorikan sebagai haram disebabkan oleh sumber yang diperolehi.

Para fuqaha *salaf* dan *khalaf* berpandangan bahawa cara untuk membersihkan harta yang bercampur ialah dengan mengeluarkan jumlah harta yang haram daripada jumlah keseluruhan harta menjadikan keseluruhan baki selepas itu adalah halal. Ini berdasarkan firman Allah s.w.t.:

(وَإِنْ تُبْتَغُوا رُؤُوسَ أَمْوَالِكُمْ لَا تَظْلِمُونَ وَلَا تُظْلَمُونَ).

**Maksudnya:** Dan jika kamu bertaubat, maka hak kamu (yang sebenarnya) ialah pokok asal harta kamu. (Dengan yang demikian) kamu tidak berlaku zalim kepada sesiapa, dan kamu juga tidak dizalimi oleh sesiapa. (Al-Baqarah, 2: 279)

Pelbagai pihak khususnya badan-badan fatwa di peringkat antarabangsa telah mengeluarkan fatwa berkaitan harta bercampur dengan sumber yang haram. Fatwa tersebut mewajibkan untuk mengira jumlah harta yang haram dan mengeluarkannya seterusnya dibelanjakan pada jalan kebajikan tanpa berniat sedekah kerana Allah s.w.t. tidak menerima sesuatu amalan kecuali yang baik. Sebagai contoh, fatwa yang dikeluarkan oleh Mukhtar Perbankan Islam di Kuwait pada tahun 1983 yang menyebut:

*“Mukhtar manasihatkan pemilik-pemilik harta di kalangan umat Islam supaya menyalurkan harta-harta mereka kepada bank-bank Islam, muassasah dan syarikat-syarikat umat Islam di negara-negara Arab serta negara-negara Islam yang lain kemudian barulah ke negara-negara yang lain sehingga sempurna penyalurannya. Faedah perbankan diperolehi oleh mereka adalah merupakan pendapatan yang kotor, maka mereka wajib membersihkannya dengan menyalurkan pendapatan tersebut untuk kemaslahatan umat Islam keseluruhannya, dan penyimpanan di bank-bank ribawi secara berterusan sedangkan boleh mengelakkannya adalah sesuatu perbuatan yang haram menurut syarak”*

Manakala badan perakaunan Islam (AAOIFI) juga telah mengeluarkan garis panduan berkenaan pengurusan harta haram di dalam garis panduan no. 6 di bawah tajuk “Perubahan bank konvensional kepada Bank Islam”, di bawah perkara: “Cara untuk membersihkan pendapatan daripada sumber yang tidak menepati syarak”:

*“Sebarang sumber pendapatan yang haram mestilah dibersihkan mengikut garis panduan yang disediakan. Maka ia wajib bersegera untuk mengeluarkannya tanpa sebarang kelewatan kecuali terdapat kesukaran berbuat demikian contohnya ia boleh menyebabkan kegagalan operasi bank atau menjadikannya muflis, maka dibenarkan untuk membersihkannya secara berperingkat. Justeru wajib untuk menyalurkan faedah tersebut pada jalan kebajikan dan kemaslahatan umat Islam. Di antara jalan kebajikan adalah seperti latihan dan penyelidikan, menyediakan pelbagai jenis bantuan, bantuan kewangan dan bantuan teknikal kepada negara-negara Islam, begitu juga kepada muassasah-muassasah ilmu, ma’had dan sekolah dan sebarang usaha yang berkait dengan penyebaran ilmu-ilmu Islam...”*

Berdasarkan garis panduan yang telah dikeluarkan oleh badan-badan fatwa berkenaan, dapat dilihat penekanan kepada cara untuk membersihkan harta haram yang bercampur dengan harta yang halal adalah melalui penyaluran harta berkenaan ke arah sesuatu yang boleh mendatangkan kemaslahatan kepada masyarakat Islam secara umumnya. Oleh yang demikian, penggunaan harta haram dalam kadar yang sedikit dan dimaafkan haruslah menepati kaedah berikut:

- 1- Wajib membersihkan harta daripada sumber yang haram dengan menyalurkannya kepada jalan kebajikan dan kepentingan umat Islam selepas bertaubat.
- 2- Wajib bersegera untuk membersihkan harta yang haram mengikut kemampuan
- 3- Pemilik harta yang haram tidak dibenarkan menggunakan harta tersebut samada secara langsung atau tidak langsung.
- 4- Baki harta setelah dibersihkan adalah halal.
- 5- Wajib menghindari pekerjaan yang terlibat dengan unsur yang bercanggah dengan syarak
- 6- Wajib disertai niat yang ikhlas untuk mencari dan melaksanakan pekerjaan yang halal.

### **Saluran Penyucian Harta Haram Yang Dibenarkan**

Berdasarkan perbincangan fuqaha, alternatif kepada pembersihan harta haram yang bercampur dengan harta halal boleh dilakukan melalui saluran berikut:

- 1- Penyaluran pelbagai jenis bantuan kepada umat Islam di seluruh dunia.
- 2- Bantuan Ilmu pengetahuan dan aspek teknikal kepada negara Islam miskin dan fakir.
- 3- Menyokong pusat-pusat ilmu dan pusat-pusat kemasyarakatan di negara-negara Islam.
- 4- Memberi bantuan kepada mereka yang berhijrah atau pelarian dari kalangan umat Islam.
- 5- Memperjuangkan tahanan umat Islam dan membebaskan mereka.
- 6- Menjaga anak-anak yatim, fakir miskin dan seumpamanya.
- 7- Memberi sokongan kewangan kepada pusat-pusat perubatan yang bersifat kebajikan untuk membantu golongan fakir miskin.

### **Saluran Penyucian Harta Haram Yang Tidak Dibenarkan**

Walaupun kaedah penyucian harta yang dianjurkan oleh syarak haruslah melalui serakan peredaran harta yang memberikan manfaat kepada umat Islam secara umum, namun para fuqaha turut mengambil langkah berhati-hati dalam menentukan saluran yang tidak dibenarkan bagi perbeanjaan harta haram ini. Antara saluran yang tidak dibenarkan ialah perbelanjaan wang haram untuk kegunaan pengimarah masjid, pembelian mashaf al-Quran, pembayaran nazar, penyembelihan korban dan seumpamanya dari jenis ibadat khusus.

### **Kesimpulan**

Penyucian harta mengikut syariah adalah sangat penting bagi orang Islam, oleh kerana di akhir zaman ini kebanyakan urusan di dalam muamalat seharian seringkali bercampur dengan sumber-sumber yang tidak pasti (*syubhah*) atau haram samada secara sedar ataupun tidak. Walaupun terdapat pelbagai pandangan dalam menentukan maksud “sedikit” sepertimana di dalam kaedah feqah di atas, ia tidak menjejaskan mana-mana pandangan yang ada kerana perselisihan pendapat dikalangan para ulama adalah dibenarkan. Masing-masing berpegang kepada hujah dan dalil yang benar. Perbezaan pandangan ini harus dilihat dari aspek positif kerana ia memudahkan umat Islam untuk beramal dengan yakin serta tidak menyempitkan

mereka dalam urusan seharian. Justeru, penyelesaian terbaik yang boleh dilakukan adalah dengan melaksanakan kaedah penyucian harta sekiranya berlaku percampuran di antara harta yang patuh Syariah dan harta yang tidak patuh Syariah bagi menjamin kesucian dan keberkatan harta yang diperolehi.

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## ISU-ISU DALAM PENTADBIRAN TANAH DI MALAYSIA: SATU TINJAUAN

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### Abstrak

Kanun Tanah Negara 1965 (KTN) merupakan undang-undang tertinggi di Semenanjung Malaysia mengenai urusan pentadbiran tanah. KTN bukan satu Akta biasa. Hakikatnya ia merupakan satu kodifikasi undang-undang yang merangkumi pelbagai aspek penting mengenai tanah. Penulisan ini dibuat untuk membincangkan beberapa isu-isu penting dalam pentadbiran tanah berkenaan dengan hak-hak pihak berkepentingan seperti isu penipuan dalam urusan niaga tanah, isu setinggan, Tanah Tumpangan Sementara serta isu rasuah dalam pentadbiran tanah. Metodologi yang digunakan dalam kajian ini ialah kajian kepustakaan iaitu analisis dokumen seperti buku-buku, artikel-artikel, akhbar – akhbar tempatan dan kes-kes mahkamah yang berkaitan. Hasil kajian mendapati wujud kelemahan dalam pentadbiran tanah dan undang-undang dalam isu-isu yang diutarakan. Penulisan ini akan mengutarakan beberapa cadangan penambahbaikan bagi memantapkan lagi pentadbiran tanah serta undang-undang tanah bagi memelihara hak-hak pihak berkepentingan.

**Kata Kunci:** *KTN 1965, isu dalam pentadbiran tanah, kelemahan dan cadangan.*

### Pengenalan

Kanun Tanah Negara 1965 (KTN) merupakan undang-undang utama yang mengawal perundangan tanah di seluruh Semenanjung Malaysia. Ia mula digubal sebelum merdeka iaitu di tahun 50an. KTN berasaskan kepada undang-undang terdahulu yang sedia ada (Land Code 1926) dan dikemas kini dan ditambah dengan beberapa bahagian baru. KTN merupakan satu kodifikasi undang-undang yang merangkumi pelbagai aspek penting mengenai tanah. Skopnya amat luas serta isinya pelbagai, mulai dengan tajuk ringkas (seksyen 1) sehingga seksyen 447 yang menumpukan aspek kaedah-kaedah dan prosedur mahkamah, bersama enam belas Jadual dan puluhan borang. Sebagai undang-undang yang utama kepada pengawalan dan perundangan tanah negara, KTN juga telah melalui pelbagai proses pindaan bagi menyesuaikan dengan kehendak dan perkembangan semasa khasnya agenda pembangunan negara (Ismail, 2003).

KTN 1965 yang dilaksanakan sekarang adalah berdasarkan kepada sistem *Torrens* atau Sistem Pendaftaran Hak Milik. Sistem ini berdasarkan kepada Akta hartanah (*Real Property Act*), 1857 yang berasal daripada Australia Selatan. Sistem *Torrens* mula diperkenalkan di Semenanjung Tanah Melayu pada tahun 1864. Peruntukan-peruntukan yang terdapat dalam undang-undang tanah di Semenanjung Malaysia kebanyakannya sama (*in pari materia*) jika dibandingkan dengan peruntukan yang terdapat di Australia, kecuali

pada asas-asas tertentu seperti '*assurance fund*' di mana konsep ini tidak termaktub dalam peruntukan sistem *Torrens* di Malaysia. Hak milik *Torrens* adalah merupakan satu sistem hak milik tanah di mana pendaftaran merupakan satu jaminan kepada prinsip hak milik yang tidak boleh disangkal kepada tuan punya tanah. Sistem ini telah dicipta untuk menyelesaikan masalah ketidakpastian, kerumitan dan kos yang timbul atau berkait dengan sistem hak milk yang lama yang diperkenalkan (Ainul Jaria, et. al, 2008). Oleh itu, sistem *Torrens* diperkenalkan dalam undang-undang tanah bertujuan untuk mewujudkan satu sistem pendaftaran yang lengkap dengan maksud untuk mengadakan satu pegangan hak milik yang tidak boleh disangkal. Di samping itu, sistem *Torrens* bertujuan mengadakan satu bentuk undang-undang pentadbiran tanah yang sama di seluruh Semenanjung Tanah Melayu dan memberi jaminan kepada pemegang-pemegang hak milik tanah yang telah diberi oleh kerajaan (Ridzuan, 1994).

### **Isu-Isu Dalam Pentadbiran Tanah**

Antara isu-isu kelemahan yang terdapat dalam undang-undang tanah Malaysia berkenaan dengan pentadbiran tanah adalah seperti berikut:

#### ***Penipuan dalam Urus niaga Tanah***

Penipuan merupakan satu masalah yang serius dalam pelaksanaan sistem pendaftaran hak milik tanah di Malaysia. Pengenalan kepada sistem pendaftaran, penyerahan instrumen secara elektronik di pejabat pendaftaran tanah akan melihat beberapa perubahan dalam amalan pendaftaran dan pemasukan. Kebimbangan akan berlaku apabila kebenaran internet akses ke atas sistem pendaftaran tanah boleh membuka peluang kepada penipuan yang berkaitan dengan komputer dan juga berpotensi untuk menggugat keselamatan dan integriti hak milik. Tidak dinafikan bahawa amalan penipuan berlaku dalam sistem manual. Tetapi penggunaan teknologi dalam sistem pendaftaran juga akan membuka peluang penipuan bukan hanya dalam sistem manual bahkan juga terciptanya kaedah baru bagi melakukan penipuan ke atas seseorang individu seperti penipuan identiti. Penipuan identiti berlaku apabila seseorang itu mengambil maklumat secara tidak sah tanpa kebenaran (Sharon, 2004). Kebanyakan kes-kes penipuan dan pemalsuan yang melibatkan kes '*identity fraud*' iaitu identiti pemilik tanah dipalsukan atau memalsukan kad pengenalan dan juga memalsukan tandatangan serta pengakuan (Kevin & Shanmuga, 2010).

Peningkatan kes-kes ini menimbulkan rasa kebimbangan pemilik-pemilik tanah terhadap keselamatan harta mereka kerana tanah mereka boleh bertukar milik tanpa disedari. Antara faktor penyumbang kepada gejala ini adalah kerana peningkatan nilai hartanah itu sendiri, tanah yang terbiar dan kelemahan-kelemahan pengurusan di pejabat tanah. Kebiasaannya, terdapat dua kesalahan jenayah yang dikesan semasa penipuan urusan tukar hak milik tanah di pejabat tanah, iaitu pemalsuan suratan yang dikemukakan (*forgery*) dan juga jenayah penipuan (*cheating*) (Shuhaimi, 2008). Mengikut kepada laporan statistik polis antara tahun 2005 hingga Mei 2013 sebanyak 821 kes melibatkan penipuan hak milik tanah yang berlaku di Malaysia. Pejabat Tanah yang terpedaya dengan dokumen palsu tersebut terdorong untuk memindahkan hak milik tanah berkenaan kepada pembeli manakala pembeli pula terpedaya setelah selesai urusan pindah milik terdorong untuk menyerahkan sejumlah wang yang dipersetujui seperti dalam perjanjian jual beli yang telah ditandatangani dengan penipu yang menyamar sebagai pemilik tanah ( Shuhaimi, 2008).

Di Malaysia kebanyakan ke- kes penipuan dilakukan oleh para peguam, kerani dan *runners*, ahli keluarga, wakil korporat dan Pentadbir (seperti Pentadbir tanah, Pentadbir sistem) (Nor Shahriza, et. al, 2011).

### ***Lesen Tumpangan Sementara (LPS)***

Di bawah KTN, pelupusan tanah kerajaan terbahagi kepada dua iaitu pelupusan dengan cara pemberian milik dan kedua ialah pelupusan selain dari pemberian milik. Pelupusan tanah jenis pertama terdapat dalam seksyen 76 yang memberi kuasa kepada Pihak Berkuasa Negeri (PBN) memberi milik tanah kekal atau satu jangka masa yang ditetapkan, manakala pelupusan tanah jenis kedua, PBN boleh merizabkan tanah, memberi lesen pendudukan sementara, membenarkan pengeluaran batu-batan dan membenarkan penggunaan ruang udara di atas tanah kerajaan dan tanah rizab ( Salleh, 1993). Pelupusan tanah tumpangan sementara termasuk dalam kategori kedua.

LPS merupakan satu lesen atau keizinan yang bersifat sementara, yang diberikan oleh PBN untuk satu maksud yang tertentu dan terhad. Oleh itu boleh dikatakan bahawa LPS diperkenalkan untuk menyelesaikan masalah '*land hunger*'. Memang tidak dinafikan bahawa definisi dan interpretasi LPS di bawah KTN adalah tidak lengkap tetapi perlu diakui bahawa terma tersebut adalah untuk menggambarkan bahawa menduduki atau mendiami tanah tersebut adalah bersifat sementara dan dengan permit lesen yang dipohon. Ia merupakan satu kebenaran untuk masuk dan melakukan sesuatu di atas tanah milik PBN (Hunud, 2011). Tanpa lesen tersebut, seseorang yang menduduki tanah itu akan dianggap sebagai penceroboh atau setingan haram (Salleh , 1987). Hak-hak yang diberi oleh LPS bukan hanya terhad dari segi maksud atau sifat, tetapi juga terhad dari segi masa. Tempoh tamat LPS berakhir di akhir 31 Disember setiap tahun melainkan ia ditamatkan terlebih awal oleh PBN. Oleh itu, tanah LPS tetap tanah kerajaan dan tiada jaminan tanah itu akan menjadi miliknya walau selama mana seseorang itu menikmati LPS tersebut. Dalam kes *Teh Bee lwn K. Maruthamuthu* [1977] 2 MLJ 7, di mana plaintif telah menduduki sebidang tanah selama 21 tahun apabila PBN (kerajaan Negeri Sembilan) memutuskan untuk memberi milik tanah tersebut kepada pihak defendan. Hakim perbicaraan yang mendengar kes tersebut menyatakan bahawa:

“The holder under a temporary occupation licence obtains no legal or equitable rights over the land he occupies by virtue of the licence other than to occupy the land temporarily from year to year if he can have his licence renewed annually... but there is no obligation on the part of the authorities to grant a renewal of a temporary occupation licence for any subsequent year”

Dalam kes *Bohari Taib & Ors lwn PTG Selangor* [1991] 1 MLJ 343, dalam kes ini datuk nenek perayu dan penduduk tanah yang lain adalah penduduk asal yang tinggal di tanah pertanian yang dipertikaikan. Perayu-perayu mendakwa bahawa antara tahun 1971 dan 1976 mereka dan penduduk tanah yang lain itu telah membuat permohonan kepada pihak berkenaan negeri untuk mendapat hak milik tanah tersebut. Surat dan afidavit adalah bukti yang menunjukkan Majlis Mesyuarat Kerajaan Selangor telah meluluskan pemberi milikan tanah tersebut kepada perayu-perayu dan penduduk lain yang dipilih. Pada 1 November 1980, seorang ahli Majlis Mesyuarat Kerajaan Negeri Selangor telah mengesahkan kelulusan itu dan memastikan bahawa mereka akan diberi hak milik tanah berkenaan. Mengikut dasar kerajaan negeri, hanya penduduk yang sebenarnya petani dan tidak



mempunyai tanah akan diberi tanah berkenaan dan lesen pendudukan sementara telah diberi kepada mereka dengan persetujuan bahawa hak milik berasingan akan diberikan jika mereka terus memajukan dan menanam atas tanah tersebut dan tidak memiliki tanah lain. Perayu-perayu berkata bahawa selepas tamat tempoh lesen pendudukan sementara pada tahun 1984, mereka dan petani-petani yang lain telah mematuhi semua syarat-syarat yang dikenakan oleh pihak responden, maka mereka boleh memperoleh hak atau harapan di sisi undang-undang untuk diberi hak milik tanah tersebut. Sebaliknya responden telah menyerahkan tanah tersebut kepada FELCRA untuk dimajukan. Di bawah KTN, apabila LPS sudah luput( tidak dilanjutkan tempohnya) pemegangnya menjadi penceroboh. Mengikut undang-undang, penceroboh boleh diusir keluar pada bila-bila masa.

Dalam kes *Lebbey Sdn Bhd lwn Chong Wooi Leong* [1998] 5 MLJ 368, Plaintiff adalah tuan punya berdaftar sebidang tanah. Tanah tersebut dahulunya dimiliki oleh PBN Selangor yang telah meluluskan permohonan plaintiff untuk pemberimilikan tanah tersebut. Pada masa pemberimilikan, banyak rumah didirikan atas tanah tersebut yang diduduki oleh keluarga setinggan. Plaintiff ingin memajukan tanah tersebut dan melalui notis keluar mendesak penghuni ('defendan-defendan') supaya mengosongkan tanah tersebut. Defendan-defendan enggan mengosongkan tanah tersebut dan plaintiff memulakan prosiding terhadap defendan-defendan. Defendan-defendan menghujahkan bahawa: (i) mereka telah memperoleh hak dalam ekuiti untuk diberi pampasan (ii) plaintiff, yang telah mengambil tanah tersebut dengan pengetahuan sepenuhnya tentang defendan-defendan yang menduduki tanah tersebut, telah mengambil tanah tersebut tertakluk kepada ekuiti defendan-defendan (iii) walaupun defendan-defendan telah memasuki tanah negeri tanpa kebenaran atau izin, mereka telah menikmati keamanan dan pendudukan tanpa gangguan oleh Pihak Berkuasa Negeri. Seorang pegawai daerah telah membenarkan mereka mendirikan rumah mereka semula di atas tanah tersebut selepas suatu kebakaran yang berlaku dan sebuah jawatankuasa penduduk telah memohon lesen pendudukan sementara berdasarkan janji oleh ahli-ahli politik bahawa mereka akan diberikan lesen pendudukan sementara. Dalam kes ini diputuskan bahawa plaintiff ( pemilik berdaftar) adalah berhak kepada milikannya. Defendan-defendan dalam kes ini bukan sahaja telah memasuki tanah tersebut tanpa kebenaran tetapi juga telah menetap di sana tanpa kebenaran PBN. Defendan-defendan tidak dapat memperoleh hak ekuiti terhadap Pihak Berkuasa berkenaan dengan pendudukan mereka atas tanah tersebut. Akhirnya tanah tersebut diberi milik kepada plaintiff dan penduduk diusir keluar dari tanah tersebut.

Dalam kes *Sentul Murni Sdn Bhd lwn Ahmad Amirudin & Ors* [2000] 4 MLJ 503, perayu merupakan pemilik berdaftar sekeping tanah. Perayu telah memfailkan satu tuntutan terhadap responden dan mendakwa responden merupakan penceroboh dan perayu memohon milikan kosong terhadap tanah tersebut. Pihak responden menafikan bahawa mereka adalah penceroboh dan menegaskan bahawa mereka adalah pemilik sah tanah tersebut sebagai pemegang lesen berserta ekuiti dan menyatakan bahawa perayu mengetahui atau sepatutnya mengetahui mengenai ekuiti tersebut. Mereka juga menegaskan bahawa pendudukan mereka yang berterusan atas tanah tersebut diketahui atau dibenarkan oleh PBN dan/atau Dewan Bandaraya Kuala Lumpur di mana ikrar dan janji telah diberi oleh kerajaan negeri (melalui Menteri Besar) bahawa pihak responden akan diberi hak milik tanah. Kawasan tersebut kemudiannya menjadi sebahagian daripada Wilayah Persekutuan dan akhirnya kawasan tersebut diberi milik kepada syarikat pemaju (perayu).

Oleh itu, sudah sampai masanya undang-undang mengenai pendudukan sementara tanah kerajaan dikaji semula untuk menentukan pindaan-pindaan yang perlu. Persoalan sama ada perlu wujud atau tidak LPS di bawah KTN tidak timbul tetapi persoalan yang lebih penting ialah bagaimana menjadikan LPS satu sistem yang lebih berkesan dan mendatangkan manfaat kepada rakyat seperti dalam kes-kes yang telah dibincangkan di atas.

### **Masalah Setinggan (*squatter*)**

Di bawah KTN, menduduki tanah beri milik ( tanah milik orang lain) dan tanah kerajaan adalah merupakan satu kesalahan. Perbezaan di antara setinggan yang menduduki tanah beri milik, ia merupakan satu pencerobohan dan suatu kesalahan sivil tetapi jika setinggan menduduki tanah kerajaan perbuatan itu merupakan satu pencerobohan jenayah dan jika sabit kesalahan ia boleh dikenakan hukuman denda tidak melebihi RM10,000 dan penjara tidak melebihi satu tahun (Salleh, 2003). Persoalannya adakah setinggan tiada hak langsung di sisi KTN?

Kedudukan PBN sebagai pemilik mutlak semua tanah Kerajaan serta seksyen 48 KTN yang melarang pendudukan tanah secara haram telah menimbulkan satu masalah sosio-ekonomi seperti dalam kes *Sidek & Ors lwn Kerajaan Negeri Perak* [1982] 1 MLJ 313, yang faktanya seperti berikut. Dalam tahun 1950, perayu, seramai 377 orang telah tiba di Telok Anson (sekarang Teluk Intan ) dari Utara Kedah dan Selangor dan selepas itu telah membuka satu kawasan hutan yang besar, terletak dalam kawasan Kampung Gajah dalam Daerah Perak Tengah. Dalam masa 20 tahun berikutnya, lebih ramai setinggan telah datang dan menetap di tempat itu. Apabila mendapati keadaannya tidak terkawal, Kerajaan Negeri telah membuat satu rancangan untuk mengatasi masalah tersebut. Seluruh kawasan berkenaan telah dibahagi kepada empat bahagian atau blok. Blok A dan Blok B telah diberi kepada orang tempatan, iaitu setinggan dari Negeri Perak sendiri. Blok C diberi kepada FELCRA, satu agensi Kerajaan Pusat, yang telah membuat keputusan untuk memberi keutamaan kepada bekas tentera dan belia sahaja. Sebahagian besar setinggan yang ada termasuklah golongan perayu yang menjadi perintis di tempat itu berasal dari luar Perak dan mereka ini dikehendaki merebut tempat dalam Blok D. Kesudahannya, segelintir daripada mereka telah berjaya mendapat tanah Kerajaan tetapi sebahagian besar telah kecewa. Kerajaan Negeri telah meminta mereka keluar meninggalkan kawasan berkenaan. Mereka menentang keputusan ini dengan memfailkan satu writ, memohon pengisytiharan Mahkamah untuk menyatakan bahawa mereka berhak dari sudut undang-undang dan ekuiti untuk memiliki Blok D yang telah diterokai dan diusahakan oleh mereka sedemikian lama. Hakim perbicaraan memutuskan bahawa permohonan Sidek dan rakan-rakannya ditolak kerana sebagai setinggan mereka tidak boleh menuntut apa-apa hak terhadap Kerajaan Negeri. Apabila rayuan dibuat kepada Mahkamah Persekutuan Raja Azlan Shah HB ( Malaya) telah memutuskan bahawa setinggan tidak ada hak dari segi undang-undang dan ekuiti disebabkan oleh seksyen 48 yang menghalang mereka. Hakim bicara memutuskan demikian walaupun fakta kes menunjukkan bahawa janji telah dibuat (diucapkan oleh Pengarah Tanah dan Galian dan dipetik oleh akhbar harian) oleh seorang pegawai tinggi Kerajaan Negeri.

Dalam kes *Shaari bin Saad lwn Pentadbir Tanah Klang & Ors* [2009] MLJU 1196, Lot 62, Mukim Bukit Raja telah direzabkan sebagai kawasan rezab untuk kegunaan stesen

keretapi. Pada tahun 1971, plaintif telah meneroka tanah tersebut dan plaintif telah membina rumah kediaman dan juga telah membuka perniagaan di situ. Pada 18 Disember 1991, defendan-defendan telah mengeluarkan satu notis kepada plaintif supaya bangunan yang didirikan di atas tanah tersebut dirobuhkan dan seterusnya mengarahkan plaintif untuk mengosongkan kawasan tersebut. Pada 15 April 1993, satu operasi telah dilakukan oleh defendan-defendan dengan kerjasama pihak polis untuk merobuhkan bangunan tersebut. Plaintif menyatakan yang tindakan perobohan di tanah tersebut adalah salah di sisi undang-undang manakala pihak defendan-defendan menyatakan bahawa tindakan mereka adalah sah di bawah Seksyen-seksyen 425 dan 426 A(1) (c) Kanun Tanah Negara. Mahkamah mendapati bahawa plaintif adalah seorang setinggan dan tidak mempunyai apa-apa hak sama ada dari segi undang-undang atau ekuiti. Jelaslah di sini, setinggan atau orang yang tidak mempunyai hak milik secara sah tidak mempunyai hak sama ada di sisi undang-undang atau pun ekuiti.

Dalam kes *Tetuan Tokoyaki Property Sdn Bhd lwn Sam Kok Sang Tham Sow Seng & Ors* [2001] 1 MLJ 585, plaintif memohon untuk mendapatkan balik tanah milikan mereka yang sedang didiami oleh defendan pertama dan kedua dan penghuni-penghuni yang lain tanpa izin atau persetujuan mereka. Defendan pertama berhujah bahawa dia berhak menetap di lot tersebut sebagai pemilik ataupun dalam ekuiti kerana beliau telah memohon untuk lot perumahan di lot tersebut dan beliau telah diarahkan melengkapkan borang tersebut pada tahun 1989, sedangkan beliau telah membuat bayaran taksiran bagi rumahnya kepada Majlis Perbandaran Taiping sejak 1984, dan beliau terperanjat apabila diberitahu bahawa plaintif telah diberi hak milik bagi lot tersebut pada tahun 1999. Defendan pertama juga berhujah bahawa beliau telah dibekalkan dengan bekalan air, elektrik dan tong sampah. Isu sekarang ialah sama ada defendan pertama mempunyai hak di bawah undang-undang dan ekuiti untuk menetap di lot tersebut. Mahkamah memutuskan pembekalan air, tenaga elektrik dan tong sampah tidak seharusnya bermakna Pihak Berkuasa Negeri telah secara tersirat memberikan defendan pertama izin untuk menetap atau terus menetap di lot tersebut. Penghuni setinggan haram tidak mempunyai perlindungan di bawah undang-undang atau ekuiti untuk membolehkannya menuntut sesuatu hak untuk menetap atau terus menetap atau mendiami lot tersebut tetapi plaintif, sebagai pemilik berdaftar, mempunyai hak untuk mengusir defendan pertama. Hanya dengan mendirikan sebuah bangunan secara haram di atas lot plaintif dan menetap di situ tidak mencukupi untuk mewujudkan apa-apa hak atau ekuiti menentang pemilik sebenar lot tersebut yang dilindungi oleh hak milik. Defendan pertama juga tiada perlindungan di bawah ekuiti disebabkan seksyen 48 KTN 1965.

Dalam kes *Bukit Lenang Development Sdn Bhd lwn Penduduk-Penduduk Yang Menduduki Atas Tanah Hs (D) 151079 -Hs(D)151601, Mukim Plentong, Daerah Johor Baru* [1999] 6 MLJ 25, Plaintif telah memasuki suatu perjanjian jual beli dengan Oakfield Enterprise Sdn Bhd ('Oakfield') untuk membeli lot-lot tanah. Lot-lot tersebut telah diduduki oleh orang-orang yang tidak dikenali oleh plaintif. Oakfield memberitahu plaintif bahawa orang-orang yang tidak dikenali tersebut telah secara tidak sah memasuki lot-lot tersebut dan menduduki lot-lot tersebut tanpa lesen atau kebenaran Oakfield. Oakfield telah memperoleh suatu perintah mahkamah untuk menyingkirkan penceroboh-penceroboh tersebut dan kemudiannya suatu writ pemilikan telah diperoleh. Walau bagaimanapun, cubaan untuk mengusir penceroboh-penceroboh tersebut tidak berjaya. Ini menyebabkan Oakfield memohon untuk suatu perintah komital. Plaintif membuat suatu permohonan untuk milikan

kosong di bawah A 89 Kaedah-Kaedah Mahkamah Tinggi 1980. Adalah dihujahkan bahawa Oakfield tidak pernah memberi lesen atau kebenaran kepada defendan-defendan dan maka defendan-defendan adalah dari segi undang-undang merupakan setinggan-setinggan di lot-lot tersebut. Defendan-defendan menghujah bahawa mereka telah membayar RM3,000 setiap seorang kepada Oakfield sebagai deposit cengkeram untuk lot-lot mereka masing-masing. Pembayaran tersebut adalah disertakan bersama-sama dengan suatu jenis proforma di atas pembelian yang bertajuk 'Borang Permohonan dan Pengakuan Minat'. Adalah dicatat dalam borang permohonan tersebut 'penerimaan permohonan dan persetujuan menjual kepada saya terpulang dan bergantung kepada persetujuan pihak Oakfield Enterprise Sdn Bhd menjual kepada saya'. Isu yang timbul di hadapan mahkamah adalah sama ada defendan-defendan merupakan pemegang-pemegang lesen atau semata-mata setinggan-setinggan sahaja. Mahkamah memutuskan bahawa pentafsiran sebenar borang permohonan ialah ia bukan merupakan suatu kontrak sah yang mengikat di antara parti-parti tersebut tetapi ia hanya merupakan suatu garis panduan kepada defendan-defendan berkenaan tentang jual beli tanah-tanah yang dipertikaikan. Ia hanya merupakan suatu keinginan defendan-defendan untuk membeli tanah tersebut tertakluk kepada pelbagai syarat-syarat dan penerimaan oleh Oakfield. Oleh itu, mahkamah mendapati bahawa defendan-defendan merupakan semata-mata setinggan-setinggan dan tidak mempunyai apa-apa hak-hak dan merupakan penceroboh ke atas tanah tersebut.

Dalam kes *Immetec sdn Bhd lwn Yong Tai Hoong & Anor* [1995] 1 MLJ 390, Plaintiff merupakan pemilik berdaftar sebidang tanah di mana beliau sedang membina satu blok rumah pangsa. Defendan merupakan setinggan yang mendiami di atas sebahagian daripada tanah plaintiff. Pada 9 Jun 1991, plaintiff telah mengikat suatu perjanjian dengan defendan pertama di mana defendan pertama diperuntukkan satu unit rumah pangsa pada harga RM25,000 dan telah dipersetujui, antara lain, bahawa defendan akan meninggalkan rumah kayu itu apabila diberi notis keluar oleh plaintiff. Dalam bulan Mac 1994, defendan telah mula menyimpan barangan dan perkakas di sekitar rumah itu tanpa persetujuan plaintiff. Kawasan itu sepatutnya digunakan untuk membina loji pemprosesan pembetungan bagi kegunaan rumah pangsa itu. Plaintiff telah menyampaikan notis keluar ke atas defendan tetapi mereka enggan memberikan milikan kosong tanah tersebut. Keengganan mereka untuk berbuat demikian dan memindahkan barangan dan perkakas yang disimpan di situ telah menyebabkan plaintiff tidak boleh membina loji dan menyiapkan projek itu secara keseluruhan. Plaintiff telah memohon untuk, antara lain, suatu perintah mengarahkan defendan dan keluarga supaya mereka mengosongkan rumah dan tanah itu dengan segera dan suatu injunksi untuk menyekat mereka daripada mencerobohi tanah tersebut. Mahkamah memutuskan walaupun pihak defendan telah mendiami rumah tersebut selama 40 tahun, tetapi ia tidak menggugat hak milik plaintiff sebagai pemilik berdaftar terhadap tanah tersebut. Ini adalah kerana pihak defendan tidak menunjukkan sebarang hak di sisi undang-undang mahupun ekuiti untuk terus menduduki rumah dan tanah tersebut kecuali sebagai setinggan atau penceroboh semata-mata.

Kata-kata hakim dalam kes *Sidek* inilah yang kemudian digunakan berulang kali oleh mahkamah dalam kes-kes terkemudian, seperti kes-kes yang dibincangkan di atas, apabila menyatakan 'janji-janji' sahaja (walau diberikan oleh sesiapaapun) tidak mencukupi untuk memberi hak milik tanah kepada seseorang. Hak milik tanah diperoleh hanya jika prosedur yang digariskan dalam KTN dipatuhi dengan sepenuhnya (Salleh, 2003). Jika diketepikan

seketika perlindungan undang-undang yang terkandung dalam seksyen 48 dan seksyen 425 KTN, adakah keputusan kerajaan berpatutan? Ada pendapat yang mengatakan Pengarah Negeri mempunyai kuasa untuk mengikat Kerajaan Negeri kerana ada perwakilan kuasa mengikut kehendak seksyen 13 KTN. Jika pendapat ini berasas dan Pengarah Negeri mempunyai kuasa, oleh itu ketidakadilan nampaknya telah berlaku apabila Kerajaan Negeri gagal menepati janji yang telah diberikan kepada pihak-pihak berkepentingan seperti kes di atas.

### **Rasuah dalam Pentadbiran Tanah**

Statistik Tangkapan Suruhan Pencegahan Rasuah 2015 sehingga Januari 2016 seperti jadual 1 di bawah menunjukkan penglibatan penjawat awam sama ada daripada kumpulan Pengurusan dan Professional (P& P) mahu pun kumpulan sokongan dalam gejala rasuah.

Tahun	Penjawat Awam (Pengurusan Tertinggi, Pengurusan Profesional dan sokongan)	Awam (swasta, orang awam, Ahli Majlis dan ahli Politik)	Jumlah
2011	323	595	918
2012	288	413	701
2013	170	339	509
2014	224	328	552
2015	398	443	841
Jan 2016	53	53	106

Jadual 1: Penglibatan Penjawat Awam Dalam Gejala Rasuah

(Sumber: [www.sprm.gov.my](http://www.sprm.gov.my))

Melihat daripada statistik di atas, penglibatan penjawat awam dalam jenayah rasuah adalah meningkat agak mendadak pada tahun 2015 (174 kes) berbanding pada tahun 2014. Statistik ini menunjukkan penglibatan penjawat awam dalam jenayah rasuah berada pada satu tahap yang membimbangkan kerana ini adalah merupakan satu perkembangan yang tidak sihat jika tidak dibendung dengan kadar segera.

Kes-kes berkaitan rasuah yang dilaporkan di dada-dada akhbar tempatan mengenai isu membabitkan penjawat awam yang terlibat dalam jenayah rasuah dalam pentadbiran tanah turut dilaporkan. Di bawah disertakan beberapa contoh berita oleh akhbar tempatan mengenai *modus operandi* dalam jenayah rasuah adalah seperti berikut:

No.	Akhbar	<i>Modus Operandi</i>
1	Sinar Harian: ( Empat Pegawai PTG ditahan SPRM, 8 Januari 2016, hlm. 2).	Empat Pegawai Penguatkuasaan Pejabat Tanah dan Galian (PTG) Pahang didakwa menerima rasuah daripada pelombong yang mengendalikan bauksit secara haram. Jumlah suapan yang terlibat berjumlah lebih RM100,000 yang diperoleh melalui penjualan Borang 13D yang dikeluarkan kepada pemandu lori yang mengangkut bauksit. Dengan menyimpan borang tersebut, pemandu lori bauksit yang terlibat diberi jaminan perlindungan daripada tindakan penguatkuasaan apabila operasi dijalankan.
2	Sinar Harian Online: (Penolong Pegawai Pejabat Daerah dan Tanah didenda, 2015)	Seorang penolong pegawai tanah di Pejabat Daerah dan Tanah Kinta, Batu Gajah didenda RM15,000 oleh Mahkamah Sesyen selepas mengaku bersalah terhadap lima pertuduhan rasuah antara Mei 2011 hingga Julai 2012 daripada pihak yang mempunyai hubungan kerja rasmi dengannya.
3	Sinar Harian Online: (Dua Penjawat Awam Terima Padah Ambil Rasuah, 2015)	Dua penjawat awam, Penolong Pegawai Kanan Pejabat Tanah daerah Kota Tinggi didakwa menerima cek bernilai RM5,000 daripada syarikat pembalakan sebagai dorongan membantu syarikat berkenaan mendapatkan kelulusan permohonan membersih dan mengeluarkan kayu di Mukim Sedili Besar, Kota Tinggi dan Pekerja Rendah Am didakwa atas empat pertuduhan menerima rasuah berjumlah RM64,000 secara berasingan di masa dan lokasi berbeza sekitar Kulaijaya dan Kota Tinggi.
4	Sinar Harian Online: (Penolong Pegawai Tanah Mengaku Salah Rasuah, 2014).	Penolong Pegawai Tanah di Pejabat Daerah dan Tanah Kinta mengaku bersalah menerima rasuah melibatkan wang dan cek berjumlah RM7, 572 daripada dua usahawan syarikatpasir.
5	Sinar Harian Online: (Bekas Penolong Pengarah Pejabat Tanah Di penjara, 2014)	Penolong Pengarah Unit Pengambilan Tanah, Jabatan Ketua Pengarah Tanah dan Galian Melaka, menerima suapan berjumlah RM5,000 sebagai dorongan membantu mengelak tanah daripada diambil semula.
6	Sinar Harian Online : ( Tuan Buqhairah, 2014)	Tiga kakitangan Pejabat Tanah dan Daerah Gombak termasuk dua daripadanya pegawai didakwa di Mahkamah Sesyen atas tuduhan menerima suapan RM 2000 daripada penyelia

		tapak tanah supaya tidak menahan lori-lori yang membawa tanah merah keluar dari tapak bukit yang mempunyai permit sah.
7	Kosmo Online : ((Nuzul Sham Shamsuddin, 2013)	Penolong Pegawai Tanah (NT17) di Unit Penguatkuasaan Pejabat Tanah dan Galian telah menerima cek untuk menjelaskan sepenuhnya pinjaman Bank Pertanian Malaysia sebagai balasan membabitkan tanah yang dijadikan cagaran pinjaman.
8	Berita Harian Online: (Dua Pegawai Tanah Melaka Didakwa Rasuah, 2012)	Dua termasuk seorang Pengarah di Jabatan Ketua Pengarah Tanah dan Galian Persekutuan Negeri didakwa menerima rasuah RM5,000 supaya tidak mengambil tindakan pengambilan balik tanah di Lot 2288, Mukim Sungai Udang, Melaka.
9	SPRM: (S.O. Kanan Pejabat Tanah & Galian (PTG) Pahang di penjara, Denda Kerana Terima Rasuah, 2012)	Pegawai Penempatan (S.O.) Kanan di Pejabat Tanah & Galian, Pahang, menghadapi satu pertuduhan menerima suapan berupa wang tunai sebanyak RM1,500.00 bertujuan untuk melindungi kegiatan membeli batu curi di kuari Batu Panching.

Hasil analisa berita daripada keratan akhbar tempatan di atas mendapati pelbagai *modus operandi* yang dikenal pasti dalam melakukan jenayah rasuah. Oleh sebab itu, kepercayaan, amanah dan tanggungjawab yang diberikan kepada mereka telah dicemari demi kepentingan diri sendiri apabila rasuah dijadikan sebagai jalan pintas demi memenuhi kemahuan dan keuntungan kepada diri sendiri tanpa memikirkan kesan buruk yang akan terjadi. Oleh itu, amalan rasuah lazimnya berlaku di pejabat tanah disebabkan oleh faktor-faktor seperti orang yang terlibat dengan masalah ini dikatakan mempunyai peluang ataupun kesempatan melakukan perkara tersebut. Menurut Zameri dan Azmin (2011) wujudnya peluang juga berlaku apabila orang yang terlibat dengan masalah ini dikatakan mempunyai kesempatan untuk melakukan perkara tersebut apabila kedua-dua pihak saling bekerjasama memenuhi kehendak masing-masing. Kebanyakan punca rasuah ini juga dikatakan berlaku disebabkan oleh faktor yang terdapat pada diri individu itu sendiri. Kelemahan sahsiah peribadi adalah satu masalah yang sukar untuk ditangani sehingga menyebabkan diri mereka terbabit dalam kancah amalan rasuah. Birokrasi juga dikatakan sebagai faktor wujudnya masalah rasuah dalam sektor pentadbiran tanah. Rasuah dikatakan banyak berlaku di Pejabat Tanah bagi mempercepatkan urusan, bahkan ia sudah menjadi amalan biasa di kalangan mereka yang kerap berurusan di jabatan itu. Kelewatan proses kelulusan permohonan dan prosedur kawalan longgar di pejabat tanah dan amalan menyogok wang ini berlaku apabila ada pelanggan yang sedia membayar sogokan bagi mempercepatkan urusan. Di samping itu juga, longgarnya tatacara dan peraturan kerja atau kelemahan dalam sistem pelaksanaan kerja itu sendiri boleh

menyebabkan seseorang jabatan itu sentiasa terdedah kepada perlakuan-perlakuan seperti jenayah rasuah, penyelewengan dan penyalahgunaan kuasa oleh pegawai dan kakitangan.

## Cadangan Penyelesaian

### 1. Mengiktiraf Prinsip *Ihya Al-Mawat*

Pada dasarnya, sistem LPS tidak bertentangan dengan undang-undang Islam apabila LPS itu diberi berhubung dengan tanah Kerajaan yang telah dimajukan. Tetapi apabila LPS diberikan berhubung dengan tanah hutan, tanah belukar, tanah gersang atau tanah mati (tanah mawat), undang-undang LPS di bawah KTN jelas bertentangan dengan undang-undang Islam. Pelupusan tanah dalam Islam berlaku melalui konsep *ihya al-mawat* atau penerokaan tanah mawat oleh orang-orang Islam. Ini bererti sesiapa yang meneroka dan mengusahakan sesuatu bidang tanah mawat ia berhak mendapat hak milik tanah tersebut. Ini jelas menunjukkan bahawa Islam mengiktiraf prinsip *ihya al-mawat* sebagai satu cara pemberian milik tanah. Pemberian milik tanah melalui prinsip ini dilakukan dalam bentuk kekal atau untuk selama-lamanya. Prinsip ini sebenarnya telah dilaksanakan dan dijadikan undang-undang bertulis di Negeri-negeri Melayu sebelum negeri-negeri tersebut menerima pengaruh sistem *Torrens* dan sistem surat ikatan Inggeris. Setelah sistem *Torrens* dan sistem surat ikatan diperkenalkan di negeri-negeri Melayu, prinsip *ihya al-mawat* telah mula diketepikan dengan alasan-alasan tertentu dan KTN tidak langsung mengiktiraf dan tidak mengakui pemilikan tanah melalui kaedah ini. Akibatnya beberapa peruntukan yang jelas telah diwujudkan dalam KTN yang secara langsung bertentangan dengan prinsip *ihya al-mawat* yang telah diamalkan dalam undang-undang tanah Islam (Ridzuan, 1994). Penulis berpendapat bahawa konsep *ihya al-mawat* di mana seseorang yang dapat memulih dan menyuburkan tanah *mawat* adalah menjadi miliknya tidak kira sama ada *ihya* itu dibuat dengan keizinan pihak pemerintah ataupun tidak, patut diterima. Oleh itu, apabila seseorang atau sekumpulan individu telah mengusahakan tanah terbiar yang tidak diusahakan oleh sesiapa dengan izin atau tanpa izin kerajaan diberi keutamaan untuk mendapatkan hak ke atas tanah itu.

Pada pandangan penulis, KTN perlu dipinda supaya disesuaikan dengan kehendak Islam berlandaskan prinsip '*ihya al-mawat*'. Walau bagaimanapun prinsip '*ihya al-mawat*' tidak boleh dipakai bagi melindungi setinggian yang menduduki tanah Kerajaan yang telah dimajukan atau yang menduduki tanah milik persendirian. Pendudukan tanah sedemikian dilarang oleh Islam kerana ia merupakan jenayah *ghasab* (menceroboh tanah milik orang lain) (Salleh, 1993). Tetapi dalam kes *Sidek*, hakim telah terlepas peluang untuk menghuraikan pemakaian prinsip Islam mengenai prinsip '*ihya al-mawat*' dalam menyelesaikan masalah yang melibatkan pembukaan dan pendudukan tanah mati kerajaan. Oleh itu adalah disarankan jika peristiwa pembukaan tanah *mawat* seperti yang telah berlaku dalam kes *Sidek* itu berulang lagi, hendaknya pihak yang berkenaan cuba menyelesaikannya mengikut prinsip *ihya al-mawat*.

Selain itu juga, Menurut Salleh (1987), seseorang pemegang lesen yang telah berjaya mengerjakan tanah buat beberapa tahun hendaklah diberi pertimbangan untuk membolehkannya mendapatkan satu pajakan negeri bagi tempoh yang berpatutan, melainkan tanah yang didudukinya itu dikehendaki oleh PBN bagi maksud kepentingan



awam di masa akan datang. Dengan erti kata lain, adalah disarankan supaya ditukar daripada LPS menjadi '*Extended Term of Years Lease*' (ETOL), dari Lesen Pendudukan Sementara (LPS) yang perlu diperbaharui setiap tahun kepada pemberian kepada pengusaha tanah tersebut satu tempoh pajakan yang sederhana lamanya, seperti 30 hingga 60 tahun ( kadar satu generasi keturunan).

Memperluaskan pelaksanaan sistem biometrik. Sistem biometrik bukan lagi merupakan satu sistem yang baru bagi industri teknologi yang mana ia telah diterima pakai di pelbagai negara dalam menuju era teknologi siber. Beberapa tahun dahulu, undang-undang telah menggunakan sistem biometrik sebagai satu pengenalan diri tetapi sekarang undang-undang telah berubah dari segi penggunaannya yang menekankan kepada penyelesaian masalah jenayah dan salah laku individu. Ini kerana sistem biometrik cap jari dapat membezakan seorang individu itu daripada individu lain. Sistem ini dapat digunakan untuk dua tujuan iaitu sebagai pengenalan dan pembuktian (Mohd Helmy, 2005). Oleh yang demikian, Jabatan Tanah dan Galian (PTG) hendaklah memperluaskan pelaksanaan sistem biometrik di seluruh negara bagi membendung kegiatan atau sindiket penipuan urusan pindah hak milik tanah.

Pegawai dan kakitangan di pejabat tanah perlu didedahkan kepada jenis atau bentuk fraud dan pemalsuan yang telah berlaku dalam pentadbiran tanah agar mereka lebih berhati-hati dan berwaspada kepada kemungkinan-kemungkinan berlakunya fraud terutamanya fraud alaf baru dalam sistem elektronik ( Abd. Halim, 2008). Perkara ini juga turut ditekankan oleh mantan Ketua Hakim Negara, Tun Zaki Azmi semasa beliau menyampaikan penghakiman dalam kes *Tan Ying Hong v Tan Siang San & Ors* [2010] 2 MLJ 1 berharap agar Pihak Berkuasa Tanah mengambil langkah yang lebih cermat dan berhati-hati apabila melakukan pendaftaran urus niaga tanah. Oleh itu pihak pentadbir tanah dan pendaftar yang bertanggungjawab dalam mendaftar sebarang urus niaga hendaklah memastikan tugas yang dipikul dapat dilaksanakan dengan baik bagi melindungi pihak-pihak berkepentingan yang tidak bersalah daripada menjadi mangsa penipuan dan pemalsuan oleh mereka yang tidak bertanggungjawab. Di samping itu juga program latihan juga perlu diadakan bagi menerangkan jenis atau bentuk fraud di mana peminjam dan pemilik tanah kebiasaannya menjadi sasaran penipu dalam melakukan kegiatan mereka.

Dari segi hukuman dalam kes rasuah, contohnya di Singapura, dalam seksyen 13 (1) *Prevention of Corruption Act 1960* terdapat peruntukan memberi kuasa kepada Mahkamah untuk memerintahkan penerima rasuah membayar denda setara dengan jumlah suapan yang diterima olehnya selain daripada hukuman dalam bentuk denda dan/atau penjara. Ini menunjukkan penerima rasuah tidak patut menikmati apa-apa faedah daripada kegiatan rasuahnya. Kerajaan Malaysia bolehlah memikirkan untuk memasukkan fasal penalti ini dalam ASPRM 2009 iaitu satu perintah pembayaran denda di mana mahkamah mempunyai kuasa untuk memerintahkan pesalah yang disabitkan kesalahan untuk membayar denda jumlah yang sama dengan jumlah suapan atau nilai suapan yang diterima sebagaimana yang di praktis di Singapura. Ini adalah kerana, jika hanya pemberi rasuah ditangkap, ia tidak menghapuskan budaya rasuah ini jika penerima rasuah tidak turut dibawa ke muka pengadilan (Justin, 2012). Justeru itu, hukuman yang berat perlu diberikan kepada pesalah rasuah sama ada penerima atau pemberi rasuah agar dapat menjadi pengajaran kepada masyarakat umum untuk tidak terjebak dalam rasuah. Seajar dengan statistik yang dikeluarkan oleh SPRM mengenai

tuduhan kesalahan rasuah mengikut jenis kesalahan bagi tahun 2005 hingga 2012 peratusan yang tertinggi kesalahan yang dilakukan ialah kesalahan memberi rasuah (753 kes), menerima rasuah (595 kes), tuntutan palsu (241 kes), salah guna kuasa (79 kes) dan lain-lain kes sebanyak 424 kes, maka wajarlah pemberi rasuah dan penerima rasuah diberi balasan yang setimpal di atas perbuatan mereka.

### **Kesimpulan**

KTN 1965 yang merupakan undang-undang tertinggi di Semenanjung Malaysia mengenai urusan pentadbiran tanah yang merangkumi pelbagai aspek penting mengenai tanah perlu dipinda agar menjamin keadilan dan memantapkan lagi undang-undang tanah dalam pentadbiran tanah. Kes- kes seperti penyelewengan, salah guna kuasa dan kelemahan penguatkuasaan secara tidak langsung boleh menjejaskan imej dan reputasi pentadbiran tanah negara. Perkara tersebut wajar diberi perhatian serius. Di samping itu, komitmen daripada pihak pelaksana undang-undang itu sendiri dalam usaha untuk memastikan undang-undang benar-benar dikuatkuasakan. Dengan erti kata lain, keberkesanan sesuatu undang-undang itu dapat diukur atau dinilai dari segi tahap kemampuan Pihak Berkuasa melakukannya. Dari sudut lain pula, keberkesanan itu dapat dilihat berdasarkan kesanggupan atau kesediaan rakyat jelata mematuhi undang-undang tersebut.. Selain daripada itu, dari masa ke semasa pindaan perlu dibuat kepada undang-undang dan peraturan ini kerana undang-undang tanah bukanlah suatu yang statik. Justeru, pihak pentadbir-pentadbir tanah dalam melaksanakan tugas harian mestilah memahami prosedur kerja dan menghayati peruntukan undang-undang yang berkuat kuasa bagi memastikan kesilapan berlaku di tahap yang paling minima.

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## LESBIAN DAN CABARAN HOMOFOBIA

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### Abstrak

Golongan lesbian secara umumnya merujuk kepada wanita yang menyukai sesama jenis. Golongan ini juga merupakan kumpulan populasi tersembunyi (*hidden population*) di Malaysia dan acapkali dilabelkan sebagai penyebar virus HIV dan AIDS di negara ini ekoran daripada orientasi seksual mereka sebagai lesbian. Ia sekaligus menyebabkan mereka sering menjadi mangsa homofobia sama ada daripada orang terdekat iaitu keluarga dan rakan-rakan, mahupun kelompok masyarakat dan kerajaan. Oleh itu, objektif utama kajian ini adalah untuk mengenalpasti implikasi psikososial yang berlaku dalam kalangan lesbian kesan daripada cabaran homofobia yang dilalui mereka. Bagi kajian ini, kawasan kajian yang dipilih ialah Kuala Lumpur. Kaedah yang digunakan untuk kajian ini adalah soal selidik dan perbincangan kumpulan fokus (FGD). Hasil awal yang diperolehi melalui kajian-kajian lepas yang merujuk kepada pengkaji-pengkaji terdahulu seperti Ismail Baba, Walter L. Williams, Collin Jerome, *Knowledge and Rights with Young people through Safer Spaces* (KRYSS), Yuenmei Wong, Pertubuhan Pertolongan Wanita (WAO), dan *Malaysia Child Resource Institute* mendapati bahawa cabaran homofobia yang sering dihadapi oleh golongan lesbian adalah penentangan daripada kerajaan, undang-undang yang mendiskriminasikan mereka, penolakan oleh keluarga dan rakan-rakan, melanggar hukum agama dan stigma daripada media massa.

**Kata kunci :** *lesbian, orientasi seksual, homofobia, implikasi psikososial, diskriminasi*

### Pengenalan

Golongan lesbian di Malaysia sering dilabelkan oleh orang awam sebagai penyebar virus HIV dan AIDS ekoran daripada orientasi seksual mereka. Malahan, mereka juga dilihat sebagai membawa pengaruh negatif terutama kepada anak-anak muda untuk terjebak dengan aktiviti seks sesama jenis. Tuduhan tersebut secara tidak langsung telah mewujudkan homofobia terhadap golongan ini, baik daripada orang terdekat iaitu keluarga dan rakan-rakan, mahupun kelompok masyarakat dan kerajaan. Golongan ini bahkan turut mengalami implikasi psikososial ekoran daripada cabaran-cabaran homofobia yang terpaksa dihadapi oleh mereka. Antara implikasi psikososial yang dialami oleh golongan lesbian adalah penyakit HIV dan AIDS itu sendiri. Menurut Low (2009), terdapat pelbagai tanggapan bahawa amalan seks antara wanita dan wanita tidak berhadapan dengan ancaman kesihatan yang serius seperti HIV (*Human Immunodeficiency Virus*) dan AIDS (*Acquired Immune Deficiency Syndrome*). Akan tetapi, tanggapan tersebut adalah salah sama sekali. Hal ini disebabkan oleh homofobia yang tersebar di pusat kesihatan juga boleh mendorong golongan lesbian yang telah dijangkiti untuk

tidak menerima bantuan perubatan bagi mengelakkan sebarang masalah berkaitan dengan status seksual mereka (Masini & Barret, 2007).

Menurut Williams (2009), situasi sukar yang dihadapi oleh golongan LGBT di Malaysia adalah hasil daripada undang-undang liwat pada era koloni British, tetapi undang-undang tersebut diteruskan di Malaysia sehingga kini, yang turut didorong oleh faktor politik pemerintahan serta agama dan kepercayaan yang didukung oleh Malaysia sebagai sebuah negara Islam. Kenyataan Williams disokong oleh Nora Hendon Faeizah (2011) yang berpendapat bahawa fenomena LGBT jelas mencabar kedudukan Malaysia sebagai negara Islam kerana ia bertentangan dengan fitrah atau orientasi tradisional seorang individu.

Kajian ini akan membincangkan tentang salah satu cabaran yang terpaksa dihadapi oleh golongan lesbian di Malaysia, iaitu homofobia. Homofobia merupakan tingkahlaku negatif terhadap LGBT (Hill, 2008). Lesbian dan wanita-wanita yang terlibat dengan isu homoseksual kini berhadapan dengan kebencian, diskriminasi, dan kekasaran di Malaysia (*Knowledge and Rights with Young people through Safer Spaces* (KRYSS), 2014). Ia disokong oleh Low (2009) yang berpendapat bahawa golongan ini sering distigma, disindir, dan didiskriminasi oleh masyarakat, yang menyebabkan mereka mengambil langkah untuk bersembunyi, mengasingkan diri, dan kelihatan tidak wujud.

### **Penyataan Masalah**

Di Malaysia, statistik populasi lesbian yang tepat adalah sangat sukar diperolehi memandangkan mereka hidup secara tersembunyi. Tambahan pula, undang-undang Malaysia yang jelas menyekat kegiatan lesbian menyukarkan lagi usaha untuk mendapatkan data tersebut, Walau bagaimanapun, statistik yang diperolehi setakat Mac 2016 melalui hasil kutipan daripada media sosial telah menunjukkan bahawa kegiatan lesbian di Malaysia berada di tahap yang sangat serius. Kewujudan pelbagai laman web, *facebook*, dan *twitter* yang berkaitan dengan aktiviti lesbian di Malaysia walaupun secara perlahan-lahan, tidak menjadikan aktiviti tersebut sebagai sesuatu yang mustahil untuk terus meningkat dari semasa ke semasa.

Ini ditambahkan lagi dengan perkaitan antara golongan lesbian dan homofobia. Golongan lesbian berhadapan dengan risiko untuk mendapat kemurungan, kesan daripada cabaran homofobia yang dihadapi kerana orientasi seksual mereka. Ia diperakui oleh Irwin (2009) yang menjelaskan bahawa remaja lesbian, gay, dan biseksual pula telah dilaporkan banyak mengalami gejala kemurungan dan kebimbangan yang berada pada tahap tinggi, dan tahap kesihatan mental adalah lebih rendah berbanding golongan heteroseksual yang sebaya mereka. Golongan ini juga terdedah untuk menjadi mangsa buli, terutamanya kepada remaja lesbian yang sekaligus akan mendorong mereka untuk berhenti sekolah. Ia disokong oleh Birket *et.al* (2009) yang mendakwa bahawa remaja lesbian yang mengalami tahap penganiayaan homofobia yang tinggi dilaporkan lebih kerap menggunakan alkohol dan marijuana berbanding rakan sebaya heteroseksual yang mengalami penganiayaan homofobia pada tahap yang sama. Oleh itu, kajian ini cuba untuk mengenalpasti cabaran-cabaran homofobia yang dihadapi oleh golongan lesbian dan implikasi psikososial yang berlaku terhadap mereka akibat cabaran tersebut.

## Rajah 1

*Statistik Kewujudan Aplikasi-aplikasi di Media Sosial berkenaan dengan Lesbian di Malaysia sehingga bulan Mac 2016*

Jenis Aplikasi	Nama	Bilangan Ahli/ Pengikut/ Pengunjung (orang)	Jumlah (orang)
Page Facebook	Lesbian Malaysia	12,977	51,135
	Malaysia Lesbian	13,470	
	Malaysia Lesbian Club	7,350	
	Persatuan Lesbian Malaysia Kebangsaan	9,676	
	Persatuan Lesbian Kebangsaan Malaysia 2	2,276	
	Lesbian Malaysia	1,491	
	Lesbian Satu Malaysia	84	
	Malaysia Lesbian Love	1,057	
	Lesbian Club Malaysia	1,095	
	Whatsapp Lesbian Malaysia	1,470	
	Lesbian Malaysia	189	
Komuniti Facebook	Lesbian Malaysia	634	6,110
	Lesbian Malaysia	3,225	
	Lesbian Malaysia Official	1,366	
	Lesbian Malaysia	16	
	Malaysia Lesbian Club	75	
	Malaysia Lesbian	42	
	Persatuan Lelaki Lesbian & Perempuan Gay	82	
	Pengkid & Lesbian Malaysia	670	
Laman Web	OneLoveNet.com	1,800	212,722
	Malaysia Lesbian Personals	161,000	
	Lesbian Dating Malaysia	49,922	
Twitter	Lesbian Malaysia @lesbianmalaysia	194	8315
	A Real Bad Lesbian @MalaysiaSalene	41	
	Zati Lesbian @ZatiLesbian	2,685	
	lesbian terengganu @LesbianTganu	30	
	nana eonni @nana_lesbian	5,107	
	lesbianmalaysia @sexyhornylesbo	258	

(Sumber : Internet)

## **Objektif Kajian**

- Untuk mengenalpasti implikasi psikososial yang berlaku dalam kalangan lesbian kesan daripada cabaran homofobia yang dihadapi.

## **Persoalan Kajian**

- Adakah terdapat implikasi psikososial yang berlaku terhadap golongan lesbian kesan daripada cabaran homofobia yang dihadapi oleh mereka?

## **Kepentingan Kajian**

Kajian ini adalah penting kerana ia dapat membantu dalam meneroka sejauhmana homofobia yang berlaku terhadap golongan lesbian boleh memberikan implikasi psikososial terhadap kehidupan populasi tersembunyi ini. Selain itu, kajian ini juga penting kerana tidak banyak kajian yang dijalankan terhadap golongan ini ekoran daripada kesukaran untuk mendapatkan responden yang sesuai dengan kajian. Menurut Mohd Izwan *et.al* (2014), komuniti Lesbian, Gay, Bisexual dan Transgender (LGBT) di Malaysia biasanya tidak mendedahkan diri mereka kepada orang awam. Mereka kadangkala boleh dikenalpasti melalui media sosial tertentu seperti *facebook*, *youtube*, blog dan badan-badan NGO yang berkaitan. Ia disokong oleh Wong (2012) yang menyatakan bahawa kekurangan rekod bertulis mengenai golongan lesbian adalah disebabkan oleh pengasingan komuniti ini daripada kelompok masyarakat umum.

## **Ulasan Karya**

Homofobia ditakrifkan sebagai ketakutan yang tidak rasional atau perasaan meluat terhadap lesbian dan gay (Wilton, 2000). Hill (2008) pula mendefinisikan homofobia sebagai tingkahlaku yang negatif terhadap LGBT. Menurut Mohamad Irwan *et.al* (2015) pula, istilah lesbian telah digunakan untuk merujuk kepada wanita yang menyukai wanita. Gamache dan Lazear (2009) pula menjelaskan bahawa lesbian adalah seorang wanita yang secara fizikal, emosi dan mentalnya tertarik kepada wanita yang lain. Homofobia dan lesbian saling berkait rapat antara satu sama lain kerana homofobia itu sendiri wujud akibat penolakan sistem sokongan sosial terhadap golongan lesbian. Tambahan pula, golongan lesbian banyak berhadapan dengan pelbagai implikasi yang negatif ekoran daripada homofobia orang awam terhadap mereka. Terdapat pelbagai faktor yang mempengaruhi berlakunya homofobia terhadap golongan lesbian, antaranya adalah keluarga, masyarakat, kerajaan dan media massa.

## **Keluarga**

Keluarga merupakan agen sosial yang sangat mempengaruhi kehidupan seseorang. Walau bagaimanapun, individu lesbian didapati mengalami kesukaran untuk melakukan pendedahan kepada keluarga mereka kerana takut akan ditolak oleh keluarga tersayang (Low, 2009). Pada awalnya, diskriminasi oleh ahli keluarga bermula daripada percubaan untuk mengubah identiti seksual mereka, yang seterusnya bertukar kepada keganasan dan kecederaan fizikal, dipaksa berkahwin dan dihantar berjumpa ahli psikologi (Low, 2009). Akibat tekanan daripada keluarga, ramai daripada kalangan lesbian tidak dapat menjalani kehidupan mereka sebagai



orang bujang dan terpaksa berkahwin dengan lelaki, tetapi pada masa yang sama, mereka menjalani dua kehidupan yang berbeza serta mempunyai hubungan seksual sesama wanita secara tersembunyi (Ismail, 2001).

Terdapat juga responden yang melaporkan bahawa ibu bapa mereka telah menggunakan tekanan secara lisan untuk memaksa mereka agar berjumpa dengan pakar kesihatan mental atau pemimpin-pemimpin agama yang pernah menjadi homoseksual supaya orientasi seksual mereka dapat diperbetulkan (KRYSS, 2014). Dalam kajian oleh KRYSS (2014) juga, terdapat responden yang menyatakan bahawa setelah mengetahui beliau adalah lesbian, ibunya mula memantau setiap aktivitiinya dengan merekodkan perbualan telefon dan mengikutinya ke mana sahaja. Penolakan daripada keluarga sebagai agen sosial yang utama bagi golongan lesbian ini jelasnya merupakan antara faktor yang mempengaruhi homofobia terhadap populasi ini dan menyebabkan hubungan antara kedua-dua pihak tersebut menjadi lebih renggang.

## **Masyarakat**

Dalam kajian oleh *Knowledge and Rights with Young people through Safer Spaces* (KRYSS) pada tahun 2014, seorang responden menerangkan bahawa beliau telah dipanggil 'babi' dan diugut rogol dan bunuh oleh pengguna-pengguna atas talian yang tidak dikenali. Sikap menghakimi dan ketidaksensitifan segelintir individu yang terlibat dalam sektor kesihatan telah menggalakkan golongan bukan heteroseksual ini untuk tidak mendapatkan khidmat kesihatan yang diperlukan oleh mereka (Low, 2009). Selain itu, syarikat-syarikat insurans yang kini mengambil langkah dengan meminta para pemegang polisi untuk menyatakan orientasi seksual mereka sebagai prasyarat untuk mendapatkan perlindungan dan anti rugi insurans jelas menjadi bukti akan stigma yang wujud dalam kalangan masyarakat.

Umum mengetahui bahawa Malaysia merupakan sebuah negara yang majoriti penduduknya menganut agama Islam. Oleh itu, apabila isu berkenaan dengan lesbian dan jenis-jenis homoseksual lain dibangkitkan, orang Islam merupakan antara yang lantang bersuara dalam menentang golongan ini. Agama dan norma budaya menganggap seks antara individu yang sama jantina adalah salah dan terpesong (Ismail, 2001; Mohamad Irwan *et.al*, 2015; Azrowani Ulia *et.al*, 2012). Menurut Jerome (2013), memandangkan agama Islam merupakan agama rasmi bagi orang Melayu di Malaysia, homoseksualiti merupakan jenayah yang keji dan sangat dashyat dari semua dosa-dosa manusia. Majoriti ulama juga bersepakat bahawa Islam melarang perbuatan wanita yang menyerupai lelaki, termasuklah dari aspek gaya rambut, perhiasan, penampilan, cara bercakap, cara berpakaian dan sebagainya (Wan Mohamad, 2011).

Jerome (2013) berpendapat bahawa queer Melayu yang terlibat dengan hubungan sesama jenis sering dilihat oleh kebanyakan orang Melayu di Malaysia sebagai kegagalan untuk memiliki iman yang cukup (akidah), taqwa (keinsafan), dan ahlaq (tingkahlaku moral yang baik). Kajian yang sama juga menyatakan bahawa queer Melayu dianggap gagal untuk mengamalkan pegangan agama memandangkan homoseksual jelas sekali telah melanggar amalan agama Islam. Kebanyakan lesbian di Malaysia mengenalpasti diri mereka sebagai penentang lesbian kerana konflik yang timbul antara seksualiti dan pegangan terhadap agama Islam itu sendiri, serta hubungan mereka dengan keluarga, kawan-kawan dan Tuhan, yang jelas berbeza dengan pendirian lelaki gay yang mendakwa bahawa mereka mengaku mereka

adalah gay (Jerome, 2013). Pelbagai tingkahlaku yang negatif daripada masyarakat telah membuktikan bahawa kelompok tersebut juga merupakan faktor yang mendorong kepada berlakunya homofobia terhadap golongan lesbian di Malaysia. Golongan lesbian jelasnya telah ditolak dan distigma oleh majoriti masyarakat kerana orientasi seksual mereka, bahkan turut dinafikan hak sebagai seorang anggota masyarakat.

## **Kerajaan**

Malaysia merupakan salah sebuah negara yang sangat menentang kegiatan homoseksual, sekaligus mendorong golongan lesbian untuk berada dalam pengasingan kerana bimbang akan penentangan kerajaan Malaysia terhadap mereka. Kerajaan Malaysia telah menyatakan beberapa kali bahawa Perkara 8(2) Perlembagaan Persekutuan tidak melindungi golongan homoseksual daripada diskriminasi, bahkan kanak-kanak homoseksual di sekolah-sekolah Malaysia juga tertakluk kepada diskriminasi dan hukuman sebat berdasarkan SOGI (*Sexual Orientation and Gender Identity*) mereka (*Malaysian Child Resource Institute*, 2012).

Kerajaan Malaysia telah menyuarakan dan mengundi untuk menolak bagi memberikan perlindungan terhadap hak-hak individu homoseksual di peringkat kebangsaan mahupun antarabangsa (*Knowledge and Rights with Young people through Safer Spaces* (KRYSS), 2013). Semasa Perhimpunan Agung Pertubuhan Bangsa-bangsa Bersatu tentang penularan wabak HIV dan AIDS, wakil negara Malaysia dengan lantang telah mengkritik hebat apa jua pengiktirafan yang diberikan terhadap golongan minoriti seksual (Williams, 2009). Dalam Majalah *Time*, Abdul Kadir Che Kob, pegawai atasan di Jabatan Agama Islam Malaysia menerusi satu temubual menjelaskan bahawa homoseksualiti adalah haram dalam Islam dan ia lebih teruk daripada jenayah bunuh, manakala individu homoseksual itu sendiri merupakan individu yang tidak tahu malu (Williams, 2009).

Pada tahun 1998, satu kumpulan politik baru telah ditubuhkan iaitu PASRAH yang bermatlamat untuk menghapuskan homoseksualiti di Malaysia dengan mengenakan beberapa penalti undang-undang terhadap tingkahlaku seks sesama jenis. Penubuhan kumpulan ini bagaimanapun mendapat tentangan daripada SUARAM (Kumpulan Hak-hak Manusia) yang mendakwa PASRAH cuba untuk mewujudkan diskriminasi dan menjadikan golongan lesbian dan gay sebagai kambing hitam dalam usaha untuk mengekalkan kuasa kerajaan pemerintah (Ismail, 2001). Selain itu, bekas Menteri Penerangan Malaysia, Allayarham Datuk Mohamed Rahmat pernah mengeluarkan kenyataan dengan mengumumkan polisi yang melarang lelaki gay, lesbian atau transgender muncul di mana-mana program televisyen (Williams, 2009).

Aktivis hak-hak wanita Malaysia, Zaltun Mohamad Kasim mendakwa bahawa undang-undang tempatan kini menjadi lebih bersifat menekan berbanding sebelumnya (Williams, 2009). Hal ini disebabkan oleh golongan homoseksual, khususnya lesbian tidak dapat meluahkan masalah mereka kepada sesiapa kerana bimbang dengan penerimaan masyarakat tentang orientasi seksual mereka. Tambahan pula, pengkaji-pengkaji akademik juga telah diancam melalui sumber-sumber kewangan yang diperolehi daripada pihak kerajaan. Ia sekaligus mewujudkan peluang yang sangat kecil kepada golongan homoseksual untuk mengubah sikap orang awam dan pihak kerajaan tentang mereka (Williams, 2009). Sentimen-sentimen sebegini menunjukkan bahawa terdapat banyak sikap tidak bertoleransi dan

penentangan terhadap individu-individu yang kecenderungan seksualiti mereka adalah berbeza dengan individu-individu normal lain (Alagappar & Kaur, 2009).

Seksualiti wanita dan hak berkaitan dengannya di Malaysia, termasuk hak dari aspek orientasi seksual dan aktiviti peribadi, berada pada tahap yang membimbangkan (Pertubuhan Pertolongan Wanita (WAO), 2013). Di Malaysia, golongan homoseksual, termasuk lesbian, dianggap melanggar undang-undang dan akan dihukum dengan hukuman penjara yang lama sehingga 20 tahun dan sebatan (Alagappar & Kaur, 2009). Mahkamah sivil dan syariah telah menetapkan bahawa amalan yang tidak bercorak heteroseksual antara dua orang individu dewasa adalah satu perbuatan jenayah (WAO, 2013). Antara negeri-negeri yang telah mengeluarkan enakmen hubungan sejenis antara wanita adalah satu hubungan yang bersifat jenayah adalah Perlis, Kedah, Pulau Pinang, Perak, dan Wilayah Persekutuan.

Kerajaan negeri turut menjalankan hukuman berunsurkan keganasan terhadap wanita dalam sistem perundangan syariah. Antara hukumannya adalah wanita yang didapati terbahit dalam hubungan *musahaqah* atau lesbian boleh disebat seperti kes yang berlaku pada tahun 2013 apabila tiga orang wanita telah disebat kerana terlibat dalam hubungan seks yang dikategorikan sebagai 'haram' oleh kerajaan (WAO, 2013). Selain itu, hukuman koperal turut digunakan di sekolah-sekolah sebagai satu bentuk hukuman terhadap golongan homoseksual atau mereka yang berperangai seperti homoseksual (*Malaysian Child Resource Institute*, 2014). Dalam hukuman tersebut, pelajar-pelajar boleh disebat satu hingga tiga kali atas pungung yang berpad dengan menggunakan rotan. Pelbagai bentuk penentangan dan undang-undang yang telah dilaksanakan untuk menentang golongan lesbian menunjukkan bahawa pihak kerajaan merupakan salah satu faktor yang mempengaruhi homofobia berlaku terhadap golongan tersebut. Bahkan undang-undang yang diwujudkan khusus bagi menentang golongan lesbian juga membuktikan bahawa pihak kerajaan itu sendiri bersikap homofobia terhadap populasi ini.

### **Media Massa**

Menurut Ismail (2001), media massa Malaysia seperti majalah dan akhbar-akhbar tempatan sering memandang rendah kepada golongan gay dan lesbian. Sebagai contoh, remaja yang menulis kepada akhbar-akhbar tempatan tentang menjadi sebahagian daripada komuniti lesbian dan gay sering dinasihatkan untuk melupakan orientasi seksual mereka kerana ia merupakan sesuatu yang tidak normal dan dianggap sebagai tingkahlaku luar biasa oleh masyarakat. Kebanyakan artikel yang diterbitkan juga masih tidak menunjukkan imej positif tentang lesbian dan gay di Malaysia (Ismail, 2001). Kebanyakan media cetak di Malaysia pula menunjukkan bagaimana pihak media telah membina satu realiti sosial tentang golongan homoseksual dan homofobia (Alagappar & Kaur, 2009). Pendapat-pendapat tersebut menjelaskan bahawa peranan media massa juga dilihat sebagai faktor yang mendorong kepada berlakunya homofobia terhadap golongan lesbian. Keterujaan media massa dalam menggambarkan aktiviti lesbian sebagai sesuatu yang negatif kepada orang awam secara tidak langsung telah menyebabkan homofobia berlaku terhadap golongan ini.

### **Metodologi Kajian**

Ia adalah sukar untuk mendapatkan maklumat yang tepat mengenai kewujudan populasi lesbian di Malaysia memandangkan mereka merupakan populasi tersembunyi (*hidden*

*population*). Oleh itu, pengkaji menggunakan dua kaedah yang digunakan dalam menjalankan kajian ini iaitu soal selidik dan perbincangan kumpulan fokus. Melalui kaedah soal selidik, pengkaji akan dapat melihat maklum balas responden mengenai cabaran-cabaran homofobia yang dihadapi setelah orientasi seksual mereka sebagai lesbian didedahkan kepada umum. Selain itu, soal selidik ini juga akan dibahagikan kepada dua bahagian yang melibatkan profil kumpulan lesbian dan cabaran-cabaran homofobia yang dihadapi oleh mereka.

Melalui kaedah perbincangan kumpulan fokus, pengkaji akan memilih sekumpulan individu berjumlah 8 hingga 10 orang yang mempunyai kriteria-kriteria yang telah ditetapkan yang melibatkan dua kategori individu yang terlibat dengan aktiviti seksual sesama wanita dan individu lesbian yang berhadapan dengan cabaran homofobia untuk mengadakan sesi perbincangan. Pengkaji akan bertindak sebagai moderator sepanjang proses perbincangan tersebut berlangsung. Selain itu, apa sahaja perkara yang dibincangkan oleh ahli kumpulan di dalam sesi perbincangan tersebut merupakan data penting untuk kajian.

Kaedah persampelan yang digunakan bagi mendapatkan responden dalam kajian ini adalah persampelan bertujuan dan persampelan bola salji. Suriati *et.al* (2009) menjelaskan bahawa kaedah persampelan bertujuan membolehkan pemilihan responden dibuat kepada mereka yang menepati keperluan kajian sahaja. Dalam kajian ini, responden yang dipilih adalah golongan yang mempunyai keinginan seksual terhadap sesama wanita (lesbian). Persampelan bertujuan digunakan dalam kajian ini untuk melaksanakan perbincangan kumpulan fokus bersama kumpulan lesbian.

Bagi persampelan bola salji, pengkaji terlebih dahulu meletakkan kriteria-kriteria responden yang dikehendaki melalui persampelan bertujuan dan kemudian diteruskan dengan prosedur persampelan bola salji untuk mendapatkan sekumpulan responden. Prosedur persampelan ini digunakan terutamanya apabila pengkaji tidak dapat memperoleh senarai nama responden dalam populasi yang mempunyai ciri-ciri yang sama. Dalam kajian ini, persampelan bola salji digunakan untuk menjalankan kaedah soal selidik. Responden akan diminta untuk menamakan responden lain yang berada dalam populasi yang sama. Kaedah persampelan ini juga akan dilakukan secara berterusan sehingga pengkaji memperolehi semua responden yang mencapai objektif kajian dan ia hanya digunakan untuk mengumpul maklumat daripada lesbian sahaja.

Bradford *et.al* (1994) menjelaskan bahawa dalam menjalankan sesuatu kajian, pengkaji perlu menekankan penggunaan bahasa yang menggambarkan terminologi lesbian, termasuklah dalam kajian yang melibatkan kumpulan-kumpulan kecil lesbian di kawasan-kawasan yang berbeza. Dalam menjalankan sesuatu kajian juga, etika penyelidikan lain yang perlu dijaga oleh para pengkaji adalah pengkaji perlu menjalin hubungan yang baik dengan setiap orang yang terlibat dalam kajian tersebut. Ia juga bermakna, pengkaji perlulah bersikap mesra, jujur, bertolak ansur dan memiliki kesabaran yang tinggi semasa menjalankan kajian.

Selain itu, sampel untuk kajian pada masa hadapan juga perlulah seimbang, iaitu dengan melibatkan responden-responden daripada pelbagai peringkat umur. Hal ini disebabkan oleh para responden mempunyai pengalaman-pengalaman yang berbeza terutamanya apabila mereka mengambil keputusan untuk mendedahkan orientasi seksual mereka kepada golongan heteroseksual yang jelas akan memberikan pelbagai reaksi berbeza. Oleh itu, pengkaji perlu melakukan persediaan yang secukupnya untuk merekrut responden

yang sesuai dengan kajian yang akan dijalankan. Pengkaji juga seharusnya menerangkan kepada responden-responden yang terlibat dalam kajian bahawa maklumat-maklumat yang diperolehi adalah untuk kajian yang dijalankan semata-mata. Pengkaji juga perlu menjelaskan bahawa beliau terikat dengan etika kerahsiaan, yakni pengkaji menggunakan data-data yang diperolehi hanya untuk kajian ini sahaja. Pengkaji turut menyediakan borang persetujuan untuk terlibat dengan kajian ini sebagai bukti bahawa responden yang terlibat di dalam kajian adalah secara sukarela dan bukan secara dipaksa.

## Kesimpulan

Walaupun terdapat budaya dalam mendidik orang awam berkenaan dengan golongan lesbian, tetapi persepsi umum terhadap populasi ini masih kekal negatif, menyebabkan golongan ini secara sosialnya tetap terasing daripada kelompok umum (Ismail, 2001). Ia sekaligus menyebabkan homofobia terhadap populasi ini masih berterusan sehingga kini dan stigma terhadap mereka pula menjadi semakin serius dengan diskriminasi oleh daripada pelbagai pihak. Kesannya, golongan lesbian bukan sahaja kekal hidup secara terasing, bahkan jumlah mereka juga meningkat secara tersembunyi. Peningkatan bilangan lesbian secara tersembunyi ini juga akan turut memberikan kesan kepada negara memandangkan bilangan populasi mereka meningkat tanpa disedari oleh mana-mana pihak.

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# PERANAN NILAI-NILAI KETENTERAAN DALAM MENINGKATKAN KESEJAHTERAAN HIDUP MASYARAKAT

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## Abstrak

Pasukan tentera sering dikaitkan dengan satu organisasi yang berdisiplin, lasak dan patuh kepada perintah. Nilai-nilai umum ketenteraan dalam melaksanakan tugas walau dalam apa juga situasi, menyokong lagi pandangan baik terhadap kerjaya ketenteraan. Hubungan tentera dengan masyarakat tidak dapat dipisahkan. Sehubungan itu, kajian ini bertujuan mengkaji jika nilai-nilai ketenteraan ini diserapkan kepada masyarakat untuk mempertingkatkan kualiti hidup. Terdapat 7 konstruk kajian yang dipisahkan mengikut item masing-masing. Subjek kajian terdiri daripada orang awam. Kajian ini dilakukan menggunakan borang soal selidik. Antara dapatan kajian yang diperolehi menunjukkan bahawa tahap kebolehppercayaan instrumen kajian yang tinggi ( $\alpha > 0.600$ ) dan min adalah pada paras 4.00 dan ke atas.

**Kata Kunci:** *Tentera, Masyarakat, hubungan, nilai-nilai umum*

## Pengenalan

Angkatan Tentera Malaysia (ATM) merupakan benteng pertahanan negara yang bertanggungjawab untuk memastikan Malaysia terhindar daripada segala ancaman luaran sama ada dari daratan, lautan dan udara manakala membantu pihak berkuasa awam di dalam menangani ancaman dalaman negara. Pasukan tentera sering dikaitkan dengan satu organisasi yang berdisiplin, lasak dan patuh kepada perintah. Nilai-nilai umum ketenteraan seperti semangat kesetiakawanan, kerjasama, disiplin yang tinggi, terlatih dan cekap dalam melaksanakan tugas walau dalam apa juga situasi, menyokong lagi pandangan baik terhadap kerjaya ketenteraan. Sebagai salah satu benteng utama kepada pertahanan negara, Tentera Darat Malaysia (TDM) mampu membina keyakinan kepada rakyat terhadap keupayaannya dalam mempertahankan kedaulatan tanah air.

Hubungan tentera-masyarakat telah berlaku sejak wujudnya konsep bernegara yang mana negara dan rakyat mendapat perlindungan keselamatan dari tentera. Sejarah hubungan ini boleh ditemui di dalam catatan oleh Sun Tzu (1910) *'The Art of War'* dan Clausewitz (1976) *'On War'*. Kedua-dua pemikir ini berpendapat organisasi tentera adalah *'servants of the state'*. Organisasi tentera dilihat sebagai satu kemestian bagi menjamin keselamatan rakyat, kedaulatan negara dan *'survival of the states'*. Maka itu ketumbukan tentera dilengkapi dengan peralatan perang yang berdaya musnah dan anggota-anggotanya dilatih untuk berperang. Negara yang kuat lagi disegani diwakili oleh ketumbukan tentera yang kuat sama ada angkatan darat, laut dan udara. Organisasi tentera dilihat sangat tersusun, lengkap dan berupaya menjalankan tugas dengan cekap. Selain dari Sun Tzu dan Clausewitz, pendapat Samuel Huntington (1957) dalam bukunya *'The Soldier and the State'* yang lebih terkini



sangat terkenal dan sering diperdebatkan. Huntington melihat keperluan kawalan pemerintah awam dalam hubungan tentera-masyarakat Amerika Syarikat semasa Perang Dingin.

Konsep nilai-nilai ketenteraan dilihat sebagai salah satu faktor yang mengalakkan masyarakat hidup dengan sejahtera dengan menghindari daripada sebarang kerosakan samada berbentuk material, spiritual, intelek atau sebagainya (Barom, 2013).

Tujuan kertas ini adalah untuk meninjau maklumbalas sejauhmanakah peranan nilai-nilai ketenteraan mampu mempertingkatkan kualiti hidup masyarakat.

### **Nilai-Nilai Ketenteraan**

Nilai-nilai ketenteraan hingga kini masih menegakkan kepentingan sifat-sifat yang mulia di kalangan anggotanya dan melarang mereka daripada bertindak di luar batasannya.

Pada ketika itu, nilai-nilai ketenteraan yang lebih mempengaruhi budaya dan kehidupan masyarakat. Pada zaman moden ini, jarang sekali ada negara yang diperintah oleh panglima perang dan ketua-ketua negara lebih menumpukan pada pembangunan negara masing-masing, maka secara tidak langsung budaya dan kehidupan masyarakat pula yang lebih mempengaruhi nilai-nilai ketenteraan.

Dengan perubahan tersebut berkemungkinan telah memudaratkan penghayatan nilai-nilai ketenteraan di kalangan warga tentera daripada semua peringkat. Beberapa kejadian yang melanggar tatatertib dan nilai-nilai ketenteraan, memberi gambaran bahawa amalan dan penghayatannya kini telah mula luntur. Kini boleh dipersoalkan sama ada nilai-nilai ketenteraan, etos kepahlawanan dan etika perwira itu masih lagi dipraktikkan, kurang dipraktikkan atau langsung telah tidak relevan lagi.

Pemikir Ketenteraan yang tersohor, Carl von Clausewitz dalam buku *ON WAR* telah menggariskan banyak sifat-sifat mulia seorang tentera, yang telah mendatangkan banyak kemenangan dalam peperangan. Pemikir Ketenteraan yang lain seperti Jomini, Sun Tzu, Mao Tse Tung dan Napoleon Bonaparte antara lainnya, juga telah menyenaraikan banyak Etos Kepahlawanan yang hampir serupa pada asasnya. Carl von Clausewitz menggariskan nilai seperti keberanian, keyakinan, cecal, semangat setiakawan 'esprit de corps', taat setia, amanah, cenderung, bertanggungjawab dan cekap, antara sifat yang mesti wujud dalam diri setiap pahlawan.

Kesan daripada sesebuah peperangan, keganasan, kekeliruan, ketidaktentuan dan perpecahan sukar dielakkan. Menurut Lt Kol Saiful Anwar Md Ali (2006), etos ketenteraan adalah tidakbalas evolusi daripada perilaku tersebut untuk mengurangkan kesan-kesan yang dialami semasa peperangan. Oleh itu etos ketenteraan adalah satu semangat yang sentiasa hidup dan bersifat '*intangible*'. Maka, ianya dinamik dan perlu dikawal selia supaya ia sentiasa berada pada tahap yang dikehendaki. Komitmen yang tinggi dari segi konseptual, fizikal dan moral adalah diperlukan bagi mengekal dan menaikkan etos ketenteraan yang sedia ada wujud dalam organisasi.

Etos ketenteraan turut mengabungkan elemen fizikal, konseptual dan moral untuk menguatkan kuasa tempur dan ketahanan semasa menghadapi peperangan untuk menghasilkan 'kuasa yang unggul'. Maka semangat, kepercayaan dan keyakinan terhadap pemimpin dan organisasi serta rakan-rakan seperjuangan sebagai penyuntik kepada kekuatan dan kelengkapan tentera yang sedia ada. Etos juga mencetuskan perasaan yang mendorong anggota tentera bertahan dan berkorban dalam pelbagai keadaan dan cabaran. Akhirnya, etos ini menjadi norma kehidupan tentera dan budaya organisasi yang sentiasa berkembang dan perlu dipertahankan.

Oleh itu, etos ketenteraan dapat melahirkan ciri-ciri kepahlawanan kepada setiap anggota tentera dengan mempunyai sifat-sifat berikut:

- i. Mengutamakan semangat setiakawan.
- ii. Mengutamakan kepentingan organisasi melebihi daripada kepentingan peribadi.
- iii. Sanggup berkorban walaupun terpaksa bergadai nyawa.
- iv. Sentiasa mempunyai semangat yang terdorong untuk melaksanakan perkara-perkara yang mengatasi daripada batas yang diharapkan.
- v. Sentiasa bersatu dan bersepakat dalam apa jua keadaan.
- vi. Tidak kenal menyerah kalah.

### **Masalah Dan Konseptual Kajian**

Manakala nilai-nilai dalam etos tentera merupakan intipati utama yang membentuk seseorang individu terutamanya tentera untuk menjadi seimbang daripada semua aspek. Etos kepimpinan dikalangan tentera mampu menjamin Negara Malaysia sebagai sebuah negara yang merdeka dan berdaulat dengan adanya sistem pertahanan yang moden, profesional dan gagah demi memastikan keselamatan dan keamanan negara serta masyarakat terjamin.

Dalam situasi yang tertentu, angkatan tentera dan organ-organ dukungannya diperlukan untuk menangani ancaman, pencemaran keamanan, keganasan serta menangani konflik dalam peperangan. Dalam suasana berkonflik seperti ini orang awam atau anggota masyarakat perlu berkerjasama dengan pihak ATM untuk menegakan konsep 'hanruh' atau pertahanan menyeluruh. Orang awam bertindak sebagai mata dan telinga manakala pihak ATM bertempur di barisan hadapan.

Setiap insan ATM mahupun anggota masyarakat perlu dibentuk supaya memiliki dan membudayakan dirinya dengan kualiti kepimpinan yang mantap. Kualiti insan yang murni ini azalnya bersandarkan kepada kewujudan sifat-sifat menghormati dan membudayakan etos kepahlawanan sebagai gaya hidup yang sihat. Tanpanya adalah sukar seseorang insan itu akan sanggup mengorbankan nyawa dan jiwa raganya demi mempertahankan negara. Ini kerana etos kepahlawanan dalam nilai-nilai tentera menekankan nilai-nilai asas kewajipan, maruah dan integriti di samping keberanian, berdikari, berdisiplin serta taat setia. Kemampuan menonjolkan imej dan keterampilan nilai-nilai tentera dalam etos kepahlawanan turut membantu dalam mentadbir dan mengurus sesebuah organisasi dengan jayanya.

Nilai-nilai ketenteraan dijangka mampu diserapkan kepada masyarakat terutamanya di bandar-bandar untuk meningkatkan kesejahteraan di kalangan komuniti. Pihak tentera menterjemahkan nilai-nilai ketenteraan mereka kepada anggota masyarakat. Manakala

anggota masyarakat secara perlahan-lahan menyerap dan mengamalkan nilai-nilai tentera tersebut dalam kehidupan harian mereka. Oleh itu tahap kesejahteraan mereka mampu dipertingkatkan dengan kukuhnya integriti, kurang keraguan terhadap ancaman jenayah serta mengamalkan amalan hidup sihat.

Kerangka teori penyelidikan dibentuk bagi menilai tujuan penyelidikan, membangunkan persoalan yang berkaitan serta kaedah dalam reka bentuk penyelidikan (Zainul Abidin, 2005). Kerangka teori adalah satu pengkonseptualan yang dapat membantu penyelidik untuk menjawab segala persoalan kajian yang bakal diselidiki. Setiap kerangka teori yang dilakukan adalah hasil daripada pernyataan masalah (*problem statement*), dan sorotan karya (*literature review*).

Pada asasnya, kerangka teori adalah bergantung kepada penjelasan teori yang sedia ada. Kerangka teori merupakan pembangunan *logical*, memperjelaskan dan menghuraikan rangkaian antara sesuatu pembolehubah yang dianggap sesuai dengan sesuatu situasi. (Hair et. al, 2001). Rangka kerja teori juga menetapkan matlamat dan objektif penyelidikan ke atas hubungan di antara tanggungjawab sosial dan nilai-nilai ketenteraan dengan kesejahteraan hidup masyarakat di bandar.

Kerangka teori mereka bentuk kaedah penyelidikan dengan mencadangkan idea 'pemetaan minda' yang akan mengaitkan elemen-elemen, konsep dan pembolehubah tertakluk penyelidikan. Ia menggambarkan pengetahuan baru yang boleh membawa satu asas yang kukuh untuk penyelidikan dengan menjelaskan teori yang membentangkan hubungan antara kedua-dua pemboleh ubah penyelidikan.

### **Pembolehubah Bebas**

Pembolehubah bebas merupakan nilai-nilai ketenteraan yang terdiri daripada Keberanian, Keyakinan, Kecekalan, Espirit de Corps, Taat setia, Amanah dan Kecekapan.

### **Pembolehubah Bersandar**

Manakala pemboleh ubah bersandar pula adalah kesejahteraan hidup di kalangan penduduk bandar.

### **Objektif Kajian**

Objektif utama kajian ini adalah untuk mengkaji nilai-nilai ketenteraan ke arah peningkatan tahap kesejahteraan masyarakat bandar.

Dengan itu, objektif khusus yang dibentuk untuk menjawab persoalan-persoalan kajian tersebut adalah seperti berikut:

- O1. Mengenalpasti tahap kesedaran masyarakat bandar terhadap nilai-nilai ketenteraan yang disalurkan oleh pihak tentera.
- O2. Menyelidik jurang komunikasi di antara pihak tentera dan masyarakat bandar.
- O3. Mengkaji kesan daripada nilai-nilai ketenteraan ini terhadap perubahan kesejahteraan kualiti hidup masyarakat bandar.

## Hipotesis Kajian

Hipotesis kajian ialah satu ramalan atau andaian yang hendak diuji oleh penyelidik yang berdasarkan kepada teori yang boleh diuji secara saintifik atau empirical (Hair et al, 2001). Bagi mencapai objektif kajian, hipotesis telah di bentuk seperti yang ditunjukkan berikut:

- H01: Tidak terdapat perbezaan yang signifikan di antara tahap kesedaran masyarakat bandar diantara nilai-nilai ketenteraan dengan tahap kesejahteraan hidup.
- H02: Tidak terdapat perhubungan yang signifikan di antara jurang komunikasi diantara pihak tentera dengan masyarakat luar bandar.
- H03: Tidak terdapat perhubungan yang signifikan di antara nilai-nilai ketenteraan ini terhadap perubahan kesejahteraan kualiti hidup masyarakat bandar.

## Kaedah Kajian

Kajian ini menggunakan soal-selidik amalan nilai-nilai ketenteraan sebagai alat ukur utama. Soal-selidik nilai-nilai ketenteraan dibina berasaskan 7 nilai yang terkandung dalam etos ketenteraan. Setiap nilai-nilai ini dipecahkan kepada sub-nilai masing-masing. Soal selidik ini dijawab oleh semua subjek kajian. Sebelum subjek kajian menjawab soalan, pasukan penyelidik akan **memberi penjelasan yang mantap** tentang **konsep setiap nilai**. Penjelasan ini bertujuan supaya subjek kajian dapat membuat tafsiran sendiri tentang nilai-nilai di setiap peringkat pada skala Likert (1=Sangat Tidak Setuju), (2=Tidak Setuju), (3=Tidak Pasti), (4=Setuju) dan (5=Sangat Setuju). Subjek kajian diberi masa yang mencukupi untuk membuat tindak balas. Ini bertujuan memberi ruang masa secukupnya kepada subjek kajian menilai amalan mereka terhadap pernyataan dalam soal-selidik. Penganalisaan data dilakukan program SPSS Versi 20.00 bagi mencari min, kekerapan, dan peratusan berdasarkan mata skala bagi setiap tahap amalan nilai ketenteraan.

## Perbincangan Dan Dapatan Kajian

Satu kajian ringkas yang melibatkan seramai 30 orang responden telah dijalankan di Bahagian Kuching. Kajian rintis ini bertujuan untuk menguji kebolehpercayaan dan kesahihan perkara tersebut di dalam soal selidik yang perlu dijawab oleh responden dalam kajian (Konting, 2005). Cates (1990) menyatakan bahawa kaedah soal selidik adalah bagus dan amat berkesan jika ia disediakan dengan baik dan mempunyai item-item yang konsisten dan boleh dipercayai.

Keseluruhan item yang dikaji menunjukkan nilai Alpha Cronbach ( $\alpha$ ) yang diperolehi adalah dalam lingkungan 0.716 hingga 0.962, nilai kebolehpercayaan ini adalah tinggi dan boleh diterima. Penyelidik mendapati nilai inter korelasi ( $r$ ) bagi setiap item adalah lebih daripada 0.60. Menurut Chua Yan Piaw, (2006), item yang mempunyai  $r = 0.60$  dan ke atas boleh dijadikan sebagai item pengukuran. Nilai cronbach alpha ini menunjukkan bahawa responden tidak menghadapi sebarang masalah untuk menjawab item-item yang telah dikemukakan. Oleh yang demikian instrumen kajian ini dapat diterima pakai kerana terdapat '*internal consistancy*'. Nilai untuk setiap konstruk kajian adalah seperti dalam Jadual 1 berikut.

Jadual 1: Nilai Alpha Cronbach

Konstruk Kajian	Bil. Item	Cronbach Alpha ( $\alpha$ )
Keberanian	6	0.962
Keyakinan	7	0.716
Kecekalan	6	0.736
Espirit de Corps	6	0.800
Ta'at setia	6	0.737
Amanah	7	0.768
Kecekapan	6	0.815
KesejahteraanHidup	10	0.868

Semakin tinggi nilai dan tahap kesahan dan kebolehpercayaan instrumen maka semakin jitu data-data yang diperoleh bagi menghasilkan kajian yang baik dan berkualiti (Konting, 2005). Kebolehpercayaan dan kesahan adalah ukuran yang merujuk kepada kestabilan dan ketekalan alat kajian sama ada ia dapat menjawab soalan kajian yang telah dibina (Hardy & Bryman, 2004).

Berdasarkan Jadual 2, nilai min yang direkodkan untuk setiap konstruk kajian adalah tinggi iaitu 4.00 dan keatas. Nilai min tertinggi adalah untuk 'Kecekapan' pada 4.48 berbanding dengan nilai terendah untuk 'Kesejahteraan Hidup' pada 4.00. Manakala sisihan piawai pula dalam lingkungan daripada 0.738 ke 1.071. Ini menunjukkan maklumbalas yang diberikan adalah cenderung ke arah positif, yang menyatakan bahawa penghayatan nilai-nilai ketenteraan yang tepat dilihat mampu menyumbang kepada peningkatan tahap kualiti hidup.

Jadual 2: Nilai Min dan Sisihan Piawai

Konstruk Kajian	Bil. Item	Nilai Min	Sisihan Piawai
Keberanian	6	4.17	1.071
Keyakinan	7	4.14	.875
Kecekalan	6	4.14	.833
<i>Espirit de Corps</i>	6	4.28	.841
Taat setia	6	4.03	.865
Amanah	7	4.22	.902
Kecekapan	6	4.48	.738

Kesejahteraan Hidup	10	4.00	.845
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Oleh itu, objektif pertama kajian ini dapat dijawab dengan jelas bahawa masyarakat sedar akan nilai-nilai ketenteraan. Walau bagaimanapun masih terdapat sedikit jurang komunikasi di antara pihak tentera dengan masyarakat setempat untuk menyalurkan nilai-nilai ketenteraan. Akhir sekali berdasarkan ujian hipotesis mengukuhkan bahawa jika dihayati dengan mendalam ternyata sekali nilai-nilai ketenteraan ini mampu meningkatkan kualiti hidup di kalangan masyarakat.

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# **PENILAIAN TAHAP PENGETAHUAN DAN KEMAHIRAN GURU SAINS DALAM MENTAKSIR DOMAIN AFEKTIF DALAM BILIK DARJAH**

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## **Abstrak**

Kajian ini dijalankan bertujuan untuk meninjau pengetahuan dan kemahiran guru sains dalam mentaksir domain afektif dalam bilik darjah. Penilaian afektif perlu diberi perhatian selaras dengan pembentukan kurikulum yang berasaskan domain kognitif, afektif dan psikomotor yang terkandung dalam Falsafah Pendidikan Kebangsaan. Adakah guru-guru sains terutama yang mengajar tingkatan 2 mempunyai pengetahuan dan kemahiran berkaitan pentaksiran domain afektif. Kajian ini juga bertujuan untuk mengenal pasti adakah terdapat perbezaan pengetahuan dan kemahiran guru-guru yang mempunyai pengalaman, kelayakan akademik, mengikuti latihan dalam perkhidmatan dan mengikuti latihan berkaitan pentaksiran. Reka bentuk kajian ini adalah berorientasikan kepada model 'Context, Input, Process, Product' (CIPP). Kajian ini merupakan kajian kuantitatif dengan menggunakan borang soal selidik yang diedarkan kepada guru-guru yang mengajar mata pelajaran sains tingkatan dua. Seramai 311 orang guru yang mengajar sains tingkatan 2 di sekolah-sekolah di negeri Terengganu telah dipilih sebagai responden. Data dianalisis menggunakan *Statistical Package for Social Science* (SPSS) version 18.0 dengan menggunakan ujian Anova. Dapatan hasil kajian menunjukkan tidak terdapat perbezaan signifikan pengetahuan dan kemahiran guru-guru sains tingkatan 2 dalam mentaksir domain afektif dari aspek pengalaman, kelayakan akademik dan mengikuti kursus dalam perkhidmatan. Namun bagi aspek mengikuti kursus berkaitan pentaksiran menunjukkan perbezaan signifikan pengetahuan dan kemahiran guru-guru sains tingkatan 2 dalam mentaksir domain afektif. Pendedahan belum mencukupi bagi membantu guru-guru menjalankan pentaksiran domain afektif dengan lebih berkesan dan bermakna.

**Kata Kunci:** *Pentaksiran domain afektif, pengetahuan dan kemahiran,*

## **Pengenalan**

Pentaksiran dalam pendidikan melibatkan proses mengumpul maklumat, menginterpretasi maklumat atau memberi nilai kepada maklumat itu dan membuat keputusan mengenai kualiti pembelajaran dan perkembangan pelajar. Anjakan paradigma pentaksiran daripada sistem yang terlalu berpusatkan peperiksaan kepada yang berfokuskan pentaksiran yang lebih holistik adalah merupakan transformasi pentaksiran yang ditekankan dalam Pelan Pembangunan Pendidikan Malaysia 2013-2025. Pentaksiran yang lebih holistik iaitu menilai aspek kognitif (intelektual), afektif (emosi dan rohani), psikomotor (jasmani) dan sosial diperkenalkan oleh Kementerian Pendidikan Malaysia (KPM) melalui dasar pelaksanaan Pentaksiran Berasaskan Sekolah (PBS).

Pentaksiran sekolah (PS) yang merupakan salah satu komponen pentaksiran berasaskan sekolah (PBS) adalah komponen utama dalam proses pengajaran dan pembelajaran (PdP) kerana pentaksiran ini berperanan mengukuhkan pembelajaran murid, meningkatkan keberkesanan pengajaran guru serta mampu memberi maklumat mengenai apa yang telah dilaksanakan atau dicapai dalam satu-satu proses PdP. PS amat penting untuk menghasilkan insan yang harmoni dan seimbang serta memperkembangkan potensi setiap murid ke tahap maksimum. (Panduan Pengurusan Pentaksiran Berasaskan Sekolah)

Dalam proses pengajaran dan pembelajaran mata pelajaran sains, pentaksiran formatif merupakan satu usaha bagi melihat pencapaian murid secara berterusan di sepanjang proses pembelajaran berlaku. Aktiviti yang dijalankan dalam pentaksiran membolehkan murid menunjukkan pemahaman mereka tentang apa yang mereka telah pelajari di dalam bilik darjah. Selain pentaksiran yang menggunakan ujian kertas dan pensil, dalam mata pelajaran sains juga melaksanakan pentaksiran berasaskan pencapaian, pentaksiran autentik dan portfolio. Menurut Ahmad Hozzi(2009) pentaksiran berasaskan pensil dan kertas ada hadnya kerana cara ini cuma menaksir sebahagian daripada hasil pembelajaran yang ditetapkan dalam kurikulum. Dalam ujian aneka pilihan dan esei, guru hanya dapat menaksir pengetahuan fakta pelajar sahaja dan bukannya kebolehan pelajar melaksanakan kemahiran yang dikuasai atau aspek pengetahuan prosedur. Kertas kerja ini akan memberi tumpuan kepada setakat manakah guru-guru sains mempunyai pengetahuan dan kemahiran yang sesuai untuk mengukur domain afektif.

### **Pemasalahan Kajian**

Fenomena perlumbaan untuk memperoleh kecemerlangan dalam peperiksaan telah menyebabkan penekanan terhadap peperiksaan menjadi agenda utama para pelajar, ibu bapa, guru dan pihak pentadbiran sekolah. Penumpuan terhadap peperiksaan telah menyebabkan banyak pengabaian berlaku dalam proses pengajaran dan pembelajaran dalam bilik darjah serta aspek-aspek lain seperti sahsiah, akhlak, nilai murni, budi pekerti, penampilan diri, kekuatan jasmani, rohani, emosi dan sosial. Malah Jamal Adimin (2008) dari Lembaga Peperiksaan Malaysia berpendapat peperiksaan selalu dikatakan tidak lengkap kerana tidak memberi maklumat yang lebih holistik berkaitan perkembangan dan peningkatan potensi individu seorang insan. Penilaian afektif dalam bilik darjah perlu diberi pemberat yang sama dengan penilaian-penilaian yang lain dalam bilik darjah. Guru-guru tidak seharusnya hanya memberikan keutamaan kepada penilaian kognitif sahaja dalam bilik darjah.

Popham (2008) menjelaskan guru-guru perlu menyediakan ruang masa bagi mentaksir aspek-aspek seperti sikap, minat dan nilai yang ada pada pelajar bagi menentukan tingkah laku yang diharapkan. Jika seseorang pelajar mementingkan kesihatan dirinya maka pelajar tersebut akan menjaga kesihatan dirinya. Jika seseorang pelajar mempunyai sikap yang positif maka pelajar tersebut akan bertingkah laku positif di kalangan kumpulannya. Manakala Bell & Cowie (2001) menyatakan keseimbangan pentaksiran adalah perlu di antara perkembangan diri pelajar, sosial dan perkembangan pembelajaran dengan kandungan pelajaran dan unit pelajaran. Kedua-dua aspek adalah berbeza iaitu matlamat pembelajaran bagi mata pelajaran dan bakat yang ada pada pelajar. Ianya seumpama bulatan dengan belon. Jika ditaksir pada sebahagiannya maka keseimbangan tidak akan berlaku.



Bagaimana pula dengan guru-guru sains yang menjalankan pentaksiran dalam bilik darjah? Pengetahuan dan kemahiran perlu ada pada seseorang guru dalam menjalankan pentaksiran dalam bilik darjah. Kajian yang dibuat oleh Norazilawati dan rakan-rakan ( 2015) didapati adalah masih ramai guru sains yang tidak tahu tentang pelaksanaan PBS secara menyeluruh. Tahap dimensi konteks (korelevanan PBS dengan Falsafah Pendidikan Negara, sikap guru sains dan tahap kesediaan guru sains) dalam pelaksanaan PBS berada pada tahap sederhana dan tahap dimensi input (pengetahuan, kemahiran dan keyakinan guru sains menjalankan PBS, peralatan, makmal, kemudahan, jadual waktu, latihan dan sokongan pengetua) dalam pelaksanaan PBS juga berada pada tahap sederhana. Manakala Noorzeliana, Norazilawati dan Saniah (2014) menjelaskan guru-guru yang telah mengikuti kursus tetapi mereka tetap merasa kurang yakin dalam menaksir murid. Kekurangan pengetahuan, kemahiran dan sumber material menambahkan lagi ketidakyakinan mereka dalam pentaksiran. Oleh itu, kajian ini berminat untuk meninjau pengetahuan dan kemahiran guru sains dalam melaksanakan pentaksiran domain afektif dalam bilik darjah.

### **Objektif Kajian**

Objektif kajian ini adalah:

1. Menentukan tahap pengetahuan guru dalam mentaksir domain afektif dalam bilik darjah mengikut pengalaman mengajar, kelayakan akademik dan latihan dalam perkhidmatan.
2. Menentukan tahap kemahiran guru dalam mentaksir domain afektif dalam bilik darjah mengikut pengalaman mengajar, kelayakan akademik, dan latihan dalam perkhidmatan.

### **Persoalan Kajian**

Berdasarkan objektif kajian, beberapa persoalan kajian dibentuk seperti berikut :

1. Apakah tahap pengetahuan dan kemahiran guru dalam mentaksir domain afektif di dalam bilik darjah mengikut pengalaman mengajar pada tahap penilaian konteks?
2. Apakah tahap pengetahuan dan kemahiran dalam mentaksir domain afektif di dalam bilik darjah mengikut kelayakan akademik pada tahap penilaian konteks?
3. Apakah tahap pengetahuan dan kemahiran guru dalam mentaksir domain afektif di dalam bilik darjah mengikut latihan dalam perkhidmatan pada tahap penilaian konteks?
4. Apakah tahap pengetahuan dan kemahiran guru dalam mentaksir domain afektif di dalam bilik darjah mengikut latihan berkaitan pentaksiran pada tahap penilaian konteks?
5. Apakah tahap pengetahuan dan kemahiran guru dalam mentaksir domain afektif di dalam bilik darjah mengikut pengalaman mengajar pada tahap penilaian 'input'?
6. Apakah tahap pengetahuan dan kemahiran guru dalam mentaksir domain afektif di dalam bilik darjah mengikut kelayakan akademik pada tahap penilaian 'input'?
7. Apakah tahap pengetahuan dan kemahiran guru dalam mentaksir domain afektif di dalam bilik darjah mengikut latihan dalam perkhidmatan pada tahap penilaian 'input'?

8. Apakah tahap pengetahuan dan kemahiran guru dalam mentaksir domain afektif di dalam bilik darjah mengikut latihan berkaitan pentaksiran pada tahap penilaian 'input'?

### **Rekabentuk Kajian**

Pengkaji memilih kaedah tinjauan dalam menjalankan kajian. Reka bentuk kajian ini berorientasikan kepada model 'Context, Input, Process, Product' (CIPP) oleh Stufflebeam & Shinkfield (2007). Kajian ini merupakan kajian kuantitatif dengan menggunakan borang soal selidik yang diedarkan kepada guru-guru yang mengajar mata pelajaran sains tingkatan dua. Penggunaan soal selidik ini adalah bertujuan untuk mendapatkan maklumat pengetahuan dan kemahiran guru sains dalam mentaksir domain afektif dalam bilik darjah. Soal selidik ini berorientasikan model 'Context, Input, Process, Product' (CIPP) oleh Stufflebeam. Menurut Stufflebeam model CIPP sesuai bagi digunakan untuk membuat penilaian tentang sesuatu program atau menghasilkan produk. Model CIPP melaksanakan penilaian lebih menyeluruh termasuk aktiviti yang dilaksanakan dan bahagian-bahagian tertentu ( dalam Mason & Bramble, 1997). Borang soal selidik ini mengandungi lima bahagian iaitu Bahagian A tentang profil responden. Bahagian B tentang Konteks yang melibatkan Falsafah Pendidikan Kebangsaan, Dasar Pendidikan Kebangsaan, Kurikulum Sains Tingkatan 2 dan Pentaksiran Berasaskan Sekolah. Bahagian C tentang 'Input' yang melibatkan latihan, pengetahuan, kemahiran, pengalaman dan sokongan. Manakala bahagian D pula merangkumi Proses yang melibatkan perancangan, jenis, kaedah, instrumen dan kesahan & kebolehpercayaan. Bahagian E tentang Produk melibatkan pencapaian, penguasaan dan perwatakan. Bagi menganalisis data yang diperolehi daripada responden melalui soal selidik, pengkaji menggunakan perisian *Statistical Package for Sosial Science* versi 18 (SPSS). Statistik deskriptif diguna bagi menjelaskan taburan frekuensi, min dan kolerasi apabila data dianalisis. Untuk tujuan kertas kerja ini akan dibincangkan dapatan kajian berkaitan dengan komponen konteks dan input sahaja.

### **Sampel Kajian**

Sampel kajian terdiri daripada guru-guru yang mengajar mata pelajaran sains tingkatan 2 di sekolah-sekolah menengah di negeri Terengganu. Seramai 311 orang guru yang mengajar sains tingkatan dua di 7 daerah di negeri Terengganu iaitu Besut, Setiu, Hulu Terengganu, Marang, Dungun, Kemaman dan Kuala Terengganu dipilih sebagai responden. Sampel ini dipilih berdasarkan cadangan jadual menentukan saiz sampel oleh Krejcie dan Morgan (dalam Gay & Airasian, 2003)

Populasi guru-guru yang mengajar mata pelajaran sains tingkatan 2 di sekolah-sekolah menengah di negeri Terengganu seramai 756 (Sumber : Jabatan Pendidikan Negeri Terengganu). Menurut Krejcie dan Morgan bilangan populasi seramai 750 orang, jumlah sampel sepatutnya adalah 254. Bagi meningkat paras keyakinan 95% bahawa purata sampel tidak akan berbeza daripada purata populasi, pengkaji telah memilih seramai 311 orang guru yang mengajar mata pelajaran sains tingkatan 2 sebagai sampel.

## Dapatan Kajian

### Tahap pengetahuan dan kemahiran guru dalam mentaksir domain afektif di dalam bilik darjah mengikut pengalaman mengajar di tahap penilaian konteks

Jadual 2 menunjukkan analisis bagi tahap pengetahuan dan kemahiran guru mentaksir domain afektif di dalam bilik darjah

**Jadual 2. Ujian ANOVA Perbezaan Tahap Pengetahuan dan Kemahiran Guru dengan Pengalaman Mengajar**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3561.589	35	101.760	1.434	.062
Within Groups	18597.569	262	70.983		
Total	22159.158	297			

Jadual Anova menunjukkan bahawa  $F(35, 262) = 1.434$ ,  $p > 0.05$  menunjukkan bahawa tidak terdapat perbezaan yang signifikan tahap pengetahuan dan kemahiran dalam mentaksir domain afektif dalam bilik darjah dalam kalangan guru-guru yang mempunyai pengalaman mengajar dan guru-guru kurang pengalaman mengajar.

### Tahap pengetahuan dan kemahiran guru dalam mentaksir domain afektif di dalam bilik darjah mengikut kelayakan akademik di tahap penilaian konteks

Jadual 3 menunjukkan analisis bagi tahap pengetahuan dan kemahiran guru mentaksir domain afektif di dalam bilik darjah

**Jadual 3. Ujian Anova Perbezaan Tahap Pengetahuan dan Kemahiran Guru dengan Kelayakan Akademik**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1155.441	5	231.088	3.252	.007
Within Groups	21320.000	300	71.067		
Total	22475.441	305			

Jadual Anova menunjukkan bahawa  $F(5, 300) = 3.252$ ,  $p < 0.05$  menunjukkan bahawa terdapat perbezaan yang signifikan tahap pengetahuan dan kemahiran guru-guru yang mempunyai kelayakan akademik dalam mentaksir domain afektif dalam bilik darjah.

**Tahap pengetahuan dan kemahiran guru dalam mentaksir domain afektif di dalam bilik darjah mengikut latihan dalam perkhidmatan di tahap penilaian konteks**

Jadual 4 menunjukkan analisis bagi tahap pengetahuan dan kemahiran guru mentaksir domain afektif di dalam bilik darjah

**Jadual 4. Ujian Anova Perbezaan Tahap Pengetahuan dan Kemahiran Guru dengan Latihan Dalam Perkhidmatan**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	859.159	9	95.462	1.279	.248
Within Groups	21348.378	286	74.645		
Total	22207.537	295			

Keputusan ujian Anova di atas  $F(9, 286) = 1.279$ ,  $p > 0.05$ ) menunjukkan bahawa tidak terdapat perbezaan yang signifikan tahap pengetahuan dan kemahiran guru-guru yang mengikuti latihan dalam perkhidmatan dalam mentaksir domain afektif dalam bilik darjah.

**Tahap pengetahuan dan kemahiran guru dalam mentaksir domain afektif di dalam bilik darjah mengikut latihan berkaitan pentaksiran di tahap penilaian konteks**

Jadual 5 menunjukkan analisis bagi tahap pengetahuan dan kemahiran guru mentaksir domain afektif di dalam bilik darjah

**Jadual 5. Ujian Anova Perbezaan Tahap Pengetahuan dan Kemahiran Guru dengan Latihan Berkaitan Pentaksiran**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2057.675	5	411.535	5.880	.000

Within Groups	20086.755	287	69.989		
Total	22144.430	292			

Keputusan ujian Anova di atas  $F(5,287) = 5.880$  ,  $p < 0.05$ ) menunjukkan bahawa terdapat perbezaan yang signifikan tahap pengetahuan dan kemahiran guru-guru yang mengikuti latihan berkaitan pentaksiran dalam mentaksir domain afektif dalam bilik darjah.

**Tahap pengetahuan dan kemahiran guru dalam mentaksir domain afektif di dalam bilik darjah mengikut pengalaman mengajar di tahap penilaian “input”**

Jadual 6 menunjukkan analisis bagi tahap pengetahuan dan kemahiran guru mentaksir domain afektif di dalam bilik darjah

**Jadual 6. Ujian Anova Perbezaan Tahap Pengetahuan dan Kemahiran Guru dengan Pengalaman Mengajar**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8810.576	33	266.987	.858	.692
Within Groups	67797.424	218	310.997		
Total	76608.000	251			

Keputusan ujian Anova di atas  $F(33,218) = 0.858$  ,  $p > 0.05$ ) menunjukkan bahawa tidak terdapat perbezaan yang signifikan tahap pengetahuan dan kemahiran dalam mentaksir domain afektif dalam bilik darjah dalam kalangan guru-guru yang mempunyai pengalaman mengajar dan guru-guru kurang pengalaman mengajar.

**Tahap pengetahuan dan kemahiran guru dalam mentaksir domain afektif di dalam bilik darjah mengikut kelayakan akademik di tahap penilaian “input”**

Jadual 7 menunjukkan analisis bagi tahap pengetahuan dan kemahiran guru mentaksir domain afektif di dalam bilik darjah

**Jadual 7. Ujian Anova Tahap Pengetahuan dan Kemahiran Guru\*  
Kelayakan Akademik**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2259.255	5	451.851	1.513	.186
Within Groups	75238.222	252	298.564		
Total	77497.477	257			

Keputusan ujian Anova di atas  $F(5,252) = 1.513$  ,  $p > 0.05$ ) menunjukkan bahawa tidak terdapat perbezaan yang signifikan tahap pengetahuan dan kemahiran dalam mentaksir domain afektif dalam bilik darjah dalam kalangan guru-guru yang mempunyai kelayakan akademik SPM ,STPM, Diploma, Ijazah dan Master.

**Tahap pengetahuan dan kemahiran guru dalam mentaksir domain afektif di dalam bilik darjah mengikut latihan dalam perkhidmatan di tahap penilaian “input”**

Jadual 8 menunjukkan analisis bagi tahap pengetahuan dan kemahiran guru mentaksir domain afektif di dalam bilik darjah

**Jadual 8. Keputusan Anova Tahap Pengetahuan dan Kemahiran Guru\*  
Latihan Dalam Perkhidmatan**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3290.297	8	411.287	1.340	.224
Within Groups	73661.277	240	306.922		
Total	76951.574	248			

Keputusan ujian Anova di atas  $F(8,240) = 1.340$  ,  $p > 0.05$ ) menunjukkan bahawa tidak terdapat perbezaan yang signifikan tahap pengetahuan dan kemahiran dalam mentaksir domain afektif dalam bilik darjah dalam kalangan guru-guru yang mempunyai kekerapan 0 hingga 10 kali mengikuti latihan dalam perkhidmatan.

### **Tahap pengetahuan dan kemahiran guru dalam mentaksir domain afektif di dalam bilik darjah mengikut latihan dalam perkhidmatan di tahap penilaian “input”**

Jadual 9 menunjukkan analisis bagi tahap pengetahuan dan kemahiran guru mentaksir domain afektif di dalam bilik darjah

Jadual 9. Keputusan Ujian Anova Tahap Pengetahuan dan Kemahiran Guru\* Latihan Berkaitan Pentaksiran

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9800.094	5	1960.019	7.152	.000
Within Groups	66042.764	241	274.036		
Total	75842.858	246			

Keputusan ujian Anova di atas  $F(5,241) = 7.152$ ),  $p < 0.05$  menunjukkan bahawa terdapat perbezaan yang signifikan tahap pengetahuan dan kemahiran dalam mentaksir domain afektif dalam bilik darjah dalam kalangan guru-guru yang mempunyai kekerapan 0 hingga 10 kali mengikuti latihan berkaitan pentaksiran. Ini menunjukkan bahawa semakin kerap guru-guru hadir latihan berkaitan pentaksiran, guru-guru mempunyai pengetahuan dan kemahiran yang lebih baik.

### **Perbincangan Dan Kesimpulan**

Pentaksiran domain afektif masih kurang diberi keutamaan oleh guru-guru semasa menjalankan pentaksiran dalam bilik darjah. Guru masih kabur dan kurang jelas mengenai pentaksiran domain afektif. Dapatan pada penilaian tahap konteks menunjukkan pengetahuan dan kemahiran mengenai pentaksiran domain afektif adalah tidak berbeza di kalangan guru-guru yang kurang pengalaman mengajar dan guru-guru yang mempunyai banyak pengalaman mengajar. Begitu juga pengetahuan dan kemahiran mengenai pentaksiran domain afektif dalam kalangan guru-guru yang mempunyai kelayakan akademik dari peringkat SPM sehingga ke peringkat Master. Kajian yang dijalankan oleh Mas Norbany binti Abu Samah dan rakan-rakan (2014) juga mendapati pengetahuan dan kemahiran guru-guru mengenai amalan pentaksiran dalam bilik darjah masih berada pada tahap sederhana. Min bagi kemahiran guru dalam KSSR adalah 3.41 dan Min bagi pengetahuan guru dalam KSSR adalah 3.53. Dalam kajian ini juga mendapati guru-guru tidak memahami sepenuhnya aspek penilaian formatif. Guru mempunyai kesukaran menyediakan bukti dalam penilaian ini. Guru memerlukan masa untuk membuat penilaian formatif ini.

Manakala kajian berkaitan “Pelaksanaan Pentaksiran Berasaskan Sekolah (PBS) Dalam Kalangan Guru” oleh Noorzeliana Binti Idris (2014) menunjukkan pengetahuan dan kemahiran guru-guru dalam melaksanakan pentaksiran berasaskan sekolah adalah tinggi. Hasil kajian mendapati 91% guru mendapat pengetahuan dan kemahiran dari kursus dalaman. Pengetahuan dan kemahiran guru-guru tinggi dalam melaksanakan pentaksiran berasaskan sekolah kerana guru-guru hadir dan menyertai kursus dalaman. Dapatan ini adalah selaras dengan penilaian pada tahap konteks dalam kajian ini. Guru-guru yang kerap berkursus berkaitan pentaksiran mempunyai pengetahuan dan kemahiran yang tinggi berbanding guru-guru yang kurang berkursus berkaitan pentaksiran. Guru-guru yang kerap berkursus berkaitan pentaksiran mempunyai pengetahuan dan kemahiran yang tinggi kerana mereka didedahkan mengenai kepentingan atau keperluan melaksanakan pentaksiran domain afektif dalam bilik darjah terutama dari aspek falsafah pendidikan kebangsaan, dasar pendidikan, kurikulum dan konsep pentaksiran.

Dapatan bagi tahap penilaian “input” mendapati guru-guru yang hadir berkursus tidak menunjukkan perbezaan pengetahuan dan kemahiran daripada aspek pengalaman mengajar, kelayakan akademik dan kekerapan hadir berkursus dalam perkhidmatan. Walaupun Noorzeliana Binti Idris (2014) menyatakan 91% guru-guru mendapat pengetahuan dan kemahiran dari kursus dalaman. Namun begitu bagi guru-guru yang lebih kerap hadir dan menyertai kursus berkaitan pentaksiran menunjukkan pengetahuan dan kemahiran yang lebih tinggi berbanding guru-guru yang kurang kerap hadir atau menyertai kursus berkaitan pentaksiran. Dapatan kajian ini disokong kajian yang telah dijalankan oleh M Nur Mustafa & Norasmah Othman (2011) iaitu tahap latihan dalam perkhidmatan yang diterima guru-guru SMAN Pekanbaru masih lagi berada pada tahap yang belum memuaskan khususnya dari aspek kesesuaian bahan masih lagi berada pada tahap yang rendah. Guru-guru di SMAN Pekanbaru masih lagi belum dapat latihan yang cukup. Manakala bagi kandungan bahan latihan juga berada pada tahap yang sederhana rendah dan ini menggambarkan bahawa kandungan latihan yang disampaikan semasa latihan diberikan kurang sesuai untuk diaplikasikan di sekolah yang mana program dalam latihan perlu mempunyai kepelbagaian bahan sesuai dengan keperluan semasa guru.

Kesimpulannya pengetahuan dan kemahiran guru-guru bagi menjalankan pentaksiran domain afektif dalam bilik darjah masih belum berada pada tahap yang memuaskan. Guru-guru telah diberi pendedahan mengenai pentaksiran domain afektif sama ada pada peringkat sekolah, pejabat pendidikan daerah dan jabatan pendidikan negeri, namun pendedahan masih lagi belum mencukupi bagi membantu guru-guru menjalankan pentaksiran domain afektif dengan lebih berkesan dan bermakna.

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# ANALISIS LISAN DALAM PROGRAM KOKURIKULUM AKADEMIK PERSATUAN BAHASA MELAYU DI SEKOLAH MENENGAH

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## Abstrak

Kajian yang dilaksanakan adalah untuk menganalisis pelaksanaan Persatuan Bahasa Melayu di sekolah menengah. Matlamat penubuhan Persatuan Bahasa Melayu dalam pendidikan kebangsaan adalah untuk melahirkan murid mahir bertutur dalam bahasa Melayu. Kajian ini akan meninjau pelaksanaan program daripada aspek kurikulum persatuan. Kajian dilakukan di tiga jenis sekolah menengah kerajaan iaitu sekolah menengah kebangsaan (SMK), sekolah menengah Agama (SMA) dan sekolah menengah jenis kebangsaan (SMJK). Kajian ini menggunakan teknik rakaman video dan temubual untuk mengumpul data. Kaedah kajian kualitatif digunakan untuk mendapatkan data yang terperinci dan mendalam. Transkripsi rakaman video dianalisis menggunakan perisian atlas ti. Versi 07. Sekolah yang dikaji memperlihatkan perbezaan daripada segi pelaksanaan Persatuan bahasa Melayu.

**Kata Kunci:** *Analisis, pelaksanaan, program koakademik, Persatuan Bahasa Melayu, sekolah menengah.*

## Pendahuluan

Kemahiran bahasa yang berhubung dengan lisan melibatkan dua komponen asas, iaitu kemahiran mendengar dan kemahiran bertutur. Kedua-dua komponen ini berkait rapat dan saling melengkapi. Kamus Dewan Edisi Keempat (2015), menyatakan lisan ialah sistem lambang bunyi suara yang dipakai sebagai alat perhubungan dalam lingkungan satu kelompok manusia iaitu antara seorang individu dengan individu yang lain dalam pertuturan atau percakapan. Kamus Linguistik Edisi Ketiga (2001) pula merujuk lisan sebagai ragam bahasa yang diungkapkan dengan medium lisan dan ditandai oleh pengulangan-pengulangan, bentuk tegun, jeda dan sebagainya.

Lisan merujuk kepada keupayaan individu menyampaikan maklumat, pendapat, perasaan serta idea secara tutur dengan sebutan dan intonasi yang betul secara santun dan sopan dalam sesuatu kelompok masyarakat. Justeru, aktiviti lisan berlaku tanpa rujukan yang kerap kepada kamus seperti aktiviti bacaan atau tulisan kerana pemilihan perkataan dan ayat adalah spontan dan tidak terancang. Walau bagaimanapun, aktiviti lisan memerlukan semua strategi pertuturan yang lengkap dan teratur untuk memberikan gambaran yang beradab dan hormat agar penutur berupaya menyampaikan sesuatu makna dengan tepat (Khairul Bariah 2006).

Selain kurikulum, lisan boleh dikuasai murid melalui program koakademik Persatuan Bahasa Melayu (PBM). PBM adalah gerak kerja koakademik yang bertujuan untuk membantu perkembangan lisan murid. Program koakademik PBM merupakan pelengkap kepada proses pengajaran dan pembelajaran bahasa Melayu terutama aspek kemahiran lisan kerana kegiatan kokurikulum di sekolah menyediakan makmal lengkap yang berguna untuk murid mengembangkan kemahiran (Marano 1985). Usaha ini bertujuan untuk melahirkan murid yang terampil bertutur dalam pelbagai situasi serta mempunyai kemahiran dan keyakinan diri untuk berkomunikasi dengan berkesan (KPM 2003). Melalui aktiviti-aktiviti yang dijalankan dalam kegiatan kokurikulum dipercayai dapat meningkatkan pencapaian dan kemahiran murid seiring dengan kurikulum di sekolah (Anderson et al. 1951, Abdullah Sani 2004, Mok 2013). Usaha ini bukan sahaja dapat menjamin kelangsungan bahasa kebangsaan yang perkasa dalam sistem pendidikan tetapi juga sebagai bahasa yang bermaruah tinggi (Teo 2010).

### **Pernyataan Masalah**

Hishammuddin Hussein (2004), ketika menjadi Menteri Pendidikan telah mengarahkan KPM mengkaji semula dasar pendidikan bahasa Melayu yang sedia ada demi untuk meningkatkan kemahiran lisan semua murid ke tahap yang sesuai dalam konteks pendidikan negara. Hal ini kerana pelbagai dasar pendidikan telah dilaksanakan bagi memperkukuh bahasa Melayu namun objektif pembelajaran lisan di sekolah belum tercapai sepenuhnya. Untuk memperkukuh kedudukan lisan dalam bahasa Melayu, KPM telah melancarkan Pelan Strategik Interim Kementerian Pendidikan Malaysia 2011-2020 dan Pelan Pembangunan Pendidikan (PPP) 2013-2025 yang menetapkan salah satu anjakan memperkasa bahasa Melayu sebagai bahasa pertuturan dalam pembangunan pendidikan negara. Program memartabat dan memperkukuh bahasa Melayu (MBMMBI) dalam pendidikan turut giat dijalankan di peringkat sekolah mahupun pusat pengajian tinggi. Di samping itu, pencapaian lisan murid di sekolah turut dinilai oleh KPM melalui sistem penilaian Prestasi Pentaksiran Lisan Berasaskan Sekolah (PLBS) dan Ujian Lisan Berasaskan Sekolah (ULBS) diiktiraf dalam Penilaian Tingkatan Tiga (PT3) dan Sijil Pelajaran Malaysia (SPM).

Walau bagaimanapun, kelemahan lisan masih amat ketara dalam kalangan murid di sekolah dan mahasiswa di peringkat pengajian tinggi di Malaysia. Kajian Nor Hashimah, Junaini dan Zaharani (2010) telah membuktikan bahawa remaja masih menganggap bahasa Melayu merupakan mata pelajaran yang membosankan dan terlalu banyak untuk dipelajari. Murid mudah berasa bosan kerana murid terpaksa menumpukan pembelajaran bahasa demi peperiksaan. Penggunaan bahasa Melayu lisan dalam kalangan murid masih belum mencapai tahap yang memuaskan. Dapatan kajian Juriah (2013) menunjukkan masih ramai murid di sekolah menengah kebangsaan yang dikaji kurang mengutamakan peranan bahasa Melayu sebagai bahasa kebangsaan, bahasa perpaduan dan bahasa pengantar ilmu. Bahasa Melayu masih belum mendapat sokongan yang padu dalam kalangan murid sebagai bahasa ilmu dan pertuturan di sekolah.

Kemahiran lisan merupakan asas penting dalam pembentukan pelbagai kemahiran bahasa yang lain namun murid kurang didedahkan untuk bertutur dengan cekap. Para guru sangat mengutamakan kemahiran bacaan, pemahaman dan penulisan kerana kemahiran-kemahiran tersebut dinilai oleh KPM dalam peperiksaan bertulis. Zulkifley (2005),

menjelaskan bahawa pengajaran dan pembelajaran bahasa Melayu di sekolah dianggap gagal dalam meningkatkan kecekapan lisan kerana para guru dan murid sangat menumpukan perhatian kepada kemahiran yang diuji dalam peperiksaan bertulis. Dapatan tersebut seiring dengan Juriah (2013) yang menjelaskan murid di sekolah menengah lebih terdorong oleh motivasi instrumental dan lebih mementingkan kelulusan peperiksaan dalam mempelajari bahasa Melayu. Kesannya, murid-murid yang tamat persekolahan dan mencapai keputusan yang cemerlang di peringkat menengah tidak dapat menggunakan bahasa Melayu dengan fasih dan betul dalam pertuturan dan melahirkan buah fikiran yang bernas dengan memberikan hujah-hujah yang logis, kritis dan analitis di peringkat universiti (Hamdan 2015).

Penumpuan yang berlebihan kepada aspek nahu di sekolah juga telah menjejaskan prestasi murid apabila menggunakan bahasa Melayu terutama dalam pergaulan, pekerjaan dan kemasyarakatan (Santhiram 1996 1997). Kegagalan murid menguasai lisan telah menimbulkan banyak masalah untuk memahami pertuturan orang lain dan pastinya masalah tersebut akan mengganggu peranan bahasa Melayu sebagai bahasa perhubungan di dalam masyarakat berbilang bangsa. Hazri et al. (2004) telah mengenalpasti tahap interaksi sosial antara murid pelbagai etnik di sekolah menengah dipengaruhi oleh kelemahan penguasaan pertuturan bahasa Melayu sebagai bahasa utama pergaulan di sekolah. Dapatan ini juga diperkukuhkan lagi melalui kajian Najeemah (2006) tentang pola interaksi sosial antara kumpulan etnik pelajar-pelajar tingkatan satu, dua dan empat di Malaysia. Beliau telah menemukan dapatan bahawa murid lebih suka belajar, berbincang mahupun meminta bantuan dengan rakan-rakan mereka dalam kumpulan etnik yang sama bahkan terdapat perbezaan yang ketara dalam interaksi sosial antara murid dari Sekolah Rendah Jenis Kebangsaan Cina dan Tamil dengan murid dari Sekolah Kebangsaan kerana masalah bahasa. Dalam hal masalah ini mempunyai persamaan dengan dapatan kajian yang terdahulu (Adnan 1992, Rashidah 2007) yang mendapati ramai murid bukan Melayu lebih cenderung untuk belajar dengan rakan-rakan yang sama kaum dengan mereka.

Kualiti penggunaan bahasa Melayu sebagai bahasa perhubungan yang dituturkan bersama masih tidak selaras dengan martabatnya sebagai bahasa kebangsaan. Prestasi yang ditunjukkan oleh para penuturnya pada era globalisasi dan teknologi maklumat belum sampai pada tahap yang boleh dibanggakan (Juriah 2008, Suwarnee et al 2008). Peranan penting bahasa Melayu sebagai bahasa perpaduan rakyat, sebagai lambang jati diri kebangsaan dan sebagai alat pembinaan negara tidak tercapai sewajarnya.. Keadaan ini semakin merisaukan kerana kajian terdahulu telah menunjukkan kepesatan penggunaan bahasa Melayu lisan yang dituturkan bersama sebagai bahasa perpaduan menurun turut dipengaruhi oleh pengaruh faktor politik dan sosial semasa (Abdullah 1987, Juriah 2002, Nik Safiah 2003, Hassan 2010). Perbezaan bahasa dalam sesebuah negara yang mempunyai kelompok ahli yang pelbagai juga akan menyebabkan gangguan perhubungan masyarakat (Fatimah 1992, 2006, Ramlie 2009). Kesannya, kedudukan bahasa Melayu sebagai satu bahasa yang sedang mengalami pembinaan dan

Penumpuan penilaian prestasi murid di peringkat kementerian lebih mengukur keupayaan kemahiran murid dalam bidang kurikulum berbanding kokurikulum. Objektif koakademik PBM di sekolah telah menetapkan bahawa murid hendaklah dapat bertutur dengan baik dan menjadikan bahasa Melayu sebagai wadah interaksi murid di sekolah. Justeru, penyelidikan yang sesuai wajar dilaksanakan bagi meneroka keberkesanan

pelaksanaan program kokurikulum dalam meningkatkan sosiolinguistik murid. Peranan program PBM dalam membantu menggunakan bahasa Melayu sewajarnya dianalisis kerana kajian-kajian lisan terdahulu juga tidak melihat program PBM sebagai bahagian yang penting dalam membantu meningkatkan kemahiran lisan murid. Penyelidikan para pengkaji bahasa yang lalu banyak tertumpu kepada aspek pengajaran dan pembelajaran di dalam kelas dan sosiolinguistik di luar bidang pendidikan berbanding aspek lisan ketika program kokurikulum seperti kajian Abu Talib (1998), Zuriyati Haron 1999, Zaitul (2000), Mahzan Arshad (2002), Supian(2003), Zamri Mahamod(2004), Abdul Rahman(2009), NorHashimah (1992,1995,1999), Abdul Rasid(2011), Jeyagobi(2011), Nur Aisyah et. al (2012). Kajian kokurikulum sejak tahun 90an di dalam dan di luar negara terdahulu juga hanya meninjau tentang pelaksanaan program kokurikulum daripada aspek kepentingan program, peningkatan akademik secara menyeluruh, pengurusan, pelaksanaan dan pembinaan kecemerlangan diri murid daripada aspek sahsiah dan kepimpinan (lihat kajian Mohamed Nor(1982), Witt(2001), Feldman & Matjasko(2005), Fredricks & Eccles(2006), Ruhaiza(2007), Tam(2010), Waite et al(2013) dan Engel et al(2013).

### **Objektif Kajian**

Kajian ini bertujuan untuk menjelaskan interaksi lisan ahli-ahli persatuan bahasa Melayu yang terlibat dalam program persatuan tersebut. Kajian ini akan menganalisis sumbangan program PBM dalam memainkan peranan membantu meningkatkan murid menggunakan bahasa Melayu lisan ketika aktiviti persatuan dijalankan. Secara terperinci objektif kajian adalah:

- I. Menghuraikan interaksi lisan murid dalam program PBM.
- II. Menilai interaksi lisan berdasarkan jantina.
- III. Menilai interaksi lisan berdasarkan kaum.
- IV. Meneroka pelaksanaan PBM dan pencapaian koakademik.

### **Persoalan kajian**

- i Bagaimanakah interaksi lisan murid dalam program PBM.
- II. Bagaimanakah interaksi lisan program PBM berdasarkan jantina.
- III. Bagaimanakah interaksi lisan program PBM berdasarkan kaum.
- IV. Sejauhmanakah program PBM membantu pencapaian koakademik murid.

### **Kepentingan kajian**

Kajian yang dijalankan diharapkan dapat menjadi sebahagian daripada sumbangan ilmiah dalam mendaulatkan bahasa Melayu sebagai bahasa utama yang dipertuturkan bersama oleh rakyat Malaysia. Matlamat pelaksanaan program koakademik PBM tidak dapat dicapai

jika pihak pengurusan pendidikan tidak melihat keupayaan murid bertutur menggunakan bahasa Melayu tercapai atau sebaliknya. Aktiviti kokurikulum juga memainkan peranan yang penting untuk perkembangan potensi murid(Mok 2013). Berdasarkan permasalahan dan kepentingan yang dinyatakan maka penyelidikan tentang program kokurikulum PBM dalam meningkatkan interaksi lisan murid amat penting berdasarkan rasional berikut:

- Penyelidikan ini dapat memberi maklumat kepada pihak penyelidik bahasa agar memberikan keutamaan yang sewajarnya dalam aktiviti PBM di sekolah mahupun di pusat pengajian tinggi.
- Penyelidikan ini dapat menyedarkan pihak pengurusan pendidikan agar memberikan keutamaan yang sewajarnya kepada penguasaan lisan dan program PBM.

### **Batasan kajian**

Aktiviti lisan melibatkan kemahiran mendengar dan bertutur (lisan). Kajian ini hanya memfokuskan perbincangan dalam bidang sosiolinguistik. Kajian ini akan melihat bahasa pertuturan murid dalam suasana program PBM di sekolah menengah. Kajian ini menggunakan teori etnografi grid speaking Hymes(1974) kerana berdasarkan banyak kajian yang lalu, teori ini dapat melihat interaksi lisan yang berlaku dalam konteks sosial dalam masyarakat dan pendidikan di sekolah dengan terperinci dan mendalam. Secara lebih khusus, kajian ini akan melihat bagaimana ahli PBM menggunakan bahasa Melayu sebagai bahasa pertuturan mereka ketika aktiviti dijalankan. Penyelidik akan menumpukan kajian di sekolah menengah kerajaan sahaja. Tiga kategori sekolah menengah yang dipilih ialah Sekolah Menengah Kebangsaan (SMK), Sekolah Agama Menengah (SAM) dan Sekolah Menengah Jenis Kebangsaan Cina(SMJK). Subjek kajian yang terlibat merangkumi pelbagai kaum dan peringkat umur. Walau bagaimanapun, kajian ini hanya terbatas kepada sekolah menengah di daerah Sabak Bernam, Selangor bagi mengurangkan perbezaan saiz pekerjaan dan pendapatan ibu bapa, bahasa utama di rumah dan tahap pendidikan ahli. Murid sekolah yang dipilih juga adalah mempunyai kebolehan sederhana dalam bidang akademik.

### **Definisi Operational**

#### **Lisan**

Kemahiran lisan terdiri daripada kemahiran mendengar dan bertutur (Widdowson 1978). Kemahiran lisan juga mempunyai ciri-ciri khusus seperti irama, intonasi, pengulangan ayat dan perkataan, tekanan dan berlangsung secara terus. Manakala dari segi ciri-ciri bahasa, lisan mempunyai unsur-unsur bahasa pasar, ekspresi dan bahasa badan yang meliputi bentuk tawar menawar, bentuk konstruktif semasa dan sebagainya (Rost 2002).

Kemahiran mendengar merupakan kemahiran lisan yang paling asas dan ia berlaku pada peringkat penerimaan kerana kemahiran mendengar merupakan kemahiran menerima komunikasi. Kemahiran bertutur pula merupakan kemahiran menyampaikan komunikasi dan juga mempunyai unsur-unsur berhenti sekejap, teragak-agak, intonasi, tekanan, kelajuan, loghat dan suara latar. Kemahiran bertutur juga menggabungkan kata dan makna bagi menghasilkan pelbagai jenis kata yang sesuai seperti jenis penerangan, penyampaian maklumat, penyertaan dan pemujukan dengan menggunakan istilah yang tepat dan prinsip

pertalian idea bagi membentuk makna (pengolahan). Kemahiran bertutur turut melibatkan kebolehan penutur menggunakan bahasa mengikut konteks yang menekankan ketepatan makna, bentuk dan konteks bagi menyatakan idea. Dalam ilmu linguistik, bahasa diungkapkan dengan sempurna melalui pertuturan.

Menurut Agustina(1995) bertutur adalah kegiatan melafazkan bunyi-bunyi yang dilahirkan daripada alat sebutan (artikulator). Kemahiran tersebut merupakan kemahiran berinteraksi menggunakan bahasa. Kemahiran bertutur tidak boleh dicipta tetapi mesti ditiru dan diajuk. Kemahiran bertutur dikuasai oleh kanak-kanak hasil daripada meniru atau mengajuk pertuturan orang dewasa di sekelilingnya. Rangsangan dan ganjaran dapat menggalakkan penutur mengulang-ulang perkataan yang disebutnya sehingga ia dapat menguasai pertuturan yang lebih kompleks. Apabila kemahiran bertutur sudah dikuasai, kanak-kanak akan mula berinteraksi dengan orang lain. Justeru, orang dewasa perlu menunjukkan model pertuturan yang baik kepada kanak-kanak bagi membolehkan mereka bertutur dengan berkesan.

### **Persatuan Bahasa Melayu (PBM)**

PBM ialah gerak kerja kokurikulum akademik bahasa. Penubuhan PBM adalah bertujuan untuk membantu perkembangan kurikulum bahasa Melayu kerana program ini juga merupakan pelengkap kepada proses pengajaran dan pembelajaran murid di dalam kelas. PBM di semua sekolah bergerak dengan aktif untuk memenuhi kepelbagaian cita rasa, minat dan bakat murid berdasarkan objektif dan matlamat penubuhannya. PBM berperanan sebagai wadah pembentukan murid yang dapat bertutur dengan menggunakan bahasa Melayu dengan sempurna kerana murid dapat bersosial dalam suasana yang lebih santai ketika aktiviti persatuan dijalankan.

Menurut Odden & Wohlstetler (1995), persatuan bahasa ialah suatu program yang dapat meningkatkan keupayaan murid untuk berbahasa secara gramatis kerana program tersebut dapat memperbaiki produktiviti sekolah, keberkesanan sekolah dan mempertingkatkan prestasi pencapaian pelajar sekiranya ia dilaksanakan dengan teratur dan sempurna. Justeru, PBM di semua sekolah mestilah bergerak aktif untuk memenuhi kepelbagaian cita rasa, minat dan bakat murid berdasarkan objektif dan matlamat penubuhannya.

Antara objektif persatuan Bahasa Melayu ialah:

- Menyuburkan perasaan cinta akan bahasa Melayu
- Menggunakan bahasa Melayu dengan gramatis
- Menyemai perasaan cinta akan sekolah, negeri dan negara supaya wujud warganegara yang berkualiti dan memiliki jati diri yang unggul
- Mewujudkan Persatuan Bahasa Melayu di sekolah yang bergiat aktif sepanjang tahun untuk melatih murid yang berkebolehan, berkeyakinan tinggi, berketerampilan dan dapat berkomunikasi dengan baik
- Meningkatkan minat, mengembangkan bakat dan kemahiran murid dalam aktiviti yang dirancang
- Memaksimumkan penglibatan, kerjasama dan sumbangan dua hala antara sekolah dengan ibu bapa serta membantu murid berinteraksi dengan masyarakat

- Membina sikap yang positif dan bertanggungjawab terhadap pemeliharaan bahasa dan budaya Melayu
- Menggalakkan murid menyumbang idea, kemahiran, tenaga dan kreativiti serta menyertai pertandingan-pertandingan di peringkat sekolah, daerah, negeri dan kebangsaan

## **Metodologi Kajian**

Bahagian ini akan membincangkan metodologi kajian yang digunakan di dalam kajian ini untuk memperoleh, mengumpul dan menganalisis data yang diperlukan bagi menjawab persoalan-persoalan kajian. Mohd Majid Konting (1994), menyatakan bahawa jika penyelidik gagal menggunakan kaedah pengumpulan data yang baik, sesuai dan berkesan, akan menghasilkan maklumat yang tidak tepat dan kabur.

## **Pendekatan Kajian**

### **Teori Etnografi Komunikasi (Hymes, 1974)**

Kajian yang dijalankan akan menggunakan teori etnografi komunikasi yang diperkenalkan oleh Dell Hymes pada 1974. Etnografi Komunikasi merupakan pengkajian peranan bahasa dalam perilaku komunikasi sesuatu masyarakat. Teori etnografi komunikasi merupakan pendekatan sosiolinguistik yang bukan hanya mengkaji bahasa dari aspek linguistik tetapi juga nilai-nilai sosial dan budaya masyarakat penutur. Menurut Hymes(1974) sosiolinguistik adalah lakonan bahasa dari segi hubungan di antara latar (setting), peserta (participant), tajuk perbincangan, fungsi sesuatu interaksi, bentuk perhubungan, dan nilai-nilai yang dipegang oleh ahli-ahli yang terlibat dalam pertuturan terhadap sesama sendiri. Teori ini telah digunakan dalam kajian pakar bahasa dan pendidikan seperti Saville-Troike (2003), Ghazali Lateh(2007), Rosli(2010) dan Mohd Sabri (2004). Kajian ini meneroka interaksi lisan yang memfokuskan penggunaan bahasa Melayu dalam konteks PBM berpandukan ciri-ciri peristiwa bahasa grid SPEAKING Hymes(1974) bagi mengutip dan menganalisis data iaitu:

1. latar (Setting)
2. peserta (participant)
3. Tujuan Komunikasi(ends)
4. urutan lakuan(Act sequence)
5. ragam (key)
6. alat atau saluran komunikasi (Instrumentalities)
7. norma-norma Interaksi (norms)
8. genre (genre)



Menurut Hymes(1974), latar merujuk kepada segala faktor dalam konteks pertuturan yang membezakan bahasa selain orang-orang yang terlibat seperti masa, tempat, musim dan aspek-aspek fizikal persekitaran. Sebagai contoh, penutur akan menggunakan satu jenis pertuturan apabila bercakap dengan pendengar(penerima) di rumah, berbeza pula apabila di sekolah atau di padang dan bercakap dengan orang yang tidak dikenali. Penutur menggunakan jenis bahasa yang lain apabila berpidato di khalayak ramai. Dalam komponen latar, pengkaji akan meneliti bentuk bahasa yang digunakan oleh ahli-ahli PBM ketika aktiviti dijalankan di sekolah. Komponen peserta pertuturan pula merujuk kepada umur, jarak hubungan, pengalaman dan pencapaian(Hymes1974). Ia melibatkan bilangan peserta, jantina, etnik, status sosial dan faktor-faktor lain yang terlibat dalam komunikasi tersebut. Dalam kajian ini, pengkaji akan meneroka peserta interaksi lisan yang melibatkan jantina dan etnik ahli-ahli PBM. Komponen tujuan pertuturan pula ditentukan oleh tujuan bahasa itu digunakan, sama ada untuk mencari keterangan, ataupun untuk membuat pernyataan, menyuruh, memarah, mengejek, dan sebagainya. Tujuan pertuturan tersebut akan mempunyai makna apabila maksudnya tercapai, iaitu jika pendengar atau penerima memahami apa yang dimaksudkan oleh penutur. Dalam kajian ini, penyelidik akan meninjau tujuan perbualan yang berlaku dalam aktiviti PBM di sekolah.

Urutan lakuan merangkumi penyusunan perilaku pertuturan ataupun berbahasa, termasuklah giliran bertutur atau bercakap. Ragam pula dirujuk sebagai nada(tone), cara gaya(manner) dan pemikiran(spirit) yang diperbualkan. Kesesuaian ragam dan isu yang dibicarakan hendaklah selaras agar dapat diterima makna pertuturan antara penutur dan penerima. Penyelidik akan melihat ragam bahasa seperti cara gaya komunikasi sama ada bersahaja atau bergurau. Alat atau saluran merangkumi saluran komunikasi berbentuk lisan, tulisan dan isyarat. Dua cara yang digunakan dengan meluas ialah pertuturan dan tulisan. Dalam kajian ini, alat atau saluran yang diteroka ialah bentuk pertuturan sahaja. Norma pula merujuk kepada peraturan berbahasa yang melambangkan struktur dan hubungan sesuatu masyarakat. Ia berkait rapat dengan budaya sesuatu bangsa. Dalam kajian ini, norma interaksi melibatkan hubungan peserta kajian dan perbezaan jenis sekolah akan ditinjau. Manakala komponen terakhir iaitu genre yang merujuk kepada jenis peristiwa seperti jenaka, cerita atau perbualan yang berlaku ketika aktiviti PBM dijalankan.

## **Kajian Kepustakaan**

Kajian kepustakaan digunakan dalam kajian ini melibatkan proses mencari maklumat untuk dijadikan panduan dan rujukan dalam perbincangan kajian. Kaedah kajian yang dilakukan adalah bacaan rapi analisis kandungan dan interpretasi. Penelitian ini merujuk kepada pelbagai bahan iaitu daripada buku, tesis, artikel, majalah, jurnal, akhbar dan bahan ilmiah yang diperoleh dari perpustakaan, KPM dan berkaitan dengan tajuk yang dikemukakan sebagai rujukan dan bukti yang sahih tentang kajian ini. Kajian kepustakaan ini bertujuan untuk meninjau dapatan kajian pengkaji terdahulu. Perbandingan dapatan boleh dilakukan antara pengkaji-pengkaji terdahulu dengan mengambil kira kelompongan yang ditinggalkan. Selain itu, kajian kepustakaan digunakan sebagai data sokongan kepada data sebenar yang diperoleh oleh pengkaji di lapangan serta menambah kesahan data yang dikumpul.

## **Kajian Lapangan**

Kajian ini akan menggunakan kaedah kualitatif dan kuantitatif (mixmethod). Teknik rakaman dan soal selidik akan dilakukan bagi mendapatkan data yang terperinci ketika berlangsungnya aktiviti persatuan. Pengkaji akan menggunakan soal selidik yang dibina berpandukan teori komunikasi Hymes 1974, Standard Pentaksiran Lisan bahasa Melayu Sekolah Menengah oleh Kementerian Pelajaran Malaysia dan penyelidik lepas yang telah

### ***Rakaman***

Kaedah rakaman audio dan video terhadap aktiviti yang disertai oleh ahli-ahli PBM dilakukan bagi memantapkan data. Rakaman suara serta rakaman video akan dilakukan ketika murid menyertai aktiviti program PBM dan pertandingan yang dianjurkan oleh PBM di peringkat sekolah. Kaedah rakaman dilakukan untuk mengelakkan keciciran data kajian berlaku. Rakaman ini akan membolehkan maklumat tentang interaksi lisan berpandukan teori komunikatif Hymes 1974 semasa aktiviti PBM diambil, disimpan, direkod dan dianalisis. Alat yang diperlukan ialah perakam digital suara dan kamera video. Pengkaji akan dibantu oleh seorang pembantu penyelidik bagi mengendalikan proses rakaman untuk mengelakkan sebarang masalah berlaku ketika proses kutipan data.

### ***Kajian Dokumen***

Bagi meninjau pencapaian lisan murid, pengkaji akan menggunakan kaedah kajian dokumen. Dokumen yang digunakan ialah dokumen pencapaian gerak kerja kokurikulum untuk meninjau pencapaian murid dalam aktiviti koakademik persatuan.

### ***Soal selidik***

Pengkaji turut memilih soal selidik sebagai instrumen untuk mendapatkan maklumat persepsi murid tentang keberkesanan program PBM dalam meningkatkan interaksi lisan dalam bahasa Melayu. Menurut Sekaran (1992), mengumpul data melalui kaji selidik adalah cara yang terbaik untuk mengutip data kerana masa yang singkat diambil dan hanya beberapa responden yang dipilih untuk menjawab soal selidik yang mengandungi rentetan soalan tertutup yang telah direka khas untuk mengumpul data untuk mencapai objektif kajian. Instrumen kajian ini merupakan instrumen yang telah dibina oleh penyelidik lepas dan Standard ULBS, KPM yang telah diubah mengikut kesesuaian dengan kajian penguasaan lisan berpandukan teori komunikatif Hymes (1974).

Instrumen dalam kajian ini, dibahagikan kepada tiga bahagian iaitu bahagian pertama merangkumi demografi responden yang merangkumi soalan berkaitan umur, jantina, kaum, pendapatan ibu bapa, dan jenis sekolah. Bahagian kedua item soal selidik yang merangkumi analisis pencapaian dalam kegiatan yang disertai dalam program PBM. Kandungan item soal selidik dalam bahagian kedua meliputi persoalan analisis pencapaian lisan dalam koakademik murid, kesedaran dan keperihatinanan murid terhadap usaha untuk meningkatkan pencapaian berbahasa daripada aspek lisan. Bahagian ketiga akan menganalisis peranan PBM dalam meningkatkan penguasaan lisan murid. Setelah

memperoleh data hasil daripada edaran soal selidik, pengkaji kemudiannya akan menganalisa data menggunakan perisian SPSS.

### **Kawasan Kajian**

Populasi kajian yang dirancang adalah dalam kalangan murid ahli PBM di negeri Selangor. Bagi kajian kualitatif, data akan dikutip di sebuah sekolah Menengah Kebangsaan dan sebuah Sekolah Menengah Jenis Kebangsaan Cina. Kajian menggunakan soal selidik pula akan dilakukan di pelbagai jenis sekolah menengah di negeri Selangor. Data akan diambil di lapangan dalam jangka masa 10 bulan (cadangan bermula pada bulan Januari 2016 sehingga 31 Oktober 2016).

### **Subjek Kajian**

Pengkaji akan meninjau interaksi lisan dalam kalangan responden ahli-ahli PBM yang bergiat aktif dalam aktiviti PBM ketika aktiviti persatuan dijalankan bagi kajian rakaman dan soal selidik. Responden kajian terdiri dari pelbagai bangsa dan umur dan dipilih secara rawak manakala jumlah sekolah dipilih merangkumi 30% sekolah menengah dalam daerah yang sama di negeri Selangor.

### **Prosedur Kajian**

Sebelum turun ke lapangan pengkaji telah membuat satu tinjauan awal bagi menetapkan kawasan yang sesuai untuk tujuan kajian ini berdasarkan pencapaian prestasi kegiatan PBM dan kategori sekolah. Pengkaji akan menghantar surat permohonan menjalankan kajian bagi mendapat kebenaran secara rasmi daripada Bahagian Perancangan Penyelidikan dan Pembangunan Kementerian Pelajaran Malaysia (BPPDP KPM). Pengkaji juga akan mendapatkan kebenaran daripada pihak pengetua dan guru-guru untuk menjalankan kajian di kawasan sekolah kerana pengkaji akan dapat menjalankan kajian dengan mudah serta mendapat kerjasama dari semua pihak. Pengkaji akan meminta kebenaran untuk menggunakan pelajar sebagai subjek kajian bagi kajian berbentuk pemerhatian dan analisis dokumen. Selain itu, pengkaji juga memohon kebenaran pengetua dan guru untuk meminta murid-murid menjawab soalan daripada soal selidik yang diedarkan.

Dengan kerjasama dan bantuan semua pihak, pengkaji akan mengedarkan borang soal selidik kepada responden dan penjelasan akan diberikan sebelum menjawab. Pengkaji akan meminta responden menjawab kenyataan-kenyataan yang diberikan secara jujur. Pengkaji hanya akan memberikan masa selama satu jam kepada responden untuk menjawab item-item dalam soal selidik tersebut. Hasil dapatan kajian yang diperoleh akan bincangkan dan membuat cadangan bagi setiap elemen-elemen yang dibincangkan. Kajian diserahkan kepada pihak pentadbiran pada tarikh yang akan ditetapkan.

## **Analisis Data kajian**

Bagi menganalisis data, teori komunikatif Hymes (1971) digunakan bagi meninjau kepelbagaian penggunaan bentuk bahasa dalam sesuatu interaksi lisan. Data kajian akan diperoleh melalui teknik rakaman. Sejurus memperoleh data lapangan, pengkaji akan terus menganalisis data. Hal ini penting bagi mengelakkan berlaku kehilangan data atau masalah seumpama semasa proses deskripsi dilakukan. Soal selidik yang dikumpulkan pula akan dianalisis melalui komputer menggunakan perisian windows “ Statistical Package For Social Science (SPSS) bagi mendapatkan data yang tepat. Dapatan analisis dipaparkan dalam bentuk jadual yang menunjukkan kekerapan dan peratusan. Keputusan kajian dibincangkan daripada data yang diperoleh mengikut setiap item berpandukan soalan kajian. Bagi kajian yang lebih mendalam bagi setiap pembolehubah ini, ujian korelasi dan ujian-t digunakan untuk mencari perbezaan min sampel dalam populasi yang spesifik (Grimm, 1993). Dalam ujian ini, perbezaan merentasi jantina bagi tahap kemahiran diukur dengan ujian-t kerana ujian ini ialah ujian signifikan yang paling baik untuk menentukan perbezaan di antara 2 min. (Best & Kahn, 1993).

## **Rumusan**

Kajian yang berkaitan perlu dilakukan untuk meninjau peranan program kokurikulum bahasa dan kecekapan bahasa di sekolah kerana sekolah memainkan peranan yang amat penting dalam pembangunan pembelajaran bahasa murid (Oxford, 1986). Secara keseluruhan kajian-kajian di dalam dan luar negara tentang lisan dan program kokurikulum menunjukkan terdapat hubungan yang positif antara penyertaan dalam program kokurikulum dan pencapaian akademik. Organisasi pendidikan di luar negara juga turut mengaitkan kepentingan kokurikulum dengan kemahiran yang boleh diperoleh pelajar apabila terlibat dengan kegiatan kokurikulum seperti membantu pelajar membangunkan sikap positif terhadap ilmu, mengembangkan kebolehan, meningkatkan kreativiti dan kemahiran.

# PEMILIKAN DAN KEKERAPAN PERHUBUNGAN DALAM MODAL SOSIAL NELAYAN PESISIR TERENGGANU

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## Abstrak

Pembangunan ke atas komuniti nelayan jarang diteroka secara mendalam dari aspek potensi yang berbentuk modal komuniti dimiliki oleh mereka. Sedangkan nelayan mempunyai potensi dalam bentuk modal sosial yang boleh digunakan bagi membangunkan mereka. Justeru, makalah inimeneliti modal sosial yang dimiliki dan digunakan oleh nelayan di Terengganu dalam kehidupan seharian mereka. Kajian telah dilaksanakan ke atas seramai 220 orang nelayan di Kuala Terengganu Utara (Batu Rakit dan MengabangTelipot)serta Besut (Kuala Besut dan Benting Lintang). Data dikumpulkan dengan menggunakan borang soal selidik dan dianalisis dengan menggunakan statistik deskriptif yang dipamerkan melalui min dan peratus. Hasil kajian mendapati terdapat tiga bentuk modal sosial yang dimiliki oleh komuniti nelayan, iaitu modal sosial ikatan, rapatan dan jaringan. Namun, kajian ini mendapati komuniti nelayan memiliki modal sosial ikatan yang tinggi berbanding dengan modal sosial rapatan dan modal sosial jaringan.Malah modal sosial ikatan merupakan perhubungan yang kerap berlakutermasuklah untuk tujuan peningkatan sumber pendapatan mereka. Namun, dari sudut negatif, perhubungan yang terlalu rapat dengan modal sosial ikatan memberi kesan menyumbang kepada permasalahan rangkaian sokongan yang lain dalam meneruskan kelangsungan hidup mereka Oleh itu, nelayan perlumeningkatkan perhubungan menerusi pemilikan dan kekerapan yang bukan hanya dengan modal sosial ikatan tetapi termasuklah perhubungan pihak modal sosial rapatan dan modal sosial jaringanbagi memastikan peningkatan kesejahteraan hidup mereka sebagai nelayan.

**Kata kunci:** *Nelayan, modal sosial ikatan, modal sosial rapatan , modal sosial jaringan.*

## Pengenalan

Modal sosial sebagai antara potensi yang dapat digunakan secara sepenuhnya dalam membangunkan sesebuah komuniti. Modal sosial adalah satu proses elemen perhubungan antara ahli komuniti (Bhuiyan, 2011). Malah menurut Bhuiyan (2011) lagi, kepentingan akan peranan yang dimainkan modal sosial adalah mustahak sama ada kepada pembuat dasar malah masyarakat secara umumnya telah mengakui peranan modal sosial sebagai pemangkin dalam menggalakkan kelestarian dalam pembangunan komuniti.

Modal sosial dalam konteks komuniti boleh berlaku sama ada perhubungan secara dalaman mahupun luaran. Modal sosial seperti yang di maksud oleh Bhuiyan (2011) telah diterangkan dengan lebih mendalam oleh Inayah (2012) secara jelas, bahawa modal sosial adalah konsep yang menerangkan interaksi atau hubungan dalam sesebuah komuniti, malah interaksi tersebut mewujudkan ikatan emosional yang menjadikan kesatuan untuk komuniti mencapai tujuan yang sama, dan seterusnya akan melahirkan kepercayaan kesan penyatuan jalinan yang

berlaku dalam jangka masa tempoh masa tertentu. Melalui modal sosial ahli komuniti dapat bekerja secara kolektif dengan lebih berkesan dalam membangunkan dan menguatkan hubungan dalam menyelesaikan pelbagai masalah dalam proses membangunkan komuniti (Mattessich, 2009).

### **Isu Modal Sosial Komuniti Nelayan**

Modal sosial sebagai potensi dalam membangunkan komuniti adalah masih kurang diteliti dengan mendalam. Kajian seperti Siti Rahmahetal. (2004) telah membincangkan modal sosial dalam keluarga dan kejiwaan komuniti nelayan, namun mereka hanya membincangkan dari segi komunikasi, dan tidak menekankan penggunaan modal sosial. Modal sosial dibahagikan kepada dua kelompok, iaitu kelompok mendatar (modal sosial ikatan dan modal sosial rapat) dan kelompok menegak (modal sosial jaringan).

Berkenaan dengan modal sosial ikatan komuniti nelayan, ia dapat diperhatikan melalui aktiviti nelayan mereka yang telah mewariskan ilmu nelayan kepada ahli keluarga. Ini dapat diteliti daripada kajian Rahmahetal. (2004), ahli nelayan mempunyai perhubungan yang baik dengan ahli keluarga nelayan yang adalah kerana faktor warisan pekerjaan nelayan daripada orang terdahulu kepada generasi yang seterusnya. Pewarisan ini termasuklah dalam bentuk ilmu pengetahuan kepada ahli keluarga nelayan yang lain (Sudarmonoetal., 2012). Ini menjelaskan bahawa, ahli keluarga merupakan sumber dalam meneruskan pekerjaan sebagai nelayan, di mana pewarisan ini adalah antara lain disebabkan adanya hubungan kekeluargaan yang erat serta adanya unsur-unsur kesepunyaan antara satu sama lain. Rasa kesepunyaan ini menjadi teras kepada pemindahan ilmu serta kemahiran nelayan berlaku dengan baik. Secara umumnya, melalui kajian-kajian tersebut, jelas memperincikan bahawa pekerjaan nelayan adalah merupakan salah satu pekerjaan yang bersifat turun temurun yang akan diwarisi kepada generasi-generasi yang akan datang.

Menurut Akhbar Ali Abd Kadir dan NorDiyana Sohor (2009) kebanyakan nelayan bekerja dengan pemilik bot turut adalah dalam kalangan ahli keluarga sendiri. Menurut Akhbar Ali Kadir dan NorDiyana Sohor (2009) lagi, semakin keakraban hubungan antara nelayan (pekerja) dengan pemilik bot (ahli keluarga sendiri) akan memberi kesan yang positif dengan berlakunya peningkatan hasil tangkapan yang akan mereka perolehi. Selain itu, isteri nelayan juga memainkan peranan penting dalam aktiviti kenelayanan semenjak dahulu lagi. Contohnya kajian oleh Ishak (1990), di Perupok, Kelantan, ikatan hubungan perkahwinan dengan suami telah menyebabkan isteri menuruti perintah suami, termasuklah berlakunya penghijrahan ramai lelaki bersama isteri ke kawasan itu adalah kerana adanya perkembangan aktiviti nelayan di kawasan tersebut termasuklah kerana penggunaan bot besar dalam menangkap hasil laut. Ini menunjukkan, modal sosial ikatan antara suami dan isteri adalah rapat yang bukan hanya sekadar kerana faktor ekonomi pekerjaan semata-mata tetapi juga kerana budaya setempat di Malaysia yang dipegang yang mana isteri harus patuh dan taat kepada suami dalam keadaan susah dan senang.

Modal sosial rapat dalam kalangan nelayan pula dapat diteliti menerusi perhubungan dengan individu seperti orang tengah. Perhubungan orang tengah pada realitinya telah berlaku sejak sekian lama. Perhubungan dengan orang tengah pernah dibincangkan oleh Firth (1964) dan Ishak (1990) yang memerhati realiti komuniti nelayan di Kelantan dan Terengganu. Firth

telah meninjau bagaimana kehidupan nelayan menerusi perspektif antropologi ekonomi dan merupakan kajian terawal berkaitan komuniti nelayan. Tindakan yang dilakukan komuniti dalam meluaskan perhubungan dengan pihak lain yang luar daripada komuniti seperti orang tengah terutamanya dalam pembangunan ekonomi.

Orang tengah menjadi medium pemasaran ikan, ini telah memberi impak yang positif dan negatif. Dari sudut positif, ini dapat diteliti melalui kajian Sudarmonoetal. (2012) yang mendapati hubungan dengan orang tengah membolehkan nelayan menggunakan kelengkapan yang lebih moden seperti peti sejuk, tempat penyimpanan ikan dan alat yang dapat mengawet ikan sebelum dipasarkan. Menurut Sudarmonoetal. (2012) lagi, orang tengah bukan hanya membantu komuniti nelayan dari segi kemudahan tetapi juga melibatkan tindakan yang saling melindungi. Saling melindungi termasuklah memberi kemudahan pinjaman berbentuk wang kepada nelayan khususnya pada musim tengkujuh (Ishak, 1990). Keterbatasan yang ada pada komuniti nelayan seperti modal jelas menunjukkan komuniti nelayan tidak hanya mengharapkan bantuan dari sumber daripada keluarga atau dalam komuniti sahaja tetapi menjangkau perhubungan luar komuniti atas sebab kepentingan tertentu untuk dipenuhi oleh komuniti nelayan itu sendiri.

Namun komuniti nelayan turut mendapat impak yang negatif hasil daripada perhubungan tersebut. Ini dapat ditinjau melalui kajian yang dilakukan oleh Mulyilaetal. (2012), di Pohnpei (Micronesia), Mafia (Tanzania) dan Guimaras (Philippines), yang menyatakan bahawa, keuntungan yang diperolehi hasil dari pembahagian pendapatan jualan adalah sedikit berbanding dengan orang tengah yang kebanyakan pada mereka adalah berada di darat. Situasi seperti itu turut berlaku di Malaysia menerusi kajian Wan Mohd Zaifirunetal. (2009), orang tengah mengambil kesempatan atas kekurangan modal dengan mengaut keuntungan yang banyak berbanding nelayan itu sendiri. Isu ini bukan hanya berlaku pada masa kini tetapi telah berlaku semenjak kajian-kajian terdahulu termasuklah kajian yang dilakukan oleh Ishak (1990) lagi. Kajian Ishak (1990) menunjukkan komuniti nelayan telah menggunakan sumber orang tengah dalam urusan mereka terutamanya dalam membantu memasarkan hasil laut mereka. Melalui kajian-kajian yang dinyatakan, jelas, menunjukkan perhubungan dengan orang tengah boleh mendatangkan impak yang positif mahupun negatif.

Perhubungan dengan pemilik bot juga merupakan modal sosial rapat. Menurut Hauzeretal. (2013), hubungan antara nelayan sebagai pekerja dengan pemilik bot berlaku secara bersifat dua hala. Menurut Hauzeretal. (2013) lagi, kedua-duanya saling memerlukan, sebagai contohnya pemilik bot membayar yuran persatuan nelayan mewakili pihak pekerjanya, memberi pinjaman (hutang), sebagai gantinya, nelayan akan menjual hasil laut tersebut hanya kepada pemilik bot untuk melangsaikan hutangnya. Menurut Penard dan Poussing (2010), kerjasama dalam modal sosial cenderung untuk meningkatkan kepercayaan dan kesepakatan yang secara langsung akan meningkatkan pertumbuhan ekonomi komuniti.

Modal sosial rapat dalam konteks perhubungan antara komuniti nelayan turut berlaku secara positif. Mereka saling berkongsi maklumat berkaitan lokasi (lubuk) ikan terutamanya apabila kekurangan sumber ikan (Sanchez&Pinkerton, 2009). Menurut, Sanchez dan Pinkerton (2009) lagi, penyebaran maklumat berlaku tanpa adanya rahsia antara nelayan, hal ini disebabkan oleh hubungan mereka berasaskan kepercayaan sebagai rakan dalam aktiviti nelayan meskipun mereka dari kawasan yang berbeza. Elemen percaya antara nelayan mengukuhkan

perhubungan antara mereka sehingga melibatkan perkongsian sumber hasil laut yang boleh digunakan untuk meningkatkan pendapatan mereka.

Selain daripada modal sosial ikatan dan modal sosial rapat, nelayan turut memiliki modal sosial jaringan. Modal sosial jaringan "*linking*" adalah merujuk kepada perhubungan dengan pihak yang mempunyai kuasa 'autoriti' (Marin et al., 2012). Modal sosial jaringan memberi impak dari segi pembinaan kapasiti sesebuah komuniti itu sendiri (Lydon, 2011). Dengan adanya kemudahan-kemudahan tertentu ahli komuniti dapat akses kepada sumber-sumber tertentu melalui saluran maklumat dan perkongsian idea kepada komuniti tanpa diskriminasi (Rahmahetal., 2011).

Kebiasaannya, pihak berautoriti mempunyai kerjasama (pengurusan bersama) dengan komuniti nelayan dengan menganggap nelayan sebagai pelanggan mereka. Pengurusan bersama antara nelayan dan agensi-agensi luar merupakan perhubungan yang biasa berlaku. Evanetal. (2011), menyatakan, pengurusan bersama merupakan pendekatan yang dominan dalam kalangan nelayan berskala kecil. Kajian yang dilakukan oleh May (2013), terhadap pengurusan komuniti nelayan oleh kerajaan North Carolina menunjukkan kerjasama antara nelayan dan pihak kerajaan memberi manfaat kepada nelayan. Antaranya ialah menggalakkan penyebaran dan perkongsian ilmu dan pembelajaran yang lebih bersistematik (May, 2013).

Meskipun demikian, terdapat kajian lain menunjukkan hubungan antara komuniti nelayan dan pihak berkuasa (kerajaan) adalah rendah (Ciommo&Schiavetti, 2012). Dalam kajian Wan Mohd Zaifurinet al. (2009) menyatakan bahawa, perhubungan tersebut kurang memberangsangkan kerana pihak berautoriti sering melaksanakan sesuatu program keatas nelayan tanpa meneliti kesesuaian sebenar keperluan mereka.

Kajian-kajian para sarjana berkaitan dengan modal sosial jaringan nelayan menunjukkan perhubungan yang negatif. Kewujudan perhubungan antara komuniti nelayan dan pihak berautoriti pada dasarnya adalah perhubungan yang mendatangkan hasil yang positif terutamanya dalam penyediaan sumber-sumber asas kepada komuniti nelayan. Namun, dipihak komuniti nelayan, jelas menunjukkan adanya perhubungan dengan ketiga-tiga modal sosial tersebut dalam kelangsungan sebagai nelayan. Oleh itu, makalah ini mengenal pasti penelitian berkaitan modal sosial dalam aspek pemilikan serta kekerapan perhubungan tersebut berlaku.

### **Definisi Modal Sosial**

Menurut Jurik et al. (2006), modal sosial adalah melibatkan perhubungan antara sama lain dan dengan ahli komuniti. Individu seperti Putnam, Bourdie dan Coleman merupakan antara individu yang telah mendefinisikan tafsiran modal sosial secara teoritikal dan khusus (Marsh, 2000; Ottebjjer, 2005; Smith, 2008 dan Locker, 2010). Contohnya, Robert Putnam yang merupakan salah seorang sarjana politik menerangkan bahawa modal sosial adalah merangkumi kepercayaan, timbal balik dan keakraban dalam penglibatan sivil secara mendatar (Marsh, 2000). Malah menurut Bousrih (2013), modal sosial merangkumi peranan keterlibatan ahli komuniti secara bersama yang seterusnya membentuk pendidikan dalam komuniti. Modal sosial merupakan sumber dalam komuniti yang melibatkan satu proses secara praktikal dengan mengerakkan ahli komuniti dalam satu kumpulan secara bersama yang dapat membangunkan pembangunan komuniti.



Modal sosial dapat dibahagikan kepada dua kelompok, iaitu kelompok mendatar yang terdiri daripada modal sosial ikatan (*bondingsocialcapital*) dan modal sosial rapatan (*bridgingsocialcapital*). Manakala dalam kelompok menegak pula dikenali sebagai modal sosial jaringan (*linkingsocialcapital*) (Woolcock, 2002).

Modal sosial ikatan melibatkan perhubungan dengan individu atau kelompok yang bersifat homogen (persamaan). Perhubungan dengan kumpulan yang homogen adalah seperti perhubungan dengan ahli keluarga, kawan rapat, jiran dan etnik (Vynckeetal.,2012; Ottejber, 2005). Menurut Bosancianuetal. (2013), ia dapat diteliti melalui pembentukanperhubungan yang rapatantara satu sama lain. Malah modal sosial ikatan merupakan salah satu hubungan bagi membantu individu dari sudut meningkatkan sokongan psikologi termasuklah dalam meningkatkan tahap kepercayaan dalam diri mereka (Mladovsky&Mossialos, 2008).

Modal sosial ikatan menjelaskan proses perhubungan yang rapat dengan individu atau kumpulan atas dasar persamaan yang dimiliki antara satu sama lain. Perhubungan ini berlandaskan kepada elemen kepercayaan, timbal balik dan keakraban. Ini menjelaskan bahawa dalam komuniti nelayan, modal sosial ikatan merupakan sumber yang terpenting, melalui proses tindakan perhubungan yang berlaku dalam skala yang kecil. Ini dapat diteliti melalui perhubungan antara ahli komuniti nelayan, yang telah diperjelaskan realiti yang berlaku dalam komuniti nelayan, yang mana komuniti nelayan adalah kebanyakan mewariskan sumber pekerjaan yang didominasi ahli keluarga mereka sendiri (Filhoetal., 2009). Perhubungan berskala kecil antara lingkungan sistem keluarga nelayan sendiri dapat membantu interaksi perhubungan yang lebih berkesan dan diterjemahkan dalam konteks peningkatan pendapatan mereka.

Modal sosial rapatan pula merujuk kepada hubungan antara rakan-rakan yang lebih jauh serta mempunyai ciri-ciri yang berbeza dari segi demografi (Woolcock, 2002; Titeca&Vervich, 2008). Manakala dari segi hubungan keahlian yang berada dalam modal sosial ini adalah tidak terhad dan melangkaui kriteria tertentu, termasuklah dari segi etnik dan kelas (Bosancianuetal., 2013). Ini berbeza dengan modal sosial ikatan yang mempunyai hubungan terhad antara individu dengan individu yang mempunyai ciri-ciri yang sama, sebaliknya modal sosial rapatan adalah bersifat jangkauan perhubungan luar daripada komuniti, kumpulan serta individu yang berbeza dari segi ciri-ciri yang ada.

Perhubungan nelayan dengan modal sosial rapatan termasuklah dengan orang tengah, pemilik bot dan rakan nelayan luar komuniti (Hauzeretal., 20012; Nunan, 2006; Sanchez & Pinkerton, 2009) Dalam konteks perhubungan dalam modal sosial rapatan dalam kalangan komuniti nelayan jelas dapat dikategorikan sebagai perhubungan di luar pada komuniti, perhubungan yang lebih bersifat terbuka di mana perhubungan tersebut adanya satu perjanjian khas antara komuniti nelayan dengan komuniti luar yang dipersetujui untuk bekerjasama. Komuniti nelayan diteliti memerlukan perhubungan dengan pihak luar, namun perhubungan tersebut adalah berisiko untuk terus dikekalkan kerana perhubungan terjalin kerana mempunyai matlamat tertentu.

Manakala modal sosial jaringan adalah perhubungan dengan individu atau organisasi yang mempunyai kuasa formal (Peeters, 2012; Mignoe, 2009; Titeca&Vervich, 2008; Molinas, 2005). Hubungan ini merupakan hubungan berbentuk vertikal (atas-bawah) dengan komuniti (Mignoe, 2009). Modal sosial jaringan melibatkan agensi-agensi yang memberi bantuan dari

segi kewangan, kemudahan dan sebagainya, dan ini termasuklah agensi-agensi sukarelawan yang memberi manfaat kepada komuniti (Mathbor, 2007). Perhubungan dengan pihak kerajaan memberi manfaat kepada komuniti seperti dari segi pembangunan termasuklah kepada pembangunan komuniti. Dalam konteks komuniti nelayan, pihak modal sosial jaringan yang terdiri daripada pelbagai agensi seperti Lembaga Kemajuan Ikan Malaysia (LKIM), Jabatan Perikanan serta Persatuan Nelayan Kawasan (PNK) merupakan antara agensi yang berautoriti dalam membangunkan komuniti nelayan. Pihak LKIM telah mengusahakan pelbagai program dalaman membangunkan masyarakat antaranya ialah program Pembangunan Masyarakat dan Pertubuhan Nelayan dan Pembangunan Pemasaran (LKIM, 2013). Jabatan Perikanan memainkan peranan dalam penguatkuasaan undang-undang perikanan (Aldon et al., 2011) dan Persatuan Nelayan Kawasan berperanan sebagai rakan kongsi dalam membangunkan komuniti nelayan secara langsung dengan ahli komuniti nelayan (Schmidt, et al., 2014).

Komuniti nelayan mempunyai perhubungan dengan modal sosial jaringan. Komuniti nelayan yang secara umumnya berada di kawasan luar bandar telah mendapat perhatian dari pihak kerajaan untuk memastikan mereka tidak tercicir dari pembangunan arus perdana (Abu Kassim et al., 2007). Pihak kerajaan melalui polisi serta program tertentu telah mengubah taraf hidup komuniti nelayan. Menurut Ross (2013) lagi, peranan agensi perikanan dalam memainkan peranan untuk berhubung dengan komuniti nelayan dalam menyokong serta meningkatkan sumber penjana pendapatan bagi nelayan.

Secara keseluruhannya modal sosial ikatan dan rapatan merupakan konsep yang mempunyai unsur kolektif dalam komuniti, manakala modal sosial jaringan pula merujuk kepada perhubungan kuasa komuniti dengan institusi-institusi formal secara formal atau tidak formal. Modal sosial ikatan dan modal sosial rapatan menunjukkan adanya persamaan dalam aspek tertentu seperti kerjasama antara individu secara kolektif, kepercayaan, saling timbal balik dan perhubungan dengan hanya dibezakan atas fungsi-fungsi tertentu sahaja. Namun, dari segi pengukuran, kedua-dua modal sosial tersebut tetap diukur secara berasingan berdasarkan dengan individu yang mereka berhubung. Manakala bagi modal sosial jaringan, perhubungan adalah bersifat sokongan kepada individu atau komuniti yang mempunyai autoriti.

## **Metodologi Kajian**

Kajian ini menggunakan pendekatan kuantitatif, dan menggunakan reka bentuk penyelidikan tinjauan. Penyelidik mendapatkan sampel data komuniti nelayan dalam kuantiti yang banyak dalam kajian ini, dan memilih reka bentuk penyelidikan tinjauan menyelidik, yang mana melalui reka bentuk kajian ini memaparkan satu profil sampel komuniti nelayan yang boleh digeneralisasikan ke atas populasi kajian komuniti nelayan. Penyelidik telah membina soal selidik bagi mendapatkan data daripada sampel penyelidikan. Kandungan soal selidik tersebut mengenal pasti ketiga-tiga jenis modal sosial (ikatan, rapatan dan jaringan) dalam kalangan komuniti nelayan. Penggunaan pendekatan kuantitatif bersesuaian dalam meneliti sebab-akibat kajian, dan ini bersesuaian dengan Muijs (2004), yang menyatakan bahawa penyelidikan kuantitatif sesuai untuk meneliti sebab-akibat

Lokasi penyelidikan adalah di kawasan komuniti nelayan Kuala Terengganu Utara (Batu Rakit dan MengabangTelipot) serta Besut (Kuala Besut dan Benting Lintang). Unit analisis sampel kajian adalah mereka yang bekerja nelayan pantai secara sepenuh masa, mempunyai bot

(sampan kecil) sendiri dan berdaftar dengan Pejabat Perikanan Daerah, berumur 21 tahun hingga 75 tahun.

Penyelidik menggunakan senarai nama (kerangka pensampelan) dalam mendapatkan sampel dan mengaplikasikan pensampelan sistematik. Ini turut dipersetujui oleh Creswell (2012) pensampelan kajian boleh diperolehi melalui kerangka pensampelan. Data penyelidikan akan dianalisis dengan menggunakan perisian SPSS dan melibatkan statistik deskriptif dengan memaparkan hasil kajian dalam bentuk min dan peratus.

## **Hasil Kajian**

### **Demografi responden kajian**

Jadual 1 menunjukkan hasil kajian berkaitan latar belakang nelayan kajian. Nelayan daerah Kuala Terengganu sejumlah 124 nelayan (55 %) dan daerah besut 95 nelayan (39 %). Bagi umur nelayan yang terlibat dalam kajian ini, nelayan yang berumur 35 tahun hingga 60 tahun adalah mendominasi iaitu sebanyak 125 nelayan (57 %). Manakala ini disusuli nelayan yang berumur 61 tahun ke atas, seramai 77 nelayan (35 %), manakala nelayan yang berumur 20 tahun hingga 34 tahun pula seramai 17 nelayan (8 %) dan hanya satu nelayan (0.4%) sahaja nelayan yang berumur bawah 19 tahun. Penelitian menunjukkan, majoriti nelayan adalah mereka yang berumur 35 hingga 60 tahun. Tempoh pembahagian umur tersebut adalah bersesuaian dengan tahap umur proses mencari sumber pendapatan yang mana mengikut IshakYussof et al. (2006), menjelaskan bahawa sekitar umur 15 tahun hingga 64 merupakan umur penawaran tenaga buruh yang produktif dalam mencari sumber ekonomi. Malah dalam konteks kerjaya sebagai nelayan, kebanyakan nelayan memiliki ilmu dan kemahiran yang mencukupi sebagai nelayan, dan turut bersedia dalam berkongsi ilmu serta pengalaman kepada generasi akan datang.

Berkenaan status perkahwinan nelayan, majoriti nelayan telah berkahwin dan pasangan mereka masih hidup iaitu sebanyak 202 nelayan (92 %), manakala nelayan yang bujang pula sebanyak 12 nelayan (5 %) dan selebihnya seramai 6 nelayan (3 %) adalah mereka yang berstatus duda iaitu kematian isteri. Kebanyakan daripada nelayan adalah mereka yang telah berkahwin malah ini selaras dengan umur responden kajian sebelum ini, seramai 219 (99 %) adalah mereka yang berumur 20 tahun ke atas, dan umur ini merupakan umur pembangunan manusia yang telah mendirikan rumah tangga.

Hasil kajian dari aspek taraf pendidikan nelayan, lebih separuh nelayan hanya mempunyai tahap pendidikan di peringkat sekolah rendah sebanyak 132 nelayan iaitu 60 peratus. Ini disusuli dengan mereka yang berpendidikan di peringkat sekolah menengah, adalah seramai 62 nelayan (28 %). Manakala seramai 23 nelayan (10 %) pula tidak pernah bersekolah langsung, dan hanya 3 nelayan (1 %) yang memiliki tahap pendidikan sehingga ke peringkat kolej. Kebanyakan nelayan adalah mereka yang bersekolah hanya pada peringkat sekolah rendah, malah ada juga nelayan yang tidak menghabiskan pengajian di peringkat sekolah rendah, namun mereka mempunyai pengalaman dalam mengikuti pembelajaran secara formal sebagai seorang pelajar. Kajian menunjukkan majoriti nelayan tidak bersekolah adalah mereka yang lahir pada sekitar tahun 1954. Pada tahun tersebut negara masih belum merdeka dan dalam proses mencapai kemerdekaan pada tahun 1957, kebanyakan komuniti bandar berada di bawah paras kemiskinan sebelum Dasar Ekonomi Baru dilaksanakan pada tahun 1971. Malah

di Pantai Timur sendiri seperti di Terengganu, telah adanya proses pembangunan tetapi masih lagi dalam proses yang perlahan (Norhayati, 2011).

Berkaitan bilangan isi rumah, nelayan yang mempunyai bilangan isi rumah seramai 107 nelayan (49 %) memiliki isi rumah sebanyak 4 hingga 6 orang. Manakala nelayan yang mempunyai isi rumah 7 hingga 9 orang pula sebanyak 50 nelayan (23%). Ini disusuli nelayan yang mempunyai jumlah isi rumah kurang dari 3 orang iaitu seramai 48 nelayan (22 %). Terakhir, nelayan yang mempunyai isi rumah 10 orang ke atas adalah seramai 15 nelayan (6 %). Berkaitan cara nelayan memperoleh kerja sebagai nelayan, majoriti nelayan yang bekerja sebagai nelayan adalah dengan perwarisan melalui generasi keluarga yang pernah bekerja sebagai nelayan iaitu seramai 176 nelayan (80 %), dan sejumlah 42 nelayan (19 %) bekerja sebagai nelayan kerana keinginan mereka sendiri, dan selebihnya iaitu 2 nelayan (1 %) adalah kerana adanya unsur pengaruh daripada nelayan yang lain. Pewarisan berlaku disebabkan nelayan tersebut telah menceburi bidang sebagai nelayan sejak kecil lagi dalam membantu mencari sumber pendapatan keluarga. Pewarisan pekerjaan sebagai nelayan secara tradisinya telah diajar dalam keluarga nelayan sendiri semenjak mereka kecil (Sudarmono et al., 2012).

Kebanyakan nelayan yang berpengalaman sebagai nelayan lebih 40 tahun ke atas adalah seramai 103 nelayan (47 %). Seterusnya nelayan yang telah berpengalaman dalam jangka masa 30 hingga 39 tahun pula seramai 40 nelayan (18 %). Sebanyak 33 nelayan (15 %) daripada 220 nelayan yang berpengalaman adalah selama 20 tahun hingga 29 tahun. Manakala nelayan yang berpengalaman bagi tempoh 11 hingga 19 tahun seramai 31 nelayan (14 %) dan selebihnya adalah nelayan yang berpengalaman baru 10 tahun (6 %). Pengalaman merupakan faktor bagi seseorang nelayan untuk mengekalkan sumber pekerjaan yang mereka usahakan. Hasil kajian menunjukkan hampir separuh, iaitu (47 %) adalah mereka yang berpengalaman dalam dunia nelayan. Pengalaman yang luas tersebut disebabkan faktor pewarisan yang berlaku semenjak kecil lagi dan komuniti nelayan sudah terdedah dengan persekitaran laut dalam tempoh masa yang cukup lama. Pendedahan dengan persekitaran laut dalam tempoh yang lama menjadikan mereka arif berkaitan nelayan.

Berkenaan kekerapan turun ke laut dalam masa seminggu, lebih separuh nelayan iaitu 129 nelayan (59 %) kerap turun ke laut lebih daripada enam hari seminggu. Manakala bagi nelayan yang turun ke laut dalam tempoh 3 hingga 5 hari pula adalah seramai 84 nelayan (38 %), dan hanya 7 nelayan (3 %) memperuntukkan kurang dari dua hari dalam masa tempoh seminggu. Sepanjang tempoh seminggu, nelayan tidak akan turun ke laut pada satu hari iaitu kebiasaannya adalah pada hari Jumaat. Hari Jumaat menjadi pengecualian mereka turun ke laut adalah untuk menunaikan solat Jumaat lebih-lebih lagi semua responden adalah mereka yang beragama Islam. Menurut Dzuhailmi Dahlan et al. (2012), komuniti nelayan di Selangor yang mengamalkan ajaran agama turut memastikan ahli keluarga dan komuniti setempat mengamalkan agama. Ini menunjukkan elemen agama memainkan peranan penting dalam aktiviti nelayan terutamanya pada hari Jumaat.

Berasaskan hasil kajian berkaitan dengan pendapatan nelayan kepada tiga kategori bulan iaitu bagi pendapatan yang paling rendah adalah bermula bulan Mei hingga Ogos iaitu seramai 112 nelayan (50%) telah dikenal pasti mendapat pendapatan yang sedikit bagi tempoh satu tahun. Manakala pendapatan sederhana pada bulan September hingga Disember seramai 65 nelayan (30 %) dan bulan paling sedikit bagi tempoh satu tahun adalah bulan Januari hingga April.

Hasil kajian menunjukkan bahawa bulan Mei hingga Ogos merupakan pendapatan yang rendah kepada nelayan. Ini adalah kerana, pada musim tersebut sumber laut mudah didapati dan ini mengakibatkan lambakkan sehingga kuantiti hasil laut melebihi permintaan. Sekiranya pengeluaran melebihi permintaan menyebabkan harga hasil laut rendah di pasaran. Berbeza pula dengan pendapatan kedua terendah iaitu bulan September hingga Disember. Keadaan ini terjadi kerana musim tersebut adalah musim tengkujuh, dan nelayan sukar untuk mendapatkan sumber laut. Namun nelayan mempunyai inisiatif untuk turun kelaut pada waktu tenang yang dikenali dalam bahasa istilah tempatan sebagai “jelok”. Memandangkan kuantiti tangkapan kurang berbanding permintaan yang tinggi ini menyebabkan harga hasil laut mempunyai nilai yang tinggi berbanding pada bulan yang lain.

Jumlah pendapatan bulanan yang diperolehi nelayan yang terbanyak adalah dalam lingkungan RM 751 hingga RM 1500 iaitu seramai 81 nelayan (37%). Manakala pendapatan kedua terbanyak adalah nelayan yang memperolehi sumber pendapatan sebanyak RM 1500 ke atas adalah seramai 75 nelayan (34%), dan di bawah RM 430 adalah pula seramai 5 nelayan (2%). Melalui Penyiasatan Isi Rumah (HIS) dibawah Unit Penyelarasan Pelaksanaan Jabatan Perdana Menteri (PGK), telah mengkategorikan kepada tiga kemiskinan, iaitu kategori miskin tegar (bawah RM 430), kategori miskin (bawah 720) dan kategori mudah miskin (bawah RM 1500). Merujuk kepada panduan kategori tersebut, komuniti nelayan diteliti masih berada dalam kategori mudah miskin, dan realiti ini menunjukkan nelayan masih mempunyai sumber pendapatan yang terhad dalam membangunkan kualiti hidup mereka.

Berkenaan perbelanjaan harian nelayan, lebih separuh nelayan kajian berbelanja bawah RM 30 iaitu seramai 133 nelayan (61 %), diikuti seramai 73 nelayan (33 %) yang berbelanja pada kadar RM 31 hingga RM 60. Manakala nelayan yang berbelanja sebanyak RM 61 hingga RM 90 adalah 9 nelayan (4 %), dan seramai 2 nelayan (1 %) pula adalah RM 91 hingga RM 120. Bagi nelayan yang berbelanja RM 121 ke atas pula adalah 3 nelayan (1 %).

Kesimpulannya, responden kajian merupakan sebahagian besarnya adalah mereka yang berumur lebih pada 30 tahun dan mereka mempunyai pengalaman yang luas dalam menceburi bidang nelayan sebagai mata pencarian untuk kelangsungan kehidupan mereka. Hasil kajian keseluruhan menunjukkan responden memperolehi pendapatan dibawah RM 1500 walaupun kadar kekerapan hari mereka ke laut adalah melebihi daripada kekerapan pekerjaan yang lain. Hasil keseluruhannya menunjukkan nelayan masih kuat bergantung kepada pekerjaan sebagai nelayan.

Jadual 1. Latar belakang responden (N=220)

Kategori	N	Peratus	Kategori	N	Peratus
Daerah			Tempoh terlibat sebagai nelayan		
Kuala Terengganu	122	(55%)	10 tahun ke bawah	13	(6%)
Besut	98	(45%)	11 hingga 19 tahun	31	(14%)
			20 hingga 29 tahun	33	(15%)
Umur			30 hingga 39 tahun	40	(18%)
19 tahun ke bawah	1	(1%)	40 tahun ke atas	103	(47%)

20 hingga 34 tahun	17	(8 %)			
35 hingga 60 tahun	125	(57 %)	Kekerapan ke laut dalam seminggu		
61 tahun ke atas	77	(35 %)	2 hari ke bawah	7	(3%)
			3 hingga 5 hari	84	(38%)
Status perkahwinan			6 hari ke atas	129	(59%)
Bujang	12	(5%)			
Berkahwin	202	(92%)			
Duda	6	(3%)	Bulan paling rendah pendapatan		
			Januari hingga April	43	(20%)
Taraf pendidikan			Mei hingga Ogos	112	(50%)
Tidak pernah	23	(10%)	September hingga Disember	65	(30%)
Sekolah rendah	132	(60%)			
Sekolah menengah	62	(28%)			
Universiti/Kolej	3	(1%)	Jumlah pendapatan bulanan		
			RM 430 kebawah	5	(2%)
Ahli dalam rumah			RM 431 hingga RM 750	59	(27%)
3 orang ke bawah	48	(22%)	RM 751 hingga RM 1500	81	(37%)
4 hingga 6 orang	107	(49%)	RM 1500 ke atas	75	(34%)
7 hingga 9 orang	50	(23%)			
10 orang ke atas	15	(6%)	Perbelanjaan harian		
			RM 30 ke bawah	136	(61%)
Cara peroleh kerja nelayan			RM 31 hingga RM 60	74	(33%)
Diwarisi	176	(80%)	RM 61 hingga RM 90	9	(4%)
Keinginan sendiri	42	(19%)	Rm 91hingga Rm 120	2	(1%)
Terpengaruh	2	(1%)	Rm 121 ke atas	3	(1%)

### Pemilikan dan Kekerapan berhubung modal sosial

Perbincangan hasil kajian adalah tentang modal sosial dalam kalangan nelayan kajian. Modal sosial dalam kajian ini dikelompokkan kepada tiga kategori, iaitu modal sosial ikatan (*bondingsocialcapital*), modal sosial rapatan (*bridgingsocialcapital*) dan modal sosial jaringan (*linkingsocialcapital*). Ketiga-tiga modal sosial tersebut diperincikan dari segi pemilikan serta kekerapan berhubung dalam kalangan nelayan kajian. Setiap perincian tersebut dikelompokkan kepada domain yang berasaskan struktur.

#### *Pemilikan dan kekerapan berhubungmodal sosial ikatan*

Berasaskan jadual 2, jadual tersebut menunjukkan hasil kajian tentang modal sosial ikatan yang mengandungi dua domain, iaitu domain pemilikan dan kekerapan berhubung antara ahli struktur sosial. Modal sosial ikatan dalam kajian ini merangkumi keluarga luas yang terdiri daripada isteri, adik-beradik, ibu, ayah serta jiran tetangga. Struktur modal sosial bagi ibu dan ayah dalam penyelidikan ini hanyalah melibatkan nelayan yang masih mempunyai ayah dan

ibu sahaja, dan nelayan yang telah kematian ibu atau ayah akan menjawab tidak berkenaan. Pemilikan struktur modal sosial ikatan yang menjawab menunjukkan, nelayan mempunyai purata skor sangat akrab yang terdiri daripada ibu dan ayah, iaitu masing-masing 4.8. Nelayan turut memiliki hubungan purata skor yang sangat akrab dengan jiran tetangga (4.6). Hal ini turut berlaku dalam perhubungan dengan isteri dan adik beradik yang masing-masing mencatat purata skor sangat akrab iaitu 4.5.

Manakala dari segi kekerapan perhubungan dalam struktur nelayan bagi modal sosial ikatan pula, menunjukkan bahawa nelayan kerap berhubung dengan ayah dan isteri (4.0). Kedua-dua struktur modal sosial nelayan tersebut adalah mempunyai purata skor 4.0 yang menunjukkan perhubungan nelayan dengan mereka adalah akrab. Malah purata skor kekerapan bukan hanya kepada kedua-dua struktur modal sosial tersebut sahaja, tetapi juga kekerapan berhubung dengan ibu dan jiran yang mendapat purata skor masing-masing purata skor 3.9. Walau bagaimanapun purata skor kekerapan berhubung dengan adik beradik adalah kerap hingga selalu (3.5).

Kesimpulan daripada purata min secara keseluruhannya dari segi pemilikan dengan struktur modal sosial ikatan jelas menunjukkan bahawa komuniti nelayan adalah sangat akrab (4.6) antara satu sama lain. Manakala dalam konteks kekerapan berhubung dengan modal sosial ikatan adalah perjumpaan yang selalu (3.9) diadakan antara satu sama lain. Ini selari dengan kajian Bosancianu et al. (2013) dan Siti Rahmah et al. (2004), yang menjelaskan bahawa komuniti nelayan sangat akrab dan rapat antara satu sama lain jika atas kapasiti kekeluargaan. Malah situasi ini turut dapat diteliti dalam konteks menambahkan pendapatan, yang mana perhubungan hubungan antara ahli nelayan yang baik telah memberi impak yang positif ke atas peningkatan pendapatan n (Akhbar Ali & Nor Diyana Sohor, 2009). Ini menunjukkan bahawa fungsi pemilikan perhubungan nelayan bukan hanya atas dasar perhubungan keluarga semata-mata, tetapi turut berfungsi dalam konteks menambahkan pendapatan nelayan.

Jadual 2: Pemilikan Modal sosial ikatan bagi pemilikan dan kekerapan berhubung

Modal sosial ikatan	Purata skor Pemilikan *	Purata skor Kekerapan **
Ibu	4.8	3.9
Ayah	4.8	4.0
Jiran tetangga	4.6	3.9
Isteri	4.5	4.0
Adik-beradik	4.5	3.5
Kumulatif Min	4.6	3.9

\* Nota: Purata Skor berasaskan skala

1. Sangat tidak akrab      2. Tidak akrab  
3. Sederhana                4. Akrab  
5. Sangat akrab

**Nota: Purata Skor berasaskan skala	1. Jarang	2. Kadang-kadang
	(1 kali sebulan)	(2 kali sebulan)
	3. Kerap	4. Selalu
	(2 hari seminggu)	(>4 hari seminggu)

### *Pemilikan dan kekerapan berhubung modal sosial rapatan*

Berasaskan jadual 3, jadual tersebut menunjukkan hasil kajian tentang modal sosial rapatan komuniti nelayan yang meliputi perhubungan luar komuniti atas dasar kepentingan untuk memenuhi keperluan dan kehendak masing-masing. Modal sosial rapatan terdiri daripada nelayan sebelah komuniti, orang tengah dan rakan nelayan luar komuniti. Hasil kajian purata skor menunjukkan, nelayan mempunyai hubungan akrab dengan pihak komuniti sebelah (4.0), orang tengah (3.9) dan rakan nelayan luar komuniti (3.6).

Manakala bagi kekerapan perhubungan nelayan dalam struktur modal sosial rapatan pula menunjukkan nelayan selalu berjumpa dengan orang tengah (3.7), di mana pertemuan tersebut berlaku lebih dari empat hari dalam seminggu. Seterusnya, perhubungan dengan nelayan sebelah komuniti adalah kerap, iaitu dua hari seminggu dengan purata skor 3.4. Manakala bagi perhubungan dengan rakan nelayan luar komuniti adalah 2 hari dalam seminggu nelayan berjumpa, yang menunjukkan pertemuan yang kerap berlaku (2.9).

Secara keseluruhannya, jelas menunjukkan bahawa komuniti nelayan mempunyai hubungan yang akrab (3.8) dengan modal sosial rapatan. Namun usaha perjumpaan dengan pihak modal sosial rapatan tersebut adalah sederhana (3.3) antara komuniti nelayan dengan pihak-pihak terbabit. Ini dapat dimanifestasikan bahawa nelayan masih terus menerus mempunyai hubungan dengan pihak modal sosial rapatan, namun hubungan yang boleh dikategorikan di peringkat yang sederhana. Ini selari dengan kajian Mulyila et al., 2012, yang mana komuniti nelayan sememangnya memiliki perhubungan dengan pihak modal sosial rapatan termasuklah dengan pihak orang tengah namun atas urusan tertentu. Ini turut dipersetujui penyelidik Micheline (2013), perhubungan modal sosial rapatan adalah bertujuan membantu ahli komuniti dalam mengakses kepada sumber luar komuniti. Malah, perhubungan tersebut dapat dikenalpasti sebagai perhubungan berbentuk kolektif di antara dua pihak tersebut.

Perhubungan secara kolektif dengan modal sosial rapatan telah berlaku semenjak kajian awal komuniti nelayan oleh Raymond Firth (1964) di Pantai Timur Semenanjung Malaysia. Malah, kajian ini diteruskan lagi oleh Ishak (1990) yang meneliti orang tengah sebagai sebahagian daripada sistem ekonomi komuniti nelayan.

Perhubungan dengan komuniti nelayan yang lain berlaku dalam konteks yang positif, di mana mereka saling berkongsi maklumat tentang lokasi (lubuk) ikan terutamanya apabila berlaku krisis kekurangan hasil laut (Sanchez & Pinkerton, 2009). Ini menunjukkan nelayan tidak berahsia antara satu sama lain, malah ini dapat meningkatkan rasa keserakanan atas kapasiti kerjaya sebagai nelayan. Ini turut memberi peluang kepada mereka untuk saling membantu antara satu lain dalam meningkat sumber pendapatan mereka.



Jadual 3. Pemilikan Modal sosial rapatn bagi pemilikan dan kekerapan berhubung

Modal sosial rapatn	Purata skor Pemilikan *	Purata skor Kekerapan **
Nelayan sebelah komuniti	4.0	3.4
Orang tengah	3.9	3.7
Rakan nelayan luar komuniti	3.6	2.9
Kumulatif Min	3.8	3.3

\* Nota: Purata Skor berasaskan skala 1. Sangat tidak akrab 2. Tidak akrab  
3. Sederhana 4. Akrab  
5. Sangat akrab

\*\*Nota: Purata Skor berasaskan skala 1. Jarang (1 kali sebulan) 2. Kadang-kadang (2 kali sebulan)  
3. Kerap (2 hari seminggu) 4. Selalu (>4 hari seminggu)

#### *Pemilikan dan kekerapan berhubung modal sosial jaringan*

Berasaskan jadual 4, jadual tersebut menunjukkan hasil kajian modal sosial jaringan komuniti nelayan. Modal sosial jaringan adalah merujuk kepada individu atau organisasi yang mempunyai autoriti atau kuasa ke atas nelayan. Hasil kajian menunjukkan nelayan memiliki perhubungan yang akrab dengan persatuan nelayan kawasan dengan purata skor 3.6. Pemilikan modal sosial dengan pihak JKKK adalah sederhana akrab dengan skor 3.4. Manakala komuniti nelayan mempunyai perhubungan nelayan yang sederhana akrab dengan LKIM, ADUN, Penghulu dan Parlimen, yang mana masing-masing mempunyai purata skor 2.7, 2.7, 2.6 dan 2.5. Namun pemilikan perhubungan dengan pihak Persatuan Nelayan Negeri adalah tidak akrab dengan purata skor 1.8 dan nelayan sangat tidak akrab dengan FAMA (0.8).

Kekerapan berhubung dalam kalangan nelayan adalah dibawah purata skor 3 kebawah iaitu sederhana dan kebawah. Hasil kajian menunjukkan hanya dua agensi yang kerap dihubungi nelayan, iaitu Persatuan nelayan kawasan (2.9) dan JKKK (2.6). Manakala perhubungan dengan LKIM dan Penghulu adalah kadang-kadang dengan purata skor 2.0. Perhubungan dengan ahli ADUN adalah tidak akrab dengan purata skor (1.6). Perhubungan nelayan dengan ahli Parlimen dan Persatuan nelayan negeri sangat tidak akrab dengan masing-masing nilai purata skor 1.4, tidak akrab (1.3) dengan agensi FAMA.

Secara keseluruhannya, komuniti nelayan mempunyai hubungan yang tidak akrab hingga sederhana (2.5) dan usaha bagi meneruskan perhubungan melalui kekerapan berhubung dengan pihak modal sosial jaringan adalah kadang-kadang (1.9) sahaja. Ini dapat dijelaskan bahawa perhubungan serta kekerapan berhubung dengan modal sosial jaringan adalah tidak memuaskan. Ini selari dengan kajian Rahmah (2004) yang mana turut mendapati perhubungan

dengan pihak berautoriti adalah negatif. Ini dapat dikenal pasti melalui perhubungan dengan ahli Parlimen kawasan, Persatuan nelayan negeri serta FAMA. Ini kerana menurut komuniti nelayan, perhubungan dengan ahli Parlimen agak sukar kerana ahli Parlimen kurang berinteraksi dengan mereka. Manakala perhubungan dengan persatuan nelayan negeri lemah kerana persatuan nelayan kawasan adalah institusi yang telah ditugaskan untuk menjaga ahli nelayan kawasan masing-masing.

Namun nelayan masih mempunyai perhubungan yang agak memuaskan dengan Persatuan nelayan kawasan. Nelayan mempunyai perhubungan dengan persatuan nelayan kawasan, di mana semua nelayan adalah wajib berdaftar dengan persatuan nelayan kawasan. Perhubungan dengan pihak persatuan adalah penting kerana melalui persatuan nelayan, nelayan mendapat subsidi minyak. Setiap nelayan yang berdaftar mendapat subsidi minyak yang diberikan oleh pihak kerajaan melalui persatuan nelayan dengan harga yang murah, iaitu 65 peratus daripada harga asal di pasaran (Hayrol et al., 2013). Faktor ini merupakan salah satu tarikan kepada nelayan untuk terus berhubung dengan persatuan nelayan, walaupun perhubungan tersebut atas faktor-faktor tertentu sahaja, iaitu faktor pemberian subsidi minyak.

Jadual 4 Pemilikan dan Kekerapan berhubung Struktur Modal sosial

Modal sosial jaringan	Purata skor Pemilikan *	Purata skor Kekerapan **
Persatuan nelayan kawasan	3.6	2.9
JKKK	3.4	2.6
LKIM	2.7	2.0
Ahli ADUN	2.7	1.6
Penghulu	2.6	2.0
Ahli Parlimen	2.5	1.4
Persatuan nelayan negeri	1.8	1.4
FAMA	0.8	1.3
Kumulatif Min	2.5	1.9

\* Nota: Purata Skor berasaskan skala

1. Sangat tidak akrab	2. Tidak akrab
3. Sederhana	4. Akrab
5. Sangat akrab	

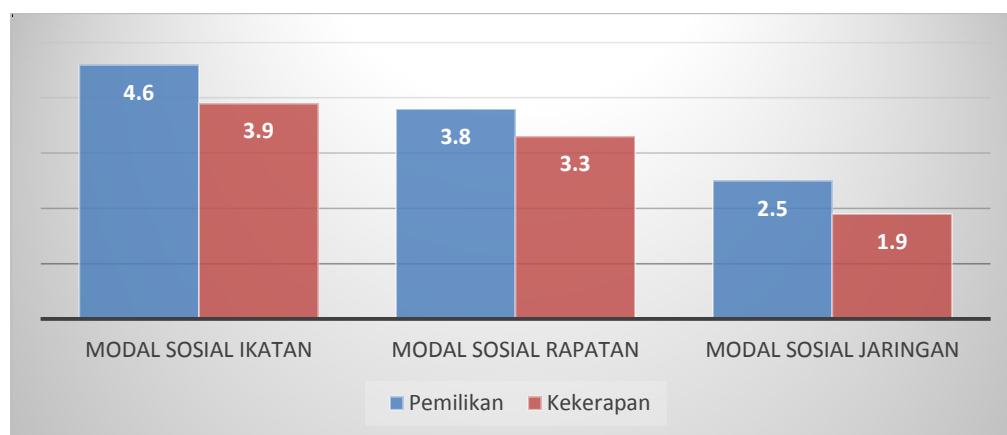
\*\*Nota: Purata Skor berasaskan skala

1. Jarang (1 kali sebulan)	2. Kadang-kadang (2 kali sebulan)
3. Kerap (2 hari seminggu)	4. Selalu (>4 hari seminggu)

### Tahap Pemilikan dan Kekerapan berhubung Struktur Modal sosial

Rajah 1 menunjukkan secara jelas berkaitan tahap pemilikan dan kekerapan berhubung struktur modal sosial komuniti nelayan. Hasil diperincikan bahawa, modal sosial ikatan lebih mendominasi dari segi pemilikan serta kekerapan berbanding dengan modal sosial rapatan dan

modal sosial jaringan. Ini menunjukkan komuniti nelayan sering berhubung dengan pihak yang mereka kenal yang mempunyai ikatan antara mereka termasuklah pembinaan dari segi kepercayaan, keakraban serta timbal balik. Ini selari dengan kajian Amir Zal (2011) penelitian ke atas Orang Kuala yang menjelaskan bahawa keakraban modal sosial adalah tinggi dalam kalangan modal sosial ikatan berbanding keakraban dalam konteks modal sosial yang lain. Ini juga diteliti daripada elemen kepercayaan, yang mana kajian ini selari dengan kajian kajianRahmah et al., (2004), yang mana hubungan dengan keluarga adalah kuat antara satu sama lain. Malah menurut Mladovsky dan Mossialos (2008), perhubungan modal sosial ikatan yang baik adalah kerana adanya nilai kepercayaan yang baik antara satu sama lain berteraskan sokongan psikologi. Seterusnya dalam konteks timbal balik, yang mana modal sosial ikatan adalah mempunyai perhubungan timbal balik yang baik seperti mana yang dinyatakan oleh olehMathbor (2007), di mana elemen integrasi, kesepaduan sosial, proses komunikasi yang berterusan dalam kalangan ahli, mengkoordinasi aktiviti-aktiviti dengan lebih efektif serta saling memberi sokongan dalam setiap aktiviti telah membentuk modal sosial ikatan (Mathbor, 2007). Perhubungan tersebut adalah perhubungan yang lebih tertutup yang mana mudah untuk disusun dengan lebih sistematik termasuklah disebabkan faktor psikologi dan faktor juga faktor homogen



Rajah 1: Tahap pemilikan dan kekerapan berhubung struktur modal sosial

### Kesimpulan, Implikasi Dan Cadangan

Komuniti nelayan yang dikaji menunjukkan mereka memiliki hubungan yang baik dengan modal sosial ikatan berbanding perhubungan dengan pihak modal sosial rapat dan modal sosial jaringan. Ini menjelaskan kepada kita bahawa nelayan sangat akrab dengan modal sosial ikatan yang mana perhubungan tersebut telah terjalin kukuh dan seterusnya menimbulkan rasa kepercayaan yang tinggi. Malah hubungan tersebut bukan hanya atas kapasiti hubungan persaudaraan yang terjalin kukuh, tetapi turut sebagai satu sumber dalam mendayaupayakan ekonomi mereka atas rasa percaya yang terbina. Pemilikan serta adanya kekerapan berhubung (praktikal) sebenarnya menjadi satu sumber bagi meningkatkan sumber pendapatan komuniti nelayan dalam jangka masa panjang jika adanya perbincangan yang menjurus kepada matlamat pembangunan individu komuniti nelayan itu sendiri. Perhubungan

antara modal sosial ikatan harus terus ditingkatkan dengan mengelakkan sifat-sifat individualistik dan semaiakan semangat keserakanaan (kolektif) yang tinggi.

Manakala perhubungan modal sosial rapat berada dalam konteks yang akrab atau boleh dinyatakan sebagai perhubungan yang berlaku secara sederhana. Komuniti nelayan sememangnya mempunyai pemilikan perhubungan dengan modal sosial rapat sejak dahulu lagi, terutamanya dengan orang tengah. Secara implikasinya, perhubungan tersebut adanya positif dan negatif kerana perhubungan tersebut adalah atas kapasiti bagi memenuhi keperluan yang perlu dimiliki menerusi bantuan perjanjian antara dua pihak yang saling berhubung. Dalam konteks positif, modal sosial rapat dapat membantu mereka dalam membangunkan ekonomi mereka jika perhubungan tersebut berlakunya dengan penuh keadilan tanpa adanya unsur-unsur eksploitasi ke atas nelayan. Oleh itu, dalam menangani permasalahan ketidakadilan dan eksploitasi, perlu adanya kejujuran serta sistem operasi yang jelas bila termeterainya perhubungan antara dua pihak.

Seterusnya, dalam konteks perhubungan dengan modal sosial jaringan pula, perhubungan tersebut berada dalam situasi perhubungan yang rendah berbanding pemilikan dan kekerapan perhubungan dengan modal sosial ikatan dan modal sosial rapat. Perhubungan dengan pihak modal sosial jaringan tidak berlaku secara aktif seperti modal sosial ikatan dan modal sosial rapat. Dari segi implikasi, ia turut memberi implikasi yang positif. Dari sudut positifnya, komuniti nelayan dapat dilatih untuk berdikari tanpa mengharapkan bantuan daripada pihak kerajaan atau autoriti semata-mata, dan ini secara tidak langsung dapat meningkatkan keyakinan mereka dalam konteks proses membangunkan diri mereka bagi meningkatkan kualiti hidup. Namun dalam konteks yang negatif, komuniti nelayan tidak akan mendapat maklumat atau bantuan yang sepatutnya mereka dapat dalam menangani kos modal yang mereka perlu keluarkan bagi mendapatkan bantuan nelayan. Ini termasuklah bantuan seperti aset nelayan, bantuan sara diri serta bantuan-bantuan sara diri yang lain. Oleh itu, dalam menangani permasalahan hubungan yang rendah tersebut, komuniti nelayan sendiri perlu mengadakan program-program yang dapat merapatkan hubungan antara mereka seperti hari agensi nelayan bertemu pelanggan. Ini juga secara langsung dapat memberi pendedahan kepada pihak berautoriti akan keperluan sebenar yang perlu dipenuhi berdasarkan sumber-sumber setempat.

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# **PENGURUSAN AIR LESTARI DI MASJID DAN SURAU DI SEMENANJUNG MALAYSIA: TINJUAN DI LIMA NEGERI**

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## **Abstrak**

Air merupakan keperluan asas untuk kewujudan organisma hidup dan ekosistem di dunia, tetapi ianya memerlukan pengurusan secara cekap dan lestari. Pengurusan air lestari semakin diperlukan untuk mengatasi krisis air mahupun permintaan air yang semakin meningkat dengan bertambahnya bilangan penduduk. Kertas kerja ini adalah suatu usaha untuk menilai pengurusan air ke atas bangunan keagamaan seperti masjid dan surau di lima negeri Semenanjung Malaysia iaitu Johor Bahru, Kuala Terengganu, Selangor, Pahang, dan Kelantan. Hal ini di anggap penting kerana masjid memiliki peranan dalam pembangunan masyarakat sesebuah negara. Tinjauan lapangan telah dijalankan ke atas 75 bangunan masjid dan surau terpilih pada bulan Februari sehingga Mei 2015 dengan menggunakan kaedah *nonverbal observation*. Tahap kelestarian pengurusan air dinilai dengan empat cara. Pertama, kewujudan bekalan air alternatif selain daripada bekalan yang sedia ada oleh kerajaan seperti sistem penapaian air hujan (SPAH), air bawah tanah atau telaga. Kedua, amalan kemudahan fizikal bagi penjimatan di tempat wuduk, tandas dan bilik air. Ketiga, kewujudan pelekat kempen penjimatan air. Keempat, kewujudan amalan kitar semula air di masjid berkenaan. Kajian mendapati bahawa amalan lestari terhadap pengurusan air di masjid dan surau telah wujud di lima negeri pada tahap yang rendah dengan bentuk amalan yang berbeza. Pengkaji mencadangkan penggunaan bekalan air alternatif seperti SPAH, telaga, dan penggunaan kitar semula ke atas masjid dan surau berkenaan boleh dipertimbangkan bagi melaksanakan prinsip-prinsip kelestarian dalam konteks pemuliharaan sumber air.

**Kata Kunci:** *pengurusan air, lestari, masjid dan surau, Malaysia*

## **Pendahuluan**

Bumi merupakan salah satu planet dalam susunan galaksi *milky way* atau bima sakti yang permukaannya diliputi oleh 70.8% air (Ismail, 2004). Dari 1,360 milion km<sup>3</sup> air di bumi, hanya 4 milion km<sup>3</sup> (0.3%) yang boleh digunakan oleh manusia sebagai air bersih (Wilson, 1978). Manakala 1,356 milion km<sup>3</sup> (99.7%) merupakan air masin yang berada di lautan. Menurut Thompson (1999) kuantiti air yang ada pada masa sekarang adalah sama dan tidak berkurang dari masa dahulu, tetapi berbeza dari tempat kewujudannya samaada di lautan, tasik, sungai dan juga badan air yang lain. Al Quran menyatakan dalam surah Al Mu'minun ayat 18, Allah berfirman: “Dan kami turunkan air dari langit dengan kadar (sukatan)...”.



Malaysia merupakan negara bertuah yang memiliki sumber air yang banyak. Malaysia memiliki air bawah tanah, sungai dan mengalami musim hujan yang begitu banyak setiap tahunnya kerana kedudukan geografinya. Namun demikian, berlaku juga beberapa krisis air iaitu: tahun 1991 di Durian Tunggal, Melaka; tahun 1997 iaitu di Negeri Sembilan, Melaka, Selangor, Kedah Perlis, dan Pulau Pinang, pada tahun 1998 di Lembah Klang, Selangor (Noorazuan, 2000 & Rokiah, 2004). Malaysia akan menghadapi kesukaran untuk mencapai status negara maju dan pembangunan yang pesat menjelang tahun 2020. Hal ini, kerana kemampunan pengurusan sumber air menjadi salah satu syarat untuk menentukan sesebuah negara layak untuk menjadi negara maju secara holistik. Dewasa ini bekalan sumber air bersih semakin berkurangan, namun begitu permintaan terhadapnya semakin terhad dan meningkat selari dengan peningkatan jumlah populasi penduduk. Krisis air ini bukan sahaja diramalkan akan berlaku di Malaysia, malah, krisis air ini akan dirasakan di seluruh dunia selewat-lewatnya pada 2050 (United Nation, 2011). Pertubuhan Bangsa-bangsa Bersatu Mengenai Alam Sekitar (UNEP, 2000) menjangkakan bahawa jika manusia menggunakan air dengan kadar yang diamalkan sekarang, dua daripada tiga orang penduduk dunia akan hidup dalam keadaan sukar menikmati bekalan air menjelang 2025. Sudah tiba masanya kita memikirkan dengan lebih serius lagi berhubung isu kekurangan bekalan air bersih yang bukan sahaja melanda negara kita tetapi juga negara-negara lain di seluruh dunia. Salah satunya dengan menggunakan prinsip teknologi hijau dalam pengurusan air.

Kesedaran awal tentang keperluan memelihara dan memulihara sumber bekalan air adalah penting bagi memastikan kita sentiasa memperoleh bekalan air bersih untuk menjamin kualiti hidup yang baik bukan sahaja pada hari ini tetapi juga pada hari-hari yang mendatang. Pengurusan air secara lestari tidak hanya menjadi tanggung jawab institusi tertentu tetapi melibatkan seluruh anggota masyarakat. Hal ini juga dapat diterapkan dalam pelbagai tempat dan jenis bangunan samada bangunan keagamaan seperti masjid dan surau.

Selain sebagai pusat tempat penyebaran ilmu dan dakwah yang berasaskan Al-Quran dan As-Sunnah. Ianya juga berperanan sebagai pusat aktiviti membangun ummah dengan mengamalkan dan menghayati Islam merangkumi (Ibadat khassah) sosial, ekonomi, politik, dan lain-lain. Hal ini kerana, sejarah telah membuktikan masjid memiliki peranan dalam pembangunan masyarakat sesebuah negara dan pemangkin kebangunan umat dalam pelbagai aspek. Maka sudah seharusnya masjid dan surau ditadbir urus secara professional dan menjadi contoh bagi masyarakat sekitar. Selain itu, penggunaan air di masjid dan surau cukup tinggi kerana ianya memiliki kemudahan bilik air, tandas dan tempat mengambil wuduk yang mana hal ini diperlukan pengurusan air secara cekap dan lestari. Hal ini selaras dengan yang dijelaskan di dalam Al-Quran dalam surah Al-Isra ayat 27, yang bermaksud:

*“Sesungguhnya pemboros-pemboros itu adalah saudara-saudara syaitan dan syaitan itu adalah sangat ingkar kepada Rabbnya. (QS. 17.27).”*

## **Sorotan Kajian**

Kajian mengenai prinsip teknologi hijau bermula daripada Suruhanjaya Brundtland tahun 1987 yang memberikan laporan ke atas ketidakseimbangan hubungan di antara peningkatan pembangunan ekonomi, pertumbuhan penduduk, pengurangan sumber alam semulajadi dan menurunnya kualiti alam persekitaran di seluruh dunia (Gilbert and Bratt, 1991 & Hall, 2000). Dalam konteks air, telah terjadi pelbagai masalah yang melanda pada ketika ini

iaitu daripada pencemaran sehingga terhadapnya bekalan air bersih yang menyebabkan krisis air. Di Malaysia, antara negeri-negeri yang menghadapi masalah yang serius ini ialah Negeri Sembilan, Melaka, Selangor, Kedah Perlis dan Pulau Pinang (Noorazuan, 2000& Rokiah, 2004). Pelbagai faktor yang menyebabkan krisis air telah dikenal pasti iaitu permintaan bekalan air yang semakin meningkat (Hua, 2014; Man *et al.*, 2014), peningkatan jumlah penduduk (Xia, 1999; Ismail, 2004; Braden, 2013; Hua, 2014; &Man *et al.*, 2014), pelbagai kegiatan berkaitan yang mengakibatkan berlakunya pencemaran ke atas sumber air yang ada (Abbas & Fayyad, 2003; Ismail, 2004; Kusangaya *et al.*, 2013; Braden, 2013; Hua, 2014; &Man *et al.*, 2014), perubahan iklim dan peningkatan suhu global (Braden, 2013; Kusangaya *et al.*, 2013 &Hua, 2014), simpanan air bawah tanah yang semakin berkurangan (Ismail, 2004), pembangunan pesat bandar dan luar bandar yang tidak terancang (Otterpohl *et al.*, 1999 & Baker, 1998), dan sikap yang suka membazir air (Abbas & Fayyad, 2003). Pengurusan air secara lestari merupakan salah satu kaedah yang dapat digunakan untuk mengatasi pelbagai masalah tersebut.

Pengurusan air lestari boleh ditakrifkan sebagai apa-apa sistem yang direka dan berjaya menyumbang sepenuhnya kepada matlamat masyarakat, sekarang dan pada masa akan datang, di samping mengekalkan integriti ekologi, alam sekitar dan hidrologi mereka (Anis *et.al.*, 2013). Beberapa pengkaji melakukan penyelidikan mengenai pengurusan air secara lestari seperti yang ditampilkan pada jadual1.

Jadual 1: Kajian Lepas Sumber Air Lestari dan Penjimatan Air

No	Title - Nama penulis (Tahun Diterbitkan)	Metodologi	Dapatan kajian
1.	An Assessment of Green Mosque Index in Peninsular Malaysia - Afgani, Y. E., Denny, M., Puad, A. M. S., Mahmud, M. J., & Basri, I. (2015).	Pendekatan kualitatif. ( <i>nonverbal observation</i> ).	Pengamalan mampan pada bangunan masjid dan surau di tiga negeri iaitu Johor Bahru, Terengganu dan Selangor sebahagian telah wujud dan memiliki bentuk amalan yang berbeza. Hasil kajian menunjukkan bangunan agama terutama masjid dan surau menerapkan amalan lestari dalam perancangan reka bentuk dan pengurusan sumber fizikal dan bukan fizikal bangunan. Bangunan yang sedia ada boleh menggabungkan amalan mampan yang lebih diamalkan dan lebih murah dalam jangka pendek dan sederhana, sebagai kemestian bangunan agama bergantung kepada jangka masa rakyat sebagai sumber pendapatan utama mereka.
2.	Potensi instrumen moral dalam melestarikan sumber air di Malaysia. Kajian kes: Sungai Melaka – Ang Kean Hua (2014)	Pendekatan kuantitatif (soal selidik 400 responden).	Nilai moral mempunyai peratusan yang tinggi dalam mengekalkan kualiti sumber air, seperti: peranan individu dalam mewujudkan sikap prihatin dan menghormati alam sekitar, peranan ibu

			bapa dalam memupuk sikap menyayangi alam sekitar, peranan masyarakat dalam mengembeling sikap melindungi alam sekitar, peranan pendidikan nilai murni agama dan moral terhadap alam sekitar.
3.	Tahap Kesedaran dan Amalan Penjimatan Air dalam kalangan Pengguna Air Domestik di Pulau Pinang - Leng, P. W. <i>et. al.</i> , (2012)	Pendekatan kualitatif (temuduga) dan pendekatan kuantitatif (soal selidik 810 responden).	Tahap kesedaran dalam kalangan pengguna air domestik di Pulau Pinang ke arah sumber air adalah rendah. Mereka tidak mengambil berat tentang isu-isu yang berkaitan dengan air dan tidak melaksanakan konsep pemuliharaan air dalam kehidupan harian mereka. Mereka cenderung untuk menjadi cuai dan kurang sedar apabila tarif air adalah rendah. Para penyelidik meramalkan bahawa Pulau Pinang akan menghadapi masalah kekurangan air pada masa depan.
4.	Women's Role in Water Conservation in Malaysia – Chan Ngai Weng and Vilas Nittivatananon (2007)	Pendekatan kuantitatif dan kualitatif (kajian kes ke atas Audit Air Negeri (DWA) untuk aktiviti isi rumah) dan Pengurusan Permintaan Air	Pengguna air (terutamanya wanita) mampu untuk menguruskan air melalui inisiatif Permintaan Air Management (WDM) di mana wanita adalah pemain utama ke arah mencapai pengurusan sumber air secara lestari.
5.	The Role of Gender in Domestic Water Conservation in Malaysia – Chan Ngai Weng and Vilas Nittivatananon (2007)	Pendekatan Kuantitatif dan Kualitatif	Dalam usaha untuk mendidik orang ramai mengenai penjimatan air, pengguna air wanita lebih peka dan sensitif terhadap pemuliharaan air berbanding pengguna lelaki.
6.	A Comparative Study of Water Resources Usage by Households in Georgetown - Malaysia and Pattaya - Thailand - Chan, N. W. (2006)	Pendekatan Kuantitatif dan Kualitatif (Temuduga)	Para pengguna air perlu terlibat dalam pendekatan secara keseluruhan dalam inisiatif pengurusan permintaan air negara yang berterusan untuk mencapai ke arah pengurusan air lestari di Pattaya dan Georgetown.
7.	Sustainable Consumption. Practices of University Students in Selangor Malaysia – Shahariah Asmuni <i>et. al.</i> , (2012)	Pendekatan kuantitatif – Soal Selidik 248 responden	Terdapat hubungan yang signifikan antara tingkah laku pemuliharaan dari pelajar universiti yang mempunyai latar belakang luar bandar dan ibu bapa yang mempunyai tahap pendidikan sekolah yang tinggi. Pelajar sains gunaan

			memiliki tahap tingkah laku yang tinggi terhadap penggunaan lestari berbanding dengan fakulti lain seperti Undang-undang, Seni dan Reka Bentuk.
8.	The Issues towards Sustainability of Water Resources Management and the Current Governance Practice in Managing Water Crisis in Malaysia – Anis Syazwani et. al (2013).	Pendekatan Kuantitatif dan Kualitatif	Tadbir urus ke arah mencapai kemampanan pengurusan sumber air terutama krisis air masih belum berjaya dilaksanakan dan cadangan adalah mengguna pakai amalan tadbir urus air dalam pengurusan sumber air sebagai cara-cara lain dalam menguruskan krisis air di Malaysia
9.	The Future of Water Resource Management in the Muslim World – Syeda Mariya Absar (2013).	Data sekunder - Kajian literatur meluas	Instrumen pengurusan yang meluaskan pengurusan air yang menggunakan pendekatan ekonomi tradisional kepada pendekatan memasukkan budaya dan rohani bukan tradisional adalah lebih cenderung untuk berjaya dalam dunia Islam. Asasnya dan secara keseluruhannya budaya dan pendekatan berasaskan agama untuk pemuliharaan air dan perlindungan boleh membantu dunia Islam melihat di luar pengglobalisasian air, di mana air hanyalah komoditi.
10.	Incorporating Social Learning Process into the Integrated Water Resource Management in Malaysia Peninsula – Mohammad Zahirul Haque et. al (2014)	Komprehensif kajian Literatur	Pendekatan bersepadu dengan pengurusan sumber air melalui kemasukan pihak berkepentingan tempatan dan juga berbanding dengan <i>European Social Learning Model</i> bagaimanapun pendekatan ini mungkin ditetapkan dalam perspektif Malaysia.
11.	Sikap Masyarakat Terhadap Penggunaan Bekalan Air Bersih: Pembaziran dan Penjimatan – Tuan Pah Rokiah Syed Hussain et.al., (2004)	pendekatan kualitatif - Persepsi masyarakat	Pengguna air perlu berwaspada dengan isu-isu berkaitan pemuliharaan air dan ia boleh berjaya jika pengguna boleh mengubah sikap mereka dan mengurangkan pembaziran air.
12.	An Analysis on Johor-Singapore Water Issue: Supply and Demand – Ruhana Padzil (2007)	Tinjauan literatur – Perbandingan	Analisis sejak 1927 hingga 2003 menunjukkan bahawa Singapura telah mendapat manfaat daripada penjualan air yang diterima daripada Johor, Malaysia.
13.	Evaluation of plumbed rainwater tanks in households for sustainable	Pendekatan kualitatif - kajian kes	Kajian ini mendapati bahawa isi rumah purata penggunaan air per kapita bagi isi rumah dipantau adalah 144 liter / orang /

	water resource management: a real-time monitoring study – Umapathi, S., Chong, M. N., & Sharma, A. K. (2013)		hari adalah jauh lebih rendah daripada tahunan per kapita permintaan air yang dilaporkan di SEQ 158 liter / orang / hari untuk tempoh yang sama.
14.	Factors influencing adoption of sustainable water resource management practices in upper and middle Mara River Basin, Kenya – Mwangi J.G. et. al (2013)	Soal selidik, perbincangan kumpulan fokus, temubual pemberi maklumat utama dan pemerhatian bukan penyertaan.	Analisis amalan pengurusan sumber air yang mampan menunjukkan bahawa penanaman pokok, amalan pengurusan permintaan air dan penuaian air hujan di atas bumbung, seperti tidak menyalahgunakan air dan menggunakan kualiti air semasa menyiram diamalkan. Penggunaan aktiviti pemuliharaan air masih ada tetapi tidak lestari. Para penyelidik mencadangkan memberi perhatian kepada faktor-faktor yang menentukan penggunaan lestari menjadi keutamaan dalam Amalo dan Mulot lokasi.
15.	Strategi Tradisional Komuniti Jakun Tasik Chini, Pahang Mengurus Sumber Semulajadi Secara Lestari – Omar <i>et. al.</i> , (2011)	Pendekatan Kuantitatif dan Kualitatif - soal selidik, kaedah temubual dan pemerhatian langsung. Seramai 80 orang telah ditemubual	Strategi pengurusan tradisional yang diamalkan penduduk setempat telah berjaya melindungi dan memulihara sumber-sumber alam sekeliling tasik tersebut secara lestari bagi memenuhi keperluan hidup mereka untuk suatu jangka masa panjang. Mereka telah menentang sebarang aktiviti yang boleh merosakkan kesejahteraan kawasan sekeliling tasik dan sungai, seperti membuang sampah atau mengalirkan sisa kumbahan atau air limbah ke dalam tasik. Mereka juga mengurus dan memulihara air tasik tersebut daripada sebarang pencemaran, secara tradisi mereka akan menanam atau membakar sampah sarap sebagai cara terbaik.
16	Towards sustainable urban water resource management: A case study in Tianjin China	Pendekatan kualitatif — non verbal observations	Kawasan yang memiliki sumber air yang banyak cenderung untuk mencapai penggunaan air secara lebih efektif.

Sumber: Olahan pengkaji, 2016

Berasaskan penyelidik lepas dapat dilihat bahawa penyelidikan mengenai penggunaan air secara lestari pada bangunan keagamaan seperti masjid dan surau adalah sedikit dijumpai.

## Metodologi Kajian

Kajian ini menggunakan kaedah pendekatan kualitatif. Kaedah ini dilakukan dengan cara pelaksanaan *nonverbal observation* iaitu pemerhatian secara langsung ke atas masjid dan surau di lima negeri iaitu: iaitu Johor Bahru, Kuala Terengganu, Selangor, Pahang, dan Kelantan pada bulan Februari sehingga Mei 2015. Pengkaji merekod pelaksanaan amalan pengurusan air lestari di 75 masjid dan surau yang terdiri dari lapan buah masjid dan tujuh buah surau di lima negeri Semenanjung Malaysia. Prinsip pengurusan air lestari dinilai dengan empat cara. Pertama, kewujudan bekalan air alternatif selain daripada bekalan yang sedia ada oleh kerajaan seperti sistem penuaian air hujan (SPAH), air bawah tanah atau telaga. Kedua, amalan kemudahan fizikal bagi penjimatan di tempat wuduk, tandas dan bilik air. Ketiga adanya pelekat kempen penjimatan air. Keempat, kewujudan amalan kitar semula air di masjid berkenaan.

## Dapatan Kajian Dan Perbincangan

Menurut laporan Jabatan Perangkaan Malaysia (JPM, 2011) berdasarkan taburan penduduk dan ciri-ciri asas demografi, banci 2010 menunjukkan jumlah penduduk Malaysia adalah 28.3 juta, berbanding 23.3 juta pada tahun 2000. Manakala 61.3% daripada jumlah penduduknya adalah beragama Islam. Penduduk yang beragama Islam di Malaysia memiliki bangunan keagamaan seperti masjid dan surau berjumlah 23,969 yang berdaftar di Jabatan Kemajuan Islam Malaysia yang terdiri dari 6,334 masjid dan 17,635 surau (JAKIM, 2016). Masjid dan surau merupakan pemangkin pembangunan masyarakat sesebuah negara. Maka, seharusnya masjid dan surau tersebut memiliki tadbir urus secara professional dalam semua aktiviti yang terdapat didalamnya termasuk pengurusan air secara cekap dan lestari. Berasaskan tinjauan lapangan didapati bahwa pengurusan air lestari di masjid dan surau di lima negeri Semenanjung Malaysia telah wujud dalam bentuk pengamalan yang berbeza-beza (Jadual.2).

Jadual.2 Pengurusan Air Lestari di Masjid dan Surau di Lima Negeri Semenanjung Malaysia

Pengurusan Air Lestari	Johor Bahru	Kuala Terengganu	Selangor	Pahang	Kelantan
Bekalan Air Sedia Ada	SAJ	SATU	SYABAS	PAIP	AKSB
➤ Ada bekalan air alternatif					
✓ Sistem Penuaian Air Hujan (SPAH)	13%	0%	0%	0%	0%
✓ Perigi/telaga	0%	20%	0%	7%	0%
➤ Tidak ada	-----	-----	-----	-----	-----
	87%	87%	100%	93%	100%

Kemudahan Fizikal Kawasan					
Wuduk					
➤ Paip	100%	44%	82%	67%	87%
➤ Air kolah	0%	6%	6%	0%	0%
➤ Paip & air kolah	0%	31%	12%	33%	13%
➤ Paip & telaga / perigi	0%	13%	0%	0%	0%
➤ Paip, air kolah, & telaga / perigi	0%	6%	0%	0%	0%
	-----	-----	-----	-----	-----
Kemudahan Fizikal Kawasan					
Tandas	53%	60%	40%	47%	6%
➤ Manual	0%	6%	7%	0%	27%
➤ Baldi	20%	20%	53%	47%	67%
➤ Baldi & manual	7%	7%	0%	0%	0
➤ Dua suis	7%	7%	0%	6%	0
➤ Manual & dua suis	13%	0%	0%	0%	0
➤ Manual, baldi, & 2 suis	-----	-----	-----	-----	-----
Fasiliti kawasan bilik air:					
➤ Shower	47%	67%	33%	73%	20%
➤ Baldi	7%	13%	20%	0%	0%
➤ Shower & baldi	13%	0%	27%	7%	20%
➤ Tidak ada bilik air	33%	20%	20%	20%	60%
Pelekat Tanda Penjimatan					
➤ Ada	27%	33%	33%	13%	0%
➤ Tidak ada	73%	67%	67%	87%	100%
	-----	-----	-----	-----	-----
✓ Kawasan wuduk	16%	9%	22%	0%	0%
✓ Tandas	11%	12%	5.5%	6.5%	0%
✓ Bilik air	0%	12%	5.5%	6.5%	0%
➤ Kitar Semula Air					
✓ Ada	0%	0%	7%	0%	0%
✓ Tidak ada	100%	100%	93%	100%	100%

Sumber: Diubah suai (Februari – Mei 2015).

Pada umumnya masjid dan surau setiap negeri di Malaysia memiliki bekalan air bersih yang sedia ada daripada syarikat negeri berkenaan. Pengkaji mendapati di Johor terdapat Syarikat Air Johor Sdn. Bhd. (SAJ), Terengganu terdapat Syarikat Air Terengganu Sdn. Bhd (SATU), Selangor terdapat Syarikat Bekalan Air Selangor Sdn. Bhd (SYABAS), Pahang terdapat Pengurusan Air Pahang Bhd (PAIP), dan Kelantan terdapat Air Kelantan Sdn. Bhd. (AKSB). Syarikat ini, kebanyakan menggunakan air bawah tanah sebagai bekalan air utama mereka. Syarikat-syarikat berkenaan telah mengestrak lebih kurang 202.7 juta liter air bawah tanah dalam masa sehari (Nurnabilah, 2012). Pengekstrakkan air bawah tanah secara berlebihan boleh menyebabkan kesan jangka panjang yang negatif seperti seperti penenggelaman tanah, kerosakan kepada infrastruktur, percampuran air laut dengan air bawah tanah, pengurangan aliran sungai dan tasik (Nurnabilah, 2012). Bekalan air syarikat ini,

kadang kala akan terputus akibat daripada pelbagai masalah yang timbul seperti paip bocor (Rokiah, 2004), catuan air dan pembaikpulihan saluran paip (Man, 2014). Oleh itu, bekalan sumber air alternatif yang efektif sangat diperlukan bagi setiap bangunan yang sedia ada seperti Sistem Penuaian Air Hujan (SPAH) dan perigi/telaga.

Malaysia negara bertuah yang memiliki bekalan sumber air yang banyak. Lebih dari 150 buah sungai dan air bawah tanah yang merupakan sumber air mentah utama. Bumi Malaysia juga dianugerahi curahan hujan berjumlah lebih dari 2000 mm setahun kerana kedudukan geografinya. Sementara itu, di kawasan pantai timur pula purata curahan air hujan sebanyak 5000 mm. Dalam era globalisasi dan komunikasi multimedia, ramalan cuaca boleh membantu untuk mengumpul air hujan khususnya pada musim-musim hujan. Pengkaji mendapati dua masjid (13%) yang mengamalkan bekalan air alternatif seperti SPAH iaitu di Masjid Intan Abu Bakar (Rajah 1a) dan Masjid Taman Sri Pulai Perdana (Rajah 1b) yang terdapat di negeri Johor Bahru. Manakala amalan SPAH di masjid dan surau di negeri Terengganu (0%), Selangor (0%), Pahang (0%), dan Kelantan (0%) belum wujud. Hasil pemerhatian penggunaan SPAH yang wujud di masjid berkenaan digunakan untuk membasuh pinggan, mangkuk dan peralatan dapur lain sekiranya masjid mengadakan program keramaian yang memerlukan mereka memasak di masjid. SPAH merupakan bekalan sumber air alternatif yang sangat berharga bagi kawasan-kawasan bandar khususnya yang menerima banyak hujan, seperti di Pantai Timur Pahang, Terengganu dan Kelantan. SPAH dianggap sebagai Kaedah Pengurusan Terbaik atau *Best Management Practice* (BMP) yang diamalkan dan berkesan di Malaysia (Noorazuan, 2000; JPBD, 2012). Hal ini kerana SPAH merupakan sumber bekalan air alternatif berpaksikan kepada teknologi hijau, lestari, dan selamat (Mackenzie & David, 1991); lebih bersih (Che-Ani, 2009); tidak bercampur dengan pasir dan batu (Azhar, 2010); berfungsi untuk melambatkan aliran air larian permukaan (Shaaban, 2000 & Man *et al.*, 2014); dapat menjimatkan penggunaan bekalan air bersih yang sedia ada; mengurangkan bil-bil air; dan mengatasi bekalan air di kawasan-kawasan pedalaman (JPS, 2012). Hal ini selaras dengan yang diucapkan titah Parakrama Bahu the Great, Raja Sri Lanka pada abad ke-12, apabila beliau telah membentuk satu tahap pengurusan air yang unggul iaitu:

*“Jangan membiarkan walaupun setitik air hujan mengalir ke laut tanpa memberi faedah kepada manusia.”* (De Casparis, 19975)

Selain SPAH bekalan air alternatif lain yang dapat digunakan adalah air bawah tanah. Air bawah tanah ialah satu bahagian daripada sistem kitaran hidrologi yang dianggarkan terdiri daripada 0.28% dari jumlah air yang terdapat di bumi (Ismail, 2004). Air bawah tanah berada di celahan atau ruangan dalam tanah, pasir atau bebatuan yang sering di abaikan sebagai bekalan sumber air. Di beberapa bandar maju dunia seperti Hamburg dan Munich di Jerman, 100 peratus bekalan air untuk penduduk adalah daripada air bawah tanah. Manakala di Vienna, 95 peratus; Copenhagen, 85 peratus; Brussels, 65 peratus; Lisbon, 65 peratus; dan Amsterdam, 48 peratus (Mona, 2013 & Ismail 2004). Hal ini, kerana air bawah tanah dianggarkan 3000 kali lebih bersih daripada air permukaan (Ismail, 2004). Air bawah tanah seperti perigi/telaga dapat digunakan di pelbagai jenis bangunan yang sedia ada termasuk masjid dan surau. Berdasarkan kajian perigi atau telaga telah wujud di tiga buah (20%) masjid dan surau iaitu di Masjid Padang Nenas, Surau wakaf Tengah, dan Surau Kp Pak Tijah (Rajah 1c) di Kuala Terengganu. Manakala di negeri Pahang sebuah (7%) perigi atau telaga telah wujud di Surau Kampung Baharu, Berserah, Kuantan (Rajah 1d). Sedangkan, di masjid dan



surau di negeri Johor, Selangor (0%), dan Kelantan (0%) belum wujud. Perigi atau telaga merupakan salah satu sumber bekalan air alternatif yang berpotensi untuk dibangunkan pada masa hadapan untuk mengatasi masalah bekalan air (Rokiah, 2004).



Rajah 1a

Rajah 1b



Rajah 1c

Rajah 1d

Pertambahan populasi penduduk sebanyak 3.5% setahun sejak enam tahun lepas (JPM, 2011) akan semakin meningkatkan permintaan bekalan air pada tahun 2020 (AWER, 2010). Sektor domestik, industri dan pertanian merupakan yang paling banyak menggunakan air. Namun, sektor pertanian tidak memerlukan keperluan kualiti air bersih yang tinggi seperti sektor domestik dan industri. Air bersih sangat penting untuk keberlangsungan hidup manusia dalam pelbagai aspek. Dalam aspek agama ianya juga diperlukan untuk kebersihan, seperti *thaharoh* di dalam agama Islam yang meliputi wuduk, *berinstinjak* (membersihkan najis), mandi, atau tujuan pembersihan yang lain. Kerajaan Malaysia melalui beberapa Kementerian telah menyarankan kepada rakyat supaya berjimat cermat dalam menggunakan bekalan air bersih yang disalurkan. Pengurusan air secara cekap merupakan salah satu prinsip dalam amalan lestari. Dalam pengurusan air lestari di masjid dan surau di lima negeri pengkaji mendapati beberapa kemudahan fizikal yang berbeza di kawasan wuduk. Di Johor Bahru semua masjid dan surau menggunakan paip air (100%) sepenuhnya bagi tujuan wuduk. Di negeri Terengganu, yang menggunakan paip air sebanyak 44%; air kolah sebanyak 6%; paip air dan air kolah sebanyak 31%; paip dan telaga sebanyak 13%; dan gabungan semua kemudahan seperti paip, air kolah dan telaga sebanyak 6%. Di Selangor menggunakan paip air 82%; air kolah 6%; dan paip dan air kolah sebanyak 12%. Di Pahang menggunakan paip air 67%; paip dan air kolah sebanyak 33%. Manakala di Kelantan menggunakan paip air 87%; paip dan air kolah sebanyak 13%. Hasil kajian daripada KIK Aqua mutlaq (2014) telah terjadi pembaziran air ketika menggunakan paip yang sedia ada (Rajah 2a, surau An-Najah, Banting,

Selangor) berbanding penggunaan air kolah (2b, Masjid Abidin, Kuala Terengganu). Dalam senario ini, ramai jemaah masjid dan surau yang tidak sedar melakukan pembaziran terhadap penggunaan air ketika berwuduk (Syah & Jasmi, 2008). Hal ini kerana masih kurangnya pengetahuan dan kesedaran jemaah terhadap penggunaan air ketika berwuduk secara cekap. Dari Anas bin Malik bin Malik Radhiyallaahu ‘anhu, katanya: “*Adalah Rasulullah ketika berwudhu’ beliau menggunakan air satu mud dan mandi menggunakan air satu sha’ (menyamai lima mud).*” (H.R Bukhari & Muslim). Islam sangat menganjurkan penggunaan air secara cermat dan tidak melakukan pembaziran didalamnya termasuk ketika wuduk. Hal Ini, disabdakan oleh Rasulullah Muhammad SAW:

*“Akan muncul dalam kalangan umat ini satu golongan yang berlebih-lebih dalam bersuci dan berdoa”*

(H.R. Ahmad, Abu Daud & Ibnu Majah)



Rajah 2a



Rajah 2b

Pada pengamalan penjimatan air dikawasan tandas pengkaji mendapati amalan yang berbeza di lima negeri. Di Johor, masjid dan surau menggunakan tandas manual (tarik) sebanyak 53%; menggunakan baldi dan manual 20%; menggunakan dua suis pilihan untuk pembuangan najis sebanyak 7%; menggunakan manual dan 2 suis pilihan untuk pembuangan najis sebanyak 7%; dan menggunakan manual, baldi, dan 2 suis pilihan untuk pembuangan najis sebanyak 13%. Di negeri Terengganu, menggunakan cara manual sebanyak 60%; menggunakan baldi sebanyak 6%, menggunakan baldi dan manual sebanyak 20%; menggunakan 2 suis pilihan untuk pembuangan najis sebanyak 7%; dan menggunakan manual dan 2 suis pilihan untuk pembuangan najis sebanyak 7%. Di negeri Selangor pula menggunakan manual sebanyak 40%; menggunakan baldi sebanyak 6%; dan menggunakan baldi dan manual sebanyak 53%. Di negeri Pahang menggunakan manual berjumlah 47%; menggunakan baldi dan manual adalah sebanyak 47%; dan menggunakan manual dan dua suis pilihan sebanyak 6%. Manakala di negeri Kelantan menggunakan manual sebanyak 6%; menggunakan baldi sebanyak 27%; dan menggunakan baldi dan manual sebanyak 67%. Amalan penggunaan 2 suis pilihan (Rajah 3a) dalam pembuangan kotoran dapat lebih menjimatkan berbanding dengan menggunakan manual (Rajah 3b) kerana ianya memberikan kemudahan kepada para pengguna untuk memilih suis yang memiliki kapasiti setengah ketika membuang najis kecil dan kapasiti penuh untuk membuang najis besar iaitu hal ini tidak dapat digunakan ketika menggunakan sistem manual yang sedia ada. Amalan penjimatan air dapat juga dengan meletakkan sebotol air di dalam tangki penyimpanan untuk mengurangkan bilangan siraman air dan juga menambahkan pewarna ke dalam tangki penyimpanan untuk mengenal pasti sebarang kebocoran yang terjadi.



Rajah 3a



Rajah 3b

Pelaksanaan penjimatan air dikawasan bilik air, pengkaji mendapati pengamalan yang berbeza di masjid dan surau setiap negeri. Di negeri Johor, masjid dan surau yang menggunakan *shower* sebanyak 47%; menggunakan baldi sebanyak 7%; menggunakan *shower* dan baldi sebanyak 13%; dan tidak memiliki bilik air sebanyak 33%. Di negeri Terengganu didapati yang menggunakan *shower* sebanyak 67% menggunakan baldi sebanyak 13%; dan tidak memiliki bilik air sebanyak 20%. Di negeri Selangor yang menggunakan *shower* sebanyak 33%; menggunakan baldi sebanyak 20%; dan menggunakan *shower* dan baldi sebanyak 27%; dan tidak memiliki bilik air sebanyak 20%. Manakala di negeri Pahang yang menggunakan *shower* sebanyak 73%; dan menggunakan *shower* dan baldi sebanyak 7%; dan tidak memiliki bilik air sebanyak 20%. Di negeri Kelantan pula yang menggunakan *shower* sebanyak 20%; dan menggunakan *shower* dan baldi sebanyak 20%; dan tidak memiliki bilik air sebanyak 60%. Penggunaan *shower* telah didapati lebih menjimatkan jika dibandingkan dengan menggunakan baldi. Di dalam bilik air dapat juga di letakkan baldi secara berhampiran dengan *shower* ketika mandi untuk mengumpul air yang berlebihan. Air ini boleh digunakan untuk curahan tandas atau menyiram taman.

Kempen pelekat tanda penjimatan air merupakan salah satu usaha untuk menjimatkan penggunaan air yang berada di kawasan wuduk (Rajah 4a, Masjid Jamek Tan Sri Ainuddin Wahid), tandas (Rajah 4b, Surau Al Mustaqim), dan bilik air. Di negeri Johor tanda pelekat penjimatan air telah wujud di masjid dan surau sebanyak 27%; ianya terdapat di kawasan wuduk sebanyak 16%, dan kawasan tandas sebanyak 11%. Di Terengganu tanda pelekat penjimatan air telah wujud di masjid dan surau sebanyak 33%; ianya terdapat di kawasan wuduk sebanyak 9%, kawasan tandas sebanyak 12%, dan kawasan bilik air sebanyak 12%. Di Selangor tanda pelekat penjimatan air telah wujud sebanyak 33%; ianya terdapat di kawasan wuduk sebanyak 22%, kawasan tandas sebanyak 5.5%, dan kawasan bilik air sebanyak 5.5%. Manakala di Pahang tanda pelekat penjimatan air telah wujud sebanyak 13%; ianya terdapat di kawasan tandas sebanyak 6.5%, dan kawasan bilik air sebanyak 6.5%. Sedangkan di Kelantan tanda pelekat penjimatan air telah belum wujud. Dengan wujudnya pelekat tanda penjimatan diharapkan adanya pengingat dan kesedaran daripada pengguna masjid dan surau terhadap pemuliharaan air yang ada dikawasan berkenaan. Menurut Ma'rof Redzuan (2001), kesedaran merangkumi iaitu pengetahuan, pandangan dan penglihatan, serta tindakan. Kesedaran terhadap pengurusan air harus ditingkatkan untuk dapat mengurangkan pembaziran terhadap sumber bekalan air yang sedia ada.



Rajah 4a



Rajah 4b

Air merupakan sumber semula jadi yang menjadi kewajipan dan tanggungjawab kita untuk memeliharanya daripada segi kualiti dan kuantiti sebelum ianya mengalami kemusnahan. Disebabkan kuantiti air tidak dapat ditambah, maka satu-satunya cara untuk menyelesaikan masalah ini adalah dengan menjalankan aktiviti kitar semula air, yang boleh mengurangkan masalah kualiti air. Menurut Kamus Dewan (2010) dan Akta 672 (2007) kitar semula merupakan proses mengolah semula bahan buangan untuk menghasilkan barangan yang baru yang dapat digunakan kembali. Amalan kitar semula inibertujuan untuk mengurangkan bahan buangan, mengurangkan penggunaan bahan mentah baru, mengurangkan penggunaan tenaga, dan mengurangkan pencemaran. Amalan kitar semula air merupakan salah satu prinsip lestari yang telah banyak diterapkan pada pelbagai bangunan industri. Namun, ianya dapat pula diterapkan pada bangunan lain seperti bangunan keagamaan. Dari hasil pengamatan pengkaji di lima negeri pengkaji mendapati satu masjid di negeri Selangor (7%) yang telah mengamalkan kitar semula air iaitu Masjid Raja Haji Fi Sabilillah Cyberjaya, Selangor (Rajah 5a). Manakala negeri Johor (0%), Terengganu (0%), Pahang (0%), dan Kelantan (0%) belum mengamalkannya. Masjid yang berlandaskan prinsip teknologi hijau dan dibina tahun 2013 ini sudah dianugerahi platinum oleh Indeks Bangunan Hijau (GBI) kerana binaannya terdiri daripada bahan mesra alam, memiliki kecekapan dalam penggunaan tenaga, memiliki kualiti persekitaran yang baik, dan penggunaan kitar semula air pada air wuduk. Kemajuan dalam teknologi telah banyak membantu dalam pembinaan masjid ini termasuk dalam menjalankan proses kitar semula air wuduk. Air wuduk yang telah digunakan akan di tampung (Rajah 5b) kemudian akan di gunakan untuk menyiram lanskap dan tanaman di persekitaran masjid dengan memasukkan paip di tempat yang telah disediakan (Rajah 5c). Antara faktor yang menyebabkan air sisa ialah bahawa pengguna air yang tidak menghiraukan isu-isu air dan jarang mengamalkan kaedah pemuliharaan air dalam aktiviti harian mereka (Chan, 2007).



Rajah 5a



Rajah 5b



Rajah 5c



## Kesimpulan Dan Cadangan

Hasil dapatan kajian menunjukkan pengurusan air lestari ke atas masjid dan surau di lima negeri Semenanjung Malaysia telah wujud dalam bentuk amalan yang berbeza-beza. Walaupun demikian, pengurusan air lestari di lima negeri masih berada di tahap yang sangat rendah. Pengkaji mencadangkan untuk menerapkan amalan lestari di setiap bangunan keagamaan khususnya masjid dan surau. Pertama, penggunaan bekalan air alternatif seperti SPAH dan telaga yang diperlukan bagi mengelakkan pelbagai masalah daripada bekalan air yang sedia ada, dapat mengurangkan bil air, dan dapat mengurangkan penggunaan daripada bekalan air bersih yang sedia ada. Kedua, adanya kemudahan fasiliti bagi penjimatan air di tempat wuduk, tandas, dan bilik air. Ketiga, adanya pelekat tanda penjimatan air di kawasan wuduk, tandas, dan bilik air untuk mencegah pembaziran yang selalu terjadi oleh pengguna kemudahan berkenaan. Keempat, wujudnya amalan kitar semula di masjid dan surau berkenaan untuk mengurangkan bahan buangan dan penggunaan bekalan air yang sedia ada. Hal ini adalah dianjurkan untuk berkempen dan usaha untuk menghebahkan pengurusan air secara cekap dan lestari boleh dipertingkatkan untuk mengatasi krisis bekalan air dan meningkatkan kesedaran jawatankuasa masjid, dan jamaah. Pengurusan air secara lestari juga dapat memberi kesan kepada sosial, ekonomi, dan alam sekitar. Kerajaan perlu melaksanakan dasar-dasar pengurusan air secara cekap dan lestari untuk mencapai Wawasan 2020.

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# TERAPI WUDUK DALAM MENGUBAH TINGKAH LAKU NEGATIF MURID PRASEKOLAH

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## Abstrak

Masalah tingkah laku dalam kalangan murid prasekolah merupakan fenomena biasa dan acap kali berlaku. Situasi ini boleh menyebabkan wujud suasana pengajaran dan pembelajaran yang tidak kondusif. Antara bentuk masalah tingkah laku yang dilakukan ialah terlampau aktif, lasak, tidak boleh duduk diam, daya tumpuan yang singkat, sukar mengawal emosi dan tidak boleh mengikut peraturan. Kajian tindakan ini bertujuan untuk mengubah tingkah laku negatif pasangan kembar murid prasekolah. Subjek ini telah dikenal pasti mengalami masalah tingkah laku melalui pemerhatian, senarai semak dan temu bual. Kaedah terapi wuduk telah dipilih untuk membantu mengatasi masalah tingkah laku mereka. Setelah dua minggu terapi wuduk dilakukan, subjek kajian telah menunjukkan perubahan tingkah laku yang positif. Subjek sudah mula fokus terhadap pengajaran dan pembelajaran, mendengar dan mengikut arahan guru, bersosialisasi dengan rakan-rakan dan bercakap dengan sopan santun. Hasil kajian ini menunjukkan terapi wuduk telah mengubah tingkah laku negatif subjek kajian. Terapi wuduk ini boleh dan mudah dilaksanakan oleh guru, pembantu guru ataupun ibu bapa.

**Kata kunci:** *masalah tingkah laku, murid prasekolah, pengajaran dan pembelajaran, terapi wuduk, perubahan positif*

## Pendahuluan

Peralihan dari situasi persekitaran di rumah sendiri, pengasuh atau taska ke tadika menimbulkan perubahan kepada emosi kepada diri kanak-kanak. Perubahan emosi ini kadang kala menimbulkan rasa ketegangan dan ketidaktentuan (Fanti et al, 2010) akibat persekitaran yang serba baru seperti bangunan, bilik darjah, guru dan rakan-rakan (Margetts 2005). Untuk membolehkan kanak-kanak berfungsi secara normal dan bebas, mereka perlu membina hubungan dan berkelakuan dengan cara yang sesuai dengan guru-guru, pembantu guru dan rakan-rakan lain serta mengikut peraturan yang telah ditetapkan (Fanti et al, 2010; Margetts 2005). Pelbagai reaksi tingkah laku yang dipamerkan oleh kanak-kanak seperti kebimbangan, pengunduran diri, menggigit kuku, menghisap ibu jari, gagap dan membuang air kecil atau besar di dalam kelas adalah isyarat awal bahawa mereka sedang mengalami kesukaran dalam penyesuaian tingkah laku dalam situasi baharu (Margetts, 2005).

Justeru guru perlu membantu kanak-kanak untuk bertingkah laku dengan betul dan tidak hanya menumpukan kepada aspek perkembangan kognitif (Adela et al., 2011). Pengabaian aspek pembentukan tingkah laku meletakkan kanak-kanak dalam situasi berisiko. Kajian membuktikan masalah tingkah laku kanak-kanak jika tidak diatasi akan menyebabkan masalah yang lebih serius seperti, terjebak dalam masalah keciciran, delinkuen, keganasan, seks bebas, penagihan dadah, jenayah dan kesukaran mendapat pekerjaan (Bornstein et al.,

2010; Duncan et. al., 2007; Liu & Wang; 2007. Oleh itu, Lycett et al. (2014) mencadangkan semua masalah penyesuaian tingkah laku dikenal pasti pada permulaan kemasukan ke prasekolah.

### **Latar belakang Kajian**

Kanak-kanak yang terlampau aktif, lasak, tidak boleh duduk diam, daya tumpuan yang singkat, sukar mengawal emosi, tidak mengikut peraturan, mudah terganggu dan antisosial adalah mereka yang mengalami masalah dalam penyesuaian tingkah laku (Caspi et al., 1995 Margetts, 2005). Sebelum seseorang guru menumpukan usahanya untuk melakukan intervensi terhadap masalah tingkah laku kanak-kanak, guru itu sendiri perlu menjadi model terbaik dan bertingkah laku yang sesuai untuk menjadi contoh kepada kanak-kanak.

Tugas guru bukan sesuatu yang mudah kerana perlu memberi perkhidmatan terbaik kepada sejumlah murid yang ramai secara sekali gus. Semua kanak-kanak adalah unik, mempunyai pelbagai perbezaan dari segi latar belakang, tingkah laku, minat dan motivasi. Mereka juga akan berkelakuan dengan cara yang mereka. Situasi ini merupakan salah satu cabaran dan hiburan kepada guru (UNESCO, 2006) khususnya guru prasekolah.

### **Refleksi Pengajaran dan Pembelajaran**

Umumnya semua guru mahu memberi khidmat yang terbaik kepada anak didiknya. Guru berasa bimbang dengan setiap masalah yang dihadapi oleh murid-muridnya sama ada dari sudut keyakinan, kebolehan dan harga diri (UNESCO, 2006). Walau bagaimanapun apabila murid-murid tidak menghormati guru seperti tidak mendengar dan menolak arahan guru akan mudah untuk menjadi marah dan kecewa.

Sepanjang tempoh keterlibatan dalam dunia pendidikan prasekolah, pelbagai kerenah murid prasekolah yang kami temui. Ada yang bertingkah laku takut-takut, malu-malu dan ingin bermanja. Terdapat juga murid yang bertingkah laku matang sudah boleh membawa diri, menuruti arahan dengan betul, bersopan santun dan berbudi bahasa. Tidak kurang juga ada yang bertingkah laku negatif hingga boleh menggugat kesabaran kami. Kehadiran kembar pada tahun ini cukup menguji kesabaran kami.

Apabila disebut kembar, yang terbayang di fikiran kita ialah pasangan yang akan memiliki rupa, keinginan dan personaliti yang sama, hampir sama atau pun berbeza. Kembar kami ini mempunyai rupa dan tingkah laku yang juga hampir sama. Namun sesuatu yang amat menguji kesabaran kami kerana kedua-duanya seolah-olah saling mencabar, berlumba-lumba untuk mewujudkan suasana yang tidak kondusif di dalam kelas.

Jika abang menunjukkan respons positif ingin belajar, adik akan berusaha mengalih perhatian abang dengan merampas pemadam, pensel dan sebagainya. Akibatnya abang akan menjerit-jerit dan cuba mengambil hak miliknya semula. Apabila abang berjaya mendapatkan semula barangannya, adik pula akan menjerit-jerit dan aksi rampas merampas pun berlaku. Situasi menjadi hingar-bingar. Ada murid yang sekadar menjadi pemerhati, tidak kurang juga yang turut mengambil kesempatan untuk bergerak bebas dan membuat bising.

Dalam situasi yang lain, ketika rakan-rakan lain sedang leka dengan aktiviti perbuluan pagi, abang atau adik akan keluar dari bulatan dan bergerak sesuka hati. Kadang kala mereka akan berbaring di atas lantai, memanjat palang besi, menjerit secara tiba-tiba dan sebagainya. Apabila ditegur atau dipujuk supaya berada semula di dalam kumpulan dengan rakan-rakan yang lain, mereka akan memberontak. Mereka akan berlari di dalam kelas. Adegan tarik menarik, kejar mengejar menjadi tontonan murid-murid lain.

Pelbagai pendekatan, strategi dan teknik telah kami gunakan untuk mengubah keadaan seperti pendapat yang dikemukakan oleh Kerr et al., (2007) guru perlu melakukan yang terbaik berdasarkan ilmu dan kemahiran yang dimiliki agar kanak-kanak mendapat yang terbaik daripada tindakan guru. Pengajaran dan pembelajaran hendaklah disandarkan kepada satu proses interaksi yang berterusan antara murid dengan guru dan pengajaran yang berkesan bukanlah tentang guru tetapi semua yang berkaitan dengan murid (Berk&Trieber, 2009).

Kami menggunakan teknik nyanyiandan gerakan dengan harapan kembar berminat untuk belajar. Namun kembar ini langsung tidak menunjukkan minat. Situasi bertambah sulit apabila beberapa orang murid lain mula terpengaruh dengan kelakuan kembar. Ada yang menjadi pengikutkembar berkeliaran di dalam kelas prasekolah dan langsung tidak mengendahkan nasihat, teguran dan larangan kami. Perkara ini amat merunsingkan kami. Kembar ini seolah-olah menjadi virus kepada murid-murid yang lain.

Terbit rasa malu di hati kami. Kembar ini benar-benar menguji profesion kami sebagai guru prasekolah. Acap kali kami terpaksa menjerit dan kadang kala menggunakan tindakan yang agak 'keras' seperti menarik mereka kembali ke posisi asal. Segala teknik modifikasi tingkah laku kami cuba aplikasikan. Pendekatan psikologi juga menemui jalan buntu. Kami juga menggunakan teknik pujukan, malangnya kembar menjadi lebih agresif. Jeritannya menjadi lebih kuat. Tindakannya menjadi lebih kasar. Kami tidak dapat lari daripada rasa kecewa. Raut wajah kami bertukar masam. Kami terfikir-fikir apakah kaedah yang paling efektif untuk kami mengubah kembar ini? Sedangkan selama ini segala bentuk tingkah laku negatif murid prasekolah dapat kami atasi, cuma tempoh perubahan sahaja yang berbeza-beza antara seorang murid dengan murid yang lain.

Adakah kaedah pengajaran kami yang tidak sesuai dengan kembar ini? Daripada pemerhatian kami, murid-murid yang lain dapat mengikuti proses pengajaran dan pembelajaran dengan baik. Kami telah berbincang untuk mencari alternatif terbaik untuk mengatasi masalah ini. Langkah permulaan, kami memutuskan untuk menggunakan teknik bercerita. Kami telah memilih cerita yang sarat dengan nilai murni dan pengajaran. Niat kami tidak lain dan tidak bukan untuk mengubah tingkah laku kembar atau setidaknya menjentik emosinya agar kembarsedar akan tingkah lakunya yang tidak digemari oleh guru dan rakan-rakan yang lain. Hal ini kerana terdapat beberapa orang murid telah menyatakan ketidakselesaan berada di prasekolah kerana gelagat kembar tersebut. Malah kami terpaksa menahan malu kerana ada beberapa orang ibu bapa yang turut bersemuka dengan kami bertanyakan masalah kembar. Mereka turut gusar sekiranya masalah berlarutan maka tumpuan anak mereka turut terjejas. Kami cuba meyakinkan ibu bapa bahawa gelagat kembar adalah perkara normal bagi kanak-kanak seusia mereka. Walaupun pada masa yang sama dalam hati kami sendiri mengatakan tingkah laku kembar ini agak luar biasa berbanding kanak-kanak yang pernah kami didik selama lapan tahun bertugas sebagai guru prasekolah.

Apabila kembar tidak hadir ke sekolah, situasi pengajaran dan pembelajaran di dalam kelas prasekolah menjadi tenang. Segala aktiviti yang kami rancang berjalan lancar dan objektif tercapai. Bukan murid-murid sahaja kelihatan gembira, emosi kami juga turut stabil kerana tidak ada yang mencetuskan suasana tegang. Namun profesional kah kami jika mengharapkan murid yang 'bermasalah' tidak hadir ke sekolah? Adakah kami perlu 'mengaku kalah' hanya kepada murid yang baru berusia 6 tahun? Adakah teknik pengajaran kami tidak kreatif? Apakah strategi pengajaran yang berkesan untuk menarik minat belajar kembar? Mengapa tidak kami menganggap kehadiran kembar ini untuk meningkatkan lagi kualiti kami sebagai seorang guru prasekolah?

Mungkinkah persekitaran kelas yang tidak kondusif atau tidak menggalakkan mereka untuk bertingkah laku positif? Atau mungkin kerana tiada gambar-gambar yang menunjukkan tingkah laku positif di dalam kelas prasekolah? Adakah kembar ini sedang mencari-cari gambaran positif dalam diri mereka?

Berdasarkan faktor latar belakang keluarga, kembar ini merupakan anak pasangan guru. Ibu bapanya berpendidikan tinggi. Kami telah beberapa kali berbincang dengan ibu kembar. Kami terpaksa berterus terang tentang situasi yang berlaku. Ibu sedia maklum dengan tingkah laku kembar. Si ibu juga seolah-olah sudah lali dan membiarkan sahaja tingkah laku negatif kembar menguasai keadaan. Kami pernah mencadangkan kepada si ibu agar memisahkan kembar dengan menghantar mereka ke prasekolah yang berbeza. Namun ibu menolak. Menurut ibu walaupun pada zahirnya kembar ini seperti anjing dengan kucing atau tidak berlaga angin tetapi apabila salah seorang tiada, mereka akan mencari-cari antara satu sama lain.

Di mana ada kemahuan di situ ada jalan. Sesuatu perlu dilakukan sebelum luka menjadi barah. Saban hari kami membincangkan resolusi yang terbaik untuk membantu kembar. Kami melayari internet, melawat blog-blog meninjau pendapat tokoh-tokoh agama, psikologi dan guru-guru prasekolah. Usaha ini turut melibatkan ibu bapa kembar. Pertukaran idea, perkongsian maklumat, interaksi antara guru dengan ibu bapa dan penglibatan menjadi pemangkin kepada pembentukan tingkah laku kanak-kanak. Ibu bapa dan guru perlu memenuhi keperluan kanak-kanak, menyediakan persekitaran yang sesuai dengan perkembangan mereka, rasa selamat, di samping memberikan sokongan dan respons positif agar ruang dan peluang kewujudan masalah tingkah laku dapat diminimumkan (*California Infant/Toddler Learning and Development Foundations*, 2013; *Murdoch Children's Research Institute & The Royal Children's Hospital*, 2012).

## **Fokus Kajian**

### **Analisis masalah**

Masalah tingkah laku kanak-kanak turut memberi kesan negatif kepada guru di dalam kelas. Walaupun pelaku hanyalah kanak-kanak, namun tidak boleh dipandang remeh. Masalah tingkah laku di dalam kelas boleh mempengaruhi atau menghilangkan keyakinan atau efikasi guru. Guru hilang fokus dan motivasi sekali gus menyebabkan kompetensi pengajaran guru menjadi lemah. Hal ini jika dibiarkan berlarutan boleh membawa kepada gejala *stress* dan *burnout* dalam kalangan guru. Masalah tingkah laku kanak-kanak prasekolah mengganggu tumpuan guru untuk pengajaran, meletakkan guru-guru dalam keadaan dilema dan tertekan antara usaha untuk memenuhi tuntutan kurikulum dan ibu bapa yang semakin meningkat atau merawat masalah tingkah laku di dalam bilik darjah. Guru juga terpaksa bergelut dengan masa untuk menyempurnakan "tugas" pengajaran yang diperlukan, memenuhi standard akauntabiliti dan untuk mengendalikan masalah tingkah laku kanak-kanak yang semakin mencabar (Raver et al., 2008; Fantuzzo et al., 2007; Hemmeter et al., 2006).

Masalah utama ialah tingkah laku kembar yang sering merosakkan 'mood' kami sebagai guru, pembantu dan murid-murid prasekolah yang lain. Masalah tingkah laku ini boleh tercetus pada bila-bila masa, sama ada pada waktu awal pagi, *morning circle*, kelas iqra', sarapan, semasa rehat ataupun selepas rehat. Keadaan menjadi agak tidak terkawal dan mengambil tempoh masa yang panjang untuk dipulihkan. Hal ini menyebabkan murid-murid lain terabai. Senario ini menjejaskan proses pengajaran dan pembelajaran seterusnya. Fokus

kajian kami ialah mengubah tingkah laku negatif kembar dan menyemai nilai murni agar situasi pengajaran dan pembelajaran dapat berlangsung dalam suasana yang harmonis.

### **Teori Ekologi**

Teori Ekologi oleh Bronfenbrenner (1979) ini amat sesuai untuk menerangkan sistem kompleks yang mempengaruhi perkembangan kanak-kanak. Menurut teori ini, sistem bioekologi merupakan kombinasi kecenderungan biologi kanak-kanak dan desakan persekitaran yang hadir bersama dalam membentuk perkembangan kanak-kanak. Teori ini menekankan kondisi persekitaran yang kondusif adalah perlu bagi perkembangan manusia sejagat. Perubahan dalam persekitaran akan turut mempengaruhi perubahan seseorang (Johnson, 2008). Dua syarat asas yang perlu dipatuhi iaitu pertamanya, orang dewasa perlu menyayangi anak-anak tanpa sebarang syarat. Kedua orang dewasa perlu memberi galakan dan meluangkan masa bersama-sama kanak-kanak. Sekiranya kedua-dua keperluan di atas tidak berlaku, ekologi akan terencat dan seterusnya merosakkan perkembangan kanak-kanak. Teori ini menekankan kepentingan aspek sokongan orang dewasa terhadap anak-anak sehingga mereka mampu berdikari.

### **Klasifikasi Masalah tingkah laku**

Masalah tingkah laku seperti menggigit kuku, menghisap ibu jari, gagap dan membuang air kecil atau besar di dalam kelas kebimbangan, penarikan diri, kegelisahan, keresahan, daya tumpuan yang lemah, agresif, hiperaktif dan sebarang sikap negatif kanak-kanak di dalam kelas yang mengganggu guru, rakan-rakan dan proses pengajaran dan pembelajaran serta kegagalan menerima dan mematuhi rutin bilik darjah merupakan isyarat awal bahawa mereka sedang mengalami kesukaran dalam penyesuaian tingkah laku dalam situasi baharu dan perlu dibuat pengklasifikasian (Moser et al., 2014; Dougherty et al., 2011; Margetts, 2005). Masalah tingkah laku kanak-kanak ini, menurut Achenbach (1978) boleh diklasifikasikan kepada dua konstruk iaitu luaran dan dalaman.

### **Objektif Kajian**

#### **Objektif Am**

Kajian ini bertujuan untuk membantu guru menangani masalah tingkah laku murid-murid prasekolah.

#### **Objektif Khusus**

1. Guru dapat mengurangkan masalah tingkah laku negatif dalam kalangan murid prasekolah.
2. Guru dapat menjalankan proses pengajaran dan pembelajaran dalam suasana yang kondusif.
3. Guru dapat menyemai nilai murni sepanjang waktu murid berada di prasekolah.

### **Soalan Kajian**

1. Sejauh manakah terapi wuduk dapat membantu guru mengurangkan masalah tingkah laku negatif dalam kalangan murid prasekolah?
2. Bagaimanakah terapi wuduk dapat membantu guru menjalankan proses pengajaran dan pembelajaran dalam suasana yang kondusif?

3. Sejauh manakah terapi wuduk dapat membantu guru menyemai nilai murni sepanjang waktu murid berada di prasekolah?

### **Kumpulan Sasaran**

Kajian ini dilakukan kepada dua orang subjek kajian yang berstatus kembar. Pasangan kembar lelaki ini merupakan murid prasekolah yang berusia enam tahun. Pemilihan mereka disebabkan kedua-duanya sering mempamerkan masalah tingkah laku di dalam kelas dan tidak dapat mengikuti aktiviti pengajaran dan pembelajaran yang dirancang. Murid-murid lain turut terkena tempias kerana tidak dapat belajar dalam suasana yang kondusif. Malah murid-murid lain juga turut terpengaruh untuk bertingkah laku mengganggu sehingga menyebabkan kelas menjadi kurang terkawal dan objektif pengajaran dan pembelajaran sukar dicapai.

### **Perancangan Dan Tindakan Yang Dijalankan**

Kami memilih untuk menggunakan model kajian tindakan Model Kurt Lewin (1946). Model ini sesuai dengan kajian yang akan kami jalankan.

### **Cara Pengumpulan Data**

#### **Analisis dan Interpretasi Data**

Analisis dibuat berdasarkan pemerhatian berstruktur iaitu menggunakan borang soal selidik. Daripada borang ini, kami dapati kembar mempunyai tingkah laku bermasalah. Dapatan seperti yang ditunjukkan dalam Jadual 7.1.

Dapatan temu bual dengan ibu subjek kajian membuktikan mereka juga turut mempunyai tingkah laku bermasalah di rumah berdasarkan pernyataan berikut:

*“Cikgu buatlah apa yang patut. Kat rumah pun macam tu. Kami biarkan aje”*

*“Kami nak buat macam mana cikgu, dah takdir kami dapat anak macam tu. Kami redho dapat anak macam ni”*

Hasil penelitian terhadap hasil kerja subjek kajian juga membuktikan mereka tidak dapat melakukan tugas seperti rakan-rakan lain yang seusia dengan mereka. Rajah 7.1 menunjukkan contoh hasil kerja kembar A dan B

Analisis diteruskan melalui pemerhatian tidak berstruktur iaitu melalui rakaman video dan gambar ketika proses pengajaran dan pembelajaran dan semasa rehat. Rajah 7.2 memaparkan tingkah laku kembar.

### **Pelaksanaan Terapi Wuduk**

Setelah persetujuan antara ibu bapa, guru dan pembantu dicapai, kami memulakan terapi wuduk ini pada 11 Feb. Kami merancang melaksanakan terapi ini selama 40 hari. Kami perlu istiqamah melakukan terapi wuduk selama 40 hari. Sebaik sahaja kembar melangkah masuk ke dalam kelas prasekolah, kami atau pembantu akan menyambut dan terus membawa kembar untuk mengambil wuduk. Selain itu, kembar juga dibawa mengambil wuduk apabila mereka bertingkah laku negatif. Setiap kali kembar mengambil wuduk, kami akan menandakan (/) pada borang senarai semak seperti dalam jadual 7.2.

Ibu kembar turut dibekalkan dengan satu borang yang telah dicatatkan tarikh pada hujung minggu dan pada seminggu subjek tidak hadir ke sekolah kerana ibu berkursus. Setelah

dua minggu terapi ini dijalankan, kembar ini sudah mulai faham: apabila bertingkah laku negatif dengan sendirinya mereka akan pergi mengambil wuduk. Pada peringkat permulaan kami hampir berputus asa kerana kembar langsung tidak menunjukkan sebarang perubahan. Namun terapi ini tetap diteruskan seperti yang dirancang.

### **Dapatan Kajian**

Setelah tiga minggu menjalani terapi wuduk kembar sudah menunjukkan perubahan positif. Mereka sudah boleh bertingkah laku dengan betul. Mereka sudah boleh berada di dalam kumpulan, mendengar arahan guru, dan melakukan aktiviti bersama-sama kanak-kanak lain. Mereka juga tidak lagi bergaduh atau berebut sesama sendiri. Tugas yang diberikan oleh guru dilakukan dengan baik. Rajah 8.1 menunjukkan tingkah laku kembar sebelum dan selepas terapi wuduk dijalankan.

### **Rumusan**

Setiap kanak-kanak yang dilahirkan itu secara fitrahnya adalah cenderung kepada kehendak Islam atau tauhid. Guru yang memiliki kesepaduan ilmu dan kemahiran yang dianjurkan oleh Islam dan barat menjadi pemangkin ke arah pembentukan akhlak yang baik dalam kalangan murid prasekolah. Kanak-kanak yang bermasalah tingkah laku sedang tercari-cari dan amat memerlukan bantuan, berbentuk bimbingan, tunjuk ajar, nasihat, sokongan, contoh teladan yang baik daripada orang dewasa khususnya guru untuk mengenal pasti dan mengukuhkan kepercayaan dan nilai yang betul untuk dijadikan pegangan. Mereka bukan sahaja ‘kecil’ dari segi usia dan fizikal malah pengalaman, ilmu, pemikiran dan pegangan nilai.

Guru prasekolah perlu sentiasa melengkapkan diri dengan teknik-teknik pengurusan tingkah laku dalam menangani karenah anak didik kini yang sentiasa mencabar dan semakin kompleks. Guru perlu berjiwa penyayang, berakhlak mulia, bersikap positif, berilmu dan berfikiran kreatif serta berdaya tahan dalam menghadapi masalah tingkah laku yang semakin kompleks (Mahyuddin, 2009). Selain itu, guru perlu menyediakan persekitaran bilik darjah yang kondusif kerana persekitaran yang baik perlu bagi menghasilkan akhlak yang baik dan akhlak yang baik itu perlu lahir dari dalam diri sendiri berdasarkan pengamatannya kepada faktor-faktor persekitaran yang boleh mempengaruhi tabiat hidup manusia. Penghayatan nilai akhlak merupakan peringkat akhir dari proses pengakuransosial yang dibentuk melalui pembelajaran sosial seperti rangsangan, tindak balas, peneguhan, kepatuhan, identifikasi, permodelan dan peniruan (IbnKhalidun, 2002).

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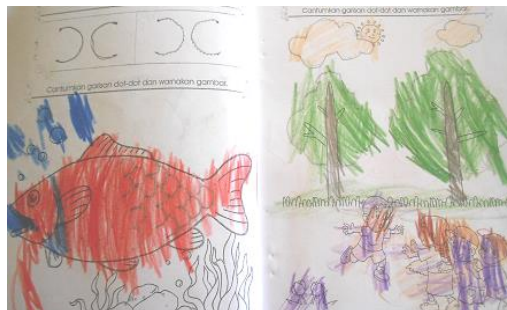
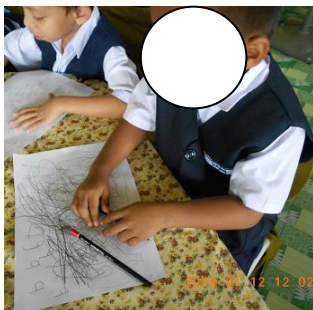
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Jadual 7.1 Borang Pemerhatian Tingkah Laku Semasa Slot Perbualan Pagi

Tarikh Pemerhatian : 19 Jan Kemahiran mengurus emosi dalam situasi :	Kembar A		Kembar B	
	Ya	Tidak	Ya	Tidak
1. Berbaris dengan baik.		/		/
2. Berdoa dengan tertib		/		/
3. Berdiri tegak dengan betul		/		/
4. Menyanyi lagu Negaraku, Selamat Sultan dan Tunas Madani dengan penuh semangat		/		/
5. Duduk dengan sopan dakam barisan.		/		/
6. Membaca Surah Al-Fatihah, Surah Al-Ikhlash, Surah Al-Falaq dan Surah An-Nas dengan betul		/		/
7. Menyebut Rukun Islam dan Rukun Iman mengikut urutan.		/		/
8. Menjawab soalan dengan : i. Bahasa yang sopan ii. Nada suara yang lembut iii. Mengikut giliran untuk bertanya/menjawab		/		/

Rajah 1 Hasil Kerja Murid



Rajah 7.2 Tingkah laku kembar semasa proses pengajaran dan pembelajaran dan semasa rehat



Jadual 7.2: Senarai semak kekerapan mengambil wuduk

SENARAI SEMAK TERAPI WUDUK PRASIKULIH TUNAS MANGANI																				
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Tarikh	11-Feb	12-Feb	13-Feb	14-Feb	15-Feb	16-Feb	17-Feb	18-Feb	19-Feb	20-Feb	21-Feb	22-Feb	23-Feb	24-Feb	25-Feb	26-Feb	27-Feb	28-Feb	01-Mar	02-Mar
Masa	10:45	8:50	9:10	9:30	8:15	9:00	10:30	8:30	9:30	10:00	11:00	8:30	9:45	8:00	11:50	9:30	8:10	9:30	8:15	9:00
1. Kembar A	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
2. Kembar B	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
T.T. Guru	Be	Be	Be	Be	Be	Be	Be	Be	Be	Be	Be	Be	Be	Be	Be	Be	Be	Be	Be	Be
T.T. Bekas																				

	21	22	23	24	25	26	27	28	29	30	31	01	02	03	04	05	06	07	08	09	10
Tarikh	03-Mar	04-Mar	05-Mar	06-Mar	07-Mar	08-Mar	09-Mar	10-Mar	11-Mar	12-Mar	13-Mar	14-Mar	15-Mar	16-Mar	17-Mar	18-Mar	19-Mar	20-Mar	21-Mar	22-Mar	
Masa	9:15	9:00	8:10	8:45	9:30	8:15	8:45	9:00	9:10	9:15	8:30	9:00	8:30	9:00	8:30	8:45	8:30	8:45	8:00	10:00	
1. Kembar A	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
2. Kembar B	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
T.T. Guru	Be	Be	Be	Be	Be	Be	Be	Be	Be	Be	Be	Be	Be	Be	Be	Be	Be	Be	Be	Be	
T.T. Bekas																					

Rajah Tingkah Laku Sebelum dan selepas terapi wuduk

Tingkah Laku Sebelum Terapi Wuduk	Tingkah Laku Selepas Terapi Wuduk
	
	
	



# **PEMBANGUNAN MODAL INSAN BAGI WANITA BERDASARKAN KISAH MARYAM DALAM AL-QURAN**

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## **Abstrak**

Wanita mempunyai kedudukan mulia dan penting dalam sejarah kegemilangan Islam. Mereka merupakan indikator penting pelaku pembangunan modal insan. Melihat kepada cabaran hidup kini, isu-isu hak kewanitaan berkaitan hak asasi wanita, aurat, diskriminasi wanita menjadi agenda gerakan pembebasan pemikiran dikenali gerakan Islam Liberal. Gerakan ini menuntut kebebasan pemikiran berkaitan isu-isu kewanitaan. Al-Quran telah menceritakan kisah berkaitan wanita melalui kisah Maryam. Maryam adalah salah satu kisah terdapat dalam al-Quran antaranya surah Maryam. Maryam adalah contoh wanita Islam yang mulia dan taat kepada Allah s.w.t. Kisah Maryam membuktikan kekuasaan Allah s.w.t sebagai mengingatkan peristiwa ajaib berkaitan penciptaan manusia tanpa ayah iaitu Nabi Isa a.s. Maryam diberi keistimewaan oleh Allah s.w.t untuk dijadikan contoh modal insan bagi wanita dalam membentuk nilai-nilai kewanitaan melalui segala unsur yang ada dalam diri manusia. Kajian ini mempunyai dua objektif. Pertama, mengkaji konsep pembangunan modal insan menurut perspektif Islam. Kedua, menganalisis beberapa elemen pembangunan modal insan wanita cemerlang melalui pengajaran daripada kisah Maryam dalam al-Quran. Kajian ini dianalisis menggunakan kaedah analisis kandungan terhadap data-data yang dikumpulkan melalui kaedah perpustakaan. Dapatan kajian ini mendapati, pembentukan modal insan wanita mesti mempunyai keseimbangan jasmani dan rohani. Dapatan juga menunjukkan terdapat lima elemen pembangunan modal insan bagi melahirkan wanita cemerlang. Antaranya mentaati perintah Allah s.w.t, ber'uzlah, kewajipan beribadah, berusaha dan bertawakal serta memelihara kehormatan diri dalam membentuk wanita kini.

**Kata kunci:** *Pembangunan Modal Insan, wanita, kisah Maryam ibn Imran*

## **Pendahuluan**

Pembangunan modal Insan adalah salah satu cetusan revolusi idea mantan Perdana Menteri Malaysia, Tun Abdullah Ahmad Badawi dalam usaha membangunkan manusia sebagai landasan kecemerlangan generasi akan datang (Zulkifli Mohd Yusoff, 2014). Pembangunan merupakan suatu perkara yang dituntut Islam bagi melahirkan insan berkualiti (Muhammad Hisyam Mohamad, 2007). Pembangunan menurut Islam berbeza dengan pembangunan Barat. Pembangunan Barat melihat manusia dari aspek kekuatan fizikal dan akal semata-mata (Altbeta Kucharcikova, 2011). Tambahan lagi, pembangunan menurut Islam pula melihat kekuatan kerohanian sebagai tunjang penting dalam pembangunan melalui pemantapan akidah kepada Allah s.w.t (Abdul Jalil Borham, 2008; Ismail Muhammad & Ahmad Munir Mohd Salleh, 2014).

Di Malaysia, terdapat banyak isu melibatkan perwatakan pelaku pembangunan khususnya golongan wanita. Islam Liberal misalnya antara salah satu gerakan pembebasan pemikiran membincangkan isu-isu berkaitan wanita. Menurut Muhammad Ariffin Ismail (2012); Farahwahida Mohd Yusof & Nur Raihan Nordin (2010), gerakan Islam Liberal ini memperjuangkan kebebasan bersuara mensasarkan golongan wanita dalam memperjuangkan hak kesamarataan gender (*feminisme*), persoalan kewajipan menutup aurat, poligami serta memutarbelitkan agama mengikut nafsu dan akal semata-mata. Perkara ini diteliti daripada manusia yang terlibat secara langsung dalam aktiviti pembangunan yang tidak mempunyai perwatakan sebagai pelaku pembangunan Islam. Oleh itu, manusia sebagai khalifah Allah s.w.t perlu mempunyai sifat perwatakan khusus agar selari dengan tuntutan Islam (Muhammad Syukri Salleh, 2003).

Apabila isu kebebasan pemikiran terhadap wanita dibangkitkan, maka memberi gambaran manusia yang terlibat dalam pembangunan masih menjalankan fungsi yang dicorakkan oleh barat dalam memutar belitkan agama menurut hawa nafsu mereka. Sebagai contoh, pembangunan Barat melihat perwatakan manusia hanya untuk mengaut keuntungan dan mereka sanggup melakukan apa sahaja demi memenuhi tuntutan hawa nafsu. Perwatakan sedemikian menyebabkan manusia hilang tempat pergantungan kepada Allah s.w.t (Mohd Shukri Hanapi, 2014:3). Perkara ini berbeza dengan pembangunan Islam yang mempunyai hubungan dengan Allah s.w.t dan menjadikan pembangunan sebagai alat untuk mendekatkan diri kepada Allah s.w.t (Muhammad Syukri Salleh, 2003).

Walaupun begitu, Islam merupakan agama memberi pengiktirafan terhadap golongan wanita (Faisal Othman, 1993; Asyraf Ab Rahman, 2010; Bateriah Alias & Che Zarrina Sa'ari, 2006). Terdapat banyak perbincangan berkaitan wanita dalam al-Quran. Islam juga tidak melarang penglibatan wanita dalam kehidupan bermasyarakat termasuk politik, ekonomi, sosial dan sebagainya (Faisal Othman, 1993). Selain itu, penceritaan al-Quran berkaitan wanita turut dijelaskan dalam al-Quran. Penceritaan berkaitan wanita melalui kisah Maryam boleh dijadikan pengajaran kepada golongan wanita kini. Nama Maryam juga menjadi salah satu surah dalam al-Quran sebagai mengingati peristiwa ajaib tentang penciptaan anak tanpa ayah iaitu Nabi Isa a.s (Salahuddin Abdullah & Omar Khalid, 2009). Sehubungan itu, pengkisahan Maryam dalam al-Quran berkait rapat dalam pembentukan peribadi manusia terutama golongan wanita Muslim.

Justeru itu, tujuan utama kajian ini untuk mengenal pasti konsep pembangunan modal insan berteraskan Islam. Manakala, kedua bertujuan mengenal pasti elemen pembangunan modal insan wanita berdasarkan pengajaran yang di analisis daripada kisah Maryam. Oleh itu, pembentukan wanita mesti melalui pelaksanaan amalan-amalan kerohanian (Nik Aziz Nik Pa, 2007). Melalui pengamalan tersebut, dapat memberiksan kesan positif terhadap pembangunan wanita dalam konteks pembangunan manusia secara holistik.

## **Metodologi Kajian**

Kajian ini dianalisis menggunakan kaedah analisis kandungan terhadap data-data yang dikumpulkan melalui kaedah perpustakaan. Kajian ini menganalisis data melaui kaedah analisis kandungan. Objektif pertama kajian ini mengkaji konsep pembangunan modal insan

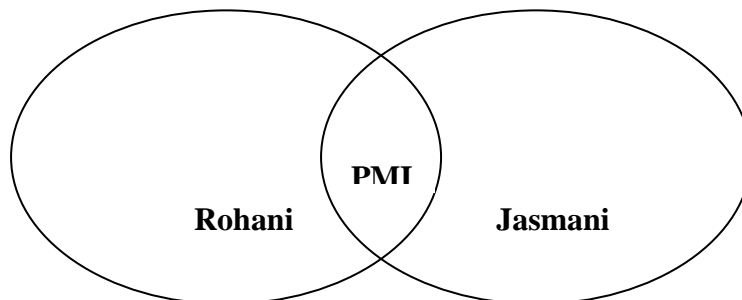
menurut perspektif Islam dengan menggunakan kaedah perpustakaan. Bagi mencapai objektif pertama, penilaian terhadap sumber-sumber seperti buku, artikel dan bahan-bahan sesawang. Seterusnya, objektif kedua bertujuan menganalisis beberapa elemen pembangunan modal insan wanita berdasarkan pengajaran daripada kisah Maryam dalam al-Quran. Sumber utama kepada analisis terdiri daripada dokumen seperti kitab-kitab tafsir, buku-buku, artikel, jurnal dan sebagainya.

Seterusnya, menurut Neuendorf (2002); Schreir, (2012), analisis kandungan adalah kajian penyelidikan kualitatif dengan menggunakan kaedah analisis. Analisis ini digunakan untuk meneliti dan menjelaskan tafsiran yang terdapat dalam dokumen. Analisis kandungan merupakan satu teknik penyelidikan dengan membuat kesimpulan secara sistematik melalui data berbentuk dokumen (Rohana Yusof, 2004). Analisis kandungan juga mempunyai tiga tujuan. Pertama, meneliti mesej, isu atau tema daripada bahan sekunder berbentuk tulisan. Kedua, menganalisis kumpulan teks yang besar dan ketiga, mengkaji sesuatu perbincangan berbentuk teks yang telah lama ditulis (Neuman, 2006).

### **Pembangunan Modal Insan Menurut Perspektif Islam**

Islam merupakan agama yang menekankan kepada pembangunan. Menurut Abdul Jalil Borham (2008), pembangunan menurut Islam tidak tertumpu kepada pembangunan material semata-mata, malah merangkumi pembangunan aspek kerohanian (*spritual*). Muhammad Hisyam Mohamad (2007) pula menyatakan pembangunan adalah satu proses memperbaiki kehidupan masyarakat menjadi lebih sistematik dan bertamadun. Pembangunan ini juga bukan semata-mata memenuhi tuntutan jasmani, malah menggabungkan antara pembangunan jasmani dan rohani dalam membentuk hakikat kemanusiaan sebenar (Nik Aziz Nik Pa, 2007; Abang Mohd. Razif Abang Muis, 2015).

Rajah 1: Model Pembangunan Modal Insan dalam Islam:



Berdasarkan gambar rajah sebelum ini, dalam membangunkan manusia sebagai pelaku pembangunan perlu mempunyai keseimbangan antara pembangunan rohani dan jasmani. Pembangunan rohani melalui ibadah memberi makna sebenar penciptaan manusia iaitu menjadi khalifah di muka bumi Allah s.w.t. Ibadah adalah kesan daripada keyakinan dalam bentuk pengabdian diri dan merupakan manifestasi kekuatan iman kepada Allah s.w.t (Abdul Jalil Borham, 2008)



Pembangunan menurut perspektif Islam adalah untuk manusia, bukannya manusia untuk pembangunan (Muhammad Syukri Salleh, 2003). Tambah Muhammad Syukri Salleh lagi, pembangunan menurut Islam mempunyai tujuh prinsip. Pertama, tasawur Islam sebagai acuan. Kedua, manusia sebagai pelaku pembangunan. Ketiga, alam dunia dan alam akhirat sebagai waktu pembangunan. Keempat, ilmu fardu ain sebagai kerangka pembangunan. Kelima, ibadah sebagai kaedah pembangunan. Keenam, sumber alam sebagai peralatan pembangunan. Ketujuh, *mardatillah* (keredaa Allah s.w.t) sebagai matlamat terakhir kepada pembangunan.

Seterusnya, pembangunan modal insan merujuk kepada manusia itu sendiri sebagai pelaku pembangunan yang mesti dibangunkan mengikut acuan Islam (Abdul Rahman Ahmad, 2006). Tambah Abdul Rahman Ahmad lagi, manusia terdiri daripada dua komponen yang perlu dibangunkan bagi mengembangkan potensi-potensi dalam diri manusia agar subur berlandaskan keimanan kepada Allah s.w.t. Berdasarkan konteks Muslim, penekanan kepada pembangunan modal insan diutamakan kepada pembangunan rohani yang melibatkan proses pembangunan manusia dari segala aspek potensi diri manusia itu sendiri. Sehubungan itu, matlamat kepada pembangunan modal insan berteraskan Islam adalah *al-falah* iaitu kesejahteraan hidup melalui kejayaan di dunia dan akhirat (Abdul Jalil Borham, 2008:56).

### **Wanita dalam al-Quran**

Sebelum kedatangan Islam, wanita tidak mendapat kedudukan istimewa dalam masyarakat. Namun, kedatangan Islam telah merubah status dan kedudukan wanita. Islam telah menaikkan martabat wanita dengan memberi peranan penting bersesuaian dengan kekuatan dalam diri mereka. Islam memberi persamaan kepada kaum wanita dan lelaki dalam tanggungjawab syarak berkaitan ibadah khusus dan umum. Pada zaman Rasulullah s.a.w, golongan wanita banyak memberi sumbangan terhadap Islam melalui pembentukan institusi keluarga dan masyarakat (Asyraf Ab. Rahman & Wan Ibrahim Wan Ahmad & Zainab Ismail, 2010).

Kisah-kisah dalam al-Quran merupakan kisah yang terbaik dan paling bermanfaat. Allah s.w.t menceritakan kisah-kisah dalam al-Quran bukan sekadar penceritaan tetapi ia mengandungi maksud tertentu yang perlu diambil pengajaran. Al-Quran telah menceritakan banyak kisah-kisah tokoh wanita yang boleh dijadikan contoh teladan wanita masa kini. Antaranya kisah isteri-isteri Rasulullah s.a.w, Asiah isteri Firaun dan sebagainya. Jika diteliti penglibatan wanita dalam bidang pekerjaan pada zaman kebangkitan Islam, wanita dibenarkan bekerja dalam pelbagai bidang samada dalam dan luar rumah. Mereka dibenarkan bekerja dengan syarat pekerjaan tersebut dilakukan dengan memelihara diri, maruah dan agama (Abu. Mohd Jibril Abdur Rahman, 1986).

### **Pengkisahan Maryam dalam al-Quran**

Maryam diberi keistimewaan oleh Allah s.w.t untuk dijadikan contoh modal insan bagi wanita kini dalam membentuk nilai-nilai kewanitaan dengan segala unsur yang ada dalam diri wanita tersebut. Menurut Syed Qutb (1995), salah satu tujuan penceritaan adalah sebagai membuktikan wahyu dan kerasulan para *anbiya'*. Kisah-kisah dalam al-Quran bukanlah hasil

cantuman cerita yang direka untuk penilaian sastera, malah sebagai salah satu metod al-Quran untuk memberi petunjuk kepada manusia dalam bentuk asli (Mohd Shafiee Hamzah, 2009:56).

Seterusnya, penceritaan kisah Maryam dalam al-Quran telah dinyatakan dalam surah-surah tertentu misalnya surah Maryam, al-Imran dan surah al-Tahrim. Penceritaan kisah Maryam sangat menarik dan menakjubkan ekoran daripada kisah kelahiran Nabi Isa a.s tanpa seorang ayah sebagai bukti kekuasaan Allah s.w.t. Maryam dikenali seorang gadis suci dan mulia yang telah melahirkan seorang bayi tanpa seorang suami. Perkara ini merupakan bukti kekuasaan Allah s.w.t menciptakan sesuatu mengikut kehendak-Nya. Menurut Ibn Kathir (2003), Maryam adalah satu-satu anak dalam keluarga Imran, berketurunan Nabi Daud a.s dari kalangan bani Israel, itu, Maryam adalah satu-satunya anak perempuan dalam keluarga Imran.

Menurut Ibn Kathir (2000); Salahuddin Abdullah et al. (2009:71); Sayyid Qutb (2000), Maryam dibesarkan di bawah jagaan Nabi Zakaria a.s yang merupakan bapa saudara Maryam. Maryam seorang yang kuat beribadah kepada Allah s.w.t. Beliau sentiasa taat dan patuh kepada perintah Allah s.w.t, dilindungi dari kejahatan yang menyebabkan Maryam tidak memandang kepada kemewahan hidup. Keadaan ini berbeza dengan masyarakat pada zaman tersebut yang tamakkan harta dan mengejar kemewahan dunia semata-mata.

Sebagai seorang wanita yang kuat beribadat kepada Allah s.w.t dan menjauhkan diri daripada kenikmatan dunia, maka Allah s.w.t. telah memilih Maryam sebagai seorang yang terbaik dari seluruh wanita untuk dijadikan teladan oleh wanita-wanita kini (al-Qurtubi, 2007). Menurut al-Qurtubi (2007), kisah Maryam menggambarkan kepada kita tentang kesabaran seorang wanita yang terpaksa berhadapan dengan cemuhan masyarakat yang menyangka beliau melakukan zina kerana melahirkan anak tanpa seorang bapa. Namun, sebagai seorang hamba yang taat pada perintah Allah s.w.t, Maryam menerima segala ketentuan takdir dengan ikhlas. Kisah ini juga sebagai suatu pembuktian serta dalil kekuasaan dan kebesaran Allah s.w.t atas penciptaan makhluk ciptaan-Nya (Salahuddin Abdullah et al., 2009:71).

## **Analisis Pembangunan Modal Insan Wanita Berdasarkan Kisah Maryam Dalam al-Quran**

Hasil daripada analisis data yang telah dilaksanakan, dalam melahirkan insan berkualiti perlulah mempunyai keseimbangan antara pembangunan jasmani dan rohani (*spritual*). Kedua-dua asas tersebut perlu diutamakan bagi melahirkan manusia yang berkualiti tinggi dalam segenap aspek kehidupan. Oleh kerana kisah Maryam merupakan kisah yang sarat dengan pengajaran kepada manusia khususnya wanita, kajian ini mengambil lima elemen-elemen perwatakan yang boleh diaplikasi sebagai pelaku pembangunan modal insan bagi wanita. Antaranya taat perintah Allah s.w.t, '*uzlah*, kewajiban beribadah, usaha dan tawakal dan memelihara kehormatan diri dalam membentuk wanita kini.

### **1. Taat perintah Allah s.w.t**

Elemen pertama berkaitan pembangunan modal insan bagi wanita dalam kisah Maryam ialah mentaati perintah Allah s.w.t. Mentaati segala perintah Allah s.w.t merupakan strategi terpenting dalam membangunkan jiwa setiap diri modal insan. Firman Allah s.w.t:

Maksudnya: “Wahai Maryam, taatlah kepada Tuhanmu, dan sujudlah serta rukuklah (mengerjakan sembahyang) bersama orang-orang rukuk”.

(Surah al-Imran, 19:43)

Berdasarkan ayat diatas, menurut al-Qurtubi (2008) dan Ibn Kasir (2000), perkataan *uqnuṭi* membawa maksud berpegang teguh kepada ketaatan dengan penuh khusyuk. Manakala, HAMKA (1990) menyatakan, perkataan tersebut bermaksud mematuhi segala perintah Allah s.w.t. Al-Qurtubi (2008) pula menukikan daripada al-Auza’i, setelah malaikat Jibril a.s menyampaikan perintah Allah s.w.t ini, Maryam terus berdiri untuk melakukan solat dan menyebabkan kedua-dua kakinya bengkok dengan ibadah yang dilakukannya. Maryam juga dikenali seorang wanita kuat beribadah dan sentiasa mentaati segala perintah Allah s.w.t (HAMKA, 1990).

Setiap diri manusia khususnya golongan wanita seharusnya memerhatikan hakikat diri dengan menilai sesuatu amalan sebelum melakukannya (Ismail Mohd Hassan (1981). Jika amalan yang dilakukan tersebut dilakukan semata-mata-mata berkepentingan peribadi dan mengikut hawa nafsu, maka mesti memperbetulkan dahulu niat tersebut untuk mencari keredaan Allah s.w.t. Hal ini kerana, kehidupan individu yang dibina atas dasar kebendaan dan hawa nafsu tidak memberikan apa-apa manfaat kepada nilai kehidupan malah akan mendapat kemurkaan Allah s.w.t (Lutpi Mustafa El-Batnani, 2000:220).

Dalam erti kata lain, mentaati segala perintah dan meninggalkan larangan Allah s.w.t memerlukan proses penyucian jiwa. Sekiranya seseorang individu tidak melakukan pembersihan jiwa, sudah pasti sifat-sifat tercela akan menyerap dalam diri manusia (Abang Mohd. Razif Abang Muis, 2015). Penyucian jiwa dapat menjauhkan diri manusia khususnya wanita seperti sifat riak, ujub dan segala sifat-sifat *mazmumah* yang lain (Ahmad Farid, 2012). Justeru, peranan wanita selaku hamba yang patuh dan taat kepada ketentuan Allah s.w.t mestilah mentaati segala perintah Allah s.w.t dalam segala aspek kehidupan agar dapat mencapai tahap keinsanan tinggi. Sehubungan dengan itu, pengabdian diri kepada Allah s.w.t merupakan tunjang kepada pembangunan diri wanita dan menjadi elemen penting sebagai benteng bagi melindungi wanita daripada melakukan perkara yang mendapat kemurkaan Allah s.w.t (Abang Mohd. Razif Abang Muis, 2015).

## 2. ‘Uzlah

Elemen kedua pembangunan modal insan wanita berdasarkan kisah Maryam adalah ‘*uzlah* atau mengasingkan diri. ‘*Uzlah* berasal daripada perkataan ‘*azala* (عزل) bermaksud menjauhi dan menghindari. Manakala ‘*uzlah* (عزلة) pula ialah mengasingkan diri daripada orang lain (al-Mu’jam al-Arabiy al-Asasiy 1988). Menurut Lutpi Mustafa el-Batnani (2000), istilah ‘*uzlah* merupakan satu konsep ibadah yang digalakkan Islam berbentuk pengasingan diri daripada melakukan perkara-perkara yang bersifat haram atau bertentangan dengan syarak. Pengertian tasawwuf pula ialah kegiatan menyendiri, menyepi, mengasingkan diri daripada urusan dunia sepertimana dilakukan golongan sufi untuk beribadah kepada Allah s.w.t (Nazneen Ismail & Mohd Noorikhwan Sarbini, 2015). Perkara ini sebagaimana firman Allah s.w.t:

Maksudnya: “dan ceritakanlah (wahai Muhammad) di dalam Kitab al-Quran ini perihal Maryam, tatkala ia memencilkannya dari keluarganya di sebuah tempat sebelah timur”.

(Surah Maryam, 19: 16)

Dalam meneliti maksud perkataan memencilkannya diri dalam ayat 16 surah Maryam ini, al-Qurtubi (2008) berpendapat, perkataan *al-Intibaadz* ialah mengasingkan diri dan menyendiri. Para *mufassirin* berbeza pendapat mengenai sebab Maryam mengasingkan diri. Ibn Kasir (2000) menukilkan daripada As-Suddi, Maryam mengasingkan untuk menyucikan diri daripada haid dan nifas. Pendapat lain pula menyatakan pengasingan diri tersebut untuk beribadah kepada Allah s.w.t. Pendapat ini paling tepat kerana Maryam sememangnya ditugaskan menjaga tempat beribadah kepada Allah s.w.t. Hal ini kerana Maryam terkenal dengan keturunan penjaga rumah ibadat bani Israel di Baitulmaqdis (al-Qurtubi, 2008; Salahuddin Abdullah & Omar Khalid, 2009: 79).

Menurut Salahuddin Abdullah & Omar Khalid (2009), sewaktu malaikat mengkhabarkan tentang kehamilan Maryam. Beliau telah mengasingkan diri ke sesuatu tempat. Pengasingan diri tersebut bertujuan mendekatkan diri kepada Allah s.w.t bagi mengelakkan daripada timbul persoalan yang memburukkan Islam (Abdullah Basmeih, 2001). Beliau mengasingkan diri untuk beribadah dan mencari kekuatan diri dengan berdoa, berzikir dan beribadah kepada Allah s.w.t. Maryam mencari kekuatan bagi mencari kekuatan dalam menanggung segala ujian dan selebihnya menyerahkan segalanya kepada ketentuan Illahi.

Berdasarkan kisah ini menunjukkan kaitan secara langsung dengan krisis wanita moden kini. Sebahagian wanita kini kurang dalam pengamalan sifat bersederhana khususnya aspek pemakaian sebagai contoh. Mereka dipengaruhi oleh golongan anti Islam yang bermatlamatkan menjauhkan wanita Islam daripada pegangan akidah yang benar (Baterah Alias & Che Zarrina Sa'ari, 2006). Sehubungan itu, dengan pengasingan diri (*'uzlah*) dapat membebaskan diri seorang wanita daripada sifat-sifat negatif dengan pengamalan cara hidup Islam yang sebenar. Hal ini kerana, pengamalan *'uzlah* membuatkan seseorang individu memikirkan kebesaran Allah s.w.t dan membuang segala sifat yang bertentangan dengan syariat Islam (Lutpi Mustafa el-Batnani, 2000: 323). Golongan wanita tidak perlu berlebihan dalam aspek yang bertentangan dengan Islam untuk menyelamatkan fizikal dan mental wanita kini yang lebih kepada keduniaan semata-mata.

### **3. Kewajipan beribadah**

Elemen seterusnya dalam pembangunan insan bagi wanita ialah melalui penerapan kewajipan beribadah. Membangunkan manusia melalui ibadah boleh diimplementasikan melalui program ibadah. Ibadah terdiri daripada ibadah umum dan khusus. Ibadah khusus mempunyai hubungan manusia dengan Allah s.w.t seperti solat, puasa, membaca al-Quran dan sebagainya. Manakala ibadah umum merangkumi penglibatan perbuatan dan tingkah laku manusia ketika berinteraksi sesama manusia (Rasid Muhamad, 1993:45). Individu Muslim lelaki dan perempuan mempunyai tanggungjawab syarak yang sama untuk melaksanakan ibadah kepada Allah s.w.t. Perkara ini telah dijelaskan oleh Allah s.w.t yang bermaksud:

Maksudnya: “Wahai Maryam, taatlah kepada Tuhanmu, dan sujudlah serta rukuklah (mengerjakan sembahyang) bersama orang-orang rukuk”.

(Surah al-Imran, 19:43)

Terdapat perbezaan pendapat dalam mentafsirkan ayat di atas. At-Thobari (2007) menukilkan daripada Abu Ja’far bahawa ayat berbaris di atas membawa maksud supaya mengikhlaskan niat semata-mata kerana Allah s.w.t. Manakala, Ibn Kasir (2000); at-Thobari (2007) menukilkan daripada al-Auza’ bahawa perbuatan sujud dan rukuk tersebut menyebabkan keluar air kuning daripada tapak kaki sehingga kedua kaki Maryam bengkok. Berbeza pula pendapat al-Qurtubi (2007) menyatakan perkataan rukuk bermaksud rukuk bersama-sama melalui solat berjemaah. Perkara ini menjelaskan bahawa manusia dituntut untuk beribadah kepada Allah s.w.t dan digalakkan untuk melakukan solat secara berjemaah.

Menurut Mat Saad Abdul Rahman (2008:10), menjaga ibadah solat termasuk dalam golongan mukmin yang bertaqwa sebagaimana yang dinyatakan dalam surah al-Mukminun ayat 111. Manusia mesti menjaga kesempurnaan solatnya seperti menunaikan solat dengan khusyuk dan memahami maksud perkataan dalam solat. Mereka juga akan memperoleh kejayaan melalui kesabaran mereka dalam beribadah kepada Allah s.w.t. Berhubung dengan wanita sebagai pelaku pembangunan modal insan pula, ibadah seperti solat merupakan suatu ibadah yang boleh menghalang pelaku pembangunan daripada melakukan perbuatan mungkar. Hal ini dapat diteliti melalui firman Allah s.w.t dalam surah al-Ankabut ayat 45. Allah s.w.t menegaskan bahawa solat yang dilakukan oleh seseorang individu boleh mencegah daripada melakukan maksiat dan kemungkaran (Abd al- Halim Mahmud, t.th.).

Setiap individu Muslim khususnya wanita digalakkan untuk melakukan ibadah solat sunat selepas solat fardu dan malamnya melakukan sunat qiamullail. Menurut HAMKA (1990), pada waktu malam mereka lebih mengenal Tuhan mereka dan akan menjadi sumber kekuatan jiwa seseorang yang beribadah pada malam hari. Pelaksanaan ibadah yang dilakukan mestilah dilakukan kerana inginkan wujud hubungan baik dengan Allah, bukan kerana inginkan pujian manusia. Sebagai contoh, dalam institusi rumah tangga, seorang isteri haruslah ikhlas dalam menjaga dan melakukan tanggungjawab sebagai seorang isteri, misalnya memasak, menjaga anak-anak (Baterah Alias & Che Zarrina Sa’ari, 2006). Setiap amalan dan perbuatan yang dilakukan seharusnya dilakukan niat beribadah kerana Allah s.w.t semata-mata dan inginkan ganjaran syurga yang ternilai harganya. Justeru, wanita dalam pembangunan insan yang memiliki perwatakan ini akan mempunyai kekuatan jiwa yang kental bagi menghadapi sebarang ujian dan dugaan dalam kehidupan serta sentiasa bergantung harap pada Allah s.w.t.

#### ***4. Berusaha dan Bertawakkal***

Seterusnya, elemen pembangunan modal insan bagi wanita ialah berusaha dan bertawakkal. Seorang wanita yang mempunyai keperibadian yang tinggi adalah mempunyai sifat setiasa berusaha dan bertawakkal. Allah s.w.t telah menceritakan tentang konsep usaha dan tawakkal dalam kisah Maryam a.s. Perkara ini telah dijelaskan dalam firman Allah s.w.t:

Maksudnya: "Lalu ia diseru dari sebelah bawahnya:" Janganlah engkau berdukacita (wahai Maryam), sesungguhnya Tuhanmu telah menjadikan di bawahmu sebatang anak sungai. Dan gegarlah ke arahmu batang pohon tamar itu, supaya gugur kepadamu buah tamar yang masak".

(Surah Maryam, 19:24-25)

Ayat ini hadir setelah ayat sebelumnya turut menyatakan tentang kerisauan dan kekusaran hati Maryam untuk melahirkan anak. Oleh yang demikian, Allah telah menyediakan anak sungai dan pohon tamar sebagai bekalan kepada beliau (Ibn Kathir, 2000; al-Tabari, 1997). Walaupun begitu, tanpa usaha untuk mendapatkannya, Maryam tidak dapat menikmati nikmat air dan tamar yang telah disediakan oleh Allah s.w.t. HAMKA (1982) mengulas tentang ayat ini dengan menyatakan arahan Allah SWT kepada Maryam tersebut adalah untuk menunjukkan keperluan usaha untuk mendapatkan sesuatu. Ini kerana, tanpa sesuatu usaha, perkara yang dihajati tidak akan dapat diperolehi.

Tambah lagi, Maryam adalah wanita yang sentiasa beribadah kepada Allah s.w.t dan sentiasa mendapat rahmat Allah s.w.t serta mempunyai kekuatan beribadah kepada Allah s.w.t tanpa jemu. Perkara ini dapat diteliti apabila suatu hari, ketika mana Nabi Zakaria a.s masuk untuk menghantar makanan kebilik ibadat Maryam, tiba-tiba kelihatan makanan. Nabi Zakaria a.s terkejut melihat makanan tersebut. Sehingga perkara ini berulang lagi dan Nabi Zakaria a.s bertanya kepada Maryam. Maryam telah menjawab bahawa makanan itu adalah daripada Allah s.w.t. Allah s.w.t akan memberikan rezeki kepada sesiapa yang dikehendakiNya tanpa hisab (Bey Arifin, 2979:5-6).

al-Qurtubi (1961) menjelaskan kesilapan sebahagian manusia dalam menjelaskan tentang konsep tawakkal. Ini kerana mereka sering kali melupakan konsep usaha bersungguh-sungguh sebelum bertawakkal kepada Allah s.w.t. Hal yang demikian akan menjadikan sesuatu keinginan tidak akan terlaksana. Menurut Quraish Shihab (2001:260), Islam meletakkan usaha dan tawakkal pada satu konsep yang sama dan kedua-duanya saling bergantung atas satu sama lain. Seorang muslim dituntut untuk berusaha dan dalam masa yang sama menunggu sebagaimana hasil berdasarkan ketetapan Allah s.w.t.

Islam turut menganjurkan usaha yang dilakukan oleh seseorang dalam kemampuan mereka (Asy'ari Ikhwani, 2015:56; Quraish Shihab 2001). Ini kerana kemampuan manusia dalam sesuatu perkara adalah terbatas. Oleh yang demikian, kisah suruhan Allah s.w.t. kepada Maryam dalam kisah ini adalah mengikut kadar upaya beliau yang dalam keadaan sarat untuk melahirkan anak. Perkara ini ditambah pula dengan keberadaan beliau berkeseorangan yang memerlukan bantuan bekalan untuk meneruskan hidup (al-Qurtubi, 1961). Oleh demikian, membentuk modal insan wanita berkualiti mestilah yakin dengan rezeki kurniaan Allah s.w.t. Keyakinan tersebut mestilah diterapkan bersama konsep tawakkal atas segala usaha yang dilakukan ikhlas semata-mata kerana Allah s.w.t.

## ***5. Memelihara Kehormatan diri***

Dalam konteks pembangunan wanita, seseorang individu Muslim khususnya wanita seharusnya mengawal diri sendiri daripada perbuatan yang ditegah oleh Islam. Menurut

Muhammad Hasbi al-Shiddieqy (2011), seseorang wanita seharusnya sedaya upaya menjauhi perbuatan mungkar seperti zina malah dilarang menghampiri perbuatan tersebut. Sebagai salah satu kisah wanita yang dirakam dalam al-Quran, Allah s.w.t. telah menyatakan tentang keperibadian Maryam yang memelihara kehormatan dirinya daripada melakukan perkara mungkar. Perkara ini telah dijelaskan dalam firman Allah s.w.t yang bermaksud:

Maksudnya: "Dan juga (perbandingan lagi) iaitu: Maryam (ibu Nabi Isa yang telah memelihara kehormatan dan kesuciannya daripada disentuh oleh lelaki; tetapi oleh sebab Kami telah takdirkan dia mendapat anak) maka Kami perintahkan Jibril a.s meniup masuk ke dalam kandungan tubuhnya dari roh (ciptaan) Kami..."

(Surah at-Tahrim, 28: 12)

Berdasarkan tafsiran Ibn Kathir (2000), ayat ini menunjukkan tentang kemuliaan seorang wanita iaitu Maryam yang dipelihara kehormatannya daripada melakukan perkara yang ditegah oleh Islam. Walaupun dituduh dengan pelbagai tohmahan, Maryam tetap bersabar atas segalanya. Pemilihan Maryam dalam hal ini menunjukkan kemuliaan seorang manusia yang sentiasa memelihara kehormatan dirinya sedang dalam masa yang sama dituduh oleh orang Yahudi (al-Qurtubi, 1961). Maryam juga bersikap tenang dengan reaksi yang diterima kerana yakin bahawa beliau tidak sesekali melakukan kesalahan.

Menurut Afzalur Rahman (1993:166), Islam sangat memuliakan wanita dengan menitik beratkan kehormatan mereka terutama di hadapan lelaki. Kemuliaan dan kehormatan diri wanita dalam Islam merangkumi beberapa aspek termasuklah pergaulan, perkahwinan dan aurat. Al-Qaradawi (2012) menyatakan menjaga kehormatan diri merupakan salah satu daripada cabang dalam akhlak Islam. Dengan menjaga kehormatan, seseorang individu mempunyai akhlak yang terpuji dan jauh dari sifat-sifat yang buruk.

Oleh yang demikian, Allah s.w.t. telah merakamkan kisah Maryam sebagai tanda menjaga kehormatan diri daripada melakukan perkara yang mungkar. Keperibadian yang tinggi ini merupakan salah satu modal insan yang dinyatakan oleh al-Quran terutama melibatkan wanita. Oleh itu, wanita yang memiliki modal insan yang tinggi meletakkan kehormatan diri sebagai tunjang utama dalam kehidupan. ini merupakan kemuliaan yang dikhususkan kepada kaum wanita sahaja.

## **Kesimpulan**

Islam memberi penekanan kepada pembangunan manusia khususnya wanita. Pembangunan yang ingin dibentuk tersebut mestilah mempunyai keseimbangan antara pembangunan jasmani dan kerohanian. Pembangunan menurut Islam menjadikan pembangunan untuk manusia. Perkara ini berbeza dengan barat, lebih menekankan manusia untuk pembangunan. Pembangunan manusia juga mesti dilakukan secara berterusan untuk membina potensi diri yang ada dalam diri manusia dalam aspek jasmani, rohani, emosi dan intelak. Pembangunan melalui segala kesenangan hidup bukanlah alat untuk manusia meningkatkan keimanan dan ketakwaan kepada Allah s.w.t malah perkara ini menjauhkan manusia daripada syariat Islam yang sebenar. Oleh demikian, seseorang individu Muslim khususnya wanita tidak boleh

menghambakan kehidupan mereka semata-mata untuk kesenangan sehingga mengabaikan kehidupan akhirat.

Apabila diteliti kepada elemen-elemen pembangunan modal insan bagi wanita berdasarkan kisah Maryam iaitu mentaati perintah Allah s.w.t, ber‘*uzlah*, kewajiban beribadah, berusaha dan bertawakal serta memelihara kehormatan diri, perkara ini perlu diberikan penekanan oleh para wanita moden kini. Elemen-elemen pembentukan tersebut perlu diaplikasikan dalam kehidupan seharian mereka dengan berhikmah agar pembangunan yang dibentuk tersebut berkualiti dalam setiap segenap aspek bidang kehidupan wanita.

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# KEPRIHATINAN TERHADAP PENJAGAAN SUNGAI KE ARAH PENCAPAIAN KESEJAHTERAAN

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## Abstrak

Kertas kerja ini bertujuan membincangkan isu keprihatinan terhadap penjagaan sungai secara lestari, isu berkaitan pencemaran sungai serta penyelesaiannya. Isu berkaitan alam sekitar global seperti kehilangan biodiversiti, kemerosotan sumber asli, pemanasan global, penipisan lapisan ozon, penebangan hutan yang berleluasa dan pelbagai masalah pencemaran alam sekitar semakin kritikal dan meningkatkan cabaran dalam pengurusan alam sekitar. Kualiti air sungai ini juga menerima pelbagai ancaman daripada segenap sudut kini terdedah kepada pencemaran daripada aktiviti manusia. Laporan yang dikeluarkan oleh Jabatan Alam Sekitar Malaysia mendapati punca utama yang menyebabkan kemerosotan kualiti air ialah kumbahan domestik, perindustrian, penternakan khinzir dan industri berasaskan pertanian. Isu tanah persisiran sungai semakin diancam oleh polisi perancangan yang tidak begitu mendalam, yang telah menfokuskan pada aktiviti manusia berbanding dengan sistem yang menyokongnya. Masalah alam sekitar seperti pencemaran sungai bukanlah sesuatu yang asing kerana isu tersebut sering diperkatakan dewasa ini. Justeru itu masyarakat perlu lebih peka dan prihatin terhadap isu-isu alam sekitar serta memperoleh pengetahuan, kemahiran, nilai dan komitmen untuk berusaha dan bertindak secara individu atau bersama ke arah penyelesaian isu-isu alam sekitar. Melalui cadangan model keprihatinan penjagaan sungai akan dapat membantu pihak yang bertanhhgungjawab merangka perancangan dalam usaha mewujudkan kesejahteraan hidup masyarakat yang lebih berkualiti.

**Kata Kunci:** *Keprihatinan, Penjagaan, Sungai, Pencapaian, Kesejahteraan*

## 1.1 Pengenalan

Sungai merupakan sumber alam penting daripada segi sumbangannya kepada kehidupan manusia dan pembangunan negara serta perlu dipelihara bagi diwarisi oleh generasi akan datang. Fungsi utama sesebuah sungai adalah untuk mengalirkan air dan enapan dari kawasan tadahannya ke lautan. Sungai dan persekitarannya sejak dahulu lagi amat penting di dalam kehidupan manusia dari segi sosial dan ekonomi (Zhang, Huang, Lu, & He, 2015). Berdasarkan kepentingan sumber air kepada manusia maka tidak hairanlah, sejarah awal telah menyaksikan bahawa corak petempatan awal manusia sangat dipengaruhi oleh kedudukan sesebuah sungai. Banyak penempatan masyarakat tertumpu di sepanjang tebing sungai disebabkan kemudahan perhubungan iaitu perjalanan dan pengangkutan melalui sungai. Selain itu, sungai juga merupakan punca makanan (ikan dan hidupan air), punca bekalan air

(domestik dan pengairan), tempat rekreasi dan istirehat serta menyediakan tanah yang subur untuk pertanian.

Walau bagaimanapun, sumber alam ini akan menyebabkan ia terus terdedah kepada ancaman pencemaran yang semakin meningkat dan tidak mustahil air yang menjadi nadi kehidupan manusia akan sukar diperoleh jika tidak dijaga dan diuruskan dengan baik. Sungai boleh menimbulkan bencana dan malapetaka seperti banjir akibat daripada kecuaiannya manusia dan kejadian semulajadi alam. Kejadian banjir dan hakisan tebing yang serius adalah impak negatif yang boleh mengakibatkan kehilangan nyawa, kerosakan harta benda dan kesengsaraan kepada penduduk setempat (Ching, Lee, Toriman, Abdullah, & Yatim, 2015). Pembangunan prasarana yang tidak terkawal selalunya menyebabkan pelbagai masalah seperti hakisan tanah, keruntuhan tebing sungai, mendapan dan banjir (Laurens, 2012).

Pelbagai pihak yang terlibat dalam pembangunan gagal memahami kekangan-kekangan serta masalah berkaitan pengurusan sungai. Pembangunan pesat yang dialami oleh negara telah menimbulkan pelbagai masalah kepada sistem sungai (Laurens, 2012). Interaksi antara manusia dan persekitaran ini memberi kesan kepada kemerosotan kualiti alam sekitar khususnya sumber air apabila kuantiti semakin berkurangan dan kualiti yang semakin merosot. Kawasan berhampiran sungai adalah satu-satunya kawasan lapang terakhir yang dapat dinikmati oleh penduduk warga kota yang telah padat dengan bangunan-bangunan konkrit. Amalan pengurusan sungai yang mantap diperlukan bagi menjamin pembangunan negara yang berkekalan.

Justeru, kertas kerja ini bertujuan membincangkan isu keprihatinan terhadap penjagaan sungai secara lestari, isu berkaitan pencemaran sungai serta penyelesaiannya. Seseorang individu itu perlu prihatin dan mempunyai maklumat mengenai isu-isu berkaitan alam sekitar seperti isu pencemaran yang memerlukan kesedaran yang seterusnya diikuti oleh tindakan susulan bagi menjamin pemeliharaan dan pemuliharaan alam sekitar khususnya terhadap sungai. Setiap pihak perlu bekerjasama dan mengambil inisiatif yang lebih realistik dan berkesan apabila membicarakan tentang kemerosotan dan ancaman berterusan pembangunan terhadap sumber sungai ini. Sesungguhnya pembentukan khalifah yang bestari pasti berupaya menyumbang kepada kesejahteraan hidup masyarakat serta kelestarian alam sekitar pada masa akan datang.

## **1.2 Keprihatinan Terhadap Penjagaan Sungai Secara Lestari**

Nilai keprihatinan terhadap penjagaan sungai adalah penting ke arah pencapaian kesejahteraan persekitaran. Tahap keprihatinan yang tinggi akan menggalakkan individu mengamalkan penjagaan sungai secara lestari (Groot, 2012). Istilah lestari atau kadangkala disebut mampan merupakan suatu konsep yang menekankan keseimbangan aktiviti sosial dan ekonomi manusia dan kesannya terhadap persekitaran bagi memenuhi keperluan generasi masa kini tanpa menjejaskan keperluan generasi masa akan datang (Agyekum-Mensah, Knight, & Coffey, 2012).

Dalam konteks Malaysia, kesedaran terhadap kelestarian alam sekitar adalah secara relatifnya agak baru berbanding dengan negara maju yang lain. Menurut Abdullah et al. (2012), pengetahuan asas tentang kelestarian alam sekitar tidak mencukupi dalam melahirkan sebuah

komuniti lestari di kawasan tersebut. Kurangnya kesedaran juga boleh menyebabkan masalah alam sekitar semakin kurang dibendung (M. Y. Abdullah, Pawanteh, Abdullah, & Mustaffa, 2010). Hasil kajian-kajian sebelum ini menunjukkan bahawa tahap kesedaran alam sekitar dalam kalangan masyarakat Malaysia belum lagi mencapai tahap yang membanggakan jika dibandingkan dengan negara maju seperti Jepun, Denmark dan German (Jabatan Alam Sekitar Malaysia 1997). Masyarakat juga secara umumnya lebih peka kepada isu-isu alam sekitar terutamanya yang hampir kepada mereka namun kesedaran untuk terlibat mengatasi masalah tersebut terlalu minima. Sebagai contoh, keadaan sampah yang tidak terurus terutamanya selepas suatu aktiviti seperti konsert, sambutan perayaan, perlawanan bola dan sebagainya menunjukkan ketidakprihatinan masyarakat terhadap kebersihan.

Menurut kajian daripada Ahmad, Mustafa, Hamid, & Wahab (2011); Paim et al. (2013), tahap kesedaran, pengetahuan, kemahiran dan amalan penggunaan lestari masyarakat Malaysia adalah rendah. Kajian oleh Norhasmah et.al (2010) pula menunjukkan bahawa tahap kesedaran terhadap keprihatinan persekitaran, amalan lestari dan penglibatan dengan aktiviti alam sekitar dalam kalangan responden adalah sederhana. Manakala, kajian Md. Nor dan Suriyati (2011) menyatakan bahawa kesedaran orang ramai terhadap alam sekitar adalah tinggi. Walaubagaimanapun, hanya 30 peratus daripada mereka ini yang melibatkan diri dalam usaha pemuliharaan alam sekitar. Seterusnya kajian oleh Md. Nor et. al (2004) mendapati pelajar prihatin terhadap isu alam sekitar. Namun, mereka tidak berminat untuk melibatkan diri dengan isu ini. Oleh yang demikian, sebelum seseorang itu mengamalkan penggunaan lestari, ia mestilah dimulai dengan nilai keprihatinan.

Menurut Ahmad et al. (2011), bagi membentuk generasi yang mempunyai pengetahuan dan kesedaran yang tinggi terhadap alam sekitar, maka pendidikan adalah dilihat sebagai cara terbaik. Matlamat pendidikan alam sekitar adalah untuk membentuk masyarakat yang lebih peka dan prihatin terhadap isu-isu alam sekitar serta memperoleh pengetahuan, kemahiran, nilai dan komitmen untuk berusaha dan bertindak secara individu atau bersama ke arah penyelesaian isu-isu alam sekitar. Pendidikan alam sekitar juga merupakan asas bagi mewujudkan masyarakat yang mempunyai kesedaran terhadap alam sekitar, dengan itu akan dapat melahirkan masyarakat Malaysia yang lebih beretika (Hadi, Yunos, & Esa, 2003).

Di negara barat, sikap masyarakat yang bertanggungjawab telah membawa beberapa kesan positif terhadap alam sekitar dan kualiti hidup mereka (Xiao & McCright, 2012). Perkembangan keprihatinan alam sekitar telah mula mengubah sikap dan tingkah laku manusia terhadap alam sekitar. Semakin ramai individu sedar bahawa sikap dan tingkah laku mereka boleh memberi kesan terhadap kualiti alam sekitar. Pihak peniaga, kerajaan dan masyarakat semakin sedar dan prihatin terhadap isu-isu alam sekitar.

Justeru itu, adalah penting untuk masyarakat membina rasa bertanggungjawab terhadap ekosistem yang semakin tenat ini melalui kesedaran kepada pencemaran khususnya sungai yang dapat membantu melindungi bumi kita. Hal ini disebabkan berlakunya masalah alam sekitar adalah berpunca daripada sikap dan tingkah laku manusia sama ada secara langsung atau tidak langsung. Alam sekitar kita memerlukan keprihatinan oleh seluruh dunia memandangkan kesan alam sekitar terhadap manusia adalah tanpa sempadan dan kualiti hidup generasi sekarang dan akan datang bergantung pada perlindungan dan penjagaan ekosistem.

### 1.3 Isu Pencemaran Sungai di Malaysia

Sungai merupakan salah satu sumber utama yang membekalkan air untuk kehidupan manusia dan lain-lain hidupan. Walau bagaimanapun, air bersih yang amat diperlukan untuk kehidupan manusia ini akan berkurangan jika pencemaran ke atas sungai tidak dibendung. Pencemaran sungai atau air bermakna perubahan yang berlaku terhadap air sama ada dari segi kualiti, rasa, bau dan lain-lain yang menjejaskan fungsi air sebagai sumber utama kehidupan, seperti minuman kerana akan membahayakan kesihatan dan hidupan jika digunakan.

Kualiti air sungai ini juga menerima pelbagai ancaman daripada segenap sudut kini kerana terdedah kepada pelbagai pencemaran daripada aktiviti manusia dan sifatnya yang mudah berubah (Aliu, Aliu, Mustafi, & Kamberi, 2011). Laporan yang dikeluarkan oleh Jabatan Alam Sekitar Malaysia (JAS, 2000) mendapati punca-punca utama yang menyebabkan kemerosotan kualiti air ialah kumbahan domestik, perindustrian, penternakan khinzir dan industri berasaskan pertanian. Laporan yang dikeluarkan oleh Jabatan Alam Sekitar Malaysia Terengganu (JAS Terengganu, 2012) mendapati punca-punca utama yang menyebabkan kemerosotan kualiti air telah dikenalpasti dari perkampungan, pasaraya, loji IWK, bengkel, perusahaan keropok, batik, pasar ikan, restoran dan kedai makan. Sumber air ini perlu diurus dengan lebih sistematik kerana peningkatan pembangunan khususnya melibatkan penerokaan tanah juga semakin memberi ancaman kepada kelestarian kuantiti dan kualitinya (Maimun & Zainudin, 2013; Azyana, Norlaini, & Jannah, 2012).

Bahan buangan domestik khususnya dalam ekosistem bandar merupakan salah satu punca utama yang menyebabkan pencemaran air berlaku. Kewujudan keadaan seperti ini kerap dikaitkan dengan masalah kelemahan pengurusan sisa pepejal dan juga pengurusan tapak pelupusan. Kelemahan dua aspek penting yang berkaitan dengan penjanaan sisa buangan ini merupakan sebahagian daripada punca berlakunya perubahan kualiti air. Masalah pengurusan tapak pelupusan yang tidak cekap menyebabkan masalah pencemaran air yang serius kerana disebabkan oleh air lelehan dari sisa buangan di kawasan tapak pelupusan. Air lelehan dari tapak pelupusan akan mengalir ke sungai yang berhampiran khususnya melalui air bawah tanah dan ini secara langsung boleh mencemarkan sungai tersebut (Zaini, Mohd Hairimi, Katiman, & Abd Rahim, 2010). Keadaan yang tidak terkawal ini akan mendedahkan hidupan akuatik kepada aliran air yang tercemar. Selain itu, penduduk yang menggunakan sungai sebagai punca utama untuk minuman akan terdedah kepada pelbagai wabak penyakit yang berbahaya (Skariyachan et al., 2015). Di samping itu juga, pembuangan kumbahan air yang tidak terawat ke dalam sungai air turut menjejaskan komuniti yang bergantung kepada aktiviti pelancongan rekreasi dan penternakan ikan air tawar (Aminu, Matori, Yusof, Malakahmad, & Zainol, 2015).

Menurut Wahab & Yaacob (2012), berdasarkan kepada kategori kualiti air yang diguna pakai di Malaysia iaitu Kelas I mewakili air yang boleh diminum terus tanpa perlu dirawat; Kelas II mewakili air yang memerlukan rawatan biasa; Kelas III mewakili air nampak bersih tetapi tercemar; Kelas IV mewakili air tercemar; dan Kelas V mewakili air yang amat tercemar dan hampir mati, keadaan semasa menunjukkan bilangan sungai pada Kelas I dan II semakin berkurangan sebaliknya Kelas IV dan V menunjukkan berlakunya peningkatan. Pencemaran air sungai sering dikaitkan dengan punca tunjuk (*point source*) seperti sisa yang dihasilkan

oleh kilang perindustrian. Pembangunan pesat dan pertambahan sektor industri yang sukar dikekang merupakan antara penyumbang utama kepada masalah pencemaran ini.

Seterusnya, kajian daripada Suratman, Awang, Ling, & Tahir (2009) menunjukkan punca pencemaran yang dilakukan di lembangan Sungai Paka yang tercemar adalah daripada sisa kumbahan kilang kelapa sawit yang besar kemungkinan dialirkan terus ke sungai tanpa rawatan yang berkesan terlebih dahulu. Selain itu, kajian daripada Hua (2014) menyatakan bahawa melalui pencucian sabun daripada dobi turut boleh menyebabkan pencemaran air. Penduduk yang membuka kedai dobi harus menyedari tentang perkara dan isu ini serta tidak harus untuk melepaskan air secara terus ke atas permukaan tanah. Mereka harus mengumpulkan sisa air dan membuangnya di tempat-tempat tertentu yang telah disediakan atau mengambil pendekatan dengan mengubah bahan pencuci yang lebih mesra alam sekitar. Sebagai sumber utama air, sungai sewajarnya dipelihara dan dipulihara supaya manfaatnya dapat dinikmati bersama.

#### **1.4 Pembentukan Model Keprihatinan Penjagaan Sungai**

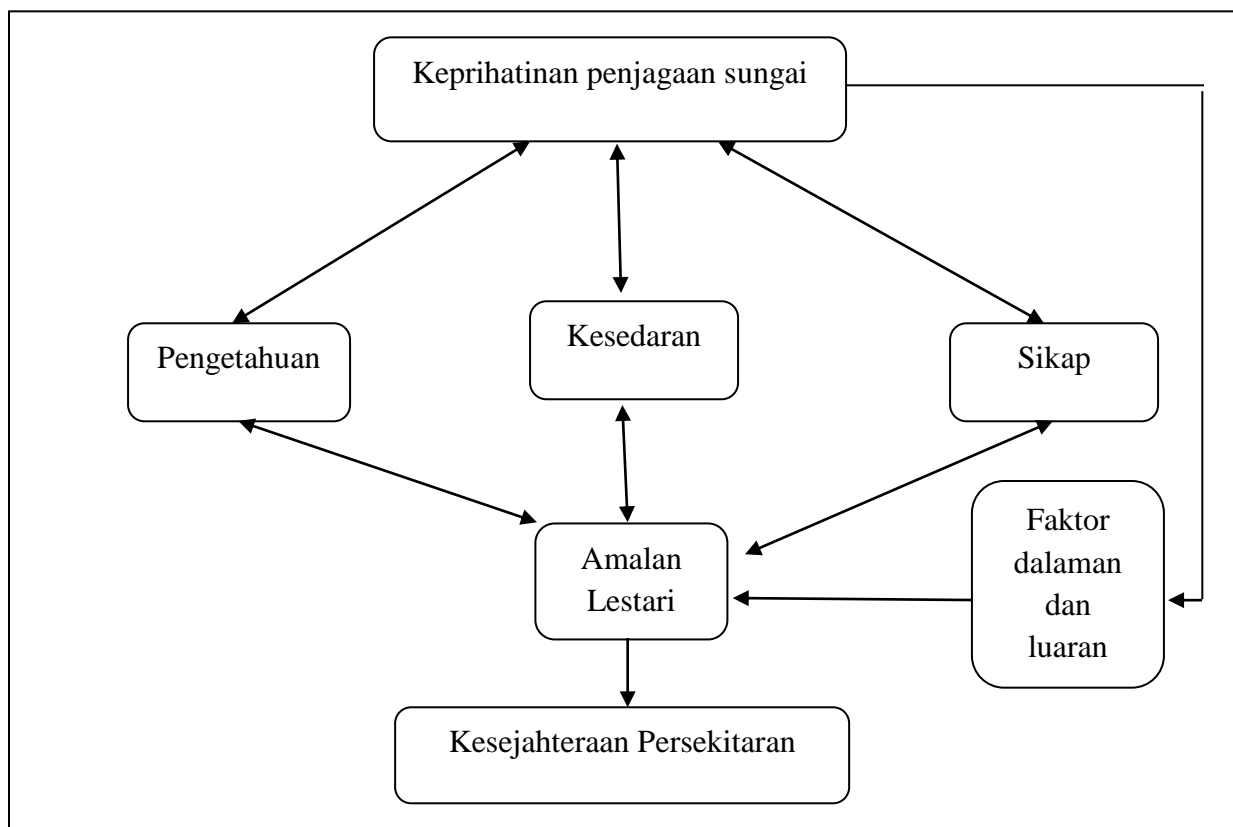
Berdasarkan kepada penelitian yang telah dibuat terhadap kajian yang berkaitan dengan keprihatinan terhadap sungai, di dapati terdapat pelbagai faktor yang telah dikemukakan oleh para pengkaji dalam mengatasi masalah pencemaran sungai. Kajian oleh Zhang et al. (2015) merumuskan pengawalan kepada pencemaran air adalah penting untuk menjaga dan memastikan sumber air yang lestari. Impak pembangunan tanpa kawalan dan usaha pengawalan dan pemuliharaan boleh menjadikan Malaysia berhadapan dengan masalah kekurangan bekalan air bersih suatu hari nanti. Oleh yang demikian, usaha kawalan dan pemuliharaan sumber air perlu dilakukan bagi memastikan kehidupan yang sejahtera dan sumber air yang lestari. Di samping pengawalan kualiti air ini sememangnya memerlukan penglibatan pelbagai pihak, sama ada pihak kerajaan, agensi swasta, badan bukan kerajaan dan juga masyarakat setempat. Usaha-usaha oleh pihak kerajaan, swasta dan NGO perlu dipertingkatkan lagi seperti kempen mendidik masyarakat mengenai isu penjagaan sungai yang kurang difahami oleh masyarakat (Weng, 2005). Kerajaan perlu mempertingkatkan penguatkuasaan peraturan dan undang-undang yang berkaitan dengan penjagaan sungai.

Selain itu juga, kerajaan tempatan, sektor swasta dan persatuan-persatuan bukan kerajaan perlu lebih giat mempromosikan nilai yang positif ke arah amalan lestari, meminimumkan bahan buangan dan program kesedaran umum terhadap isu persekitaran. Penglibatan semua pihak amat diperlukan kerana sungai dan alam sekitar merupakan warisan yang wajar dipelihara (M. Y. Abdullah et al., 2010). Tiada guna jika undang-undang dan penguatkuasaan berjalan baik tetapi mentaliti masyarakat masih berada pada takuk lama yang memandang sungai sebagai tempat pembuangan sampah. Apatah lagi dengan kesedaran yang tinggi dalam kalangan masyarakat tentang peranan mereka terhadap alam sekitar akan dapat membantu agensi penguat kuasa menjalankan tugas dengan lebih efektif terutama dalam mengawal masalah pencemaran sungai hasil buangan kilang.

Dalam pada itu, peruntukan undang-undang yang wujud berkaitan dengan pencemaran sungai dalam Akta Kualiti Alam Sekeliling (AKAS) 1974 masih mempunyai ruang untuk diperbaiki. Malah, sebagai akta induk yang turut bergantung pada undang-undang kecil, Peraturan-Peraturan Kualiti Alam Sekeliling (Efluen Perindustrian) 2009 dilihat sebagai amat relevan

bagi merealisasikan fungsi dan objektif AKAS. Selain itu, walau bagaimana baik pun undang-undang yang digubal tidak akan memberikan makna tanpa wujudnya kajian dan penilaian berkaitan dengannya dari semasa ke semasa. Oleh sebab itu, isu kelemahan undang-undang berkaitan dengan pencemaran sungai sentiasa relevan. Secara keseluruhannya dapat disimpulkan bahawa undang-undang berkaitan dengan pengurusan sungai di Malaysia adalah mencukupi walaupun terdapat beberapa kelemahan yang perlu diberikan perhatian.

Namun, manusia juga perlulah dilengkapi dengan ilmu pengetahuan dan ditanam dengan kesedaran yang tinggi terhadap alam sekitar dan seterusnya memupuk sikap yang positif dalam amalan kehidupan seharian (Albayrak, Aksoy, & Caber, 2013). Isu yang melibatkan alam sekitar khususnya penjagaan sungai ini sebenarnya merupakan isu yang mesti dikongsi dan ditangani bersama oleh setiap golongan di dunia ini. Satu mekanisme pengurusan sungai yang bersepadu dicadang diadakan bagi tujuan penyelarasan kuasa supaya agensi penguat kuasa tidak menuding jari sesama sendiri. Pada pihak pengguna atau orang ramai pula, penyelarasan dapat memudahkan aduan dikemukakan supaya dapat disampaikan kepada pihak yang sepatutnya bagi membolehkan tindakan diambil dengan lebih berkesan. Berdasarkan kepada dapatan kajian dan sorotan literatur yang telah dianalisiskan didapati terdapat jurang dalam isu keprihatinan penjagaan sungai daripada pelbagai pihak yang berkaitan sama ada individu dan agensi yang berkaitan. Model keprihatinan dalam rajah 1 menunjukkan pengetahuan, kesedaran dan sikap terhadap penjagaan sungai berkait rapat dengan amalan bagi mencapai kesejahteraan persekitaran.



Rajah 1: Model Keprihatinan Terhadap Penjagaan Sungai ke arah Pencapaian Kesejahteraan



## 1.5 Kesimpulan

Keprihatinan semua pihak adalah perlu untuk menangani masalah pencemaran sungai kerana bekalan air yang bersih adalah penting untuk kehidupan manusia. Di samping itu, penguatkuasaan undang-undang adalah perlu dalam usaha untuk mengawal kualiti air. Langkah pengawalan dan pemuliharaan yang komprehensif perlu dirancang dan dilaksanakan selain daripada akta dan undang-undang yang sedia ada bagi menguruskan sisa pepejal dan juga mengawal kualiti air. Kerjasama dan prihatin semua pihak perlu untuk memastikan alam sekitar tidak terjejas. Bagi memastikan alam sekitar terus dipelihara ke arah pembangunan lestari, kawalan dan pemuliharaan perlu dijalankan supaya alam semulajadi yang sedia ada dapat dikekalkan dan tidak mengalami kemerosotan untuk memenuhi keperluan masa hadapan. Alam sekitar yang sihat amat diperlukan oleh manusia untuk menjalani kehidupan yang selesa. Alam sekitar yang sihat menjadi aset yang tidak ternilai dan dapat dinikmati oleh semua pihak untuk kebaikan bersama.

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# IMPLIKASI TANGGUNGJAWAB SOSIAL KORPORAT TERHADAP MOTIVASI INTRINSIK USAHAWAN TERENGGANU

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## Abstrak

Konsep tanggungjawab sosial korporat (CSR) mula menarik minat ramai apabila Henry Ford memberikan cetusan idea ‘perniagaan adalah perkhidmatan’. Namun begitu, masyarakat masih memandang perniagaan adalah usaha untuk memperoleh keuntungan maksimum sehinggalah konsep CSR mula diterima dalam beberapa dekad yang lalu serta ianya menjadi satu keperluan di dalam sesebuah perniagaan. Justeru itu kajian ini cuba untuk mendalami persepsi Usahawan Terengganu (golongan pihak berkepentingan) berkaitan implikasi CSR terhadap motivasi intrinsik mereka. Ianya dilihat sebagai salah satu tindakan dalaman bagi mengimbangi kepentingan golongan usahawan bagi menzahirkan rasa cakna dan kebertanggungjawaban di kalangan pemberi perkhidmatan dan yang menerimanya. Selain itu, kajian ini turut membincangkan konsep CSR yang dilihat daripada perspektif bagaimana aktiviti CSR terhadap usahawan, pembekal, komuniti, pemegang saham dan pelanggan memberi impak terhadap motivasi intrinsik mereka. Kajian ini juga berobjektifkan untuk mengenalpasti persepsi usahawan terhadap implikasi daripada program CSR yang berbeza ke atas motivasi intrinsik golongan tersebut. Ianya dijalankan dengan menggunakan kaedah kajian kualitatif. Hasil kajian ini menunjukkan bahawa CSR adalah satu idea yang penting bagi meningkatkan motivasi intrinsik di kalangan usahawan dan ianya boleh menyumbang kepada perkembangan daya saing dalam jangka masa yang panjang.

**Kata Kunci:** *Tanggungjawab Sosial Korporat, Motivasi Intrinsik, Pihak Berkepentingan*

## Pengenalan

Dewasa ini dapat disaksikan pertumbuhan organisasi serta menyaksikan penawaran kepelbagaian produk yang berteraskan objektif penubuhannya yang tersendiri. Kepentingan perkhidmatan yang ditawarkan tidak dapat dinafikan demi kebergantungan dalam meneruskan kelangsungan hidup di dalam alam yang serba moden ini. Secara tradisinya matlamat utama pembentukannya adalah untuk menjana serta memperoleh keuntungan. Namun, dengan pelbagai bentuk krisis ekonomi yang melanda sepanjang abad ke 20, dan ditambah pula dengan kematangan dunia korporat dan perniagaan telah meningkat ke tahap yang lebih maju berasaskan pertimbangan tadbir urus korporat yang baik. Di kala pertimbangan terhadap tadbir urus korporat yang cemerlang masih menjadi perkara yang relevan dan berterusan hingga ke hari ini yang mana menurut W. Timothy & Sherry dalam bukunya “*Managing Corporate Responsibility a Communication Approach*” mendefinisikan CSR adalah tindakan sukarela yang dilaksanakan oleh sesebuah organisasi bagi memenuhi misi obligasinya terhadap pemegang kepentingan, termasuk pekerja, masyarakat, alam sekitar dan masyarakat secara keseluruhannya. (W.Timothy Coombs & Sherry J. Holladay , 2012).

Kajian lepas memaparkan bagaimana kebanyakan sarjana agak konsisten tentang perkara yang mendorong organisasi untuk menjalankan CSR berkaitan pihak berkepentingan di dalam sesebuah organisasi (Aguilera et al., 2007). Apabila mengendalikan serta melaksanakan aktiviti CSR, keutamaan yang perlu dititikberatkan adalah kepentingan serta harapan pihak berkepentingan adalah berbeza. Merujuk kepada Freeman (2010) yang mana dalam konteks kajian ini, pihak berkepentingan terbahagi kepada dua bahagian iaitu pihak berkepentingan dalaman (usahawan, pelanggan, pemegang saham) dan luaran (masyarakat, pembekal). Keberkesanan implikasi program CSR dalam kajian ini diukur dengan impak terhadap motivasi intrinsik usahawan yang menerima perkhidmatan tersebut. Pengukuran yang betul dapat mewujudkan situasi perbincangan dan persetujuan serta menggalakkan komunikasi. Selain itu, petunjuk prestasi harus berhubung kait dengan ganjaran dan kepuasan bekerja harus diketengahkan bagi mewujudkan imbalan skor kelestarian (Epstein, 2014).

Sejak kebelakangan ini usahawan merupakan satu perkataan yang popular di Malaysia dan perkataan ini selalu disebut serta digunakan bersilih ganti dengan perkataan peniaga. Perkataan ini menjadi popular apabila kerajaan mula melaksanakan Dasar Ekonomi Baru yang mana salah satu matlamatnya adalah untuk menggalakkan penglibatan bumiputera dalam bidang perniagaan. Peter Drucker yang digelar sebagai Bapa Pengurusan barat dalam bukunya *Entrepreneurship* (1996) mendefinisikan usahawan sebagai individu yang berupaya memindahkan sumber ekonomi dari sektor yang kurang daya produktiviti kepada sektor yang lebih tinggi daya produktiviti (Danielsson, S., & Zettergren, J. 2014). Dr Joel Barker pula dalam bukunya *Paradigm* (1994) pula mendefinisikan usahawan sebagai orang yang berjaya mewujudkan nilai tambah ke dalam pasaran (Danielsson, S., & Zettergren, J. 2014). Usahawan dalam kajian ini merujuk kepada kumpulan peserta yang menerima perkhidmatan daripada SME Corp.

Dalam menyiasat kumpulan pihak berkepentingan ini, motivasi dilihat sebagai penghubung kepada prestasi peribadi yang membantu individu dalam menjana kualiti kerja yang lebih baik yang membawa kepada peningkatan prestasi keseluruhannya (Sekhar, 2013). *Encyclopedia Britannica* (Petri, 2014) mendefinisikan motivasi sebagai kuasa yang bertindak dalam diri seseorang bagi memulakan tingkah laku (Forsgren, A., & Haskell, L. 2015). Graham & Weiner (2000) menjelaskan motivasi sebagaimana manusia berfikir dan berkelakuan sepertimana apa yang mereka mahukan (Forsgren, A., & Haskell, L. 2015). Setiap tindak tanduk manusia dalam membuat keputusan atau tidak adalah suatu perkara yang berhubung dengan motivasi. Ia juga merupakan keputusan naluri semula jadi. Apa sahaja yang melibatkan perbuatan semestinya dipengaruhi oleh faktor motivasi. Motivasi boleh dipengaruhi oleh kedua-duanya iaitu faktor dalaman dan faktor luaran (Plant & Devine, 1998). Motivasi terbahagi kepada dua iaitu motivasi intrinsik (dalaman) dan motivasi ekstrinsik (luaran).

Pengkaji akan melanjutkan perbincangan dengan memfokuskan kepada impak terhadap motivasi intrinsik para usahawan yang menerima perkhidmatan. Motivasi intrinsik ditakrifkan sebagai keberkesanan sesuatu rangkaian yang disusun dalam hierarki mengikut kekuatan atau kepentingan terhadap individu (McClelland & Winter, 1969). Gambaran yang diberikan oleh Deci (1971) merujuk kepada individu yang termotivasi intrinsik akan menyelesaikan sesuatu tugas yang diberikan tanpa mengharap apa-apa ganjaran hasil daripada melengkapkan tugas tersebut (Ryan & Deci, 2000).

## **Pernyataan Masalah**

Freeman (1984) menyatakan individu yang mempunyai kepentingan terhadap sesebuah organisasi boleh dianggap sebagai pemegang kepentingan yang mana menurut Laplume et al. (2008) menjelaskan pihak berkepentingan terbahagi kepada dua iaitu dalaman dan luaran. Dewasa ini dapat dilihat kajian terhadap CSR begitu meluas, namun kajian CSR di peringkat mikro terhadap pihak berkepentingan masih sukar didapati dan kebanyakan kajian telah dilakukan pada tahap makro yang memberi kesan kepada keseluruhan organisasi (Aguilera et al, 2007 & Aguinis 2011). Selain itu, permintaan penyelidikan organisasi terhadap alam sekitar, kemampunan serta pemegang kepentingan adalah sangat tinggi (Morgeson et al., 2013).

Kajian ini memberi tumpuan kepada implikasi pelaksanaan aktiviti-aktiviti CSR terhadap kumpulan-kumpulan pihak berkepentingan ke atas motivasi intrinsik Usahawan Terengganu yang menerima perkhidmatan daripada organisasi SME Corp. Tujuannya adalah untuk mengkaji perhubungan antara aktiviti CSR yang berbeza terhadap motivasi intrinsik Usahawan Terengganu. Kajian ini diharap boleh menghuraikan adakah aktiviti CSR yang berbeza ini boleh mempengaruhi motivasi yang menjadi penggerak utama, lahir dalam diri bagi melakukan perkara-perkara untuk kepentingan diri atau ganjaran untuk diri mereka (motivasi intrinsik). Ryan & Deci (2000) mendefinisikan motivasi intrinsik sebagai perkara yang menarik individu dan tugas yang boleh memberi kepuasan dalam menyiapkan tugas tersebut. Ia merujuk kepada tingkah laku individu dengan memberi gambaran berdasarkan tingkah laku dalam menzahirkan perasaan dalam menyelesaikan tugas yang diberikan (Amabile, 1993). Terdapat beberapa kepentingan strategi CSR bagi sesebuah organisasi. Antaranya ialah mematuhi peraturan, menjaga hubungan baik dalam masyarakat, pengeluaran kos serta hasil yang diperolehi dan kesan ke atas obligasi sosial dan moral (Epstein, 2014). Dalam konteks barat, reputasi dalam melaksanakan CSR akan membantu menarik minat serta memberi motivasi kepada pekerja.

## **Objektif Kajian**

Kajian ini dijalankan adalah untuk menjelaskan implikasi aktiviti CSR yang berbeza terhadap motivasi intrinsik Usahawan Terengganu. Selain itu, kajian ini turut berobjektifkan untuk mengenalpasti persepsi Usahawan Terengganu tentang implikasi aktiviti CSR yang berbeza terhadap motivasi intrinsik mereka.

## **Kepentingan Kajian**

Kajian ini menyediakan beberapa sumbangan praktikal secara umum. Pengkaji berpendapat hasil daripada penyelidikan ini akan menunjukkan bahawa CSR merupakan satu idea untuk meningkatkan motivasi intrinsik Usahawan Terengganu dan ia turut memberi peluang kepada organisasi pemberi perkhidmatan (Sme Corp) untuk lebih berdaya saing untuk jangka masa yang panjang sebagaimana sebelum ini telah dinyatakan oleh Glavas (2012) yang mendakwa aktiviti CSR yang dijalankan oleh sesebuah organisasi akan memacu organisasi terbabit untuk lebih berdaya saing.

## **Rekabentuk Kajian**

Sebelum memulakan kajian ini, pengkaji perlu berhati-hati dalam menilai jenis kaedah pengumpulan data iaitu data primer dan data sekunder (Bickman & Rog, 2008). Menurut Blaikie (2009) data primer merujuk kepada data baru yang dikumpulkan untuk tujuan tertentu dan data sekunder merupakan data yang telah dikumpulkan dan dianalisis untuk tujuan lain (Saunders, 2011). Berdasarkan kepada objektif kajian ini, pengkaji telah memutuskan untuk menjalankan kajian dengan mengumpul data primer. Walaupun penggunaan data sekunder disifatkan menjimatkan, walaubagaimanapun kelemahan yang dikenal pasti adalah data yang dikumpul berbeza dengan objektif kajian pengkaji yang membawa kepada kurang perkaitan terhadap persoalan kajian seseorang (Saunders, 2011).

Pada bahagian kualitatif, pengkaji akan menjalankan temu bual separa berstruktur bagi menyelami persepsi usahawan terhadap aktiviti CSR yang berbeza ke atas motivasi intrinsik mereka. Reka bentuk temu bual akan dimulakan dengan tema yang besar tetapi responden diberi hak untuk menstrukturkan jawapan mereka mengikut cara yang tersendiri (Bryman, 2015). Bagi bahagian kuantitatif pula, pengkaji akan menjalankan soal selidik untuk mengumpul data dalam membantu menyediakan fakta-fakta yang tertentu untuk membuat kesimpulan secara keseluruhan (Bryman, 2015).

## **Persampelan Kajian**

Persampelan merupakan proses memilih sebilangan subjek daripada sesuatu populasi untuk dijadikan sebagai responden kajian (Chua Yan Piaw, 2014). Dalam kajian ini, sampel kajian adalah seramai 7 orang yang merupakan usahawan negeri Terengganu yang menerima perkhidmatan perniagaan di SME Corp Terengganu.

## **Instrumen Kajian**

Seperti yang dinyatakan sebelum ini, pengkaji menggunakan Usahawan Terengganu. Pengkaji menggunakan temu bual secara umum yang mana menurut Patton (1980) terdapat 3 jenis temu bual yang boleh dijalankan oleh seseorang pengkaji iaitu temu bual bermaklumat, temu bual secara umum dan temu bual terbuka yang seragam. Temubual secara umum dipilih untuk mengenegahkan tema umum dan khusus terhadap persoalan kajian. Menurut Saunders (2011) terdapat pelbagai jenis temubual antaranya ialah temubual berstruktur, tidak berstruktur dan separa berstruktur. Pengkaji mengandaikan temubual yang paling sesuai bagi kajian ini adalah temubual separa berstruktur. Pengkaji terlebih dahulu menyediakan panduan temubual dengan menyenaraikan soalan-soalan untuk diajukan semasa proses temubual.

## **Perbincangan Dapatan Kajian**

Hasil daripada kajian kuantitatif mendapati bahawa Usahawan Terengganu telah termotivasi intrinsik dengan menerima dan melakukan perkara seperti mana dijelaskan oleh Herarki Keperluan Maslow (1943) di mana seseorang itu tidak boleh bergerak ke peringkat teratas hierarki sehingga peringkat di bawah disempurnakan terlebih dahulu (Maslow, 2013). Dapatan

ini turut disokong oleh dapatan Ryan Deci (2000) yang menjelaskan bahawa individu akan bermotivasi intrinsik jika mereka menikmati tugas atau mendapat kepuasan daripada tugas yang telah disempurnakan. Terdapat beberapa kepentingan strategi CSR bagi sesebuah organisasi. Antaranya ialah mematuhi peraturan, menjaga hubungan baik dalam masyarakat, pengeluaran kos serta hasil yang diperolehi dan kesan ke atas obligasi sosial dan moral (Epstein, 2014). Dalam konteks barat, reputasi dalam melaksanakan CSR akan membantu menarik minat serta memberi motivasi kepada pekerja. Kajian telah menunjukkan bahawa kemampuan pekerja di negara-negara barat lebih tertarik untuk berada dalam organisasi sosial dan ada sesetengah pekerja yang cenderung memilih organisasi yang cenderung kepada CSR walaupun ditawarkan dengan gaji yang rendah. CSR juga boleh memberikan motivasi yang tinggi kepada pekerja seterusnya meningkatkan produktiviti, kecekapan dan prestasi kewangan sesebuah organisasi (Heslin & Ochoa, 2008). Dalam jadual di bawah, pengkaji memberikan ringkasan keputusan kajian.

<b>AKTIVITI CSR</b>	<b>PERSEPSI USAHAWAN</b>
Aktiviti CSR terhadap Usahawan Terengganu	.. mempunyai kesan positif terhadap motivasi intrinsik dengan memberi kuasa kepada usahawan mereka melalui pelbagai reka bentuk serta kepelbagaian kerja
Aktiviti CSR terhadap masyarakat	.. mempunyai kesan positif ke atas motivasi intrinsik melalui pelaksanaan aktiviti sosial dan alam sekitar
Aktiviti CSR terhadap pemegang saham	.. mempunyai kesan positif ke atas motivasi intrinsik
Aktiviti CSR terhadap pelanggan	.. mempunyai kesan positif ke atas motivasi intrinsik dengan menyediakan kualiti servis kepada pengguna akhir atau pelanggan
Aktiviti CSR terhadap pemegang pembekal	.. menunjukkan kesan bercampur ke atas motivasi.

## **Kesimpulan**

Hasil daripada kajian kualitatif ini menunjukkan bahawa Usahawan Terengganu berpendapat aktiviti CSR terhadap Usahawan Terengganu, masyarakat, pemegang saham dan pelanggan mempunyai kesan yang positif ke atas motivasi intrinsik mereka. Namun, aktiviti CSR terhadap pembekal dilihat mengalami keputusan yang bercampur. Walau bagaimanapun, ia adalah sukar untuk membuktikan percanggahan pendapat mengenai implikasi aktiviti CSR terhadap pembekal kerana jawapan yang diterima adalah berbeza. Dapat disimpulkan bahawa aktiviti CSR terhadap pihak berkepentingan mempunyai hubungan yang positif dalam



memberikan motivasi intrinsik terhadap penerima perkhidmatan iaitu Usahawan Terengganu untuk lebih berdaya saing demi kelestarian perniagaan mereka.

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# **PART A**

# **TOURISM**

# VISITORS' SATISFACTION ON SERVICE QUALITY OF NATIONAL BOTANICAL GARDEN, SHAH ALAM

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## Abstract

This study aims to visitor satisfaction towards service quality provided at National Botanical Garden, Shah Alam site. In this study, four hypotheses were developed are proposed a study model. The empirical data were collected from visitors via a survey that which is 100 questionnaires, these data were analysed by identified the visitors satisfaction towards the park The findings confirmed that service quality directly impacted to visitor satisfaction throughout destination attraction, destination accessibility and destination facility. As a result, this study argued that there is a significant impact of the service quality on tourist satisfaction, and therefore service quality plays an important role in tourism by increasing the level of visitor satisfaction. The results in this study supported the evidence that there positive feedback based on visitor satisfaction. This study provided some theoretical and the findings to outdoor recreation and tourism sector, the researcher presented recommendations for further studies and they discussed the main limitations in this study.

**Keywords:** *Satisfaction, Service Quality, Botanical Garden, Shah Alam*

## Introduction

Taman Pertanian Malaysia (TPM) which was formerly known as the Bukit Cerakah Agricultural Park was first developed on 24 April 1986 on one thousand two hundred and fifty eight (1,258) hectare of Selangor State Forest Reserve land. The development of TPM is aimed at exhibiting Malaysian agricultural technology to the public and serve as an open university for the public to recognise and learn the various components in the sector apart from acting as a Malaysian local agro-tourism and agro-forestry attraction centre. TPM is located in the centre of the fast developing Klang Valley and is accessible via four (4) main highway links. The total number of TPM visitors in the 90s even reached up to five hundred thousand (500,000) people. However, competition from other recreational centres, shopping centres and theme parks, led to a decline of visitors in the early twenty first century.

In 2007, the Cabinet agreed to develop the Shah Alam National Botanical Garden (TBNSA) to replace TPM with an estimated cost of RM141 million. With the existing land area, TBNSA will be the world's biggest Botanical Garden. TBNSA is developed as a national excellence centre in education, scientific research and conservation for botanical, horticultural and agricultural developments and other developments related to it. TBNSA is

situated within the perimeter of research and development centres such as the Forest Research Institute of Malaysia (FRIM) and Malaysian Agricultural Research and Development Institute (MARDI) as well as public higher learning institutions which enables botanical, agronomical, veterinary, fishery and other experts to optimise its existence in the specified fields. At the same time, the location of TBNSA in the centre of Klang Valley cultivate interest and attract the attention of the public towards Malaysian floral treasures apart from creating opportunities from nature-friendly recreational activities.

TBNSA become one of the flora and fauna sourced biodiversity conservation site and centre in line with the recognition of Malaysia as one of seventeen (17) Megadiverse Countries and a member of the Group of Like-minded Megadiverse Countries. At the local level, TBNSA is one of the most important Shah Alam Local Agenda 21 components particularly for the sustainable development in the aspect of ecosystem conservation. It has become one of the Government Agencies and private sector tree plantation sites in meeting the Government commitment during the Earth Summit at Rio de Janeiro in 1992 to ensure at least fifty (50) percent of the country's area is covered by forest and also served as the main green lung for Klang Valley. This research aims to analyse the service quality provided by management at the National Botanical Garden, Shah Alam to the visitors, and to evaluate the service quality, researchers investigate the service quality of both facilities provided and activities inside the attraction provided at the places either it satisfied the visitors or not.

## **Literature Review**

Many researches have been conducted to determine visitor satisfaction on urban park by using push and pull factor. Push factor has influence the visitors to visit the park because of natural element that they had in the park. Physical characteristic, values, and benefits of the area also had influence the visitor satisfaction feeling. Other than that unsafe and unwell maintained park will give less satisfied on the visitors (Noralizawati, 2009). Furthermore, to determine characteristics of the surrounding landscape associated with vandalism hotspots, and to justify safe environments in park areas. People perceived vandalism to occur because of the opportunities provided by the surroundings, user behaviour, lack of security and enforcement, lack of maintenance and inspection, location and design of the facilities, and the materials used for such facilities. Few researches undertaken to study the perceptions of vandalism from Malaysian local park visitors' point of view, it should help planners, park designers and park managers in local or city councils in Malaysia, as well as the general public, to understand and expand their knowledge of vandalism in urban parks (Nurhayati, 2009; Nurhafizah, *et. al.* 2013).

Outdoor recreation activities have appositive impact on human health. Being outside in natural surrounding may improve health and give benefit to human, recreational activities at botanical garden such as cycling and jogging will help human to be healthy (Godbey, et al, 2009). Tourist satisfaction is a main issue in the context of tourism, it involves the key measure in determining whether a tourist is satisfied with their visit and

the effects it have on their surroundings. The problem of crowding have been seen as a major influence in few researches and are found to be affecting the overall satisfaction of visitors throughout their travel experiences. Few previously used theories in measuring tourist satisfaction will be used and adapted to create a new model of visitor satisfaction and perception of crowding. This model is to be used to identify tourist satisfaction and this model is related to researcher research towards visitor satisfaction in recreational area because when it is too crowded at the recreational area especially at sub urban places it will definitely effect the visitor satisfaction (Somaskanthan & Rosmalina, 2014).

In his study about tourist perceptions towards quality tourism services provided at Petra historical site, Ababneh (2013) measured tourist satisfaction by examining the impact of quality tourism product on overall tourist satisfaction. His study found that service quality has a direct impact on tourist satisfaction throughout destination facilities, destination accessibility and destination attraction.

### Study Framework

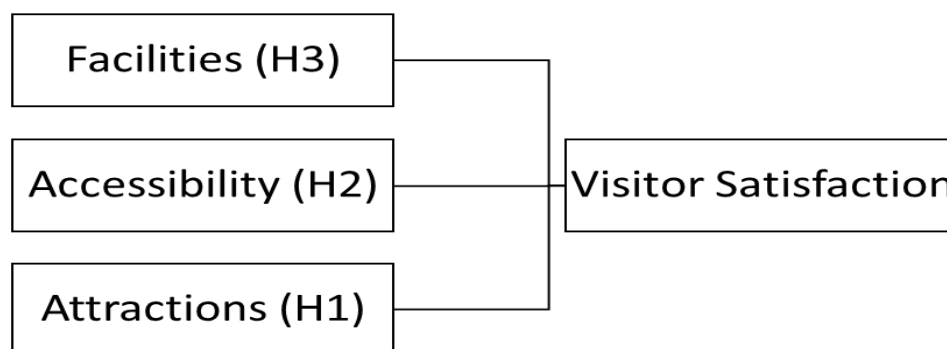


Figure1: Study Framework

### Methodology

A quantitative research methodology was used to collect the data by distributing the questionnaires to the respondents while visiting the garden. The probability sampling used to select the sample randomly. By choosing simple random sampling, there is a high generalizability of findings will be achieved. A total size of 100 samples was collected from local and international visitors in National Botanical Garden, Shah Alam. Data collected was subject to be analysed using SPSS20.

### Findings and Discussion

#### Demographic factors

Table1: Demographic factors

Tourist	Local	70
	International	30
Gender	Male	49
	Female	51

Age	18-25	64
	26-35	17
	36-50	18
	>50	1
Education	Diploma	17
	Degree	50
	Post-graduate	27
Marital Status	Single	56
	Married	44
Job	Student	47
	Private	26
	Government	23
	Other	4
Visiting company	Alone	7
	Friend	65
	Family	28
Information about the park	Friends/family	55
	Brochure	6
	Website	37
Purpose for visit	Sightseeing	41
	Recreational activity	51
	Others	8
Hours spent in the park	1-2	61
	3-4	31
	>4	8

In Table 1, data analysis showed that male were 51% and female were 49% from the population. 70% from the sample were local tourists, while 30% were international tourists. Age group was 64% for 18-25 contributing the majority of respondents, followed by 26-35 and 36-50 contributing 17% and 18% respectively. Educational background of the responders' statistics showed that diploma holders contribute 17%, degree 50%, and Postgraduate studies 27% from the sample. For the Marital Status of respondents 56% were single while 44% were married. Around half of respondents stated that they are students when the asked about the employment status 47%, people working in private sector were 26% and government 23%.

Statistics showed that visitors came to the park mostly with friends 65%, followed by 28% came with families, the rest were visiting the park alone with 7%. Respondents when asked about source of information about the park, half of them 55% got the information from friends and families, while 37% got it from the websites, the matter which emphasize the positive power of word-of-mouth and electronic media. For the primary purposes of visitors come visit the park, half of respondents 51% said to participate in any recreational activity, while for sightseeing 41% and 8% for others. Respondents stated that

they spent around 1-2 hours in the park with 61% and 3-4 hours with 31%, the rest where 8% spending more than four hours.

## Information and Customer Service Experience

Table2: Information and Customer Service Experience

Item	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The hours of service were convenient	56	40	2	2	-
Easy to find information about the facilities	44	47	5	4	-
Staff was knowledgeable and able to answer questions	41	50	7	2	-
Easy to contact a staff person without difficulty	35	43	4	18	-
Easy to find information about the activities provided	39	45	10	6	-
Facility is conveniently located	50	42	5	3	-
Adequate parking	46	37	13	3	1
The facility is easily accessible	36	47	12	2	-
Sign were easy to understand	48	41	9	2	-
The quality of services at facilities is conveniently to visitors	40	48	9	3	-
Facilities cleanliness	45	42	8	4	1

This study found that the park had a lot of places and activities that can attract more visitors to come such as skytrexx, four season house, Animal Park and variety of gardens, the park also suitable to organize events because of large space and green environment. For accessibility, the park provide space for car park with only MYR2 per car, the park also provide few maps for visitors for direction purpose and to define what places that the park have inside. Toilet also provided for visitors to use for free in the park. The park provide a free bus for visitors to use but it was not sufficient and only reach certain places, visitors have to rent bicycle or walk to get to other places. In the park visitors can use cottage for rest point, every route of the park has cottage and for Muslim visitors they can use the mosque that has been provide near at the park entrance.

Respondents were strongly agrees 56% and convenient with the park opening hour. The opening hour of the park is convenience for those who works and for those with classes or families. 40% were agree with the statement. Respondents also were agree that staff was knowledgeable and able to answer questions with 50% and strongly agree 41%. 50% were strongly agree, and 42% were agree with the park's facilities are marked and shown on the signboard around the park, it is easier to locate the facilities. Meanwhile, for the visitors



disagree with this statement maybe because they were first time come to the park and not really familiar with the facilities at the park. Adequate parking also got 46% strongly agree, and 37% agree, for the parking spaces provided by the park's authority, some visitors found it very difficult to find a park due to the peak hour of the park or they came during there is an event at the park. Respondents agreed that Taman Botani Negara, Shah Alam was convenient in terms of service quality. Statistics showed that majority of respondents where 48% strongly agree and 40% agree about services provided, some respondents express their disagree with the statement due to the peak season in the park and lot of visitors, but they agree that the park keeps the facilities well maintained and clean to ensure that the visitors are comfortable.

### Customer Satisfaction

Table3: Customer Satisfaction

Item	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Like to go to the park again	46	27	26	1	-
Recommend this park to family or friends	44	35	18	3	-
The park was safe to do any activities	43	48	7	2	-
Smoking was not allowed at the park	27	29	38	3	3
Guide service available	30	50	4	13	3

Table3 showed respondents reactions toward their satisfaction about services provided. Majority of them were strongly agree that they will visit the park again with 46% and 27% were agree. Majority of respondents express their feeling that they will recommend the park to the family and friends, which emphasize the impact of word of mouth to market the park. Some respondents were disagree because some places were abandoned and no one supervised these places and some animals may cause harm to the visitors.

The three independent variables from researcher's theoretical framework have got positive relationship with dependent variables. Attraction has a positive relationship with visitors' satisfaction, from the result the respondent was positively going to the park to participate in any recreational activity, sightseeing and entertaining their kids. Furthermore they found it accessible and provide necessary services such as maps, toilet, but shuttle, signage and prayers room.

### Conclusion

Overall finding of this study suggested that all attributes proposed in the model has positive impact on the visitor satisfaction and service quality of National Botanical Garden, Shah Alam. Attraction, accessibility and facilities have contributed to the numbers of the visitors, and the management's role in this is vital. National Botanical Garden has many visitors

especially during weekend and during public holidays; visitors can easily meet with the staff around Botanical Garden to gain information. Moreover, this park should be promoted aggressively through collaboration between the international travel agencies in order to increase the visitors come to this park, and to improve service quality and promoting the National Botanical Garden to the visitors. This study recommended that National Botanical garden should provide a shuttle bus to visit all attractions inside the park, accompanied with an interpreter or guide to talk about the surrounding places at the park. The queue management should be improved the ticketing counter area. Management must provide the visitors with brochures and leaflets with complete information about the garden attractions. The main entrance must provide a specific information counter within the ticketing counter area to provide necessary information, and to provide sufficient tagging and explanation about the Taman Haiwan, and the trees regarding its local name, scientific name and the family group name for children and researchers.

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# **EXPLORATORY STUDY ON FOREST RESEARCH INSTITUTE MALAYSIA (FRIM) AWARENESS AMONG LOCAL AND FOREIGN TOURISTS**

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## **Abstract**

Forest Research Institute Malaysia (FRIM) experienced less public awareness pertaining to the importance of the forest environment due to the lack of promotion and information to the local and foreign tourists. The aim of this research is to shed light on FRIM, one of the recreation parks in Kuala Lumpur. In this study, the researchers used quantitative research methodology. Data collection using questionnaires, and data analysed using SPSS20. The results of the study revealed that ecotourism is one of the fastest growing markets in the tourism industry, and contributes significantly to the national gross product (GDP). People must realize that FRIM is very important in their lives, where they can relax and feel fresh, hence improve the quality of life. The study recommended that marketing campaigns using different multimedia such as Facebook and Television. Travel agencies need to promote the ecotourism package to both local and foreign tourists.

**Keywords:** *Forest Research, FRIM, Awareness, Tourist, Malaysia*

## **Introduction**

Ecotourism is considered the fastest growing market in the tourism industry. Ecotourism is becoming an option for generating more income from the tourism sector particularly for developing country including Malaysia. Ecotourism will forge new relationships between people and environment, and between peoples with different lifestyles (Wall, 1996). The word “awareness” is the ability to perceive, to feel, to be conscious of events, objects, thoughts, emotions, or sensory patterns. It is also defined as a human's perception and cognitive reaction to a condition or event.

Forest Research Institute Malaysia (FRIM) founded in 1929 is one of the leading institutions in tropical forestry research in the world, located in the Bukit Lagong Forest Reserve in the Kepong. FRIM was gazetted as Natural Heritage Site in 2009 and officially declared as a National Heritage in 2012. The research activities in FRIM are organized under six divisions. First, the Forestry & Environment, responsible for developing technologies and provide solutions to support the sustainable management of resources and ecosystem services. Second, the Forestry Biotechnology responsible for developing technologies for forests and herbal plantations through biotechnological approaches. Third, the Forest Products division which focuses on the development on durability, service life and utilization of high quality/value-added products. Fourth, the Forest Biodiversity

division, tasked to develop key scientific knowledge to safeguard biodiversity and ecosystem services in Malaysia. Fifth, the Natural Products division which support the national bio-economy agenda via the empowerment of natural product-based industries through bioactive feedstock security. Sixth, the Economic & Strategic Analysis division which conducts socio-economic research and strategic analysis on forestry and environmental issues for national development.

### Brief History

Forest Research Institute (FRI) was established in Kepong, in 1925 an area that was stripped its original forest cover for vegetable farming and mining activities. A forest nursery and an experimental plantation were set up on a large scale. In 1929, the research activities carried out were chemistry, silviculture, botany, economy and zoology. The main office designed in a tropical colonial style was built in 1951. The Institute's nursery had introduced the "first stop" for species from the wild and grown under observation before being recommended for field planting. Thus, the activities were established pertaining to extensive experimental plantations. The plantation trials covered about 100 indigenous and exotic species inside the arboreta. This study is about the state of awareness among local and foreign tourists regarding Forest Research Institute Malaysia (FRIM). This research aims to formulate the framework used as the guideline for raising awareness of local and foreign tourists, and to introduce FRIM as one of the recreation park in Kuala Lumpur.

### Literature Review

#### *Terms of Awareness*

Awareness can be identified as the ability to perceive, to feel, or to be conscious of events, objects, thoughts, emotions, or sensory patterns. In this level of consciousness, sense data can be confirmed by an observer without necessarily implying understanding. More broadly, it is the state or quality of being aware of something. In biological psychology, awareness is defined as a human's or an animal's perception and cognitive reaction to a condition or event. Awareness is an understanding of the activities of others, which provides a context for your own activity (Dourish & Bellotti, 1992). There are 6 different forms of awareness:

- **Activity Awareness**

Activity awareness deals with the past, present and future of an object. From a broader perspective, activity awareness for a research domain is concerned with the "state-of-the-art in a particular research area where things are at the moment, who is contributing to that area, what is the latest thinking in that area" (Reinhardt, et al., 2013).

- **Cultural Awareness**

Cultural awareness refers to a person's knowledge and perceptions about foreign cultures, their values, beliefs and perceptions. Cultural awareness is crucial when interacting with people from other cultures (Quappe & Cantatore, 2005).

- **Social Awareness**

Social awareness describes the things people become conscious of in a social context. Whereas social awareness is easily realized when workers are co-located, it has to be mediated in distributed working environments (Bardram and Hansen, 2010). Social awareness also helps co-workers to align their work and alerts them about “what we can contribute to each other and how we can assist each other” (Reinhardt, et al., 2013).

- **Workplace Awareness**

Workplace awareness refers to knowledge about the workplace design and job characteristics of co-workers and is strongly related to other forms and aspects of awareness. (Reinhardt, et al., 2013).

- **Location Awareness**

Location awareness refers to knowing the physical location of an object. It can be related to one’s own location – “where am I right now” (P17, 26, l. 40) – as well to the locations of others: “where is the other one right now” (Reinhardt, et al., 2013).

- **Knowledge Awareness**

Knowledge awareness refers to the ability of a person to judge another person’s knowledge about a given object (Engelmann, et. Al., 2009).

### *Market Segmentation*

Market segmentation for ecotourism is important in the tourism industry in order to identify specific target markets and to develop the product and service packages that best suit each segment. Market segmentation allows researchers and tourists as well as industry players to study the opportunities for competitive advantage in the marketplace (Dolnicar, 2008). Besides personnel characteristics, market segmentation can be done using geographic, demographic and psychographic. The market segmentation is an integral part of a marketing strategy. It is the process of breaking down a larger target market into smaller, more homogeneous groups of customers. This study designed according to the demographic, geographic, and psychographic factors on Forest Research Institute Malaysia (FRIM) Awareness among Local and Foreign Tourists.

In areas with relatively extensive and/or severe resource or experiential impacts, informational campaigns may be less acceptable and effective management alternatives under conditions of limited experiential or natural resource depreciation, visitors prefer indirect informational management to direct management. Besides that, resources suffer low level corrosion visitors perceive information and education campaigns to be more acceptable than more direct management actions like use limits or visitor regulation. However, in areas with more intense and extensive recreational impacts, visitors generally find informational campaigns to be less acceptable as a primary management tool and are more inclined to support more direct, obtrusive forms of management. Likewise, as recreation impacts from visitor use intensify, the effectiveness of indirect informational approaches to manage visitor behaviour decreases (Bullock & Lawson, 2007).

Environmental concern refers to geographic emotional disposition of consumers such as the anger toward destruction of nature (Aman et al., 2012). In this current study, environmental concern can be referred as the emotional involvement of the consumers in environmental issues and they are aware and willing to solve those problems. We could identify the problems that have been arising from less and less public awareness pertaining to the importance of the environment of forest in Forest Research Institute Malaysia (FRIM).

Social influence is the changes of a person's attitude and behaviour which influenced by another person's action such as persuading and threatening (De Lamater and Myers, 2010). Besides that, social influence can be defined as "the change in an individual's thoughts, feelings, attitudes or behaviours that results from interaction with another individual or a group (Rashotte, 2007)." Three areas of social influence are conformity, compliance and obedience. Conformity is changing how you behave to be more like others. Compliance is where a person does something that they are asked to do by another. Obedience is different from compliance in that it is obeying an order from someone that you accept as an authority figure. Hence, social influence could influence the result of survey.

Peer pressure as a part of social influence will influence the consumers on green purchasing among Malaysian consumers (Ooi et al, 2012). Peer pressure is the influence someone feel from a person or group of people to do something he or she might not otherwise consider doing. It's not uncommon to want to be part of a group and feel like belong in a community. A peer can be anyone around the same age, like a friend, classmate, or even someone on TV and admire. He or she might try to live up to people's expectations, but it's important to be mindful to not have other people's expectations cloud what he or she wants. Peer pressure isn't always a negative thing. It can be a positive influence and help challenge or motivate to do the best. However, it's helpful to recognize that peer pressure can also be negative. It can result in doing something that doesn't fit with his or her sense of right and wrong.

Influence of demographic characteristic such as age, education level and gender on awareness (Shahnaei, 2012). Typically, the survey will combine several variables to define a demographic profile, which provides enough information to analysis the data of respondents such as marital status and age. There are only two objectives in this regard: first to determine what segments or subgroups exist in the overall population; and secondly to create a clear and complete picture of the characteristics of a typical member of each of these segments. For instance, age is one of the most common demographic questions asked in surveys as it will often determine his or her knowledge and experience with the focus of the survey. Besides that, asking a respondent what their highest level of education completed is often found on surveys as the respondents who completed degree at a college or university may answer questions differently than those whose education ended in high school.

#### *Theoretical Framework*

The researcher specified the following concepts and framework to conduct this study and to explain the results reasonably.

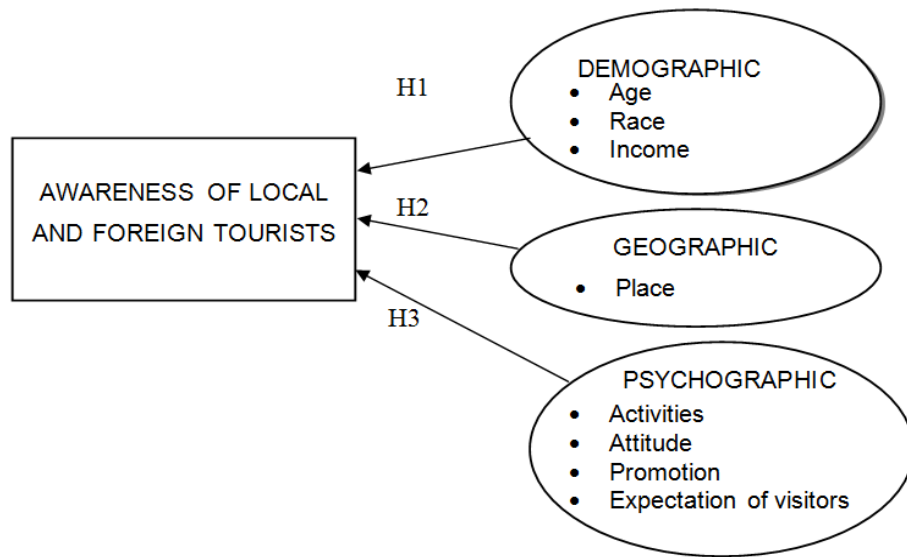


Figure1: A framework for Awareness of Local and Foreign Tourists about FRIM.

## Method

To undertake this study, a survey was conducted in September 2015, targeting locals and international visitors to FRIM. The survey was designed to gain beneficial information about the local and International visitors' awareness about FRIM. Data collected had been analyzed using SPSS17. The connection between the independent variables and dependent variables had been analysed through the quantitative analysis. Cronbach's Alpha had been used to measure the reliability (Sekaran, 2003:307).

## The Study Findings

### *Demographic Profile*

Demographic segmentation will group the market based on several characteristics including gender, age, education level, income, occupation, nationality, ethnicity and others. Studies in ecotourism present the significance differences in eco-tourists profile.

Table1: Demographic profile of respondents

Item		Frequency	Percent
Gender	Male	42	42.0
	Female	58	58.0
Age Category	18-25	82	82.0
	26-35	16	16.0
	36-45	2	2.0
Marital Status	Single	90	90.0
	Married	8	8.0
	Divorced	2	2.0
Ethnic group	Malay	33	33.0

	Chinese	21	21.0
	Indian	17	17.0
	International tourists	29	29.0
Education	Secondary	3	3.0
	Diploma	24	24.0
	Bachelor	61	61.0
	Post-Grad	12	12.0
Employment	Student	41	41.0
	Employed	52	52.0
	Part time Employment	7	7.0
Income	Below 1000	38	38.0
	RM1001-RM2000	41	41.0
	RM2001- RM3000	17	17.0
	RM3001 and above	4	4.0

Based on Table 1, the age of the respondents was quite varied, ranging from 18 to 45 years old, however, the majority of respondents 18-25 years old (82.0%). Majority of the respondents was single (90.0%). Of the local visitors, almost half (46.0%) were Malay. The international tourists contributed 29 percent of the respondents. Most respondents had tertiary education with 61% earned bachelors' degree. Half of the respondents had full time jobs, of those employed only 21 percent earned a monthly income of RM2000 or more.

### *Psychographic Segmentation*

Respondents were prompted to reflect upon their underlying motives for visiting FRIM.

Table 1: Awareness

Item	Yes	No
Have you been here in (FRIM) before?	15	35

70.0% (n=35) of the respondents that had stated that they did not been yet to FRIM while only about 30.0% (n=15) already went to FRIM. Most of the respondents did not aware about FRIM. There were some answers stated when they came to FRIM. Most of the answers were during weekend, during their mentor mentee's activities, during family day and many more.

### *Social Interaction*

Table 2: Reason for visiting FRIM

Item	Proximity to home	FRIM as Tourism Attraction	Because its famous name	Research Institution	For Recreation and Leisure	Others
Reason for visit	32	10	14	5	22	17



According to table2, respondents chose FRIM for recreation and leisure since it was close to their plan of stay.

Table 3: Social interaction

Item	Friends	Family	Group (educational trip)	Others
With whom did you come?	37	15	41	7

Many came with friends and family members.

Table 4: Transportation

Item	Car	Bus	Taxi	Train	Walk
Mode of transportation	52	36	8	2	2

Many respondents travelled by their own. Those who used public transport were students.

Table 5: Main attraction at FRIM

Item	Club house	Souvenir shop	Guest house	Seminar room	Nursery	Others
Place of interest	22	20	40	2	10	6

Table 5 showed that visitors focused on Guest Houses to be fun followed by Club House.

Table 6: Types of Nature Attractions

Item	Canopy Walkway	Visitors guide	Malay traditional house	Picnic area	Kepong botanic garden	Bird watching	Others
Most enjoyable nature attractions	27	9	8	18	18	15	5

Table 6: shows a third of the respondents considered the Canopy Walkway as the main attraction followed by the botanic garden and the picnic area.

Table 7: Sources of information about FRIM

Item	Internet	Friends	Advertisement	TV Commercial	Travel Agency	Others
Sources of information about FRIM	34	46	9	1	2	8

Majority of the respondents got the information about FRIM from the internet and friends (see table 7). Travel agencies and TV commercials played only a minor role in conveying information about FRIM.

Table 8: Market promotion

Item	Yes	No
Does FRIM promote itself?	40	60

Sixty percent of the respondents stated that FRIM did not do enough promotion in creating awareness among both locals and tourists.

Table 9: Best Platform to Promote FRIM

Item	Brochure	Internet	Travel Agency	International Magazine	TV network	Local Newspaper
What is the best platform to promote FRIM as a leisure and recreation place?	9	37	13	11	21	9

As shown in table 9 the respondents considered the Internet as the best platform to promote FRIM followed by TV commercials 42.0%. They considered local respondents (advertisement) and brochures as unimportant in promoting FRIM.

Table 10: Eco- tourism product

Item	Yes	No
Would you consider (FRIM) as an eco-tourism product?	90	10

Ninety percent of the respondents considered FRIM as an ecotourism product. (Table10).

## Conclusion

Ecotourism is one of the faster growing markets in the tourism industry, so it has generated more income for developing country. It will also build new relationships between people and environment, and different lifestyles. This study had identified low public awareness pertaining to the importance of FRIM was lack of promotion. Promotion will help to attract tourists to visit FRIM. One of the recommendations to promote greater awareness is through multimedia you tube and documentaries. Travel agencies need to promote the ecotourism package to both local and foreign tourists.

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# **“ISLAMIC TOURISM CORPORATION”: THE CONCEPT OF CORPORATION UNDER SHARI’AH AND ITS APPLICATION IN TOURISM BUSINESS**

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## **Abstract**

Under the Malaysia company law, a body corporate is recognized as a legal person and the doctrine of corporate personality is used to justify the corporation’s juristic personality. As a creature of the statute, the existence of a company is totally dependent on the provisions of the Companies Act. Such principle is not available under Shari’ah because under the Islamic law, the existence of business entity is based upon agreement between the parties. The existence and validity of Shari’ah business structure is mainly based upon contractual principles. The existence of various types of Musyarakah and Mudarabah are subjected to agreement between the parties. With the recent vast and rapid development in Shari’ah compliance businesses in the global market such as Islamic banking and finance, halal products, Islamic tourism, there is a question on whether such Shari’ah compliance / based businesses could be carried out in a conventional corporate structure. This paper discusses the concept of Shari’ah Corporation and its application in tourism companies. Research methodology adopted in this paper is doctrinal analysis which is based on statutory and case law analysis.

**Keyword:** *Shari’ah, Corporation, Tourism*

## **Introduction**

Over the years, the tourism industry in Malaysia has grown significantly, both in terms of tourist arrivals as well as economic contribution. In 1998, mere 5.5 million tourist arrivals contributing to some RM8.5 billion in tourism receipts, while in 2014, it was recorded that, 27.4 million of tourist arrival in Malaysia contribute to RM 72 billion of tourist receipt. Now Malaysia is expected to attract 36 million tourists in 2020, generating RM168 billion in tourist receipts (Hamidi, n.d.,).

Malaysia’s tourism industry currently ranks as the second largest foreign exchange earner after the export of manufactured goods and the sixth largest contributor to the economy, contributing a total of RM161 billion or 14.9% of our GDP in 2014. In 2014, tourism brought in RM19.4 billion of investment and contributed a total of 1.77 million jobs, i.e. 13 percent of total employment. Various efforts have been taken by the government to make Malaysia as one of the developed country in Asia. The government had given a priority to develop the infrastructure and had established tourism projects with tourism attractions for their economic prospects (Bhuiyan, Siwar, Ismail, & Islam, 2011).

Tourism brings in large amounts of revenue into a local economy in the form of payment for goods and services needed by tourists, it also creates opportunities for employment in the service sector of the economy associated with tourism. The service industries which benefit from tourism include transportation services, such as airlines, cruise ships, and taxi cabs; hospitality services, such as accommodations, including hotels and resorts; and entertainment venues, such as amusement parks, casinos, shopping malls, music venues, and theatres. This is in addition to goods bought by tourists, including souvenirs, clothing and other supplies.

The service industries such as transportation, accommodation, entertainment and food and beverages have to be registered according to their types of business be it as a sole proprietor, partnership or incorporated company. This paper discusses the concept of Shari'ah Corporation and its application in tourism companies and whether such Shari'ah compliance / based businesses could be carried out in a conventional corporate structure.

### **Islamic Tourism as a Demand in Market.**

Muslim population is expected to be increased from 1.6 billion in 2010 to 2.2 billion by 2030 or an increase from 23.4 percent to 26.4 percent of total world population (Economist, 2011). According to Dabrowska (2004) , the increase number of Muslim population globally is contributing to the new tourism trend which increasing tourism between Islamic countries, developing new tourist destinations and offering more tourism products according to Islamic requirements (Yusof & Muhammad, 2010)

The growth of Muslim traveler markets contributes to the rise of Islamic tourism. Impliedly, it has highlight the attention of Muslim and non-muslim countries to develop tourism products based on Islamic religious requirements. (Dabrowska, 2004)

Islamic tourism were defined as the revival of Islamic cultures and the spread of Islamic values; secondly, it can be considered as giving an economic benefit for Islamic societies; and thirdly, it will strengthen the Islamic self-confidence, identity and beliefs in the face of negative stereotyping in comparison to other cultures and lifestyles(Yusof & Muhammad, 2010). Islamic tourism always be associated with the religious, spiritual and cultural aspects of tourism.(Laderlah, Rahman, Awang, & Man, 2011).

In Islamic tourism, Muslim visitors will travel to any place for the satisfaction of Allah as well as to enhance their knowledge and experience. For example, every year millions of Muslim has been visiting different historic sites of Saudi Arabia during the Hajj period. Even though these sites are not categorized as the requirements of performing Hajj, but many Muslims visitors have been inspired by the historical story during the prophet and companions era. Thus, Saudi Arabia spends hundreds of millions of dollars to showcase its cultural heritage for the visitors.(Bhuiyan et al., 2011)

According to (Yusof & Muhammad, 2010) *“introducing the Shariah compliant business is one of the many ways to stimulate the Islamic tourism and Malaysia should be at the forefront in introducing such concept”*. Malaysia should aggressively promote

Islamic tourism by introducing the Shariah compliant business such as shariah compliant hotel, halal restaurants, Muslim Travel Company etc.

In Malaysia, Syariah Compliance businesses were established under respective legislations which contain express term on their status as a body corporate. Examples of these business, Islamic Tourism Centre, Shariah Compliant Hotel, Halal Restaurants, Muslim travel and Tour companies.

1. Islamic Tourism Centre (ITC) was officially launched on 16 March 2009 at the Al-Azim State Mosque's Auditorium in Melaka. Registered as a company limited by guarantee with the Registrar of Companies (ROC) under The Companies Act 1965, the center was established to assist the Ministry of Tourism, Malaysia in undertaking strategic tourism research and market intelligence as well as providing training and capacity-building services in relation to Islamic tourism. ITC is overseen by a Board of Directors comprising Government officials and key professionals in the tourism and hospitality industry as well as higher learning institutions.<sup>209</sup>

2. Shariah compliant hotel such as De Palma Ampang and TH hotel. It is a fully syariah compliant hotel. These hotels are open for both Muslim markets as well as Non-Muslim, local and international visitors. The examples of Islamic conducts currently being practiced by the hotel are Islamic dress code policy for Muslim female staff, larger prayer halls and the hotel also does not serve alcoholic drinks and fully serve halal food certified by local Islamic religious council, the hotel also offers meeting packages that provide zam-zam drink, dates and raisin as snacks.(Yusof & Muhammad, 2010).

3. Muslim Travel and Tour Company such as TH Travel and services is a member in group companies of Tabung Haji which was incorporated under the Companies Act 1965. Its business is to offer a travel package for Hajj, umrah and tour to certain part in this world such as Korea, Indonesia, Vietnam and etc. This companies offer the service and package which complied with the shariah<sup>210</sup>.

4. The halal food industry is of vital importance to Muslims worldwide since it gives them a sense of security that whatever they consume, use and purchase is Syariah compliant. Simultaneously, the halal industry contributes to societal development and national economic growth especially in the tourism industries. This business normally incorporated as a corporate body to run the halal food and beverages business for example, Brahim's Holdings Berhad, which is based in Kuala Lumpur, Malaysia. It is a holding company owning catering (in-flight meal), food processing, restaurant and other businesses. Brahim's is particularly renowned for providing in-flight "halal meals" and has received an official accreditation from the Malaysian government, which is said to have some of the strictest halal standards in the world (Ito, 2014).

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<sup>209</sup> <http://www.itc.gov.my/corporate/>

<sup>210</sup> [http://www.thts.com.my/index.php?option=com\\_content&view=article&id=14&Itemid=17](http://www.thts.com.my/index.php?option=com_content&view=article&id=14&Itemid=17)

## Malaysia Corporate Structure

In Malaysia all companies are regulated under the Companies Act 1965. The Act was based on the common law principles which entails companies as a legal entity with rights and attributes of a body corporate. Under the common law, a corporation as a non-human entity has rights as a legal person (Fitzgerald, 1966).

In section 4 of Companies Act 1965, Corporation can be defined as anybody corporate formed or incorporated or existing within Malaysia or outside Malaysia and includes any foreign company; According to Zuhairah Ariff, (2003) 'Corporation' is one of an artificial legal person and therefore it is separate entity from the company .(Zuryati, Azrae, & Yusoff, 2009)

The legal effect of recognition a corporate body as an entity is that, once a company has been incorporated, it will be considered as 'a person'. The corporation inter alia has the right to sue and to be sued, own property in its name and it is separate from the owner or shareholders of the corporation(Zuryati et al., 2009). This doctrine namely the doctrine of separate legal entity established in English common law has received its application in Malaysia via the Companies Act 1965 (Act 125). Section 16(5) laid down the effect of its incorporation, namely:

- a) A company shall be regarded as a body corporate, capable of exercising all the functions of an incorporated company.
- b) A company will have the right of suing and being sued
- c) A company will have perpetual succession.
- d) A company will have the power to hold land and other property.
- e) The liability on the part of the members to contribute to the assets of the company in the event of its being wound up are provided by the Companies Act 1965.

The doctrine of separate legal entity was originated from the case *Salomon v. Salomon & Co. Ltd.* [1897] where the court held that despite Mr. Salomon having the control over the company, it was neither his agent nor trustee.(Zuryati et al., 2009)

## Shari'ah Corporate Structure

It should be noted that, Shariah corporate structure is not similar with the conventional structure. The legal framework for the Shariah Corporation should fulfill all the requirements below:

### ***i. Maqasid Syariah as the basis of the business framework***

The term *Maqasid* is derived from a verb *qasada* which means the goals and purposes. *Maqasid* itself means goals or objectives and when such term is attached to the word

*Shari'ah* it specifically refers to goals or objectives of *Shari'ah*. According to Imam al-Ghazali, the objective of the *Shari'ah* is to promote the well-being of all mankind, which lies in safeguarding their faith (*din*), their human self (*nafs*), their intellect (*`aql*), their lineage (*nasl*) and their wealth (*mal*) (Chapra, n.d.)

The goal of sacrifice or good deeds according to Allah (S.W.T) is the sincerity and *Taqwah* (piety). In other words it can be said that all business activity should be carried out based on sincerity and piety. However, as is seen in the above verse, all undertakings must be done to please Allah (S.W.T), which is the common requirement for any good deed in Islam. Therefore, corporations and all business entities in an Islamic state should render their business activities only for the sake of the God. The Prophet Muhammad (S.A.W) highlights the importance of giving rather than taking and everyone should do charity especially when one is self-sufficient.

## **ii. Legal Status of Business Entities**

The concept of corporation under *Shari'ah* is based on the doctrine of artificial legal person. The discussion on artificial person under *Shari'ah* is derived from the views of the Muslim Jurists on the entity of *shaksiyah i'tibariyah* (الشخصية الاعتبارية). According to a modern Muslim scholar, Imran Ahsan Khan Nyazee there has been a prolonged debate among Islamic jurists on the existence of the concept of a fictitious person (*shaksiyah i'tibariyah*) and majority of the modern scholars insist that such concept was known to Islamic law whilst some are doubtful whether Islamic law was aware of such concept. (Nyazee, 2006).

The theory of artificial legal persons and corporate personality are generally viable but such acceptance cannot be absolute or total adoption of the common law doctrine. Nyazee proposed certain guidelines that, in adopting the common law doctrine of corporate personality, there should be some modifications to the obligations of the company as a legal entity and to the board of directors and members who form the “aql” of the companies. Rather than having total independent and separate legal entity from the directors and members, Nyazee highlighted that in the *Shari'ah* corporations; there should be a dual ownership and liability structure. This is important because as an artificial person, the company could not in reality own and manage properties and also cannot be physically arrested and make accountable for default with the third parties.

In short, although the adoption of the common law doctrine of artificial person is possible under *Shari'ah*, the application of the law under *Shariah* requires certain modifications.

## **iii. Decision Making Structure**

The type of involvement implicit in *shuratic* decision-making procedures provides a vehicle for ensuring that corporate activities and strategies are fully discussed and that a consensus-seeking consultative process is applied. Directors and senior managers would be expected to listen to the opinions of other executives before making a decision and *shura* members would include, as far as possible, representatives of shareholders, employees, suppliers, customers and other interested parties (Lewis, 2005)



#### **iv. Shariah Audit**

The institution of *hisba* offers a framework of social ethics, relevant to monitor the corporation, with the objective of encouraging the correct ethical behaviour in the wider social context. It also empowers individual Muslims to act as ‘private prosecutors’ in the cause of better governance by giving them a platform for social action. It provides a device to solicit juristic advice, monitor compliance with Islamic precepts and collect zakah. This extra layer of auditing and accountability for resource use ensures that the enterprise operates as an Islamic concern. (Lewis, 2005)

#### **v. Shariah Good Governance**

Corporate governance is the relationship among various participants [chief executive officer, management, shareholders, and employees] in determining the direction and performance of corporations. It ensures that the board of directors is accountable for the pursuit of corporate objectives and that the corporation itself conforms to the law and regulations (Choudhury & Hoque, 2013).

Generally, it is observed that the main objective of the corporation including the so called Islamic corporation is to maximize the shareholder’s value of wealth. This governance structure in Islam do differ from the normal corporate governance in the standardization of rules which must obey the Shariah rules stated in the holy Quran (Alnasser, 2012).

#### **Conclusion**

The growth of Muslim traveler markets contributes to the rise of Islamic tourism. Impliedly, it highlights the need to develop tourism industry based on Islamic religious requirements. Thus, it is timely for the Shariah corporate structure to be introduced in Malaysia since it would strategically complement Malaysia’s strong Islamic tourism market as well as the initiative to position the country as a halal hub. The establishment Shari’ah corporate structure in tourism Malaysia would not only supply *halal* and *Shariah*-compliant products and services but the corporate vehicles offering such product or services would also be *Shariah*-compliant. In addition, it will potentially add to a new dimension to corporate transactions and enable the *Shariah* consideration to penetrate at levels beyond the products and services. If the Islamic tourism corporation materialized, billions of funds could be tapped into Malaysia, not only from the Middle East economies but also from other global nations.

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# **“MUSLIM TOURISM: THE TENDENCY OF ISLAMIC TRAVELING ATTRIBUTES FROM MALAYSIA PERSPECTIVE”**

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## **Abstract**

The tremendous growth of Muslim tourism is showing the term of Islamophobia could be neglected. However, the attributes of Muslim tour activities need to examine in favor to attract more travelers to get the idea of the content of this package. In beneficial to fill this gap, a qualitative method of in-depth interviews was conducted with 15 tour operators in Malaysia who actively promoting and implementing Muslim tour packages. The results suggested that Muslim tour tends to have Islamic elements during the tour; involving tourists in religious ceremonies, events, and festivals; and visiting the Muslim tourism products. Hence, this study analyzes the comparability of travelling attributes between Muslim tourism and mass tourism to provide a better understanding about Muslim tourism.

**Keywords:** *Muslim tourism, Islamic attributes, Malaysia & religious activities*

## **Introduction**

Muslim tourists are looking for destination which consist of majority Muslim community (Henderson, 2010) that can offer them Halal-friendly tourism environment. Since tourism industry has been identified as a major contribution to social and economic growth in Malaysia, government had granted various facilities to travel agencies in effort to develop peculiar prospects in tourism industry such as Muslim tourism, homestay, eco-tourism and many more (Zulkifli, Rahman, Awang & Man, 2011). Hence, the emergence of religious tourism is an effort to attract more tourists in order to increase the tourist receipts from around the globe.

Instead of using the motto of ‘Truly Asia’, the right marketing strategies in ‘Halal Hospitality’ is applied in order to brand Malaysia worldwide ((Nizam & Daud, 2012). As Keng & Cheng (1999) research suggested, when segmenting markets and developing marketing strategies of a package, the destination marketers (which refers to tour operators) need to consider the novelty-seeking tendency and vacation activity preference of travelers.

It is recommended that Muslim hospitality and services is not only developed for Muslim tourists, but also looking for non-Muslim which they can be viewed as a potential market segment (Stephenson, 2014; Zulkifli, Rahman, Awang & Man, 2011). Therefore, the research aims to identify and analyze the Islamic attributes of the Muslim tourism package while traveling to some destinations. At the same time, this study will allow an in-depth understanding of Muslim tourism’s pattern that enhance the knowledge of tourism

suppliers to define the possible adaptations in order to serve a better hospitality for Muslim tour packages.

## **Tourism and Islam in Malaysia**

From the perspective of Islam, tourism can be defined as *Rehlah*, *Ziarah*, *Siyahah*, *Umrah* and *Hajj*. The term *Rehlah* refers as a gathering activities at recreational areas while *Ziarah* associates with visiting people and sacred places. *Siyahah* indicates the activity of travel throughout the world while *Umrah* and *Hajj* is the act of worship that require Muslims to go to Mecca and Medinah (Zulkifli, Rahman, Awang & Man, 2011). In Malaysia, the term of ‘Muslim-friendly’ or ‘Muslim tourism’ is widely used in all the products and services provided, including the promotions. The government has decided not to use the ‘Islamic tourism’ as an effort to avoid the extreme expectations from the non-Muslims (Islamic Tourism Masterclass, 2015). However, China is preferable to use the term of ‘ethnic tourism’ instead of ‘Muslim tourism’ or ‘Islamic tourism’. This is due to sensitivity of using the terms ‘Muslim tourism’ or ‘Islamic tourism’ (Wang et al., 2010). Rinnita (2015) stated the definition of Islamic tourism is ‘limited in visiting to Islamic cultural heritage, Holy places and religious sites in different Muslim countries’. The Islamic features of tourist destination have attract the Muslim travelers to travel in order to meet their various needs, including religiosity needs (Tajzadeh, 2013).

In addition to promote and market Islamic hospitality, there are trade shows dedicated to this program, such as *Bmitra Islamic Tourism Expo* in Malaysia and the annual *International Halal Product Expo* at Brunei (Stephenson, 2014). In line for the increasing number of Muslim travelers from OIC countries, Ministry of Tourism, Malaysia has put a lot efforts in encouraging the development of Muslim-friendly hospitality and services. The Islamic Tourism Centre (ITC) has been established on 16<sup>th</sup> March 2009 in intention of developing and promoting the Islamic tourism activities (Zulkifli, Rahman, Awang & Man, 2011).

## **Muslim Tourism Characteristics**

CrescentRating, is a globally recognized independent accreditation and rating standard for Muslim-friendly travel services has categorized the Muslim traveler needs into three aspects as shown in Table 1.


Table 1: Categorization of Muslim Traveler Needs

<b>Subjects</b>	<b>Details</b>
Need to have	<ul style="list-style-type: none"> <li>• Halal food services</li> <li>• Solat facilities</li> </ul>
Good to have	<ul style="list-style-type: none"> <li>• Water usage friendly washroom</li> <li>• Ramadhan services &amp; facilities</li> </ul>
Nice to have	<ul style="list-style-type: none"> <li>• No non-Halal activities</li> <li>• Recreation services and facilities</li> </ul>

Source: CrescentRating Pte Ltd (2012)

To cater Halal food and performing five time prayers a day (Solat) are compulsory for all Muslims in the world. According to Fazal (2014) in his writing of 'The 6 Key Needs of Muslim Travelers', Muslim travelers need to have Halal food services and facilities for Solat in most of common tourist attractions such as shopping mall, theme parks, hotels, airports etc. By sticking Halal certificate at the food outlets will make Muslim travelers stay free of worries and assure them to eat confidently while traveling. It is grounded by the Holy Quran in Surah Al-Baqarah 2:168 to ask Muslims to find Halal (lawful) and good food for them which usually known as *Halal Thoyyiban* (Halal and clean) as stated below:

Holy  
Quran, Surah Al-  
Baqarah (The Cow) 2, Verse 168  
Say: O ye people! Eat of what is on earth, lawful and  
good; and do not follow the footsteps of the evil one, for he is to you an avowed enemy. |



In terms of performing Solat, the government needs to provide good facilities, especially special seats for handicap person, pregnant women and senior citizens to carry out the ablution to ensure the comfortability of Muslim travelers to stay longer. Besides that, Muslim travelers prefer to have a proper setup bidets or horse reel in the toilet to allow them comfortably clean themselves. During Ramadhan, there are some travelers like to get experience on how to perform fasting in certain places. For example, in Malaysia, there are plenty of Bazaar Ramadhan where local people selling various types of food for *Iftar* (break the fast) and Solat Terawikh during at night. Muslim tourists tend to avoid non-Halal activities, including gambling, prostitutions and drinking alcohol. They prefer a safe recreation services and facilities which provide privacy for males and females. This example can be seen at De' Palma Hotel, Malaysia that accommodate women's floor, recreation and fitness time for males and females, and no bars. Due to this existence of Muslim-friendly facilities and attractions, Malaysia has recognized as the first visited destination among the Organization of Islamic Conference (OIC) countries (GMTI, 2015). For 2016, Tourism Malaysia has targeted to receive 30.5 million tourist arrivals with RM103 billion tourist receipts (Tourism Malaysia, 2015).

In desire to meet the needs of the different segments of tourists, tourism marketer should construct the different packages by understanding the preferences of their customers (Keng & Cheng, 1999). According to GMTI (2015), the expenditure of total Muslim market in 2014 was \$26.1 billion on dining and \$36.3 billion on shopping. Table 2 shows the components of Islamic tourism adopted by Kamarudin & Ismail (2014).

Table 2: Islamic Tourism Components

<b>Components</b>	<b>Islamic Tourism Characteristics</b>	<b>Authors</b>
Goals	<ul style="list-style-type: none"> <li>• Generic, spiritual and social goals</li> </ul>	<ul style="list-style-type: none"> <li>• Din (1989)</li> </ul>
Concepts	<ul style="list-style-type: none"> <li>• Flexible, rationale, simple and balance</li> <li>• Competition, complete, co-influence &amp; co-habitualness</li> <li>• Economic, Culture &amp; Conservative</li> </ul>	<ul style="list-style-type: none"> <li>• Laderleh et al. (2011)</li> <li>• Weidenfeld &amp; Ron (2008)</li> <li>• Al-Hamarneh (2004)</li> </ul>
Components	<ul style="list-style-type: none"> <li>• Religious, cultural and spiritual</li> </ul>	<ul style="list-style-type: none"> <li>• Laderleh, Rahman, Awang &amp; Man (2011)</li> </ul>
Tourists	<ul style="list-style-type: none"> <li>• Jordan, Kuwait, Oman, Syria, United Arab Emirates &amp; Saudi Arabia</li> </ul>	<ul style="list-style-type: none"> <li>• Hanim, Othman, Shaari &amp; Safar (2011)</li> </ul>
Products	<ul style="list-style-type: none"> <li>• Tangible (prayer facilities &amp; Halal foods)</li> <li>• Intangible (Islamic entertainment, Islamic dress codes, general Islamic morality, Islamic call for prayer)</li> </ul>	<ul style="list-style-type: none"> <li>• Battour, Ismail &amp; Battor (2010)</li> </ul>
Impacts	<ul style="list-style-type: none"> <li>• Generate income, provide job opportunities for Muslims, improve human relationship, less negative impact to society and environment &amp; establish cooperation between countries</li> </ul>	<ul style="list-style-type: none"> <li>• Kamarudin &amp; Ismail (2013)</li> </ul>
Demands	<ul style="list-style-type: none"> <li>• Prayer times, Halal foods and travel tips</li> <li>• Hotel is nearby with Muslim stractions, Halal foods, Qiblat sign and copy of Al-Quran in the hotel room</li> </ul>	<ul style="list-style-type: none"> <li>• Hashim, Murphy &amp; Hashim (2007)</li> <li>• Mansfeld (2000) from Widenfeld &amp; Ron (2008)</li> </ul>

Battour, Ismail & Battor (2011) suggested that tour operators should acknowledge the needs of Muslim tourists. These include provision of Islamic facilities, maps, prayer

timetables, avoid non-alcoholic drink in the hotel room, address the Islamic culture, banning adult from hotel entertainment, application of Islamic architectural design for hotel, Siwak toothbrush, hotel far from red-light areas, provide services by gender and emphasize on Islamic dress codes for female hotel staff. However, Zulkifli, Rahman, Awang & Man (2011) has proposed six fundamentals of Halal friendly tourism activities comprise of Halal friendly hotel, Halal standard, Halal food, Islamic travel packages, Halal transports and Islamic finance.

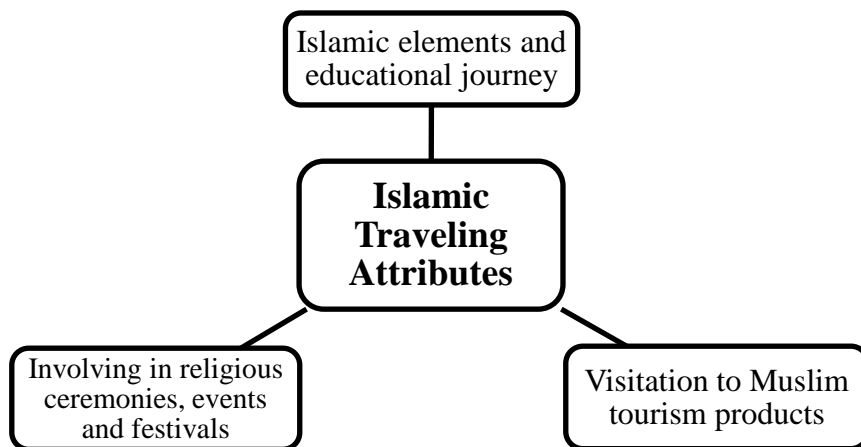
## Methodology

A qualitative method of in-depth interviews to 15 respondents were carried out to obtain the data. The respondents consist of tour operators who are actively running and promoting inbound and outbound tour packages around the world. They are also the national travel association membership of Malaysian Association of Tour and Travel Agents (MATTA). The sets of interview questions that contain the element of Muslim traveling criteria were established. In-depth interview was chosen as it acts as an essential of qualitative method in order to get better understanding for some situations, problems and issues (Easterby-Smith et al. 2002). Furthermore, in attempt to obtain rich empirical data and descriptions of Muslim tour programs, in-depth interview has been identified as a powerful approach to be conducted (Mura & Tavakoli, 2012). All the interview sessions were recorded and noted within range from 25 to 90 minutes. The data were manually transcribed with help from Research Assistants and transcripts were read to find the significant ideas from respondents for thematic analysis.

## Findings and Discussion

The results of in-depth interviews indicate that Islamic travelling attributes consist of three components. These include Islamic elements and educational journey, involve tourists in religious ceremonies, events and festival at the destinations and visitation to Muslim tourism products.

Chart 1: Islamic Traveling Attributes



### Islamic elements and educational journey

The most primitive Islamic attributes while travelling is to adapt the Islamic elements during the tour. Since the study is looking for Muslim tourism packages, tour operators included Islamic elements in the packages to comply the religious needs. The elements include recite prayer (do'a) before start the tour in order to ask bless from the God; sharing the Islamic taught, knowledge and information which referring as *tazkirah*; and educate the tourists about Islamic history and civilization also known as *sirah*.

“While traveling on the bus ride, we will conduct a storytelling activity on destinations visited. In addition to general input about the destination, our male Muslim guide (*Ustaz*) will share to you about the history and spiritual input to tourists” (Respondent 3)

While Respondent 5 stated the same input as Respondent 3:

“Our company will incorporate elements of Islam during the trip. Every time before the trip we will recite a prayer on the bus, share a story about the Islamic civilization using the DVD player and religious talk” (Respondent 5)

‘We include Islamic program in our Muslim package especially during the tour in which we emphasized more on hospitality or services’ (Respondent 14)

Tourists from Muslim tour package also been reminded that everything happened in the universe is coming from God:

‘If something happened during the tour, for example raining, we will say that it comes from God and there will be benefits from it’ (Respondent 1)

It is suggested that tour operators who selling the Muslim tour packages to habituate the Islamic elements during the tour in parallel to Islamic religious needs and wants. It is notable that the implementation of Islamic elements during the tour is considered as educational activity to most of travelers. Hence, Muslim tour package helps to enhance tourists’ knowledge to rediscover the Islamic history and civilization.

### Religious ceremonies and events

When visit to some tourist destinations for Muslim packages, travelers tend to attend locals’ religious ceremonies and events during their tour. For instance, the events mostly associated with locals’ participations including recital competition of Al-Quran, Aqiqah, the commemoration of Imams, celebrations the holy month of Ramadhan and wedding ceremonies.

“We will bring tourists to attend the Al-Quran recital held at the Putra World Trade Centre (PWTC) in Kuala Lumpur. Other than that, we also selling a package name ‘Ihya Ramadhan’ to give tourists the opportunity



in enjoying bazaar Ramadhan and perform Terawikh payer at night during the holy month of Ramadhan” (Respondent 5)

Other than that, tourists also join the Islamic festivals at the destinations inclusive of celebrating Eidul-Adha festival which referring to Qurban.

“Muslim tourists will perform Eid-Adha prayer together with the locals and then slaughter animal for celebrating this festive’ (Respondent 2)

This is in line with Chhabra (2010), he suggested that local community involvement and promotion of local culture are the themes of indication in promoting the Islamization of local culture sustainability. This is due to the demand of tourism organizations to pursue the cultural sustainability of a Muslim-friendly image. Hence, the activities will help to reinforce the social relationships opportunity between tourists and locals (Mura & Tavakoli, 2012)

#### Visitation to Muslim tourism product

In the theme of visitation to Muslim tourism products, tour operators frequently bring their tourists to mosques and memorial cemeteries of Islamic Imams which considered as a compulsory activity in this package. The ideas of visiting mosques are to perform prayers (*Solat*) and to experience the Islamic architecture cultural design of a mosque. Most respondents agreed that the main activity of Muslim tourism is visiting mosques:

“Visiting mosque is an activity that must be done in Muslim tour. The goal is to perform the prayers’ (Respondent 2, 3, 5, 10, 12 and 13)

By visiting the Mausoleums, tour guide will share the input to tourists on what are Imams’ contributions to the religion, community and world.

“A visit to the Muslim tourism destinations such as visiting places of Islamic history and a visit to the Mausoleum is an activity that is required to be done at all places in Muslim package” (Respondent 9)

Despite of visiting the memorial cemeteries, visiting to Islamic school also has been included in the package.

‘There are demands from Malaysia’s Muslim travelers to visit Islamic schools in Aceh, Indonesia’ (Respondent 13)

Respondent 1 indicated that international tourists also interested to join the visitation Muslim tourism products and at the same time learn some of Islamic modules.

‘We also bring our international tourists to visit the Islamic school in Malaysia which they can learn the Islamic word such as *Alif, Ba* and *Ta*’ (Respondent 1)

The Islamic attractions are needed in order to fulfill the Muslim tour package activities:

‘Muslim tourism is focusing on Islamic attractions such as Islamic museum. We bring our tourists to Art Museum to see the art of Al-Quran which both Muslim and non-Muslim can see it’ (Respondent 6)

Conforming to Stephenson (2014) and Al-Harmaneh (2012), visiting Muslim tourism products represent the Islamic attributes of local culture including the architecture, activities, history and norms in which Islamic hospitality can be expanded in larger scale. Thus, the implementation of Muslim tour package will help the non-Muslim tourists to get a better understanding about Muslims lifestyles and culture. Compared to mass tourism which refers to lavishness, permissiveness and hedonism (Din, 1989), the application and implementation of Muslim tourism is seemly as moderate and educational. This is due to the activities provided which exposing tourist to know Muslims civilization, history and culture which was emphasized in the Muslim packages. Other than that, Muslim tourism calls upon its tourists to appreciate the creations (Henderson, 2003) and increase their faith to God (Bhuiyan, Siwar, Ismail & Islam, 2011) and doesn’t provide any immediate negative impact to the community and environment.

## Conclusion

The planning and implementation component of Muslim tour package is contrary with other packages. This is due to the fulfillment of religious needs and wants by the Muslim tourists. This criteria is supported by respondent 3 and 10, said: “The planning and itinerary of Muslim tour package is different from normal package”. It is necessary for tourism suppliers to identify the Muslim tourism attributes in order to achieve 36 million tourist arrival with RM168 billion tourists receipt for the year 2020. This research could be further by studying the post-effects of both tour operators and tourists after they took place in Muslim tour packages.

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## **DOMESTIC TOURISTS' PERCEPTIONS OF SAFETY AND SECURITY DURING VACATIONS IN SEMPORNA, SABAH**

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### **Abstract**

The aspect of safety and security is an important factor in determining the success or failure of a tourist destination. This aspect also influences the desire of a tourist to visit a particular destination and the satisfaction derived from the visit. This paper examines the perceptions of domestic tourists on safety and security while holidaying in Semporna. This study was conducted to identify the trend and level of understanding of local tourists to the aspect of safety and security while vacationing in the area. This is only an initial study prior to conducting a more detailed survey of the subject matter in the study area. Towards achieving the objective of the study, a sample of 20 respondents was selected from domestic tourists and interviewed using a questionnaire. The findings show that the level of understanding of safety and security in the study area among the tourists is very good. However, the level of safety and security should be improved in the future by the stakeholders in order to attract more domestic tourists to Semporna.

**Keywords:** *Domestic Tourist, Safety, Security, Holiday, Semporna*

### **Introduction**

The issue concerning safety and security is considered an important element in the tourism industry. Safety and security issues have always been relevant concomitant with the evolution of mass tourism since the early 1950s (Kovari, 2010). The travel and tourism industry cannot avoid the negative impacts arising from the neglect of safety and security. As people travel from one place to another, they often face the risk of unsafe conditions during the journey, regardless of the duration and mode of transport. Nowadays, the question of safety and security is even more important not only for the public, but also for tourists because safety is a basic requirement in all human activities including tourism (WTO, 1997). The study of safety and security issues is important for the tourism and hospitality industry (Kovari, 2010). They are also a major tourist criteria and consideration in the decision-making on choices, especially those involving holiday destinations. For example, the case of the bloody terrorist attack in the tourism beach in Sousse, Tunisia in June 2015 resulted in the death of 38 tourists, mostly British. This tragedy forced thousands of tourists to cancel their holidays and leave that country. This clearly shows that peaceful conditions and good guest services can be considered as the 'best friends' of travel and tourism while war and insecurity are among its worst 'enemies' (Priscilla & Jennifer, 2015)

## Safety and Security in the Tourism Industry

Safety and security have become a complex multidimensional notion with a wide range of components belonging to it including political security, public safety, health and sanitation, personal data safety, legal protection of tourists, consumer protection, safety in communication, disaster protection, environmental security, access to authentic information, quality assurance of services, etc. (Kovari, 2010).

Often, safety and security are mandatory considerations before making the decision to undertake a journey. Undoubtedly, it is an incontestable fact that safety and security have been issues accorded the highest priority in the last two decades particularly in the tourism industry. According to Yuksel and Yuksel (2007), tourist safety is the main criteria to a successful tourism operation. The factor of person safety and security are important criteria in evaluating the attractiveness of a particular tourist destination (Hall & O'Sullivan, 1996). Tourism research have consistently found that safety and security issues are a critical concern among tourists (Poon & Adams, 2000).

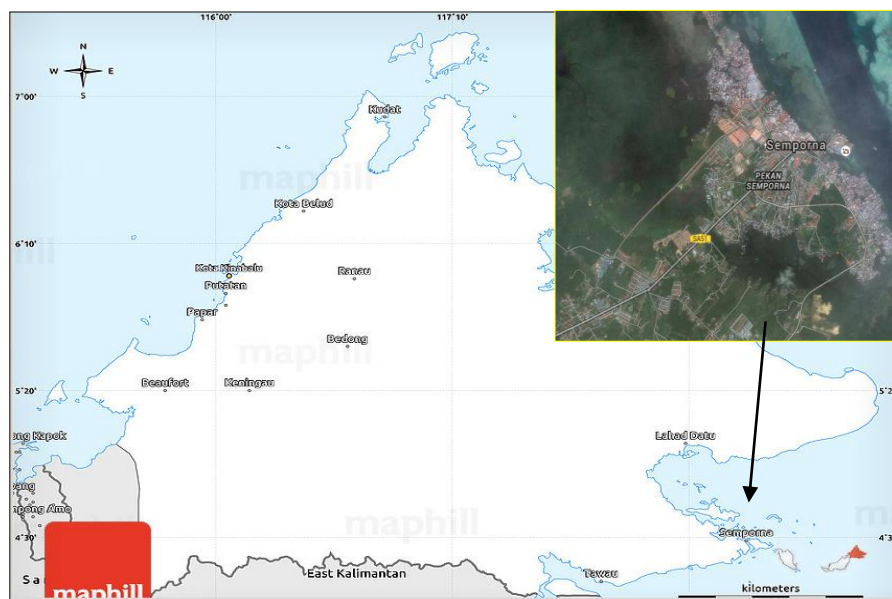
Past literature studies have focused on four main risk factors related with tourism: (i) **war and political instability** (Clements & Georgiou, 1998; Teye, 1986; Wall, 1996); (ii) **health concerns** (Carter, 1998; Lawton & Page, 1997); (iii) **crime** (Dimanche & Leptic, 1999; Pizam, 1999) and (iv) **terrorism** (Aziz, 1995; Brady & Leslie, 1999; Richter & Waugh, 1986). Recently, the impact of **natural disasters** on tourist safety (such as tsunamis, earthquakes and landslides) have also attracted serious attention (Faulkner, 2001; Mazzocchi & Montini, 2001). From the four main factors listed earlier (excluding the issue of natural disaster), risks associated with terrorist attacks and political instability are identified as most influential in changing the intentions of tourists, even among the experienced ones (Somez & Graefe, 1998). According to Kovari (2010), the issue of safety and security has changed significantly from a passive factor in the past into an active element in tourism now; thus, one important measure in protecting tourists and their rights includes the ability of the service industry to provide safety measures and procedures for tourists.

Successful tourist destinations depend on their ability to provide a safe and secure environment for their tourists. In connection with this, Semporna's reputation as a safe and secure destination was tarnished with the occurrence of various incidents such as the kidnapping case in Mabul Island and Pom-Pom Island. Incidents such as these result in a significant reduction in tourist demand through the cancellation of trips and reservation changes to safer tourist destinations. This shows that safety and security incidents can negatively impact tourist destinations in particular and the tourism industry as a whole. In relation to this, the paper will examine the level and trend of understanding of domestic tourists on aspects related to safety and crime during their holidays in Semporna.

## The Study Area

Semporna is a district located in the south-eastern part of the state of Sabah (Figure 1.1). This district consists of 49 islands. Most of the group of islands have the potential as marine tourism destinations that can be the focus of tourists from all over the world. Semporna is the gateway to many scuba diving and snorkelling activities (SIPD, 2006). Semporna covers an area of 442 square miles or 113,412 hectares. Its total population in 2010 is estimated at around 133,164 people based on the census from the Statistics Department.

**Figure 1.1 : The Study Area**



## Research Methodology

This study is an initial study by the researcher prior to conducting a more exhaustive study on the level and trend of the perceptions of international and domestic tourists on safety and security aspects while on island vacations in Semporna. This study uses a quantitative approach through interviews with the aid of questionnaires. For this initial study, 20 sets of questionnaire were distributed to domestic tourists only. The data from this study is presented in frequency tables and in the form of percentages.

## Findings and Discussion

There are noticeable differences in sex and marital status among the respondents. Female respondents (55%) outnumber male respondents (45%). A total of 80% of the respondents are single and the remaining 20 % are married (Table 1.1). In terms of ages, most of the

respondents are below 20 years of age (45%) followed by the group age 21 - 30 years (40%). The majority of them are highly educated (75%) while the rest (25%) have been educated up to the secondary school level. The employment categories of the respondents interviewed vary; the largest percentages (20% respectively) are students, public sector employees and those who hold other jobs. The remaining, are self-employed (15%), employees in the private sector (10%) or are housewives (5%).

**Table 1.1 : Respondents' Demographic Profile**

Profile	Criteria	Frequency	Percentage
Gender	Male	9	45
	Female	11	55
Age group	Below 20 years	9	45
	21 – 30 years	8	40
	31 – 40 years	2	10
	41 – 50 years	1	5
	Above 50 years	0	0
Marital status	Single	16	80
	Married	4	20
Educational level	Primary	0	0
	Secondary	5	25
	Post-secondary	15	75
	Informal	0	0
Employment status	Student	4	20
	Private sector	2	10
	Self employed	3	15
	Public sector	4	20
	Housewife	1	5
	Others	4	20

The educational level and job type of the respondents can be used as measurements of tourist perceptions regarding their knowledge about safety and security while on holiday in the study area. The educational level is an important social element in determining whether a community is developed or backward. A knowledgeable society has the ability to change their patterns, cultural life and their environment. In the tourism sector, the educational background of society influences greatly the level of their knowledge on each issue or potential development in their area. Education is a channel of disseminating cultural traditions, values and knowledge either in a formal or informal way to members of the society so that they become more educated and knowledgeable (Yahaya, 2008 :111).

The trend and level of the domestic tourists' understanding of crime in Semporna is shown in Table 1.2. The majority of the respondents (85%) opinioned that crime in tourism includes creating disturbances, fraud, robbery, offences when travelling, blackmail, crime occurring among tourists, unsafe tourism activities, trespassing, kidnapping, exploitation of tourists in terms of price overcharging, misbehaviour and whatever that has a negative effect on tourists. Of the remaining respondents, 10% state that crime in tourism involves



destruction of nature and another 5% did not know or did not comment on the aspect of crime in tourism.

**Table 1.2 : Understanding Level of Crime Aspect**

<b>Understanding level of crime aspect</b>	<b>Frequency</b>	<b>Percentage</b>
Occurrence of crime incidents in tourism	17	85
Destruction of natural resources	2	10
Do not know / no comment	1	5
<b>Total</b>	<b>20</b>	<b>100</b>

Table 1.3 shows the level and trend of tourists' understanding on the safety aspect in Semporna. A total of 70% of the respondents claimed that safety in tourism includes safety and peacefulness among tourists, feeling safe and calm while travelling, assured safety, absence of accidents, safe travel, absence of disturbances and safety threats, ensuring tourists are safe, ensuring the area is safe for tourist health, feeling free and peaceful, absence of crime and assuring visiting tourists of their safety. Another 15 % of the respondents stated that safety surveillance by authorities is important in determining the level of safety. The remaining 10% viewed safety in tourism as involving natural resource conservation and another 5% did not know or comment on the safety aspect in tourism.

**Table 1.3 : Understanding Level of Safety Aspect**

<b>Understanding level of safety aspect</b>	<b>Frequency</b>	<b>Percentage</b>
Occurrence of safety incidents in tourism	14	70
Safety surveillance by authorities	3	15
Natural resource conservation	2	10
Do not know / no comment	1	5
<b>Total</b>	<b>20</b>	<b>100</b>

Apart from the above, respondents were also presented with statements explaining what is a safe and secure tourist environment (Table 1.4). The findings of the survey indicate that most respondents in the study area are able to provide positive responses in explaining a safe and secure environment that is related to the level and trend of tourist understanding of crime and safety aspects in Semporna. A total of 25% of the respondents selected the provision of aspects for protected travelling as most important in explaining a safe and secure tourist environment. For the second most important statement, a total of 15% of the respondents chose the following categories respectively in explaining a safe and secure tourist environment - the presence of police in most tourist destination areas, safety in transportation or public transport usage by tourists, visits to crowded places such as beaches and supermarkets and availability of tourist information centres. For the third most important statement, 25% of the respondents chose tourist information centres in explaining a safe and secure tourist environment.

**Table 1.4 : Statements in Explaining a Safe and Secure Environment**

No.	Statements	Most important		Second important		Third important	
		No.	%	No.	%	No.	%
i	Provision of aspects for secure and protected travelling for tourists	5	25	1	5	2	10
ii	Presence of police in most tourist destination areas	4	20	3	15	3	15
iii	Transportation of tourist in hired transports	1	5	2	10	1	5
iv	Transportation or public transport usage by tourists	2	10	3	15	2	10
v	Presence of police stations in tourist destination areas	4	20	2	10	1	5
vi	Visit to crowded places such as beaches and supermarkets	2	10	3	15	2	10
vii	Availability of tourist information centres	0	0	3	15	5	25
viii	Providing a welcoming and friendly environment to tourists	2	10	1	5	4	20
ix	Others	0	0	2	10	0	0

\* Scale 1=Most important, 2=Second most important, 3=Third most important.

## Conclusion

With the existence of advanced current technology and rapid tourism development, a tourist can plan his travel using internet reservation thus increasing his mobility. In connection with this, aspects related to safety and security are not only a priority to tourists alone but also to employees in the tourism and hospitality industry. The issue of safety and security has drawn serious attention from various bodies. All those who are involved have to comply with precautionary measures so that tourists are not prevented from visiting a tourism destination. If this does happen, it will affect the tourism industry and related services in that place. Hence, it is crucial that the safety and security level in Semporna be improved from time to time so that more domestic tourists can be attracted in the future.

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# RELATIONSHIP BETWEEN TOUR OPERATORS AND SUSTAINABLE TOURISM PRACTICES: A PRELIMINARY ASSESSMENT FOR MALAYSIA

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## Abstract

Sustainable tourism is gaining attention by many countries nowadays. Stakeholders in tourism industry play important roles toward the implementation of this concept. Tour operator as the intermediaries in tourism industry has important roles in sustainable tourism. Some countries have taken the initiative to develop a standard guideline for the implementation of sustainable tourism to tour operator. In addition, The Global Sustainable Tourism Criteria for hotel and tour operator have been introduced as the guideline for tour operator in implementing sustainable tourism. However, this guideline has been adapted by many countries with some modification from local perspectives. Therefore, this preliminary study is used to identify the key factors in developing sustainable tourism practices for tour operator in Malaysia. The method used is by using the secondary data based on previous literature and existing standard guideline. Based on the literature, 13 key areas have been identified as the basis in developing the sustainable tourism standard for tour operator in Malaysia

**Keywords:** *sustainable tourism, tourism, tour operator, tourism development*

## Introduction

Sustainable tourism is among the highlighted issues in many developing countries including Malaysia. Since the introduction, many initiatives have been taken toward developing the sustainable tourism instruments. The instruments are needed to ensure that the development of tourism industry can reduce the bad impacts from the industry and provide the benefits to local communities and the country. In response to this interest, a study on adoption of sustainable tourism practices by tour operators in Malaysia will be conducted. Among the objectives of the study is to develop the sustainable tourism practices as a reference in identifying the adoption of sustainable tourism by tour operators.

The literature review on sustainable practices by tour operators is still limited. Some of that literature is summarised herein, in advance for the study that will be conducted. This paper has been prepared to summarise the preliminary literature related to the sustainable tourism practices and tour operators.

## Scope of the Study

To frame the discussion on sustainable tourism practices and tour operators, the conceptions of terms were discussed below. It will provide the ideas on terms that will be used in this study.

What is sustainable tourism? The concept of sustainable tourism highlights the development that considers its current and future economic, social, and environmental impacts, to address the needs of visitors, industry, environment, and host communities (UNWTO,2001). From this definition, it shows that the economic, social and environment are the important considerations of tourism development. In addition, the development must also consider the involvement by visitor, industry and the host communities. From tour operator perspectives, this study will consider the economic, social and environment impact and also the demand by the visitor and provide benefits to local communities.

What is tour operator? The term tour operator refers to companies specialised in the tourism industry. A company that is specialise in the planning and operation of prepaid, pre-planned vacations and makes them available to the public (Goeldner& Ritchie, 2006). They are one of the main industry players in the tourism sector and play major roles in sustainable tourism. They are the intermediaries in tourism industries, and have direct access to the suppliers and customers in the tourism industry. Their involvement in sustainable tourism will give the benefits especially to the destination.

What is sustainable tourism practices? The UNWTO identify that sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments and it is referring to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability. In this study, the sustainable tourism practices are the guidelines to all forms of tourism that can be used by tour operators by balancing the economic, social and environment aspects of tourism development.

## Literature Review : Methods

A thorough literature review was conducted for two main purposes:

- a. To guide the knowledge on sustainable tourism practices related to tour operators.
- b. To identify the key factors in developing the sustainable tourism practices for tour operators.

While searching for the related literature, it includes the elements in sustainable tourism namely ecotourism, supply chain management, corporate social responsibilities and green business. The reason is because each of the components are related to sustainable tourism and results from the literature search showed a lack of study that use the terms of sustainable tourism. This might be due to the undefined terminology of sustainable tourism.

This review consists of discussion of sustainable tourism practices for tour operators from country perspectives and the national tourism association guidelines for tour

operators. It also will review previous literature on tour operator roles in sustainable tourism.

After searching for the related literature, the practices were analysed to identify the main components inside the existing practices from the standard guidelines from different countries, National Tourism Association and from the previous literature. The result is discuss in this paper.

### **Literature review : Key findings**

This section will discuss the literature on sustainable tourism practices related to tour operators. It consists of discussion based on country perspectives, global standards and previous study on tour operator roles in sustainable tourism.

### **The Guidelines of Sustainable Tourism Practices By Country for Tour Operator**

Some countries have taken the initiatives to develop the standard criteria for tour operator involvement in sustainable tourism. This is a good efforts toward sustainable tourism. Most countries prefer to have their own standard guidelines for tour operator but the criteria inside the practices are adapted from the global standard guidelines that were developed by the international tourism organization.

*Table 1: Sustainable Tourism Standard Guidelines for Tour Operators By Country*

Country	Developer	Guidelines	Criteria
India	Ministry Of Tourism, Government of India	Comprehensive Sustainable Tourism Criteria for India	<ol style="list-style-type: none"> <li>1. Demonstrate effective sustainable management</li> <li>2. Design and construction of building and infrastructure</li> <li>3. Maximizes social and economic benefits to local community and minimize negative impacts</li> <li>4. Maximizes benefits to cultural and historical heritage and minimizes negative impacts</li> <li>5. Maximizes benefits to environment and minimize negative impacts</li> </ol>
Thailand	The Thai Ecotourism and Adventure Travel Association (TEATA)	Sustainable Thai Tour Operator Standard, Informed by the Global Sustainable Tourism Criteria	<ol style="list-style-type: none"> <li>1. Sustainable and effective service and management</li> <li>2. Maximizes benefits for society and economy of local communities</li> <li>3. Maximizes benefits of cultural heritage</li> <li>4. Maximizes benefits for environment</li> </ol>

(GSTC)				
Australia	Ecotourism Australia  ( Non- Profit Association)	Standard Australia	Ecotourism	<ol style="list-style-type: none"> <li>1. Business management and operation planning</li> <li>2. Responsible marketing</li> <li>3. Customer satisfaction</li> <li>4. Environmental management</li> <li>5. Interpretation and education</li> <li>6. Contribution and conservation</li> <li>7. Working with local communities</li> <li>8. Cultural respects and sensitivity</li> </ol>
Vietnam	Environmentally and socially responsible tourism  Capacity development programme funded by the European union	Implementing Responsible Tourism in tour operation		<ol style="list-style-type: none"> <li>1. Internal management</li> <li>2. Product development and management</li> <li>3. Contracting suppliers</li> <li>4. Customer relations</li> <li>5. Relation with destination</li> </ol>

Source: Author Compilation

The following guidelines were developed for tour operator for the implementation of sustainable tourism. The development of this standard of practice showed the commitment of country towards the roles of tour operators in sustainable tourism. The standard guidelines from India, Thailand and Australia have already received the accreditation by the Global Sustainable Tourism Council. This showed the commitment of this country in developing the guidelines based on the guidelines that were developed by this council.

The guidelines that were developed in those countries are adapted from the global standard that was developed by the established tourism organization. The latest is, The Global Sustainable Tourism Criteria for Hotel and Tour Operator, which established in 2013. The existence of Global Sustainable Tourism Council proofs the world commitments towards sustainable tourism.

### **The Guidelines for Tour Operators by National Tourism Associations**

The initiatives toward sustainable tourism exist after the United Nations Conference on the Environment and Development (UNCED) in 1992 at Rio de Janeiro, Brazil, has led to the existence of Agenda 21. In 1995, the Agenda 21 for travel and tourism industry was developed by World Travel and Tourism Council, World Tourism Organization and Earth



Council. In 2000, the Tour Operator initiatives launched a group of committed tour operator towards sustainable tourism. The first activity that was conducted by this group is collecting the good examples of sustainable practices from individual tour operators. They provided report of sustainable tourism: the tour operator contribution. In 2005, the collaboration between United Nations Environment Programme (UNEP) and TOI has come out with a management guide for responsible tour operator. In 2007, an initiative towards sustainable tourism can be seen in a coalition of 27 organizations, which bring the existence of the Partnership for Global Sustainable Tourism Criteria Council. In 2014, TOI and GSTC have merged to provide more valuable information on sustainable tourism and develop the Global Sustainable Tourism Criteria for hotel and tour operator.

*Table 2: Sustainable Tourism Standard for Tour Operator by Tourism Organization*

Organization	Criteria
UNEP and TOI 2005	<ol style="list-style-type: none"> <li>1. Internal management</li> <li>2. Product development and management</li> <li>3. Supply chain management</li> <li>4. Customer relation</li> <li>5. Cooperation with destination</li> </ol>
GSTC 2014	<ol style="list-style-type: none"> <li>1. Demonstrate effective sustainable management</li> <li>2. Maximizes social and economic benefits to the local community and minimize negative impacts</li> <li>3. Maximizes benefits to cultural heritage and minimize negative impacts</li> <li>4. Maximizes benefits to environment and minimize negative impacts</li> </ol>

Source: Author Compilation

The GSTC criteria were segmented into four areas, namely effective sustainable management, maximise social and economy benefits to the local community and minimise negative impacts, maximise benefits to cultural heritage and minimise negative impacts, and maximise benefits to the environment and minimise negative impacts. These criteria consist of practices and indicators related to the environment, social and economic perspectives. They serve as a reference tools for tour operators and hotels worldwide that involve in sustainable tourism.

The practices highlighted in these guidelines consist of many areas. Among them are, companies must have policies on human resources, the environment, and purchasing. Another important criterion is to recycle, reduce, and reuse energy, electricity, and water consumption in the organization. It also consists of practices that are related to local communities such as on employed local people, involved in local community's development, buy local products, encourage local people to be entrepreneurs in tourist destinations, and prepare codes of conduct for local communities in tourist destination. Other than that, another practice highlighted in this report was the interaction with local customs, art, culture, nature, wildlife and heritage. These shall be preserved and conserved, especially the endangered species. Another practice is the facilities design and information and education for customers. This guideline has introduced several practices that are useful

for tour operators. Some of these practices have already been used in the previous study and some are new practices for tour operators. These practices can be used to identify the key issues that need to be considered by the tour operators.

### Previous Literature on Sustainable Tourism Practices for Tour Operators

The efforts toward sustainable tourism have also been shown by several scholars. Several studies have been conducted on tour operator roles in sustainable tourism (Budeanu, 2005; Budeanu 2009; Khairat & Maher, 2012; Tepelus, 2005; Wijk & Persoon, 2006; Xin & Chan, 2014), which indicates that most of the studies are focused on destinations and different places in their roles. There are several practices that have been used in previous literature to identify the involvement of tour operator in sustainable tourism.

*Table 3: Previous Study on Tour Operator Roles in Sustainable Tourism*

Author	Type of Publication	Year	Title	Sustainable Tourism Practices
Ahmad	Journal	2014	The Disengagement Of The Tourism Businesses In Ecotourism And Environmental Practices In Brunei Darussalam	<ul style="list-style-type: none"> <li>• Recycle paper/glass/can/plastic</li> <li>• Use energy-saving light bulbs</li> <li>• Buy organically produced food</li> <li>• Buy recycled products</li> <li>• Ban smoking</li> <li>• Cut down on the use of water</li> <li>• Cut down on the use of electricity</li> <li>• Contribute to wildlife conservation</li> </ul>
Beugen	Journal	2005	sustainability of Dutch operator	<ul style="list-style-type: none"> <li>• The information of customers on the importance of PMZ and environmental measures and advice</li> <li>• The separation of waste</li> <li>• Decrease in usage of paper</li> <li>• Decrease in usage of energy</li> <li>• The information and stimulation of accommodation suppliers and agents concerning PMZ and environmental aspects</li> <li>• Preference for environment-friendly hotels (e.g. usage of checklist at purchase)</li> <li>• Decrease in distribution of brochures</li> <li>• Research on environmental effects of activities and then offering the least impact</li> <li>• The information and education of employees</li> <li>• The usage of environmentally friendly office supplies</li> </ul>
Font, Garay& Jones	Journal	2014	Sustainability motivations and practices in small tourism enterprises in European protected areas	<ul style="list-style-type: none"> <li>• Use environmentally friendly products</li> <li>• Encourage customers to be environmentally friendly</li> <li>• Energy and water saving activities</li> <li>• Waste recycling</li> <li>• Encourage customers be environmentally friendly in nature</li> <li>• Renewable energy sources (solar, wind, biomass.)</li> <li>• Choose environmentally friendly suppliers</li> </ul>

				<ul style="list-style-type: none"> <li>• Support local community development and heritage conservation</li> <li>• Actively encourage respect for the culture and language of the area</li> <li>• Facilities are adapted for physically challenged people</li> <li>• Collaborate with social and charity projects</li> <li>• Encourage customers to contribute to social and charity initiatives</li> <li>• Seek to balance work and family life for your staff</li> <li>• Choose suppliers that demonstrate their social responsibility</li> <li>• Encourage people of all abilities to apply for jobs</li> <li>• Choose local staff wherever possible</li> <li>• Encourage customers to contribute to charitable activities</li> <li>• Staff salaries are above industry average</li> <li>• Promote gender equality in your employment practices</li> <li>• Encourage customers to consume/use local products</li> <li>• Choose suppliers that contribute to local development</li> </ul>
Khairat& Maher	Journal	2012	Integrating sustainability into tour operator business: An innovative approach in sustainable tourism	<ul style="list-style-type: none"> <li>• Supply Chain Management</li> <li>• Internal Management</li> <li>• Product Management &amp; Development</li> <li>• Customer Relations</li> <li>• Cooperation with Destination</li> </ul>

Source: Author Compilation

The sustainable tourism practices should be focus on specific areas. In the previous study by Tepelus (2005), the author made five focus areas of actions towards environment performance, which are information, education, and definition of ‘tour operator-tailored’ environmental criteria, environmental management work and environmental or social investments. Therefore, the classification of actions is useful to develop sustainable tourism instruments. However, there is a lack of studies conducted on classification of action towards sustainable tourism. Therefore, this study will suggest the criteria required to develop the sustainable tourism practices for tour operators. It is the classification based on the previous literature and guidelines from the national tourism organization on sustainable tourism practices for tour operators. These criteria will be explored and use as guidelines in developing the sustainable tourism practices for tour operators in Malaysia.

## Discussion

Sustainable tourism is the innovation in tourism industry in order to control the development of this industry. Tour operator as the industry representative, has its roles in sustainable tourism. Their involvement in sustainable tourism must focus on destination and in workplace areas. This will show their commitments toward sustainable tourism.

Previous study on tour operator involvement did not show the differences between practices at workplace and destination. Therefore, it is open for exploration to differentiate the practices that focus on both areas.

The development of sustainable tourism should emphasise on the economic, social and environment impacts. The standard practices developed by the Global Sustainable Tourism Council, made the initiative by creating the guidelines based on economic, social and environment perspectives. These guidelines can be used as basis towards the development of sustainable tourism by tour operator. However, as practices in other countries like Australia, Thailand and India, the local perspectives are more reliable towards the development of standard guidelines for tour operators in Malaysia. The standard guidelines in Thailand and India tend to adapt the GSTC guidelines but with some changes from local contexts. Hence, this shows that the development of sustainable tourism standard should develop from the local perspectives. In order to develop the standard of sustainable tourism for tour operators, the key areas or the contents of the practices should be explored so that the standard will follow the GSTC criteria, which are important because they focus on economy, social and environment and at the same time simplifying them to make them easier to adapt by the tour operators in Malaysia.

### **Key Areas of Sustainable Tourism for Tour Operator**

These key areas were developed based on segmentation of the sustainable tourism practices that exist from the previous literature and guidelines from the Global Sustainable Tourism Criteria. The following table shows the combination of practices that brought to the existence of the following key areas. However, the practices from Malaysia's perspectives will be explored using the Interview and focus group discussion methods.

*Table 4: Proposed Sustainable Tourism Key Areas for Tour Operator*

Key Areas	Practices
1. Facility Design	<ul style="list-style-type: none"> <li>Planning, design, construction, renovation, operation and demolition of building and infrastructure must comply with local requirement, respect the natural and cultural heritage, and use local sustainable materials.</li> <li>Provide access to disable people.</li> </ul>
2. Reduce, recycle and reuse	<ul style="list-style-type: none"> <li>Reduce the usage of paper, electricity, air and energy.</li> <li>Use recycle products and provide the recycling station waste in the company.</li> <li>Reuse focus at refurbishing the office equipment, and reuse the materials that still in good condition.</li> </ul>
3. Companies Policy and companies regulation	<ul style="list-style-type: none"> <li>The organization has implemented a policy against commercial, sexual or any other form of exploitation and harassment, particularly of children, adolescents, women and minorities,</li> <li>Formulate policies to avoid socio-cultural impacts of operations.</li> </ul>
4. Human resource development	<ul style="list-style-type: none"> <li>Local residents are given equal opportunity for employment including in management positions.</li> <li>Minimize hiring of expatriates into high level positions in international locations.</li> <li>Encourage people of all abilities to apply for jobs,</li> <li>Staff salaries are above industry average</li> </ul>
5. Research and development	<ul style="list-style-type: none"> <li>Research on environmental effects of activities and then offering the least impact,</li> </ul>

6.	Marketing strategies	<ul style="list-style-type: none"> <li>Promotional materials are accurate and complete with regard to the organization and its products and services, including sustainability claims. They do not promise more than is being delivered.</li> </ul>
7.	CSR activities on local communities' involvement and development	<ul style="list-style-type: none"> <li>Collaborate with social and charity projects,</li> <li>The organization actively supports initiatives for local infrastructure and social community development including, among others, education, training, health and sanitation.</li> <li>Donate part of profits to charities of local community</li> </ul>
8.	Internal purchasing strategies	<ul style="list-style-type: none"> <li>The usage of environmentally friendly office supplies,</li> <li>Use locally appropriate sustainable practices and materials.,</li> <li>Purchase goods and services from local suppliers,</li> </ul>
9.	Suppliers management	<ul style="list-style-type: none"> <li>Preference for environment friendly hotels (e.g. usage of checklist at purchase),</li> <li>Choose suppliers that demonstrate their social responsibility,</li> <li>Support local businesses to ensure benefits to local communities.</li> </ul>
10	Education, preparation, information to customer	<ul style="list-style-type: none"> <li>Encourage customers to be environmentally friendly,</li> <li>Encourage customers to contribute to social and charity initiatives,</li> <li>Encourage customers to consume/use local products,</li> <li>Provide Information about and interpretation of the natural surroundings, local culture, and cultural heritage to customers, as well as explaining appropriate behaviour while visiting natural areas, living cultures, and cultural heritage sites,</li> <li>Educate tourists about the local customs.</li> </ul>
11	Local community involvement in tour package	<ul style="list-style-type: none"> <li>Support local community development and heritage conservation,</li> <li>The organization offers the means for local small entrepreneurs to develop and sell sustainable products that are based on the area's nature, history and culture (including food and beverages, crafts, performance arts, agricultural products, etc.),</li> <li>Implement programs which support the economic vitality of local communities.,</li> <li>Provide tourists with opportunities to help the local community economically.</li> </ul>
12	Preserve and conserve the cultural and heritage in tour package	<ul style="list-style-type: none"> <li>Actively encourage respect for the culture and language of the area, comply with zoning requirements and with laws related to protected areas and heritage consideration, respect the natural and cultural heritage surroundings in planning, siting, design and impact assessment.</li> <li>The organization incorporates elements of local art, architecture, or cultural heritage in its operations, design, decoration, food, or shops; while respecting the intellectual property rights of local communities.</li> </ul>
13	Managing ecotourism destination on preservation and conservation	<ul style="list-style-type: none"> <li>Interactions with wildlife, taking into account cumulative impacts, do not produce adverse effects on the viability and behaviour of populations in the wild.</li> <li>Any disturbance of natural ecosystems is minimized, rehabilitated, and there is a compensatory contribution to conservation management.</li> <li>The organization supports and contributes to biodiversity conservation, including natural protected areas and areas of high biodiversity value.</li> <li>The organization takes measures to avoid the introduction of invasive alien species.</li> </ul>

Source: Original for This Study

There are 13 criteria developed for this study, which consists of elements of internal management of tour operator business, relation with suppliers and customer, and also the important aspects on destination. They will be used to guide the future of this study on the development of sustainable tourism practices by tour operator in Malaysia.

In order to simplify the standard guidelines that will be develop and to show the differences between destination and internal company practices, the criteria will be segmented into three stages, namely sustainable operation, sustainable office and sustainable procurement. The stages were adapted from the report on green environment guidelines for business by Companies Commission of Malaysia (2014). The report focused

on three stages, namely administration, managing supply chain, and operations. In the report, the administration brings in the issues of maintaining a green office, managing the supply chain, and implementing green procurement strategies and operations for greening the operation. A green office is referring to the administration of companies towards the green environment, green operations on the operations of the company that should move towards the green environment and the green procurement that focus on managing the supply chain. Hence, this study will adapt the stages, which are sustainable office referring to the administration of companies towards sustainable tourism that will focus on internal management of the company, sustainable procurement referring to managing supply chain and relationship with suppliers, and sustainable operation referring to operation of tour operators toward sustainable tourism and will focus on destination.

*Table 5: The Stages, Key Areas and Focus of Sustainable Tourism for Tour Operator*

Sustainable Tourism Stages	Key Areas	Focus
Sustainable Office	<ol style="list-style-type: none"> <li>1. Facility Design</li> <li>2. Reduce, recycle and reuse</li> <li>3. Companies Policy and companies regulation</li> <li>4. Human resource development</li> <li>5. Research and development</li> <li>6. Marketing strategies</li> <li>7. CSR activities on local communities involvement and development</li> </ol>	Internal management
Sustainable Procurement	<ol style="list-style-type: none"> <li>1. Internal purchasing strategies</li> <li>2. Suppliers management</li> </ol>	Internal management + destination
Sustainable operation	<ol style="list-style-type: none"> <li>1. Education, preparation, information to customer</li> <li>2. Local community involvement in tour package</li> <li>3. Preserve and conserve the cultural and heritage in tour package</li> <li>4. Managing ecotourism destination on preservation and conservation</li> </ol>	Destination

Source: Original for this study

## Conclusion and Future Research

This paper reveals the relationship between tour operator roles in sustainable tourism. Based on the literature, many countries have taken the initiative towards developing the sustainable tourism standard for tour operator. The standard that was developed is different from one country to another but the components in the guidelines are similar. The existence of Global Sustainable Tourism Criteria can be used as the basis in developing the sustainable tourism criteria for tour operator. It has been adapted by several countries in developing their own standard but is based on their local standards. Therefore, this study will adapt the components inside this GSTC and several literatures, and it will be explored from the Malaysia perspectives. The preliminary assessment of this study has summarised 13 key areas in developing the sustainable tourism standard for tour operator. Then, it will be segmented into three categories, namely sustainable office, sustainable operation and sustainable procurement in order to differentiate the practices between internal management of the company and responsible toward the destination.

The 13 key areas developed in this preliminary assessment will be used to explore the sustainable tourism practices and indicators for tour operators. The in-depth interviews with tour operators in Malaysia will be conducted to identify the practices from the local context and it will then be developed into the standard sustainable tourism practices for tour operators in Malaysia. This can be used as guidelines for tour operators in Malaysia to involve in sustainable tourism.

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# APPLICATION OF THEORY OF PLANNED BEHAVIOR IN CONSERVATION AND ECOTOURISM IN LOWER KINABATANGAN SABAH: A THEORETICAL FRAMEWORK

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## Abstract

This study applied a theory of planned behavior (TPB) as a theoretical framework to examine the participation of three main stakeholders in ecotourism and conservation at Lower Kinabatangan Sabah (LKS), Malaysia. The proposed framework looks into how the intention of an individual to whether participating or not in ecotourism and conservation is influenced by an attitude, subjective norm, and perceived behavioral control. However, using a single theory is inadequate to explain the phenomenon of their involvements in LKS area. Therefore, several factors are added in the TPB and discussed in the context of ecotourism and conservation in LKS. The future findings from this study can be used as guidelines to understand the factors that influence an individual's participation in ecotourism and conservation, so as to formulate integrated and sustainable approaches for future improvement of these activities.

**Keywords:** *Theory of planned behavior, conservation, ecotourism, Lower Kinabatangan Sabah, theoretical framework*

## Introduction

Although ecotourism can be defined in different ways, the major criteria for ecotourism are the activities, which must be environmentally and culturally sensitive so that conservation programs, maximum benefits for local communities and also self-sustaining within the context of the natural and cultural habitats can be successfully conducted (Goodwin, 1996; Ministry of Tourism & Culture, 1997; UNWTO, 2002). Meanwhile, conservation is defined as the protection and/or sustainable use of species or ecosystem to ensure their long-term survival and viability (Kothari et al., 2000). In other words, ecotourism emphasize the needs to conserve existing natural resources while assuring the improvement of local community's livelihoods, particularly indigenous people who are also known as Orang Asli (Rahman, 2012).

Most people that live in or near rural areas (e.g. Malaysia, Thailand and Indonesia) are much depending on natural resources – because their traditional activities are forest-related, namely hunting, fishing and collecting forest products (Sunderlin et al., 2005; Chao, 2012). Ironically, these people may be caught between the need to preserve their culture and the need to conserve depleting natural resources. The introduction of ecotourism has offered job opportunities to a local community, but many of them do not

fully get benefits from ecotourism industries. In most cases, this community strives to participate in a new economic activity they are not familiar with and do not have the necessary skills to perform. For instance, Orang Asli in a Belum-Temenggor Forest Complex, Perak are skeptical of a current ecotourism development because of the increasing threats to their natural heritage and little benefits return (Abdullah et al., 2013). Despite increasing ecotourism development in Pulau Gaya (Sabah, Malaysia), its employment opportunities are limited, thereby causing many younger generations to leave the village to find better jobs outside (Said, 2011). Such phenomenon illustrated barriers that causing the lack of community involvement, including a low socioeconomic status, a poor education, transportation difficulties and the lack of motivation to participate in ecotourism (Adeleke, 2015). Other related issues like social injustice, rural poverty and unsubstantial development also hinder the development of rural areas related to ecotourism (Dowie, 2009). Ecotourism seems to be the perfect alternative to achieve sustainable development and promote the conservation of resources (Krüger, 2005; Yulianti, 2014). However, without a proper planning and considerations of all aspects, any propose activities will eventually cause negative impacts on the environment and degrade the quality life of local community residing in particular areas.

Lower Kinabatangan Sabah, Malaysia, without doubt, is one of major tourist attractions in Sabah due to authentic biodiversity species and huge river (Rautner et al., 2005). Several important and endemic species, such as the Sumatran rhinoceros, Borneo pygmy elephant and Bornean orangutan reside in this area, but their natural habitats are threatened by over-logging, inevitable political and economic pressures (Payne & Davies, 2013). Lower Kinabatangan Sabah is also the largest wetland in Sabah. It consists of several types of forests such as lakes, limestone outcrops, freshwater swamps and secondary forest (Majail & Webber, 2006). Before 1970's, this area is practically covered by forests. Nowadays, large forest areas of Kinabatangan have been cleared for agricultural plantations and other development purposes, causing land fragmentation (Fletcher, 1996; Majail & Webber, 2006). In addition to the fragmented areas, Kinabatangan has lost many virgin forests which are crucial for water catchment. In this case, it is vital to manage this area in a sustainable manner, which can benefit every stakeholder and at the same time protect existing resources.

Several ongoing conservation programs are carried out in Kinabatangan Sabah to protect the flora and fauna as well as to improve the current ecotourism (Ancrenaz et al., 2010; Goossens & Ambu, 2012). However, little information is known about how various stakeholders are affected and what factors regulate their participation in ecotourism and conservation. Latip et al. (2015) provides several lists of issues and challenges that influence the stakeholders' involvement in the ecotourism and conservation in the LKS, but to date, there is no study made to examine the views of local communities, particularly the factors that can encourage them to participate in these activities. As each group has different interest, a sound understanding must be achieved that benefits everyone, but the information on these aspects are lacking. Taken together, the main objective of this study is to examine the factors that influence the involvement of three stakeholders (local community, local authority and NGOs) in the ecotourism and conservation in the LKS,

using a theory of planned behavior (Ajzen, 1991; Ajzen, 2002) as a theoretical framework to guide this study.

## **Literature review**

An understanding of theoretical constructs which underpin one's research provides researchers with a framework, which enables them to understand when, how and why particular phenomena occur, also helps to interpret their data (Muhumuza et al., 2013). Based on the type of research, a theoretical framework assists in making reasoned predictions, which can be empirically tested during the research or gives direction for the research if it is open-ended and exploratory (Muhumuza et al., 2013). Theory of planned behavior is one of the most widely applied as a theoretical framework to explain an individual's decision-making process. It is originally proposed by Ajzen (1985), developed from the theory of reasoned action (Fishbein & Ajzen, 1975). The theory of reasoned action postulates that one's decision is mainly determined by volitional factors (e.g. subjective norm, behavioral belief and normative belief) (Ajzen, 1991). On the contrary, the TPB consists of both volitional and non-volitional dimensions (e.g. control belief and perceived behavioral control) (Ajzen, 1991; Lam & Hsu, 2004; Lee & Back, 2009). The TPB model's basic assumption is that an individual is rational and under their own control when they engage in most behavioral acts. Moreover, the decision to behave is influenced by a behavioral intention; this intention is determined by an attitude towards the behavior, subjective norm and perceived behavioral control (Ajzen, 1991). The integration of non-volitional and volitional dimensions has increased the theory's ability to predict one's intention and behavior, especially when such intention and behavior are not completely under volitional control (Han, 2015).

According to TPB (Ajzen, 2002), human action is guided by three kinds of considerations: beliefs about the likely outcomes of the behavior and the evaluations of these outcomes (behavioral beliefs), beliefs about the normative expectations of others and motivation to comply with these expectations (normative beliefs), and beliefs about the presence of factors that may facilitate or impede performance of the behavior and the perceived power of these factors (control beliefs) (Figure 1). Behavioral intentions are formed by a combination of three respective aggregates: perceived behavioral control, attitudes and subjective norms. An attitude towards the behavior is "the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question" (Ajzen, 1991). Perceived behavioral control refers to "people's perception of the ease or difficulty of performing the behavior of interest" and the subjective norm refers to "the perceived social pressure to perform or not to perform the behavior" (Ajzen, 1991). In other words, the subjective norms are the perceived opinions of a closed or important individual who can influence one's decision-making. It also means an individual's feeling of social pressure from other people or groups (Ajzen, 1991). To the extent that perceived behavioral control is veridical, it can serve as a proxy for actual control and contribute to the prediction of the behavior in question (Ajzen, 2002).

In general, an attitude is defined as the psychological emotion and the positive or negative evaluation that arise when an individual engages in certain behaviors (Chen & Tung, 2014). In the TPB model, attitude is a person's positive or negative evaluation of performing a specific behavior (Ajzen, 1991). When individuals have a more positive attitude, then his/her behavioral intention will be more positive, and they are likely to support any tourism activities (Adeleke, 2015), whereas a negative attitude which arises from a poor relationship between local residents and authority, leads to divided support from these people (Rastegar, 2010). Previous studies reported that subjective norms positively affect behavioral intention (Tonglet et al., 2004; Han et al., 2010; Chen & Tung, 2014). Therefore, if an individual has more positive norms, his/her intention to act will be stronger. Apart from attitude and subjective norms, perceived behavioral control in the TPB model is also important as it looks into an individual's perception of the possible difficulties when performing a specific behavior (Ajzen, 1991). External factors such as opportunities, money and time may not be under the control of individuals. In this case, if they are able to have control over such matters to perform a specific behavior (e.g. to participate in conservation decision-making), they likely engage more in that behavior.

The TPB is successfully applied to explain a variety of intentions and behavioral domains in various fields, such as education (Lee et al., 2010; Presley et al., 2010; Teo & Tan, 2012), health-related behaviors (Chatzisarantis & Hagger, 2008; Norman & Cooper, 2011; Guckin et al., 2012), environmentally sustainable behavior in general (Anable et al., 2006; Fielding et al., 2008; Chen & Tung, 2010) with varying outcomes. Some studies highlight the importance of subjective norm and perceived behavioral control within the TPB in predicting intentions (Guckin et al., 2012; Teo & Tan, 2012), whereas others stated continuation intentions that affect an individual's active participation (Chatzisarantis & Hagger, 2008). Other scholars reported that attitude, perceived behavioral control and subjective norms all were significant predictors of intention (Lee et al., 2010; Presley et al., 2010). Nevertheless, the TPB has not been widely applied by scholars to study the community support for tourism, particularly on how the attitude of residents is affected by various factors that may encourage/discourage them to participate in tourism (Nunkoo & Ramkissoon, 2010; Adeleke, 2015).

## **Development of theoretical framework**

### *Rationale for applying TPB*

Ajzen (2006) stated that when using the TPB, the action comprising the behavior must be defined at an appropriate level of specificity to allow for useful generalization. A pilot study was conducted in Lower Kinabatangan Sabah before the commencement of an actual data sampling. Due to the problems in Lower Kinabatangan Sabah were related to participation behaviors (in this study: whether to support or not any ecotourism/conservation activities, willingness to pay (WTP) and decision-making of ecotourism/conservation), an understanding is required of the reasons for the choices made by the stakeholders (local community, local authority and NGOs), and the factors that underpin these choices. As the ecotourism/conservation in the LKS area was social and

closely associated with a human behavior, psychological theories explaining factors that influence these aspects were considered to be useful (Muhumuza et al., 2013). In the context of Lower Kinabatangan Sabah, the local people's intention and behavioral choices to behave the way they do are the products of traditional beliefs, experiences and their attitudes towards the existence of ecotourism as well as a cultural attachment to some places in that area (Ancrenaz et al. 2007). This makes the TPB (Ajzen, 2002) the most suitable not only as a starting point to develop the theoretical framework to guide the research, but also as a basis for identifying factors influencing ecotourism choices and its interrelationship with the current conservation in the Lower Kinabatangan Sabah.

#### *Theoretical framework: Factors relevant to this study*

A coherent framework (Figure 2) is structured to ensure effective outcomes from this study. This framework outlines the guidelines to investigate the involvement of three stakeholders (local community, local authority and NGOs) in the ecotourism and conservation programs in the Lower Kinabatangan Sabah. The attitudes of an individual on supporting or not any activity are made up of awareness they strongly get influenced over their lifetime based on demographic and socioeconomic backgrounds such as gender, education, age, income and occupation. In addition, they also acquire knowledge from self-generated information or education advertisements. These items build up a person's confidence, interest and perception which lead that person to acquire a positive attitude (Han, 2015). A person has a positive attitude when he/she is able to participate (behavior) in ecotourism/conservation activities that follow his/her beliefs and confidence (Muhumuza et al., 2013; Adeleke, 2015).

Meanwhile, subjective norms can be an individual's belief on local community's norms and how that individual judges another person regarding cultures and traditional activities (Muhumuza et al., 2013). Besides that, motivation from others (e.g. local authority and NGOs) will also affect their behavioral intentions towards conservation and ecotourism programs (Han et al., 2010). This eventually influences them to either support or not any programs related to ecotourism and conservation in the LKS. Perceived behavioral control looks into a belief that personal action is useful. For instance, to participate in ecotourism programs, an individual needs certain skills to communicate with tourists. In this case, beliefs are a function of the individual's capability and skills that are required to facilitate successful involvement in ecotourism or conservation activities (Muhumuza et al. 2013). Therefore, by applying TPB concept, a participating behavior (e.g. to support or not any conservation program and WTP) is determined by the behavioral intentions, which is verified by attitude, perceived behavioral control and subjective norm. Attitude is determined by belief on a consequence (e.g. positive or negative experience in conservation). The subjective norm is determined by motivation from another individual, whereas perceived control looks into a belief that personal action is useful in conservation and ecotourism.

### *The limitations and suggestions of TPB model*

Many studies of ecotourism and conservation using TPB (Ajzen, 1991; Ajzen, 2002) show significant results of how the attitudes, perceived behavioral control and subjective norms are used in predicting the intention to behave, though the outcomes are varied (Pouta, 2004; Karpinnen, 2005; Fielding et al., 2008). Despite the successful application of TPB, using existing theory as the basis of a theoretical framework has both advantages and pitfalls in research. In most cases, a common risk in using existing theory as a framework is by relying too heavily and uncritically on one theory (Maxwell, 2005). Therefore, although the TPB could considerably guide investigation into the problems associated with the ecotourism and conservation in the LKS area, it could not adequately explain some of the ecotourism/conservation behaviors of people in this area. In this case, it is important to consider new variables of internal nature that are likely to influence intention and behaviors (Vargas-Sanchez et al., 2009).

Firstly, belief is not a sole reason that affects a person's attitude. Knowledge and experience acquired by individuals may also influence their attitude about particular behavior (Skibins et al., 2013). For instance, when an individual gains knowledge about the importance of protecting an environment, it may influence that individual's attitude toward environmental protection (Jacobson et al., 2006). The TPB does not account for the role of personal knowledge and experience (Skibins et al., 2013). Secondly, the TPB is a psychological model dealing with attitudes and beliefs, mostly in the minds of individuals, but it does not refer to the actual practices of an individual in the community (Muhumuza et al., 2013). Thirdly, the TPB does not consider external factors (e.g. issues and challenges) which might affect behaviors. Besides that, Lam and Hsu (2004) argue that attitude, subjective norms and perceived behavioral control provide a reason to act, but do not incorporate the necessary motivational dimensions that an individual needs to act (Lam & Hsu, 2004). These shortcomings make the TPB inadequate as a framework to guide investigations of problems associated with conservation and ecotourism in Lower Kinabatangan Sabah. To overcome this problem, new factors are introduced (Figure 2) in the TPB to make it a suitable theoretical framework to guide the investigation in Lower Kinabatangan Sabah.

### **Conclusion**

The application of TPB as a theoretical framework, by adding new factors, serves as a good theoretical basis to investigate the participation of three stakeholders in the ecotourism and conservation activities in LKS. By understanding the underlying factors that influence their involvements, we can formulate integrated and sustainable approaches for the future improvement of such activities in this area. Also, it can assist policy makers to source the means to establish partnerships in ecotourism development among the local community, local and state authorities, educational institutions, NGOs and local ecotourism operators – thus promoting sustainable ecotourism of Lower Kinabatangan Sabah to local and international tourists.

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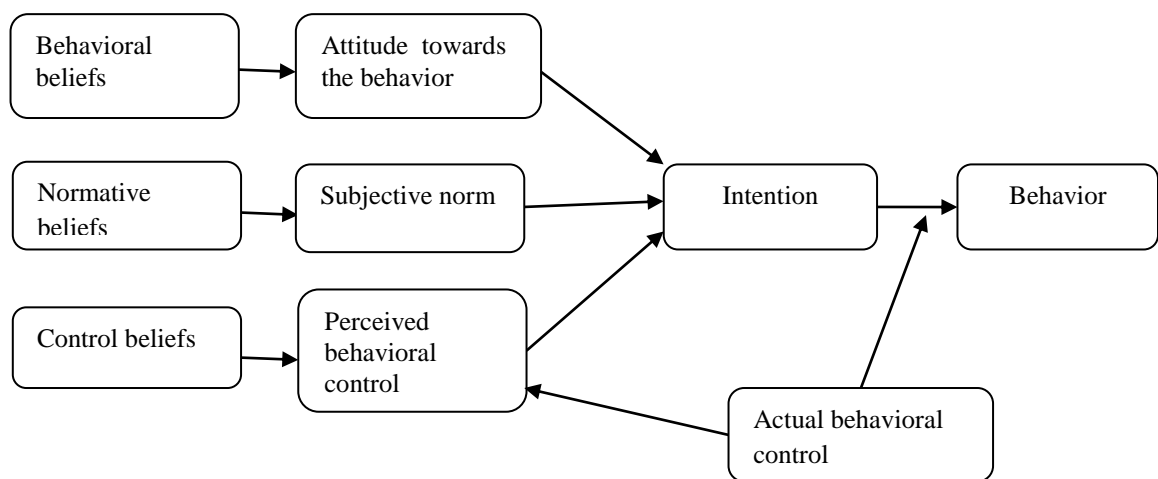
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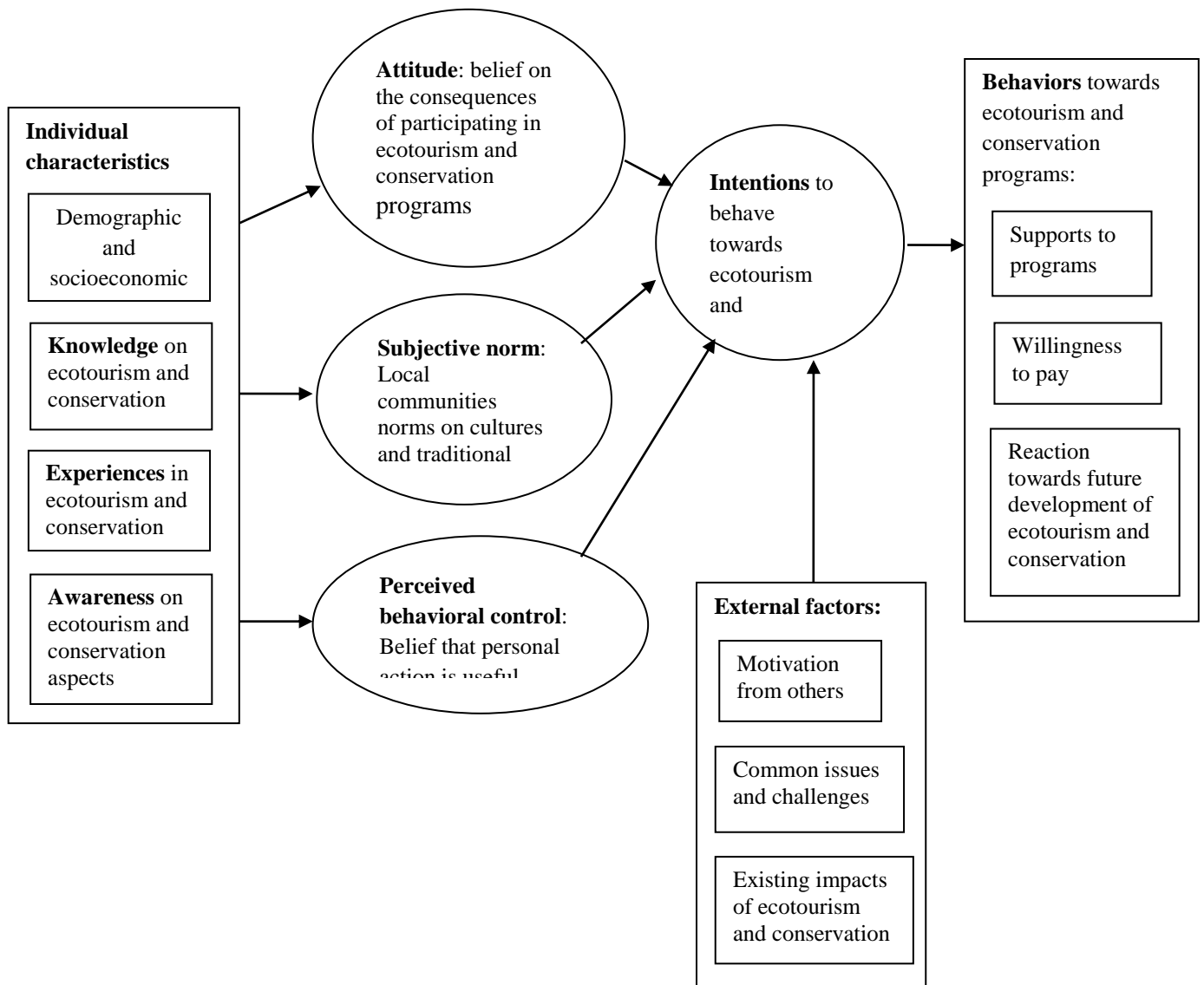
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Source: Ajzen (2002)

Figure 1 Theory of planned behavior

Figure 2 A theoretical frameworks to examine the factors that influence the involvement of



Source: Adapted from Ajzen (2002)

three stakeholders in ecotourism and conservation activities in Lower Kinabatangan Sabah

# PROFILING OF HOMESTAY GUESTS IN SABAH

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## Abstract

The tourism sector has been an important contribution to the national economy. Within the tourism industry, Sabah tourism product such as the home stays program was seen as having great potential. Home stays at Sabah offers the opportunity for tourists to stay with their local community or host and most important thing being able to experience the local lifestyle and local culture of the community. It was home to 27 ethnic groups, each with its own distanced language, culture and lifestyle. Sabah also known as the “Land Below The Wind” had all the elements required to become Malaysia’s next desirable destination, from natural beauty, history, heritage, festivals to modern city living and luxury. Indeed, it had become a potpourri of experiences appreciated by travelers from all over the world. The main purpose of this research was to highlight on profiling of home stay guests in Sabah. Potential and the roles of home stays in the alternative tourism contact and in the Sabah tourism scenario are also discussed.

**Keywords:** *home stay, local culture, tourism, profiling, heritage, festival*

## 1.0 Introduction

Homestay means to living place and it is one type of tourism product based on accommodation oriented. By this time, the local people regarded home stay operation as an occupation and provided rooms and facilities to tourists. To enlarge accommodation capacity, home stays operators built two or three additional room in their yards for tourists (Gu and Wong, 2010). The availability of sufficient space, the security of the home structure and level of quality, safety and suitability, were important elements for eligibility to be a homestay operation. The revenue from homestay operation was substantial when considering the villagers’ moderate way of living which requires relatively low household income for their daily needs. There were no particular expectations of advancing knowledge and skills regarding the homestay operation, because of highly amateur involvement and, thereby, the limited obligations perceived. The village itself was a social and ethnic enclave. Most villagers have not been tourists themselves nor have they ever been exposed to foreign cultures. Visitors were urged to follow the hosts’ way of living and, in fact, their awkwardness in imitation was found by the hosts to be entertaining. Homestay guests tend to be more culturally aware and sensitive as a result of their visit (Liu, 2006).

The improving, enhancing and promoting of home stay depends on local communities. This accommodation is ensuring their economic, social and cultural aspects with sustainable well beings (Chaiyatorn et al., 2010). The main component of home stay is the cultural diversity of the local people which can attract the visitors (Din and Mapjabil, 2010). Social returns of home stay accommodation are essential for its success. The home stay program should be given emphasize on the emotional feelings of the local communities. It must be respectful of the local heritage, sense of place and social organizations (Beeton, 2006). When a large number of tourists are arriving in an area, then the government and local people giving emphasize on home stay operation which increase the economic growth in this area (Gu and Wong, 2010).

Additionally, Sabah was one of the leading tourist destinations in Malaysia. As the result of this, it has attracted a number of hotels and homestays organizations which have been motivated as service facilities to the tourists. There were 16 homestays, 228 homestay entrepreneurs and 438 rooms registered with the Tourism Ministry. The location of the homestays ranges from the Tip of Borneo to the west coast and the interior, around the foothills of Mount Kinabalu to the East coast and along the banks of the Kinabatangan River. In fact, tourists were usually driven by value for money when they plan to travel. With the birth of low cost carries within the region, and the improving economic position, Malaysia has record breaking 25.03 million tourists in 2012, which slightly surpassed Tourism Malaysia's target of 24.71 million, marking an overall 1.27% increase from 2011. Then, Sabah visitor's arrivals were increasing from year 2009 until 2011. Furthermore, total tourism receipts in Malaysia including Sabah and Sarawak are slowly increasing in year 2012.

Besides, homestays operators in Malaysia managed to rake in accumulated earnings of RM 16.5 million last year, an increase of over 5.08 % compared to the previous year RM 15.6 million. This increase in revenue due to an increase number of tourist visited Sabah from both side which is Domestic and International tourist. For Domestic tourist, an addition over 32.6% which represent 195,324 tourist for the year 2011 compared to the year 2010 which is only just 147,346 tourist. The highest number of tourist was in year 2012 which stated 205,090 tourist visited Sabah. That's showed Sabah was one of the famous destination to visit among Domestic tourist because of the increasing number of tourist from year to year. Besides that, the International tourist showed the positive outcome when it increase from year to year also. For the year 2011, it stated over 59,657 international tourist visited Sabah which represent 21.4% compared to the previous year which is only 49,126 tourist. The highest number of international tourist recorded was in year 2012 when it achieve 62,640 number of tourist. That's show the increasing trend from year to year for both Domestic and International tourists. Indirectly, when the number of tourist visited Sabah remain increase, the Occupancy Rate also increase from year 2010, 2011 and 2012 which represent 25.2 %, 33.1 % and 34 % respectively.

To date, a total of 228 home stays operators have been registered by the ministry of Sabah to provide 438 accommodation facilities. The accommodation provided was either in the form of individual traditional houses. The operators come from several ethnic groups in the state and the homestays package also includes a variety of cultural activities and nature trips.

Although there was no primary data for the months in which holidays were taken, the key drivers and holiday taking trend remains very similar every year. The dominant motivators were the long school holidays towards end of the year, and the major festive celebrations, which were Hari Raya Puasa, Chinese New Year and Deepavali. A slight increase will also incur during the mid-year and third quarter break, for people who take their quarterly time away from work, and also in line with the shorter school holidays. (Euromonitor Report, 2005).

## **1.2 Research Motivation and Research Objectives**

In recent years, tourism has been considered as a tool for promoting the development of some economically and socially depressed rural areas (Yagu'e, 2002; Fleischer & Felsenstein, 2000; Valde's & Del Valle, 2003; Dernoï, 1991). Moreover, the majority of countries promote tourism at the expense of natural resources and local cultures. Indeed, from the tourist's perspective, rural destinations provide nature related activities free from pollution and mass development.

The homestay program is a tourism product that has been given special emphasis by the Malaysian government through the Ministry of Tourism. Annop Bunchan, (2001) stated that the Malaysian homestay is a rest-house based on community participation where the price of staying is low and that the tourists have to stay with their hosts. The Malaysian homestay program can be regarded as a rural- cultural-community based tourism product, and it was introduced by the Ministry of Tourism, Malaysia in 1988 as an effort to diversify the tourism products through the provision of an alternative accommodation for tourists.

The tourist product has been transformed over time from being completely dominated by mass tourism to an industry that is quite diversified and caters more to the individual needs of its participants, for example, the niche market has become an important factor in the tourism industry reflecting the need to diversify and customize the industry and ensure the sustainability of the product. The main niche markets such as sports travel, spa and health care, adventure and nature tourism, cultural tourism, theme parks, cruise ships, religious travel and others hold great potential and are developing rapidly. So, suppliers will have to pay more attention to the way people think, feel and behave than they have done hitherto. The increased travel experience, flexibility and independent nature of the new tourists are generating demand for better quality, more value for money and greater flexibility in the travel experience. Thus, this research would like to highlights on the profiling of homestays guest in Sabah.

## Literature Review

### The Concept of Homestay

Based on the official definition by the Ministry of Culture, Arts and Tourism of Malaysia (1995), 'homestay' was 'where tourists stay with the host's family and experience their way of life in a direct and indirect manner'. There were about 286 households participating officially in this programme throughout Malaysia in 1997. This sector had contributed to five percent of Malaysia's GDP in 2006, (MOTOUR, 2006). Official records show that 2,606 homestay operators from 137 villages had been trained and licensed throughout Malaysia as of July 2008. The notion of homestay as an industry was only relatively new (Klepinger, 1995), as it has seemingly grown extemporaneously from the sudden influx of international students requiring accommodation. Consequently the terminology was still evolving (Richardson, 2001). While the term 'homestay' was not yet included in most of the major dictionaries, the Merriam Webster Dictionary (Merriam Webster Corporation, 2002) defines it as "a period during which a visitor in a foreign country lives with a local family". However, it was currently used in Australia to refer to the local family environment in which an international student resides rather than a period of time.

The homestay industry in Australia can refer to both 'bed and breakfast' accommodation and international student accommodation (Richardson 2001). There were several stakeholders in the homestay industry who require explanation, namely the homestay providers, homestay hosts and homestay students. According to Richardson (2001) a homestay host refers to "...families, who offer their own home to international students for part of, or the duration of their stay in Australia". It was expected that the homestay hosts care for the international students needs for the duration of the time they were residing together. The homestay students referred to in the following study were full-fee paying international students residing in homestay accommodation. This means that the students were contributing financially to their living needs which can be seen by some as remuneration for services offered by the host. The term *homestay provider* refers to the coordinator of the homestay program, whose responsibility it was to organized quality of accommodation for international students.

Homestay was a specialist term used variously. Lynch (2003) points out that 'homestay was a type of accommodation where visitors or guests pay directly or indirectly to stay in private homes, where interaction takes place to a greater or lesser degree with a host and or family who usually live upon the premises and with whom public space was shared to a greater or lesser degree. While in community-based tourism, the concept of homestay was applied as a tourism segment that encourages interactions between host families and tourists and which acts as development means to raise awareness based upon cultural exchanges and respected for the host's culture whereby emphasize was placed on providing generosity and hospitality of excellent services (Jamil and Hamzah, 2007). Likewise, the Sabah government through the Ministry of Tourism and Sports, has identified a homestay as 'one type of tourism which tourists will stay with the host's family in the same house as well as they will learn about the nature, Sabah way of life or Sabah culture. A homestay has to provide services and facilities appropriately. In addition, it needs to be registered to



the Office of Tourism Development (OTD, 2008)'. In terms of previous homestay studies, research by Lynch (2003) concerning conceptual relationships between hospitality and space in the homestay sector by conducting qualitative observations in the field has identified as significant. His results recognized the emotional significance of the home setting and identified it as an unacknowledged performative player in the hospitality experience.

Research by Oranratmanee (2008) on the rural homestay and its relationships between space, social interaction and meaning in Northern was also significant. The evidence from her three case studies has shown that there were important social and cultural distinctions and those strong relationships were formed between the spatial characteristics of rural houses and the social interactions produced within them. Hamzah (2008), meanwhile, has studied the homestay programmer in Malaysia which was gradually evolving into a mainstream tourism product that was being aggressively promoted by the government as form of catalyst for revitalizing the rural economy. For the homestay providers, the income from the homestay programmer has been minimal; however, his research clearly signals warnings against the over-commercialization of the homestay programmer by tour operators.

## **2.2 Characteristics of Sabah Homestay**

Homestay or home hosting is a concept where the local folks open up one or more of the rooms in their homes for tourists to stay. The tourists will have the opportunity to live with the host family with decent and affordable accommodation and meals. The tourists would also be able to sample local dishes and even cook them. The whole package will allow tourist to take part in the hosts' daily and routine activities like cooking, farming, fishing, fruit or vegetable harvesting and a lot more of other interesting activities. The homestay is a community activity where the involvement of more than one household in a locality is a criteria. The participants (homestay members) with the help of other members of the locality can organize cultural based activities during the night or other free time. Cultural events like mock wedding, cultural dances and performance, traditional games and other customary practices are some of the activities that can be conducted. These activities add value to the homestay package. Tourists would also have the opportunity to experience living close to nature and participate in unique lifestyle of the locals and get a better understanding of hosts' way of life. Visiting places of interest in the nearby areas would be some of the added attractions.

Homestay was a set of services that has different characteristics from goods (World Bank, 2006) which was the production and consumption take place simultaneously and in the same place; tourists must go to the place of production to consume homestay services. Next characteristic was no inventory which means unsold product cannot be saved. Unsold homestays rooms considered as a loss because cannot be saved to be sold at any other time. Furthermore, the supply of tourism products was inelastic. The number of aircraft seats or the number of homestays rooms cannot be changed at any time. Homestay service also was not homogenous product, it cannot be standardized. For example, 4-star homestays in a one region will have different services with other 4-star homestays in another place. The

last characteristic for homestay was it includes many activities as it relates to service quality, food tourism, tour packages, promotion, infrastructure, hotel and lodging, programmers, recreation and attractions. Lim (1999) who reviewed 70 papers with a meta-analysis found that foreign tourism demand was positively related to income and negatively associated with price.

However, the view that international tourism demand was inversely related to transportation costs was not entirely supported by this study. Goeldner (1992) who conducted a study of homestay in North America found several factors that affect homestay which include technology, environment, demographics, globalization, lifestyle, health, safety, density and local tax rules. With competition becoming more intense and consumers becoming more selective, an understanding of consumer behavior and motivation, tastes and other factors become very important. As found by Rios-Morales et al (2011) formulation and implementation of policies, together with existing regulations are important factors in the development of the private sector in homestay. Newell and Seabrook (2006) conducted a study with the AHP method to examine 30 factors influencing hotel investment decision. They found that the main factors are financial (37 percent) and location (29.9 percent). Economic factors (14.5 percent), diversification (12 percent) and relationship (6.6 percent) were also influential. For the investors, in addition to internal factors, external factors such as macro economy and relations with local residents are also needed to be taken into account. Study by Iverson (2009) obtained tourists in Bali aware that local Balinese are very modest, so they try to wear decent cloth, not talking loudly, not get drunk and not behave disrespectful to the Balinese. As continues, this study wants to explore more about tourism in Sabah especially in homestays industry. This chapter discusses the theoretical perspectives of homestay. Critical success factors of Sabah homestay all of which were important concepts that build the framework of this research besides their profiles and the relative important of success factors.

## **Methodology**

For the purpose of study, 340 questionnaires were distributed to the respondents. Questionnaire were distributed to operators of Sabah home stays, tourist either foreigner or local, and government agencies such as Sabah Tourism Board (STB). It was not easy for researcher to distribute the set of questionnaires because every single person gave different cooperation and the time taken to do the survey more than one month. From 340 set questionnaires, only 319 were returned back to the researcher which 300 is usable and the others 19 were not completed questionnaire. Hence, the findings and discussion only focus on the 300 respondents. The location of the home stays ranges from the Tip of Borneo to the west coast and the interior, around the foothills of Mount Kinabalu to the East coast and along the banks of the Kinabatangan River. Quantitative data were obtained through questionnaires, e-mail questionnaires, and telephone interview.

## Findings And Discussion

### *Profile homestays' guests in Sabah*

The profile of homestay's guests in Sabah was summarized in Table 2. The researcher was emphasized several category for question which is Category of tourist, Gender, Race, Nationality, Age, Marital status and Region. The Researcher highlighted all of this category in order to achieve the preferable outcome. For Category question, it showed that the total local tourists are 221 people which represent 73.7% from this research. The totals of foreign tourists are 79 people which represent 41.5% from overall research. Therefore, local tourist is more likely to visit the Sabah homestay.

For gender question, it showed that the total male respondents are 167 people which represent 55.7% from this research. The totals of female respondents are 133 people which represent 44.3% from overall research. Therefore, local tourist is more likely to visit and stayed at the Sabah homestay. In race variable, it was stated that the highest respondents answering the questionnaire were Malay with 221 people and 73.7% from the whole collected questionnaire. The other races were 79 people (26.3%) which were considered as a tourist from foreign countries.

**Table 2. Profile of the homestay's guests in Sabah**

<b>RESPONDENTS' CHARACTERISTICS</b>		<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
<b>Category</b>	Foreign Tourist	79	26.3
	Local	221	73.7
	<b>Total</b>	<b>300</b>	<b>100</b>
<b>Gender</b>	Male	167	55.7
	Female	133	44.3
	<b>Total</b>	<b>300</b>	<b>100</b>
<b>Race</b>	Malay	221	73.7
	Others	79	26.3
	<b>Total</b>	<b>300</b>	<b>100</b>
<b>Nationality</b>	Malaysian	221	73.7
	American	26	8.7
	British	53	17.7
	<b>Total</b>	<b>300</b>	<b>100</b>
<b>Age</b>	31 – 45 years old	133	44.3
	41 – 50 years old	93	31.0
	51 years and above	74	24.7
	<b>Total</b>	<b>300</b>	<b>100</b>
<b>Marital Status</b>	Married	300	100.0
	<b>Total</b>	<b>300</b>	<b>100</b>
<b>Region</b>	Asia	221	73.7
	Europe	53	17.7

	North America	26	8.7
	<b>Total</b>	<b>300</b>	<b>100</b>

In nationality segment, it was stated that the highest respondents answering the questionnaire were 221 (73.7%) from the whole collected questionnaire. The least respondents answering questionnaire were American which collect 26 people (8.7%). For British nationality, the researcher succeeds to collect 53 people (17.7%) in this research.

Respondents age between 31 - 40 years old were collected as the highest sample which 133 people (44.3%) from the wholes sample size. Furthermore, the respondent age between 41 – 50 years old collected 93 people (31%). Respondent live between 51 years and above collected 74 people (24.7%) which represent the lowest sample for overall research. From this research it can be concluded that all of the homestay visitor at the Sabah Homestay were married with the numbers of 300 people.

In this research, the region segment stated that respondents from Asia were the highest which 221 people (73.7%). The least respondents are from the North America which represents 26 people (8.7%). Others region is from Europe which represents 53 people (17.7%). Additionally, all the 300 of Sabah homestay visitors stated that times staying at the homestay were about 1 to 5 times.

**Table 3: Behavior of Sabah Homestay Guest**

<b>RESPONDENTS' CHARACTERISTICS</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
Purpose of visit	Vacation	300
	<b>Total</b>	<b>300</b>
Money Spend	RM 100 - RM 200	300
	<b>Total</b>	<b>300</b>
With whom do you visit?	Friends	79
	Family	221
	<b>Total</b>	<b>300</b>
Types of Sabah homestays do you prefer?	Resorts	130
	Homestays	148
	Farm stays	22
	<b>Total</b>	<b>300</b>

Based to the Table 3 above, the researcher was investigated the Behavior of Sabah Homestay Guest. There are 4 aspects was considered by the researchers which is Purpose of visit, Money spend, With whom do you visit and Types of Sabah homestay do you prefer. From the findings of the researched, 100 % of respondent which represent 300 guests was on vacation. That's showed Sabah was very famous for tourism industry. In term of Money spend, the entire tourist willing to spend money on Sabah Homestay between RM 100 to RM 200 per visit to the Sabah Homestay. Indirectly, that's show the

price of Sabah Homestay was reasonable and that's make Sabah was one of the preferred destination for tourism.

Most of the respondents visit Sabah Homestay with their families stated the highest sample in this research which represents 221 people (73.7%). The least respondents visiting Sabah homestay with friends were 79 people (26.3 %) in this research. Last but not least, the highest percentages of visitor prefer Sabah homestays was 49.3% or 148 followed by resorts which were 43% or 130. Lastly, guests prefer farm stay less which was 7.3% or 22. The reason why most of the tourist preferred Sabah Homestay compared to the other is because majority of them come with family. So, homestay was the suitable and comfortable place to stay for family or large group tourist because of the reasonable price.

### **Conclusion**

In conclusion, as part of the vision 2020, Sabah will continue to strive in the nation's collaboration in both regionally and international fore. Sabah was determined to continue and make homestay one of the most important pillars in the overall economic development. One of the main driving factors of the nation homestay industry will be in the form of Joint promotional efforts towards a "multi country – multi destination" such as the UNESCO 1-2-3 Package initiative. The diverse cultures, political and societal stability, and wide variety of attractions and activities make Malaysia the perfect destinations for foreign travelers. Furthermore, with the favorable exchange rate, Sabah offers more value-for-money as a holiday destination.

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# NOTION OF TRANSGENERATIONAL ENTREPRENEURSHIP IN TOURISM AND HOSPITALITY

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## Abstract

This paper is to introduce transgenerational entrepreneurship idea in tourism research field and also to explain the characteristics of family entrepreneurial orientation that able to transmit for new generation. Transgenerational entrepreneurship focuses on the family as the level of analysis rather than a business firm organization. The family business has a negative perception as nepotism firm with too many flaws in entrepreneurship context (Poza & Daugherty, 2014). Hundred years ago the business entity itself considered as the family because of the family institution monopolized business starting from royalty to the noble to the commoner's families (Aldrich & Cliff, 2003). The idea of transgenerational entrepreneurship comes from Habbershon *et al.* (2010) to identify the entrepreneurial orientation in a family which can be transferred from founder generation-incumbent generation-young generation. Entrepreneurial orientation is the entrepreneurship measurement that based on five characteristics such as proactiveness, risk taking, innovativeness, autonomy and competitive aggressiveness (Lumpkin & Dess, 1996). Getz *et al.* (2004) argued that even though family business controls the tourism and hospitality, but not many researchers embrace the notion of the family firm in the tourism business. Jaskiewicz *et al.* (2015) and Laspita *et al.* (2015) had proven that entrepreneurship can be transmitted to the young generation in the family but entrepreneurship mainstream did not acknowledge tourism as a unique business than others (Solvoll *et al.*, 2015). The combination of family business (Poza & Daugherty, 2014), transgenerational entrepreneurship (Habbershon *et al.*, 2010; Zellweger *et al.*, 2011), and tourism (Peters & Kallmuenzer, 2015) create an interesting research that can be explore.

## Introduction

Tourism is a combination of business and social science discipline and influence by geographical aspect (Park *et al.*, 2015) but tourism research seems to lack behind in dual discipline. Is it because of the tourism characteristics of amalgam? As long as the products or services are offered to tourists, it is considered as tourism business (Vanhove, 2005). In the business world, entrepreneurship is very important as it is to pursue business opportunities, creates business expansion, acquired the technological advantage and the creation of wealth (Lumpkin & Dess, 1996). Most of the tourism researches are basically adaptation from entrepreneurship research idea to suit the tourism context (Solvoll *et al.*, 2015). Entrepreneurship mainstream researchers not fully accept the tourism as a distinctive and unique type of economy although tourism and hospitality is the main engine of the world economy and most of it runs by families (Getz *et al.*, 2004). Interesting facts are

almost all of businesses in the world's free economies are handling by families, and employ 50 percent – 75 percent of the world working population, and is also consists of 37 percent in Fortune 500 companies (Poza & Daugherty, 2014). Historically, business meant family from hundred years ago (Aldrich & Cliff, 2003). Even though family business dominated world economy, but the negative perception of nepotism and lack of professionalism are often related to family business (Poza & Daugherty, 2014). Recently, the interest of research on entrepreneurship is growing within tourism and hospitality field (Peters & Kallmuenzer, 2015) but still lacks of knowledge from tourism family business perspective (Getz et al., 2004; Getz & Carlsen, 2005; Peters & Kallmuenzer, 2015).

Transgenerational entrepreneurship is the family pervasive effects on entrepreneurship that able to create new venture for generations. Family characteristics influence community entrepreneurship in term of demand or supply (Aldrich & Cliff, 2003). Habbershon *et al.* (2010) argued that entrepreneurship able to be transmitted from generation to generation even though the family did not control the business anymore. There are some researchers want to change nepotism negative impression to a potential for entrepreneurship continuity (Poza & Daugherty, 2014; Zellweger *et al.*, 2011). There are also several researchers trying to proof the ability of the family to transfer entrepreneurship between generations, and family entrepreneurship behavior (Jaskiewicz et al., 2015; Laspita et al., 2012; Peters & Kallmuenzer, 2015). It is not impossible to create a strong economic model for tourism development that benefits local peoples as they become the main player in the surrounding economy. The economic capabilities of tourism development with the family feature that promote entrepreneurship create an opportunity for a better economic plan

#### 1. Transgenerational Entrepreneurship in Tourism and Hospitality

Stafford *et al.* (1999) stated family and business dimensions are overlapping, and in certain situation business purpose to support the family and vice versa. These characteristics create sustainability for the family business. Aldrich & Cliff (2003) agreed with Stafford *et al.* (1999) that resource usage by the family to handle any disruptions in both dimension important to contribute business processes and achievement. Stafford *et al.* (1999) was the first to able interpret the relationship of family and business dimension in one diagram. As time passing by, the family level was not considered anymore in the family business researches.

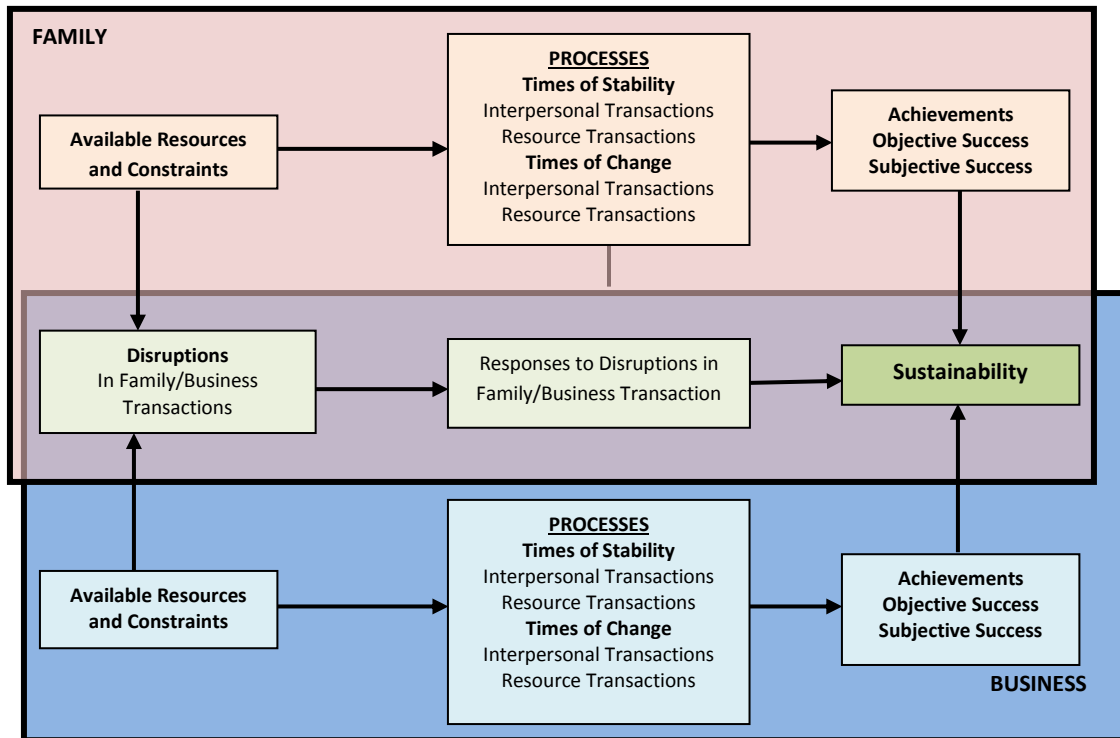


Diagram 2.1: Sustainable Family Business Model  
Source: Stafford *et al.* (1999)

Diagram 2.1 shows the interaction between family and business dimension in the family business process in the sustainable family business model. Stafford *et al.* (1999) explain that family's environment and from within family itself are the available resources and constraints. The examples of resources are human capital, technology, family assets and debts while constraints are societal norms and laws, technology, economy. Business transactions referred as the production of goods and services, and processes have two types of transactions which are interpersonal and resource to acknowledge emotional orientation in the family business. There are outside disruptions (public policy changes, economic upheavals and technological innovation) and inside disruptions (marriage, birth, death and divorce in the family). The disruptions can be perceived positive or negative depend on the family. Family business achieves sustainability after success in both dimensions and appropriate response to the disruptions.

Aldrich & Cliff (2003) further research had identified the family characteristics and explains explicitly the cycle of family pervasive effect on entrepreneurship. The social-historical changes in family systems had implications to the process of venture creation such as family prevalence, nature and size, family compositions, family member's roles and relationships between family members. Family transitions such as marriage, divorce, childbirth, employment, retirement and death of family member able to trigger entrepreneurship intention to mobilize the resources. The successful achieve business objective can become the resource for new generation entrepreneurship.

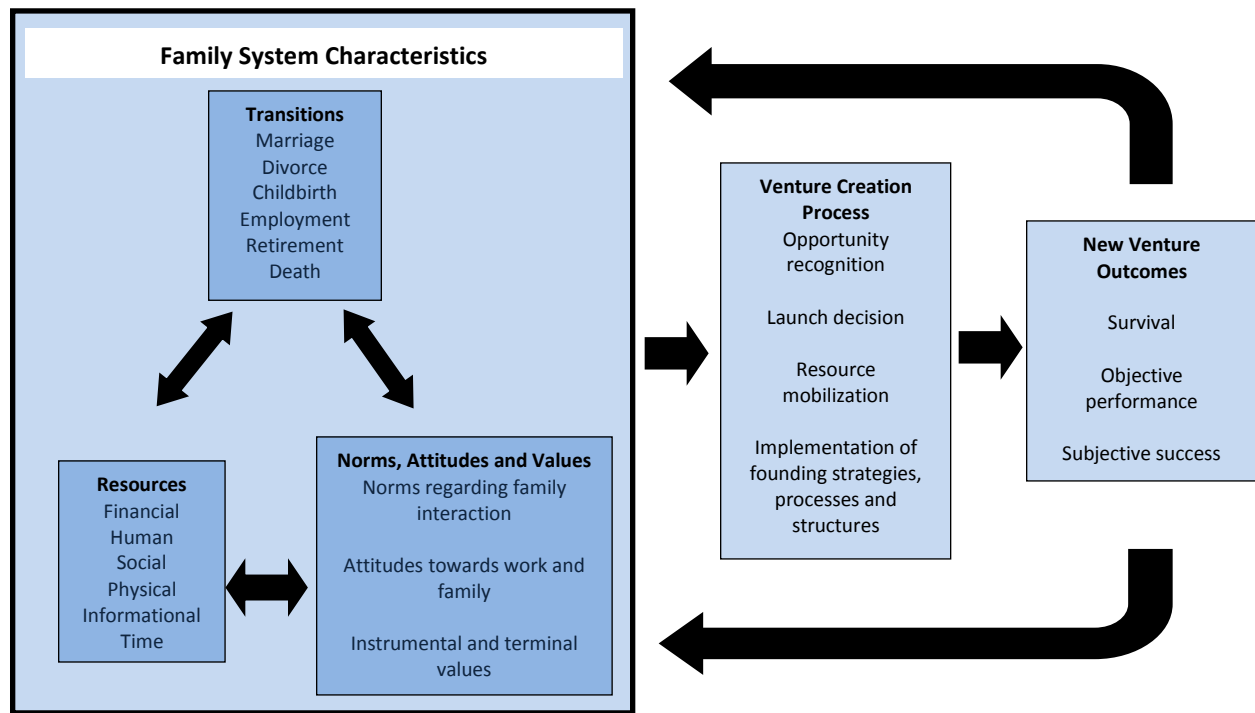


Diagram 2.2: A Family Embeddedness Perspective on New Venture Creation  
Source: Aldrich & Cliff (2003)

New entry entrepreneurship activities are considered as entrepreneurship philosophy (Habbershon *et al.*, 2010; Lumpkin & Dess, 1996). Transgenerational entrepreneurship definition is ‘processes through which a family uses and develops entrepreneurial mindsets and family influenced capabilities to create new streams of entrepreneurial, financial and social value across generations’ (Habbershon *et al.*, 2010). Family as a level of analysis is a focus on the transgenerational entrepreneurship. The five resources for family business are family life stage, family involvement, industry, community culture and the environment. These resources affect the family behavior in term of entrepreneurial orientation and familiness. This process creates the family business success performance from three aspects such as entrepreneurial, financial and social. Lastly, family business gains potential transgenerational entrepreneurship after achieving the desired performance.

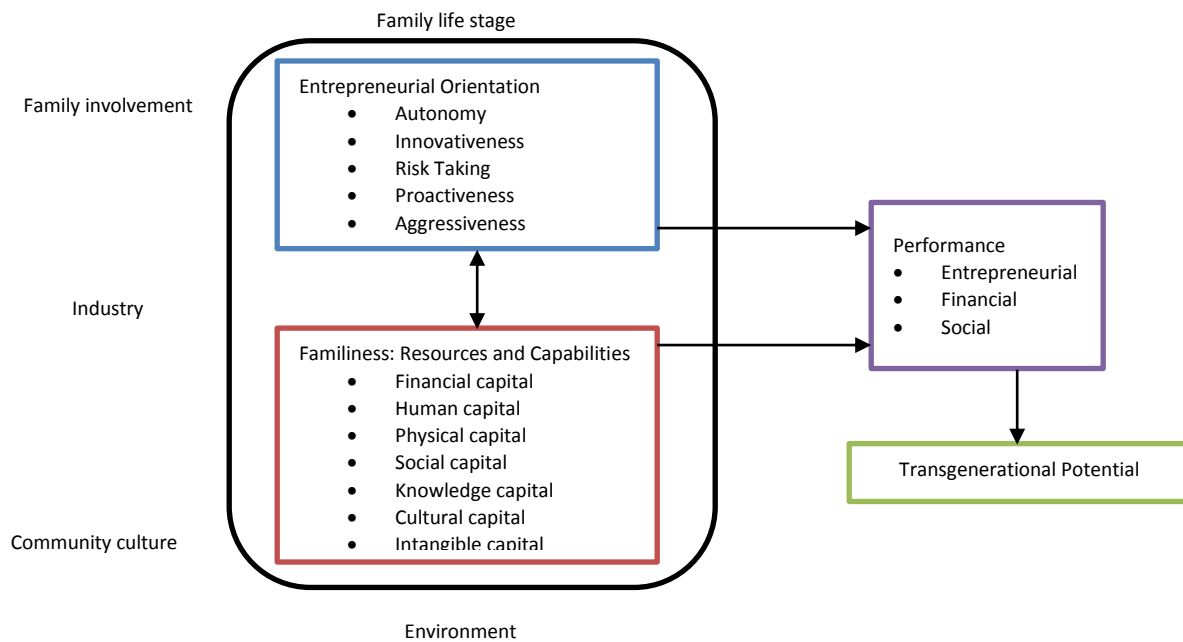


Diagram 2.3: Research Framework for Transgenerational Entrepreneurship  
Source: European Successful Transgenerational Entrepreneurship Practices (2005-2008)

Solvoll *et al.* (2015) stated the entrepreneurship mainstream journal still not embrace tourism as a distinctive economic sector. Solvoll *et al.* (2015) proposed tourism entrepreneurship which is a combination of entrepreneurship model in the tourism business. After all, tourism has amalgam characteristic that able to suit in any field related to tourist services or products (Vanhove, 2005). Transgenerational entrepreneurship in tourism and hospitality is a mixture of entrepreneurial orientation (Lumpkin & Dess, 1996), transgenerational entrepreneurship (Habbershon *et al.*, 2010), and tourism entrepreneurship (Solvoll *et al.*, 2015). Transgenerational entrepreneurship in tourism and hospitality model is focusing on family generation's entrepreneurship in the tourism industry that promotes local participation in the self-sustain tourism business.

## Discussion

The stereotype way of thinking of nepotism is a mainstream in the business world as the benefit of a family in businesses firm is more priority than the business itself (Poza & Daugherty, 2014). Poza and Daugherty (2014) stated that family business has zero sum dynamics that involve in emotional differences such as male-female, active-inactive, richer-poorer, better educated-less educated, older-younger, blood relative-law. Family can be a positive nepotism impression because of entrepreneurship can be transmitted (Laspita *et al.*, 2012) and become a legacy (Jaskiewicz *et al.*, 2015). Family business must have the ability to adapt every situation as business survivability is related to the family life source. Ownership and management control by a family for generations is the key of their survivability (Au *et al.*, 2011). The family has a high entrepreneurship to remain control of their own business firm. Resources own by the family are accessible by blood relationship that can be useful for creating a new venture (Aldrich & Cliff, 2003).

Family business researchers look into older and larger firms and entrepreneurship researchers look into younger, smaller or mid-size firms which conflicting each other (Habbershon *et al.*, 2010; Zellweger & Sieger, 2012). Transgenerational entrepreneurship did not see family business as a single business entity but as an entrepreneurial factory for family (Habbershon *et al.*, 2010). Entrepreneurship still remains and even probably grows up even though the business firm has already been sold (Habbershon *et al.*, 2010). It is still family business but cannot be defined in the strictest definition by Chua *et al.* (1999). Chua *et al.* (1999) define family business as ‘the family business is a business governed and/or managed with the intention to shape and pursue the vision of the business held by a dominant coalition controlled by members of the same family or a small number of families in a manner that is potentially sustainable across generations of the family or families’. The definition did not include family entrepreneurial activities that may consider the longevity business family even though the firm is not surviving (Habbershon *et al.*, 2010). Family business researchers unable to identify the family ability beyond succession which is creating new opportunities (Zellweger *et al.*, 2011)

The entrepreneurial mindset relies on individual or group is the main element in entrepreneurship that able to adapt to the current economic situation (Habbershon *et al.*, 2010). Entrepreneurial orientation is the entrepreneurship measurement for organization such as family (Lumpkin & Dess, 1996). Entrepreneurial orientation consists of proactiveness, risk taking, innovativeness, autonomy and competitive aggressiveness. These entrepreneurial attitudes can be inherited from generation to generation by storytelling of past experience (Jaskiewicz *et al.*, 2015; Laspita *et al.*, 2012). The entrepreneurship is not only transmit in term of succession only but also imprint past experience to young generation that create entrepreneurship legacy (Jaskiewicz *et al.*, 2015)

Tourism is a multidisciplinary within various components such as tourist, industry and environmental resources (socio-cultural and physical) that involves spatial areas such as home regions, destinations regions and transit routes, as well as specific places, spaces, landscapes and the environments (Park *et al.*, 2015). The first attempt of combination of family business, entrepreneurial orientation and tourism industry is by Peters and Kallmuenzer (2015). Unfortunately, Peters and Kallmuenzer (2015) only focus on family business based on Getz and Carlsen (2005) that relying on family business as one business entity. This indicates that family business in tourism still need a further research especially in the aspect of transgenerational entrepreneurship.

## **Conclusion**

There is a huge potential for transgenerational entrepreneurship in the tourism industry as both have the reliable self-sustain income for the local community. Getz *et al.* (2004) started the importance of family business in tourism and hospitality but family business research has been much further to deeper understanding beyond single entity (Evert *et al.*, 2015; Habbershon *et al.*, 2010; Zellweger *et al.*, 2011). This paper urge tourism researcher or entrepreneurship researcher to investigate both dimensions in a singular study as to reveal the secret of transgenerational entrepreneurship in tourism that could develop local development with least major international investor involvement.

## Future Research

The family as a unit of analysis in entrepreneurship research had become a trend but still empirical studies are needed (Nordqvist *et al.*, 2011) and research needed to find out the family capability to nurture entrepreneurship. Until today, there is no research that able to explain the way family nurture entrepreneurship across generation or transgenerational entrepreneurship (Jaskiewics *et al.*, 2015) Family business research is considered ample enough to further the research as transgenerational entrepreneurship because of the family as the level of analysis (Evert *et al.*, 2015). International tourism is accounted for more 10% of total international trade (Brida & Risso, 2010) but entrepreneurship researcher in the mainstream journal still not acknowledge or may be assumed that tourism is just the same as another type of business. Even though tourism is a high-income industry but it is very highly competitive and it is one of the getaways to entrepreneurship (Vanhove, 2005). Tourism as a unique industry that mentioned by Vanhove (2005) and the complexity of transgenerational entrepreneurship need a proper study to identify the linkages between these two perspectives.

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# THE CHANGES OF APPROACH ON BRAND IDENTITY IN LANGKAWI ISLAND, MALAYSIA

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## Abstract

The topic of destination branding is discussed widely by scholars since the 90s. It was debated that understanding the process of image making through brand building is crucial in positioning the destination competitively. Arguably, the process of brand development for a destination is generally discussed from the user point of view, namely the visitor or tourist. However, little was understood as to how the image making and later the branding of destination are projected by the stakeholders and the extent of their involvement in the process. Drawing on a qualitative case study of the brand identity development efforts of Langkawi Island, Malaysia over the last 35 years (1980-2015), this paper illustrates the brand building process from the supply side and its complexity when dealing with multiple key stakeholder groups. The data gathered were through multiple sources of evidence such as in depth interviews and official reports and documents reviews. To explain how the branding campaign was developed and the involvement of the stakeholders in the brand identity development, a total of 38 participants were interviewed representing representatives from Destination Management Organization (DMO) in Langkawi Island, tourism operators, village headmen, non-government organization (NGOs) and industry associations, branding agency and academic consultant. The data were analysed using interpretive thematic analysis and were organized into various themes and categories. The findings reveal an understanding on the brand identity development related to (1) the multiplicity of identities expressed by the stakeholders, (2) different level of participation among the stakeholders in the branding process, and (3) the important role of Destination Management Organizations (DMOs). This study offers new insights of the concept of multiple identities to consider by the brand authority which could evolved over a period of time based on changing market requirements.

**Keywords:** *Destination branding, brand identity, Langkawi Island, stakeholders, Destination management organization (DMO)*

## Introduction

Many countries, regions and localities are increasingly investing a large amount of money to brand themselves as attractive places for tourism, investment and place of residency. Destinations have spent more on branding and marketing efforts through market research and creative aspects of branding such as logo designs and taglines(Clark, Clark, Chuck, & Jr, 2010). Using the place name itself is not good enough to appeal visitors or tourists and

to be differentiated (Pike, 2005). As a result, many places particularly tourism destinations have resorted to developing catchy slogans or taglines to effectively position themselves in the crowded tourism market. Destination brand is a powerful marketing tool. As suggested in the handbook on tourism destination branding, a brand can assist destinations in competing more effectively for visitors and projecting and transforming a destination overall image (UNWTO, 2009). In the destination branding literature, the concept of brand image which is the way a destination is perceived by visitors is widely discussed (Ekinici & Hosany, 2006; Prayag, 2010; Sahin & Baloglu, 2011; Zehrer, Pechlaner, & Raich, 2007). However, little is understood the way the internal stakeholders perceive the brand and what are their needs to make the brand successful (Kemp, Williams, & Bordelon, 2012). The involvement of internal stakeholders in the branding process is critical as their role to deliver and reinforce the brand message to the visitors and to make the brand strategy successful (Kemp et al., 2012; Sartori, Mottironi, & Corigliano, 2012).

Different tourism slogans or taglines are applied in destination branding to capture the brand essence of a brand (Lehto, Lee, & Ismail, 2012). For example, New Zealand is recognized as among the successful destinations which has been able to position itself as an attractive tourism destinations based on its 100% Pure New Zealand brand (N. Morgan, Pritchard, & Piggott, 2002). Many other countries also are following suits such as Singapore with Your Singapore (previously it was Uniquely Singapore), Malaysia with its Malaysia Truly Asia and India with its Incredible India slogan hoping to get recognized by visitors. The current practice of branding strategy indicates that the brand building process is limited to logo design and creative logo design which is being criticized in literature (M. Kavaratzis & Hatch, 2013). Branding a place or destination is a complicated process and it should go beyond the creative aspect of branding itself.

Drawing from the case study of Langkawi Island, Malaysia, this paper illustrates the brand building process of the island which has taken place since 2013 with its new branding campaign of Naturally Langkawi. It also describes the evolving of branding strategy as experienced by Langkawi since 1980 until 2015. This paper also argues for a dynamic of place brands based on the identity based approach as discussed by Kavaratzis and Hatch (2013). Kavaratzis and Hatch argued that in order to better understand the concept of place brands, brand authority need to fully understand the complexity of identity creation of a place which is based on constant dialogue and interaction among internal stakeholders.

### **The complexity of destination branding**

Despite the important of branding to a destination, the process of building a brand is very complicated (Pike, 2005). There are many challenges faced by destination marketers in developing a destination brand. Therefore, it is important for destination marketers to understand the various components of destination brand and its process in order to formulate destination branding strategies effectively. At the same time, marketers also need to understand the concept of tourism destination which also complex in nature (Buhalis, 2000; S. Saraniemi & Kylanen, 2010). A destination is managed by different stakeholders such as public and private organizations and host community where

the interaction between visitors and these stakeholders create meaningful experiences (S. Saraniemi & Kylanden, 2010). In short, visitors consume and experience all sort of products and services rendered by different individual industry players. Therefore, in the context of destination brand building, marketers really need to understand the involvement of these various stakeholders and the difficulties in getting their cooperation to make the brand successful (S. Saraniemi & Kylanden, 2010).

### **The concept of brand identity**

Destination brand identity as described in the literature is a problematic concept. In the literature, the concept of brand identity and destination identity are used interchangeably (Saila Saraniemi, 2010). There are many terms discussed in the literature such destination identity, destination brand identity or place identity. The terms used in the literature are confusing and there is no single definition of destination brand identity being accepted yet by the scholars. In the context of places or destinations, Govers & Go (2009) explain that identities are constructed through historical, political, religious and cultural discourse; through local knowledge, and influenced by power struggles. Identities are consists of unique characteristics or set of meanings that exist in a place and its culture at a given point of time which are subject to change and might include fragmented identities. These set of meanings or 'the true identity of place' should be the essence of destination brand attributes and destination projected images. In order to create destination uniqueness, the product offerings must be anchored by the true identity of the place or else the destination could be the same destination like any other destinations.

There is no single definition of brand identity agreed in business and management literature but scholars tend to accept that brand identity development is a concept best described from the supply perspective (Konecnik & Go, 2008). Rather than viewing the from the visitors' perspective, a destination itself should define its brand and the contents. The purpose of having an identity is for a destination to identify and position itself or its products and services to the tourists (Wheeler, Frost, & Weiler, 2011). Arguably, the source of the destination identity or desired image is relied upon the destination stakeholders (Wheeler et al., 2011). Brand identity refers to self-image desired by the marketers, whereas brand image is the actual image held by consumers (Pike, 2009). In short, brand identity for a destination communicates about how a destination to be perceived as what the brand owners (i.e. DMOs, host community, tourism operators) (supply side) wish for. Destination identity consists of many elements. For example, (Lin et al., 2010) describe food as one of the important attributes of destination identity. Destination identity also can be viewed from the historical perspective in particularly in looking back at the ancestors, heritage and nostalgia (Durie, Yeoman, & McMahon-beattie, 2005). History and culture are among the powerful elements of destination brand. Durie et al., (2005) argue that myths and legends create an interesting story that enriches tourists' experience.

## **Stakeholders' involvement in Destination brand identity Development**

In the previous studies on destination brand, many scholars indicate that stakeholders' involvements in the branding process are important to develop an effective brand (e.g. García, Gómez, & Molina, 2012; Mihalis Kavaratzis, 2012; Kemp, Williams, & Bordelon, 2012; N. J. Morgan, Pritchard, & Piggott, 2003). For example, García et al. (2012) points out that the issue of destination branding need to be addressed from a different perspective namely among stakeholders involvement and not only visitors to the destination. They have identified major stakeholders as the local people and entrepreneurs interests of that particular destination. Based on their study of Castilla-La Mancha (CLM), a tourism destination in Spain, Garcia et al. developed a destination branding model measuring the success of the brands based on similarities and differences among the different stakeholders. The model argued that for a brand to be successful, destination marketers have to engage participation and cooperation both from residents and tourism operators in creating values for the visitors.

Kavaratzis (2012) also argues that stakeholders' participation and consultation in the brand building process are critical in order to deliver the brand promises to the visitors. It is suggested that destination marketers to strongly involve and to directly involve the stakeholders in the branding process. However, not many studies clearly address to what extend the involvement of the various stakeholder groups in the branding process is observed. At the same time, there is little mention how to effectively engage with the key stakeholders as suggested by the key informants from the key.

In the context of destination branding, it is important to determine who are the stakeholders involved in the branding process. García et al. (2012), for example, investigate the effectiveness of brand from the interest of local people and entrepreneurs and propose a model to measure the success of branding strategy of one destination in Spain. Their finding highlights that DMOs need to focus on educating the local community about the brand and to engage with tourism operators in the process of brand building.

## **The role of DMOs in brand building process**

Destination Marketing Organizations or Destination Management Organizations (DMOs) are recognized as the central agency that coordinates diverse stakeholders especially in the brand building activity (Kerr, 2006). DMOs or commonly known as convention and visitor bureaus (CVBs) as mostly operate in the urban areas are in charge of being coordination efforts to attract potential visitors (mostly tourists from business and leisure) to their destination area and to improve the economic benefits of the community (Blain, Levy, & Ritchie, 2005; Sheehan & Ritchie, 2005). Historically, the role of DMO is limited to destination marketing activities. In the current practice, the role of DMO is moving beyond marketing and functioning as destination management organization due to the evolving of the tourism industry which has become more competitive (Presenza, A., Sheehan, L., & Ritchie, 2005)

Destination Management Organizations (DMOs) are recognised as one of the vehicles that responsible for developing and marketing tourism destination (Blain et al., 2005). In order to manage tourism successfully, many destinations in the world establish DMO to provide leadership in managing destination effectively (Bornhorst, Ritchie, & Sheehan, 2010). The roles of the DMO are multiples ranging from enhancing the quality of life of destination residents, providing memorable experience to the visitors to managing destination effectively. DMOs typically operates by getting funding from the government and public sector and being independently managed and not profit oriented organizations, however, there are some which operate as one of the government agencies and local councils (Sheehan & Ritchie, 2005).

In the branding literature, the role of DMOs is widely discussed. For example, Bregoli (2012), examines the function of DMOs in coordinating various stakeholders or from the supply side perspective of destination branding in Edinburg, Scotland. In Bregoli's study, the coordination of stakeholders working within the destination is defined as multiple involvements of different organizations in decision making process which is categorised under destination governance. The research finding indicated that the involvement of stakeholders in the brand building process is mixed: some are committed towards the brand, others are less interested and even some of them have no idea what the brand is. As a result, the research suggested that DMOs to organize events or workshops to educate tourism operators about the brand and to plan more activities that provide opportunities for them to learn more about the brand.

### **The background of the study: Langkawi Island, Malaysia**

Tourism in Langkawi contributes RM4.6 billion in terms of total tourism receipts in year 2013 (LADA, 2013). In year 2015, international tourists spent RM3.2 billion with a total number of 1 021 498 number of tourist arrivals (LADA, 2015). Local visitors typically from the mainland Malaysia visit Langkawi during school holidays and multiple public holidays for a short 3 days 2 night trip. Local visitors prefer for duty free shopping and enjoy cable car ride. For international visitors, they will go for nature based activities such as bird watching, mangrove tours, and island hopping. Currently, Langkawi Island, one of the iconic tourism destinations in Malaysia is embarking on Naturally Langkawi branding campaign to position the island as a top ten island destinations in the world. The government has allocated a large amount of budget for achieving the objective. Following the release of Langkawi Tourism Blueprint 2011-2015 in year 2011, the island was set to achieve its ambition as one of the global island destination. In the blueprint which has cost the government millions of dollars, one of the recommendations is for the island to work on its branding and marketing which is still lacking. In the blueprint, Langkawi was described as a destination which is lack of strong branding and marketing specific campaign with inconsistent messaging of what the island stands for and therefore offer little differentiation. Based on this recommendation, the government has decided to reposition the island with a new branding campaign. The government appointed LADA to coordinate the new branding campaign and at the same time exercised an open tender for potential advertising companies to develop proposal for Langkawi's positioning. In the year 2013,

one year after the release of the blueprint, Langkawi launched its new official positioning strategy based on the branding campaign known as “Naturally Langkawi”. This paper analyzes the process that had resulted in this particular campaign and explains the previous positioning of the Langkawi prior to the commencement of this new branding campaign for the last 25 years. This new campaign also serves an exemplary case study to test a theory of place branding in called for reexamination of the roles of both stakeholders and brand authority in the branding process(M. Kavaratzis & Hatch, 2013) using identity based branding approach.

## **Research method**

As mentioned in the previous section, the purpose of the study is to get the views from the multiple stakeholders towards the brand identity development and branding campaign of Langkawi over a period of 35 years (1980-2015). The study also investigates destination brand identity as perceived by the stakeholders as well as their involvement in the brand building exercise. To achieve the objectives, it was decided to conduct in depth interviews with 38 stakeholders classified into six different groups: (1) DMO officials, (2) advertising agency, (3) Interests NGOs and industry association, (4) tourism operators (attraction sites, hotel operators), (5) local resident leaders and (6) academic consultant/tourism professor. All participants were selected based on their experience, knowledge and their roles in the evolving brand identity of Langkawi Island over a period of 35 years (1980-2015).

To explain how Langkawi identity has evolved from the 80s until 2015 and the involvement of stakeholders in the branding process, a series of questions were addressed to the participants including: 1) what the participants think Langkawi in the 80s, 90s and 20s in terms of the island’s progress towards being a tourist destination 2) efforts taken by the authority to position the island over that period of time, 3) their involvement, roles and responsibilities towards the brand identity development and 4) how the authority should position the island effectively to attract more tourists to the island. These questions were asked of most of the respondents to get the views on the way the authority develop a brand and the stakeholders investment in the brand building activities. .

The field work started over the month of November 2014- April 2015. Most of the interviews were tape recorded after obtaining permission from the participants. The venues of the interviews were decided by the participants and most of the interview session took place either in a hotel lobby or a restaurant .The interviews lasted between 30 and 60 minutes. Participants were free to talk in Malay or English and the majority of them used mix between Malay and English. The researcher had to translate all interviews into English. All the interview data were analyzed using steps suggested by Creswell (2014) for a general data analysis process in qualitative research. The steps are systematic process for qualitative data analysis involving six steps of organizing the data for the analysis, reading the transcripts repeatedly, coding the data, identifying related themes and interpreting the meaning of themes.

## Results and discussions

Based on thematic data analysis, there are three important themes that emerge from the data. The following are the themes identified from the evolving process of Langkawi brand identity development efforts as viewed by the key informant of the stakeholder groups:

- Multiplicity of identities expressed by the stakeholders
- The important roles of DMO in the brand identity development
- The increase participation of NGOs and industry associations

### *Multiplicity of identities expressed by the stakeholders*

The majority of the respondents expressed multiple brand identities projected by the authority since the island was developed from the 80s until 2015. Many suggested that the island's identity was significantly evolved when the government decided to declare Langkawi as a duty free port island in year 1987. At the same time, the government under the former Prime Minister Mahathir (1980-2003) took the lead by organizing series of international events hoping to attract more international visitors and to promote the island's tourism at the international level. A president of taxi association of Langkawi (RP 4) explained the government's intention to declare the island as duty free island in the year 1987:

*Tun Mahathir, the former PM declared Langkawi as a duty free island on 1<sup>st</sup> July 1987. That was the first stage of Langkawi branding, to promote as a duty free island and to attract local market at the beginning. Langkawi changed immediately after it had been declared as a duty free island, meaning the government wanted to develop the island as international tourism destination. . (RP4-President of Langkawi Taxi Owner Association)*

A CEO of LADA (RP 5) also inclined to believe that Langkawi need to diversify its product preferences in order to attract different type of target markets. The CEO opined that:

*It is quite difficult and if you look at the products preferences, people go for nature such as geopark area, but you see, one of our preferred product, it's still our cable car, and then second like Underwater World, meaning other than natural attractions, the other iconic products would also be very important, otherwise Langkawi can be very boring, tourist just come and look at the nature and then they go back and won't return.*

The following table 1 provides an overview of the multiple identities of that expressed by different group of stakeholders when they were asked about the identity of Langkawi. This study provide evidence that destination attributes such as history, economic, natural attraction and events program represented identities of Langkawi which contribute to the island's popularity. The government efforts to pursue multiple brand identities approach

since the 80s apparently has proven successful at least in sustaining domestic markets and stimulating the arrival of international tourists.

**Table 1. Multiplicity of identities expressed by the stakeholders**

Respondent	Quote	Type of stakeholders
RP7	<i>Event organizers want to have events here. The local people want to come here for shopping, the foreign tourists come here to enjoy the natural beauty, natural landscapes, beaches and soft adventures activities such as walking in the jungle trail, birding and so on...I agree with the PM statement that what the government wants is Langkawi is the playground of Malaysia.</i>	DMO Official
RP11	<i>Duty free is what make people come here compare to other places.</i>	Tour operator/President of Industry Association
RP4	<i>During that period, the promotion of the island went smoothly especially when the island was selected as a venue for CHOGM in year 1989. The purpose of the event was to introduce Langkawi as world popular island destination. ....that was the first step for the island to embark on being an international island destination.</i>	President of Taxi Driver Association of Langkawi
RP5	<i>Langkawi is popular for event organizers. We have many sporting events here, almost every month, we have international sporting events. That events are good for branding Langkawi and the island unofficially is branded as a sporting events venue.</i>	Manager of Tourism Information Center (DMO)
RP21	<i>If we talk about branding Langkawi, we have to go back to the legends and myths. Go back to the basic. 99 Magical Islands. That is the fact.... In terms of branding, we have to go back to the Langkawi storytelling of Mahsuri. Langkawi survives with its legend of Mahsuri</i>	Tour Operator
RP15	<i>The core value of Langkawi has to be nature because Langkawi has a lot of paddy fields, forest, flying mammals, and the geopark which is again nature...</i>	Hotel Operator



### ***The important roles of Destination Management Organization(DMO) in brand building process***

Various respondents made comments that Langkawi Development Authority (LADA) as the main government destination management organization (DMO) which is responsible for the island positioning as a tourist destination. According to Tun Dr Mahathir (RP36), the former Prime Minister (1981-2003) who also happen to be the LADA's advisor, LADA's role is critical developing the identity of Langkawi since it represents the federal government in working with the state level. Tun Dr Mahathir (RP36) mentioned that:

*LADA was formed because Langkawi belong to Kedah(state), but the development can only be done by the federal government, Kedah(state) has no money, so we formed LADA, which is joint development authority chaired by the Chief Minister of Kedah, and the minister of finance basically, and of course we need to have the administration for the development of Langkawi in the form of LADA.*

The success of LADA in developing the island as a tourism destination depends on its CEO or those who lead the agency. Again as stated by Tun Dr Mahathir:

*Langkawi developed based on the ideas of the CEO, some CEO I afraid seems to want to down grade Langkawi, get in the way of any development, very difficult to get permissions, a lot of official bureaucratic procedures, practice the procedures and all that, when you get a good CEO, Langkawi developed, when you get the bad CEO, who is not interested, who want to live in KL, then of course Langkawi growth was slowed down or even reverse.*

In the year 2011, the government has released Langkawi Tourism Blueprint 2011-2015, a very important tourism plan to position Langkawi as a regional tourism destination and among the top ten ecotourism destinations in the world. The blueprint has cost the government millions including the initiative to improve Langkawi's branding and marketing strategy. According to a CEO of advertising company (RP38), LADA's roles are important to coordinate branding efforts and to communicate the brand.

*LADA is a DMO (Destination Management Organization) so they managed the (Advertisement) agency. We worked closely with LADA. Over that period of time (2012-2015), we developed quite a number of communications and proposals for LADA particularly putting up series of ads, the public relation (PR) campaign, we assist them in developing the websites, developing a lot of marketing kits for them to sell the destination.*

A LADA CEO (RP35) also indicated that LADA was responsible to develop a Langkawi commercial brand. Referring to the recent Naturally Branding campaign, the CEO explained:

*I always believe that branding is very important; to get people to be addicted with the brand, previously, there were many slogans so people said which is the one? Now we come out with the Naturally Langkawi...We consider the impact of the*

*branding, commercial branding is important. ...The commercial branding is Naturally Langkawi.*

The role of LADA is not limited to island's marketing and branding but also other important roles prescribed by the government as explained by the same respondent:

*We have our key performance indicators (KPIs) set by the government. One is the total tourists arrivals, second, the investment come in and the participation from the private sector in developing Langkawi and third, job creation about 4,200 additional jobs to be created within these last few years (2011-2015).*

***The increase participation of NGOs and industry associations representing destination residents in creating the brand***

In the context of Langkawi Island, the involvement of non-government organizations (NGOs) and industry association in the branding campaign has been recognised by LADA as well as the island community at large. Most of the tourism operators actively participate in the NGOs by being a member and join various NGOs activities to protect the island's natural environment. One respondent, a president of taxi association (RP 4) claimed that the government agencies were ineffective in their jobs to develop and maintain the island as a tourism destination. As a result, some individuals took the initiatives to form an NGO to raise their concerns to the authorities.

*All these failures by the authorities have urged certain individuals to form an NGO to monitor and try to solve the issues. In Langkawi, NGOs play their part to enhance Langkawi's image and reputation. Unfortunately, the enforcement agencies are not playing their part.*

A five star hotel operator (RP15) also took the initiative to form an industry association and work closely with other NGOs to communicate and educate the public about the Langkawi Global Geopark brand, a status received by Langkawi from the UNESCO in year 2007:

*...I feel private sector must play a part, that's why we have started the Langkawi, Business Association to help the government. .Myself and my friend from another company, together with the Malaysia Association of Hotel (MAH) and the Rotary Club, we bring students to go and see the geopark area, local students in Langkawi and also for outsiders, we do the same thing, to come and see and to learn about Geopark. We planned number of field trips, here we do about 30 to 40 schools a year, no costs to the students, and we collectively bear the costs to fund the programs.*

From the authority side, working with NGOs and industry associations is important. According to one of the LADA officials (RP 19), there was informal engagement with the groups for meeting and consultation.

*We still work with NGOs and we have platforms that we always meet and talk. Not formal engagement though. There are two groups of NGOs that we formally meet*

*which are the consultative committee and then conservation focus groups. We ask these NGOs to sit down with us and we consult them.*

## **Conclusion**

This study aims to explain the evolving brand identity of Langkawi island through the perceptions of various stakeholders groups over a period of 35 years (1980-2015). Results revealed that identity is dynamic and consistently evolved to accommodate the changing markets in terms of product preferences. In the case of Langkawi Island, apparently the government has increasingly projected multiple brand identities to attract different type of markets. The government's policy especially during the time of Tun Dr Mahathir (1981-2003) as a prime minister of Malaysia in diversifying the tourism products has contributed to the growth of the island's tourism industry. As a result, Langkawi is being projected as a multi-image destination; a legendary island, duty free island, special events, geopark destination and nature based attractions. Projecting various and diverse tourism images is expected due to the complexity of tourism destination where it is managed by different stakeholders with various interests and promotional objectives (Camprubi, 2011). Different projected images are not of great concern if such images are managed and controlled by the DMO and they reflect the reality of the destination (Camprubi, 2011).

Over the last 35 years, many tourism products were developed to cater to growing number of visitors to the island both from the local and international markets. In the early 80s, the island was projected as myths and legends tourist destination in addition to other attractions such as beautiful beaches and other natural attractions especially to attract the local markets. When the years progressed, the government decided to declare the island as a duty free port in year 1987 to facilitate tourism fast growth development and to attract international visitors. With the improvement of tourism facilities and infrastructures, the island was further developed with increasing number of international events and special meetings to position Langkawi as an international tourism destination.

Different stakeholders group have multiple view towards the brand identity and therefore it is difficult to achieve a single identity or clear destination image. In tourism, many suppliers are involved in providing different products and services such as accommodation, food and beverage, tourist attractions which include manmade and natural attractions. As a result, it is very challenging to define a brand identity where the products are beyond the control of brand authority. As pointed by Camprubi (2011), multiple projected images or identities are allowed as long as those images reflect with the destination reality. Such multiple images or identities also may reflect various representation of images perceived by local and visitors (Nicolaisen & Blichfeldt, 2012). Instead, brand authority needs to manage the multiple views among the stakeholders by engaging them with dialogue or forum. Many tourism stakeholders in the island believed that such approach is necessary to build a successful brand. There are many advantages in pursuing the multiplicity of projected brand identities. For example, Ren & Blichfeldt (2011) argued that such multiplicity or diversity of the destination should be regarded as more appealing and truly differentiated brands to accommodate different needs and interests of the tourists as well various interpretations by the local stakeholders.

This case study of Langkawi provides evidence that the role of NGOs and industry associations in the branding process are becoming more relevant. Using NGOs and associations as a platform, the voice of the community have become stronger. As a result, the authority needs to seriously consider the views and opinion from these particular groups as they might represent the voice of the majority. Practically speaking, evidence in this case study shows that through the expressions of local community values with their participation in various NGOs and association could form another platform for the authority to effectively engage with the internal stakeholders.

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# HOW DO SMALL-AND-MEDIUM-SIZED HOTELS (SMHS) IN MALAYSIA ADOPT SOCIAL MEDIA AND ONLINE REVIEWS? AN EXPLORATORY STUDY

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## Abstract

The purpose of this study is to explore the adoption of social media and online reviews among Small-and-Medium-Sized-Hotels (SMHs) in the Malaysian hotel industry. A total of 193 SMHs' websites in Malaysia were evaluated by examining the SMHs' websites that were connected with different social media including Facebook, Instagram and Twitter. TripAdvisor was chosen to be the online review site for this study. The results indicate that 99.5 percent of SMHs in Malaysia were connected with Facebook. A total 186 SMHs were connected to Twitter, but they only had less than 100 followers. It was shown that Twitter is not a popular social media website for customers in the hotel industry. The study enriches the stream of research on social media adoption in the hospitality industry and analyses to adopt social media effectively.

**Keywords:** *Social media, Online Reviews, Hotel Websites, Malaysian Hotel Industry, Adoption, Small-and-Medium-Sized-Hotels (SMHs),*

## Introduction

The rapid growth of the Information Communication and Technology (ICT) brought many innovations and benefits for businesses—including the hospitality industry. The hospitality industry is growing through the advanced use of new technology in order to consistently deliver products and services to customers. The dynamic and increasingly competitive business environment compounds the challenges for SMHs to strive for continual improvement in their performance (Pine, Qiu Zhang & Qi 2000).

Because the hospitality industry is changing according to trends, social media newly has an important role in creating relationships with customers of hotels (Chan & Guillet, 2011). A study performed by DiPietro & Wang (2010) showed that the adoption of new technological tools and software will reduce costs, increase productivity, enhance competitiveness, and improve services to consumers in the hotel industry. The use of social media increased in the hotel industry, especially in upscale and luxury hotels compared to SMHs. Therefore, this study is the preliminary step to identifying the impact on the adoption of the usage of social media marketing among SMHs in Malaysia.

Social media is playing an increasingly important role to all businesses (Garcia & Alvaro 2012), including the hotel industry (Backer 2012; Leung, D et al. 2013; Sigala et al. 2012). Social media is generally used for marketing, communication, and branding purposes. Furthermore, most of the businesses' social media profiles may include links to their website, contact information and pictures of the products or services that the business offers. Currently, social media plays an important role in search engines for travellers' use of the Internet. Social media has interactions between online travellers, search engines, and hotel websites (Xiang & Gretzel 2010).

### **1. Social Media and Online Reviews Adoption in Small-and-Medium-Sized-Hotels**

Social media, online reviews, and blogs are interactive platforms for customers to share information, knowledge, and opinions about products and services. Web 3.0 empowers online user interaction to create, exchange and use the information (Filieri & McLeay 2014; Sigala 2012). Perhaps, hotel managers should engage with social media to build rapport with customers as an effective way of communication (Alessandro & Lorenzo 2014).

Social media and Web 3.0 changed the way for hoteliers to promote their facilities to customers (Chan & Guillet 2011; Leung, D et al. 2013; Noone, McGuire & Rohlf 2011). Customers look on different information sources before making a decision to purchase. Schmidt, Cantalops & dos Santos (2008) studied the importance of social media as a channel for maintaining a relationship with online users and a new marketing medium. Currently, research on social media focuses more on online reviews that were published on TripAdvisor or on online travel agents' websites, such as booking.com (Filieri & McLeay 2014).

Social media is not only useful to hotels for marketing purposes and to help increase revenue, but plays an important role as an information source for travellers (Leung, D et al. 2013; Xiang & Gretzel 2010). According to Leung, D et al. (2013) social media plays a role for travellers in the pre-trip phase, during-trip phase, and post-trip phase for travel planning. The study also identifies social media applications from the suppliers' perspective on promotion, product distribution, communication, management and research.

Zhu & Zhang (2010) highlighted that consumers often search for electronic word of mouth (e-WOM) when making a purchase decision. Electronic word-of-mouth, also referred to as online reviews, online recommendations, or online opinions—gained importance with the emergence of new technology tools (Cantalops & Salvi 2014; Sparks & Browning 2011).

Because consumers post their recommendations and opinions about a product on social media, they attempt to persuade other consumers to see their point of view and therefore, influence their decision making. This form of social media is known as consumer



generated media (CGM) (Ayeh, Au & Law 2013; Jeong & Mindy Jeon 2008; McCarthy et al. 2010).

The use of social media in the hotel industry means that there is no need for a physical store, and this addresses a client's needs satisfactorily to the extent that they do not need to visit the hotel location for payment of bills for booking services or products. Social media allows organisations, especially in the hospitality industry, such as hotels to gain and interact with new customers. This also allows for hotel services to provide an abundance of information regarding the quality of services and products that they offer.

Social media is moving very quickly and the rapid adoption of social media influences hospitality firms to embrace the opportunity that social media provides to listen and to communicate with customers. It is not simple to connect a business with social media when hotels are corporate entities. Therefore, hotel companies have to figure out how to establish an online personality congruent with the brand promise, yet interact in a genuine and transparent manner with consumers in order for the consumer to be engaged and build trust.

Generally, social media is part of ICT essential tools in the hospitality industry, and this is confirmed by the success of the organisations in developed countries where the implementation and the usage of social media is effectively executed. It is the obligation of owners and managers among SMHs, which is inclusive of hotels in Malaysia, to understand the benefits that are linked to the adoption of social media, and this is possible through understanding the determinants and factors that affect their adoption.

## **2. Challenges and Opportunities for Small-and-Medium-Sized-Hotels**

According to Morrison (1998), the definition of a small hotel as a business entity is financed by one individual or small group, which is directly managed by its owner(s) in a personalised manner and not through the medium of a formalised management structure. It may or may not be affiliated to an external agency on a continual basis for at least one management function. In comparison to the largest unit in operation within the hotel industry, it is perceived to be small, in terms of physical facilities, product and services capacity, and number of employees.

Accordingly, to the World Tourism Organization (WTO), one SME hotel has below 50 rooms and it employs less than ten persons, it is mostly located in marginal places. According to Morrison & Conway (2007), alongside these tangible measures are essentially largely intangible and qualitative, defining features inherent in small firm ownership and management. The characteristic of hotels includes a dominant lifestyle with business entry motivation that were identified to micro and small-scale hotel firms, particularly in rural and peripheral locations (Komppula 2004; Lockyer & Morrison 1999).

In spite of the success of large chains and hotel franchises, SMHs dominate the hotel sector. In practice—the hotel sector acquired a dual economic structure, which is

organised by supply and demand in an industrialised manner as well as applying global or international strategies with a standardised product, which takes advantage of local market potentials. In this context, large hotels more efficiently compare to SMHs due to the size and financial stability (Keller 2004).

SMHs are under pressure to continue to perform well or even survive because the world's largest hotel groups consolidate and benefit from economies of scale, scope, and concentrated resources for acquiring the latest technology and expertise in order to build strong brands in addition to more sophisticated and demanding customers (Sonja & Frédéric 2006). SMHs should have the ability to be flexible in comparison to inflexible standardised hotel brands in order to have more competitive advantages and being more functional in the industry (Main 2001). In these kinds of hotels, customisation and therefore, the capability to engage with a niche market is allowed. However, independent hotels besides SME hotels, suffer intrinsic defects (Sonja & Frédéric 2006). Since most SMHs were dominated by family business, there may be limited development due to noneconomic incentives, limited marketing, pricing policies, cost control and a lack of financial resources (Morrison 1998).

Another important characteristic of the hotel industry is that small businesses are less likely to concentrate on long term planning or strategic direction relative to the advantages of new technologies (Hudson & Gilbert 2006; Martin, LM 2004). According to Collins, Buhalis & Peters (2003), SMHs were slow to adopt and realise the benefits of information technology for their business. Scaglione, Schegg & Murphy (2004), found that larger, affiliated, and higher rated hotels adopted this internet technology earlier than their SMHs. SMHs mostly lack management expertise, which contributes to reduced technology infrastructure and adopting new processes and technology. Therefore, these hotels fail to remain reactive to innovation (Ghobakhloo et al., 2012).

## **Methodology**

### **2.1 Population and Sample**

To explore the adoption of social media marketing among SMHs in Malaysia, a list of hotels was obtained from the Malaysia Association of Hotels (MAH) website ([www.hotel.org.my](http://www.hotel.org.my)) and from the hotel listing in the MAH website, the researchers drew sample criteria of SMHs. The researchers particularly chose SMHs from 2-star and 3-star hotels in Malaysia that have 30 to 400 rooms. In terms of types of hotels, the researchers selected city and business independent as well as chain hotels to be a sample for the study.

### **2.2 Techniques**

Based on a previous study by the researchers on evaluating the websites of SMHs in Malaysia, this study will explore SMHs' websites that adopted social media and online reviews. Specifically, Facebook, Twitter, Instagram and TripAdvisor were chosen as social media platforms to be investigated in order to gain exploratory views of adoption of social media and online reviews of SMHs in Malaysia.

State	Two Star Rating	Three Star Rating	Total of hotels
Perlis	1	0	1
Kedah	0	4	4
Penang	2	7	9
Perak	5	7	12
Selangor	9	11	20
Kuala Lumpur	14	28	42
Negeri Sembilan	3	2	5
Malacca	6	13	19
Johor	3	19	22
Pahang	3	3	6
Terengganu	1	3	4
Kelantan	4	6	10
Sarawak	2	18	20
Sabah	2	16	18
Labuan	0	1	1
<b>Total</b>	<b>55</b>	<b>138</b>	<b>193</b>

Table 1: Total Number of SMHs in Malaysia in 2015

## Results

Types of Social Media and Online Reviews	Number of Hotels Adopting Social Media and Online Reviews	Percentage (%)
Facebook	192	99.5
Twitter	27	14.0
Instagram	35	18.1
TripAdvisor	184	95.3

Table 2: Evaluated social media websites and online reviews adoption among SMHs in Malaysia

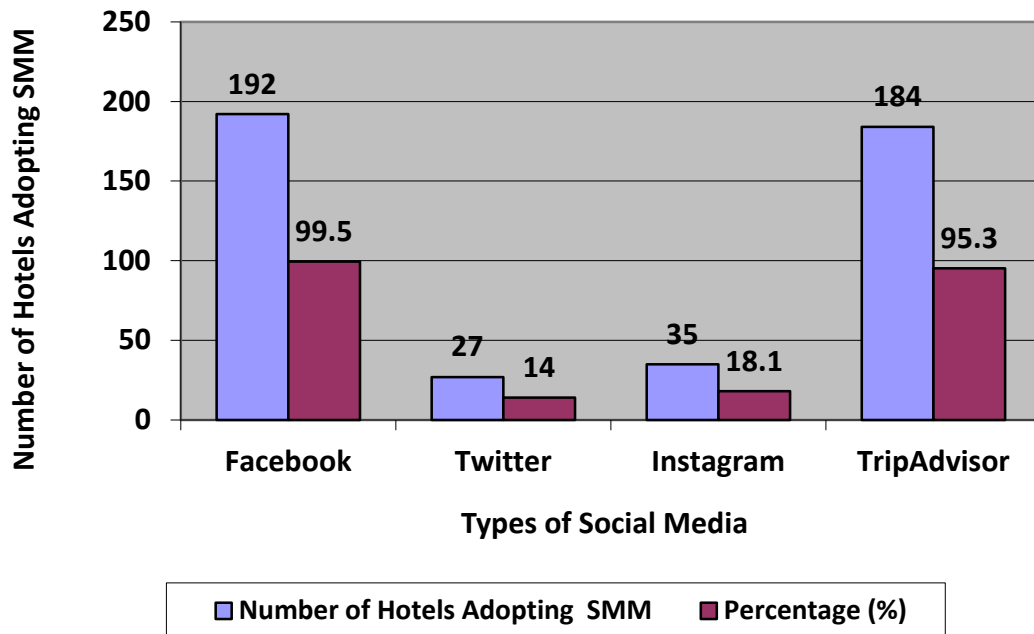


Figure 1: Comparison on the evaluation of Social Media and Online Reviews Adoption among SMHs in Malaysia

Table 2 illustrates the different types of social media and online reviews adopted among SMHs based on an evaluation of their websites. A total of 193 SMHs' websites in Malaysia were analysed with the results recorded in an Excel spreadsheet. From an exploration of their websites, Facebook has the highest percentage of SMHs connected at 99.5 percent. Nevertheless, TripAdvisor is following at second—but has the latest and most frequent updated information when compared to pages in Facebook. Twitter has the lowest percentage of social media adoption in SMHs in Malaysia at 14 percent.

Star rating	Types of Social Media and Online Review	
	Facebook	TripAdvisor
0	24	9
1	0	3
2	3	48
3	116	111
4	42	20
5	8	1

Table 3: Star rating comparison given by the tourists in Facebook and TripAdvisor among SMHs in Malaysia

Based on Table 3, the data illustrates the different star rating given by tourists based on the evaluation on Facebook pages and TripAdvisor websites for SMHs in Malaysia. From this

analysis, it is shown that the SMHs tend to engage more to tourists through the TripAdvisor application. This is due to more frequent updates and public interface served by TripAdvisor as compared to Facebook, which is more privately in control by the SMHs.

**Star Rating in SMHs in SM Facebook**

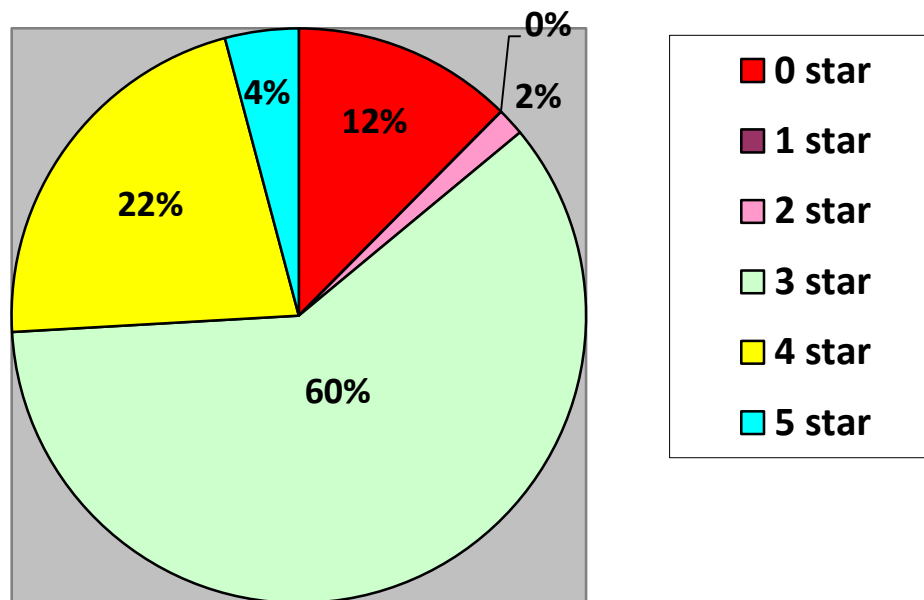


Figure 2: Star Rating of SM Facebook among SMHs in Malaysia

Numbers of Followers	Type of Social Media	
	Instagram	Twitter
0-100	178	186
101-200	6	4
201-300	1	0
301-400	1	1
401-500	0	0
501 above	7	2

Table 4: Comparison on numbers of followers in Instagram and Twitter among SMHs in Malaysia

As per data showing in Table 4, the majority of followers in social media in Instagram and Twitter are less than 100 per page of the listed SMHs. This shows that these two sites are less likely to be chosen to be a medium of communication with the target market within the industry. The choice may have been due to different market segments that are currently hosting Instagram and Twitter in Malaysia.

From the exploration of data from the websites, it is shown that the SMHs chain hotels are more influenced to adopt social media compared to SMHs independent hotels. The choice of sites also varies because a different target audience circle is to be served.

## Conclusion

Because social media applications became more prevalent and more affordable, they offer a great opportunity for SMHs in Malaysia, which have a lack of resources to market themselves and to engage with customers. This study found that SMHs in Malaysia adopted social media, by exploring the SMHs websites and social media pages, such as Facebook, Twitter, Instagram, and TripAdvisor.

However, many of the issues and challenges of social media adoption and use still exist in terms of maximising these benefits. Based on this study and on the relevant literature, following insights and recommendations for SMHs owners or practitioners who are interested in adopting social media for business benefits are provided, SMHs should prepare a social media adoption plan—including planning for social media use when making the decision to adopt the use of social media.

The plan could be as simple as a checklist that takes into account the adoption and the continuing factors uncovered in this study. For future researches, the researcher will conduct semi-structured interviews with SMH owners and managers to investigate the impact of social media marketing usage to the hotels.

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# DIFFERENT PERSPECTIVES ON SMALL TOURISM FIRMS IN MALAYSIA

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## Abstract

Small Tourism Firm (STF) has been established as the catalyst towards the development of a destination as well as the tourism sector itself. It also contributes to the job opportunities and local socioeconomic development. Currently, STF was seen as a firm that is categorized under the Small and Medium Enterprise (SME) services along with other tourism services. However, despite of their uniqueness and complex characteristics compared to other firms, there is a need to make a reassessment on STF definition itself. The main objective of this paper is to comprehend the characteristic of small firm in the tourism industry to enable further understanding in the context of Malaysia. To achieve this, a Systematic Literature Review (SLR) approach was used. STF can be defined based on two key dimensions which are operationalization of small tourism firm and firm ownership. Among the factors for firm ownership are types of ownership and entrepreneurship. Apart from that, motivation also needs to be taken into consideration and explore in depth in determining their classification. Selection of lifestyle orientation on most firms had directly affected their enterprise operation. This is to some extent will affect their assistance and funding from the government. Failure to recognize the diversity that exists in STF's environment will lead to confusion in understanding their behavior.

**Keywords:** *Small Tourism Firm (STF), Entrepreneurship, Small Medium Enterprise (SME)*

## Introduction

Tourism was seen as one of the industry that has become the government priority in the efforts of diversifying the country's resources. The growth of international tourist arrivals to Malaysia has been impressed with the total increasing from 24.6 million in 2010 to 27.4 million in 2014. The tourism industry remained as the important sources of foreign exchange earnings where it generates RM72 billion in 2014 with the total increasing of 27.4% since 2010. This industry also employed 2.2 million workers or 16.8% from the total number of workforce in 2013 (EPU, 2015). Since 1972, tourism industry in Malaysia had growth rapidly through the establishment of Tourist Development Corporation (TDC). TDC was formulated according to the need of Akta Perbadanan Kemajuan Pelancongan Malaysia 1972 (Akta 72). The initiatives on the development of tourism industry has become the main agenda in every Outline Perspective Plan (OPP) since 1971 (Anuar, Ahmad, Hussain, & Buang, 2012).

Today, the development of tourism industry in Malaysia has entered another phase, which is Fourth Outline Perspective Plan (2011-2020) under New Economic Model. Apart

from that, tourism sector was also listed as the fifth priority from the 12 National Key Economic Area (NKEA) in the Economic Transformation Program (ETP) which is provided by the Performance Management Delivery Unit (PEMANDU). Generally, ETP outlined the Malaysian tourism industry as one of the NKEA which need to be transform from 'low yield' to 'high yield' so that tourism industry landscape could contribute maximum effect towards the country's' physical, economic and social development (PEMANDU, 2009).

The growth of Small and Medium Enterprise (SME) in Malaysia during the 2006 to 2012 period exceeds the Growth Domestic Product (GDP) for the whole country that involves manufacturing and services sectors including tourism. Apart from that, the government has also provided the SME Master Plan (2012 – 2020) to boost and ensure the growth of SME sector as one of the economic clusters to drive Malaysia as high income nation by 2020 (SME Corp Malaysia, 2014).

Small enterprise were seen as a competitive sector in generating job opportunities as well as increasing the socio-economic quality of tourism destination in urban and rural area (Stephen J Page, Brunt, Busby, & Connell, 2001). Besides that, development of a destination are normally started with the development of small enterprise (Getz & Carlsen, 2005). Small enterprise were also perceived by the tourism policy maker as the key growth of this sector (Thomas, Shaw, & Page, 2011). In the process of planning and developing a destination, enterprise sector are often considered as a local character for a tourism destination (Dredge, 2007).

The main focus of this paper is to acknowledge the characteristics of the small firm in the tourism industry to facilitate further understanding in Malaysia context. To achieve the objective of this paper, Systematic Literature Review (SLR) was used. This approach was used to provide early understanding in a research process as well as to optimize the published or un-published research in explaining their literature framework (Hart, 1999; Cronin et al., 2008). 'Literature database vendors' such as *Elsevier/ScienceDirect*, *Thomson Reuters/Arts & Humanities Citation Index*, *Springer/SpringerLink*, *JStor*, *Journal Seek*, *Mendeley* and *Google/Google Scholar* were used in searching the articles (Levy & Ellis, 2006). Two main approaches were used in evaluating the articles. Firstly, an evaluation based on a topic 'small firms in tourism' that focus on the understanding and evaluation of theory and concept. Secondly, the chronology approach which is the organization of articles according to period of time (Cronin et al., 2008). Subsequently, the definition of Small Tourism Firm (STF) in Malaysia context will also be discussed at the end of this paper.

## **1.0 Research on Small Tourism Firm (STF)**

Research on small firm sector in tourism development was only started during the 1980's. Plus, Thomas et al. (2011) summarizes that research on STF can be categorized as 'under-theorized' and 'under-researched'. Since the studies on STF were explored in the

early 1980's, STF was indirectly seen in the development of tourism destination studies or other studies related to tourism entrepreneurship. Some of the areas which has become the main agenda e.g. relation and collaboration (Saxena, 2015; Thomas, 2007), entrepreneur characteristic (Carlsen, Morrison, & Weber, 2008; Hall & Rusher, 2004), sustainable development and management (Font, Garay, & Jones, 2014; Roberts & Tribe, 2008), business environment (Gartner, 2004; Honggang & Shaoyin, 2014), implementation of information technology (El-Gohary, 2012), firms performance (Reijonen & Komppula, 2007) and other aspects of management related to small firms (Davies & Downward, 2007; Kelliher, Foley, & Frampton, 2009).

**Table 1.0 : Research on Small Tourism Firm (STF)**

Theme	Authors
Relation and collaboration	Saxena (2015), Thomas (2007), Hall (2004), Tinsley & Lynch (2001)
Sustainable development and management	Font, Garay, & Jones (2014), Roberts & Tribe (2008), Morpeth (2004), Schaper & Carlsen (2004)
Working environment	Honggang & Shaoyin (2014), Gartner (2004), Keen (2004)
Information Technology	El-Gohary (2012), Matlay (2004)
Business Development	(Rogerson, 2004), (S. J. Page, Forer, & Lawton, 1999)
Entrepreneur characteristic	Carlsen, Morrison, & Weber (2008), Hall & Rusher (2004), Shaw & Williams (2004), Komppula (2004)
Firms performance	Reijonen & Komppula (2007), Reichel & Haber (2005), Morrison & Teixeira (2004), Lerner & Haber (2001)
Other aspects of management	Kelliher, Foley, & Frampton (2009), Ateljevic (2007), Davies & Downward (2007), Irvine & Anderson (2004), Lynch & Tucker (2004), Scott & Laws (2004)

## 2.0 Small Tourism Firm Characteristic

There is no single specific definition in representing the meaning of STF (Thomas, 2000). The same goes to the use of the term to represent small firms in the context of tourism industry. Despite *small tourism firm* (J. Ateljevic, 2007; Carlsen et al., 2008; Matlay, 2004; Saxena, 2015), some researchers are more comfortable using the term *small firm in tourism industry* in their studies (Hall, 2004; Kelliher et al., 2009; Reijonen & Komppula, 2007; Thomas et al., 2011; Thomas, 2007). Other terms used is the *small tourism enterprise* (Font et al., 2014; Reichel & Haber, 2005; Ritchie & Crouch, 2003; Roberts & Tribe, 2008), *small tourism business* (Honggang & Shaoyin, 2014; Morrison, Carlsen, & Weber, 2010; Tinsley & Lynch, 2001), *small tourism organization* (El-Gohary, 2012), *small accommodation enterprises* (Lynch & Tucker, 2004) as well as *bed and breakfast sector* (Hall & Rusher, 2004). Even though different terms were used, basic characteristic in defining the small firm in tourism can be discuss based on two main dimensions which are (1) Operationalization of Small Tourism Firm and (2) Firm Ownership.

## Operationalization of Small Tourism Firm

### *i. Size of Firm*

Generally, small firm belong to Small and Medium Enterprise (SME). In determining the size of firm for government support and initiative, most of the country used number of employee and annual revenue or value of fix asset as their indicators (Set, 2013). Europe and several Asian countries like China, Malaysia and Singapore used annual revenue as indicator in determining the size of the firm. Inversely, in the rest of ASEAN country like Philippine, Indonesia and Thailand, they use number of employee and value of fix asset as their indicators. There are also country like New Zealand, Australia, Hong Kong and Japan that only use the number of employees as their indicators in determining the firm's size. Plus, in the accommodation service sector, number of room also had been used as indicator in determining the firm size (Thomas, 2000).

**Table 2.0:** Indicators for Small and Medium Enterprise by country

Indicator	Country
Employees	Australia, New Zealand, Hong Kong, Japan
Employees & annual sales	Europe, China, Singapore, Malaysia
Employees & fixed assets	Philippines, Indonesia, Thailand

*Source : Angeles Montoro-Sánchez, Mas-Verdu, & Ribeiro Soriano (2008); Set (2013); SME Corp Malaysia (2014)*

In Malaysia, particularly, Small Tourism Firm (STF) can be categorized as the service sector that involve in small size, which the annual revenue within RM300 thousand to not more than RM3 millions. The number of employees is within 5 to less than 30 workers (SME Corp Malaysia, 2014)

### *ii. Types of Activities*

Generally, based on the classic theories on tourism systems, enterprise sector in the tourism industry are determinants of tourism supply. Enterprise sector are the key driven in tourism industry that generate various of tourism products such as attractions and activities, accommodation, transportation, tourism facilities, training institutional in tourism destination (Buhalis, 2000; Stephen J Page et al., 2001; Ritchie & Crouch, 2003). Tourism enterprise is '*interdisciplinary*' because it involves not only the enterprise sectors that has direct connection with tourism activity, but also with the enterprise that indirectly given impact towards the tourism destination economy. Tourism enterprise sector also act as '*soft and open*' where the expansion of this sector not only involving demand factor, but also involve other factors such as technology, politic, legislation and culture in order to optimize the interaction between the tourism network (Hall, 2000).

Tourism enterprise are the products and services that are provided by the entrepreneurs where these elements act as pull and push factors that influence tourists to explore a variety of experiences which the destination offers (Richard & Xavier, 2004). Richard & Xavier (2004), states there are four tourism enterprise sectors that have links with the tourism industry which are accommodation and hotel, transportation, ground handlers and foods and local craft. For Malaysian contexts, tourism activities can be classified into six categories which are (1) Accommodation services, (2) Food & Beverage services, (3) Transportation services, (4) Tour agent, tour operator & tour guide services, (5) culture, recreation & entertainment services, and (6) other tourism services (personal care and *Salus Per Aqua* (SPA), camping site, zoo, museum & theme park) (Set, 2013).

## **Firm Ownership**

### ***i. Local Ownership***

Enterprise sector frequently taken as local character in planning and developing for tourism destination (Dredge & Jenkins, 2007). Local involvement and local ownership in tourism enterprise represent as an identity of the small firm in the destination (Correia & Brito, 2014; Hamzah, 1997; Ritchie & Crouch, 2003; Roberts & Tribe, 2008).

### ***ii. Family Ownership***

Family ownership can be seen as components of involvements where family becoming the human resources (owner, decision makers and management). In most of the small tourism firm, involvement of family members as owners and human resource in firm operation is the resources that create firm identity (Getz & Petersen, 2005; Hampton & Christensen, 2007; Reichel & Haber, 2005; Roberts & Tribe, 2008).

### ***iii. Sole Proprietors and Partnership***

This dimension of ownership referred to the organizational identity. The firm size influences the type of ownership registration depends on sole proprietors, partnership, private limited or limited ownership. Small size and simple management aspects lead most of the STF's registered in sole proprietors and partnership ownership category (Getz & Nilsson, 2004; Getz & Petersen, 2005; Honggang & Shaoyin, 2014; Saxena, 2015).

### ***iv. Entrepreneur Motivation***

Entrepreneur motivation is a critical factors that influence dimension of ownership and operation of the firm. (Getz & Carlsen, 2000) has classified that the motivation and objective of small firm entrepreneur can be divided into three categories which are (a) objective for startup the firm, (b) firm's objectives, and (c) personal and family satisfaction, where these three objectives are integrated with each other's. The integration of this motivation will influence the structure, operation and process of the STF's. Orientation of

STF's also related with lifestyle oriented where the lifestyle and personal satisfaction act as main reason to runs the firm (Lashley & Rowson, 2010). Carlsen et al. (2008) highlighted that lifestyle is a complex concept to be understandable, subjective and qualitative that decide on social values which create by entrepreneur based on their own definition. However, several researchers attempt to examine the relationship between lifestyle orientation with STF's (I. Ateljevic & Doorne, 2000; Bosworth & Farrell, 2011; Getz & Petersen, 2005; Honggang & Shaoyin, 2014).

### Small Tourism Firm in Malaysia

Referring to the statistic from the Department of Statistic, Malaysia (2011), there are 239,110 Small and Medium Enterprise (SME) of tourism sector in Malaysia where tourism agencies, tour operators and tour guide services are the biggest organization which represent 59.7%. This figure are based on the SME definition used by the government where the firm have not more than 75 workers and the annual revenue did not exceed RM20 millions (SME Corp Malaysia, 2014). The National SME Development Council responsible for the initiative in introducing a standard definition for the SME, strengthening the institutional framework and developing comprehensive database, establishment of the special SME unit in every ministry and agencies that involve in the SME development program, also SME Corp. Malaysia establishment who acts as Central Coordinating Agency (CCA) in monitored and evaluated the SME development program. In year 2011, government allocated RM4.7 billion in form of 183 financial and training program for SME development in Malaysia including tourism sector (SME Corp Malaysia, 2014).

**Table 3.0:** SME Tourism sector in Malaysia, 2011

<b>SME – Tourism sector</b>	<b>No.</b>	<b>%</b>
Accommodation services	2,817	1.2
Food & Beverages services	40,025	16.7
Transportation services	6,217	2.6
Tourism agency, Tour operator & Tour guide services	142,721	59.7
Culture, Recreation & Entertainment services	36,721	15.4
Other tourism services (Personal care & Salus Per Aqua (SPA), Camping site, Zoo, Museum & Theme park)	10,609	4.4
<b>Total</b>	<b>239,110</b>	<b>100.0</b>

Source : (Department of Statistic, 2011)

### Conclusion

Beside the operationalization of the firm has been uses in most of the country in determining the firm classification, factors that influence the firm ownership also need to be explored in depth. Lifestyle orientation that been choose by majority of the tourism firm can be seen become an influence towards the firm operation (I. Ateljevic & Doorne, 2000; Carlsen et al., 2008). This situation indirectly will influence on how the firm get assistance and development by the government.

Moreover, the factors in determining the firm size based on the annual revenue is difficult to be apply since the data on small firm financial is hard to obtain (Reichel & Haber, 2005). For example, a report on the company financial in Malaysia only needs to be reported if only the firm registered as private limited or limited (Companies Commission of Malaysia, 2015). This situation give difficulties in determining STF's which familiar with business that own by sole proprietors and partnership (Honggang & Shaoyin, 2014; Saxena, 2015). The number of rooms provided by the accommodation services is seen the suit indication to overcome this limitation.

Considering the roles played by STF in tourism development and its significant contribution towards the country's economic is essential to revise back the difinition of STF in detailed.. Failure in acknowledging the diversity that exist in STF's environment will lead to misunderstanding towards their behaviors (Thomas, 2000).

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# DESTINATION IMAGE, EVENT IMAGE, AND BEHAVIORAL INTENTION OF SPORT EVENT: THE CASE OF PENANG BRIDGE INTERNATIONAL MARATHON

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## Abstract

Sport tourism has been known as the fastest growing type of tourism globally. It is used as marketing tool to promote the destination and differentiate themselves in tourism market. Hosting a sport event is vital in promoting the tourist destination, increasing the exposure of the host destination to the world, stimulating the host destination's economy and creating a number of media attentions. There are limited studies investigating small-scale sport event. In order to fill this research gap, this study targeted Penang Bridge International Marathon (PBIM) as the main research subject. This research focused on the sport event participants who are the guaranteed "customers" of sport events and the hosting destinations. The objective of this study was to investigate the interrelationship of destination image, event image and sport tourists' characteristics (previous destination visit experience and prior experience with sport event) on sport event participants' behavioral intention. 383 questionnaires were collected from the participants of the Penang Bridge International Marathon on November 16, 2014 around Penang Second Bridge, Sultan Abdul Halim Mu'adzam Shah Bridge by using convenient sampling technique. The SEM results showed the insignificant relationship between the previous destination visit experience and destination image. Prior experience with sport event insignificantly affected the event image. There was a significant impact of the event image on the destination image. The impact of destination image on event image was insignificant. The sport event participants' behavioral intention was predicted by destination image and event image. The event image and destination image should be managed effectively to attract more sport tourists in future. Destination and event marketers could implement the co-branding approaches to enhance the brand image of event and destinations.

**Keywords:** *Event Image, Destination Image, Behavioural Intention, SEM, Penang Bridge, International Marathon*

## Introduction

Over the past twenty years, sport tourism has been known as the fastest growing type of tourism globally (Fan, 2008). According to the Chin and Teoh (October 10, 2015), sport tourism has been generated approximately €450bil (RM2.2tril) annually, which is over 25% of the global tourism industry's contribution to GDP in year 2014. Sport event is known as an important component of the marketing mix of the tourist destination. It is used as marketing tool by destination marketers to promote the destination and differentiate themselves in tourism market (Koo, 2013). Furthermore, hosting a sport event plays a vital role in promoting the tourist destination, increasing the exposure of the host destination to the world, stimulating the host destination's economy and creating a number of media attentions (Bennekom, 2014).

In Malaysia, sport tourism has become one of the key sectors in tourism industry and is recently contributing RM 5 billion annually. It is a key driver for Malaysia's booming RM72 billion tourism industry, which received 27.44 million tourists in year 2014 (Chin & Teoh, October 10, 2015). In Penang, Malaysia, Penang Bridge International Marathon (PBIM) is an annual marathon event and an anticipated run in Malaysia since its inception in 1986 (Penang BIM, 2013). This sport event is the largest mass-participation sports events in Penang. According to Adrian Sprints. Con (2013), over 3000 of participants came from various countries such as Australia, Africa, Thailand, China, Singapore, Kenya, United States and so on. The statistics showed that there was 99% increase of the number of participants from year 2008 to 2013, indicating this yearly marathon event has grown in popularity.

Scholars have reported that there are many factors affecting the sport tourists' behaviors and their decision making, including destination image (Jago et al., 2003; Lu, 2013; Bennekom, 2014), satisfaction level and tourists' characteristics (Kaplanidou, 2009). There is significant influence of the sport event image on the image of the host destination because the image of the sport image may form an image that contributes to the development of an attractive destination for travelers to visit (Bennekom, 2014). In contrast, the destination can also affect the sport event image because they are the providers of the destination experiences related to the event (Kaplanidou & Vogt, 2007).

The influence of the image on the behavioral intentions has been reported of its important in the sport literature (Tasci & Gartner, 2007). According to Yang (2013), understanding of the sport tourists' behavior intention is vital because organizers always wish tourists will revisit the sport event or visit the hosting destination again in future. Therefore, it is important to identify the factors influencing sport tourists' behavior intention in order to maximize tourism benefits. In addition, sport tourists' characteristics (e.g. previous destination visit experience, prior experience with sport event) showed the impacts on the destination and event image (Koo, 2013). The question that arises from this study is how these tourists' characteristics in the relationship between event image and destination image.

Few empirical researches have studied the interrelationship between destination image, sport event image and sport tourists' characteristics (previous destination visit experience and prior experience with sport event) on the sport tourists' behavioral intention. The limited theoretical understanding of these relationships is the major hindrance to predict sport tourists' behavior in the sport tourism context. Thus, the study investigated the impacts of destination image, sport event image and sport tourists' characteristics (previous destination visit experience and prior experience with sport event) on the behavioral intention.

## **Literature Review**

### **2.1 Past Experience with Events and Past Visitation Behavior with Destinations**

For both event and destination image, past experience has been found as an important factor in the formation of cognitive images (Kaplanidou, 2009). The past behavior was reported as a strong predictor of attitudes toward a physical activity and intention to be active (Hagger et al., 2002). Previous researches have showed the significant impacts of the past experience on the revisiting intention to a destination (Kaplanidou & Vogt, 2007). Therefore, when destination image and event image are examined, past experience should be taken into consideration. Familiarity has been reported as a function of prior experience of visitation and familiarity of information. Familiarity was found positively and significantly affected the destination image (Baloglu, 2001).

Kaplanidou and Vogt (2007) reported that spectators' previous experience with destination positively and significantly impact the destination image as well as their intention to revisit the destination. However, the past experience with the sport event was found insignificantly influenced the image of sport event. This is supported by Fan (2008) who showed the significant impact of prior visitation experience to a destination on the revisiting intention to the destination. However, prior experience in a sport event did not influence the event image. Furthermore, there was a positive and significant relationship between prior visitation experience to a destination and prior experience in a sport event. Past behavior including prior experience with a sport event and the hosting destination has not been studied extensively to understand how they affect the event image and destination image. Therefore, in order to fill this research gap, the following hypotheses were examined:

H1: Prior experience with sport event significantly affects the event image.

H2: Previous destination visit experience significantly affects the destination image.

## **2.2 Destination image, event image and behavioral intention**

Destination image is defined as individuals' overall impression, beliefs, feelings and knowledge to a destination from time to time (Mendes, Valle, & Guerreiro, 2011). In the tourism literature, destination image is a construct that has become one of the interesting areas to be studied among tourism scholars for more than four decades (Lital & Ma'ruf, 2015). The importance of destination image and its role on tourists' behavioural intention and their decision making process has been acknowledged (Kaplanidou, 2009; Bigne' et al., 2001).

Destination image constituted of three components, which include cognitive, affective and conative component (Hallmann & Breuer, 2010). A successful destination must be differentiated from the competitors and positively positioned in the tourists' mind (Fan, 2008). Building and managing a destination image is critical to promote the destination, reposition the brand and accentuate the differentiating features in the face of competition (journal 11.). Thus, in order to gain more prominent position in the market, it is necessary to invest in positive tourism destination image. According to Bigne et al., (2001), destination image positively affects the tourists' intention to revisit a destination. Tourists will choose a visiting place with strong and positive image (Mendes et al. 2011).

Hallmann and Breuer (2010) suggested that the principles that are employed to destination image (i.e. the cognitive, affective and conative components) can be utilized to evaluate the sport event image. According to Lee and Cho (2009), the event images can be assessed cognitively and affectively. In the Kaplanidou et al.'s (2009) study, the sport event image was qualitatively assessed based on the emotional, environmental, organizational, social, physical and historical attributes. In addition, event image has been also measured quantitatively in the previous studies (Koo et al., 2006).

According to Kaplanidou and Vog (2007), it is critical to understand how the destination and event images work together for successful destination marketing and branding. There are several studies have shown the positive relationship between destination image and event image (Hallmann & Breuer, 2010). According to Xing and Chalip (2006) and Lu (2013), the exposure of the event and the event image can be enhanced by media propaganda. The event image was found significantly influences the destination image when the event has a higher profile than the destination. Both event and destination images will beneficially develop the individuals' intention to support the event.

Kaplanidou and Vogt (2007) who analyzed the relation between destination image and sport event image in a small-scale cycling sport event showed that there was significant impact of the sport event image on the image of destination. However, the impact of destination image on the event image was insignificant. Furthermore, in the study of examining Taiwan Bicycling Race Sport Event, Fan (2008) reported that destination image and sport event image had the significant influence on the sport event participants' willingness to revisit.

Kaplanidou (2009) revealed that certain image of event affected some aspects of the destination image. Both components of the cognitive destination image were affected by cognitive event image. Lee et al. (2012) supported that the destination image was positivity and directly affected by sport event image. The impart of destination image on the tourists' event loyalty. According to Journal 6, sport event image exerted the positive impacts on the

event spectators' event support intention and destination image. Consequently, the following hypotheses were tested:

H3: Event image significantly affects the destination image.

H4: Destination image significantly affects the event image.

H5: Destination significantly affects behavioral intention.

H6: Event image significantly affects behavioral intention.

## **Research Methodology**

The target population of this study was the participants of the Penang Bridge International Marathon 2014. Onsite survey was conducted at the area of Penang Second Bridge, Sultan Abdul Halim Mu'adzam Shah Bridge. This study used the confidence interval approach to determine the sample size, where the estimated variability was 50% and level of confidence was 95% (Burns & Bush, 1995). The sample size of 383 was determined. By estimating the response rate of 50%, a total of 770 participants of this sport event were approached to join this survey. Ten trained panels administered the questionnaires at the several resting areas of this marathon event by using convenient sampling technique. A total of 380 questionnaires were returned.

A questionnaire was used as the research instrument. The items on sport tourists' characteristics (previous destination visit experience and prior experience with sport event) destination image, event image and on sport event participants' behavioral intention were based a review of the literature (Kaplanidou & Vogt, 2007; Fan, 2008; Koo, 2013) and adapted to the research context. In particular, the prior experience with sport event was measured with two open-ended items relating participants' frequency of joining PBIM event and similar sport event. Previous destination visit experience was also assessed by two open-ended items, which were related to the frequency of visiting destination for vacations as well as for sport event in Penang. For the construct of sport event image, six five-point semantic differential scale type items were used, including "fulfilling" and "unfulfilling," "stimulating" and "unstimulating," "excellent" and "poor," "healthy and Unhealthy," "valuable and invaluable, adventurous and unadventurous.

Measurement of destination image consisted of eight items. The set of cognitive items composed the Penang destination attributes (good nightlife and entertainment, personal safety, standard hygiene and cleanliness, suitable accommodations, friendly and helpful people, interesting historical and cultural attractions, beautiful scenery / natural attraction and opportunities for sport activities) and were assessed by using five point Likert scale ranging from ranged from "offers very little" to "offers very much".

In order to assess the event participants' behavioral intention, five items were used to measure the degree to which they participate PBIM again, revisit Penang again for vacation, revisit Penang to participate in a sport or outdoor recreation activities, give positive recommendation of experience in Penang Bridge International Marathon to my friend and family, suggest friends and family to participate Penang Bridge international Marathon,



suggest my friends and family to visit Penang as vacation destination. These items were measured by using five point Likert scale, which ranged from 1 = very disagreed to 5 = very agreed.

The data are was analyzed by using Statistical Package for Social Science (SPSS) software program, version 21.0 and AMOS version 22.0. In the analysis of CFA for the measurement model, the assessment for model of fit, internal reliability, composite reliability, convergent validity and discriminant validity for measurement models were conducted prior to modeling the structural model. The analysis of structural model was then conducted for the hypothesis testing in this study.

## **Result and Discussion**

### **4.1 Measurement Model**

Confirmatory factor analysis (CFA) was conducted to assess the adequacy of the measurement components of the proposed model. Specifically, the assessments of reliability and construct validity were conducted. Table 1 summarized the result of CFA. The standardized loading for the items of DI1, DI2, DI3 and BI2 were lower than 0.50, which did not meet the minimum the threshold as recommended by Zainudin (2012). Therefore these items were removed to reduce measurement error and increase reliability. The model fit indices revealed a satisfactory fit to the data ( $\chi^2=277.29$ ,  $df = 155$ ,  $p < 0.001$ ,  $\chi^2/df= 1.789$ ,  $GFI= 0.93$ ,  $CFI= 0.962$ ,  $RMSEA= 0.045$ ,  $CFI= 0.962$ ,  $NFI = 0.919$ ). Table 1 showed descriptive statistics, indicator loadings, Cronbach's alpha ( $\alpha$ ), composite reliability (CR) and AVE values. The Cronbach's Alpha coefficient of all latent variables ranged from 0.702 to 0.877, which indicated that internal reliability of the latent variables are considered acceptable. A value of Composite Reliability (CR)  $> 0.6$  is required in order to achieve composite reliability for a construct (Zainudin, 2012). The composite reliabilities of the measurement model were ranged from 0.701 to 0.880. This indicated that the reliability was adequate. After that, the model was examined for convergent and discriminant validity. First, all factor loading values were larger than 0.60 and significant at  $p < 0.000$  (Zainudin, 2012). In addition, the average variance extracted (AVE) values were ranged from 0.510 to 0.592, which exceeded the recommended 0.50 threshold. This indicated that there was a satisfactory degree of convergent validity (Fornell & Larcker, 1981).

Table 2 showed the result of discriminant validity. The discriminant validity was confirmed by comparing the square root of the average variance extracted (AVE) of each construct with the matching coefficients of correlation (Fornell & Larckers, 1981). Table 2 showed that each square root of the AVE value (in bold) was greater than the matching coefficients of correlation. This indicated that each construct met the requirements in line with discriminant validity.

### **4.2 Structural Model**

As a next step, structural equation modeling (SEM) was tested to evaluate the structural model. The results indicated a satisfactory overall model fit for the structural model was obtained  $\chi^2 = 296.82$ ,  $df = 158$ ,  $p < 0.001$ ,  $\chi^2/df= 1.88$ ,  $GFI= 0.929$ ,  $CFI= 0.957$ ,  $RMSEA= 0.048$ ,  $CFI= 0.957$ ,  $NFI = 0.913$ ).

Figure 1 showed the structural model on the relationship among prior experience with sport event, event image, previous destination visit experience, destination image, and behavioral intention. Table 3 shows the results of path analysis of the structural model. Hypothesis 1, which suggested that the prior experience with sport event positively affects the event image, was not supported (H1:  $\beta = -0.078$ ,  $p > 0.05$ ). Hypothesis 2, previous destination visit experience significantly affects the destination image ( $\beta = 0.071$ ;  $p > 0.05$ ), also gained support. As proposed by Hypothesis 3, event image significantly affects the destination image (H3:  $\beta = 0.638$ ,  $p < 0.001$ ) was supported. Hypothesis 4, indicating that the destination image significantly affects the event image, was supported (H4:  $\beta = 0.723$ ,  $p < 0.001$ ). Behavioral intentions was predicted by event image (H5:  $\beta = 0.266$ ,  $p < 0.001$ ) and destination image (H6:  $\beta = 0.205$ ,  $p < 0.001$ ), supporting H5 and H6.

## Discussion

The finding revealed that prior experience with sport event insignificantly affected the image of the event. This was supported by the previous studies conducted by Ya (2008) and Kaplanidou (2006). Both researchers presented that the past participation in the event image did not affect the image of the event. According to Ya (2008), sport tourists enjoy different sport activities which provided different event image and experiences to sport tourists. Thus, prior experience with the sport event is minimally impact on their perceptions of the event. Kaplanidou & Vogt (2007). reported that past experiences with the event should be probably included or excluded based on the nature of the event

In addition, the result showed that previous destination visit experience insignificantly affected the destination image. This result was consistent with the finding reported by Chen and Kerstetter (1999). However, it was not supported by Fakeye and Crompton (1991) and Kaplanidou (2006) who reported that tourists perceived a destination based on their prior experience of traveling destinations. In this study, the finding proved that the previous destination visit experience significantly affects behavioral intention, which was supported by Guest (1995). According to Ya (2008), intention is predicted by past experience and past behavior.

The results also suggested that event image significantly affected the destination image, which was consistent with findings from previous studies (Hagger et al., 2002; Ya, 2008; Kaplanidou, 2006). Destination image has a significant impact on the event image. This suggested that event can be used as destination image formation agents and tourism stimulators since the sport tourists can be driven to the particular destination by a sport event. Destination image and event image significantly affected participants' behavior intentions. The result was consistent with pass scholars, which showed that destination image positively affects behavioral intention to revisit the destination and recommend it to others (Reza Jalilvand et al. 2012; Ya, 2008; Kaplanidou, 2006). This suggested that if the sport tourists perceived event image and destination image positively, they are willing to have post-travel behavioral intention (Kaplanidou & Gibson, 2012).

## Conclusion and Recommendation

This study was conducted to investigate the interrelationship between the Penang Bridge International Marathon events image, destination image and participant's intention to

revisit to participate in the leisure activity. The results showed the insignificant relationship between the previous destination visit experience and destination image. Prior experience with sport event insignificantly affected the event image. There was a significant impact of the event image on the destination image. The impact of destination image on event image was insignificant. The sport event participants' behavioral intention was predicted by destination image and event image.

It was found that the event image plays a crucial role in the formation of destination image in the sport tourists' mind. Sport event can be one of the major tourist attractions in particular destination. Therefore, destination marketers can project the event image into their destination promotion and marketing strategies. Destination marketers can expose the tourists to the destination by offering and promoting quality service and product in association with the event image. Destination image has a significant impact on the event image. This suggested that a destination with favorable and positive image will enhance the event image. It is preferably for event managers to select positive and favorable image of destination that host the recurring small-scale event.

The event image was a significant predictor of event participants' behavioral intention. Event organizers can maintain a strong event image by providing positive event experiences to the event participants. It can be enhanced by the physical activity, environmental, organizational, social and fulfillment aspects of the event (Kaplanidou, 2006).

Destination image significantly affected the participants' behavioral intentions. The managers should put the organizational and promotional effort to build up the positive destination image since it can be used as the marketing tool for the destination development. Destination marketers should manage the destination image effectively by offering efficient advertising and public relations, proper management of tourist information offices and other promotional instruments such as the Internet. Creating and retaining a positive destination image can also result in increased word-of-mouth activity (Bigne et al., 2001).

Future research can be conducted to examine the difference between first time sport tourist and repeated sport tourists' perception towards the event image, destination image and behavior intention. Future research is needed as well to understand which component of the destination image (i.e. cognitive, affective) is more dominant in the tourists' decision making process with regards to sport tourism phenomena.

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Table 1 Descriptive Statistics, Indicator Loadings, Cronbach's alpha ( $\alpha$ ), Composite

Reliability (CR) and AVE values.

		Indicator			
Constructs	Mean (S.D.)		$\alpha$	CR	AVE
		Loadings			

<b>Prior experience with sport event (PEI)</b>			<b>0.702</b>	0.701	0.540
PEI2	3.83 (1.44)	0.737			
<b>Event Image (EI)</b>			<b>0.877</b>	0.880	0.553
EI2	3.82 (0.87)	0.828			
EI3	3.85 (0.86)	0.779			
EI4	4.16 (0.83)	0.685			
EI5	3.95 (0.88)	0.765			
EI6	3.86 (0.89)	0.609			
<b>Previous destination visit experience (PDI)</b>			<b>0.694</b>	0.723	0.576
PDI1	4.40 (1.48)	0.597			
PDI2	3.61 (1.57)	0.892			
<b>Destination Image (DI)</b>			<b>0.826</b>	0.835	0.510
DI4	3.67 (0.68)	0.568			
DI5	3.75 (0.71)	0.595			
DI6	3.98 (0.73)	0.877			
DI7	3.96 (0.75)	0.810			
DI8	3.74 (0.73)	0.668			
<b>Behavioral Intention (BI)</b>			<b>0.867</b>	0.878	0.592
BI1	3.82 (0.91)	0.724			
BI3	3.81 (0.82)	0.676			
BI4	3.88 (0.83)	0.846			
BI5	3.88 (0.86)	0.873			
BI6	4.08 (0.80)	0.709			

Table 2 Discriminant Validity of Construct

	BI	PDI	PEI	EI	DI
BI	<b>0.770</b>				
PDI	0.257	<b>0.759</b>			
PEI	0.108	0.430	<b>0.735</b>		
EI	0.296	0.013	0.050	<b>0.743</b>	
DI	0.244	0.055	0.044	0.152	<b>0.714</b>

*Square root of AVE value appears as bold numbers along the diagonal.*

*PEI: Prior experience with sport event; EI: Event Image; PDI: Previous destination visit experience; DI: Destination Image; BI: Behavioral Intention*

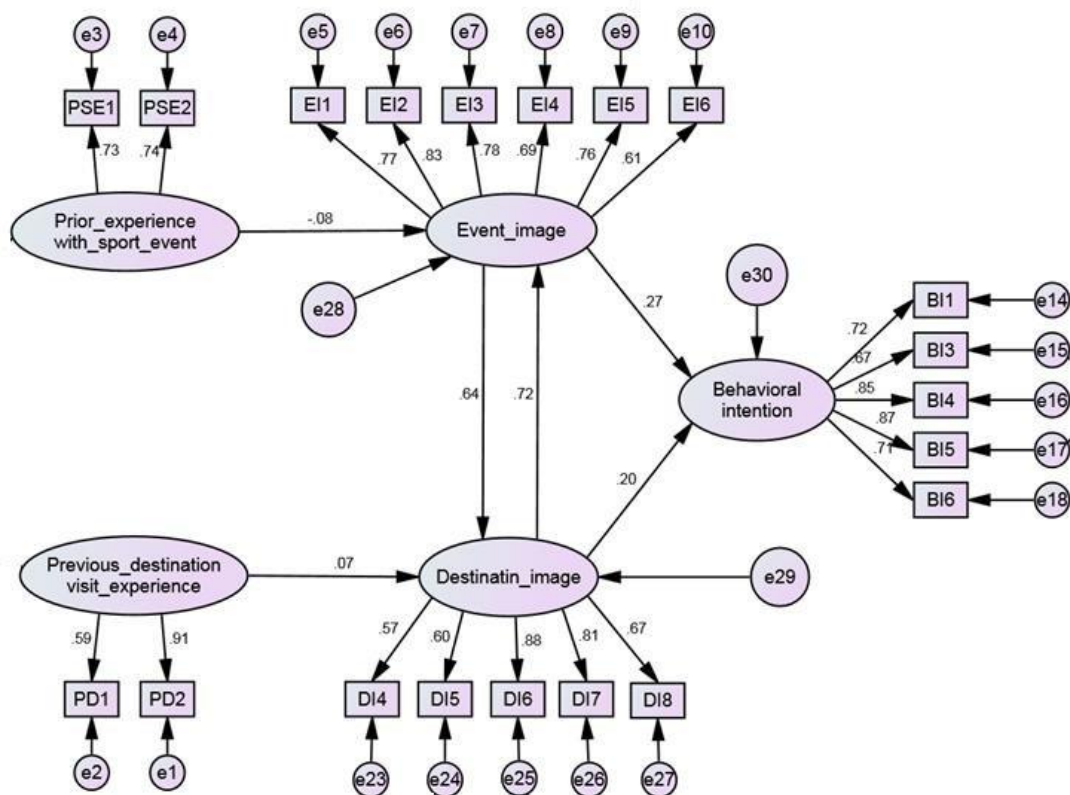


Figure 1 Structural Model on The Relationship among Prior Experience with Sport Event, Event Image, Previous Destination Visit Experience, Destination Image, and Behavioral Intention



Table 3 Results of path analysis of the structural model.

Hypothesis	Factor/	Standardized	Standard	P Value	Supported?
H1	PEI → EI	-0.078	0.083	0.423	Not Supported
H2	PDI → DI	0.071	0.021	0.346	Not Supported
H3	EI → DI	0.638	0.069	***	Supported
H4	DI → EI	0.723	0.084	***	Supported
H5	EI → BI	0.266	0.051	***	Supported
H6	DI → BI	0.205	0.095	***	Supported

\*\*\*Significant at the  $p < 0.001$  level (two-tailed)

# EXAMINING THE RELATIONSHIPS OF ELECTRONIC WORD OF MOUTH (EWOM), TOURISTS'S ATTITUDE AND TRAVEL INTENTION: AN EMPIRICAL STUDY IN PENANG, MALAYSIA

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## Abstract

Electronic word of mouth (e-WOM) is one of an important information source which can influence tourists' travel objective and selection of desired destination. E-WOM carries an important information source in influencing tourists' travel objective and selection of desired destination. Tourists are mostly depending on online reviews, researches or travel intermediaries which claimed that one third of tourists paid an effort to read message boards, online community, forum and online reviews to gain feedback before embarking on their online travel. This study aimed to examine theoretical and empirical evidence on the causal relationship among e-WOM, tourists' attitude towards Penang destination and their travel intention. The target respondents in this study were tourists who had travelled to Penang on a leisure basis and within the 12 months. An online survey was conducted to gather data from 415 respondents from January to May 2015 by using convenience sampling approach. SEM technique was applied to examine causal relationships among electronic word of mouth (eWOM), tourists' attitudes toward Penang destinations and their travel intention. The result revealed that e-WOM communication positively impacts tourists' attitudes toward Penang as a destination and their travel intentions. In addition, there is positive association between the tourists' attitudes toward Penang and their intention to travel. Tourism destination manager or marketer can consider a variety of the aspects of e-WOM in order to motivate tourists to join the online travel communities. This will enable them to increase their knowledge of tourists' satisfaction and develop the effective strategic to attract more tourists' arrival.

**Keywords:** *Electronic Word of Mouth (E-WOM); Tourists' Attitude; Travel Intention; SEM; Penang.*

## Introduction

Word-of-mouth (WOM) is known as a type of communication, which relates services and products between people who are conscious of independency of the company in providing the services and products (Silverman, 2001). It is acknowledged to participate imminent role in influencing and shaping consumer attitudes and behavioral motives (Sen & Lerman, 2007; Xia & Bechwati, 2008).

The accessibility of the internet has brought a word-of-mouth generation. Electronic word of mouth carries an important information source in influencing tourists' travel objective and selection of desired destination (Ying & Chung, 2007). Tourists are relying on online resources to find places to travel, and they will turn towards review sites, forums, and blogs before making decisions (Xiang & Gretzel, 2010). With the increase of internet usage, theoretical and random interactions among tourists on the web have become a daily necessity. This has led tourism researchers to come to the conclusion that online word of mouth plays a great role in the acquirement and holding of tourists in the e-commerce era (Vermeulen & Seegers, 2009).

Hock (2007) mentioned that there are 75% of travelers are using online internet for travel planning. A study conducted by Gretzel (2008) on the samples of Tripadvisor users confirms the importance of online reviews during the step of travel planning especially in deciding “where to stay” (77.9%). Compete (2007) had reported that there was approximately one-third of consumers are communicating with online communities, message boards or forums for online travel planning and purchases.

Several studies have shown that e-WOM affects consumers’ attitudes regarding a wide variety of products and services. Some researchers have noted that one characteristic of e-WOM is that it has occurred within between people could have no relationship between each other or know with whom they are communicate (Sen & Lerman, 2007). Despite the large amount of marketing research conducted on e-WOM, none of it has focused on e-WOM specifically in the tourism industry or its impact on consumers’ choice of tourism destination. There were few research have investigate the relationship encompassed by eWOM, tourists attitudes toward destinations, and travel intention. Conducive to enhance the gap between eWOM and attitude literature in the background of tourism industry specifically toward Penang destination, the main objective of this research was to investigate the theoretical and empirical evidence on the causal relationships among eWOM, tourists’ attitudes toward Penang destinations, and travel intention.

## **Literature Review**

### **2.1 Electronic Word of Mouth**

The beginning of the internet has brought a completely different scene to how information is shared amongst colleagues, strangers, and overall people. Word of mouth in the beginning was just an oral form of communication amongst friends and family. It has changed into various forms of communication. In this instance, electronical communication can take pace in several forms. Clients are able to post personal opinions, comments, and all types of reviews of purchased items on websites/weblogs, forums, retail websites, and social networking sites (Xiang & Gretzel, 2010).

Kraus (1995) mentioned the significant role of eWOM communication for purchase decision-making and online marketing. Communication and marketing have been enhanced drastically with the changes and advances in internet applications in regards to the hospitality and tourism industry. The consumers’ decision making is influenced by reviews and information from other consumers (Goldenberg et al, 2001). It was also found that reviews gave travelers a better understanding about the surroundings of a particular destination they are interested, reviews are generally lighter, up to date, and reliable when it comes to peer sharing online. According to Gretzel and Yoo (2008) estimate, over seventy percent of travelers are considered online view from experienced traveler as major information resources when they decide to go abroad for pleasure travel. This statement agrees also by Forrester Research (2006) who stated that online WOM a key player for traveler.

eWOM can be a very strong influencer and a very cost effective one in terms for marketing in hospitality and tourism. Sen and Lerman (2007) revealed that the impact of eWOM toward consumer behavior had been influenced by the review in several ways, depending on the particular product. Dennis et al. (2009) showed that the consumers’ intention to buy from an online retailer can be influenced by positive attitudes towards a retailer. Furthermore, in the study conducted by Castaneda et al. (2009), tourists’ attitudes towards

certain websites and the internet were studied. They reported that consumers' attitudes were related to the brands and consumer behavior.

A recent studies conducted by Ye et al. (2011) reported that there was significant influence of online reviews on the hotels' sales performance. Vermeulen and Seegers (2009) showed that good online reviews not only improve perception towards a particular hotel or destination, but it also helps potential customers feel at ease when making reservations. The exposure to online review can help to improve the travelers' attitudes toward hotels. A studies conducted by Fakharyan et al. (2012) showed that electronic word of mouth has a significant effect on tourist' attitude toward Islamic destination and travel intention. They performed empirical evidence and reported that tourist satisfaction strongly influenced their intention to revisit and recommend the travel destination with their relatives and friends.

According to Albarq (2014), the result revealed that e-WOM communications positively impact tourists' travel intentions and their attitudes toward Jordan as a destination, while a positive effect is found for the attitudes toward Jordan visit on their intention to travel. Hence, we propose the following hypothesis on the basis of these findings:

H1: Electronic word of mouth has a positive and significant impact on tourists' attitudes toward Penang as a travel location

H2: Electronic word of mouth has a positive and significant impact on the intention to travel

## **2.4 Attitudes toward Destination and Intention to travel**

Attitude is a proportionately immortal and durable evaluative summary about an appropriate element. It is a powerful emotional produce simultaneously as things go it predicts and effect many kind of attitudes (Kraus, 1995). Attitude toward a behavior can be defined as "the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question". The more favorable the attitude toward the behavior, the stronger will be an individual's intention to perform the behavior (Ajzen, 1991). Numerous of studies conducted by few researchers have verified this accessible relationship toward intention decision making (Huh et al., 2009). Casaló et al. (2010) performed a study that supports the assumption that in any addition to an indirect relationship through attitude, a direct relationship exists between expected usefulness and a persons' intention to be a part of any hosted online travel community.

Tourists have intentions to act in a specified manner where they have a more favorable attitude (Davis et al., 1989). Many authors have considered attitude as a key factor where the intention to use a particular website is affected. As a consequence of all these, an adaptation of this relationship will be a context of analysis and consideration toward the attitudes and advice given, that will enhance and influence a person's intention to follow advice. Hence, we propose the following hypothesis on the basis of these findings:

H3: Tourists' attitudes toward Penang destination have a positive and significant impact on intention to travel

## **Methodology**

The target population of this study was those who have used the internet to further understand about Penang, and those who had traveled to Penang on a leisure basis and within

the 12 months preceding receiving the survey. An online survey was used to collect data. The online survey was opened for fifty-nine days (1<sup>st</sup> February – 31 March, 2015). In this limited period, 513 people participated to the survey. Of the number, 98 respondents were removed because they had not met the requirement of having taken a leisure trip. Some of these respondents had traveled to Penang a long time ago, but not within the limitation of 12 months preceding the survey.

A questionnaire with four parts was used as the research instrument in this study. First part was developed to obtain respondent' socio-demographic information, including gender, age, higher education level, nationality and average income, frequency of travel during past 1 year, period plan to travel in the near future, frequency used hotel review site for travel planning, frequency of posted own experience in hotel review sites, how frequent use Internet for leisure purpose, purpose of browsing hotel review sites, frequent of book or plan own travel and reason of book or plan own travel.

A second part measured the tourists' attitudes toward Penang destination. Based on Bambauer-Sachse and Mangold (2011); eleven items were used to measure the construct of electronic word of mouth. The seven-point Likert scale were presented in those questions, ranging from strongly disagree (1) to strongly agree (7) was used. A third part measured tourists' attitude toward Penang destination which was adapted based on research by Golan and Zaidner, (2008). Five items were measured by using seven point semantic differential scale was used in this part. Fourth part was revealed the intention travel to Penang by measuring tourists' loyalty behavior. Four items presented by Morosan (2010) was customized. The seven-point Likert scale were presented in those questions, ranging from strongly disagree (1) to strongly agree (7) was used.

SPSS Version 22.0 was used to analyze the respondents' demographic profile and respondents' online communication behavior by using descriptive analysis. Structural equation model (SEM) test was employed to test causal relationship between eWOM, tourists' attitude towards Penang destination and intention to travel using AMOS 7.0. Several goodness of fit indices were evaluated including chi-square statistic ( $\chi^2$ ), normed chisquare statistic ( $\chi^2/df$ ), standardized root means square residual (SRMR), the root mean square error of approximation (RMSEA), goodness-of-fit index (GFI), comparative fit index (CFI) and normed-fit index (NFI). For reliability, convergent validity and discriminate validity were tested simultaneously.

## **Result**

### **4.1 Socio-demographic information**

There was a total sample of 415 respondents. The total number of respondent held a majority of females with 55.9% and 44.1% of the males. The number of single and married was 69.16% and 30.84%. The highest age range was categorized between the ages of 18 –21 (43.13%). The age range presented the majority of younger generations who often access the Internet. The highest education level were mostly educated people, 41.91% of them owned a degree and 14.70% were diploma holder. 16.63% of the respondents were grade 12 (STPM) or lower. The income levels were slightly the same between RM1000 and below and RM1001 – RM5000 with the percentage of 23.86% and 23.61%. The nationality of the respondents were mostly similar consisted of 54.22% of the Malaysian and 45.78% of the respondents were non-Malaysians originating from China, Indonesia, Singapore, United State, Korea, Japan, Australia and others.

The online behavior presented frequency of trips take during the past year, more than half of them (54.0%) were travel between 1 or 2 times. Majority of the respondents (37.58%) plan to travel in the near future within 3 month. Usage of hotel sites and forums for travel planning was consisted agree from 76.39% of the respondents. 71.57% of the respondents were unwilling to post any experience through hotel review sites or travel forums. There were 53.25% of the respondents spend approximate 1 hour to 3 hours on the internet for leisure purposes. Many of them (50.60%) were browsing hotel review sites or travel forums to obtain useful information. There were 51.08% of the respondents plan and book their own travel to domestic and foreign travel. 52.53% of the respondents were plan and book their own travel at the hand of can customize their own trip based on their needs.

#### 4.2 Measurement model

AMOS 21.0 was used for testing the measurement model, and it used for the confirmatory factor analysis (CFA). According to the Zainudin (2012), each factor loading should have been of statistical significance, the individual item reliability should have been greater than 0.60. Therefore the standardized loading for the items of EWOM 10 which was lower than 0.50, was removed to reduce measurement error and increase reliability. The model fit statistics of structural model showed a satisfactory fit to the data ( $\chi^2=431.357$ ,  $df=144$ ,  $p < 0.001$ ),  $\chi^2/df= 2.996$ , GFI= 0.902, CFI= 0.953, RMSEA= 0.069, NFI= 0.931, SRMR= 0.041).

Table 1 shows the descriptive analysis, factor loadings, critical ratios, Cronbach's alpha and AVE values of each construct. The Cronbach Alpha with a value of 0.7 is advised by Nunally and Bernestein (1994). The Cronbach's alpha coefficient was ranged from 0.92 to 0.93, indicating the internal reliability was considered excellent. In addition, composite reliabilities in the measurement model were ranged from 0.92 to 0.93. This indicates that the reliability was an adequate and reliable (Fornell & Larcker, 1981). All the indicators have the factor loading values which were greater than 0.60 and were significant at  $p<0.000$ , granted that indicators can be declared valid in forming the constructs of electronic word of mouth, attitudes toward destination and travel intention. AVE values were above 0.5, which shows that there was a satisfactory degree of convergent validity.

Table 2 showed the result of discriminant validity of construct. The square root of the AVE of each is located on the diagonal of Table 2 and was bolded. The result revealed that each square root of the AVEs was greater than the matching coefficients. This indicated that each construct met the requirements in line with discriminant validity. According to Fornell and Larckers (1981), square root of the AVEs value for each factor should exceed each correlation between constructs, providing evidence of discriminant validity.

#### 4.3 Analysis of the structural model

The model fit statistics of structural model showed a satisfactory fit to the data ( $\chi^2=431.357$ ,  $df=144$ ,  $p < 0.001$ ),  $\chi^2/df= 2.996$ , GFI= 0.902, CFI= 0.953, RMSEA= 0.069, NFI= 0.931, SRMR= 0.041). All of the statistic matched the recommended limitations, and showed that each model fits the specified data well. The results confirmed the construct validity of the model. Figure 1 present the structural equation model on the relationship among eWOM, tourists' attitude towards Penang destination and intention to travel.

Table 3 presented the result of path analysis of the structural model. The three hypotheses were tested. H1 which tested that electronic word of mouth has a positive and significant impact on tourists' attitudes toward Penang as a travel location (H1:  $\beta = 0.637$   $t = 8.061$ ,  $p < 0.000$ ), was supported. H2 stating that electronic word of mouth has a positive and significant impact on the intention to travel (H2:  $\beta = 0.712$ ,  $t = 0.089$ ,  $p < 0.00$ ), was supported. H3 which was implying tourists' attitudes toward Penang destination have a positive and significant impact on intention to travel (H3:  $\beta = 1.067$ ,  $t = 10.502$ ,  $p < 0.00$ ), was supported.

## Discussion

The causal relationship among e-WOM, tourists' attitudes toward Penang destination on their intention to travel was significant. It was agreed by several previous researches. Fakharyan et al. (2012) proposed that electronic word of mouth has a positive influence on the attitudes of tourists and their travel intentions in regards to each particular destination. In addition, there is a major association between the attitudes toward the destinations and the intention of travel. This idea was similar to that of Jalilvand et al. (2012), who discovered that online word of mouth can accurately reflect a consumers' travel intention towards a particular destination. Barbara and Vesna's (2006) model depicted that a satisfied or dissatisfied tourist will tend to use online modes of communication to communicate with others and share their experiences regardless if it is positive or negative, and if the experience is positive they would most likely travel to the destination again.

According to Lewis and Chambers (2000), tourists used electronic word of mouth to provide a situation that had been faced by them in a particular destination. They have had sufficient knowledge and experiences by sharing their experiences to others through the internet, and this in turn provides a base for people who are searching for information and to further understand the destination selected. Tourists who decide to travel to a particular destination may come to rely on electronic word of mouth. This is particularly useful in terms of a business such as hotel management. They can realize which types of experiences are likely to trigger positive online feedback.

The research model in this study had proven that electronic word of mouth and tourists' attitudes towards a particular destination as the major determinant of the tourists travel intention. Therefore, electronic word of mouth has a major influence on the tourists' decisions. The change in a consumer's behavior has made it a key factor for marketing communication to understand electronic word of mouth communications. Marketers in tourism should recognize the power behind online communication. They should recognize that potential buyers are continuously using online resources and therefore should consider it when creating marketing strategies. Identifying the tourist's destination preference or choice process was attempted in the context of online communications.

The data shows that electronic word of mouth proved to have a great impact on the view of a particular destination. Knowledge that was gained through tourist electronic word of mouth communications affected the perceptions and attitudes towards a particular destination. The study of Jalilvand and Samili (2012), coincides with this finding, which was also supported by Beerli and Martin (2004). Jalilvand and Samiei (2012) found electronic word of mouth influences the brand image of a particular product. The information resources play a vital role in creating the image of a destination. Nonaka et al. (2000) explained that interactions between tourists and online forms of communication have generated a basic knowledge for the tourists about the destination. The information is gathered about a particular destination and compartmentalized by the tourist into shapes and perceptions and lastly attitudes about the destination which has been chosen. The reliability of the information

obtained online will increase knowledge about Penang. The more the tourist knows about Penang, the better or worst perceptions of the image of the tourist destinations of Penang.

The study made an important contribution to the growing data base of knowledge. It was proposed and validated an integrated framework of tourists travel intention model which was able to be applied to several service contexts. It was easier to deliver and improved services based off of electronic word of mouth. By proactively using electronic word of mouth information it could improve and increase a company's competitive advantage over others. In particular, the tourism industry, there is clear evidence that satisfaction is a strong indicator of a person's intentions to repeatedly visit and ultimately recommend the destination or property to others (Yoon & Uysal, 2005). Those who are satisfied have a higher chance to return to the same place over and over again, and provide a positive review, which in turn benefits the tourism sector and the particular property or location. Positive experiences compared to negatives ones are generally shared to their friends and relatives.

## **Conclusion & Recommendation**

The study examined the casual relationship among the electronic word of mouth, tourists' attitudes toward destination and their travel intentions. The findings have showed electronic word of mouth has a positive and significant impacts on tourists' attitude towards Penang destination and their travel intentions. In addition, there is a positive and significant relationship between tourists' attitude towards Penang destination and their travel intentions. The researcher considered how electronic word of mouth impacted attitudes regarding destinations and travel intentions which enabled the researcher to identify the decision making process and in doing so, offered an opinion for tourists travel behavior with regards to online communications.

As recommendations, Penang destination management can set up an online tourism community to provide a place to tourist to exchange travel information through online. They can talk about their travel experience, feeling, services provided, etc. in this online community. Next, tourism sector managers or marketer should encourage and motivate tourists and their guests to post reviews, as to increase their knowledge of satisfaction and how they can improve their businesses to satisfy consumers.

Positive experiences of service, products, and other tourism resources generally produce repeat visits along with positive online feedback that can affect others all over the globe. Tourists who are satisfied with the service are most likely to return, and are willing to show all their positive vibes to the rest of the world, including family and friends. Therefore, destinations should always keep an eye out to provide the best experience for the paying guest and this could lead to a major effect on the development of a positive image for potential tourists.

As the recommendations for future researches, the impacts of nationality on using electronic word of mouth can be examined. Further research related to electronic word of mouth should move to a more practical study, measure on cognitive and behavioral implications upon traveler behavior and the new implications that are changing on a daily basis by electronic word of mouth websites.

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Table 1 Descriptive statistics, factor loadings (FL), critical ratios (CR), cronbach's alpha ( $\alpha$ ), and AVE values

Factor/Item	Mean (S.D)	FL	$\alpha$	CR	AVE
<b>Electronic word of mouth (EWOM)</b>					
(EWOM1) I use pervious customers' reviews of the hotel for selecting a hotel for my upcoming trip.	4.36 (1.29)	0.75	0.93	0.93	0.56
(EWOM2) I believe reviewing pervious customers' comments on the review website is an efficient way to get the information I need.	4.45 (1.36)	0.80			
(EWOM3) I believe reviewing pervious	4.54 (1.42)	0.77			

customers' comments on the review website is  
a good way to get updated information.

(EWOM4) I believe reviewing pervious	4.40 (1.44)	0.76
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customers' comments on the review website  
can help me save money.

(EWOM5) When I believe the destination	4.61 (1.62)	0.62
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offers the same good (bad) service as the  
reviews described, I am (not) willing to travel.

(EWOM6) I often read other tourists' online	4.45 (1.54)	0.74
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travel reviews to know what destinations make  
good impressions on others

(EWOM7) To make sure I choose the right	4.34 (1.43)	0.79
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destination, I often read other tourists' online  
travel reviews

(EWOM8) I often consult other tourists' online	4.28 (1.35)	0.71
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travel reviews to help choose an attractive  
destination

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(EWOM9) I frequently gather information from tourists' online travel reviews before I travel to a certain destination	4.30 (1.41)	0.75				
(EWOM11) When I travel to a destination, tourists' online travel reviews make me confident in travelling to the destination	4.32 (1.41)	0.78				
<b>Attitude toward destination (ATD)</b>						
As a tourism destination, I think that Penang is:						
(ATD1) Poor / Good	5.01 (1.35)	0.84	0.93	0.93	0.73	
(ATD2) Very poor value for money / Very good value for money	4.92 (1.38)	0.85				
(ATD3) Terrible / Delight	4.81 (1.54)	0.90				
(ATD4) Worst then my expectation / Better than my expectation	4.73 (1.53)	0.87				
(ATD5) Very unplesant / Pleasant	4.70 (1.41)	0.82				
<b>Travel Intention (TI)</b>						
(TI1) I predict I will visit Penang in the future	5.10 (1.54)	0.89	0.92	0.92	0.75	
(TI2) I would visit Malaysia rather than any other tourism destination	4.78 (1.49)	0.91				
(TI3) If everything goes as I think, I will plan to visit Malaysia in the future.	5.18 (1.35)	0.81				
(TI4) I would spread the positive review to family/friends.	5.20 (1.47)	0.83				

Table 2 Discriminant Validity

Component	Electronic	Attitude toward	Intention to
	word of mouth	destination	Travel
Electronic word of mouth	<b>0.875</b>		
Attitude toward destination	0.473	<b>0.750</b>	
Intention to Travel	0.741	0.431	<b>0.854</b>

Average Variance Extracted (AVE) appears as bold numbers along the diagonal.

Table 3 Parameter estimates for the relationships between each independent variable and the dependent variable for which the three hypotheses

Independent variable		Dependent variable	Standardized estimate	S.E.	t value	p value
Electronic word of mouth	→	Attitude toward destination	0.522	0.054	9.712	**
Electronic word of mouth	→	Intention to travel	0.180	0.053	3.397	**
Attitude toward destination	→	Intention to travel	0.774	0.061	12.745	**

\*\*Significant at the  $p < 0.001$  level (two-tailed)

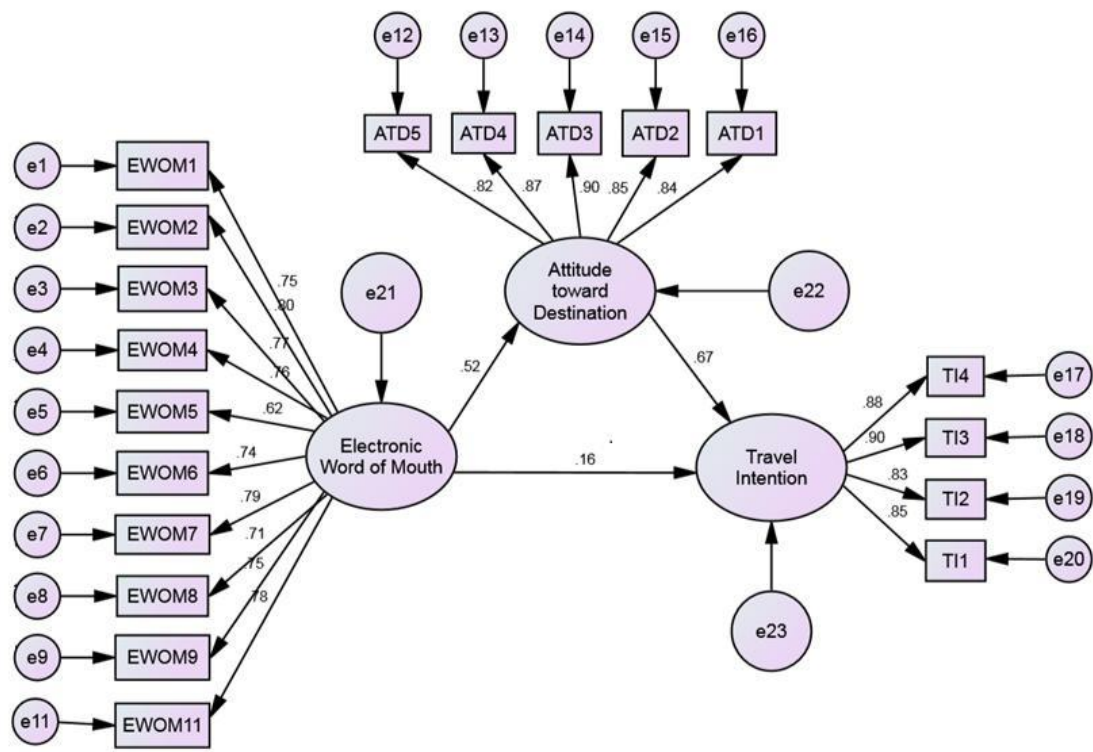


Figure 1 Structural equation model on the relationship among eWOM, tourists' attitude towards Penang destination and intention to travel.



# **HOTEL EMPLOYEES' PERCEPTIONS ON GREEN PRACTICES: THE CASE OF PENANG, MALAYSIA**

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## **Abstract**

There is increasing concern about the environment issues among the public. In order to enhance a hotel's competitive advantage, green management can be used as one of the strategic tool. The advantages of implementing the green practices within hotel industry have been reported by past scholars. Nowadays, hotel industries cannot ignore their environmental responsibilities. Employees play important role in implementing green practices in hotel industries. This research is attempting to examine the hotel employees' perceived importance of the green practices and their participation level on green practices by using Importance Performance Analysis (IPA). The target population of this study was the hotel employees who are working in four or five stars hotel in Penang, Malaysia. Questionnaires were distributed to 152 hotels employees by snowball sampling technique. The IPA grid is broken into four categories: (1) Concentrate Here; (2) Keep Up the Good Work; (3) Low Priority; and (4) Possible Overkill, to enable each of the attributes to be plotted into the grid. It is a clear and powerful evaluation tool for management to find out attributes that are doing well and attributes that need to be improved, which require action immediately. The results of IPA revealed that four attributes were captured in the quadrant of Keep up the Good work including utilizing energy-saving equipment/technology, utilizing electric-automated shut off systems, as well as utilizing water-saving fixtures, utilizing soap and shampoo dispensers in guest rooms. The quadrant of Concentrate Here has captured only one item which was donation of leftover food and good food, suggesting management attention is needed. This study recommended that hotels should carefully plan their green practices to motivate employees to practice green.

**Keywords:** *Green Practice, hotels' employees, IPA, Penang*

## **Introduction**

For the last several years, concerns about environmental degradation have been increasing (Chan & Lam, 2002). The public has been recognizing the seriousness of the environment issues, causing their concerns for the environment to become wider (Han & Kim, 2010). They are also recognizing the importance of preventing the environment. Since there is the increasingly awareness of the seriousness of environmental problems, customers are becoming more ecologically aware and are seeking to purchase eco-friendly products and services, preferring firms that favour environmental practices (Kalafatis et al. 1999).

There are many lodging customers were being aware of the environmental damages, for example, emissions released into the air, water and soil. Then, the wasting or harming of environmental resources caused by hotels, for example, excessive consumption of non-durable goods, energy and water. They were look for hotels that follow eco-friendly practices (Manaktola & Jauhari, 2007). Therefore, marketers of lodging operations have become increasingly proactive in following green practices and developing environmental programs (Chan & Wong, 2006).

In recent years, many hotels have been initiative in advancing their environmental performance in order to position themselves distinctively in the increasingly competitive lodging market, searching for effective ways to become “green” (Chan & Wong, 2006; Manaktola & Jauhari, 2007). Specifically, marketers of the hotel industry are striving to increase their firms’ competitiveness, for example, gaining recognition and increasing customer retention through the greening of the hotel, thus eventually enhancing their hotel firms’ profit (Chan & Wong, 2006; Manaktola & Jauhari, 2007). Manaktola & Jauhari (2007) stated the number of customers looking green hotel properties has grown. Environmentally friendly practice can be an effective strategy in marketing for a hotel looking to change the position and achieve competitiveness in the lodging industry.

It is crucial to understand the hotel employees’ perception towards environmental management because they are directly related to the hotel performance in green practices. (Claver-Cortés et al., 2009). Support and leadership from top management for sustainability is also vital due to their influences on the organization’s awareness and understanding of environmental issues. Past scholars have showed that examine hotel guest perceptions (Goldstein et al., 2008; Manaktola & Jauhari, 2007) and attitudes of managers (Claver-Cortés et al., 2007) towards green practices in hotel industry. However, there is lack of the studies about the employees’ perspectives on green practices. Meanwhile, researchers have suggested that employees’ perceived importance and performance towards green activities may affect the organization’s ultimate green performance (Daily & Steiner, 2001; Perron, Côte, & Duffy, 2006). Therefore, there is the need to study how hotel employees perceive green practices and their participation level in order to better understand current application of green practices to the hotel industry. Understanding how hotel employees perceive green practices is important in implementation of the successful green programs. It is also an essential element to be considere when developing appropriate plans and evaluating capabilities in order to remain competitive in the hotel market of the future. This research is attempting to examine the hotel employees’ perceived importance of the green practices and their participation level on green practices by using Importance Performance Analysis (IPA).

## **Literature review**

### **2.1 Green practices in hotel industry**

Green practices have the similar meaning with eco practices/eco-friendly practices/ sustainable practices and etc. The scope of the expression "green" is extensive and shifting focused around people’s opinion. Practices which are connected with green concerns are various in a hotel organization; they may include a range of efforts from contamination avoidance to stakeholders' training in regards to these efforts. Green practices are viewed as hotel’s inner

attempt/activities towards the objective of becoming a green organization (Kim, 2009). There is no globalized meaning which is set for the green practice term.

In hotel industry, green practices are concentrated in few areas mainly energy management, water management, and waste management (Wu & Tsai, 2013; Kasimu, Zaiton & Hassan, 2012; Jamaludin & Yusof, 2013; Jackson, 2010). Energy-efficiency practices, water-saving practices and waste management practices could save cost, build image and enhance environment quality of a hotel (Kasimu, Zaiton & Hassan, 2012). Some research also studied minor areas of green practices such as indoor air quality management, local community involvement, usage of green products/materials, corporate social responsibility sustainable site planning and management (Jamaludin & Yusof, 2013; Wu & Tsai, 2013).

In energy management, it is revealed that key card control system and usage of energy saving equipment as the core practices in most of the hotels in Malaysia (Kasimu, Zaiton & Hassan, 2012). More significance is found in energy-efficient lighting and energy-efficient equipment by Phuket hotel managers (Saenyanupap, 2011). According to Jamaludin and Yusof (2013), it is revealed that hotel's participation in energy management is 100%. Solar panel application is missing from the hotel's participation as it is costly and not affordable by some organizations. Hence, energy management measures are significant to most hotels that adopts environmental friendly practices except for installation of solar panels as it is not financially affordable for certain hotels.

From the view of water management, practices such as cloth napkins and glass cups reused, eco-friendly cleaners and refillable dispensers have reduce waste and water but also lowers the bills in the hotel (Kasimu, Zaiton & Hassan, 2012). 70% of water from laundry is reused and low-flow shower & dishwasher systems are used by Kalahari Resorts. Systems to decrease toilet's and sink's water usage were installed by Kalahari Resorts too (Jackson, 2010). According to Saenyanupap (2011), highest importance was found in water efficient fixtures and next in dual-flush toilets by Phuket hotel managers and this is supported by Kasimu (2012) and Jamaludin and Yusof (2013) whom also stated that reuse of towels and linens is the most water-efficiency practice.

According to Kasimu (2012), waste management practices such as kitchen waste composition, bulk purchase of cleaning containers and food items are not so familiar in hotels and usage of treated waste water in garden is not famous among the participating hotels. In Phuket hotels, waste sorting in offices, guestrooms and kitchens were core practices, and recycling waste materials were the next common practices (Saenyanupap, 2011).

According to ASEAN Tourism Standards (n.d.), requirements for waste management in green hotels are having waste efficiency practices such as 3 R (recycling, reuse and reduce waste), waste composting and separation. Besides that, the hotel is also required to encourage and build awareness among hoteliers to be involved in these waste management practices. Waste sorting practice is also profitable to hotel business as Melia and Shangri-La could obtain RM1000-2000 of profit by selling to recycling companies (Jamaludin & Yusof, 2013). Waste efficiency practices such as reuse printed paper, recycle of cooking oil, refill cartridge, waste monitoring and paperless technology is fully participated by hotels such as Melia KL, Golden Palm Tree Resort, Shangri-La KL and Andaman Resort. In conclusion, most hotels practices

recycling in terms of going green but not all waste efficiency practices are practiced fully and given equal importance.

Some hotels do not prefer to use recyclable products and organic products due to afraid of its quality to affect their image as stated by Shangri-La and Melia managers. Mainly practices such as usage of green products or local products and using eco-friendly chemical in daily activities are fully participated by green hotels. Resorts are more preferably to be involved in sustainable area management as these buildings are surrounded by natures, terrains, or forests. Hence, resorts have bigger responsibility to preserve the surrounding environment compared to city hotels (Jamaludin & Yusof, 2013). According to ASEAN Tourism Standards (n.d.), requirements the usage of eco-friendly products in green hotels are including the usage of local products in hotel operation such as local food or handicrafts and use eco-friendly products.

## **2.2 Motives of green practices - journal 21**

There are three motives that are believe drive the green practices in hotel industry are identified. Pressures from government are identified as the first motive of implementing the green practices in hotel industry (Chan & Wong, 2006; Mensah, 2004; Tzschentke et al., 2004). The governments or regulators always require hotels to implement green practices. Some countries, such as Australia and New Zealand have imposed financial penalties for a property which is unable to compliance to green policies (Mensah, 2004).

The second motive is financial benefits from implementing green practices (González & León, 2001; Mensah, 2004). Many hotel organizations have reported financial benefits resulting from going green. Hotel can earn the extra income from recycling (Enz & Siguaw, 1999). In addition, hotel can reduce its energy consumption through using energy efficient appliances (Mensah, 2004). For instance, Hyatt Regency Chicago saved \$120,000 from recycling hotel items (Enz & Siguaw, 1999). The Hyatt Regency International Hotel in New Zealand saved \$ 14,000 by installing an energy saving system (Alexander, 2002).

The third driver that motive hotel to implement green practices is fostering positive public relations and marketing (Claver-Cortés et al., 2007). The term “green hotel” help to attract more business. According to (Mensah, 2004), the number of company which considered green facilities for their meetings increased by 10 percent between 1997 and 1998). These companies hold their business by implanting the green practice in their firms. Marketing plans targeting environmentally concerned consumers are an opportunity for the hotel industry. The number of consumers pursuing a greener lifestyle has been increasing (Bohdanowicz, 2005).

## **2.3 Challenges of implementing green practices**

Hospitality industry is considered one of the industries that need to face a number of pressures and respond to the need to reduce negative environmental impacts. In relation to change, the motivation still couldn't clear the barriers which that hinder successful adoption of environmental practices (Watson, 2006). Human resource knowledge and readiness were considered the most common barriers which obviously found out from the findings of former studies (Chan & Hawkins, 2010; Savage, 2007), which included their preferences and attitudes (Kuminoff, Zhang, & Rudi, 2010).

In addition, Chan (2008) indicated that money, time, and people were the most significant barriers for implementation and maintenance of green practices. The functional attributes of green practices are highly related to installation of high cost technologies or systems and this became the doubtful issues regarding the financial effectiveness of green practices. (Bohdanowicz, 2006). However, suggestions given from researches showed that the costs of installing new systems may be offset by savings in water and energy and in waste reduction within a few years (Claver-Corté et al., 2007).

There are concerns where service standards might be affected negatively when implementing green practices. For example, using shampoo dispensers may reduce waste, but this may be contrary to guests' expectations (Dagmar, 1994). Certain green practices, such as using shampoo dispenser to reduce waste actually giving an impression of compromised service quality to customers (Bohdanowicz, 2006).

According to Levy and Dilwali (2000), prevention of more extension participation can be affected by lacking of knowledge and staff skills. They added some other obstacles, such as limited capital budgets, lack of knowledge or new technology, lack of performance measures, and difficulty in quantifying environmental gains. Lack of incentives to implement, lack of management commitment, lack of total employee involvement, cost of implementation, and unclear responsibilities of employees were identified as the challenges of implementing green practices (Quazi, 1999). How hotel employees perceive green practices must be examined in order to better understand the application of green practices to the hotel industry. Previous studies only focused on guest perceptions (Goldstein, 2008) and attitudes of managers (Claver-Cortés, 2007) but haven't examined the employees' perspectives on green practices yet. Demonstration of hands on green activities in the work environment was the reason that lead employees succeed in creating a green culture. Therefore, to implement successful green programs, a better understanding of how hotel employees perceive green practices is critical.

## **Methodology**

The target population of this study was the hotel employees who are working in four or five stars hotel in Penang, which are implementing in green practices. A total of 250 questionnaires were distributed to the human resource departments of these three four or five stars hotels that are implementing green practices. 152 questionnaires were returned, representing a response rate of 60.8%.

A structured questionnaire with two sections was used to collect data. First section includes demographic questions such as age, gender, nationality, race, educational level, occupation/position in the hotel, department, monthly income and working experience. Second section measures perceived importance and participation level. Five-point Likert scale was used. The respondents were asked to indicate their level of participation and importance with the scale of 1=Not Participating to 5=Fully Participating and 1=Not Important to 5=Extremely Important.

The data was analysed by SPSS (Statistical Package for Social Science) Version 22. Descriptive analysis was used to analyse respondents' demographic details and their perceived importance and participation level. Importance–performance analysis (IPA) was conducted to

compare the importance and performance levels of green practices. Paired *t*-test was used to examine whether the differences between perceived importance and participation level are statistically significant or not. The IPA grid is broken into four categories: (1) Possibly Overkill; (2) Keep Up the Good Work; (3) Low Priority; and (4) Concentrate Here, to enable each of the attributes to be plotted into the grid. It is a clear and powerful evaluation tool for management to find out attributes that are doing well and attributes that need to be improved, which require action immediately.

## **Finding and Discussion**

The majority of participants for this study were male (72.37%) and with age group of 24-29 (40.13%). 88.2% of them were Malaysian and 43.4% of them were Chinese. About 60.5% of them made RM2001-4000 annually. 32.9% of the employees had professional certificate / diploma in Hospitality and Tourism. 38.2% of the employees had full-time positions. Majority of them were working in housekeeping department (25.0%). 46.7% of them had 2-5 years working experience.

### **4.1 Importance Performance Analysis**

The mean scores of hotel employees' perceived importance and participation level on the 18 green practices were determined and the results were shown in Table 1. Based on the mean scores of hotel employees' perceived importance level towards individual green practices, the green practice of donation of leftover, good food was perceived as the most important practice (5.06), whilst the green practice of availability of smoking and non-smoking areas was perceived as the least important practice (4.57). Regarding the hotel employees' participation level in the green practices, it was found that hotel employees had the highest participation level in the green practice of Utilizing energy-saving lighting (4.60). However, hotel employees' participation level was lowest in the green practice of including electronic software systems (paperless policy) (2.36).

A paired-sample *t*-test was conducted to evaluate whether used to examine whether the differences between perceived importance and participation level were statistically significant or not. The result revealed that there were significant differences between the employees' perceived importance level and their participation level on the 18 green practices ( $p < 0.05$ ). Overall, the hotel employees' perceived importance levels on all green practices were higher than their participation levels.

Figure 1 showed the importance–performance matrix with cross-hairs represented by the grand mean scores of the importance attributes (i.e., 4.73) as the X-axis and that of the participation attributes (i.e., 4.02) as the Y-axis. Each pair of the importance and participation mean scores for each attributes was plotted on the two-dimensional, four-quadrant grid. The importance–performance grid is broken into four categories: (1) Possibly Overkill; (2) Keep Up the Good Work; (3) Low Priority; and (4) Concentrate Here, to enable each of the attributes to be plotted into the grid.

Based on Figure 1, the possibly overkill quadrant showed the eight green practices which were low in importance level but high in participation level, which included D1 (utilizing energy-saving equipment/technology), D3 (motivating guests to save energy with leaflets), D6 (motivating guest in reusing linens/ towels), D7 (utilizing low flow dual-flush toilets), D8 (utilizing low-flow shower heads/ sink aerators), D9 (separating wastes in kitchen, offices, guest rooms etc.), D17 (availability of smoking and non-smoking areas) and D18 (checking & monitoring air-conditioning system regularly).

Five attributes were captured in the quadrant of Keep up the Good work. They were D2 (utilizing energy-saving equipment/technology), D4 (utilizing electric-automated shut off systems), D5 (utilizing water-saving fixtures), D11 (utilizing soap & shampoo dispensers in guest rooms) and D16 (activities in hotel promoting culture & heritage of Penang). These attributes were found their performance level satisfactory and meet/exceed hotelier's expectations. Hotel management should continuously maintain the performance level on the attributes to sustain the hotelier's importance level.

The low priority quadrant indicated the attributes in which hotel employee perceived this attribute as less important and the hotel is performing not effectively. There was only one attribute falling into this quadrant which was D12 (including electronic software systems (paperless policy)).

The quadrant of concentrate here had captured only one item which was D10 (donation of leftover food, good food). Attribute that fall in this quadrant shows that the hotel management should focus on this green practice and improve the performance of this attribute. It is a direct message that hotels should make more effort for improvement. The hotel management need to be aware of this attribute that fall into this quadrant as they were important towards hotel employees but performance was found quite low.

The IPA grid had identified some areas of green practices that were well performed, some that needed to be improved, and some that were not necessary to be concerned. The green practice of donation of leftover food and good food is needed to be improved. This green practice was perceived as the important practise which was not well participated by hotel employee. The low participation level on this green practice may be cause by the hotel organization's policy as well as the hotel employees' attitude. This is because this practice may take time and require extra effort. According to Kasimu (2012), waste management practices such as kitchen waste composition and food items are not so familiar in hotels.

In addition, it was found that the green practice of including electronic software systems with paperless policy showed the lowest participation level among the hotel employees. Some actions can be taken by hotel organization to encourage hotel employees to involve into the paperless policy such as check-in electronic card, in-house key systems, online check-in/out and etc.

The results of IPA revealed that four attributes were captured in the quadrant of Keep up the Good work including utilizing energy-saving equipment/technology, utilizing electric-automated shut off systems, as well as utilizing water-saving fixtures, utilizing soap and shampoo dispensers in guest rooms. The quadrant of Concentrate Here has captured only one



item which was donation of leftover food and good food, suggesting management attention is needed.

As recommendation, hotel management should communicate clearly the outcomes and benefits of implementing green practices to hotel all level of employees. The green practices should be delivered clearly to hotel employees. The goals of green practices implementation should be provided clearly and the way to implement and improve the green practices should be clarified by management. In addition, various types of job-specific green training programs should be offered based on the hotel employees' interests and need in order to motivate employees to involve green practices.

The outstanding green activities of employees should be recognized by giving monetary rewards and verbal recognition. Monetary rewards and verbal acknowledgement can motivate employees to engage in the green practices. This can facilitate employees' participation in green practices and avoid them to feel that green practice implementation is just a company level policy. Lastly, the employees' feedback should be collected by developing a proper system in order to understand how successfully the hotel implements its green activities.

## **Discussions and Conclusions**

The result revealed that the overall participation level of hotels' green practices was lower than importance level assessed by the hotel employees. This suggested that hotel employees perceived the green practices positively and recognized the importance of implementing the green practices in the hotel. They acknowledged of green practices in the workplace. According to Kim and Choi (2013), hotel employees positively perceived green practices. The green practices are well- received by the hotel employees and embraced by hotel organization. This was consistent with the finding of Bohdanowicz (2006) and Alexander (2002) which reported that the green practices are common within hotel industry.

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Table 1 Hotel employees' perceived importance and participation level

No	Items	Importance	Participation	
		Mean (S.D.)	Mean (S.D.)	
D1	Utilizing energy-saving equipment/technology.	4.81 (0.47)	4.23 (0.52)	.000
D2	Utilizing energy-saving lighting.	4.78 (0.44)	4.60 (0.48)	.000
D3	Motivating guests to save energy with leaflets.	4.73 (0.51)	4.16 (0.47)	.000
D4	Utilizing electric-automated shut off systems.	4.78 (0.46)	4.16 (0.49)	.000
D5	Utilizing water-saving fixtures.	4.76 (0.52)	4.14 (0.51)	.000
D6	Motivating guest in reusing linens/ towels.	4.71 (0.62)	4.13 (0.58)	.000
D7	Utilizing low flow dual-flush toilets.	4.65 (0.72)	4.06 (0.58)	.000
D8	Utilizing low-flow shower heads/ sink aerators.	4.63 (0.74)	4.03 (0.63)	.000
D9	Separating wastes in kitchen, offices, guest rooms etc.	4.70 (0.60)	4.02 (0.70)	.000
D10	Donation of leftover, good food.	5.06 (1.22)	3.76 (0.90)	.000
D11	Utilizing soap & shampoo dispensers in guest rooms.	4.79 (0.42)	4.31 (0.53)	.000
D12	Including electronic software systems (paperless policy)	4.66 (0.62)	2.36 (1.30)	.000
D13	Using recyclable materials (stationery, paper bags etc.)	4.68 (0.57)	4.02 (0.60)	.000
D14	Using local eco-friendly products.	4.68 (0.52)	4.04 (0.55)	.000
D15	Donation to charity (unused sheets, furniture e etc.)	4.75 (0.48)	3.96 (0.73)	.000
D16	Activities in hotel promoting culture & heritage of Penang.	4.68 (0.54)	4.02 (0.57)	.000
D17	Availability of smoking and non-smoking areas.	4.57 (0.82)	4.07 (0.69)	.000
D18	Checking & monitoring air-conditioning system regularly.	4.74 (0.48)	4.25 (0.46)	.000

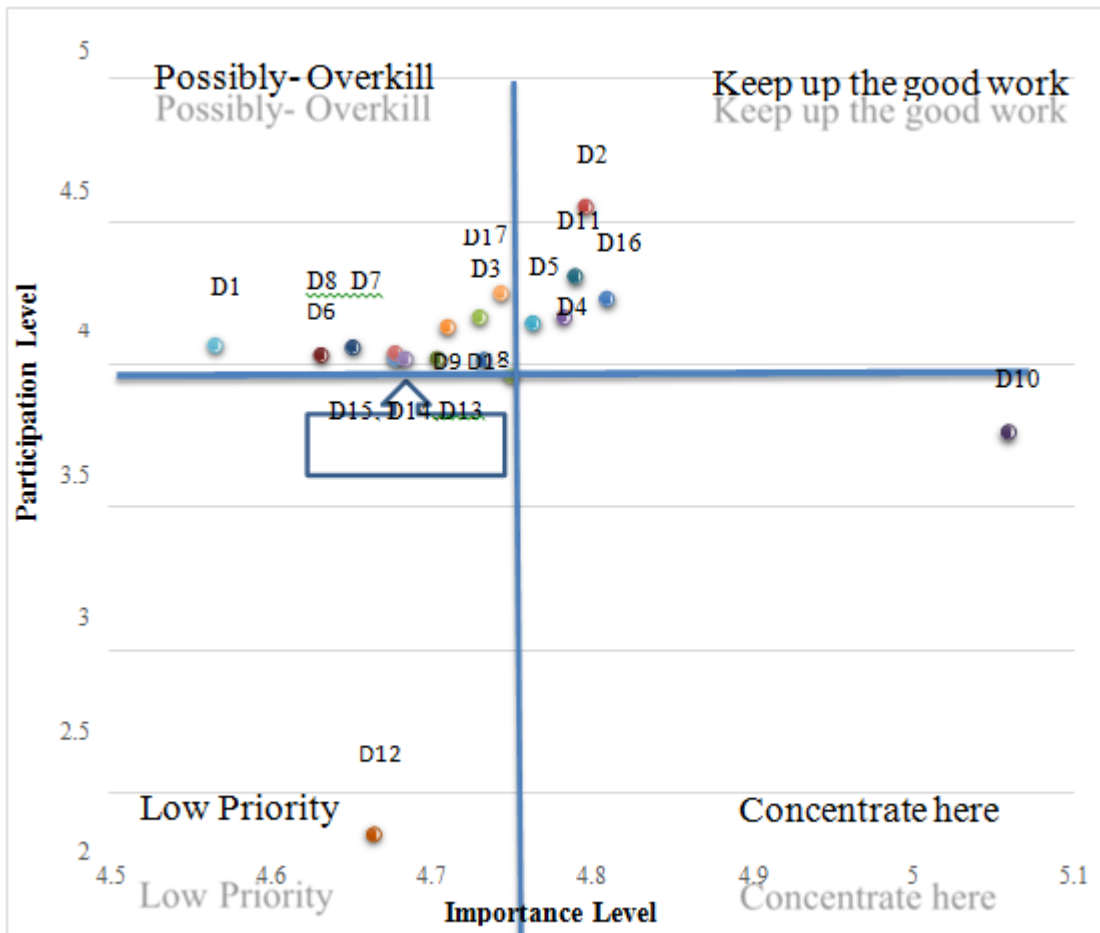


Figure 1 Importance-Performance Analysis Grid

# BUSINESS STRATEGIC ANALYSIS AMONG HOTELS IN MALAYSIA

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## Abstract

This study analyzes the differences of integrated business strategies used at different hotel star rating. Quantitative research design was conducted in collecting data for this study. A total of 222 hotels registered with Tourism Malaysia participated in this study. The results showed that hotels in Malaysia are using different business strategies at different hotels star ratings. The objectives of the study filled the gap that different hotel star rating used different strategies, although previous studies have suggested on universal theory of strategies used. This study has suggested that hotels should use contingency theory in this type of study. Finally, theoretical, practical, and methodological contributions as well as directions for future research were discussed.

**Keywords:** *integrated business strategy, contingency theory, hotel star ratings*

## Introduction

Competitive advantage shall be gained and retained through businesses reinvent in the today's dynamic business environment (Hilman & Mohamad, 2011). In order to comprehend this, organizations need a proper strategy in place across the board. Strategy pertains to developing plans of how an organization will achieve its targeted goals and survive prosperously. In brief, strategy is needed to ensure and enhance an organization's growth in a rapidly changing business environment.

In the hospitality industry, acquiring the right strategy has become more crucial as the hospitality firms are facing strong competition from the rapid technological turbulence, frequent changes in customer's needs and expectations, external environmental complexity and volatility (Bordean, Bonza, Nistor, & Mitra, 2010; Kaliappen & Hilman, 2013; Wang, Chen, & Chen, 2012; Shahrin, 2015). In response to these demands, hoteliers are expected to practice continuous improvement by making appropriate strategic alignment, which if employed properly can help the hotels in accelerating and sustaining their businesses.

As the nature of hotel operations is usually labour-intensive, it is imperative that hotels focus on their business strategies in order to increase employees' satisfaction, especially to facilitate activities that ensure hotel performance (Mullins, 1992). It is believed that once the satisfaction of employees is ensured, in return, they will guarantee the satisfaction of the hotel guests (Berry, 1982; Chi & Dogan, 2009; Yunus & Ishak, 2012). Thus, the hotel management needs to understand and implement strategies that focus on employees and their overall performance.

## Problem Statement

Inappropriate usage of strategies resulted in the closing down of hotels despite the rapid growth of the Malaysian tourism industry. The inappropriateness of strategies used (e.g pricing) by hotels has triggered the Tourism Malaysia to give extra attention to the industry since it contributed significantly to the extent of RM69.3 billion (7.3 percent GDP) mainly through hotel businesses, travel agents, airlines and other transportation (excluding commuter) related economic activities (WTTC, 2013). This issue has been voiced out by Malaysian Hotels Operators (MaHO), mentioning that the average room rate in Malaysia is the lowest among the South East Asian countries (Utusan, 2010). This seems to result in a limitation of hotels towards making revenue contributions. This issue occurs potentially due to strategic differences and due to lack of thorough discussions and studies on the same towards formulating a commonly beneficial mechanism and guideline. In addition to that, since 2009 the Minister of Culture, Arts and Tourism has voiced his concern during the World Travel and Tourism Organization (WTTO) conference that Malaysia needs to revisit its strategies for accelerating the Tourism industry growth. As such, there is a need felt to understand the nuances of strategies used by hotels in Malaysia. In due, this study focused on solving two research questions: 1) What are the types of business strategies adopted by Malaysian hotels? and 2) Are there any differences in the strategies adopted by hotels with different star ratings?.

## Literature Review

### *Integrated Business Strategy Model*

Integrated business strategy means that various businesses strategies being integrated in seeking to improve business performance. Without doubt, in any type of business or even in life, one needs to have strategy. Hence, researchers found that by integrating strategies, it helps organizations to measure overall organizational performance by accumulating not only through one perspective (Hasliza, 2009; Purcel, 1989). On the other hand, strategy has been portrayed as a plan, which is defined as a direction, a guide, or course of action into the future or even facing, or it is also considered as a pattern, that is, consistency in behavior over time (Boxall & Purcell, 2011; Miller, 1987; Mintzberg, 1994).

Most organizations begin their strategic planning cycle by updating and revising their business objectives in relation to performance (Schaffer, 1996; Porter, 1985; Miles & Snow, 1974). The reviews are mostly in key areas such as people, standards, and business development (Mintzberg, 2005). Due to a critical factor of an organization is the manpower or human resource, a number of authors had attempted to integrate appropriate human resource (HR) practices and policies into different business strategies (Boxall & Purcell, 2011; Boxall & Sparrow, 1997; Budhavar, 2000a; 2000b; Lengnick-Hall, 1988; Mintzberg, 1973; Miles & Snow, 1978; Miller, 1987; Porter, 1985; Pucell, 1989; Schuler & Jackson, 1987).

This study attempted at integrating business strategies from four different gurus (Miles & Snow, 1978; Porter, 1985; Schuler & Jackson, 1987; Miller, 1987). The integration of business strategies needs to be conducted due to the nature of this study. Whereas the four gurus strategies were adapted due to they were among the earliest strategies gurus in business environment studies. Due to this study is attempting to examine the relationship between intergrated business

strategies and hotel star rating while in depth comparing the similarities and differences integrated business strategies employed at each hotel star rating, integration of business strategies deemed vital due to its originality which every gurus strategies was focusing at different area. However, few were found to be similar which will be consolidated and renamed appropriately as suggested by Hasliza (2009). For example, Miles and Snow's (1978) and Miller's (1987) strategies focus more on the marketing perspective. Although Porter's strategy discusses about management, and finally Schular and Jackson's strategy views it from the human resource perspective. However, there were also dimension that being focused by all of the gurus as such the success posture or the innovation and this dimension would be consolidated. Notwithstanding, if only three gurus agreed at one dimension but the dimension would be renamed appropriately based on its popularity among gurus.

On the other hand, it has been claimed that different organizational level or size would practiced different strategies. This practices somehow has deemed to be explored because it should help in making knowledge available to the academicians as well practitioners about the similarities or differences strategies utilized by different hotel star rating management.

Integration of scholars' strategies is made through the finding of the most popular strategies discussed by scholars in the business area (Hasliza, 2009). This will help to gather attention and focus more on overall business as a whole rather than focus on one specific area per se. The measurement will be produced through a typology, which compares all four sets of gurus' measurements in one typology and extract the most popular strategies as tabulated in Table 1. The reason of integrating the gurus' strategies is because it is believed that through integration it would help to develop the most popular strategies discussed by different gurus and these strategies are compressed become one. This will ensure that the strategies will become more dominant. Furthermore, there are research activities that integrate strategies from different authors in order to fine tune the strategy to meet the organizational needs (Beer, 1985; Bamberger & Meshoulam, 2000; MacDuffie, 1995; Wright, McMahan, McCormick & Sherman, 1998). Most of the authors agreed that businesses need to have a proper guideline in achieving their goals in organizational performance.

Through this integration, four dimensions of strategies have been found (refer to table 1). The integration process starts from comparing dimension that has at least three gurus focusing on one dimension. Once the dimension identified, it indicated the popularity of the dimensions among the four gurus and these dimension then will be renamed similar to the original dimension named except for dimension which all four gurus focus on it, the original name shall be maintained or altered as per dimension focus activities. These strategies measurements were focused on the Superiority-based, Differentiation, Breadth, and Cost. The details of the integration of business typology is shown in Table 1.

TABLE 1  
INTEGRATED BUSINESS STRATEGY MODEL

Miller (1988)	Schuler and Jackson (1987)	Porter (1980)	Miles and Snow (1978)	Integrated Business Strategy
Innovation	Quality Enhancement			Superiority-based
Differentiation	Innovation	Differentiation	Prospector	Differentiation



Focus Breadth	/	Focus	Analyzer	Expansion
Cost control	Cost reduction	Cost leadership	Defender	Cost Efficiency

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#### *A. Theoretical Underpinnings*

This study has considered contingency theory and universalistic approach in developing the study framework. These two theories were considered due to the objective of the study pertaining to the hotel industry, which involved strategies integration in facing the dynamic hotel industry development and the various rankings of the hotel classification. Contingency theory was employed due to an argument that organizational performance or effectiveness results from fitting certain organizational characteristics to contingencies that reflect the situation of the organization (Burns & Stalker, 1961; Galbraith, 1973). Furthermore, Jennings, Rajaratnam and Lawrence (2003) found that contingency theory fits in examining service firm strategy-performance relationship.

On the other hand, there are dispute in hospitality studies on universalistic approach (Singh, 2012; Rafi & Wong, 2013). This conflicting statements about strategies have given opportunity to this study in exploring the similarities and differences of strategies employed by different star rated hotels in Malaysia. In summary, the construct developed through observation of contingency theory and universalistic approach is key to be considered in examining the similarities and differences of strategies employed by the hotels.

### **Methodology**

Quantitative research design was employed in this study. Quantitative design allows the researcher to collect the data from the respondents in the numerical format, to exercise objective judgment, and to achieve high level of reliability and accuracy (Kumar, 2010; Matveev, 2013). Furthermore, quantitative design also allows the researcher to generalize research findings when the data are based on random samples of sufficient size. Hence, the research results are relatively independent of the researcher (e.g., statistical significance). In this study, quantitative design was aim to analyze sets of variables by using survey.

The unit of analysis is at the organizational level and the primary data for this study was collected through distribution of questionnaire in this study. Since the focus of study is on the kind of strategies utilized by hotels under study, it is suitable to use organization as a unit of analysis. A total of 415 hotels were spotted and distributed with the survey as the population of this study, however only 222 responded and they are from various star rating hotels (from One to five star hotels).

The data were factorized with exploratory factor analysis (EFA) and tested through the test of differences. One-way ANOVA (Pallant, 2005; Tabachnic & Hair, 2007) were conducted to see if there is any difference between groups (hotel star rating) on some variables (integrated business strategies). Once the result of ANOVA achieved, the test were then extended with Post Hoc multiple comparison analysis in examining the differences and amount of integrated business strategy utilized by star rating hotels under study.

## Results

There were originally twenty-nine (29) items used to measure integrated business strategy. However, due to the high cross-loading among factors, 5 items were eliminated from further analysis. Then, the data were rerun for factor analysis. From the results of the EFA on the 24 items after discarded five items, nine factors were resulted. However only five factors were used for further analysis due to the factor loading has been set at 0.50. Each factor should carry at least three items and were not cross loaded (0.50) were accepted, all items were kept for further analysis. Meanwhile, the KMO value measuring adequacy of items resulted at 0.598 and this indicated that the items were correlated and they formed common factors. Bartlett's Test of Sphericity was also found to be significant at  $p < .001$  with the approx. Chi-Square value at 2618.295, indicating the significance of the correlation matrix, and therefore provided a reasonable basis for factor analysis. Moreover, the eigenvalue of the resulted factors were greater than 1 which explained 77.18 of variance in the data. The first factor accounted for 10.07 of the total variance with an eigenvalue of 4.31. Factor loading for items in this factor ranged from 0.66 to 0.87. Factor one consists of three items related to two items from product differentiation and one from expansion. Due to majority of items were from differentiation, the factor was named as Differentiation.

Factor two (eigenvalue = 2.87) was represented by four items. The items were originally from "Expansion" dimension. Factor loading for this factor ranged from 0.51 to 0.79 and accounted for 10.04% of the total variance in the data. Since all of the items in this factor discuss about product expansion, the factor was named expansion. While for factor three, with eigenvalue of 2.76 and was represented by three items. Two items was originally from the quality dimension and one from differentiation dimension. The factor loading that has been carried by this factor ranged from 0.51 to 0.83 and accounted for 9.07% of the total variance in data. Since the items discuss about premium and differentiation of a product, it was named "Cost".

Subsequently, factor four was represented by four items with eigenvalue of 1.89. In this factor, two items are originally from differentiation dimension while one is from breath dimension. The factor loading for this factor ranged from 0.583 to 0.855 and accounted for 9.01% of total variance. Since the items in this factor discuss about innovation of new product, the factor was named "Innovation". Then, factor five represented by three items with eigenvalue of 1.73. The factor loading ranged from 0.583 to 0.869 and accounted for 8.76% of total variance. The factor was named "Superiority" as all the three items discuss about being the first mover in the industry's competition.

Factor six was represented by two items with eigenvalue at 1.45. The factor loading for this factor ranged from .812 to 0.847 and accounted for 8.06% of total variance in data. Since there were only two items representing this factor, this factor will not be used for further analysis. Consequently, factor seven has also been represented by two items with eigenvalue at 1.36. The factor loading for this factor ranged from 0.753 to 0.819 and accounted for 8.02% of total variance in data. Since there were only two items representing this factor and it was not strong enough to explain about the factor. As a result, the factor was also discarded from further analysis as recommended by Hair (2006).

Further, factor eight and nine were also represented by two items and they were not used for further analysis as recommended by Hair (2006) to discard factors that has low items represented since it did not carries high relevancy to the factor. In addition, Costello and Osborne (2005) suggested that the lowest of items to be considered stable in a factor should be three items. With these results, only five factors were considered in the subsequent analysis.

TABLE 2  
RESULTS OF FACTOR ANALYSIS ON INTEGRATED BUSINESS STRATEGY

	1	2	3	4	5
<b><u>Differentiation</u></b>					
Avoid competition	.817				
Wait-and –see	.743				
Target niche market	.663				
<b><u>Expansion</u></b>					
Added new lines of products in 5years		.791			
Produce differentiated product		.764			
Offers a wide range of product range		.743			
Satisfies customer need		.512			
<b><u>Cost</u></b>					
Premium prices for quality products			.828		
Attain success by being first mover			.764		
Upgrading of existing products			.508		
<b><u>Innovation</u></b>					
Marketed new lines of products in 5 years				.855	
Innovation of product				.692	
Willing to take risks				.583	
<b><u>Superiority</u></b>					
Competition by reducing labor cost					.869
Meet specific customers'					.671

need						
Ahead of competitors						.583
		4.31	2.87	2.76	1.88	
<b>Eigenvalues</b>		10.07	10.04	9.07	9.01	1.73
<b>Percentage</b>	<b>Variance</b>	77.18%				
<b>Explained</b>		.598				8.76
<b>Total Variance Explained</b>		2618.3				
<b>KMO</b>						
<b>Bartlett's</b>	<b>Test</b>	<b>of</b>				
<b>Sphericity</b>						

The measurement were then evaluated by reliability analysis which helped to proved on how dependable the measurement scales that have been obtained from factor analysis. Hence, the reliability of measurement tools by internal consistency was verified through Cronbach's alpha ( $\alpha$ ) reliability coefficient in order to examine the stability, the consistency and the predictability of each factor. If the value is at 0.60 and above, it is generally recognized as a reliable value in social science (Hair et. al., 2006). In addition, study focusing on service providers in tourism industry also has utilized 0.60 value as recommended reliable value for a factor (Sohn & Lee, 2012). The result at Table 3 showed that the Cronbach's alpha were range between 0.63 to 0.73.

TABLE 3  
RELIABILITY TEST

<b>Integrated Business Strategy</b>	<b>Mean (M)</b>	<b>Standard Devuations (SD)</b>	<b>Number of Items</b>	<b>Cronbach's alpha</b>
Differentiation	2.06	0.75	3	0.73
Expansion	1.81	0.61	4	0.76
Cost	1.90	0.62	3	0.67
Innovation	1.82	0.56	3	0.63
Superiority	2.06	0.85	3	0.67

Note n=222

#### A. Differences among Hotel Star Ratings on Survey Variables

Referring to the results presented at Table 4, there was a significant difference of hotel star rating on the expansion strategy which was at the  $p = .05$ . Hence, the level for all three conditions were at  $F(4, 217) = 8.95$  and  $p = .000$ . The one-way ANOVA results of IBS also showed that the second IBS strategy (differentiation) also showed a significant difference of hotel star rating at  $p < .05$ . While the level for the three conditions were at  $F[(4, 217) = 2.83$  and  $p = .022]$ . In addition, cost was the third IBS strategy that has significant difference of hotel star rating at  $p < .05$  and the level for the three conditions were  $F[(4,217) = 4.62$  and  $p = .001]$ .

However, superiority strategy resulted insignificant difference when tested on hotel star rating with the value was greater than .005. As a result, superiority strategy was discarded from further analysis.

TABLE 4  
IBS ANOVA STATISTICAL RESULT

		df	Sig.
Expansion	Between Groups	4	.000
	Within Groups	217	
	Total	221	
Different	Between Groups	4	.022
	Within Groups	217	
	Total	221	
Cost	Between Groups	4	.001
	Within Groups	217	
	Total	221	
Superior	Between Groups	4	.243
	Within Groups	217	
	Total	221	

#### *B. Tukey Post Hoc Test Result for IBS*

Tukey post-hoc multiple comparison was conducted to discover the location of significant differences between different hotel star rating among after a one-way ANOVA test has been performed. Hence, the Tukey test was used to determine the nature of the differences between hotel star rating and produce the information shown in Table 5. Three strategies of IBS were examined in this test; Expansion, Differentiation and Cost.

According to Table 5 at Sig. Column, it shown that most of the values were greater than 0.05. However, there were six values that shown less than 0.05. These values corresponded with the comparisons between hotel at three star rating with other hotel star rating categories except for two star rating; one star, four stars and five star. Due to this, we can conclude that hotel at three star rating were significantly different in terms of expansion strategy usage when compared with hotel at one, four and five star rating. However, hotels at two star rating did not shown any significant differences in terms of expansion strategy when compared with others hotels star rating; one, three, four and five star ratings.

In addition, the Sig. column of differentiation strategy rows at Table 5 indicated that most of the values were greater than 0.05. However, there were two values shown at  $p < 0.05$ . These values corresponded with the comparison between hotel at three star rating and hotel at five star rating. With the result gained, it can be concluded that hotels at three star rating and hotels at five star rating were having significant differences when tested at differentiation strategy of IBS. However, the results indicated that one, two and four star rating hotels did not have any significant different from one another. This concluded that these hotels (one, two and four star ratings) were not considering differentiation as a strategy.

According to Table 5 at Sig. Column, it shows that most of the values are greater than 0.05. However, there are six values that are less than 0.05. These values corresponded with the comparisons between hotel at two-star rating toward hotels at four and five-star rating categories. Hence, the six values that are less than 0.05 also corresponded with the hotels at three and five-star ratings. However, hotels at two and three-star ratings did not correspond to each other. Due to this, it can be concluded that hotel at two-star rating were significantly different in terms of cost strategy usage once compared with hotel at four and five-star rating. On the other hand, hotels at three-star ratings also resulted significant differences once compared with five-star ratings in terms of cost strategy. Apart of these, hotels at one-star rating did not resulted any significant differences in terms of cost strategy once compared with hotels at others star rating; two, three, four and five-star ratings.

TABLE 5  
TUKEY POST HOC TEST FOR IBS

Dependent Variable	(I) Star rating	SR (J) Star rating	SR Mean Difference (I-J)	Sig.
Expansion	1 1 star	2 2 Star	-.417	.432
		3 3 Star	-.540*	.049
		4 4 Star	-.007	1.000
		5 5 Star	-.028	1.000
				0
	2 2 Star	1 1 star	.417	.432
		3 3 Star	-.124	.952
		4 4 Star	.410	.155
		5 5 Star	.389	.258
	3 3 Star	1 1 star	.540*	.049
		2 2 Star	.124	.952
		4 4 Star	.534*	.000
		5 5 Star	.513*	.001
	4 4 Star	1 1 star	.007	1.000
		2 2 Star	-.410	.155
		3 3 Star	-.534*	.000
		5 5 Star	-.021	1.000
				0
	5 5 Star	1 1 star	.028	1.000
		2 2 Star	-.389	.258
		3 3 Star	-.513*	.001
		4 4 Star	.021	1.000
				0
Differentiation	1 1 star	2 2 Star	-.208	.902
		3 3 Star	.195	.839
		4 4 Star	.031	1.000

			0	
	2 2 Star	5 5 Star	-.139	.961
		1 1 star	.208	.902
		3 3 Star	.403	.112
		4 4 Star	.240	.637
	3 3 Star	5 5 Star	.069	.996
		1 1 star	-.195	.839
		2 2 Star	-.403	.112
		4 4 Star	-.164	.482
		5 5 Star	-.334*	.046
	4 4 Star	1 1 star	-.031	1.00
			0	
		2 2 Star	-.240	.637
		3 3 Star	.164	.482
		5 5 Star	-.170	.681
	5 5 Star	1 1 star	.139	.961
		2 2 Star	-.069	.996
		3 3 Star	.334*	.046
		4 4 Star	.170	.681
Cost	1 1 star	2 2 Star	-.417	.500
		3 3 Star	-.154	.948
		4 4 Star	.149	.958
		5 5 Star	.250	.807
	2 2 Star	1 1 star	.417	.500
		3 3 Star	.263	.611
		4 4 Star	.566*	.029
		5 5 Star	.667*	.012
	3 3 Star	1 1 star	.154	.948
		2 2 Star	-.263	.611
		4 4 Star	.303	.055
		5 5 Star	.404*	.023
	4 4 Star	1 1 star	-.149	.958
		2 2 Star	-.566*	.029
		3 3 Star	-.303	.055
		5 5 Star	.101	.955
	5 5 Star	1 1 star	-.250	.807
		2 2 Star	-.667*	.012
		3 3 Star	-.404*	.023
		4 4 Star	-.101	.955

## I. DISCUSSIONS AND CONCLUSION

Integrated business strategy (IBS) means that various business strategies are being used concurrently in seeking to improve business performance. From the strategies integration, it was found that expansion, differentiation and cost strategies of IBS have positive significant differences at different hotel star ratings. Like the findings of previous studies, the current study also found that in the hotel industry, hotels with different ratings use different expansion, differentiation and cost strategies. Specifically it was found that one-star, three-star, four-star and five-star hotels employed significantly different expansion, differentiation and cost strategies.

However, previous studies which were conducted in manufacturing industry had involved minimal amount of manual workers and consisted of mostly machineries (See for examples Gordon & Narayanan, 1985; Chong & Chong, 1997; Abdul-Kader & Luther, 2008). Hence, the expansion, differentiation and cost strategy used would be different in a labor-intensive and machine-intensive industries. Nonetheless, the results supported studies conducted by Miles and Snow (1978), Miller (1998), Parnell (2000) and Porter (1980) who mentioned that firms need to consider expansion, differentiation and cost of business strategy on top of being effective in managing internal and external factors toward firms' performance. Subsequently, the result obtained in this study aligned with the contribution of previous studies conducted by Gordon and Narayan (1985), Chong and Chong (1997) and Abdul-Kader and Luther (2008), indicated that hotels must use expansion, differentiation and cost strategies, but different hotels must implement different expansion, differentiation and cost strategies.

Based on the overall results, this study has provided empirical evidence on the relationships between integrated business strategy and hotel star ratings. Although there are voluminous studies on the relationship of strategies and hotel star ratings, this study addressed the gap by recommending integrated business strategy as a prime hotel strategy.

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# TOURISTS' MARKETPLACES IN SOUTHEAST ASIA: TOURISTS CONSTRUALS'

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## Abstract

In the recent years the traditional marketplaces have been increasingly under pressure. Specifically, they face competition and threats from big shopping malls, and new markets mushrooming in the local areas. This has affected the rate of user traffic or buyers to traditional markets. The marketplaces in the countries such as Malaysia, Thailand and Cambodia have rich elements portraying local cultural identity. Marketplaces are seen as a basis of authenticity and may help sustain the local culture. Tourism authorities need to have sustainable planning if they seek to retain the uniqueness of marketplace and foster local culture. The objective of this paper is to examine the tourists' perspectives on the future of tourist marketplaces based on authenticity, experience, sustainability issues. The work was conducted at six marketplaces in Malaysia, Thailand and Cambodia. The questionnaire was designed by operationalising the main concepts of experience from Pine and Gilmore (1999) and Schmitt (1999). Additionally, the authenticity concept by Cohen was assessed by employing questions about long usage, genuineness, pristine character, sincerity, creativity and the flow of life. The implementation of a Triple Bottom Line (TBL) framework by Elkington was to define the attributes of sustainability was used to ask social, economic and environmental questions. The views discussed in this paper represented a large sample of tourist marketplace visitors drawn from the different kinds of markets in the three countries. Strong and positive relationships were found between the higher interest in shopping groups and perceived authenticity, positive scores for experience domains and concerns about sustainability.

**Keywords:** *Southeast Asia, Tourist marketplaces, authenticity, experience, sustainability.*

## Introduction

Tourists while vacationing may possibly occupy their time in searching gifts for relatives and friends, sale bargains, or solely 'window shopping'. In Southeast Asia, local marketplaces and street vendors are among prime places of engagement for tourists to purchase souvenir goods and local products. As Timothy and Wall (1997) observes shopping activities at the local marketplaces have been in existence for many years. The central aims of the research were to understand how tourists view tourist marketplaces; most directly their present characteristics in terms of authenticity and experiences offered and their sustainability when looking towards the future.

## Tourist marketplaces

In the Asian region especially in the Southeast Asia countries such as Malaysia, Thailand and Cambodia, going to a night market is seen as a necessary part of everyday life. Malaysia in

particular has several well-known markets especially night markets. The common concept of a night market in Malaysia is an open – air shopping area where the vendors set up their stalls at a designated area or street allocated to them.

In Malaysia, marketplaces are also known by other names such as morning market, night market, farmer's market (Pasar tani), Sunday market, bazaar, souq, flea market and cultural market. These marketplaces in Malaysia can be categorized as including those for tourist products (specialist) and non-tourist products (general). For the marketplace that caters to the tourists such as the cultural market, the existence of this type of marketplace intentionally exists to fulfill the shopping needs for the tourist. This differs from marketplaces that exist for non-tourist products, for example the regular market for the locals to buy food and basic products. The popularity of Malaysian markets especially night markets are undeniable. The most well-known night market in Malaysia based on the websites features is the Petaling street night market. Petaling street night market is located at Chinatown in Kuala Lumpur and is known as a tourist haven for its variety in the choice of souvenirs, notably imitation goods (watches, handbags, shoes etc.) (Penny, 2012). It is also a popular bargain location for the locals.

Particularly, Thailand marketplaces especially around Bangkok and Chiang Mai offer varied shopping experiences. Besides offering a good insight into local life and experiencing a unique shopping atmosphere, locals and tourists are able to go to various themed marketplaces in cities such as Bangkok and Chiang Mai. Marketplaces in Bangkok and Chiang Mai can be classified into several types; weekend market, night market, floating market, flower market, food market, craft market and vintage/ antique market (Thailand, 2014). Damnoen Saduak floating market is perhaps the most publicised in the Thai tourist imagery. It offers a unique marketplace shopping experience with a different setting. Instead of setting up stalls, vendors use small boats to display their products which include fresh fruit, local delicacies for cooking and souvenirs.

Where else in Cambodia, most shopping takes place in the markets in Phnom Penh. In the capital, Central market and Psar Toul Tom Pong (Russian Market) are the acknowledged places to buy souvenirs. The markets of Phnom Penh are an exciting and at times exhilarating places to explore. There are many items to be found in any of these markets from fresh food and household items to clothing and trinkets (Cambodia, 2014)

## 1. Types of Tourists

The exact question “what types of “tourist” visit the tourist marketplace?” has yet to be answered. Cohen (1972), Smith (1979), Plog (1974), were some of the foundation tourist typologies researchers in the field. Table 1.1 summarizes these inductively derived categories:

Table 1.1 Tourist typologies – Foundation studies

Cohen (1972)	Smith (1979)	Plog (1974)	Cohen (1979)
<p>-drifters- visiting area not yet known to them</p> <p>-explorer- organize own travel, like to be different in selecting tours</p> <p>- Individual mass tourist- tourist who handed control of his journey from travel agency and visited well-known tourist destination</p> <p>- Organized mass tourists-only visited familiar tourist destination, only want similar facilities available at home and being guided by travel agent.</p>	<p>-Explorer is an individual looking for a new journey and interact intensively with the local, accepting the makeshifts facilities and respected the locals norms and local values.</p> <p>-Elite is and individual visited unknown tourist destination but with proper arrangement and they departs in small groups</p> <p>-Off-beat individual who seeks own attraction, dislikes place that already visited. Also able to accept make-shifts facilities in local areas.</p> <p>-Unusual individual is tourists that constantly made the trip and took up additional activities, accept standard local facilities provided.</p> <p>-Incipient Mass is tourist who travelled individually or small groups, looking for standard facility at the same time retained authenticity.</p>	<p>Tourist typologies model: Two major classifications:</p> <p>-Allocentric- tourist who visit unexplored destinations (adventure seeker), high self-confidence and accept standard facilities provided to them.</p> <p>-Psycho-centric -non-adventurous, traditionalist; preferring returning to familiar destination to avoid complications while travelling.</p> <p>-Mid –Centric character is positioned in between the both character.</p>	<p>Cohen distinguished tourist: 1) modern pilgrim and 2) search for pleasure. (The difference in this study according to Cohen, was based on the “meaning” which can only be attained through travelling).</p> <p>1) Existential tourist - is the type who leaves daily routine life for spiritual needs and they joined intensively with the local communities;</p> <p>2) Experimental tourist are those keen with different lifestyles and immersed and assimilates himself with the traditional local lifestyle;</p> <p>3) Experiential tourist believes that authenticity of life can be obtained elsewhere</p> <p>4) Diversionary, namely tourist love escapes from dull routine life and they hunt for international standard recreational facilities to enjoy themselves and</p>

Cohen (1972)	Smith (1979)	Plog (1974)	Cohen (1979)
	<p>-Mass namely tourist that visited a tourist destination, which available facilities similar to the region of origin.</p> <p>-Charter is a type of tourist who visited the tourist destination with an environment similar to the region of origin, with fun and relaxing intention, usually they are travelling in large group and preferred international facilities.</p>		<p>5) Recreational tourist who travel as part of an effort to entertain themselves (physically and mentally), and they look forward to pleasant environment without any other main concerned.</p> <p>With this classification, Cohen had grouped existential, experimental, and experiential in modern pilgrimage while diversionary and recreational belongs to the search for pleasure.</p>

The typologies presented in Table 1.1 were conceived as personal summaries by the researchers of the patterns of the tourists they saw in the era of the 1970s. They are based on empirical data. The ideas have been used by a number of subsequent tourist researchers, but they are difficult to connect to specific tourist marketplace shopping interests and motivations. Perhaps the most relevant of these earlier classifications is the work of Cohen and his category of the explorer tourist who might be willing to engage in local cultural interaction. Similarly, Smith's explorer category portrays individuals who are willing to respect norms and values

and keen to observe local ways of life. Nevertheless, it is also apparent that mass tourist visit tourist marketplaces and this is not entirely predictable from the suggested categories developed in this early work. It is appropriate therefore to move beyond the early typologies to more recent studies.

In more recent studies, Ryan (1991) suggested the following motives; escape, relaxation, play, strengthening family bonds, prestige, social interaction, romance, educational opportunity, self-fulfilment. McKercher and du Cros (2003) revealed that through the cultural tourism concept of typology, “the operationalization of the factors that motivate tourist to travel in the first place and the preferred type of experience they seek at a destination.” Studying broad typologies of tourists appears to produce very general at “whole of holiday” approaches to classification. An alternate way of thinking about what kinds of tourists frequent visit to tourist marketplaces is to focus more specifically on the nature of experience itself.

## 2. Managing Experience in Experience Economy

There are many interpretations of the term ‘experience’ in the tourism literature. The importance of experience in the tourism sector was established in the early studies by (Cohen, 1979; Pearce, 1982; Pearce and Moscardo, 1985, 1986; Ryan, 2002). In related tourism literature, MacCannell (1973) started to write about tourist experiences and authenticity. Pearce and Moscardo (1985); Pearce and Moscardo (1986), linked tourist experience and authenticity in the travel career studies of motivation. Cohen (1988) emphasised the term ‘experiential authenticity’ which focused on the tourism destination. Sternberg (1997) also contributed to the clarification on tourist experiences and destination’s experiential content. Wang’s (1999) perspectives enhanced the view on tourist experience based on existential authenticity.

In 1998, Pine and Gilmore helped define and popularize the term “the experience economy” as the ‘latest economic’ era. They reasoned that in this era, consumers are seeking out unusual, remarkable and memorable experiences. The experience economy theory has become embedded in the business and tourism literature, but regardless of its growing recognition, there remains discussion of how to measure experience. The experience economy approach is progressively being utilized by researchers to explain how tourists want to discover, gain knowledge, and undertake unique experiences to make their trips worthwhile.

Experience from a business perspective according to Pine and Gilmore (1999:12) can be understood as: “events that engage individuals in a personal way”. Additionally, they define experience from a consumer perspective as enjoyable, engaging, memorable encounters for those participating in these events. In business studies, Pine and Gilmore (1999) reviewed changes in the economy especially in the phases following manufacturing. They proposed a new kind of business –customer interface and labelled it the ‘experience economy’. Their new term can be distinguished from that of the service economy. The concept of the service economy is when a consumer buys a set of intangible activities such as buying a Thai meal in an elegant restaurant. The service economy as mentioned by Pine and Gilmore involves the staff engaging the customer with the latter’s needs being skilfully met. But when someone buys an experience by enrolling in Thai cooking classes, they will pay and spend time cooking and later enjoying the food. The critical issues to note here are that the experience economy



involves greater engagement and usually a longer lasting and more expensive kind of time spent. Additionally, the experience economy perspective suggests that economic development should include value added consumer experiences offered by an array of small rural businesses (and marketplaces can be an example), such as retail, hospitality, tourism and restaurant establishments (Fiore et al., 2007).

As well as the work of Pine and Gilmore, Schmitt, (1999) introduced Strategic Experiential Modules (SEMs). SEMs is a experiential marketing framework emphasising senses (sense), affective experience (feel), creative cognitive experiences (think), physical experiences and overall lifestyle acts or behaviours, as well as experience implicated due to the relationship of the reference group or particular culture (refer Table 1.2).

The experience economy theory has become embedded in the business and tourism literature, but regardless of its growing recognition, there remains discussion of how to measure experience. The experience economy approach is progressively being utilized by researchers to explain how tourists wish to discover, acquire knowledge, and endure exceptional experiences in making voyages worthy. Nevertheless, many of these ideas have not been fully used in a destination context.

These two formative sets of ideas about experiences which have been developed in the business literature can be considered more fully by relating them to existing tourism work on the same themes. This research will provide a focus on strategic ways of producing studies and experience in Malaysia, Thailand and Cambodia.

Table 1.2: Strategic experiential modules following by Schmitt

<b>Module</b>	<b>Contents of Tourist Experience</b>
<b>SENSE</b>	Sensory experience value that links to the five senses
<b>FEEL</b>	Emotional experience value that generates to feelings and moods
<b>THINK</b>	Intellectual experience value that involves creativity and cognitive functions
<b>ACT</b>	Behavioural experience value that requires physical behaviour
<b>RELATE</b>	A relationship experience value that links to individuals social and cultural groups

### 3. The Tourist marketplace and Authenticity

Authenticity issues within cultural tourism studies have become one of the important themes to be considered in the literature. Many tourism researchers who have written about authenticity concept and relate it to the reality or the nature of settings, product merchandise and also experiences (Asplet and Cooper, 2000; Chhabra, Healy, and Sills, 2003; Cho, 2012; Cohen, 1979, 1988, 2002; Olsen, 2002; Pearce and Moscardo, 1986; Poulsen and Sonne,

2004; Reisinger and Steiner, 2006; Waller and Lea, 1999; Xie and Wall, 2002). MacCannell (1973) initially highlighted the concept and his work is still of value.

Pearce and Moscardo (1986), established that authenticity was a contributing factor and a mediator for tourist satisfaction in deciding on a destination. To signify the importance of the authenticity element on tourism products, tourism stakeholders, tourism marketers and operators often used the terms “genuine” experience, “real experience” thus associating the element of authenticity with their marketing strategy (Timothy and Boyd, 2002). Although several studies have been conducted specifically on authenticity features and aspects of cultural tourism, none appear to exist on the authenticity perspectives towards a tourist marketplace.

As mentioned, typically tourists travel to a certain destination to explore and familiarise themselves with the local culture by doing what the locals do such as going to the marketplace. *So what does authenticity perception for marketplaces mean?*

A detailed analysis of the different facets or type of authenticity underpinning these matters or signs has been undertaken by several authors. The issue of multiple components of authenticity has been identified by Reisinger and Steiner, 2006; Wang, 1999. For example Wang, posits that authenticity can be seen differently through objectivism, constructivism and post-modernism. Wang (1999) shows each category of authenticity in tourism experiences. The three approaches have resulted in three different types of authenticity in tourism experiences; objective authenticity, constructive and existential authenticity. Objective and constructive authenticity are object related: the objective authenticity concept has focused more on origins of the materials/products/forms; while constructive authenticity focused much more on the authentic setting that the tourist has evaluated. By way of contrast, existential authenticity refers to a state of mind, sometimes involving change or transformative beliefs arising from travelling. It is not often linked to specific objects.

In general, Wang’s typology has been frequently cited and received positive appraisals, but it is not all fully applicable to the concept of authenticity in the tourist marketplaces. Existential authenticity in particular is a more holistic concept that is less relevant to our immediate interests of how tourist marketplaces are seen. Among the most relevant authenticity issues for tourist marketplaces discussions are the authenticity of the location (surrounding environment), product authenticity sold by the merchants/vendors, the players, culture as in the attire, language, and behaviours including the authenticity of the selling and bargaining procedures.

Cohen (1988) also identifies multiple contemporary meanings of the concept authenticity. In this study, the idea of authenticity is being adapted to this study by using the work of Cohen. The measures used were built on Cohen’s (2002) characterization of authenticity: specifically he sees authenticity confirmed by, long usage, genuineness, pristine character, sincerity, creativity, and flow of life. These terms can be explained as follows:

- Origins –addresses the notion of the backgrounds, roots and heritage of the tourism marketplace location.
- Genuineness – this term considers the feeling of how real or genuine the marketplace was seen to be.

- Pristine character – This term considers the environment of tourism marketplace by assessing whether the surrounding setting is spoiled or unspoiled and still maintain its cultural uniqueness.
- Sincerity – This term refers to the representation of an emotional state including human affiliation.
- Creativity – This item addresses the creativity element involved in the production of ethnic or traditional products by artisans and which are sold at the marketplace.
- Flow of life – This term emphasises authenticity as a flow of life element: it highlights the daily rituals and activities at the marketplace especially of the vendors, their displays of items and any events or performances influenced by touristic purposes.

#### 4. The Tourist Marketplace and Sustainability

Since the 1970s, sustainability or more specifically sustainable development has been seen as a common theme when discussing the progress in environmental and economic issues (Scoones, 2010). UNWTO (1993) outlined a view that sustainable development linked tourists and providers of facilities and services with supporters of environmental protection, community residents and their leaders who all desire improved quality of life. While the concept of sustainability has been interpreted and defined differently among various stakeholders, one of the more common themes concerns the most effective use of and balance in using resources.

Past studies of concepts, frameworks and measurement instruments have been used in the endeavour to assess destination well-being resulting from tourism development. Choi and Sirakaya (2006), Cohen (2002), Connell, Page, and Bentley (2009), Garrod and Fyall (1998), Hunter (1997), Hunter and Shaw (2007), Roberts and Tribe (2008), Hughes (2002), and Tosun (2001) have all viewed sustainability as a point of reference when referring to the impacts of progress and viability in a destination. Bramwell and Lane (1993) advocate sustainability in tourism as a concept for moderating pressures especially in difficult communications among the tourist, the tourism industry itself and the host communities.

Building on the concept of sustainability, the concept of ‘the triple bottom line’ (TBL) was introduced in 1996 by John Elkington in his book *Cannibals with Forks: The Triple Bottom Line of 21st Century Business*. The report of the World Commission on Environment and Development (WCED) concurred that the concept of TBL is harmonious with the sustainable development thinking that appeared in the 1980s (WCED, 1987). The concept of TBL became a classic guide to sustainable business strategy. In ensuring business success, companies need to incorporate sustainable management. Specifically conducting business activity that concurrently is able to deliver financial, social and environmental benefits is desirable. In the Triple Bottom Line Approach, firms need to discover the connection or overlap between business interests and the interest of society and the environment before they can acquire a lifelong competitive edge (see Figure 1.2). The usefulness of TBL as an evaluation tool for the sustainability of tourism developments has been supported by findings from Tyrrell, Paris, and Biaett (2013), and Boley and Uysal (2013).

Tyrrell et al. (2013) for example, analysed the well-being of the community that can be influenced by the tourism industry activities. They used the TBL concept. The study applied a conceptual approach in measuring the Global Reporting Initiative list of sustainability

indicators. The list was reduced by checking on irrelevancy resulting in a manageable number of measures. The selected items were then divided between economic, environmental and social dimensions. Results from this research established that the measured TBL proved to be a worthwhile tool in evaluating tourism impacts particularly in a community system seeking proactive sustainable tourism growth.

Boley and Uysal (2013), working in a different context tested the TBL for a boutique hotel, a Caribbean Resort and a well-known hotel group's property. The results proved that the TBL approach was able to divert the attention away from short-term profit to all the hotel's long term economic, environmental and social performance. These kinds of studies in diverse contexts offer support for applying a TBL approach to the study of tourist marketplaces.

There exists an important related research opportunity in this field to explore the views about the future of tourist marketplaces. The main issues here are to discover whether the key issues essential to sustain the tourist marketplace quality of the environment, community and the business (economy)- are viewed as possible as the future is imagined and managed.

## **Methodology**

In implementing the survey, the questionnaires were organized by the following phases; the key steps were the questionnaire design, translation, pilot-testing the material, modifying the questions, deciding on survey locations and sampling.

### **5.1 The questionnaire design**

The construction of the questionnaire was developed by incorporating material about the authenticity elements from Cohen (2012), the five elements of the Schmitt (1999) experience view, the four elements in Pine and Gilmore (1999) experience economy concept, and items about sustainability and future issues. These questions were designed for the context of the Southeast Asian marketplace. It was anticipated that this new context and the direct interpretation of authenticity, experience and sustainability and future would all help in adding to the knowledge of shopping at marketplaces.

In particular, Cohen's overview of the concept of authenticity was seen as enabling a set of specific, authenticity linked items to be phrased as questions. Respondents were asked to consider authenticity in terms of the following themes for the tourism marketplace. Authenticity was rated in terms of:

- Origins –addresses the notion of the backgrounds, roots and heritage of the tourism marketplace location.
- Genuineness – this term considers the feeling of how real or genuine the marketplace was seen to be.
- Pristine character – This term considers the environment of the tourism marketplace by assessing whether the surrounding setting is spoiled or unspoiled and still maintains its cultural uniqueness.
- Sincerity – This term refers to the representation of an emotional state including human affiliation.

- Creativity – This item addresses the creativity element involved the production of ethnic or traditional products by artisans and which are sold at the marketplace.
- Flow of life – This term emphasises authenticity as a flow of life element: it highlights the daily rituals and activities at the marketplace especially of the vendors, their displays of items and any events or performances influenced by touristic purposes.

Part D of the questionnaire specifically explored the experience economy approach. In this context, the interest in the experience economy was used by the researcher to explain how tourists want to discover, gain knowledge, or sense unique experiences to make their trip meaningful. Questions in this part of questionnaire were built on Schmitt (1999) and his five experience modules of sense, feel, think, relate and act as well as the analysis of experience realms from Pine and Gilmore (1999). In more detail, Schmitt's five components are senses – sensory experience, feel – affective experience, think – creative cognitive experience, relate – social identity experience, act – physical experiences, behaviours and lifestyles. All elements were assessed using a 5-point scale.

Specifically, for the sensory element, the item that was asked related to the tourist senses; vision, hearing, smell, taste, and touch. Usually the sensory elements increase the joyfulness and mood during shopping at the marketplace. While shopping at the tourist marketplace, in the feel element, tourists were asked about their underlying feelings from the interaction with the setting and the people. For the think element, tourists were asked to apply their intellectual side to construct an understanding of the experience. Related elements offer the chance to convey tourists' thoughts for personal development through communication. Further, tourism marketplaces may actually develop interesting relationships with the locals. The final element involves acts, or the "physical experiences" of tourist.

The second component measuring experience employed the realms of experience developed by Pine and Gilmore. The purpose was to explore visitor's participation in the tourism environment. The Pine and Gilmore dimensions of experience were adapted to suit the shopping experience at the marketplace. Measurement items for experience were entertainment, education, esthetic, and escapism. Entertainment according to Pine and Gilmore is a key form of experience and is common in the business world. Entertainment experience in this context occurred when the tourist felt delighted while passively observing activities or performance at the marketplaces (Oh et al., 2007). For the educational experiences, tourists may learn through vicarious participation or by any specific engagement in an activity at the tourism marketplace. For example, tourists can take the initiative to learn how to make the local papaya salad in Thailand called "SomTam". As a result, tourists may be able to prepare the salad when at home. Esthetic experience signifies a situation whereby the tourist appreciates the atmosphere that they are in, and the manner in which the environment appeals to their senses. The escapist experience reflects being involved in a world which is different from the tourists' daily experiences.

Part E of the questionnaire assessed the sustainability concerns pertaining to the existence of the tourism marketplace in the future. This set of statements was examined by the researcher through the statements about the well-being of the environment, the community and business viability. These elements comprised part E of the questionnaire. Respondents' perspectives on these three components were used to meet the sustainability objectives of the

study concerning tourism marketplaces. These questions were built on the writings of a number of researchers (Tosun, 2001; Turcu, 2013), and considered the positive and negative aspects of the sustainability. Visitors were asked question on “What will make tourism marketplaces exist in the future” from the above themes.

For the environment theme, the statements to be assessed described the conditions of the marketplace. The items here included management of resources; the organization of the marketplace; and the shopping atmosphere including the preservation of cultural identity and appearance of the setting.

The community statements explored the dimensions of socio-cultural sustainability. This issue is continuously developing and is a challenging concept to examine (Roberts and Tribe, 2008). Community statements in the questionnaire included community awareness, safety and crime awareness, and the satisfaction of basic needs in the tourist area.

The third essential elements in sustainability were business statements or the economic ability of the vendors to survive in the economy locally and nationally. To this end, business ability indicators such as local business activities, product availability, vendors’ skills and impressions of marketplace were regard

## 5.2 Deciding on survey locations

In distributing the survey, the questionnaires were distributed in the same cities as the first study, specifically at Jalan Gaya Sunday market, Kota Kinabalu, and Central Market area Kuala Lumpur, Malaysia; Kalare Night Bazaar, and Wualai Street market, Chiang Mai, Thailand; and the Russian Market and Central Market, Phnom Penh, Cambodia. The aim in selecting these cities was to assure geographic diversity and the ability of the whole research program to produce findings relevant to multiple Southeast Asian contexts.

## 5.3 Sampling

The target samples for the study included domestic and international tourists who specifically shopped at the marketplaces. The approach can be described as opportunistic but it is also purposive sampling because respondents had to be participating in the core activity of interest (Mason, 2002; Ritchie and Lewis, 2003).

The questionnaire respondents were anonymous. An information sheet was provided to outline the intention of the study and the researcher’s interest to encourage the respondents to complete the questionnaire.

## 5.4 Coding and Data Analysis Processes

The Statistical Package for Social Sciences (SPSS) and Excel were utilised in processing the data (refer to Table 4.2 for the analysis plan). The data analysis involved descriptive statistics to identify the profiles and the respondents’ perspectives. One-way ANOVA, Chi-Square analysis, factor analysis and indices were used when the appropriate assumptions for these tests were in placed as useful sustainability indicators applied to measure the viability of the tourism marketplace.

## 5.5 Creating the Shopping Index.

Index construction integrates items to produce a more powerful assessment tool. In explaining how to interpret the index data, the creation of the index follows the steps of data cleaning and the construction/analysis. In this study the fundamental a priori segmentation of the sample was the level of importance of shopping. This approach was consistent with ideas in the literature (Moscardo, 2004; Murphy et al., 2011) and in the approaches to contemporary market segmentation (Morisson, 2013).

The researcher summarised the single variables from the shopping questions together which take into account the values from a number of different items in the shopping questionnaire. As stated in the questionnaires data analysis plan, the histogram (Fig. 1.1) presents the results from the index construction. The figure shows a normal or near normal distributions. The shopping index statistic varied from 15 to 75. The mean score for all respondents was 46.94. From this analysis the next step was to apply the shopping index as the basic organiser of the information in this research.

In this part of research, the sample was split into three groups - high, moderate, and low. Following the clear breaks in the histogram (refer Figure 1.1), the researcher was able to construct the organizing variable and levels of involvement of shopping involvement.

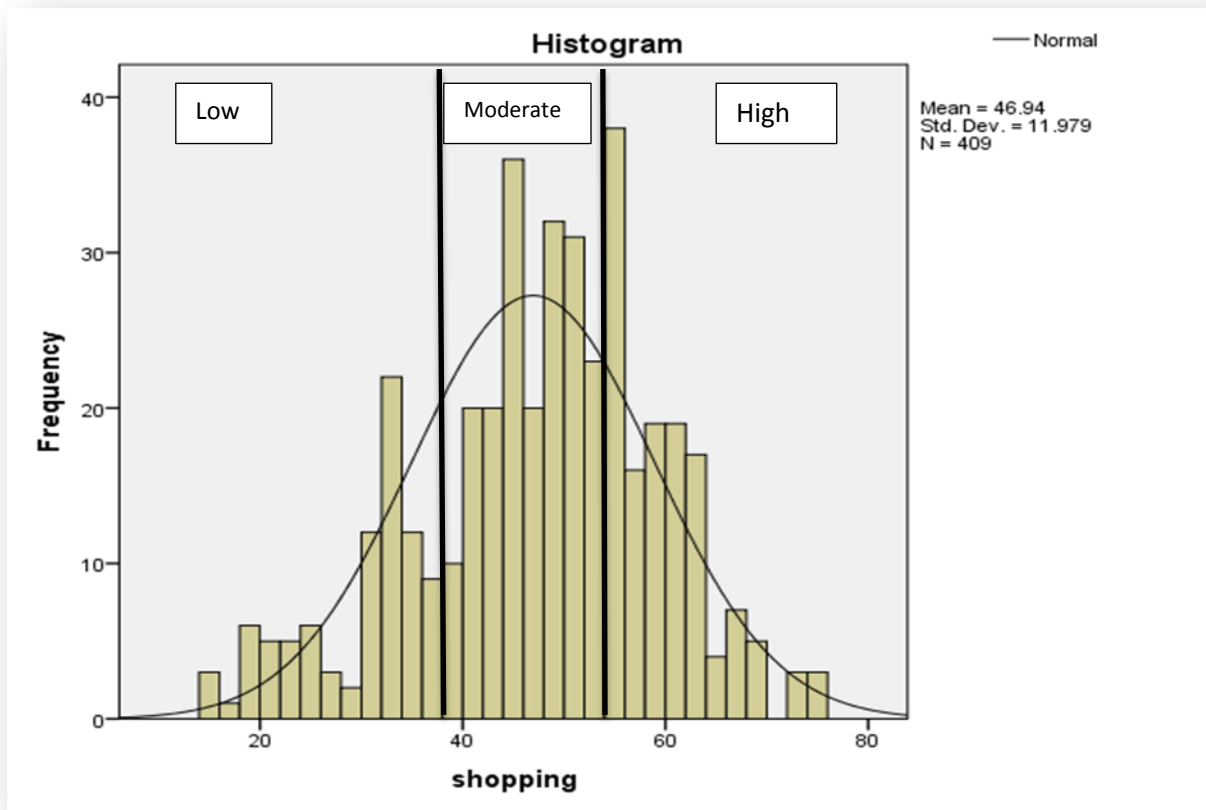


Figure 1.1: Shopping histogram: importance of shopping index

## Findings

### 6.1 The shopping group and Authenticity

There were consistent patterns in the significant differences between the level of shopping involvement and authenticity. Means on all three groups for the six items were significantly ordered from high>mid> low. The elements portrayed were categorized as objective authenticity where “the situation may be appraised using etic or external criteria” (Pearce, 2011, p.266). The range for the authenticity rating was between 10-50.

Table 1.3: Mean scores and analysis of variance results for authenticity components by the shopping group level of involvement (N=409).

Shopping group level involvement						
Statements	High	Moderate	Low	df (between groups)	F	Sig.
<b>Origins</b> <b>This market has a long history</b>	3.94 <sup>a</sup>	3.71 <sup>a</sup>	3.36 <sup>b</sup>	2	10.80	0.000*
<b>Genuineness</b> <b>The market seems to you to be genuine in style</b>	3.87 <sup>a</sup>	3.61 <sup>b</sup>	3.05 <sup>c</sup>	2	20.69	0.000*
<b>The product sold by the merchants and the vendors here is original</b>	3.24 <sup>a</sup>	3.16 <sup>a</sup>	2.78 <sup>b</sup>	2	6.51	0.002*
<b>Pristine character</b> <b>The marketplace has retained its cultural uniqueness</b>	3.98 <sup>a</sup>	3.80 <sup>a</sup>	3.30 <sup>b</sup>	2	17.04	0.000*
<b>Sincerity</b> <b>All the merchants and vendors at the marketplace are</b>	3.37 <sup>a</sup>	3.19 <sup>a</sup>	2.73 <sup>b</sup>	2	11.16	0.000*



<b>sincere</b>						
<b>Creativity</b>	3.96 <sup>a</sup>	3.78 <sup>a</sup>	3.38 <sup>b</sup>	2	11.30	0.000*
<b>The marketplace has its own identity</b>						
<b>Flow of life statements</b>	3.77 <sup>a</sup>	3.72 <sup>a</sup>	3.26 <sup>b</sup>	2	13.69	0.000*
<b>This marketplace maintained /still practicing cultural values:</b>						
<b>Customary elements</b>	3.78 <sup>a</sup>	3.60 <sup>a</sup>	3.24 <sup>b</sup>	2	10.73	0.000*
<b>Attire</b>	3.76 <sup>a</sup>	3.42 <sup>b</sup>	3.25 <sup>b</sup>	2	8.30	0.000*
<b>Language</b>	3.95 <sup>a</sup>	3.72 <sup>b</sup>	3.64 <sup>b</sup>	2	3.17	0.043*

\*the significance level was set at 0 .05

a b c – different superscripts indicate significant differences in all Tukey Post hoc Test

The pristine character statement describing how pristine the sector was seen to be received the highest mean score (M= 3.98) across the shopping level involvement groups. The authenticity embedded in the creativity element, encompassing the production of ethnic or traditional products by artisans sold at the marketplace, received the second highest score (M= 3.96) and the markets' origins background, roots and heritage had the third highest mean score of M= 3.94. These three elements had strong relationships indicating that the high level of involvement shopping group responded in a similar way when viewing the objective authenticity of a tourism marketplace. While there has been much discussion about the components of authenticity in the tourism literature, it is argued here that the application of some scales assessing objective authenticity, rather than existential or subjective authenticity, can be assessed in certain kinds of tourism settings. Further, the approach used here and the high level of consistency and agreement among the measures supports the procedure and speaks to the “mundane” authenticity of an everyday tourist locations.

## 6.2 The Shopping group and perspectives on experience

A composite score for experience was built by summarising the value for all the Schmitt based items. The summarised experience values for the elements were between 5 to 25. The findings from the one way ANOVA with the level of shopping involvement as the independent variable and the mean experience scores as the dependent variable are reported in Table 1.4.

Table: 1.4 Mean scores, analysis of variance results for experience components and shopping group level of involvement

Shopping group level involvement							
		High	Moderate	Low	df (between groups)	F	Sig.
Schmitt (1999)							
<b>Senses</b>	I find that marketplaces engages my senses	3.87 <sup>a</sup>	3.69 <sup>a</sup>	3.18 <sup>b</sup>	2	19.55	0.000*
<b>Feel</b>	I find marketplaces create strong moods for me	3.88 <sup>a</sup>	3.70 <sup>a</sup>	3.13 <sup>b</sup>	2	22.05	0.000*
<b>Think</b>	I find marketplaces make me think about societies and culture	4.04 <sup>a</sup>	3.84 <sup>a</sup>	3.55 <sup>b</sup>	2	7.63	0.001*
<b>Relate</b>	I find marketplaces offer the chance to develop interesting relationship with locals	3.90 <sup>a</sup>	3.59 <sup>b</sup>	3.49 <sup>b</sup>	2	5.60	0.004*
<b>Act</b>	I find marketplaces require me to be physically active	3.84 <sup>a</sup>	3.57 <sup>a</sup>	3.26 <sup>b</sup>	2	10.10	0.000*
Pine and Gilmore (1999)							
<b>Education</b>	I find that marketplaces are a great educational opportunity	3.91 <sup>a</sup>	3.45 <sup>b</sup>	3.25 <sup>b</sup>	2	12.12	0.000*
	I think marketplace have a very special visual and environmental	3.88 <sup>a</sup>	3.64 <sup>ab</sup>	3.48 <sup>b</sup>	2	4.35	0.014

<b>Esthetics</b>	atmosphere								
<b>Entertainment</b>	I find marketplaces are very entertaining	3.95 <sup>a</sup>	3.62 <sup>b</sup>	3.39 <sup>b</sup>	2		8.84	0.000*	
<b>Escapism</b>	I think that the marketplaces help me escape from other daily activities	3.70 <sup>a</sup>	3.45 <sup>a</sup>	2.97 <sup>b</sup>	2		12.45	0.000*	

\* the significance level was at 0.05

a b c – different superscripts indicate significant differences according to Tukey Post hoc Tests

The results reported in Table 1.4 provide a set of findings linking experience levels and shopping group level of involvement. All five elements in the Schmitt settings revealed a significant relationship among the shopping level as indicated by the F test. As further explored by the Tukey analyses, again the low level of involvement shopping group showed the lowest scores and were significantly different to at least one of the groups.

Examining the results from Schmitt's experiential elements, "think" elements showed the highest mean score. The think elements describe a cognitive appraisal and evolution of the marketplace. While shopping in the marketplaces, tourists are likely to interact with the locals in buying local products, consume local food and drinks and through these processes understand a little of the local culture and customs (Hsieh and Chang, 2004; Lee, et al., 2008). The results of the present study indicated that the four realms of experience put forward by Pine and Gilmore (1999; Gilmore and Pine 2002a, 2002b) are reasonable and can be added to the study of tourist experiences at the tourism marketplaces. However, the findings revealed that experiential factors were rated differently in this context. The entertainment elements of the tourism marketplace experience received the highest mean score (M= 3.95) for all of the shopping groups. It seems that respondents chose the marketplace as a place of entertainment where the experience can be observed passively (Oh et al., 2007). The finding is consistent with the value of entertainment at markets noted by Hsieh and Chang (2006). The education elements were given the second highest mean score. The educational elements have also been noted in previous work specifying learning about local cultural activities (Henderson et al., 2012; Lee et al., 2008; Hsieh and Chang, 2006).

### 6.3 Shopping groups and overall views on sustainability

The selection of statements for the sustainability TBL was divided into two parts. The selection of indicators for positive and the negative sustainability perspectives denoted how the statements support elements in the core themes. Table 4.17 presents the breakdown of results for the overall questions on the positive and negative aspects of sustainability (the latter are the bold and italicized statements).

Environment Statements					
	Level of Shopping involvement			F	Sig.
	High	Moderate	Low		
<b>Organized and clean marketplace area</b>	4.03 <sup>a</sup>	3.86 <sup>ab</sup>	3.58 <sup>b</sup>	4.33	.014
<i>More tourists buying from shopping complexes</i>	3.40 <sup>a</sup>	3.16 <sup>a</sup>	2.70 <sup>b</sup>	10.17	.000**
<i>No proper guidelines in planning and development from the local authority</i>	3.17 <sup>a</sup>	2.93 <sup>ab</sup>	2.66 <sup>b</sup>	4.41	.013
<b>Marketplaces keep local cultural identity</b>	3.88 <sup>a</sup>	3.93 <sup>a</sup>	3.79 <sup>a</sup>	.707	.494

Community Statements					
	Level of Shopping involvement			F	Sig.
	High	Moderate	Low		
<i>More foreigners work in the marketplace</i>	3.23 <sup>a</sup>	2.98 <sup>a</sup>	2.34 <sup>b</sup>	16.05	0.000**
<b>A safe place to shop</b>	3.90 <sup>a</sup>	3.92 <sup>a</sup>	3.84 <sup>a</sup>	.194	0.824
<b>The existence of marketplace contributes to the satisfaction of basic needs in the local tourist area</b>	4.04 <sup>a</sup>	3.88 <sup>a</sup>	3.44 <sup>b</sup>	13.03	0.000**
<b>The existence of marketplace helps poorer citizens</b>	4.03 <sup>a</sup>	3.74 <sup>ab</sup>	3.61 <sup>b</sup>	4.535	0.011

Business Statements					
	Level of Shopping involvement			F	Sig.
	High	Moderate	Low		
<b>The existence of the marketplace helps local economic growth</b>	4.09 <sup>a</sup>	4.00 <sup>ab</sup>	3.78 <sup>b</sup>	2.989	0.050
<i>More common copies of products</i>	3.50 <sup>a</sup>	3.26 <sup>a</sup>	2.76 <sup>b</sup>	14.520	0.000**
<i>Strong sense of market for tourists only</i>	3.65 <sup>a</sup>	3.27 <sup>b</sup>	3.02 <sup>b</sup>	10.07	0.000**
<b>Ability to communicate well by vendors</b>	3.88 <sup>a</sup>	3.79 <sup>ab</sup>	3.58 <sup>b</sup>	3.09	0.046
<b>Great attitude of sales person staff</b>	3.82 <sup>a</sup>	3.79 <sup>a</sup>	3.69 <sup>a</sup>	.457	0.633

the mean significance level was at 0 .05

a b c – different superscripts indicate significant differences in all Tukey post hoc tests

Some specific issues affecting sustainability at the tourism marketplace in the three domains of environment, community and business statements were revealed. First, reflecting on the environmental statements, the problem of tourists buying from shopping complexes has become an issue at these popular local tourism marketplaces especially in Chiang Mai, Thailand. Most of the shopping complexes designate a whole level of their shopping complex to sell the same items as can be found at the tourism marketplaces for example, local handicrafts, weaved materials, and t-shirts. This duplication of product lines threatens the viability of some tourist marketplaces. Secondly, the community statement about more foreigners working at the tourism marketplaces, supports the work of Tosun (2001) who noted that local governments often failed to address such issues.

## **Conclusion**

The main purpose of this paper is to examine the tourists' perspectives on the future of tourist marketplaces based on authenticity, experience, and sustainability issues. The finding suggested that in the prime local tourism marketplaces around Chiang Mai, Phnom Penh and Kuala Lumpur, the products sold are similar. Additionally, these local popular tourist marketplaces do not implement product and pricing guidelines and this has become an important problem since guidelines about quality may help in controlling the situation. This problem has been noted by Tosun as follows "In the absence of pro-active, comprehensive and integrated planning approaches, development has been concentrated in an unbalanced manner" (2001: 295). The views discussed in this research represent a large sample of tourist marketplace visitors drawn from different kinds of markets in three countries. The study of tourist marketplaces also needs to consider the views of the vendors.

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# ICT ADOPTION PATTERN AMONG TOUR OPERATORS IN EAST COAST REGION, MALAYSIA

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## Abstract

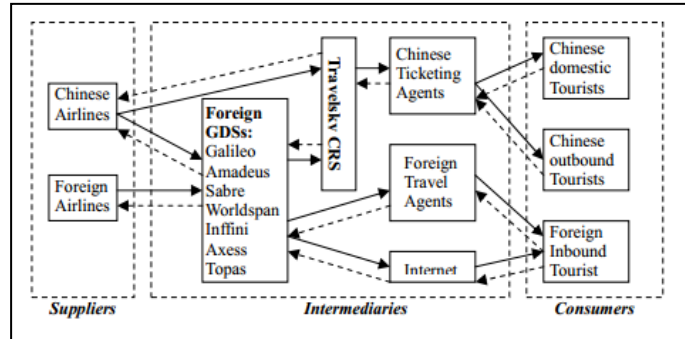
The fast advancement of Information and Communication Technology (ICT) has led towards the changes of consumer behaviors drastically. Consumers now have direct access to travel suppliers and no longer need to consult with intermediate middlemen like Tour Operators (TOs). Such scenario occurs when consumers are able to penetrate over the conventional tour operator business through online services and arrange travel plans and other related services on their own. Hence, TOs now have a new kind of competition, the online services and needs to blend in with the technology to gain back their rights to business. Therefore, this paper aims to investigate the pattern of ICT adoption among TOs particularly in East Coast Malaysia to determine the extent of its use in line with Malaysia's Digital Communication Plan 2013-2014. In order to achieve this aim, descriptive research design were applied using questionnaire data collection method to investigate TOs ICT adoption pattern. Questionnaires were distributed using random sampling either by face-to-face or through online survey targeting TOs in Pahang, Terengganu and Kelantan. SPSS was further employed to analyze quantitative information. The finding of this study reveals the type of ICT adopted by TOs in East Coast Region, Malaysia.

**Keyword:** *East Coast Region, Tour Operators, ICT adoption*

## Introduction

The existence of ICT creates extensive changes to business. Immink & Executive (2013) and Mihajlovis (2012) mentioned that such changes are due to the attitude of the business and the awareness of technology, like the ability of the business to relate to application of new knowledge. In the case of travel services which are offered by suppliers via various channels and devices, the heavy usage of convenient technology services, for instance the innovation of mobile devices, does create changes to one's business strategies as well as the consumers' behavior. Furthermore, such rapid improvement of ICT and Internet also transform the structures and operations of numerous industries like manufacturing, medical and travel in the countries like America and Europe, whom have adopted technologies for over 30 years ago followed by China, a rapidly expanding and boosting country, that has also transformed its tourism industry by exploiting the benefits of ICT. Figure 1 depicts a computer reservation system, reservation channels and distribution channels as employed in China's airline industry.

Figure 1: Computer Reservation System in China



According to travel and tour perspective, there are numerous existences of effective modifications that are capable of assisting travel services to sell directly to consumers. As a result, there is a need for TOs and travel agencies to re-plan and re-shape their current business approaches, and adopt modern ICTs and applications and change into new distribution channels (Spencer et. al, 2012). In accordance to this, Oever (2015) revealed that Malaysian travellers tend to engage in online services such as online travel agencies, blogs, travel advisor platforms, social media platforms, Facebook travel pages, forums and met search websites. Due to readily available services and its rich content, such occurrence are able to penetrates the business performance of intermediary players such as conventional TOs that applies manual or basic ICT adoption in their business operation. Due to that, this paper aims to detect the pattern of ICT adoption among TOs in the East Coast region, namely, Pahang, Terengganu and Kelantan and see whether the traditional TOs adapt to the changes of ICT for better business performance.

## Literature Review

### 2.1 Tour Operators (TOs)

The tourism industry consists of both sellers and buyers. The so-called intermediaries, who act as buyers, does not only purchase products from various service providers such as airlines and hotels, but also as a middlemen who act as sellers that delivers services to end consumers (Cooper, 2012; Nkonoki, 2012). Intermediaries like TOs are traditionally functioned to compose two or more supplementary foundations of services and sell them to the end customer. However, due to the increasing levels of ICT integration today, TOs businesses are increasingly facing difficulties to cope to the constant changing conditions which threaten their profitability and existence.

Concurring to this, Assaf et. al (2011), Schwartz et. al (2008) and Spasic (2012) stated that TOs do experience difficulty to play their traditional role as common practices nowadays have changed dramatically from the days when Thomas Cook arrange the first package trip by rail in 1840's. During that time, TOs typically organizes packages that consist of different tourism components, which are later offered as an exclusive tour. Hence, allowing various sectors to account for an advance capacity and facilitate traditionally structured holidays. In UK, the ability to provide cheaper holidays compared to individual consumers who approach



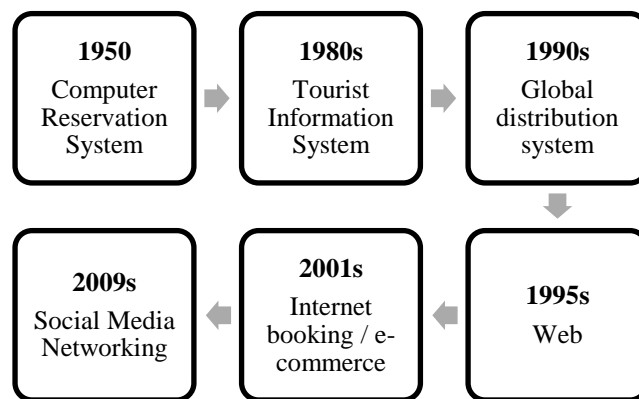
service providers separately are often labeled as ‘holiday wholesalers’. A complete product is later sold through retailers, known as travel agents, as well as the individual suppliers of transport, accommodation, and other holiday services which typically referred to as principals. However, only TOs will pay commissions to travel agents in return for realizing bookings and recommending tour packages.

## 2.2 Adoption ICT

The importance of ICT and its adoption in the travel industry nowadays completely revolutionize the process of information exchange, both domestically and globally. According to Konstadakopulos (2005), adoption of ICT could improve the efficiency of information exchange, minimize transaction costs, influence the organizational development of the enterprises and eventually embrace changes to its production process to become more competitive.

Nevertheless, in contrast to the positive effect of ICT, Ma et. al (2003) feels that the greatest pressure of ICT changes is felt by the TO business. Therefore, As highlighted by Statnikova (2005); Dewett & Jones, (2001); Grover et. al, (1998); Ives & Learmonth, (1984); Lucas & Baroudi, (1994) and Porter & Millar, (1985), it is necessary for TOs to adopt new information technologies (IT) continuously if they want to remain competitive and improve business efficiency in the current markets. Seeming to agree, Hashim (2007), mentioned that ICTs is crucial regardless of the business size, to exploit the potential of IT in the e-commerce and economic globalization era. Supporting this, Immink & Executive (2013) and Mihajlovic (2012) revealed that illiteracy in ICTs will greatly reduce the competitiveness of an enterprise especially when ICTs demand for business change. This however, depends on the attitudes related to IT awareness such as competence related to application of knowledge in new technologies. In the travel industry itself, ICTs have been depicted on the following evolution scale as stated in Figure 2, adapted from Buhalis (2003); Spencer (2011); Ma et. al (2003) and Werthner & Klein (1999).

Figure 2: ICTs Evolution Scale in Travel Industry



From the diagram above, various innovative changes to the travel industry’s structure causes tourism principles prospects to sell directly to consumers. As players in the tourism industry, both TOs and travel agencies have to reshape their business approach under the power of ICT due to the emergence of new distribution channels (Buhalis & Cristina, 2002; Spencer et. al, 2012). Figure 2 shows that the adoptions of ICTs in travel industry started since early 1950s focusing on airline reservation. In 1980s, the introduction of Tourist Information

System (TIS) and Gulliver Travel Association (GTA) starts to carter ground and flight arrangements. Later in 1990s, Global Distribution System (GDSs) such as SABRE and Amadeus conquers as a tool for communication between suppliers and travel agencies. 5 years later, we experience the introduction of web for booking all travel needs, followed by year 2001, whereby internet booking and e-commerce are used worldwide to assist suppliers to communicate directly with their customers without the interference of intermediaries. Since 2009 up until now, the evolution of ICT goes through social media such as Facebook and Twitter, and also through mobile devices application.

## Research Methodology

Preliminary research was carried out during Conference Travel Tech 2015 organized by Malaysian Association of Tour and Travel Agents (MATTA) on 29<sup>th</sup> April 2015 to investigate issues associated with ICT adoption among Tour Operators in Malaysia. In the primary empirical research, questionnaire was applied to acquire the results which are crucial to measure TO be competitiveness and development. Questions were created in a manner that satisfies the criteria of great concentration of good responses in a fixed duration, and have been structured in the following way: closed-ended questions with response categories, as well as closed-ended questions in a group of statements with a scale. These questions were later simplified to make the questionnaire understandable, and to preserve the required degree of complexity that allows for unambiguous comprehension of the questions. The properties of the analyzed sample are as illustrated in Table 1. The elementary unit of the selected survey in the sample is defined as a general business unit that provides all inbound and outbound services. In the survey, tour operators are categorized based on criteria that is not exclusive, and identifies a set of particular firm features. The survey covers TOs in the specific region of East Coast Region, Malaysia. This area was chosen as the study area because its population is the smallest compared to other region. Table 1 below illustrates the statistic of TOs in Malaysia gathered from the License Department; Ministry of Tourism Malaysia dated March 2015.

Table 1: Statistic of Tour Operators in Malaysia dated March 2015

Zone / State	Inbound	Outbound	Inbound & Outbound	Inbound & Ticketing	Ticketing & Outbound	Inbound, Outbound & Ticketing	Total	Total Population Each Cluster
<b>Central Region</b>								
Wilayah Persekutuan	189	0	26	307	0	790	1312	2334
Selangor	200	0	5	230	1	473	909	
Negeri Sembilan	19	1	5	21	1	66	113	
<b>Northern Region</b>								
Kedah	231	0	19	39	0	110	399	915
Penang	84	0	11	54	0	170	319	
Perak	37	0	6	28	0	105	176	
Perlis	8	0	4	1	0	8	21	
<b>Southern Region</b>								
Melaka	17	0	4	15	0	60	96	470
Johor	100	1	21	48	1	203	374	
<b>East Coast Region</b>								

Pahang	59	0	0	21	0	56	136	382
Terengganu	93	0	3	17	0	56	169	
Kelantan	25	0	2	4	0	46	77	
<b>Borneo</b>								
Sabah	315	0	13	99	4	160	591	837
Sarawak	68	0	4	29	5	140	246	
<b>TOTAL ALL</b>								<b>4938</b>

The reporting units of the survey comprise permanent TOs staffs including Top Manager, Manager Department, Executive, and Clerk. Respondents comprise those that are acquainted with sufficient aspects of the business activities. The population of this study was set as a group of TOs that registered under the Ministry of Tourism Malaysia.

The selection of the framework comprises a list of target population members in the form of a database or list. Among the entire population (382) of TOs in the East Coast Region of Malaysia that are registered with the Ministry of Tourism Malaysia, only 192 samples are required for distribution of the questionnaire set in order to study the ICT pattern adoption among TOs in the East Coast Region of Malaysia. A random sample was drawn from the predefined selection framework. Based on the random number generator, 192 TOs were chosen, and companies were phoned to verify their permanent address, email as well as willingness to be a part of this survey. The questionnaire was either distributed by email or by face-to-face method. Details of email are compulsory so that invitation would be given to respondents to answer the link to the questionnaires created through online survey monkey application for easier distribution and ample time for the respondents to answer. However, only a total of 49 questionnaires were completed in both manners, setting a response rate of 25% which is can be acceptable for this combination type of survey. According to Johnson et. al (2014), several editor journal agreed to adding that in most instances, the response rate of 20% is too low, and 80% is a standard requirement for good response, but there is a considerable gap between the percentages that depends to the justification of nonresponses and the outcome of the result. In this case the justifications are due to the missing, unfinished answering the questionnaire, and not voluntarily responding to the questionnaire due to own perception that the information needed are confidential. Besides that, details of TOs in the database obtained were not updated by the Ministry of Tourism Malaysia thus trigger difficulty to the researcher to reach TOs in the East Coast Region. In terms of different TOs features of travel agencies participating in the survey, their selection was generally representative. Therefore, the results from the survey are thus sufficient for drawing accurate conclusions with regards to the research questions. Next, SPSS was used to analyze the data through a descriptive analysis and cross tab analysis after running the normality and reliability test.

## Result and Discussion

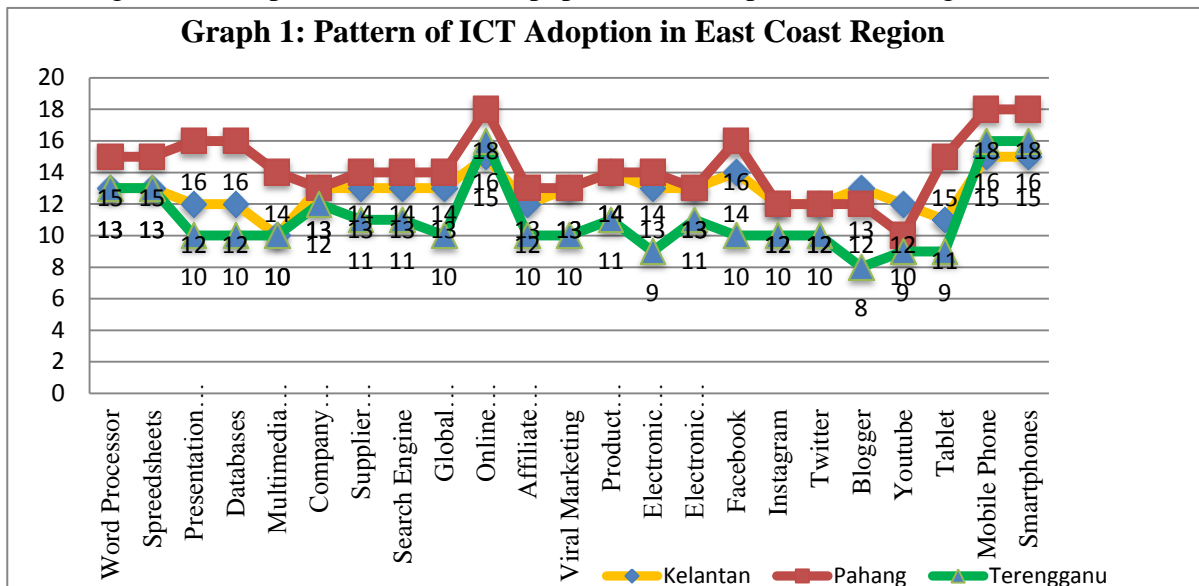
This research discuss the five categories of ICT namely Computer Application Skills, Internet (Website), E-Commerce (Business Model), Social Media and Mobile Devices to illustrate the evolution of ICT use. Item of each variable are as below:

- a. Computer Application Skills:
  - Word Processor, Spread Sheets, Presentation Software, Databases, and Multimedia Skill.
- b. Internet (Website):

- Company Website, Supplier Booking Website, Search Engines, and Global Distribution System.
- c. E-commerce (Business Model)
  - Online Marketing, Affiliate Marketing, Viral Marketing, Product Customization, Electronic Payment, Electronic Marketplaces and Exchange.
- d. Social Media
  - Facebook, Instagram, Twitter, Blogger, and YouTube.
- e. Mobile Devices (For business):
  - Tablet, Mobile Phone, and Smartphone

All variables were taken from preliminary research and secondary data. Test on content validity were conducted and validated through a pilot test. The result of the survey showed the pattern of ICT adoption between the States of Kelantan, Terengganu and Pahang as in Graph 1.

Referring to the Graph above, the most popular ICT adoption in running TO business for all



three states are Online Marketing, Mobile Phone and Smartphone. Although the business here are mostly small medium enterprises, the result shows that they are not being ignorant to the current trend of ICT and are able to adapt to the ICT changes without the need of higher cost investment. According to Haji Hamzah (2015), technology is not cheap and technology investment is a never ending, bottomless and can't be seen activity. He further stresses that communication technology has moved so fast and so advanced now, that everybody is holding a smartphone and has become an everyday life making the business running 24 hours non-stop through online. The lowest score for ICT adoption are YouTube and Blogger. This is probably due to the type of this ICT adoption which is more of an entertainment rather than an opportunity to reach out the potential customer(s) compared with other types of ICT. Out of all five (5) categories of ICT, it can be concluded that Mobile Device are the most popular ICT adoption among TOs in the East Coast Region, Malaysia, and followed by the e-commerce.

## 1.0 Conclusion

This paper aims to investigate the pattern of ICT adoption among tour operator in the East Coast Region of Malaysia. Previous study in ICT adoption mostly focuses widely on Small Medium Enterprise (SME) (Balocco et. al, 2009; Consoli, 2012; Mpofu et. al, 2009; Ongori & Migiro, 2010; Selamat et. al, 2011,). There is an evidence of limited research which focuses on the travel firm and tourism industry was traced covering Jamaica (Spencer, 2011) and China (Li & Suomi, 2008; Ma et. al, 2003) indicates lack of studies underlying this topic. It is hard to find the pattern of ICT adoption among tour operator in Malaysia. So this paper aims to reveal the pattern of ICT adoption among Tour Operator in East Coast Region to assist the government to achieve Digital Communication Plan that stated Malaysia is moving towards a developing nation in 2020, where the digital community needs to be empowered to reap maximum benefit from using the internet services (Rahim, 2015). From the result, Mobile devices and e-commerce are the trending categories nowadays among TOs in the East Coast region as a competitive weapon to sustain or remain in the industry. Hence, tour operators business in Malaysia should understand the positioning of ICT adoption in their business to survive in the industry due to the overwhelming online travel from outsider such as Booking.Com, Trip Advisor and Agoda. Future research should further focus on the extent of ICTs adapting changes among TOs in Malaysia to benchmark the trends used and practiced the most effective method to stay longer in this industry.

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# STRATEGIC PLACE BRAND MANAGEMENT OF KUALA TERENGGANU COASTAL HERITAGE CITY, MALAYSIA

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## Abstract

The World Trade Organization (WTO) reported that travel and tourism industry has become one of the main contributors to the economic development of the countries. In the United States alone, travel and tourism industry has approximately contributed USD 2.36 trillion in the year 2014. Realizing the importance of tourism industry towards country's economy, many countries have passed some budget on place branding research. Place branding, one of the segments in destination branding, is a complex process of branding an entire country or a part of it. Hanna and Rowley (2011) have developed the Strategic Place Brand-Management model (SPBM-model) comprises of nine (9) dimensions which are argued to be important parts in the place branding process and research. The objectives of this research are to understand how Kuala Terengganu copes with the components in the SPBM-model, and to perceive which components in the SPBM-model that can be seen as the most important components based on the perceptions of Kuala Terengganu residents. The methodology of this study was made through a case study of the city of Kuala Terengganu. With the intention of gaining data, five semi-structured interviews were conducted with executives officers that working for developing Kuala Terengganu branding as a tourism destination. By positioning the Kuala Terengganu place branding process with the SPBM-model, it can be understood that all components are strongly connected to each other. Of all nine (9) components, three (3) of them which are evaluation, infrastructure and stakeholders should be given special attention by the Majlis Bandaraya Kuala Terengganu if they are serious in branding Kuala Terengganu as one of the most attractive tourist destinations in the world.

**Keywords:** *Strategic place brand management, Destination branding, Place branding, Country Branding, Tourism*

**Article Classification:** Research paper

## 1. Introduction

Branding is today often considered as a key priority for many companies in order to stay competitive on the market. Branding can be defined as the way in which the organization managing their brand and requires a long-term participation of both skills and resources (Markides & Williamson 1996; Grant, 1991; Keller, McDonald, de Chernatony & Harris, 2001; Parameswaran & Jacob, 2011). The expression "place brand" refers to a place and to its competition in the area of developing a reputation among investors, residents, tourists and other resources (Kavaratzis, 2005). The process of considering a brand is a conceptual unit that creates unique, positive and recognizable relations (Braun, Kavaratzis & Zenker, 2013). The place brand involves creating and maintaining these relations. An organization can use



branding in order to identify and differentiate it selves from competitors', it is a way to ensure quality and honesty, identify the ownership and to hold the producer responsible for their actions (Baker, 2007). Branding is also an essential component in the process of building a strong brand image and to create brand awareness, moreover it may increase marketing communication effectiveness, improve perceptions of product performance and create customer loyalty (Keller, 2009 and Aaker, 2012). The use of the term "branding" is sometimes confusing, especially when compared and related to some cities and regions. A new method is to examine the brand as a framework for understanding and proactively managing the place's reputation with respect to key audiences (Hatch & Schultz, 2010). Its reputational image is directly related to the ability of visitors, investors and famous people on how they perceive their competition. This approach allows the benefits of the brand to be clearly recognized (Anholt, 2009).

The tourism industry has become a key factor for economic growth in several developing countries (Gannon, 1994). Terengganu is considered a developing state according to Halim, Zakaria, Hasnan & Muda (2012). Basically, branding a place seems easy. Creation of a brand program includes the development of the brand, which shows the identity of the brand and position. Since it is a brand, thus vision, core values, identity, and knowledge must be clear, understood and communicated (Moilanen & Rainisto, 2009). Program displays about country branding are clear, simple and often built around the notion to differentiate emotional quality expressed through some kind of dominance, which can readily reflect both verbal and visual values (Olins, 2002 and Đorđević, 2008). Therefore, the principles of service, product or company brands are the same in every country. However, different methods are used to evaluate them (De Chernatony & Riley, 1999).

Kuala Terengganu is a city with a range of nature assets such as beautiful islands, plantations, rainforest, mountains and a rich sealife. The biodiversity, along with increased numbers in terms of tourism and the history (Brookfield, Byron & Potter 1995), makes Kuala Terengganu an interesting city in a place branding perspective with the focus on tourism.

Every place is considered to have an image, whether they choose to manage it or not. A place which is not involved in the process of branding, tend to be positioned anyway, based on other parties opinions, and as images often are founded on individuals' personal opinions and previous knowledge, it does not necessary have to be correct information. Gartner (1994) agree with this and argue that the current reality of a country widely can differ from a consumer's image. It could therefore be considered as devastating for a country not to manage their image.

However, place branding had originally concentrated on the attractions (infrastructure and buildings, support services and the natural environment and local economic stability) but had recently shifted its focus to promoting the emotional elements (de Chernatony, 2006) and to better carry a certain feeling or representation of a place.

Therefore, a place can select to develop its core values, develop values of influence or a combination of both. For instance, some parts of Paris are presented as an emotional element, as in a "romantic city", but also suggest some functional elements with unique attractions, for example, the Eiffel Tower, Versailles and the Louvre (Fulford, 2010). The culture and history

of a city are very important elements of the identity of a unique place brand (Kavaratzis, 2004).

Instead, cities like Dubai, New York and Singapore highlight their international and cosmopolitan talents with these modern elements (Struxness, 2013). Therefore, a city can establish its current merits and history or both, just like Istanbul in Turkey and London in the United Kingdom. Taking after the example of Paris, on the one hand, the city rejoices on its historic epicentre with rich monuments and heritage buildings. However, in this modern period of time, Paris is presented as a hub for international and regional affairs and trade, famous for its arts, a vigorous business region with 72 steel and ultra-modern glass buildings, offices with 3.5 million square meters and 180,000 workers (Harry Rothschild, Alon & Fetscherin, 2012). Both historical and contemporary sights offer value with different goals, needs and suggestions. When tightening the modern features, it could attract FDI and expertise, while, the historic features might attract tourists (Witt, Brooke & Buckley (2013). This suitable combination of emotional quality and functionality makes Paris an extra reasonable place brand in the world.

Thus, the SPBM-model is relatively recent and has not yet been widely tested, and it could therefore be questioned how well it works in reality (Hanna & Rowley, 2011). The model is developed in a general way and does not take a country's certain conditions into account. Kuala Terengganu most likely has a need for place branding practices in order to create economic growth and since the process is seen as both hard and complex, a tool to ease the work for the brand manager would be welcomed. Consequently, the purpose of this study is to explore how the SPBM-model can be applied to the process of branding Kuala Terengganu and does she work with the components in the SPBM-model, and which components in the SPBM-model can be seen important based on Kuala Terengganu conditions. The SPBM-model could in theory be a great contribution for the country brand manager of a developing country since they often lack fundamental prerequisites in the area (Hanna & Rowley, 2011). A holistic model of place branding could therefore be a useful contribution to the research field of place branding and economic growth in developing countries. For these reasons it could be argued that the SPBM-model is in need of more testing in the context of a developing country. This in order to see how the model can be applied to Kuala Terengganu conditions and which components can be seen as more vital than others in the contexts of Kuala Terengganu.

## **2. Literature Review**

### **2.1 Brand evaluation**

Brand evaluation is a vital aspect of the development process of a brand, as it evaluates the brand experience (Chernatony, 2010). As different parts of brands are in constant contact with customers there should be regular evaluations to detect potential problems. According to researchers in the area of place branding, it is essential to perform a SWOT analysis on the place by not only to look at the internal image of the country, but also the external image in order to find out weaknesses, strengths as well as threats and opportunities (Ashworth, & Kavaratzis, 2010). The process can be monitored in terms of purchases, consumption, brand recognition, awareness, brand recall and advertising (Aaker, 1996). In this way, the brand

marketers can see the effect of marketing campaigns and how it influence their audience, which can help measure the strength of the brand.

## 2.2 Stakeholder engagement (Management)

Noland & Phillips (2010) state that by taking advantage of the stakeholders knowledge and thoughts a place can understand how they are perceived and what they have to offer in means of diversity, talent, mentality and attributes of people, in the eyes of the stakeholders. Wenger, & Snyder (2000) go on by saying that a connected community and effective partnership is vital for place branding. Before proceeding with any branding initiatives brand managers must actively consider the stakeholder views. If the brand manager collaborates with and consider the stakeholders to be partners in the brand creation it is more likely that they also will support the brand strategy and deliver the desirable brand experience. Engage stakeholders are an important process and could be seen as of the futures of place branding compared to product branding (Morgan, Pritchard & Piggott, 2003).

## 2.3 Infrastructure (Regeneration)

Infrastructure has the potential to determinant the attractiveness of a destination (Dwyer & Kim, 2003). The road infrastructure should facilitate people's needs to get to different regions within the country and also make it easy to move around on the specific place, while the air infrastructure should transfer tourists to the country and back (Raina & Agarwal 2004). Since most tourists come from developed countries and are used to modern and effective transport infrastructure they expect the destination country to possess similar comfort (Khadaroo & Seetanah, 2008).

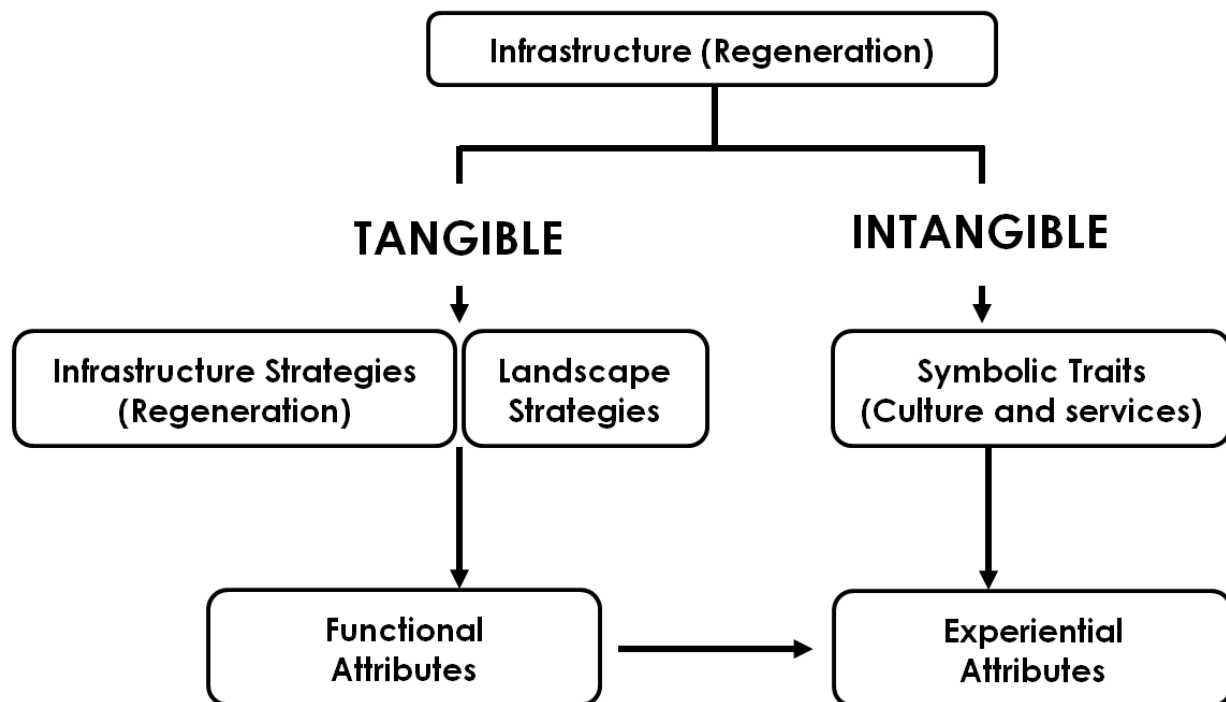


Figure 1: Infrastructure (Adapted from Hanna and Rowley, 2011, pp. 463)

## 2.4 Brand identity

The brand identity is how companies want their brands to be perceived by stakeholders, thus, it is important to send a clear message to the public. The aim of place branding is to show that place branding and self-image are important for the place (Kapferer, 1997). Brand identity is important within the area of brand management and should focus on differentiating the company from its competitors in a long-term perspective (Nandan, 2005). The foundation in brand identity is an understanding of the organizations, customers and competitors as well as the market. Brand identity needs to fit the business strategy, it also has to reflect the company's willingness to deliver what the customers expects from the brand. In order to manage the brand identity, the organization should identify the core values of the brand and make sure that the values are in line with the values of the people working within the organization (Schultz, Hatch & Larsen, 2000).

## 2.5 Brand architecture

Brand architecture is the structure of the organization, which manage the brands portfolio and defines the different roles of the brands and the relationships between the different brands (Kapferer, 2012). According to Keller, Parameswaran and Jacob (2011), there are different ways in how the many sub-brands of companies and organizations within a brand are connected to the central brand.

## 2.6 Brand articulation

Design and the visual communication surrounding the brand have become an important way to differentiate the brand against its competitors. According to Muniz and O'guinn, (2001) consumers may achieve a better understanding of a brand and what it stands for if the brand design is consistent and cohesive. Based on the visual presentation, people might form a presumption about the brand, which can lead to a change in how they perceive the brand. Brand articulation highlights the visual and verbal identity related to the brand. Although brand articulation is not much discussed in the literature of place branding, it is arguably the importance of brand articulation in the SPBM-model, since it presents the brand identity.

## 2.7 Brand communication

According to Fill (2005), marketing communication is how a company or organization communicates with the market, where the communication can be seen as an exchange of ideas and experiences. Customers and other stakeholders are involved in and influence the brand message, brand communication is therefore, a key aspect when it comes to building a relationship with its stakeholders. Brand communication is activities connected to the communication of the brand identity and is strongly related to brand articulation (Jo Hatch and Schultz, 2003).

## 2.8 Word of mouth (WOM)

The online environment has made it easier for customers to share their brand experiences and to interact with the organization behind the brand which also ease the companies attempts to know the customers wants and needs. In the SPBM-model made by Hanna and Rowley (2011), it is examined that WOM is a powerful and important tool which is highly connected

to customers brand experience and also connected to the brand communication. The relation between WOM and brand communication could be used in order to monitor if the brand communication accords with the brand experience (Pitta, Franzak and Fowler (2006).

## 2.9 Brand experience

Brand experience takes place in diverse ways; when consumers collect information prior to the purchase, when consumers get service while purchasing, as well as when consuming the product or service. Brand experience has an impact on consumer satisfaction and brand loyalty as well as on brand association. Hanna and Rowley (2011) see brand experience as the part in the process where the consumers gets involved in the brand. The brand experience considers customers image of the brand, which is highly influenced by the stakeholders the customers are in contact with. According to the SPBM-model, the brand experience is influenced by brand identity, brand articulation, brand communication and a direct influence on infrastructure relationships.

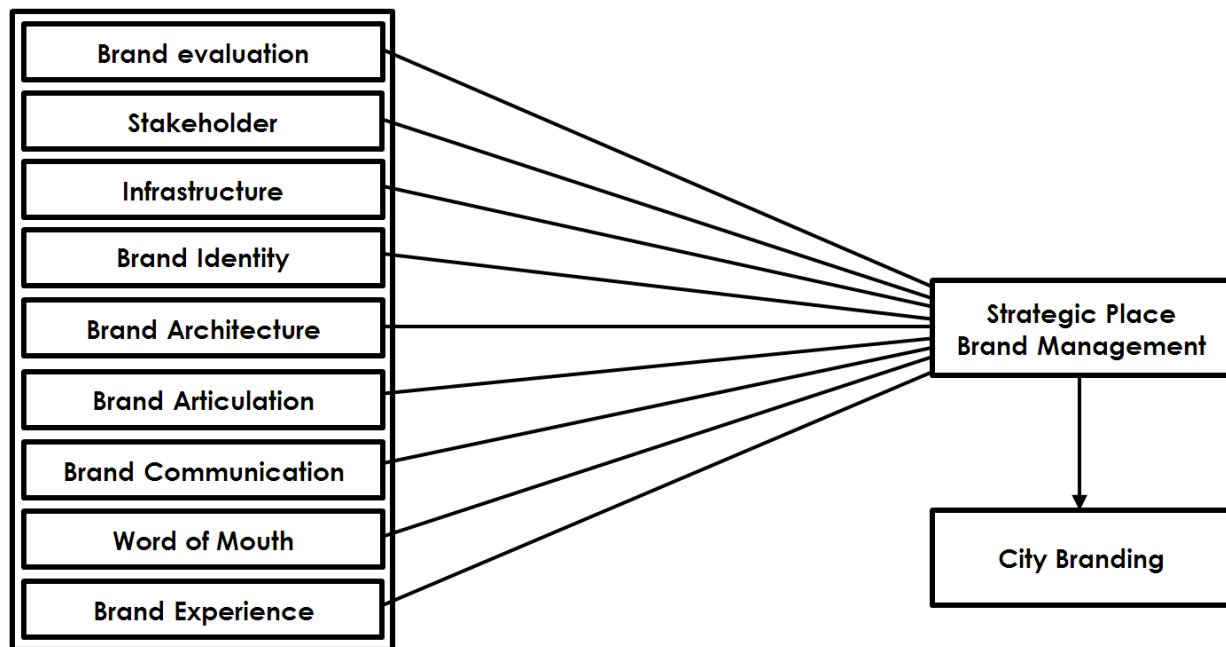


Figure 2: Theoretical Framework of Strategic Place Brand Management for City Branding

## 3. Overall analysis of the theoretical framework

The component of the SPBM-model in which Kuala Terengganu seems to be most active in is the infrastructure as they at the moment are building multiple roads, hotels and service schools. This in accordance with Brakus, Schmitt and Zarantonello (2009) who mean that by enhancing the service experience a place will also enhance their brand experience and WOM. However, not too much effort seems to be put on the two components of brand experience and WOM instead these two is interpreted to be indirect affected when managing other parts in the place branding process. For example Kapferer (2012), claims that a good relationship with stakeholders increase their support of the brand strategy and motivate them to deliver the wanted brand experience. Furthermore, a cooperation with the whole population is important since all people in Kuala Terengganu can be seen as brand ambassadors who make

impressions on the tourist in the country, an impression that affects the brand experience and hopefully will lead to customers spreading positive WOM. The component of stakeholders can be interpreted as broad since a stakeholder can be a variety of different organizations, companies and individuals on many different levels. With support from the component of brand architecture, stakeholders can be organized and managed in different interest groups/sub-brands. The empirical investigation indicates that Kuala Terengganu is cooperating with stakeholders at different levels, such as the private sector, people living in the country, visitors and other countries. According to the respondents, stakeholders are helping in the evaluating of the country. However, in the theoretical framework (Chernatony, 2001) it can be seen that the evaluation process could be developed and evaluate more variables and in that way give more valuable information to the country. Furthermore, the cooperation with stakeholders is important when building the brand identity, as the brand identity have to derive from values and beliefs of people living in the country and their style of doing business (Papadopoulos and Heslop, 2002). Duncan and Moriarty (2001) claims that stakeholders influence the brand message, the brand communication is therefore one of the key aspects when creating the relationship with the stakeholders. However, when exploring the case of Kuala Terengganu it can be interpreted that the components of both communication and articulation seem to gain little attention.

### 3.1 Brand evaluation

In accordance with Hanna and Rowley (2011) who declare that it is important to evaluate the place brand prior to branding, Kuala Terengganu performed a SWOT analysis prior to marketing. Like the theory tells this analysis was by Kuala Terengganu did both internal and external. This goes along with the thoughts of Chernatony (2010), saying that evaluation should be done in order to get a deeper understanding regards to the satisfaction and positive perceptions of the brand essence, which can help the management to adjust the brand in order to develop further. Chernatony (2010) goes on saying that it is necessary to evaluate many variables in order to get a better overview of a brands situation on the market. It could therefore be interpreted that Kuala Terengganu, by monitor more variables then today, could get a better overview of their opportunities on the market.

### 3.2 Stakeholders engagement (Management)

According to the respondents, the collaboration with stakeholders can be seen as satisfying, as they participate in the process of deciding what brand identity and positioning to use. These actions, together with the joint promotion between Kuala Terengganu's Tourism and other parts such as investors and trade with the participation in travel fairs can be connected to the discussion by Nanthakumar et al., (2008), which claims that a good relationship with stakeholders has the possibility to increase the stakeholders support of the brand strategy, and motivate the stakeholders to deliver the wanted brand experience. However, several of the officials mention the difficulty in coordinating stakeholders and ensure that everyone agrees in the process of decision making. This is supported by Papadopoulos (2004), saying that the coordination of the stakeholders is one challenge in the place branding process.

### 3.3 Infrastructure

This is something Kuala Terengganu is working on and according to the interviews, Kuala Terengganu invests time and money in improving the city's road infrastructure. Another aspect to consider is that visitors from developed countries are used to effective and modern

infrastructure, and therefore they might have higher expectations on the infrastructure than Kuala Terengganu can offer. This can be seen as another important reason why it is important to improve the infrastructure in the country, especially since Buhalis (2000) discuss that if the destination fails to deliver what the tourist expects in infrastructure the visitor might consider other destinations. An interpretation to be made is that Kuala Terengganu city and Terengganu state should be aware of the importance of infrastructure and that it might be important for them as a developing country and a growing tourist destination to evolve the infrastructure within the country.

### 3.4 Brand identity

According to the literature, the identity of a country should derive from values and beliefs of people living in the country and their style of doing business, as well as from the culture within the country. According to one respondent he did mention that, cooperation with the whole population is important since all people in Kuala Terengganu can be seen as brand ambassadors who make impressions on tourists in the country, an impression that affects the brand experience and hopefully will lead to customers spreading WOM, telling their friends and family about the city/place.

### 3.5 Brand architecture

This could be positive for Kuala Terengganu to work with since the country under the tourist part has a wide diversity of attraction, which results in many sub-brands with different interests but whom all strive to increase the tourism industry in the country. By co-operate, benefit from each other and build relations between the different interest groups in Kuala Terengganu, the city/place is moving closer to unite the place under one joint brand message. On Kuala Terengganu behalf of Kuala Terengganu this cooperation could be seen as positive since the two other cities (Penang and Bandar Melaka) both are well known and attract much attention, to be seen in their company could strengthen the brand of Kuala Terengganu and due to that attract more customers.

### 3.6 Brand articulation

Kuala Terengganu earlier discovered problems with the visual communication surrounding the brand, as one respondent described in the empirical chapter when the tagline A Small Miracle was criticized as being irrelevant and inappropriate in a country where a major part of the inhabitants are Buddhists. It can be interpreted that Kuala Terengganu might have been through a challenge where the wrong tagline was chosen. However, today the slogan is perceived by officials to go along with other promotion material, which may give the visitor an overall impression of consistency.

### 3.7 Brand communication

Moreover, the brand message has to be consistent in order to create positive associations, and it is also important to have all stakeholders in mind when communicating. According to the respondents, Kuala Terengganu tries to gather their brand message around their identity of authentic, diversity and compactness and further on the eight themes. When communicating Kuala Terengganu in general does not segment their market but rather communicating the same brand message to all markets. It could therefore be seen as positive that Kuala Terengganu has a wide approach to their communication in which they try to include many stakeholders' objectives, this in order to create a good relation with the stakeholders and to

create one united and consistent brand message. This way of communicating can be seen as positive for Kuala Terengganu since they focusing on their bigger markets in the first place due to their lack of economic resources to put on advertising. Kuala Terengganu's largest communication channel is according to the respondents the country's own website [www.tourism.terengganu.gov.my/](http://www.tourism.terengganu.gov.my/).

### 3.8 Word of mouth

As WOM is the most important promotion tool it is important that the country tries to create and enhance positive WOM. As WOM in the SPBM-model is the link between what has been communicated by the country and the customers experience of the country, a positive WOM indicates that what Kuala Terengganu communicates also is what the customer have experienced. However, since WOM is hard to control, the country have to keep on creating positive WOM and as one of the respondents say make decisions that support Kuala Terengganu's growth and take credible and relevant actions.

### 3.9 Brand experience

Lovelock, Patterson and Wirtz (2014) bring up service as an important role in the place brand experience, especially in situations where there are cultural differences between the individual who performs the service and the receiver of the service. As mentioned in the literature, the customer experience starts prior to the experience, this is especially true in place brand experience situations, since the initial contact with a travel agent or flight service may compose the foundation in the experience.

## 4. Discussion and Conclusion

It can be revealed that by applying the SPBM-model on the place branding process of Kuala Terengganu, it has been possible to explore how the country is working with the different components and also the relation between them and how they affect each other. By putting the SPBM-model on the Kuala Terengganu's place branding process it can be interpreted that all components are tightly connected to each other, and also that some parts seem to be more important for Kuala Terengganu than others.

The result of this study shows that Kuala Terengganu put more effort in some of the components of the SPBM-model than others. However, since the components are tightly connected to each other, managing one of the components also affect the others. Therefore, it can be stated that the country impact all components in the SPBM-model in some way, actively or not. Findings reveal that infrastructure is the component in the SPBM-model where Kuala Terengganu put most time and effort. This further means that Kuala Terengganu indirect also manages the brand experience, stakeholder management and WOM, as these parts are affected by an improved infrastructure.

The two components of infrastructure and stakeholders depend on each other. In order to attract investors there is a need of tourists, and in order to accommodate tourists Kuala Terengganu are in need of infrastructure. Infrastructure and stakeholders can therefore be seen as the most important components of the SPBM-model in the case of Kuala Terengganu as the build the foundations for the other components. Furthermore, the results of this study show



that evaluation is an essential part in the SPBM-model when applied on Kuala Terengganu, as the result of this component can improve and develop the place branding process as a whole.

If Kuala Terengganu put more time and effort in the three components of infrastructure, stakeholders and evaluation, also the other six components of the SPBM-model (brand identity, brand experience, WOM, brand architecture, brand communication and brand articulation) indirect will be affected in a positive way. Moreover, the research reveals that every action that is made affect the brand experience, which is the consumers' perception of the brand.

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# ISLAMIC TOURISM IN MALAYSIA: APPLICATION OF SHARIAH COMPLIANCE HOTEL TOWARD SATISFACTION OF MUSLIM TRAVELLER

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## Abstract

It registered an estimated 5.44 million Muslim tourists in 2012 (equivalent to 21.75% of Malaysia's total tourist arrivals for the same year) compared to 5.22 million in 2011 (Islamic Tourism Center, 2014). It shows that halal tourism offers huge potential. This paper tries to explore the true potential of Islamic tourism through application of Shariah Compliance hotel in Malaysia and satisfaction muslim traveller towards the service offers. The overall objective of the research was to analyse, to determine the services and needs of muslim traveller's satisfaction, explore the Islamic religious features that has been implemented in Shariah Compliance Hotel also to recommend and formulate strategies to develop the Shariah Compliance Hotel in Malaysia. So in this study, to determine about Islamic tourism and there are two question exist which is, how far does Shariah Compliance hotel applied in Malaysia, what is the factors to satisfy muslim travellers toward Shariah Compliance practice and what are the characteristics of Shariah Compliance hotel. This study will also gather feedback from the hotel guests through (1) quantitative research which includes the data collection (e.g. distribution of questionnaire) and using SPSS as data analysis. (2) qualitative research, which includes the literature review in Islamic Tourism and related disciplines field interviews with the hotel operator. It is expected that findings of this study would provide some guidelines and valuables information to stakeholders of Islamic Tourism in their implementation of Islamic Hub for Malaysia. The paper also aims to propose a framework to better understand the term Shariah Compliance Hotel.

**Key words:** *Islamic Tourism, Halal Tourism, Shariah Compliance Hotel*

## Introduction

The term Islamic tourism was first introduced about a decade ago, but there has been a growing interest and curiosity in what it actually means. Guided by their own respective understandings of the term, various parties and organizations, both governmental and non-governmental, have sought to promote Islamic tourism industry by offering tourist packages which they think fulfil the definitions and requirements of Islamic tourism. (Mat Som *et al.*, 2015). In terms of tourist arrivals, Malaysia has been the topmost Muslim tourism destination in the world, having Indonesia and Singapore as its top market countries (Dinar Standard and Crescentrating LLC, 2012). It registered an estimated 5.44 million Muslim tourists in 2012 (equivalent to 21.75% of Malaysia's total tourist arrivals for the same year) compared to 5.22 million in 2011 (Islamic Tourism Center, 2014)

According to the Islamic Bank of Asia, Muslim tourists' expenditure growth rate is expected to be at 4.79% per year through 2012–2020 vs the global rate of 3.8%. There are an estimated 45 million unique trips to the top 50 Muslim destinations annually excluding core religious travel and the Hajj/Umrah travel on its own is expected to be US\$14 billion market by 2020. Shariah compliance hotel is a new innovative and creative services offered by hotels around the world (Nor Zafir et al., 2014). Recently, the existence of Islamic hospitality and shariah hotel is mushrooming beyond Gulf countries to Asia (Tarrant, 2010). The hotels in such destinations do not serve alcohol and have separate swimming pools and spa facilities for men and women. Malaysia, Turkey and many more countries are trying to attract Muslim tourists from all over the world offering facilities in accordance with the religious beliefs of Muslim tourists. (Wikipedia, 2011).

## **Literature Review**

Malaysia has been making efforts to brand itself as an Islamic and halal hub in recent years. As an Islamic country Malaysia shares a common Islamic culture and tradition with Muslim travelers who feel safer in terms of security, food, shopping and religious obligations in this country. So the Islamic factor was used by Malaysia to attract the Muslim niche market (Salman & Hasim, 2012).

COMCEC (2016) agreed that, Malaysia is one of the main destinations for Muslim visitors from around the world. It has been recognized as the No. 1 ranked destination on the GMTI (2015). In 2013, it was also in the top 10 of the world in overall visitor arrivals. Muslim visitor arrivals constitute around 22 percent of the total arrivals. The key and unique strength of Malaysian success story on MFT is the commitment of Tourism Ministry as early as 2009 to identify the Muslim market as a priority market. This also led to the creation of the Islamic Tourism Centre (ITC).

### **Concept of Shariah Compliance Hotel**

The Shariah compliant hotel concept gains recognition throughout the Middle East region especially in Saudi Arabia where most hotels are operated according to an Islamic legal framework. It is important to note in order to be considered a Shariah compliant hotel, it should ensure that the operation, design of the hotel and also the financial system of the hotel complies to Shariah rules and principles. The hotel facilities should be operated based on Shariah principles. For example, the facilities such as spa, gym facilities, swimming pool, guest and function room for male and female should be separated (Rosenberg and Choufany, 2009).

Shariah compliant hotels must follow the overall Islamic values which include from sources of capital to their daily operation. It is necessary to rectify the misconception a by establishing a certificate of Shariah compliant hotels produced by government body such JAKIM in the case of Malaysia. (Yusof & Muhammad, 2013).

### **Development of Shariah Compliance hotel in Malaysia**

Malaysia known to be Muslim friendly destination among travellers, but in developing Shariah Compliance hotel as whole is still at initial stage. Referring to Samori and Rahman (2013), there are a few hotels which serve basic facilities to fulfil the Muslim's tourist need so-called as friendly Muslim hotel. Most of them located in Kuala Lumpur, Shah Alam and

Kelantan such as PNB Darby Park Hotel, Putra Hotel, Kuala Lumpur, UiTM Hotel, Shah Alam and Ansar Hotel in Kelantan. Malaysia has recently set up its hotels, restaurant and shopping malls to accommodate the tourists needs. Majority of the tourists came to Malaysia are from Middle East and West Asia. Hence, the hotels in Malaysia are recently equipped with the necessary facilities for Muslim tourists such as a qiblat direction, a prayer mat and do serve the halal food or drinks. (Samori & Sabtu, 2012)

## Conclusion

It is expected that findings of this study would provide some guidelines and valuable information to stakeholders of Islamic Tourism in their implementation of Islamic Hub for Malaysia. With better understanding, hotel operators and associations would be able to formulate the right strategies for Shariah Compliance Hotel also implementing it as a whole in their operations. Further it will help Malaysia to create our own identity towards Muslim friendly destination.

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# **“MONEY IS NOT EVERYTHING”: AN EXPLORATORY STUDY ON THE FACTORS THAT ATTRACT EMPLOYEES TO WORK AT SHARIAH COMPLIANT HOTELS (SCH)**

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## **Abstract**

Due to the rise of Islamic tourism, the numbers of Shariah-Compliant Hotels (SCH) have grown significantly. There are many scholars who have conducted empirical research to study on SCH but they are focusing mainly on the attributes of the SCH and the customers' satisfaction on the services rendered by the SCH. So far, there is no empirical research examining the factors that attract the employees to work in SCH. It is the objective of this exploratory study to investigate the various factors that attract the employees to work in SCH. It is to understand how employees' beliefs influence their decision to work at SCH. The type of research employed for the present study is based on qualitative method. The primary data comprises of questionnaire and interview method undertaken to collect the data from the employees and the secondary data comes from the scholarly articles, reports and so forth. This exploratory study adopted in-depth, open ended interviews to understand the factors of attracting employees to work in SCH. The interviews were recorded, transcribed and categorized based on interview questions. The thematic analysis was employed to identify relevant themes after examination of the data. It is interesting to note that the findings show that the hotel image attracts them most, for example the employees do not have to serve liquor, the opportunities to enhance Islamic knowledge and so forth. It shows that money is not everything to these employees. In conclusion, our findings are useful to those in hospitality industry as the numbers of SCH are increasing to cater the religious needs of the Muslim travellers, thus the operators must understand the factors that attract the employees.

## **INTRODUCTION**

Tourism and hospitality industry has received rigorous attention of academics, business tycoons and economic analysts because of its growing effect on the GDP of a country, especially for many developing countries as it is one of the biggest revenue generating sources. The importance of tourism and hospitality employment in both developed and developing countries is attested to by the World Travel and Tourism Council (WTTC), which suggests that travel- and tourism-related activities account for over 100 million jobs worldwide (WTTC). It is a dynamic service sector where optimal human resource management is required to ensure professionalism and efficiency in service delivery. As hospitality industry offers intangible services and products, effective human resource management (HRM) especially recruitment is critical to the success of the stated industry. To ensure better service delivery in this industry, appropriate human resource recruitment practices are vital to attract qualified workforce for this sector.



## Objectives of this Study

Due to the rise of Islamic tourism, the numbers of Shariah-Compliant Hotels (SCH) have grown significantly. There are many scholars who have conducted empirical research to study on SCH but they are focusing mainly on the attributes of the SCH and the customers' satisfaction on the services rendered by the SCH. So far, there is no empirical research examining the factors that attract the employees work at SCH. It is the objective of this exploratory study to investigate factors that attract the employees to work at SCH. It is also to determine whether employees' beliefs influence their decision to work at SCH. This outcome of this study will be useful for an organization to formulate their internal in order to attract and retain employees.

## Islamic Tourism and Shariah-Compliant Hotels (SCH)

Halal or Islamic Tourism is emerged as a new product in tourism industry and relatively new to most tourism scholars. However, the concept of travelling is not new to Islam. Travelling and exploring for the purpose of seeking knowledge, enriching one's experience and improve one's character has been encouraged by Islam. The development of Islamic tourism give rise to the various business components within the tourism industry which include tour operators, hotels, airlines and restaurants to restructure their products and services towards *halal* or syariah compliance or Muslim friendly to meet the demand of the growing market segment (Nor'ain Othman and Rozian Mohd Taha, 2015).

Travelling to the earth is one of the methods to achieve the peaceful according to the Islamic perspectives as well as interact with people all over the world. Islam is a religion that allows and encourages the people to travel. Other than visiting friends and relatives, Muslims can learn and understand other cultures and tradition known as Islamic tourism. It is mentioned in Surah Al-Ankabut 29:20, meaning: " Say, [O Muhammad], Travel through the land and observe how He began creation. Then Allah will produce the final creation. Indeed Allah, over all things, is competent." Surah An-Nam 6:11, meaning: Say, "Travel through the land; then observe how was the end of the deniers."

According to above *Surahs*, Islam encourages people to travel and observe about the world situation. The journey of travelling is to take a lesson from the remains of the past nations Therefore, there is a growing need to develop tailor made halal products and services to cater to this dynamic and emerging market (Nursanty, 2011). In addition, Islamic or Halal tourism is an important segment of religious tourism which is particularly designed towards Muslims who abide by Sharia rules. There is no standardisation on what amounts to SCH though there are many attempts to do so (Samori, 2013). However, Henderson (2010) is the pioneer in listing the attributes of SCH:

1. No alcohol to be served or consumed on the premises;
2. Halal foods (slaughtered in the name of Allah and excluding all pork products and certain other items);
3. Quran, prayer mats and arrows indicating the direction of Mecca in every room;
4. Beds and toilets positioned so as not to face the direction of Mecca;
5. Bidets in bathrooms;
6. Prayer rooms;

7. Appropriate entertainment (no nightclubs or adult television channels);
8. Predominantly Muslim staff;
9. Conservative staff dress;
10. Separate recreational facilities for men and women;
11. All female floors.

## **Literature Review**

Hotel industry is highly labour-intensive and a significant source of employment. It is among the world's top job creators and allows for quick entry into the workforce for youth, women and migrant workers. The success of the sector depends on staff commitment, loyalty and efficiency, all of which are shown through interactions with guests. Staff wages and working conditions are important considerations when assessing the success of the sector (Baum, 2013). However, good recruitment and retention are one of the main challenges that face the hospitality industry today (Caterer, 2007). Attracting and employee retention is very important human resource strategy for an organisation to survive and compete. It is vital to select employees who have the right attitude that matches the organisation's culture. If the employee and management are not happy in a hospitality operation, it is readily reflected in their daily contact with guests. This can lead to a string of challenges for the organization, including incorrect work performance to make a guest's stay a very unsatisfactory experience. According to Lamb and McKee (2005:8), "Everyone, individuals and the organization, will get the most from an enterprise when all commit . . . Satisfied employees care more about customer satisfaction, cooperate more with each other, and apply more effort".

Hospitality firms generally spend significant amounts of time and money recruiting college graduates for entry-level management positions. Recruiting and hiring the right candidates is clearly an essential goal of hospitality recruiters, whereas making the wrong choice can prove to be very costly. Losing trained staff also means a loss of productivity and service quality, and subsequently losing a competitive edge. As a result, firms need to spend time and time to train new staff. Nevertheless, one of the biggest challenges hospitality companies face today is the ability to attract and retain staff (Dermoddy & Holloway, 1998).

Recruitment is the process of finding and attracting capable applicants for employment (Aswathappa, 2005). However, tourism and hospitality industry is facing acute shortage of skilled work force, the current state of the workforce is mostly unskilled, uneducated, unmotivated, and unproductive, and these are due to unattractive salaries and long working hours. However, in a survey, executives rated "finding the talent to meet our hiring needs" as their greatest business challenge (Cascio, 2003). The values when attracting and retaining employees have been developed and modified by Berthon et al. (2005) and Schlager et al. (2011). The values mentioned by Berthon et al. (2005) are; social value, economic value, development value, interest value and application. These values together, if they are positive bring out positive employee attitude toward an organization and affect the attitudes from potential employees (Berthon et al., 2005). It is important that the values create identification for the potential employees with the organization (Schlager et al., 2011). Based on literature, it is acknowledged that religious orientation represents people's motivation in following his/her religion is also a factor in attracting employees. Religious orientation captures an individual's motivation in obeying their religion (Himmelfarb, 1975; Allport and Ross, 1967).

## **Research Methodology**

The objective of exploratory research is to gather information to give insight on what is happening. Thus exploratory study is used to find and describe overall patterns and to understand relationships in certain situation (Saunders, 2009). The type of research employed for the present study is based on qualitative method. Primary data comprises of questionnaire and interview method undertaken to collect the data from the employees. The researchers also use different types of secondary data by collecting materials from papers, books, research articles, web pages and interviews. In addition scientific journals and university database are used to gather more concrete materials for this study.

This study is based on the exploratory study of the SCH in Kota Kinabalu and Kuala Lumpur. In KK SCH, 11 employees took part and 4 employees took part in KL SCH. This exploratory study adopted in-depth, open ended interviews to understand the factors of attracting employees to work in SCH. Personal interviews were conducted in Nov-Dec 2015. Prior to conducting this study, the researchers have to seek cooperation from MAH (Malaysia Association of Hotels). Then permission was obtained from the general manager of the respective hotels prior to interviewing the staff. Each focus group interview lasted from 45 minutes to an hour and the instrument was used to guide it. Their answers might give new insights upon the employees and how the organizations use these data to enhance their HR policy.

## **Findings and Discussion**

According to Ogilvy (1963) the company's image is a very important asset in attracting and retaining employees in an organisation. The image is usually a type of personality that is supposed to fit to the organisation's culture and considered target market. It was anticipated that the qualitative study would help to identify the roles of the factors (individual factors, individuals' background contextual factors, learning experiences, self-efficacy, outcome expectations and career interest) and explain the way they affect employees' decisions to pursue a career in the tourism and hospitality industry. Organisational attributes, including location, size, organisation and business structure and management practices, can also have significant implications for employees seeking to develop a career in the tourism and hospitality industry.

The findings from both SCH are significant as the employees indicate that the reason which attracts them to work in these SCH is mainly due Islamic image. They do acknowledge that wages and compensation benefits are important factors, but the religiosity is the utmost important, as mentioned by the following interviewees;

Employee 3, Hotel A: "I used to work in 5 star hotels, but I was not comfortable. I hated my then task as I need to serve alcohol"

Employee 5, Hotel A: "I have to skip Friday prayers, I felt guilty"

Employee 6, Hotel A: "I am allowed to keep my hijab. This is important for a Muslim female. In previous hotel, a hijab employee cannot work at the front office"

Employee 9, Hotel A and Employee 1, Hotel B: "I have enhanced my religious knowledge since working here"

Employee 1,2,3,4,5,6,9,10 of Hotel A: "We would like to remain working here"

Employee 1-3, Hotel B: “We would like to remain working here”

Hotel A is a three-star belonging to a chain SCH. Whilst Hotel B is the pioneer of SCH in Malaysia. Both hotels allow female employees to keep their hijabs and they can work at the front offices. Both hotels have big prayer rooms that have congregation prayers five times a day. The male employees are required to perform Friday prayers. Hotel B is authorised to conduct Friday prayer at its premise which is open to all Muslims regardless whether they stay or work at the hotel. Both hotels employ religious teachers (1 in Hotel A, 3 in Hotel B).

Religious orientation captures an individual’s motivation in obeying their religion which influences human behaviour (Allport and Ross, 1967). Similar observation was made by Nazlida and Mizerski (2010) that religious affiliation and commitment influence one’s behaviour and attitude. It is collaborated by the above findings, for example, the employees do not have to serve liquor, the opportunities to enhance Islamic knowledge and so forth. It shows that money is not everything to these employees. It is interesting to note that the findings show that the organisation’s image in those SCH is the main factor that attracts them. Thus, these findings could be useful for tourism and hospitality practitioners to improve working conditions and staff training programs to facilitate employees to manage daily operations and achieve career progress in the organisation.

## **Conclusion**

In conclusion, our findings are useful to those in hospitality industry as the numbers of SCH are increasing to cater the religious needs of the Muslim travellers, thus the operators must understand the factors that attract the employees. Thus the management must take note of this consideration of religious elements may encourage or discourage people from working in the hospitality industry. It is supported by the findings in this exploratory study albeit involving only two (2) hotels. Thus, it is essential to explore other organisations that claim and/or recognised as SCH in order to gain a better understanding of the way people select a career in the industry. It is pertinent that further research at larger scale is carried out. This will allow hospitality practitioners and educators to facilitate career development for employees and students in the industry effectively.

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**PEMBANGUNAN KOMUNITI DAN PELANCONGAN LESTARI PULAU  
PERHENTIAN  
(COMMUNITY DEVELOPMENT AND SUSTAINABLE TOURISM IN  
PERHENTIAN ISLAND)**

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**Abstrak**

Pulau Perhentian di Terengganu telah menarik pelancong tempatan dan antarabangsa. Lokasi pulau ini adalah 10 batu nautika atau kira-kira 19 batu dari pantai. Hampir semua tempat penginapan pelancong terletak di Pulau Perhentian Besar. Kajian mendapati bahawa pelancongan di Pulau Perhentian masih tidak mampu menjana pendapatan tinggi kepada penduduk tempatan. Pertumbuhan ekonomi masih lemah dan peluang pekerjaan masih terhad. Industri pelancongan bukan penyumbang terbesar kepada pembangunan ekonomi penduduk. Industri akuakultur juga dianggap tidak sesuai dan tidak digalakkan di Pulau Perhentian kerana ia boleh memusnahkan alam sekitar dan terumbu karang. Sikap dan amalan penduduk terhadap kebersihan adalah tidak memuaskan kerana kawasan perumahan penuh dengan sampah dan longkang tersumbat yang menyebabkan banyak terumbu karang mati. Pengusaha restoran (dan kedai-kedai runcit) juga tidak bertanggungjawab kerana mereka hanya membuang semua bahan-bahan buangan ke dalam longkang dan akhirnya mencemarkan pantai yang berdekatan. Kajian ini mencadangkan beberapa pelan tindakan untuk membangunkan penduduk dan eko-pelancongan di Pulau Perhentian.

**Kata kunci:** *Pembangunan komuniti Pulau Perhentian, pelancongan lestari Pulau Perhentian, industri pelancongan pulau, tarikan pelancongan pulau dan ketahanan pelancongan pulau.*

**Abstract**

*Pulau Perhentian in Terengganu has attracted local and international tourists. The location of this island is 10 nautical miles or about 19 miles from the coast. Almost all tourist accommodations are located on the island of Perhentian Besar. The study found that tourism in Pulau Perhentian is still not able to generate high income for the locals. The economic growth is still weak and limited employment opportunities have prevented the tourism industry to act as the largest contributor to the economic development of the population. The aquaculture industry is also considered unsuitable and not recommended in Pulau Perhentian because it can destroy the environment and coral. Attitude and practice of residents towards hygiene is unsatisfactory as a residential area full of rubbish, clogged drains and many coral reefs die. Restaurant operators (and grocery stores) also irresponsible because they just throw all waste materials into drains and eventually contaminate the nearby beach. This study suggests a number of action plans to develop the residents and ecotourism in Pulau Perhentian*

**Keywords:** *Community development in Perhentian Island, Perhentian Island sustainable tourism, the island's tourism industry, the island's tourism attractions and resistance of tourist island.*

## **Pengenalan**

Kerajaan Malaysia melaksanakan pelbagai program pembangunan bagi meningkatkan taraf hidup rakyat sejak sebelum merdeka. Pembangunan di Malaysia berlaku dalam dua bentuk iaitu pembangunan terancang dan pembangunan yang tidak terancang. Pembangunan terancang dilakukan melalui dua Rancangan Malaya (1956-1960 dan 1961-1965) untuk tempoh sebelum merdeka dan sepuluh Rancangan Malaysia (1966-sekarang) untuk tempoh selepas merdeka. Manakala pembangunan tidak terancang pula berlaku melalui daya usaha semua pihak termasuk masyarakat setempat, badan bukan kerajaan, pihak swasta dan semua rakyat secara persendirian.

Fokus pembangunan untuk kebanyakan pulau ialah menggalakkan industri pelancongan. Industri pelancongan di pulau merupakan satu sektor yang pesat berkembang dan menjadi penyumbang utama ekonomi negara. Malah, pelancongan menjadi strategi utama untuk membangunkan pulau, kawasan desa dan terpencil dan dianggap sebagai pelengkap kepada industri luar bandar lain yang kini sedang mengalami kemerosotan sumbangan. Industri pelancongan menjadi salah satu sektor yang banyak mendatangkan tukaran matawang asing. Sumbangan industri pelancongan menjadi penting kerana mewujudkan peluang pekerjaan dan meningkatkan kualiti hidup penduduk desa ketika sektor utama luar bandar seperti pertanian kebun kecil, penternakan dan perikanan semakin menurun.

Pulau Perhentian di Negeri Terengganu telah menjadi tarikan pelancong tempatan dan antarabangsa. Pulau ini terletak 10 batu nautika atau lebih kurang 19 kilometer daripada pesisir pantai Negeri Terengganu. Gugusan kepulauan ini merangkumi sembilan buah pulau yang mengandungi Perhentian Besar, Perhentian Kecil, Rawa, Tokong Burung, Tokong Bopeng, Susu Dara Kechil, Susu Dara Besar, Serenggeh and Tokong Laut. Walau bagaimanapun, hanya dua buah pulau yang diduduki penduduk iaitu Perhentian Besar dan Perhentian Kecil. Hampir kesemua penduduk yang berjumlah dua ribu orang tinggal di Pulau Perhentian Kecil. Majoriti penduduk adalah berbangsa Melayu. Hampir kesemua tempat penginapan pelancongan adalah resort dan terletak di pulau Perhentian Besar. Bot digunakan sebagai alat pengangkutan bagi menghubungkan pulau Perhentian dengan daratan di Kuala Besut.

Aktiviti ekonomi utama bagi penduduk tempatan sebelum ini adalah perikanan. Industri pelancongan telah berkembang pesat setelah kecantikan sumber yang terdapat di pulau itu dimanfaatkan. Penduduk mula melibatkan diri dalam sektor pelancongan setelah Pulau Perhentian digazetkan sebagai taman laut menyebabkan aktiviti perikanan menjadi terhad. Di Pulau Perhentian Besar, kawasan pelancongan tertumpu di sekitar Teluk Pauh, Pasir Jong, Teluk Keke dan Teluk Dalam. Tumpuan pelancong di Pulau Perhentian Kecil pula adalah di Kampung Pasir Panjang, Teluk Kerma serta di beberapa tempat di pantai sebelah timur. Terdapat lebih kurang 70 spesis batu karang di sekitar pulau tersebut. Selain itu enam pantai berpasir di Pulau Perhentian juga menjadi tumpuan *Penyu Karah* dan *Penyu Agar* untuk bertelur, walaupun bilangannya semakin berkurangan.

### **Penyataan Masalah**

Komuniti pulau di Malaysia merupakan sebuah komuniti tradisional yang dibelenggu kemiskinan (Yahaya, 2007). Permasalahan sosioekonomi sebenarnya telah menjadi satu pusaka kepada generasi keturunan orang pulau. Komuniti ini juga menghadapi pelbagai masalah lain seperti sikap dan permasalahan dalam aspek kemasyarakatan akibat dari industri pelancongan yang tidak terancang. Generasi muda tidak lagi begitu tertarik untuk menyambung pendidikan di peringkat sekolah menengah, sebaliknya lebih berminat untuk menjadi pemandu pelancong ataupun bekerja sebagai pemandu teksi laut (bot) yang dikira mudah mendatangkan pendapatan. Hasil temu bual awalan ke atas anak muda belasan tahun yang bekerja sebagai pemandu teksi laut mendapati mereka bukan sahaja mudah mendapatkan wang ringgit, malah memperoleh tawaran habuan seks oleh pelancong wanita menginginkan perkhidmatan teksi laut secara percuma.

Manakala masalah dari aspek kemasyarakatan pula, didapati penduduk tidak berminat melibatkan diri dalam kerja amal dan gotong-royong untuk membersihkan alam sekitar dan melaksanakan pelbagai aktiviti sosio-budaya (Temu bual dengan Penghulu Mukim Kuala Besut, Oktober 2011). Nilai penduduk Pulau Perhentian telah berubah dan tercemar akibat arus pembangunan pelancongan yang tidak terancang. Antara nilai tradisi bangsa Melayu sedang terhakis ialah kejujuran, mementingkan hal kemasyarakatan, bertanggungjawab, hormat-menghormati, prihatin, lemah lembut, patuh, baik hati dan bersopan santun. Nilai ini membentuk sifat individu, jenis kerakyatan dan bentuk komuniti. Apakah yang akan terjadi sekiranya nilai bangsa Melayu penduduk pulau dibiarkan terhakis? Banggakah kita apabila melihat mereka mengamalkan kehidupan harian berasaskan nilai barat yang diterapkan oleh pelancong luar negara?

### **Objektif Kajian**

Objektif kajian ini adalah untuk menggemukakan pelan tindakan untuk:

- i. penglibatan penduduk dalam pembangunan ekonomi,
- ii. pembangunan industri pelancongan lestari,
- iii. pembangunan modal insan, keluarga dan komuniti penduduk, dan
- iv. pembangunan prasarana dan pemuliharaan alam sekitar di Pulau Perhentian.

### **Metodologi Kajian**

Metodologi kajian ialah langkah yang diambil untuk mencapai objektif (Ahmad Mahzan, 2002). Metodologi kajian juga adalah satu kaedah sistematik yang dijalankan penyelidik untuk mencapai matlamat dan objektif (Hassan, 2007). Metodologi kajian ini merujuk kepada kaedah yang sesuai digunakan penyelidik untuk mengkaji dan menentukan cara paling berkesan supaya dapat menjawab permasalahan.

### **Reka Bentuk Kajian**

Kajian ini berbentuk tinjauan awal atau "exploratory." Reka bentuk ini dianggap sesuai memandangkan matlamat kajian adalah untuk mengenal pasti isu dan status pembangunan sosioekonomi penduduk yang dijadikan asas kepada pembentukan satu pelan induk pembangunan pelancongan berjangka panjang di Pulau Perhentian. Data yang diperolehi adalah data primer dan sekunder. Data primer didapati daripada dua lawatan kumpulan penyelidik ke Pulau Perhentian, manakala data sekunder pula dikumpul dari bahan rujukan yang berbentuk laporan dan kajian lepas mengenai Pulau Perhentian.



Kajian ini juga menggunakan kaedah tindakan (action research). Tujuan utama kajian berbentuk tindakan ialah untuk mencari penyelesaian segera kepada masalah setempat. Kajian tindakan merupakan penyelidikan yang dilakukan secara terus ke atas subjek untuk menyelesaikan suatu masalah sosial (Lewin, 1946). Dalam kes Pulau Perhentian, masalah yang perlu diatasi dengan segera ialah kemusnahan berlaku kepada alam sekitar akibat industri pelancongan tanpa pemantauan dan perlakuan penduduk tidak mengamalkan kehidupan lestari. Kajian tindakan dianggap sesuai untuk mengkaji tingkah laku sosial, amalan penduduk dan pelbagai masalah lain yang semuanya bertujuan memperbaiki keadaan semasa di Pulau Perhentian.

### **Populasi dan Sampel**

Jumlah penduduk di Pulau Perhentian berjumlah 1,300 orang. Hampir keseluruhan (80 peratus) penduduk terlibat dalam sektor pelancongan. Bakinya (20 peratus) dalam sektor awam dan perniagaan runcit. Penduduk hanya tinggal di kampung Pasir Hantu, Pulau Perhentian Kecil yang berkeluasan 9.87 hektar. Kawasan penempatan ini terlibat dengan Program Penyusunan Semula Kampung nelayan Tradisional (Majlis Daerah Besut, 2016). Kajian ini memilih beberapa responden untuk ditemubual secara tidak formal. Responden ini mewakili beberapa kumpulan tertentu seperti wakil penduduk, wakil pengusaha chalet dan resort, peniaga kecil, pengusaha bot pelancong dan pegawai yang bertugas di Pulau Perhentian.

### **Pengumpulan Data dan Penulisan Laporan**

Kaedah pengumpulan data primer digunakan bagi mencapai objektif kajian. Kumpulan penyelidik berpeluang membuat perhatian di sekitar Pulau Perhentian dan menjalankan temu bual berkelompok dengan beberapa penduduk kampung dan kumpulan-kumpulan lain. Selain itu, penyelidik juga menemubual beberapa orang *key informants* seperti ketua kampung, pengusaha hotel dan restoran. Maklumat yang dikumpulkan dijadikan asas untuk memahami masalah yang wujud di Pulau Perhentian. Pada tahap ini kumpulan penyelidik yang mempunyai pelbagai bidang kepakaran mengadakan bengkel perbincangan bersama-sama dengan beberapa pegawai agensi kerajaan, badan sukarela dan pemimpin politik tempatan. Antara agensi dan badan yang terlibat dalam perbincangan dengan penyelidik ialah Pejabat Daerah Besut, Majlis Daerah Besut, wakil rakyat, *Ecoteer* dan individu mempunyai kepakaran dalam bidang masing-masing. Mereka akhirnya bersama-sama merangka pelbagai pelan tindakan untuk mencari penyelesaian kepada masalah yang wujud dalam kalangan penduduk dan membawa idea pembangunan lestari ke Pulau Perhentian.

### **Dapatan Kajian**

Bahagian ini membentangkan permasalahan pembangunan secara khusus yang wujud di Kuala Besut dan Pulau Perhentian mengikut objektif kajian. Permasalahan ini seterusnya dijadikan asas untuk menggubal pelan tindakan.

#### *5.1 Penglibatan Penduduk dalam Pembangunan Ekonomi*

Matlamat utama pembangunan ekopelancongan adalah memberi manfaat dan faedah kepada penduduk setempat. Ekopelancongan menyediakan manfaat dan faedah ekonomi untuk penduduk sama ada dalam bentuk yuran penginapan, peluang pekerjaan, hasil jualan kraf dan

produk serta memberi pendedahan kepada pelancong terhadap budaya dan gaya hidup tempatan (EBSCO Publishing Inc, 2009). Kajian ini mendapati penglibatan penduduk tempatan dalam pembangunan ekonomi yang berasaskan pelancongan menghadapi pelbagai masalah.

Pengarah Pejabat Kementerian Pelancongan Malaysia Terengganu menyatakan matlamat *homestay* adalah bukan sekadar menciptakan keuntungan untuk pengusaha sahaja, malah memberi manfaat kepada seluruh komuniti (Abdul Hadi, 2011). Walaubagaimanapun, sektor penginapan di Pulau Perhentian hanya menyediakan sebanyak 1,000 bilik sahaja. Kemudahan penginapan masih ketara tidak mampu menampung jumlah kedatangan pelancong yang semakin meningkat setiap tahun terutama dalam waktu puncak. Program Kampungstay pula diusahakan tanpa kawalan boleh menjejaskan keselamatan pelancong. Penduduk yang tinggal di pulau ini mempunyai tahap kemiskinan dan pendapatan rendah serta kesukaran mendapatkan pekerjaan tetap.

Kaum wanita atau ibu terpaksa melakukan pelbagai aktiviti pekerjaan seperti berniaga secara runcit dan kecil-kecilan bagi menampung keperluan harian mereka. Permulaan perniagaan dengan modal yang kecil serta sokongan rakan-rakan sekampung menjadikan golongan ini terus bersemangat untuk menceburi dalam bidang perniagaan walaupun ada segelintir daripada mereka telah mencapai usia emas. Kebanyakan penduduk terutama belia bekerja sebagai pembantu di chalet dan *resort* serta pemandu pelancong kerana pendidikan dan kemahiran yang rendah. Penyebab utama kepada permasalahan penglibatan penduduk dalam sector ekonomi adalah kerana tiada analisis keperluan komuniti (*community needs analysis*) dibuat ke atas kumpulan sasar sebelum sesuatu program atau projek dilaksanakan. Malah, ternakan ikan sangkar di Pulau Perhentian dianggap kurang sesuai dan tidak harus digalakkan kerana mengotorkan persekitaran dan memusnahkan kehidupan karang.

### 5.2 Pembangunan Industri Pelancongan Lestari

Suruhanjaya Dunia Alam Sekitar dan Pembangunan mentakrifkan pembangunan lestari sebagai pembangunan yang dapat memenuhi keperluan manusia pada masakini tanpa mengabaikan generasi akan datang untuk memenuhi keperluan mereka (WCED, 1987). Namun, kajian ini mendapati pembangunan industri pelancongan di Pulau Perhentian telah menimbulkan pelbagai masalah pencemaran.

Pemerhatian penyelidikan mendapati sikap dan amalan penduduk terhadap kebersihan adalah tidak memuaskan. Kawasan kediaman dipenuhi sampah sarap, longkang tersumbat dan banyak terumbu karang yang mati. Penglibatan penduduk dalam aktiviti amal seperti gotong-royong membersihkan pantai adalah rendah. Sikap tidak peduli ini merupakan satu masalah yang sangat serius untuk menjadikan Pulau Perhentian sebagai satu destinasi ekopelancongan. Pihak agensi yang bertanggungjawab pula tidak memberi perkhidmatan dan kerjasama secara bersepadu dalam menangani masalah penduduk. Perkhidmatan pengangkutan sampah yang sepatutnya diurus kontraktor yang dilantik oleh Majlis Daerah Besut terhenti terutama dalam musim tengkujuh. Gelombang besar musim tengkujuh menyebabkan bot tidak dapat datang ke pulau untuk memungut sampah. Manakala pelantikan kontraktor baharu juga lambat diurus.

Pengusaha restoran (gerai dan kedai runcit) juga tidak bertanggungjawab kerana mereka membuang segala sisa dan bahan buangan ke longkang yang berdekatan dan akhirnya mencemari pantai. Kebanyakan pengusaha chalet dan resort juga tidak mengamalkan *green technology* di dalam pengurusan perniagaan masing-masing. Hanya segelintir pengusaha

seperti Tuna Bay Resort mengamalkan teknologi hijau kerana resort ini melaksanakan projek mengitar semula minyak masak dan menggunakan *Bio-Robotic Septic Tank* untuk memastikan bahan buangan ke laut menjadi bersih. Pencemaran juga disebabkan boat operator di mana enjin bot mereka yang berlabuh di sekitar pantai *Long Beach* dan pantai Kampung Pulau Perhentian didapati bocor dan menyebabkan tumpahan minyak.

Selain itu, kemudahan untuk memproses sisa dan kumbahan masih tidak memuaskan. Penduduk menyalurkan kumbahan melalui paip ke dalam tangki septik sehingga melimpah ke laut. Malah, sisa dan sampah yang sepatutnya diangkut oleh pihak kontraktor yang dilantik oleh pihak Majlis Daerah Besut adalah tidak memuaskan, terutama dalam musim tengkujuh. Longgokan sampah tidak diangkut ke tanah besar dan dibiarkan bertaburan di pantai dan persekitaran kampung. Konsep 3R (Reduce, Re-use and Recycle) pula masih belum dipraktikkan oleh penduduk.

### *5.3 Pembangunan Modal Insan, Keluarga dan Komuniti*

Kajian terdahulu mengakui penduduk menerima kesan sosial negatif daripada aktiviti pelancongan (Jafari, 1973; Young, 1973; Pizam, 1978). Permasalahan ini muncul kerana penduduk sanggup berkorban untuk memenuhi permintaan pelancong asing (Kadir, 1997). Antara masalah sosial yang dikenal pasti di Pulau Perhentian ialah pergaulan bebas antara lelaki dan perempuan menjurus kepada seks bebas, penyalahgunaan dadah, merebaknya penyakit AIDS/HIV, ikatan kekeluargaan yang longgar dalam kalangan masyarakat serta penguasaan ekonomi oleh orang luar (Ramle, Lazim & Mohd Afandi, 2005). Perkembangan industri pelancongan bukan sahaja membuka peluang pekerjaan, tetapi memberi kesan langsung yang negatif kepada penduduk Pulau Perhentian (Yahaya, 2007). Kajian ini juga menemui penemuan yang hampir serupa.

Pertumbuhan ekonomi Pulau Perhentian melalui aktiviti pelancongan telah mengubah cara hidup penduduk. Budaya asing dibawa pelancong sebahagiannya telah mempengaruhi kehidupan penduduk terutama dalam kalangan generasi muda. Kehadiran para pelancong dengan membawa bersama budaya negatif seperti berpakaian 'menjolak mata' turut memberi impak negatif kepada perkembangan minda kanak-kanak dan remaja. Laporan dan aduan penduduk sering melahirkan rasa kurang selesa serta bimbang dengan kebebasan keterlaluan para pelancong asing di pulau tersebut menunjukkan gejala sebegini semakin serius berlaku. Pemerhatian yang dilakukan dan temubual dengan masyarakat setempat juga menunjukkan terdapat sebahagian penduduk terutamanya remaja yang terlibat dalam pelbagai gejala social seperti pengambilan minuman keras, dadah, hubungan seks bebas, penyakit kelamin dan masalah akhlak.

### *5.4 Pembangunan Prasarana dan Perkhidmatan*

Bagi memenuhi permintaan pelancong yang dahagakan keindahan alam semulajadi, kerajaan telah mengistiharkan Pulau Perhentian sebagai Taman Laut. Pengistiharan Pulau Perhentian sebagai Taman Laut telah menjejaskan mata pencarian nelayan pulau (Habibah, 1994) dan pembangunan prasarana untuk pelancong memberi kesan negatif kepada batu karang (Andrew, 2002) dan mengurangkan pendaratan penyu (Suthakar, 2005; Marzuki, 2006). Kajian ini pula mendapati jenia pembangunan prasarana dan perkhidmatan di Pulau Perhentian kurang sesuai dan banyak keperluan asas masih tidak mencukupi untuk penduduk dan pelancong.

Kemudahan pengangkutan yang sedia ada menghubungkan antara Pulau Perhentian dengan tanah daratan didapati kurang baik, tidak selamat dan dikenakan bayaran tinggi. Pulau

Perhentian tidak mempunyai Jabatan Laut yang boleh mengawal keselamatan perjalanan penumpang dalam sesebuah bot. Malah, ketiadaan pusat kawalan keselamatan pantai dan pulau amat membahayakan penduduk dan pelancong. Tiada makluman dan arahan dari pengawal pantai jika berlakunya bencana alam malah ada pelancong berenang semasa air pasang. Manakala laluan pejalan kaki yang sedia ada kurang baik kerana tiada papan tanda tempat, tunjuk arah dan lampu. Tenaga Nasional Berhad juga masih tidak dapat menyalurkan bekalan elektrik kepada penduduk dan pengusaha pelancongan. Pihak tertentu menggunakan generator untuk menjanakan elektrik bermula jam 5.00 petang sehingga 7.00 pagi untuk penduduk kampung dan juga beberapa resort.

Bekalan air bersih yang diperolehi daripada tanah daratan pada masa-masa tertentu terputus bekalan. Pusat kesihatan dan balai polis juga tidak mempunyai tenaga kerja yang mencukupi. Manakala Balai Maklumat Pelancong di Kuala Besut berada di lokasi tidak sesuai dan kurang memainkan peranan yang berkesan. Kemudahan jalur lebar seperti internet tanpa wayar tidak disediakan untuk kemudahan penduduk dan pelancong. Malah, kemudahan prasarana yang disediakan kepada penduduk ada yang tidak berfungsi. Contohnya pili bomba tidak berfungsi di waktu kecemasan seperti kebakaran yang pernah memusnahkan harta benda penduduk. Tempat penyimpanan minyak untuk bot-bot yang dibina hanya bersebelahan sekolah boleh membahayakan banyak nyawa jika kejadian tidak diingini berlaku.

Ketiadaan “*food trap*” menyebabkan sisa-sisa makanan dari rumah penduduk pulau serta resort, chalet dan rumah tumpangan lain masuk ke longkang dan disalurkan terus ke laut. Kemudahan tandas awam dan tong-tong sampah tidak disediakan sama ada di Kuala Besut dan juga di Pulau Perhentian. Pengurusan sampah di Pulau Perhentian tidak berfungsi dengan baik kerana tiada pemantauan dari pihak Majlis Daerah Besut. Malah, tiada tempat permainan dan riadah untuk penduduk. Ketiadaan kemudahan ini menyukarkan penduduk menjalankan aktiviti riadah dan boleh menggalakkan kanak-kanak dan belia melakukan kegiatan tidak sihat. Aktiviti pelancongan tidak dikawal menyebabkan ‘budaya asing’ yang negatif turut sama dibawa masuk ke pulau sehingga merosakkan masyarakat setempat dan menjejaskan imej negara. Ramai pekerja asing bekerja di pulau berkenaan terutama di resort yang menjadi tumpuan pelancong luar negara. Kemasukan pekerja asing menyebabkan penduduk tempatan tiada peluang pekerjaan dan wang mengalir keluar negara. Ketiadaan jabatan kerajaan untuk menggalakkan penduduk supaya menceburi aktiviti perikanan seperti tangkapan ikan laut dalam, industri akuakultur dan pertanian.

## **Pelan Tindakan**

Kajian ini mengemukakan pelan tindakan untuk membangunkan komuniti dan pelancongan lestari Pulau Perhentian sesuai dengan keperluan penduduk dan pelancong.

### *6.1 Penglibatan Penduduk dalam Pembangunan Ekonomi*

Kementerian Pelancongan perlu menggalakkan penduduk menceburi program *homestay* dan *kampungstay*. Program *homestay* memberi pengalaman kepada pelancong tinggal bersama keluarga tuan rumah yang telah berdaftar dengan Kementerian. *Kampungstay* pula menyediakan kemudahan penginapan kepada pelancong tetapi mereka tidak tinggal bersama tuan rumah. Konsep utama yang ditekankan bagi program ini adalah lebih kepada produk pelancongan *lifestyle* atau yang berunsurkan pengalaman. Kerajaan perlu menyediakan dana pengubahsuaian tempat penginapan sebagai insentif kepada pengusaha yang berminat

menceburi program ini. Program ini juga dapat mengatasi masalah kekurangan penginapan sedia ada di Pulau Perhentian.

Golongan wanita di Pulau Perhentian perlu diberikan pendidikan dan kemahiran dalam pelbagai bidang seperti pertanian (tanaman sayur, buah-buahan dan tanaman hiasan seperti kaktus dan anggrek), kraftangan (batik, anyaman tikar, sulaman dan hiasan manik) dan projek hiasan lain yang berpotensi untuk dijual kepada pelancong sebagai cenderahati. Selain itu, makanan tradisi dan warisan seperti makanan ringan (kuih-muih, satar, pulut panggang, manisan, tapai, dodol, asinan buah dan keropok) perlu dikekalkan supaya dapat menarik minat pelancong. Pihak yang berwajib seperti Yayasan Pembangunan Usahawan, Majlis Amanah Rakyat, Yayasan Pembangunan Ekonomi Islam Malaysia, Kementerian Pembangunan Wanita, Keluarga dan Masyarakat perlu turun padang untuk mengenal pasti dan mencadangkan projek yang bersesuaian kepada golongan wanita di Pulau Perhentian.

Persatuan belia pula perlu mengadakan aktiviti-aktiviti seperti kursus kemahiran seperti penternakan ayam kampung, burung walet dan sebagainya. Mereka juga hendaklah diberi pendedahan ilmu keusahawanan seperti perniagaan secara kecil-kecilan terutamanya dalam bidang pertanian dan pelancongan. Contohnya perniagaan runcit, usahawan tani, pasar malam dan pasar tani yang dapat memberi pulangan bagi menjamin kehidupan keluarga. Belia juga perlu dilatih dan diberikan lesen membawa pelancong serta mewujudkan satu kumpulan warisan seni budaya untuk pelancongan. Antara persembahan yang sesuai ialah persilatan Islam (gerak al-fakir), tarian selamat datang dan seni burdah. Bagi belia yang berbakat, mereka perlu dilibatkan dalam program pembentukan kemahiran seni lukis, seni ukir, seni pahat serta refleksi dan bekam untuk perkhidmatan kepada pelancong.

Potensi warga emas perlu dimajukan agar terus aktif dan produktif dalam pembangunan negara, serta mewujudkan peluang untuk membantu mereka terus hidup berdikari. Warga emas digalakkan untuk menubuh persatuan atau pertubuhan bagi menjalankan aktiviti untuk kesejahteraan mereka. Warga emas juga dilibatkan dalam industri perubatan tradisional seperti menggunakan sumber asli yang mudah diperolehi dari persekitaran sekeliling. Antaranya ialah bedak sejuk, minyak gamat, minyak pati limau nipis, minyak halia, madu serta pembuatan ubat-ubatan dari herba seperti akar dan pucuk. Maka agensi-agensi berkaitan perlu mewujudkan program pemantauan yang bertanggungjawab menjaga warga emas di Pulau Perhentian. Selain itu, satu pelan alternatif penternakan ikan dalam sangkar perlu diwujudkan di sekeliling pulau. Penduduk digalakkan untuk melaksanakan projek penanaman karang dalam kawasan tukun tiruan dan pemasangan *deployment* tukun tiruan di 'fishing grounds' yang jaraknya lebih kurang tiga kilometer daripada pulau supaya dapat meningkatkan pembiakan ikan. Cara ini membolehkan penduduk melibatkan diri dalam perniagaan dengan menawarkan perkhidmatan *snorkeling* dan aktiviti perikanan rekreasi dalam kawasan tukun tiruan kepada pelancong.

## *6.2 Pembangunan Industri Pelancongan Lestari*

Bagi mengatasi pencemaran di pulau, kajian ini mengemukakan pelan tindakan supaya dilaksanakan beberapa projek seperti berikut:

### **a. Kempen Kesedaran Kebersihan Pulau dan Laut**

Kajian ini mendapati taraf pendidikan penduduk adalah rendah. Mereka tidak memahami bahawa tabiat mencemarkan alam memberi kesan negatif kepada kualiti air, pantai dan mengakibatkan kematian kepada hidupan laut seperti terumbu karang dan sebagainya. Oleh itu, keperluan segera ialah mengadakan kempen untuk menyedarkan semua pihak mengenai kepentingan kebersihan di pulau ini. Kempen ini hendaklah dibuat melalui ceramah, poster, radio, filem, papan iklan dan pelbagai media lain. Tujuan kempen ini diadakan adalah untuk memberi kefahaman kepada penduduk bahawa kualiti persekitaran merupakan nadi kepada industri ekopelancongan. Manakala industri pelancongan pula merupakan sumber pendapatan penduduk. Persekitaran yang musnah akan mematikan ekopelancongan dan seterusnya merugikan penduduk. Kempen ini mesti diatur secara khusus mengikut kumpulan sasar masing-masing. Maka peranan Jawatankuasa Keselamatan dan Kemajuan Kampung, Persatuan Ibu Bapa dan Guru, persatuan pengusaha bot, persatuan pengusaha chalet dan resort, *diving operators* dan semua agensi kerajaan dan Badan Bukan Kerajaan yang beroperasi di pulau hendaklah bersama-sama menyemarakkan kempen ini sepanjang tahun.

### **b. Skim Pantai Angkat**

Tanggungjawab membersihkan dan memantau beberapa pantai awam perlu diagihkan kepada beberapa resort terpilih bagi memastikan keadaan pantai sentiasa bersih. Contohnya, Bubu Resort ditugaskan memantau kebersihan di Pasir Panjang manakala Awana Resort pula dipertanggungjawabkan menjaga Pantai Teluk Dalam. Pihak Majlis Daerah Besut hanya perlu memberi sokongan dan galakan sahaja kepada resort ini bagi meringankan beban mereka. Manakala kebersihan pantai di persekitaran kampung Pulau Perhentian hendaklah dipertanggungjawabkan kepada Jawatankuasa Keselamatan dan Kemajuan Kampung bersama-sama dengan pengurusan Sekolah Rendah Pulau Perhentian.

### **c. Pelaksanaan Teknologi Hijau**

Penduduk dan pengusaha chalet hendaklah digalakkan untuk mengumpul air hujan bagi menampung kegunaan harian mereka. Pihak kerajaan seharusnya menyediakan tong secara percuma kepada penduduk. Tong ini seterusnya diletakkan di hujung atap rumah masing-masing untuk mengumpul air hujan. Penduduk juga perlu digalakkan mengamalkan 3R bagi mengelak banyak sampah yang dibuang di merata-rata tempat. Pulau Perhentian telah dibekalkan sebuah mesin yang dipanggil *Biomate Composting Machine* yang bertujuan untuk memproses sisa organik menjadi baja tanaman. Mesin ini sepatutnya digunakan oleh semua penduduk Kampung Pulau Perhentian, restoran dan semua chalet dan resort yang beroperasi di sana.

Di Pulau Perhentian, hanya Tuna Bay Resort menggunakan teknologi *composting toilet* untuk memproses semua kumbahannya. Sistem *Bio-Robic Septic Tank* ini tidak perlu disedut kerana berupaya untuk “self-desludge.” Tujuan menggunakan *composting toilet* ialah untuk membolehkan najis diproses secara biologi menjadi baja kompos. Baja ini dapat digunakan untuk tanaman. Teknologi yang sama hendaklah digunakan oleh chalet dan resort lain. Penduduk juga harus digalakkan untuk menggunakan sistem ini di rumah mereka. Penduduk juga hendaklah diajar menggunakan mikroorganisma efektif *mud ball* supaya semua air yang keluar dari rumah mereka adalah bersih. Mikroorganisma ini tidak mengandungi mikrob yang khusus kerana campuran gula merah (*molasses*), sisa makanan seperti sayur-

sayuran dan air. Pihak Majlis Daerah Besut boleh menyediakan bahan seperti gula merah dan membekalkan kepada penduduk secara percuma untuk mereka membuat *mud ball*.

### 6.3 Pembangunan Modal Insan, Keluarga dan Komuniti

Kajian ini mengemukakan beberapa pelan tindakan pembangunan modal insan untuk meningkatkan pengetahuan dan kemahiran penduduk terutama belia, wanita dan orang dewasa.

#### a. Perjumpaan dan Pemantauan Berkala dengan Penduduk Pulau Perhentian

Penduduk harus diberi kesedaran bahawa industry ekopelancongan adalah objektif utama pembangunan Pulau Perhentian dan penyertaan mereka dalam pelaksanaan dasar ini penting untuk membangunkan taraf sosioekonomi penduduk. Konsep dan Pelan Ekopelancongan Kebangsaan perlu diperjelaskan kepada penduduk supaya mereka menyertai aktiviti sosioekonomi setempat selari dengan pelaksanaan dasar pembangunan ekopelancongan kebangsaan.

#### b. Membina Jati Diri Generasi Muda Pulau Perhentian

Pembinaan modal insan berkualiti yang memiliki jati diri berupaya mengubah taraf hidup keluarga dan masyarakat Pulau Perhentian. Maka beberapa pendekatan berikut perlu dilakukan kepada kumpulan/kategori berikut:

- Kategori kanak-kanak

Ibu bapa diberi pendedahan dan galakan agar menghantar anak-anak mereka ke kelas tadika Islam seawal usia tujuh tahun ke bawah. Anak-anak dapat belajar asas agama dan mengelakkan mereka dari menghabiskan waktu dengan berkeliaran di sekitar pulau dan terdedah kepada gejala negatif yang dibawa pelancong asing.

- Kategori pelajar sekolah rendah

Program seperti motivasi remaja muslim, kesedaran dan keinsafan serta Imam Muda perlu diadakan kepada murid-murid sekolah yang aktif dan terdedah kepada budaya luar.

- Kategori remaja/belia

Penguatkuasaan yang ketat dalam membendung gejala negatif seperti minuman keras, aktiviti maksiat melibatkan kalangan remaja dengan pelancong dan sebagainya. Kerjasama yang bersungguh-sungguh antara Jabatan Hal Ehwal Agama Terengganu (JHEAT) dengan Majlis Daerah Besut diperlukan untuk membasmi gejala negatif. Kursus-kursus kefahaman Islam dan kem kerohanian perlu diberi kepada golongan remaja oleh pihak JHEAT. Agensi atau institusi pendidikan perlu dijemput bagi memberi taklimat berkaitan kerjaya dan kursus pengajian kepada belia bagi membuka minda mereka tentang pelbagai peluang kerjaya yang mereka dapat ceburi.

#### c. Kempen Kesedaran Kepentingan Pendidikan Dalam Kalangan Masyarakat, Ibu Bapa dan Anak-anak.

Aspek keagamaan dan keilmuan adalah teras utama dalam menjamin kemaslahatan hidup bermasyarakat dalam kalangan penduduk Pulau Perhentian. Kempen, ceramah dan aktiviti kesedaran pendidikan secara tersusun perlu diadakan sebagai satu pelan jangka panjang. Manakala pelan jangka pendeknya, Sekolah Kebangsaan Pulau Perhentian boleh dijadikan sebagai projek rintis oleh Universiti Malaysia Terengganu atau UniSZA ke arah pembentukan sebuah sekolah yang cemerlang. Matlamat akhir pelan ini adalah untuk membentuk masyarakat pulau yang lestari dengan persekitaran alamnya dan berupaya memenuhi keperluan kehidupan semasa.

**d. Meningkatkan Kefahaman Agama, Kemahiran Keibubapaan Kepada Ibu Bapa atau Ketua Keluarga.**

Pendedahan kemahiran keibubapaan (*parenting skills*) perlu diberikan kepada penduduk dalam usaha memantapkan institusi kekeluargaan sebagaimana berikut:

- Kursus-kursus anjuran Yayasan Pembangunan Keluarga perlu diberikan kepada ibu bapa termasuk kursus mengawal tekanan, emosi anak-anak dan sebagainya.
- Ceramah dan kuliah agama menekankan tanggungjawab ibu bapa dalam mendidik anak-anak perlu diadakan sekurang-kurangnya sebulan sekali.
- Kemahiran mengusahakan perniagaan dari rumah seperti kemahiran menjahit, menghasilkan kuih muih untuk pasaran juga perlu diberikan oleh pihak Yayasan Pembangunan Keluarga atau agensi berkaitan. Dengan ini surirumah dapat menambah pendapatan keluarga sambil mengurus anak-anak di rumah, tanpa perlu keluar dari rumah.

**e. Mewujudkan Program Berbentuk Kerjasama Kemasyarakatan dan Kekeluargaan**

Pendekatan mengadakan aktiviti kemasyarakatan sama ada di masjid atau pusat komuniti setempat dapat mengukuhkan hubungan kekeluargaan serta sesama ahli masyarakat. Program gotong-royong atau membuat kenduri secara usahasama antara penduduk perlu diadakan dengan melibatkan pemimpin setempat atau wakil rakyat. Guru-guru agama atau penggerak masyarakat perlu dijemput bagi memulihkan budaya Islam yang kini tercemar akibat pengaruh budaya asing.

**6.4 Pembangunan Prasarana dan Perkhidmatan**

Kajian ini mengemukakan beberapa pelan tindakan untuk penambahbaikan prasarana dan perkhidmatan di Pulau Perhentian.

**a. Penubuhan Lembaga Pengurusan dan Pembangunan Pulau Perhentian (LPPPP)**

Sebuah agensi perlu ditubuhkan yang dinamakan Lembaga Pengurusan dan Pembangunan Pulau Perhentian (LPPPP). Lembaga ini akan berperanan sebagai pihak berkuasa yang menyediakan garis panduan dan menguatkuasakan peraturan pembangunan prasarana berteraskan kepada kelestarian persekitaran pulau. Maka beberapa perkara dapat diberi perhatian dan keutamaan dalam pembangunan Pulau Perhentian antaranya menaiktaraf



prasarana yang terdapat di pulau berkenaan. Jalan raya yang berkualiti, bekalan elektrik, bekalan air bersih dan kemudahan komunikasi seperti telefon, teknologi maklumat dan komunikasi dapat dirancang dengan rapi. Agensi ini juga mengambil tindakan segera dan sewajarnya jika mendapat aduan daripada penduduk dan pelancong tentang masalah prasarana dan perkhidmatan yang terdapat di pulau tersebut.

Agensi ini akan mengawal pembangunan dan pembinaan bangunan seperti resort di pulau tersebut. Malah, agensi ini akan mengurus pemunggutan sampah dan sisa-sisa di pulau dan juga kawasan di sekitarnya. Menara kawalan hendaklah dibina bagi tujuan pemantauan keselamatan. Pemantauan ini untuk mengelak kecelakaan dan bencana yang boleh berlaku kepada penduduk dan pelancong. Agensi ini diberi kebenaran memunggut hasil daripada aktiviti ekopelancongan dan menguruskan kewangan berkenaan untuk pembangunan dan pengurusan Pulau Perhentian. Pelan dan reka bentuk bangunan, rumah dan resort perlu dikawal supaya dapat menampilkan unsur-unsur kesenian dan kebudayaan penduduk tempatan.

#### **b. Unit Pengurusan dan Pembangunan Pelancongan**

Unit ini perlu diwujudkan untuk memunggut dan menyimpan data keluar-masuk pelancong Pulau Perhentian. Unit ini perlu berkerjasama dengan syarikat pelancongan dan pengusaha resort di Pulau Perhentian untuk mempromosikan pelancongan di dalam dan luar negara. Dicadangkan juga supaya unit ini memberi latihan kepada pemandu pelancong di Pulau Perhentian.

#### **c. Unit Pengurusan dan Pembangunan Komuniti Pulau**

Unit ini perlu diwujudkan supaya dapat mengadakan latihan, kursus, bengkel dan seminar untuk pembangunan sumber manusia yang bakal bekerja di resort, restoran, pemandu bot dan sebagainya. Latihan membaiki enjin bot, pembinaan bot, kursus kraftangan, kursus *housekeeping*, kursus Bahasa Inggeris dan bahasa asing yang lain seperti Bahasa Jepun dan bahasa Jerman perlu diadakan kepada penduduk tempatan yang berminat untuk melibatkan diri dalam aktiviti eko-pelancongan.

Jabatan Perikanan juga perlu diwujudkan di Pulau Perhentian untuk memberi nasihat, bimbingan dan bantuan kepada penternak yang terlibat dalam aktiviti akuakultur dan tangkapan ikan laut dalam. Selain itu, Jabatan Pertanian perlu menggalakan penduduk bertani dan bercucuk tanam untuk menyara kehidupan mereka dalam musim tengkujuh. Kegiatan pertanian di Pulau Perhentian amat dingin kerana penduduk kurang memberi sambutan, tidak berkemahiran dan juga tiada bantuan yang disalurkan untuk kegiatan pertanian.

#### **d. Unit Pemantauan dan Kawal Selia Prasarana**

Unit ini perlu diwujudkan untuk menjaga keselamatan dan keamanan penduduk pulau dan pelancong. Misalnya balai polis Pulau Perhentian perlu beroperasi pada hujung minggu dan menambahkan bilangan anggota polis bertugas di pulau ini. Kemudahan pengangkutan yang sedia ada perlu ditambahbaik seperti bot bersaiz besar, masa berulang-alik dipendekkan dan mengadakan perkhidmatan pemandu pelancong. Dua buah feri bersaiz besar perlu disediakan supaya boleh membawa ramai pelancong dan penduduk supaya mereka dapat berulang-alik daripada Kuala Besut ke Pulau Perhentian.

Bekalan air bersih pulau ini diperolehi daripada tanah daratan. Dicadangkan sebuah tangki penyimpan air bersih perlu dibina di pulau ini untuk menghadapi sebarang kemungkinan. Pusat kesihatan kecil perlu penambahbaik seperti menyediakan seorang doktor bertugas sepenuh masa. Ini bertujuan memberi perkhidmatan kesihatan yang berkualiti kepada penduduk tempatan dan juga pelancong. Kemudahan tempat pendaratan helikopter perlu

disediakan untuk menghadapi situasi kecemasan ataupun untuk tindakan segera. Jabatan Metrologi perlu diwujudkan untuk mencerap dan menyebarkan maklumat keadaan cuaca kepada orang ramai. Jabatan Laut dan Jabatan Taman Laut perlu memainkan peranan menjaga Pulau Perhentian.

#### **e. Penyediaan Prasarana Mesra Alam**

Prasarana sedia ada perlu diperkemaskan bukan sahaja untuk memenuhi kehendak industri pelancongan, malah mengikut keperluan pembangunan sosial dan ekonomi penduduk pulau. Prasarana yang dibina seharusnya mengambilkira impaknya terhadap alam sekitar. Oleh itu, satu sistem kumbahan yang lestari perlu disediakan untuk menggantikan kaedah sedia ada. Kemudahan bekalan elektrik yang berteraskan mesra alam seperti sistem solar perlu diperbanyakkan atau ditambah. Sistem bekalan air yang berteraskan sumber alam juga perlu diterokai supaya setiap pembangunan memberi impak minimum kepada alam sekitar. Susunatur tapak perumahan yang sistematik dapat memastikan bekalan air, elektrik, sistem kumbahan dan air buangan dapat diurus dengan lebih berkesan dan menjamin kelestarian persekitaran. Kerajaan juga perlu menyediakan pelbagai kemudahan tambahan untuk penduduk dan pelancong seperti panel solar, *wind turbine*, internet tanpa wayar dan jalur lebar.

#### **Kesimpulan**

Kajian ini mengumpul data mengenai profil dan masalah penduduk, maklumat mengenai pelbagai bidang sosioekonomi, kehidupan laut dan alam sekitar. Permasalahan tersebut akhirnya dijadikan input untuk merangka pelan tindakan untuk membangunkan penduduk dan sektor pelancongan Pulau Perhentian. Kajian ini juga telah mengenal pasti beberapa kumpulan sasaran yang memerlukan bantuan. Pelan pembangunan Pulau Perhentian digubal dengan mengambilkira semua faktor dengan menggunakan pendekatan holistik. Pelan tindakan ini dibentuk melalui beberapa siri perbincangan dalam kalangan semua penyelidik dan beberapa individu terpilih seperti wakil pegawai Pejabat Daerah Besut, pegawai daripada agensi kerajaan seperti Kementerian Pelancongan Malaysia, Lembaga Hasil Dalam Negeri dan pemimpin tempatan. Sesungguhnya, pelan tindakan ini digubal berdasarkan keperluan penduduk setempat bagi memastikan kelestarian ekopelancongan Pulau Perhentian.

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# **CABARAN DAN STRATEGI UNTUK MENINGKATKAN POPULARITI PANTAI KELANANG SEBAGAI DESTINASI PELANCONGAN DI SELANGOR**

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## **Abstrak**

Kertas kerja ini meneliti tentang cabaran dan strategi untuk meningkatkan populariti Pantai Kelanang sebagai destinasi pelancongan di Selangor. Sehingga ke hari ini, Pantai Kelanang lebih sinonim sebagai lokasi penggambaran pasangan pengantin, iklan dan filem. Persoalannya, bagaimanakah populariti pantai ini mampu dipertingkatkan? Kajian ini melibatkan kaedah kuantitatif dengan menggunakan borang soal selidik. Seramai 80 orang responden iaitu 35% penduduk tempatan, 62.5% pelancong domestik dan 2.5% pelancong asing terlibat dalam kajian ini. Profil demografik responden menunjukkan 54% adalah lelaki, 48% responden berumur dalam lingkungan 31 – 40 tahun, 77.5% berbangsa Melayu, 75% adalah berstatus berkahwin dan 56% berpendidikan di peringkat menengah. Hasil kajian menunjukkan lebih 80% responden adalah pengunjung ulangan, 52.5% datang berkumpulan atau berpasangan, 62.5% melawat menggunakan kereta persendirian dan lebih 60% menginap di destinasi yang dikunjungi. Tarikan utama responden datang ke Pantai Kelanang ialah pemandangan yang cantik (36%) dan pantai yang bersih (28%). Antara cabaran yang dikenal pasti ialah pengurusan dan penjagaan pantai, kemudahan asas yang disediakan, kepelbagaian aktiviti yang ditawarkan, faktor aksesibiliti dan promosi serta persaingan dengan pantai yang berdekatan. Strategi yang dicadangkan untuk meningkatkan populariti Pantai Kelanang termasuklah pembinaan jalan baru dan pengurusan lalu lintas, pembangunan Kelanang *Waterfront*, pengindahan persekitaran desa serta meningkatkan publisti dan promosi.

**Kata kunci:** *Cabaran, Strategi, Populariti, Destinasi Pelancongan, Pantai Kelanang*

## **Pengenalan**

Pelancongan merupakan salah satu sektor yang boleh meningkatkan pendapatan sekali gus memacu pertumbuhan ekonomi negara. Menurut United Nations World Tourism Organization - UNWTO (2013), pelancongan dunia telah berkembang sebanyak empat peratus pada tahun 2012, iaitu dengan mencatat jumlah ketibaan pelancong sebanyak 1,035 bilion orang dan jumlah pendapatan sebanyak US\$1,075 bilion. Menurut Goeldner et al. (2003), pelancongan adalah gabungan fenomena dan hubungan yang wujud daripada interaksi antara pelancong, pembekal perniagaan (perkhidmatan), kerajaan tuan rumah (host) serta masyarakat tuan rumah dalam proses menarik serta menerima kedatangan pelancong. Selain perindustrian, sektor pelancongan merupakan penyumbang terhadap sumber KDNK di Malaysia dengan menduduki tangga ketiga dalam kumpulan penjana pendapatan negara.

Malaysia merupakan salah satu negara yang dikenali di peringkat antarabangsa sebagai destinasi pelancongan. Negara ini sangat bertuah kerana memiliki banyak pantai yang

menarik, salah satunya ialah Pantai Kelanang di Selangor. Pantai Kelanang merupakan kawasan pantai berpasir dan ditumbuhi pokok-pokok rhu serta pokok kayu bakau. Pelbagai kemudahan disediakan seperti surau, tandas, gerai makan, kiosk, pondok rehat dan lain-lain lagi. Pemandangan Pantai Kelanang yang indah dan cantik menjadi tumpuan juru gambar untuk lokasi penggambaran pasangan pengantin, iklan dan filem. Justeru, kajian ini dijalankan untuk meneliti cabaran dan strategi untuk meningkatkan populariti Pantai Kelanang sebagai destinasi pelancongan pada masa hadapan.

### **Kawasan Kajian**

Pantai Kelanang terletak dalam kawasan perkampungan yang dikenali sebagai Kampung Kelanang. Latar belakang Kampung Kelanang adalah berasal daripada sebuah kampung tradisi yang diduduki orang Melayu dan Orang Asli yang menjadi penduduk asal. Kampung ini dipercayai telah dibuka kira-kira 100 tahun yang lalu. Pada ketika itu, keadaan muka bumi dipenuhi hutan rimba yang kebanyakan adalah daripada jenis tumbuhan pokok besar dan rotan manau. Mata pencarian orang kampung ketika itu adalah bertani dan nelayan sementara Orang Asli pula mencari rotan di hutan untuk dijual. Menurut bahasa Orang Asli, rotan disebut *lanang*. Memandangkan kampung berkenaan belum mempunyai nama ketika itu, maka orang kampung telah menambah suku kata 'Ke' menjadikan perkataan 'Kelanang'. Ia mendapat persetujuan orang kampung dan telah dinamakan sebagai Kampung Kelanang dan seterusnya diguna pakai sehinggalah ke hari ini.

Pantai Kelanang merupakan kawasan pantai berpasir dan ditumbuhi pokok-pokok rhu dan pokok-pokok kayu bakau. Persisiran Pantai Baru Morib ke Pantai Kelanang dipenuhi oleh pokok kayu bakau sejauh 7 kilometer. Dari jalan utama iaitu Jalan Morib, untuk akses ke Pantai Kelanang adalah melalui jalan kampung yang sedia ada di Pekan Tongkah dan seterusnya dihubungkan dengan jalan berturap sejauh 5 kilometer (Rajah 1.1). Jarak untuk akses daripada Pekan Kelanang ke pantai ini adalah sejauh 1.3 kilometer. Selain itu, perjalanan dari Jugra boleh melalui jalan sedia ada dari Jeti Kelanang dan seterusnya dihubungkan dengan jalan yang berturap sejauh 3 kilometer.



**Rajah 1.1 : Lokasi Kajian di Pantai Kelanang, Selangor**

### **Metodologi Kajian**

Kajian ini menggunakan kaedah kuantitatif untuk memperolehi data daripada responden yang berkunjung ke Pantai Kelanang. Responden terdiri daripada pelawat harian, pelancong domestik, pelancong asing dan penduduk tempatan. Untuk itu, seramai 80 orang responden telah ditemu bual. Selain itu, temu bual mendalam turut dilakukan dengan pegawai di Majlis Daerah Kuala Langat (MDKL) untuk mendapatkan respon terhadap strategi yang dirancang untuk meningkatkan populariti Pantai Kelanang sebagai destinasi pelancongan di Selangor.

### **Dapatan Kajian Dan Perbincangan**

#### *Ciri Profil Demografik Responden*

Berdasarkan Jadual 1.1, dapatan kajian menunjukkan majoriti daripada 80 orang responden yang ditemu bual adalah pelancong domestik termasuk pelawat harian iaitu 62.5% (50 orang). Seterusnya, seramai 28 orang responden (35.0%) adalah dari kalangan penduduk tempatan. Manakala hanya 2 orang responden (2.5%) adalah pelancong asing. Daripada segi jantina, bilangan responden lelaki dan perempuan agak seimbang, iaitu masing-masing 43 orang (54.0%) dan 37 orang (46.0%). Daripada jumlah itu, seramai 60 orang responden (75.0%) sudah berkahwin dan selebihnya masih bujang iaitu 20 orang (25.0%). Seterusnya, majoriti responden adalah berumur antara 31 – 40 tahun iaitu seramai 39 orang (48.7%), diikuti oleh responden yang berumur dalam lingkungan 21 – 30 tahun iaitu seramai 27 orang (33.7%). Manakala bilangan responden yang paling kurang ditemu bual adalah mereka yang berumur 20 tahun ke bawah iaitu seramai 2 orang sahaja (2.5%). Majoriti responden yang ditemu bual berbangsa Melayu iaitu seramai 62 orang (77.5%), diikuti responden India – 12.5%, Cina – 7.5% dan lain-lain bangsa – 2.5%.

Hasil kajian turut mendapati kebanyakan responden memiliki pendidikan sehingga peringkat menengah iaitu seramai 56 orang (70%). Manakala dari aspek pekerjaan pula,

majoriti bekerja dalam sektor swasta – 64 orang (80%), lain-lain pekerjaan seperti di sektor awam – 7.5%, bekerja sendiri – 6.25% dan pelajar – 6.25%.

**Jadual 1.1 : Profil Demografik Responden**

<b>Ciri</b>	<b>Kriteria</b>	<b>Bilangan (orang)</b>	<b>Peratus (%)</b>
Kategori	Penduduk tempatan	28	35.0
	Pelancong domestik & pelawat harian	50	62.5
	Pelancong asing	2	2.5
Status perkahwinan	Bujang	20	25.0
	Berkahwin	60	75.0
Jantina	Lelaki	43	54.0
	Perempuan	37	46.0
Umur	20 tahun ke bawah	2	2.5
	21 – 30 tahun	27	33.7
	31 – 40 tahun	39	48.7
	41 tahun ke atas	12	15.0
Bangsa	Melayu	62	77.5
	Cina	6	7.5
	India	10	12.5
	Lain-lain	2	2.5
Pendidikan	Universiti / Kolej / Matrikulasi	22	27.5
	Peringkat menengah	56	70.0
	Peringkat rendah	1	1.25
	Tiada pendidikan formal	1	1.25
Pekerjaan	Pekerja sektor awam	6	7.5
	Pekerja sektor swasta	64	80.0
	Bekerja sendiri	5	6.25
	Pelajar	5	6.25
	Tidak bekerja	0	0

### **Ciri Kunjungan Responden**

Jadual 1.2 menunjukkan ciri kunjungan responden ke Pantai Kelanang. Berdasarkan hasil kajian menunjukkan 65 orang responden (81.2%) adalah mereka yang melakukan kunjungan ulangan manakala 15 orang (18.8%) pula adalah kunjungan pertama kali. Daripada jenis kunjungan pula, kebanyakannya datang secara berkumpulan termasuk berpasangan serta bersama keluarga iaitu dengan masing-masing mencatatkan 42 orang (52.5%) dan 38 orang (47.5%) responden. Seterusnya, responden yang datang ke Pantai Kelanang menggunakan kereta persendirian menunjukkan bilangan yang paling tinggi berbanding mode pengangkutan lain iaitu seramai 50 orang (62.5%). Responden yang menggunakan motorsikal pula menunjukkan bilangan seramai 20 orang (25%), van – 8 orang (10.0%) dan kereta sewa / teksi - 2 orang (2.5%).

Jumlah responden yang menginap merupakan yang paling tinggi iaitu seramai 50 orang (62.5%), manakala yang tidak menginap pula seramai 30 orang (37.5%). Daripada

jumlah yang menginap, 18 orang (22.5%) – berkhemah, 16 orang (20.0%) – rumah rakan atau saudara mara, 12 orang (15.0%) – homestay dan 4 orang (5.0%) - hotel. Dari segi bilangan hari, majoriti responden menginap lebih daripada 3 hari iaitu 26 orang (32.5%), diikuti 2 hari – 18 orang (22.5%) dan 1 hari – 6 orang (7.5%). Hasil kajian menunjukkan 64 orang responden (80.0%) mengetahui tentang Pantai Kelanang melalui sumber rakan / saudara mara. Selain itu, terdapat responden yang mendapat info melalui laman web / blog – 12 orang (15.0%) dan surat khabar / majalah – 3 orang (3.75%).

Berdasarkan hasil kajian temu bual menggunakan borang kaji selidik, tarikan utama yang mendorong responden datang ke Pantai Kelanang adalah disebabkan faktor pemandangan yang cantik iaitu seramai 36 orang (45.0%) dan pantainya yang bersih – 28 orang (35.0%). Manakala, persekitarannya yang sejuk / nyaman – 13 orang (16.25%) dan lain-lain – 3 orang (3.75%).

**Jadual 1.2 : Ciri Kunjungan Responden**

<b>Ciri Kunjungan</b>	<b>Kriteria</b>	<b>Bilangan</b>	<b>Peratus</b>
Kekerapan kunjungan	Pertama kali	15	18.8
	Kunjungan ulangan	65	81.2
Jenis kunjungan	Bersendiri	0	0
	Berkumpulan / berpasangan	42	52.5
	Bersama keluarga	38	47.5
Jenis pengangkutan yang digunakan	Kereta persendirian	50	62.5
	Van	8	10.0
	Motorsikal	20	25.0
	Kereta sewa / teksi	2	2.5
Penginapan responden	Ya	50	62.5
	Tidak	30	37.5
Jenis penginapan	Tidak menginap	30	37.5
	Hotel	4	5.0
	Homestay	12	15.0
	Rumah rakan / saudara	16	20.0
	Berkhemah	18	22.5
	Lain-lain	0	0
Tempoh menginap	Tidak menginap	30	37.5
	1 hari	6	7.5
	2 hari	18	22.5
	3 hari dan lebih	26	32.5
Sumber maklumat	Rakan / saudara mara	64	80.0
	Laman web / blog	12	15.0
	Surat khabar / majalah	3	3.75
	Lain-lain	1	1.25
Ciri Tarikan	Pantai yang bersih	28	28.0
	Pemandangan yang cantik	36	36.0
	Persekitaran yang sejuk / nyaman	13	16.2
	Lain-lain	3	3.8



## **CABARAN DAN STRATEGI DALAM USAHA UNTUK MENARIK KUNJUNGAN PELANCONG KE PANTAI KELANANG, SELANGOR**

Jadual 1.3 menunjukkan cabaran yang dihadapi serta strategi yang boleh dilaksanakan untuk meningkatkan populariti Pantai Kelanang dalam kalangan pelancong. Terdapat dua cabaran yang utama menurut persepsi responden iaitu lokasinya yang terletak jauh atau terpencil dari jalan utama dan kurangnya promosi yang dilakukan untuk ia lebih dikenali. Ia mencatatkan masing-masing 20 orang responden (25.0%) yang berpendapat sedemikian. Selain itu, cabaran kerana persekitaran yang sunyi – 16 orang responden (20.0%), persaingan dari pantai lain yang berdekatan – 13 orang (16.3%) dan lain-lain cabaran seperti kurang pemantauan, gejala sosial - lepak dan maksiat serta kurangnya papan tanda menuju ke pantai berkenaan – 11 orang (13.7%).

Untuk strategi meningkatkan populariti Pantai Kelanang, responden berpendapat perlunya untuk memperbanyakkan aktiviti dan program di pantai tersebut. Ia dicadangkan oleh 26 orang responden (32.5%). Seterusnya, promosi giat perlu dijalankan agar pantai berkenaan lebih dikenali – 24 orang responden (30.0%), menambah baik struktur jalan raya menuju ke Pantai Kelanang – 14 orang (17.5%) dan lain-lain strategi seperti memperbanyakkan kiosk menjual permainan pantai seperti layang-layang serta menambah baik kemudahan asas di kawasan berkenaan – 16 orang responden (20.0%).

**Jadual 1.3 : Cabaran dan Strategi dalam Usaha Menarik Kunjungan Pelancong**

<b>Cabaran dan strategi</b>	<b>Kriteria</b>	<b>Bilangan</b>	<b>Peratus</b>
Cabaran	Jauh dari jalan utama	20	25.0
	Kurangnya promosi	20	25.0
	Persekitaran yang sunyi	16	20.0
	Persaingan dari pantai lain	13	16.3
	Lain-lain	11	13.7
Strategi	Menambah baik struktur jalan	14	17.5
	Memperbanyakkan promosi	24	30.0
	Memperbanyakkan aktiviti	26	32.5
	Lain-lain	16	20.0

## **DAPATAN KAJIAN MELALUI TEMU BUAL DENGAN PEGAWAI MAJLIS DAERAH KUALA LANGAT, SELANGOR**

Selain daripada dapatan yang diperolehi melalui temu bual dengan responden, penyelidik turut menemu bual pegawai Majlis Daerah Kuala Langat (MDKL) untuk memperolehi maklumat lanjut tentang Pantai Kelanang. Antara aspek yang diutarakan ialah cabaran dalam meningkatkan populariti Pantai Kelanang, usaha yang dilakukan oleh pihak MDKL dalam meningkatkan populariti Pantai Kelanang serta kekuatan Pantai Kelanang sebagai destinasi tumpuan pelancong.

Berdasarkan dapatan temu bual dengan responden, antara cabaran yang diajukan ialah kurangnya promosi dilakukan untuk memperkenalkan Pantai Kelanang serta lokasinya yang

agak jauh terpencil dari laluan utama. Berikut adalah respon pegawai Unit Aduan, Perhubungan Awam dan Korporat MDKL berhubung isu berkenaan.

*Seperti yang kita tahu, Pantai Kelanang merupakan salah satu pantai yang menjadi tarikan sektor pelancongan pantai di Negeri Selangor ini. Di samping itu, lokasi Pantai Kelanang yang jauh dari jalan utama menjadi cabaran untuk pantai itu sendiri bersaing setaraf dengan pantai-pantai yang lain seperti Pantai Morib. Dari segi promosi pula, mungkin kurang dalam membantu memperkenalkan pantai ini ke peringkat antarabangsa. Pihak MDKL turut membantu dalam melakukan aktiviti promosi. Kita tidak boleh untuk samakan Pantai Kelanang dengan pantai lain kerana setiap pantai mempunyai kekuatan dan keunikannya yang tersendiri. Walaupun Pantai Kelanang kurang sesuai untuk dilakukan aktiviti pantai seperti mandi-manda, namun dengan wujudnya tumbuhan pokok bakau serta permandangan yang cantik, ia sesuai untuk aktiviti penggambaran. Selain itu, cabaran dari segi kerjasama dengan syarikat swasta kerana terdapat syarikat yang tidak melaksanakan tanggungjawab iaitu mereka tidak mengambil endah tentang “welcome board” yang sudah usang dan mengambil masa yang lama untuk memperbaharui.*

Menurut pegawai berkenaan, mereka tiada kuasa untuk membatalkan kontrak perjanjian dengan pihak syarikat swasta yang terlibat. Namun begitu, dari segi lokasi pantai yang jauh dari jalan utama pula sememangnya menjadi cabaran utama kerana sepanjang perjalanan untuk sampai ke Pantai Kelanang, pengunjung termasuk pelancong perlu melalui jalan kampung yang agak sempit.

Untuk respon kepada cadangan untuk memperbanyak dan mempelbagaikan aktiviti dan program di Pantai Kelanang agar kedatangan pengunjung dan pelancong akan meningkat yang seterusnya mampu “menghidupkan” suasana pantai berkenaan, berikut adalah jawapan pegawai MDKL yang ditemu bual:

*Pihak kami telah melakukan sebaik yang mungkin untuk meningkatkan populariti Pantai Kelanang tapi masih lagi begini. Seolah-olah macam tiada apa yang pihak kami lakukan. Kalau dari segi aktiviti pula, ia mendapat sokongan dari agensi luar. Mungkin juga ini disebabkan oleh persaingan dari pantai berdekatan yang turut sama aktif menganjurkan pelbagai aktiviti. Dulunya setiap kali dilakukan aktiviti, ...mesti ramai pengunjung yang datang tapi sekarang makin lama makin kurang...*

Berdasarkan hasil dapatan menerusi borang kaji selidik, responden berpendapat kekuatan atau tarikan utama Pantai Kelanang adalah disebabkan oleh permandangan pantainya yang cantik. Malahan, persekitarannya adalah unik dan sesuai untuk aktiviti penggambaran. Dari segi ekosistem paya bakaunya pula, ia masih tidak terjejas kerana dipelihara dengan baik. Menurut pegawai MDKL yang ditemu bual:

*Nama Pantai Kelanang itu saja sudah cukup kuat dari segi sumber alam semula jadi yang masih kekal tanpa terjejas. Sumber alam seperti ekosistem paya bakau yang terdapat di pesisir pantai telah menjadikannya sebagai tarikan utama pengunjung khususnya kepada mereka yang ingin melakukan aktiviti penggambaran di sini. Selain itu, kawasan pantai yang sunyi dan tenang serta banyak tempat letak kenderaan... secara tidak langsung dapat memberi keselesaan kepada pengunjung.*

## **CADANGAN STRATEGI UNTUK MENINGKATKAN POPULARITI PANTAI KELANANG, SELANGOR**

Hasil kajian ini menunjukkan betapa penting dan perlunya langkah penambahbaikan dari segi pengurusan yang lebih efisien untuk menyeimbangkan pembangunan dengan tahap kemudahan yang sedia ada di samping membantu mengurangkan kesan negatif kesan daripada pembangunan pelancongan yang telah dirancang dan bakal dilaksanakan.

### **Pembinaan Jalan Baharu dan Pengurusan Lalu Lintas yang lebih Sistemik**

Pembinaan jalan baharu dapat membantu dalam meningkatkan keupayaan aksesibiliti ke Pantai Kelanang. Selain itu, ia dapat membantu dalam menguruskan sistem lalu lintas yang lebih sistematik. Tindakan yang boleh diambil adalah dengan membuka kawasan tanah lapang yang baharu sebagai laluan alternatif utama ke Pantai Kelanang. Di samping itu, jalan petempatan yang sedia ada perlu dinaik taraf, antaranya dengan menurap semula jalan, melebarkan jalan serta dilengkapi dengan lampu jalan. Malahan, penambahbaikan reka bentuk persimpangan jalan yang menghubungkan kawasan kampung dengan pantai perlu dilakukan iaitu dengan memperbaiki reka bentuk persimpangan yang lebih selamat. Selain itu, medan pejalan kaki (*Kelanang Esplanade*) boleh dibina di sepanjang jalan Pantai Kelanang. Seterusnya, pembinaan ‘board walk’ dan laluan pejalan kaki di pesisir pantai dicadangkan yang dapat mengintegrasikannya dengan rangkaian pejalan kaki yang berhampiran dengan badan air yang mengunjur di sepanjang Pantai Kelanang.

### **Pembangunan Kelanang Waterfront**

Langkah ini adalah untuk mengoptimumkan keindahan vista semula jadi Pantai Kelanang melalui reka bentuk ‘*streetscape*’ yang responsif, persekitaran yang mempunyai tahap mobiliti pejalan kaki yang selesa dan menambah ruang untuk aktiviti perniagaan dan rekreasi. Selain itu, tindakan ini berperanan sebagai zon pembangunan intensif. Melalui tindakan ini, program pengambilan balik tanah, pemugaran dan penempatan semula premis-premis yang beroperasi di sepanjang persisiran Pantai Kelanang boleh dilakukan. Tambahan lagi, program pemutihan premis perlu dilakukan terutamanya premis yang beroperasi tanpa kebenaran dan kelulusan bangunan. Hal ini bagi mengelakkan daripada berlakunya pembangunan yang tidak terancang dan imej yang kurang memuaskan. Cadangan dari segi pengindahan ruang terbuka dan landskap iaitu dengan menaik taraf kualiti landskap di ruang terbuka di sekitarnya. Pembangunan dan pembinaan Kelanang Esplanade boleh dilakukan dalam pembangunan Kelanang waterfront. Seterusnya, penetapan zon rekreasi aktif dan pasif pantai serta pembinaan menara pengawal keselamatan pantai perlu dipandang serius untuk menjaga keselamatan pengunjung ketika di pantai. Pantai Kelanang perlu diwartakan sebagai kawasan rekreasi awam agar dapat dikekalkan ekosistem semula jadi yang sedia ada.

### **Pengindahan persekitaran desa**

Objektif utama cadangan pengindahan persekitaran desa adalah memelihara petempatan desa dan kawasan peranginan sedia ada serta mengupayakan sebuah persekitaran desa yang sedia untuk dikunjungi oleh pelancong. Tindakan yang boleh dilakukan adalah mengekalkan petempatan desa (Kampung Kelanang) dan menggalakkan program pembangunan *homestay* dan '*bed & breakfast*' di kawasan yang berdekatan dengan Pantai Kelanang. Selain itu, pengindahan landskap jalan-jalan petempatan untuk keselesaan pejalan kaki dan berbasikal. Mekanisma untuk mengekalkan sumber jaya desa (ekonomi desa dan cara hidup komuniti desa) perlu dioptimumkan sebagai tarikan pelancongan baharu bagi Pantai Kelanang.

### **Meningkatkan publisiti dan promosi**

Pantai Kelanang adalah berpotensi untuk dimajukan setanding dengan pantai lain di negara ini. Selain itu, tujuan utama meningkatkan publisiti dan promosi adalah untuk menaikkan imej Selangor khususnya dan Malaysia amnya di peringkat antarabangsa sebagai destinasi pelancongan. Usaha publisiti dan promosi perlu dipertingkatkan bagi mengekalkan daya saing dan tarikan produk dan perkhidmatan pelancongan. Langkah pertama untuk memperkasakan kemajuan pelancongan adalah dengan meningkatkan publisiti dan promosi produk pelancongan itu sendiri. Pihak berkepentingan harus lebih komited dan proaktif dalam usaha untuk meningkatkan populariti Pantai Kelanang.

### **Kesimpulan**

Keindahan, kedamaian dan keunikan sesebuah pantai menjadikannya antara lokasi yang sering menjadi tumpuan pengunjung untuk bersantai, berekreasi dan berkelah. Kekuatan dan keunikan Pantai Kelanang berbanding dengan pantai lain di negara ini ialah rimbunan hutan bakau dan pokok rhu, sisa dahan, tunggul dan akar tunjang berceragah serta pantai bersalut selut yang sesuai untuk aktiviti penggambaran pengantin, iklan dan drama – filem. Justeru, keunikan unggul ini perlu diserlahkan melalui suatu pengurusan yang berintegrasi, bukan sahaja melibatkan beberapa pihak pemegang taruh terpilih tetapi usaha promosi yang merentasi sektor perkhidmatan dengan memanfaatkan sepenuhnya media sosial yang 'trending' dan berkesan dalam 'memasarkan' sesuatu produk pelancongan termasuk Pantai Kelanang itu sendiri.

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# **POTENSI BANDAR TAIPING SEBAGAI TARIKAN PELANCONGAN WARISAN DI PERAK**

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## **Abstrak**

Kertas kerja ini meneliti tentang potensi bandar Taiping sebagai tarikan pelancongan di Perak. Objektif kajian ini adalah mengenal pasti jenis dan kategori pelbagai bangunan dan monumen yang berpotensi untuk dijadikan sebagai tarikan pelancongan warisan di bandar ini; meneliti persepsi penduduk tempatan terhadap potensi Taiping serta mencadangkan strategi dan langkah untuk memelihara dan memulihara warisan di bandar berkenaan. Kajian ini menggunakan kaedah campuran iaitu kuantitatif dan kualitatif. Hasil kajian menunjukkan terdapat pelbagai monumen dan bangunan lama yang berpotensi dijadikan sebagai tarikan pelancongan warisan, antaranya Rock Garden, Pagoda Cina, Stesen F.M.S, Hotel Peking, stesen kereta api, Rest House 1894, menara jam, Muzium Perak dan First Galeria. Antara perkara yang perlu diberikan perhatian agar hasrat menjadikan bandar Taiping sebagai tarikan pelancongan warisan bakal terlaksana ialah tahap kebersihan dan keceriaan persekitarannya, penyediaan kemudahan asas, pengekalan dan pemuliharaan struktur binaan tapak warisan, aspek promosi serta tahap keselamatan di kawasan berkenaan. Pelbagai strategi dan langkah yang dicadangkan untuk menjadikan Taiping sebagai destinasi tumpuan pelancongan warisan yang popular di Perak khususnya dan Malaysia amnya.

**Kata kunci:** *Potensi, Pelancongan Warisan, Strategi, Bandar Taiping*

## **Pengenalan**

Industri pelancongan telah mula berkembang di Malaysia sejak akhir tahun 1960. Pada peringkat awal, industri ini tidak dianggap sebagai aktiviti ekonomi utama sehingga tahun 1970. Pada masa itu, sumbangan komoditi utama adalah terdiri daripada getah dan bijih timah. Namun pada tahun 1970, kerajaan Malaysia telah mula membangunkan industri pelancongan untuk memenuhi beberapa objektif seperti peningkatan pendapatan dalam pertukaran mata wang asing, menambahkan peluang pekerjaan dan peringkat pendapatan, menggalakkan pembangunan kawasan, mempelbagaikan ekonomi dan meningkatkan hasil kerajaan (Ahmad Tharmizzie, 2010). Terdapat pelbagai jenis tarikan pelancongan, antaranya ialah ekopelancongan, agro-pelancongan dan program inap desa, pelancongan warisan dan kebudayaan, pelancongan sukan dan rekreasi serta pelancongan pendidikan dan kesihatan (Rancangan Malaysia Kesembilan, 2006 - 2010).

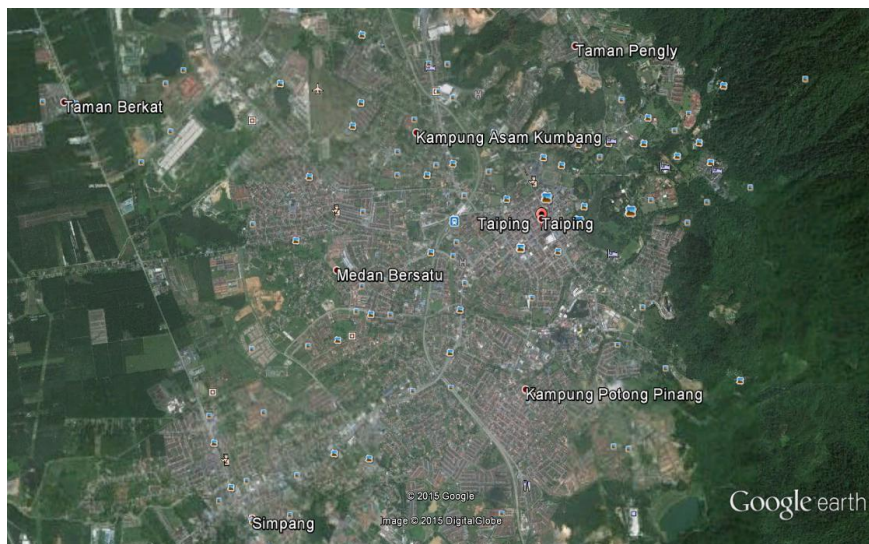
Malaysia merupakan sebuah negara yang kaya dengan warisan sejarah yang terdiri daripada monumen, bangunan, artifak termasuklah warisan kebudayaan masyarakat. Warisan sejarah pula boleh dibahagikan kepada dua bentuk iaitu warisan bentuk nyata dan tidak nyata. Warisan sejarah yang nyata merujuk kepada bangunan, monumen dan tapak bersejarah. Tapak warisan bersejarah boleh diinterpretasikan sebagai satu lokasi yang mempunyai sejarah yang

berkaitan dengan ketamadunan bangsa dan perkembangan negara. Dalam konteks Malaysia, contoh tapak warisan dalam bandar adalah Bandaraya Bersejarah Melaka. Manakala tapak bersejarah awal pula seperti Kota Cornwallis di Pulau Pinang, Kota Ngah Ibrahim di Taiping dan tapak warisan Candi Batu Pahat di Merbuk, Kedah. Warisan yang tidak nyata didefinisikan sebagai interpretasi budaya hidup masyarakat yang pelbagai seperti adat istiadat sesuatu upacara, kesenian seperti lagu rakyat, muzik, tarian, permainan tradisi dan pakaian tradisional.

Sehubungan itu, kertas kerja ini meneliti tentang potensi bandar Taiping sebagai tarikan pelancongan warisan di Perak. Objektif kajian dalam membincangkan potensi ini ialah dengan (i) mengenal pasti bangunan atau monumen yang diklasifikasikan sebagai tarikan bandar warisan di Taiping; (ii) meneliti persepsi penduduk tempatan dan pelancong mengenai potensi bandar Taiping sebagai tarikan pelancongan warisan dan (iii) langkah strategi pemeliharaan warisan sejarah yang dilaksanakan untuk merealisasikan potensi ini.

### **Kawasan Kajian**

Bandar Taiping merupakan sebuah bandar moden yang paling tertua di negara Malaysia. Pembentukan awalnya adalah bersamaan dengan bermulanya era pembangunan di negeri Perak. Perkataan Taiping berasal daripada bahasa Cina yang merujuk kepada “kedamaian yang berpanjangan” iaitu selaras dengan hasil daripada ketetapan Perjanjian Pangkor. Taiping merupakan bandar kedua terbesar selepas Ipoh di negeri Perak. Bandar ini terletak kira-kira 85 km ke utara bandar Ipoh dan sejauh 95 km dari selatan Pulau Pinang (Rajah 1.1). Bandar Taiping merupakan ibu kota bagi daerah Larut Matang dan Selama. Sebelum tahun 1937, Taiping merupakan ibu negeri Perak. Nama lama Taiping ialah Klian Pauh. ‘Klian’ bermaksud lombong. Manakala ‘Pauh’ merujuk kepada sejenis buah mangga bersaiz kecil. Mengikut sejarah, Taiping dahulunya dikenali sebagai Klian Pauh kerana bandar ini menjadi tumpuan penduduk setelah penemuan bijih timah oleh Long Jaafar di kawasan berkenaan.



**Rajah 1.1 : Lokasi Bandar Taiping**  
Sumber: Google Earth (2015)

## Metodologi Kajian

Reka bentuk kajian yang digunakan adalah penerokaan (eksploratori). Penyelidikan berasaskan penerokaan merujuk kepada meneliti sesuatu bidang, masalah atau fenomena yang baharu (Rohana, 2003). Manakala kaedah yang digunakan adalah kaedah kuantitatif dan turut disokong dengan data kualitatif. Instrumen kajian yang digunakan adalah borang soal selidik, set panduan temu bual dan pemerhatian. Kajian ini melibatkan penduduk tempatan dan pelancong di bandar Taiping iaitu seramai 60 responden.

## Hasil Kajian Dan Perbincangan

### *Profil Demografik Responden*

Terdapat tiga kategori responden iaitu penduduk tempatan (50%), pelancong domestik (45%) dan pelancong asing (5%). Untuk kajian ini, seramai 30 orang responden lelaki dan 30 orang responden perempuan terlibat. Daripada jumlah itu, seramai 36 orang (60%) responden bujang dan selebihnya telah berkahwin iaitu seramai 24 orang (40%) (Jadual 1.1). Majoriti responden adalah berbangsa Melayu dan India iaitu masing-masing seramai 23 orang responden (38.3%), diikuti oleh bangsa Cina - 12 orang responden (20%) dan lain-lain bangsa seramai 2 orang (3.3%).

Seterusnya, majoriti responden memiliki tahap pendidikan yang tinggi iaitu 36 responden (60%) dan 24 orang (40%) pula mempunyai latar belakang pendidikan sehingga peringkat menengah. Daripada aspek latar belakang pekerjaan, responden yang paling ramai ditemu bual ialah pelajar iaitu 26 orang (43.3%). Ia diikuti oleh responden dari kalangan yang bekerja di sektor awam iaitu seramai 16 orang (26.7%). Manakala responden yang bekerja di sektor swasta adalah sebanyak 7 orang yang mewakili 11.7% dan 5 orang responden yang bekerja sendiri (8.3 %). Seterusnya pesara dan suri rumah yang masing-masing hanya seorang responden (1.7%).

**Jadual 1.1: Profil demografik responden**

<b>Profil</b>	<b>Kriteria</b>	<b>Bilangan</b>	<b>Peratus</b>
Kategori Responden	Penduduk tempatan	30	50
	Pelancong domestik	27	45
	Pelancong asing	3	5
Jantina	Lelaki	30	50
	Perempuan	30	50
Status Perkahwinan	Bujang	36	60
	Berkahwin	24	40
Bangsa	Melayu	23	38.3
	India	23	38.3
	Cina	12	20
	Lain-lain	2	3.3
Pendidikan	Pendidikan tinggi (diploma / ijazah)	36	60
	Pendidikan menengah (tingkatan 1 - 6)	24	40
Pekerjaan	Sektor awam	16	26.7

	Sektor swasta	7	11.7
	Bekerja sendiri	5	8.3
	Pelajar	26	43.3
	Berniaga	4	6.7
	Pesara	1	1.7
	Suri rumah	1	1.7
	Lain-lain	0	0

### **Jenis dan Kategori Pelbagai Bangunan atau Monumen yang Berpotensi dijadikan sebagai Tarikan Pelancongan Warisan di Bandar Taiping**

Bandar Taiping adalah salah satu petempatan di negeri Perak yang memiliki warisan sejarah yang masih dapat dikunjungi sehingga ke hari ini. Warisan sejarah ini dapat diperhatikan melalui pelbagai reka bentuk bangunan, monumen dan tapak. Justeru, selain Bandaraya Bersejarah Melaka dan George Town, Pulau Pinang, bandar Taiping merupakan destinasi yang berpotensi untuk diketengahkan sebagai tarikan pelancongan warisan negara. Jadual 1.2 menunjukkan ringkasan profil beberapa bangunan dan monumen di Taiping yang memiliki keunikannya sendiri sebagai tarikan pelancongan warisan.

**Jadual 1.2 : Bangunan dan Monumen yang Berpotensi sebagai Tarikan Pelancongan Warisan di Taiping, Perak**

<b>Jenis bangunan</b>	<b>Penerangan</b>
Rock Garden	Rock Garden Taiping merupakan taman arca batu-bata replika haiwan-haiwan purba. Taman arca ini dibina sekitar tahun 1970-an dalam bentuk sebuah pulau batu bertujuan sebagai riadah untuk mainan kanak-kanak. Arca “Rock Garden” ini diilhamkan daripada cerita “Ultraman” yang sangat popular dalam kalangan kanak-kanak pada masa itu.
Pagoda Cina	Pagoda Cina dipercayai dibina pada tahun 1970-an. Ia merupakan seni bina asal dari negara China. Menurut amalan orang Cina, tujuan pembinaannya adalah sebagai laluan pejalan kaki kepada orang yang baru berkahwin.
Jeti Jubli Perak	Sebuah jeti dengan seni bina kolonial yang dikenali sebagai “Jeti Jubli Perak” dibina daripada dana masyarakat dan kerajaan. Jeti ini adalah binaan pertama di Semenanjung Malaysia yang bertujuan untuk memperingati pemerintahan King George V di England. Di tembok kiri, mempunyai tulisan “1910” dan tulisan “1935” di tembok kanan jeti.
Stesen F.M.S	Stesen F.M.S. yang berhadapan Taman Tasik Taiping ini diwujudkan pada tahun 2013. Stesen ini yang menjual makanan terkenal dari Taiping, mengambil konsep gerabak kereta api dan perhentian bersempena perkhidmatan kereta api yang pertama di Tanah Melayu. Suatu ketika dahulu, sebahagian tapak F.M.S ini adalah “Rumah Rehat Di Raja”.
Hotel Peking	Bangunan dua tingkat dengan reka bentuk “Anglo Indian” ini dibina pada tahun 1929. Pada zaman pemerintahan Jepun dalam tahun 1941-1945, bangunan ini digunakan sebagai Ibu Pejabat Polis Tentera Jepun (Kampeitei). Selepas perang, bangunan ini digunakan semula sebagai



	bangunan Persatuan Penjual Getah Taiping sehingga tahun 1965 dan seterusnya dijadikan sebagai Hotel Peking sehingga hari ini.
Stesen Keretapi	Tapak asal stesen kereta api adalah di Sekolah Rendah King Edward VII (I). Ia digunakan untuk laluan keretapi mulai 1 Jun 1885. Pada tahun 1910, stesen keretapi dipindahkan ke tapak stesen yang baharu serta landasannya ditambah untuk menghubungkan laluan ke utara. Ia dibina oleh Jabatan Keretapi Negeri Melayu Bersekutu - FMSR.
Tokong Cina	Bangunan asal daripada kayu ini dibina pada tahun 1890-an. Bangunan yang ada sekarang ini pula dibina pada tahun 1905. Sejarah tokong ini bermula dengan seorang hartawan bernama Cheng Yen Xin yang berbesar hati menderma sejumlah wang sebagai tanda kasih dan sayang kepada anak perempuannya bernama Lin Ai Zhen yang berhasrat untuk menjadi seorang sami.
Rest House	Rumah yang berkonsepkan binaan kayu satu tingkat ini mula dibina dengan kos \$1000 oleh pihak British. Pada tahun 1894, bangunan ini dinaik taraf kepada bangunan batu dua tingkat dan tercatat perkataan “Rest House 1894” di bahagian tengah pedimen bangunan ini. Bangunan ini dikenali sebagai Rumah Rehat Pertama di Negeri-Negeri Melayu.
Perpustakaan Peringatan Taiping	Perpustakaan Peringatan Taiping dibina pada tahun 1882. Perpustakaan ini dikenali sebagai Perpustakaan Merdeka yang diselia oleh Majlis Bandaran Taiping sebelum diserahkan kepada Perbadanan Perpustakaan Negeri Perak pada tahun 1986. Tapak perpustakaan ini suatu ketika dahulu menempatkan bilik bacaan pegawai British sejak tahun 1882.
Menara Jam	Pembinaan bangunan ini pada asalnya sebagai “Balai Polis Bandar” atau dikenali sebagai “Balai Polis No.2”. Pada tahun 1891, bangunan ini dinaik taraf kepada bangunan batu dua tingkat dan dikenali sebagai bangunan PWD 335. Bangunan ini turut dikenali sebagai “Kota” atau “The Fort”. Kini, bangunan ini digunakan sebagai Pusat Pelawat dan Informasi Taiping (TVIC) mulai tahun 2001.
Muzium Perak	Muzium Perak merupakan institusi muzium tertua di negara ini. Kurator pertama Muzium Perak ialah Leonard Wray Jr serta diasaskan oleh Sir Hugh Low pada tahun 1883. Muzium ini menempatkan pelbagai koleksi spesimen zoologi, herbarium dan alat budaya masyarakat Melayu. Selain itu, terdapat peralatan peninggalan British seperti sauh kapal, tugu peringatan, kapal terbang dan lanca. Ia adalah muzium pertama di Malaysia dan siap sepenuhnya pada tahun 1903.
First Galeria	Bangunan yang bercirikan seni binaan Anglo-Indian ini siap dibina pada tahun 1891. Arkitek bangunan ini ialah G. A. Lefroy, seorang Ketua Juru Ukur yang berasal dari Australia. Bangunan ini pada asalnya dibina untuk Pejabat Ukur dan Pemetaan Negeri Perak dan merupakan Pejabat Ukur dan Pemetaan yang pertama di Perak. Dari tahun 1931-1985, bangunan ini diduduki oleh Lembaga Kebersihan, Taiping.

Sumber : Unit Warisan, Majlis Perbandaran Taiping (2015).

Secara ringkasnya, bangunan serta monumen bersejarah di bandar Taiping adalah berpotensi sebagai salah satu produk tarikan pelancongan warisan negara. Penggunaan semula

bahan sejarah dan menghidupkan kembali sejarah untuk kegiatan pelancongan dapat melindungi sumber penting dan membantu mengekalkan keunikan masyarakat sesebuah kawasan (Neumayer, 2004). Justeru, peranan pihak pemegang taruh yang terlibat dalam memelihara dan memulihara bangunan dan monumen bersejarah ini adalah wajar dihargai kerana melalui komitmen mereka, tarikan warisan bersejarah ini terus boleh ditatap oleh generasi masa hadapan sekali gus menjadi ikon destinasi pelancongan warisan negara.

### **Aspek yang Perlu diberi Perhatian untuk Menjadikan Bandar Taiping Berpotensi sebagai Tarikan Pelancongan Warisan**

**Jadual 1.3** menunjukkan aspek yang perlu diberi perhatian untuk menjadikan bandar Taiping berpotensi sebagai tarikan pelancongan warisan. Berdasarkan jumlah peratusan bagi skala ‘penting dan ‘sangat penting’, terdapat tiga aspek utama yang perlu diberikan keutamaan iaitu (i) kemudahan asas yang disediakan kepada pelancong – 93.3%; (ii) pengekalan dan pemuliharaan struktur binaan tapak warisan berkenaan – 90.0% dan (iii) promosi tentang destinasi pelancongan warisan berkenaan – 90.0%. Kemudahan asas yang disediakan akan membuatkan pengunjung berasa selasa. Tarikan warisan bangunan dan monumen yang terdapat di bandar dapat menarik dan meningkatkan ketibaan pengunjung ke bandar. Kegiatan pelancongan (terutamanya yang melibatkan pelancong asing), keaslian dan ketepatan warisan sejarah itu adalah penting untuk menarik minat mereka untuk berkunjung. Pelancong yang berminat dengan sejarah adalah mereka yang berminat untuk mencari pengalaman yang asli (MacCannel, 1976:14).

Selain itu, dua aspek lain yang turut perlu diberikan perhatian untuk menonjolkan potensi bandar Taiping sebagai destinasi pelancongan warisan negara ialah (i) keselamatan kawasan destinasi pelancongan warisan berkenaan – 89.0% dan (ii) kebersihan dan keceriaan persekitaran – 86.6% orang responden. Berdasarkan temu bual tidak langsung dengan salah satu responden, aspek keselamatan kawasan pelancongan warisan perlu diutamakan bagi mengelakkan perkara yang tidak ingini yang akhirnya boleh menjejaskan reputasi tempat berkenaan. Namun begitu, terdapat dua aspek yang dilihat mencatatkan nilai peratusan yang rendah secara relatif untuk ‘penting’ dan ‘sangat penting’ bagi kesemua pernyataan yang disenaraikan, iaitu (i) kemudahan pengangkutan untuk pengunjung – 83.3% dan (ii) peluang pekerjaan kepada penduduk tempatan di sekitarnya – 79.0%.

### **Jadual 1.3 : Aspek yang Perlu diberi Perhatian untuk Menjadikan Bandar Taiping sebagai Tarikan Pelancongan Warisan**

Bil	Perkara yang perlu diberi perhatian	Skala									
		1		2		3		4		5	
		Bil	%	Bil	%	Bil	%	Bil	%	Bil	%
1.	Kemudahan asas yang disediakan kepada pelancong	0	-	0	-	2	6.7	13	43.3	15	50
2.	Pengekalan dan pemuliharaan struktur binaan tapak warisan	0	-	0	-	3	10	11	36.7	16	53.3

	berkenaan										
3.	Keselamatan kawasan destinasi pelancongan warisan berkenaan	0	-	0	-	0	-	10	33.3	20	55.7
4.	Kebersihan dan keceriaan persekitaran	0	-	0	-	4	13.3	7	23.3	19	63.3
5.	Kemudahan pengangkutan untuk pengunjung	0	-	0	-	5	16.7	12	40	13	43.3
6.	Promosi tentang destinasi pelancongan warisan berkenaan	0	-	0	-	3	10	11	36.7	16	53.3
7.	Peluang pekerjaan kepada penduduk tempatan di sekitarnya	0	-	0	-	6	20	19	63.3	5	16

Nota: 1- Tidak penting; 2- Kurang penting; 3- Sederhana; 4- Penting; 5- Sangat penting

Secara ringkasnya, peningkatan dan penurunan ketibaan pelancong ke sesebuah destinasi pelancongan khususnya pelancongan warisan bergantung kepada peranan dan tindakan pihak pemegang taruh seperti pihak berkuasa tempatan. Menurut Binns dan Etienne (2002: 235), perkembangan sesuatu kegiatan pelancongan bergantung kepada bilangan pelancong yang datang ke sesuatu destinasi. Kunjungan tersebut adalah disebabkan oleh tarikan destinasi pelancongan berkenaan seperti kawasan riadah dan rekreasi termasuklah di kawasan pantai, tanah tinggi atau hutan, kawasan bersejarah dan tempat untuk membeli-belah. Oleh itu, pihak pemegang taruh perlu menitikberatkan kepuasan pengunjung ke sesebuah destinasi berkenaan.

### **Cadangan Langkah dan Strategi Memelihara dan Memulihara Warisan Bangunan dan Monumen di Bandar Taiping**

Strategi dan langkah bagi memelihara dan memulihara warisan di Bandar Taiping adalah perlu khususnya bagi monumen dan bangunan lama. Kebanyakan responden menjelaskan pihak berkuasa tempatan perlu melakukan promosi termasuk pameran berkenaan dengan warisan yang terdapat di bandar Taiping. Ini bertujuan untuk memperkenalkan warisan yang terdapat di bandar ini kepada pelancong yang datang dari dalam dan luar negara. Antara inisiatif yang dicadangkan ialah melaksanakan kempen 'Marilah Bersama-sama Menjaga Warisan di Bandar Taiping' yang melibatkan pelancong domestik dan luar negara. Seterusnya, pihak berkuasa perlu menyediakan kemudahan infrastruktur yang baik dan selesa kepada pengunjung dan bersama-sama mengekalkan dan memulihara struktur bangunan lama serta menjaga kebersihannya. Di samping itu, responden mencadangkan agar diadakan acara sambutan tahunan seperti karnival dan pesta yang dapat menonjolkan keunikan dan kepelbagaian warisan bangunan dan monumen lama di bandar Taiping. Pelbagai program termasuk kempen kesedaran terhadap penduduk dan pelancong serta pelajar sekolah dan institusi pendidikan

tinggi perlu dilaksanakan agar wujud kesedaran dalam memelihara dan memulihara bangunan dan monumen bersejarah di bandar ini.

Sehubungan itu, pihak berkuasa tempatan berperanan dalam mengurus tadbir dan menaik taraf bangunan dengan mengekalkan seni bina warisan lama, memelihara keunikan seni binanya serta menceriakan semula bangunan lama dengan mengecat semula bangunan tersebut. Kualiti perkhidmatan kaunter pertanyaan pelancong perlu dipertingkatkan di samping menyediakan pelbagai bahan promosi dan informasi untuk kemudahan pelancong dan pengunjung. Seterusnya, langkah untuk menyediakan sistem kawalan keselamatan elektronik di beberapa bangunan dan monumen lama adalah perlu dilakukan. Berdasarkan temu bual dengan pegawai di Unit Warisan, Majlis Perbandaran Taiping, beberapa program sedang dan telah dilaksanakan, contohnya program Jejak Warisan, mengadakan promosi dalam dan luar negara serta menyediakan Rancangan Kawasan Khas Warisan Bandar Taiping yang diwartakan pada tahun 2010. Namun begitu, menurut beliau lagi, kesedaran masyarakat mengenai warisan tempatan adalah langkah yang terbaik untuk memelihara dan memulihara warisan di bandar Taiping.

## **Kesimpulan**

Secara keseluruhannya, kepelbagaian tarikan pelancongan warisan di bandar Taiping seperti bangunan, monumen dan tapak bersejarah perlu diintegrasikan dalam konteks program untuk komuniti dan pelancong, usaha pemeliharaan dan pemuliharaan serta program promosi, pelbagai aktiviti yang dianjurkan dan pakej percutian melalui satu platform yang bersesuaian. Kecanggihan teknologi multimedia masa kini perlu dimanfaatkan agar keunikan dan kelebihan khazanah warisan di bandar ini dapat ditonjolkan sekali gus menjadikannya antara ikon pelancongan warisan yang tersohor di Malaysia khususnya dan dunia amnya.

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# KERETA LEMBU SEBAGAI PELANCONGAN WARISAN NEGERI MELAKA: MENEROKA SEJARAH DAN PERKEMBANGANNYA

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## Abstrak

Laporan penyelidikan ini merupakan sebahagian daripada hasil kajian kereta lembu sebagai pelancongan warisan di negeri Melaka. Data dikutip melalui penyertaan ikut serta, temubual dan kajian dokumen. Kereta lembu merupakan kenderaan yang merupakan warisan tinggalan zaman di negeri Melaka yang masih kekal digunakan sehingga ke hari ini. Namun, perbezaan yang ketara dapat dilihat dalam peranan kereta lembu masa kini dan dahulu. Kini, kereta lembu merupakan sebuah pengangkutan yang menjadi ikon pelancongan warisan di negeri Melaka dan berjaya menarik minat pelancong samada domestik mahupun antarabangsa untuk berkunjung ke Malaysia amnya dan Melaka khasnya. Justeru, kajian ini dilaksanakan untuk meneliti sejarah dan perkembangan kereta lembu dalam pelancongan warisan negeri Melaka, selain mendokumentasikan sejarah perkembangan kereta lembu di negeri Melaka. Seramai enam orang informan kajian telah terlibat dalam temu bual yang dijalankan. Hasil kajian mendapati kereta lembu merupakan antara elemen pelancongan warisan yang menyumbang tinggi dalam menarik kemasukan pelancong sekaligus meningkatkan ekonomi negeri Melaka dan meletakkan Melaka sebagai destinasi pelancongan warisan pilihan di dunia dan Malaysia.

**Kata kunci:** *Pelancongan warisan, Kereta lembu,*

## Abstract

*This research report is a part of the result of the bullock cart research as a heritage tourism in Melaka. The data was collected from the participation on research field, interview and document analysis. Bullock cart is a late heritage vehicle in Melaka. There is a greater difference in the role of the late bullock cart and bullock cart today. Now, bullock cart was a transportation that we referred to as a heritage tourism icon for Melaka and played their role in bring in the tourist whether the domestic or the international tourist to visit Malaysia and especially Melaka. This research was conducted to study the history and development of bullock cart in heritage tourism in Melaka. A total of six informants were involved in the interview. Results showed that bullock cart was a heritage tourism element that contribute in attracting tourists while enhancing economic of Melaka and putting Melaka as a world tourism destination choice.*

**Keywords:** *Heritage tourism, Bullock cart*

## Pengenalan

Kereta lembu merupakan sejenis pengangkutan yang popular di Semenanjung Tanah Melayu, dan bukan hanya terdapat di negeri Melaka. Namun, Melaka merupakan negeri yang lebih terkenal dengan kereta lembunya berbanding negeri lain berikutan tiada negeri lain di Tanah Melayu pada zaman dahulu yang mempunyai bilangan kereta lembu yang begitu banyak jumlahnya dalam satu-satu masa. Kereta lembu telah digunakan di Melaka sehingga

1950-an sebagai pengangkutan utama di jalanan (Khoo Khay Kim, 1986). Namun, setelah masa berlalu, peranan kereta lembu telah beralih kepada membawa pelancong bersiar-siar seketika sekaligus menjadi agen yang dapat menarik kedatangan pelancong ke Malaysia amnya dan Melaka khususnya. Kereta lembu juga dianggap sebagai warisan tinggalan zaman yang masih kekal hingga ke hari ini. Kereta lembu yang terdapat di negeri Melaka mempunyai sedikit perbezaan ciri-ciri dengan kereta lembu di negeri lain di semenanjung Malaysia.

Kajian ini memberi fokus kepada kereta lembu kerana ia merupakan salah satu warisan tinggalan zaman yang unik. Kajian ini juga akan memberikan maklumat berkaitan perkembangan kereta lembu dan sejarah kereta lembu di negeri Melaka. Pada hari ini, terdapat hanya dua daerah sahaja di negeri Melaka yang masih menjalankan aktiviti menarik kereta lembu sebagai aktiviti riadah bagi pelancong. Daerah tersebut adalah daerah Melaka Tengah dan Merlimau yang kedudukannya terletak lebih hampir dengan kawasan pusat bandar berbanding daerah lain yang nyata kedudukannya agak jauh dari Bandar Melaka. Aktiviti ini nyata mampu menarik minat pelancong samada dari dalam mahupun luar negara yang semestinya tidak ingin ketinggalan dalam menikmati aktiviti riadah yang sememangnya tidak dapat dirasai pengalamannya di tempat lain (Samsudin Abdul,2015).

### **Sejarah kereta lembu**

Kajian dan penulisan yang dilakukan berkaitan kereta lembu telah banyak dilakukan sejak zaman Kesultanan Melayu Melaka lagi. Namun usaha penerbitan makalah atau dokumen yang berkaitan dengan kereta lembu hanya mula didapati dalam bentuk penerbitan bermula pada tahun 70-an. Namun sejak kebelakangan ini, penulisan berkaitan kereta lembu samada di Melaka mahupun Malaysia sukar ditemui.

Usaha berkaitan pendokumentasian kereta lembu Melaka telah bermula tahun 1982 oleh Abdul Khalid dan Mohd. Kassim. Kereta lembu dianggarkan diperkenalkan di Melaka mulai tahun 1830-an (Abdul Khalid, 1982). Dalam karya ini, penyelidik telah menerangkan beberapa maklumat penting berkaitan kereta lembu seperti kedatangan atau kemunculan kereta lembu di Melaka dan di Malaysia. Maklumat yang terdapat di dalam risalah ini mempunyai keutuhan yang sangat kuat berikutan data yang diperolehi dipungut sendiri oleh penyelidik dengan menggunakan kaedah menemubual informan kajian yang mempunyai pengalaman yang lama berkaitan kereta lembu di negeri Melaka khususnya dan Malaysia amnya. Maklumat berkaitan sejarah kereta lembu mula bertapak di negeri Melaka antara maklumat utama yang menjadikan risalah ini sangat membantu penyelidik terkemudian. Hal ini adalah kerana bilangan pengusaha dan penarik kereta lembu yang mempunyai pengetahuan sejarah dan melalui zaman keunggulan kereta lembu di Melaka semakin kecil jumlahnya berikutan kebanyakan mereka telah meninggal dunia. Hanya segelintir golongan sahaja yang tinggal dan dapat dijadikan peserta kajian yang dapat membekalkan maklumat yang diperlukan penyelidik.

Sebelum kewujudan sistem perhubungan dan pengangkutan yang moden dan *sophisticated* di Tanah Melayu, masyarakat pada zaman dahulu rata-ratanya menggunakan pengangkutan air sebagai alternatif utama dalam menghubungkan sesuatu tempat ke tempat yang lain. Pada abad ke-15 dan ke-16 terdapat sebuah jalan darat dan jalan air yang menjadi penghubung di antara negeri Melaka dan negeri Pahang. Kemunculan jalan keretapi dan jalan

raya moden yang dibina oleh Inggeris menyebabkan penggunaan *water-routes* dan *foothpaths* ini hanya bertahan sehingga akhir abad ke-19 sahaja (Abdul Khalid, 1982). Sebelum kedatangan revolusi pengangkutan awam kenderaan berenjin seperti bas, teksi, dan pengangkutan awam yang lain digunakan sebagai pengangkutan awam utama, kenderaan yang bercorak tradisional yang menggunakan tenaga haiwan bagi menggerakkannya seperti kereta lembu, kereta kuda, basikal roda toga, *jinrikshaw* dan beca digunakan sebagai pengangkutan utama bagi orang kebanyakan dan golongan atasan (Ibrahim Wahab, 1991).

W.G. Shellabear pula ada menyebut dalam karyanya iaitu *Sejarah Melayu* (1977) yang menyatakan bahawa lembu pada permulaannya merupakan seekor haiwan yang berperanan sebagai kenderaan diraja. Namun karya ini tidak menyebut dengan jelas bagaimana raja tersebut di bawa menaikinya, samada ditunggangi atau ditarik menggunakan kereta oleh lembu tersebut. Karya tersebut hanya menjelaskan bahawa secara umum bahawa raja menaiki lembu:

Maka dengan takdir Allah Taala lembu kenaikan baginda itupun muntahkan buih, maka keluarlah daripada buih itu seorang manusia laki-laki dinamai Bat dan destarnya terlalu besar.

Oleh itu, berdasarkan petikan di atas, W. G. Shellabear kuat mengatakan bahawa kereta lembu telah wujud di Alam Melayu iaitu sejak zaman Kesultanan Melayu Melaka. Selain itu, tahun kenaikan raja tersebut juga tidak dinyatakan secara terperinci.

Terdapat juga andaian catatan lama lain yang mengatakan bahawa kereta lembu Melaka ini telah mula digunakan di negeri ini semenjak Zaman Kesultanan dan Empayar Melayu Melaka lagi, iaitu dalam lingkungan tahun 1400 (Mohd. Kassim 1982). Terdapat juga teori lain yang mengatakan bahawa orang India merupakan orang yang bertanggungjawab memperkenalkan kereta lembu di negeri Melaka selain menyatakan bahawa kereta lembu merupakan pengangkutan tradisional yang diperkenalkan bermula zaman Kesultanan Melayu Melaka iaitu pada abad ke-15 melalui saudagar India yang berhijrah ke negara ini pada ketika itu. Dalam artikel ini, Arkib Negara Malaysia (2006) turut menunjukkan sekeping gambar yang menggambarkan kereta lembu yang digunakan di Malaysia pada awal kemunculan dan pada zaman kegemilangan kereta lembu di Malaysia.

Mohd Kassim (1982) mengatakan bahawa teori ini boleh dipercayai kerana bentuk kereta lembu yang masih digunakan di India pada masa kini adalah seakan-akan rupanya seperti kereta lembu yang terdapat di Melaka. Ciri-ciri ini khususnya, termasuklah fungsinya yang serupa iaitu untuk mengangkut barangan. Di negeri Melaka, kereta lembu merupakan sejenis pengangkutan yang menjadi lambang kemegahan Negeri Melaka. Mengikut sumber dari Jabatan Muzium Negara, kereta lembu Melaka diperkenalkan sewaktu zaman Kesultanan Melayu Melaka pada abad ke-15 oleh saudagar-saudagar yang datang dari India. Hal ini berikutan bentuk kereta lembu Melaka mirip *wagon* yang terdapat di Amerika pada zaman dahulu yang ditarik oleh kuda sebagai tunggak utama yang menggerakkannya.

Sehingga lewat tahun 60-an penggunaan kereta sebagai kenderaan utama adalah amat kecil jumlahnya. Penggunaan motosikal dan basikal pula boleh dilihat dimana-mana sahaja tetapi bilangannya adalah lebih sedikit berbanding penggunaan kereta atau kenderaan berenjin. Namun, penggunaan kereta lembu lebih mendapat tempat di hati masyarakat untuk bergerak samada digunakan bagi kerja-kerja mengangkut barangan mahupun membawa penumpang

(Bony Wee, 2009). Suatu ketika dahulu, pekerjaan sebagai penarik kereta lembu merupakan sumber pendapatan utama yang membantu meningkatkan pendapatan segelintir penduduk negeri Melaka yang terdiri daripada penarik kereta lembu di negeri ini.

Kereta lembu di negeri Melaka mula melalui zaman kegemilangannya pada tahun 50-an dimana jumlah kereta lembu di negeri ini semakin meningkat sehingga jumlahnya mencecah 200 hingga 250 buah (Abdul Khalid, 1982). Berdasarkan penelitian yang dibuat, Melaka merupakan negeri yang mempunyai jumlah penarik dan pengusaha kereta lembu yang ramai dan lebih popular dan sinonim dengan kereta lembunya sebagai salah satu ikon negeri ini. Ini kerana, menurut informan kajian 1 (Samshudin Abdul, 2015), penarik dan pengusaha kereta lembu ini terdapat 70% hingga 80% di negeri Melaka dari keseluruhan pengusaha dan penarik kereta lembu yang terdapat di Malaysia.

Kemunculan kereta lembu sebelum tahun 50-an seperti 'cendawan tumbuh' dimana kebanyakannya terdiri daripada masyarakat Melayu sebagai bangsa utama yang mempelopori pekerjaan sebagai penarik kereta lembu ini. Pada ketika itu, peranan kereta lembu sebagai pengangkutan yang mesra pelanggan dipilih oleh orang kebanyakan berikutan nilai tambangnya yang berpatutan berbanding dengan perkhidmatan teksi yang jauh lebih mahal nilai tambangnya.

Setiap perkara pasti ada pasang surutnya, begitu juga keadaannya dengan perkembangan kereta lembu di negeri ini, memandangkan pergerakan kereta lembu yang agak lambat pergerakannya, kerajaan telah mengeluarkan ordinan jalan raya yang melarang kereta lembu daripada memasuki kawasan perbandaran, mulai tahun 1970-an. Hal ini seterusnya memberi impak yang besar terhadap industri kereta lembu berikutan jalan utama yang kebiasaannya digunakan tidak lagi boleh dilalui. Perjalanan yang dibuat oleh penarik dan pemilik kereta lembu ini kemudiannya hanya melalui sesetengah kawasan yang bukan jalan utama yang sibuk bagi mengelakkan berlakunya kesesakan dan akibat lain.

### **Perkembangan industri kereta lembu sebagai pelancongan warisan di negeri Melaka**

Kereta lembu di negeri Melaka melalui fasa-fasa yang sukar selepas bermulanya pengharaman meraikan pesta Mandi Safar yang dianggap amat sinonim dengan kereta lembu di negeri Melaka dan rakyat Melaka khususnya pada era tersebut. Pada tahun 70-an, kereta lembu Melaka sudah jarang kelihatan dan sukar untuk mendapatkan perkhidmatan mereka untuk tujuan lain selain perkhidmatan membawa untuk bersiar-siar di sekitar Padang Pahlawan di bandar Melaka sahaja. Menurut informan kajian 2 (Salleh Yaakub, 2015) hal ini adalah kerana, pada ketika itu bermulanya pengharaman sambutan perayaan pesta mandi safar di Melaka, yang mana penglibatan kereta lembu dalam perayaan pesta tersebut amatlah penting. Hal ini juga turut merendahkan peluang untuk penarik kereta lembu ini untuk berinteraksi dengan penduduk setempat mahupun menonjolkan diri dalam kalangan pelancong sudah mula berkurangan.

Namun, pihak kerajaan negeri sekali lagi mengambil peranan untuk membantu merencanakan lagi ekonomi penarik dan pengusaha kereta lembu ini seterusnya memberikan satu lokasi untuk penarik dan pengusaha kereta lembu ini untuk meneruskan kelangsungan hidup. Pihak kerajaan negeri telah memberi bantuan dari segi peruntukan kawasan yang boleh



menempatkan pengusaha serta pemilik kereta lembu ini untuk meneruskan kelangsungan hidup dengan mengambil peranan sebagai agen pelancongan kecil yang dapat mempromosikan negeri Melaka. Mereka diberikan kawasan untuk melakukan aktiviti menarik kereta lembu dengan menggunakan kereta lembu sedia ada dengan kadar upah mengikut pusingan di Padang Pahlawan tersebut. Namun, setiap perkara yang dilaksanakan jika tiada pemantauan dan kerjasama baik yang berterusan dilakukan daripada kedua-dua pihak semestinya hanya sia-sia sahaja. Sehingga ke hari ini, perkhidmatan kereta lembu hanya dapat dirasai jika pelancong berkunjung ke beberapa buah kampung yang masih melakukan aktiviti perkhidmatan membawa pelancong bersiar-siar sahaja. Hal ini adalah kerana, memandangkan pembangunan yang pesat telah berlaku maka, tempat untuk menempatkan lokasi perkhidmatan kereta lembu yang bersesuaian dengan keperluan asasnyanya sukar untuk diperolehi. Oleh itu, pada waktu ini, perbincangan yang baik masih dirangka oleh kedua-dua belah pihak untuk mendapatkan lokasi pengoperasian yang sesuai sekaligus dapat membantu merencanakan lagi sektor pelancongan di negeri Melaka.

Kini, negeri Melaka sememangnya merupakan sebuah negeri yang sinonim dengan pelancongan dan menyediakan banyak tempat menarik untuk menjadi kunjungan para pelancong samada dari dalam mahupun luar negara. Jika disebut sahaja Melaka, pastinya hampir kebanyakan pelancong yang pernah melawat atau berkunjung ke rantau Asia menyukai negeri ini berikutan penawaran pelbagai lokasi menarik dan bersejarah, sesuai dengan peranannya sebagai salah satu Bandar Warisan Dunia sejak tahun 2008 (Utusan Online, 2015).

Kerajaan negeri Melaka khasnya telah menyuntik sebuah idea yang berbentuk inovasi ke dalam perkembangan industri pelancongan negeri Melaka iaitu melalui penghasilan aplikasi pintar mudah alih pertama di Malaysia yang memaparkan aplikasi terkini berkaitan maklumat pelancongan negeri Melaka. Aplikasi ini yang dikenali sebagai '*Destination Melaka*' memaparkan maklumat terkini mengenai pelancongan bagi memenuhi permintaan pelancong dari seluruh dunia dan domestik di negeri ini (Melaka Hari Ini, 2016). Beberapa elemen dan kawasan-kawasan pelancongan yang telah dikenalpasti, dibangunkan supaya dapat membantu pengusaha bumiputera menceburi bidang pelancongan seterusnya menarik lebih ramai pelancong berkunjung ke negeri Melaka (Perbadanan Kemajuan Negeri Melaka, 2016).

Negeri Melaka juga turut diberi jolokan sebagai destinasi percutian paling '*hipster*' di Malaysia berikutan dengan kekayaan kepelbagaian warisan, unik dan mempersona (Melaka Hari Ini, 10 Februari 2016). Pelbagai tarikan menjadikan Melaka terus menerima kedatangan pelancong yang sentiasa bertali arus dari seluruh dunia dan juga pelancong domestik. Kemasukan jumlah bilangan pelancong yang bertandang ke negeri Melaka semakin meningkat dari tahun ke tahun. Peningkatan ini boleh dilihat dengan melihat daripada trend prestasi kedatangan pelancong ke negeri Melaka dari tahun 2011 hingga ke tahun 2014. Pada tahun 2011, kedatangan pelancong ke negeri Melaka ialah seramai 12,165,866 orang yang terdiri daripada 10,198,855 pelancong domestik dan 3,512,279 orang pelancong asing. Jumlah ini seterusnya meningkat kepada 15,032,030 pelancong yang terdiri daripada 10,846,706 pelancong domestik dan 4,185,324 pelancong asing (Bahagian Promosi Pelancongan Melaka, 2015). Jumlah peningkatan ini menunjukkan bahawa industry pelancongan warisan kereta lembu juga merupakan salah satu daya tarikan yang berupaya menarik kedatangan pelancong

ke negeri Melaka namun peratusan sumbangan industri ini belum dapat dipastikan dengan lebih terperinci lagi.

Berdasarkan temubual yang dilakukan, informan kajian 1 yang merupakan Pengerusi Persatuan Pemilik Kereta Lembu Negeri Melaka (Samsudin Abdul) menyatakan bahawa kebanyakan pelancong yang datang berkunjung bagi menikmati perkhidmatan bersiar-siar dengan menaiki kereta lembu ini rata-ratanya terdiri daripada pelancong dari luar negara. Pelancong-pelancong ini kebanyakannya terdiri daripada mereka yang datang dari China, Korea dan Jepun.

Berbanding negeri lain, Melaka boleh dilihat dan dikategorikan sebagai negeri yang menjadi pusat kepada perkembangan kereta lembu dimana rata-rata golongan petani Melayunya merupakan golongan yang memainkan peranan utama bagi mempopularkan kenderaan dan sistem pengangkutan ini sebagai pilihan utama. Namun, pada masa kini fungsi kereta lembu lebih cenderung digunakan untuk membawa penumpang atau pelancong yang bertandang ke negeri Melaka.

Menurut informan kajian 1, sehingga kini, bilangan sebenar penarik dan pemilik kereta lembu di negeri Melaka tidak dapat ditentukan secara terperinci. Namun, taburan ini dapat ditentukan dan dibahagikan taburannya berdasarkan daerah yang terdapat di negeri Melaka seperti yang terdapat dalam Rajah 1. Antara daerah yang masih aktif dengan aktiviti yang melibatkan kereta lembu di negeri Melaka adalah daerah Melaka Tengah dan Jasin. Di daerah Jasin, terdapat dua buah kampung yang memiliki perusahaan ini dan masih aktif iaitu Kampung Bukit Senggeh dan Kampung Tedong. Manakala, di daerah Melaka Tengah pula, jumlah pemilik dan pengusaha kereta lembu ini lebih ramai dan bilangan kampung yang terdapat perusahaan ini lebih banyak berbanding daerah Jasin. Antara kampung yang mempunyai taburan pemilik dan pengusaha kereta lembu di daerah Melaka Tengah ialah Kampung Tambak Bugis, Kampung Bukit Lintang, Kampung Telok Mas, Kampung Bukit Piatu, Kampung Bukit Baru, Kampung Sungai Putat, Kampung Batu Berendam, dan Kampung Bachang.

Taburan untuk pengusaha dan pemilik kereta lembu di negeri Melaka termasuklah mereka yang sudah tidak aktif melibatkan tiga daerah iaitu daerah Merlimau, daerah Alor Gajah dan daerah Jasin. Namun taburan ini hanya boleh dijadikan rujukan untuk lokasi yang pernah mempunyai penarik dan pemilik kereta lembu sahaja. Di daerah Merlimau, terdapat enam buah kampung yang pernah menjadi lokasi keberadaan kereta lembu ini iaitu Kampung Tedong, Kampung Serkam, Kampung Sebatu, Kampung Sungai Rambai, Kampung Bukit Tembakau, dan Kampung Air Molek. Manakala di daerah Alor Gajah pula, terdapat sembilan buah kampung meliputi Pekan Masjid Tanah, Kampung Londang, Kampung Kuala Sungai Baru, Kampung Tanjung Bidara, kampung Padang Sebang, Kampung Air Pa'abas, Kampung Melekek, Kampung Durian Tunggal dan Kampung Padang Keladi. Manakala bagi daerah Jasin pula ialah Kampung Bukit Senggeh, Kampung Nyalas, Kampung Simpang Kerayong, Kampung Tehel dan Kampung Bemban.

Peranan kereta lembu itu sendiri sebagai suatu alat yang membantu dalam perkembangan ekonomi masih dapat diteruskan walaupun dalam bentuk sumbangan yang berlainan dan jauh berbeza daripada zaman awal kemunculannya. Hal ini kerana pada zaman awal kemunculannya, peranan kereta lembu itu sendiri adalah sebagai pengangkutan yang

bertindak untuk membantu urusan pengangkutan barangan yang tauke-tauke besar untuk mengambil barangan perniagaan yang dibeli dari bandar ke pekan-pekan tertentu. Selain itu, kereta lembu ini juga turut digunakan sebagai pengangkutan masyarakat tani dan masyarakat yang tinggal dikampung untuk mengangkut barangan pertanian mereka atau disewa oleh orang-orang tertentu.

## Kesimpulan

Di suatu sudut yang lain, warisan dan pelancongan dilihat sebagai satu komponen yang saling bergantung antara satu sama lain. Kebergantungan ini merupakan kebergantungan yang dilihat dari kacamata positif yang turut sama membantu merancakkan ekonomi dan menjana kesejahteraan penduduk sesebuah negara mahupun negeri tersebut. Dalam konteks kajian ini, Kereta Lembu Melaka dilihat sebagai salah satu warisan yang masih kekal hingga ke hari ini yang dapat membantu negeri Melaka mahupun Malaysia dalam menarik kedatangan pelancong asing mahupun domestik (Melaka Hari Ini, 10 Februari 2016).

Memandangkan kereta lembu merupakan salah satu warisan tinggalan zaman yang masih wujud pada masa ini, kereta lembu juga seharusnya diberi perhatian dalam aspek pemuliharaan dan kelangsungan hidup penarik dan pengusahanya seperti bagi memastikan industri kreatif ini dapat dinikmati manfaatnya dan dikenali oleh generasi akan datang sekaligus bagi memastikan warisan ini tidak terus lenyap begitu sahaja. Namun, usaha ini seharusnya perlu mendapat kerjasama yang baik dari semua pihak bagi menjadikan kereta lembu yang dianggap sebagai warisan yang mungkin kurang diberi perhatian ini untuk terus dikenali dan dapat menjadi salah satu tarikan utama yang dapat dinikmati oleh para pelancong.

Memandangkan perkhidmatan kereta lembu ini merupakan antara tarikan utama pelancong luar negara khasnya, maka sub-sektor ini seharusnya diberi perhatian yang serius bagi membantu negeri Melaka dan Malaysia untuk mencapai misi menarik lebih ramai pelancong datang ke negara ini sejajar dengan sasaran pada tahun 2020 iaitu dengan menyasarkan jumlah kedatangan pelancong ke Malaysia meningkat kepada 36 juta orang dengan jumlah pendapatan sebanyak RM168 bilion (Utusan Online, 2015).

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## Lampiran



Rajah 1: Taburan Penarik kereta lembu yang masih aktif di negeri Melaka.

(Sumber: kajian lapangan ,2015)



Rajah 2: Kereta lembu yang di hias cantik bagi menyertai perarakan festival di Melaka.

(Sumber: kajian lapangan 2015)



Rajah 3: Pelancong bersiar-siar menaiki perkhidmatan kereta lembu

(Sumber: kajian lapangan 201

# **PERSEPSI KOMUNITI TEMPATAN TERHADAP PEMBANGUNAN INFRASTRUKTUR DAN KEMUDAHAN ASAS DI KUALA PENYU, SABAH**

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## **Abstrak**

Kertas kerja ini meneliti tentang persepsi komuniti tempatan terhadap pembangunan infrastruktur dan kemudahan asas di Kuala Penyu. Walaupun terdapat beberapa kemudahan di pekan ini, namun ketersediaannya masih lagi kurang memuaskan. Oleh itu, kajian ini akan mengenal pasti sejauh mana tahap kepuasan penduduk tempatan terhadap ketersediaan infrastruktur dan kemudahan asas di Kuala Penyu. Kajian ini menggunakan kaedah kualitatif dan sampel kajian seramai 12 orang iaitu terdiri daripada 9 orang lelaki dan 3 orang perempuan. Dapatan kajian menunjukkan majoriti responden memberi pendapat yang sama berkenaan kemudahan asas yang ada. Ini memberi kesan terhadap aktiviti seharian penduduk khususnya sebagai pengguna utama kepada kemudahan infrastruktur seperti bank, bekalan air dan sebagainya. Masalah utama berpunca daripada kurangnya penyediaan kemudahan ini. Selain itu, masalah kemudahan yang terdapat di pasar masih lagi dalam keadaan yang tidak memuaskan kerana sering dicerobohi oleh pencuri. Cadangan untuk mengatasi masalah ini ialah dengan menyediakan lebih banyak kemudahan seperti bank dan stesen minyak, meningkatkan dan memperluaskan jaringan internet dan rangkaian telefon serta penambahbaikan dan melebarkan jaringan jalan raya, jeti dan jambatan. Kesimpulannya, kerjasama semua pihak yang bertanggungjawab terutamanya pihak kerajaan tempatan perlu dipergiatkan agar isu dan masalah berkaitan pembangunan infrastruktur dan kemudahan asas di Kuala Penyu dapat diatasi, sekali gus menjadikan pekan ini mampu berdaya saing dengan pekan dan bandar lain di Sabah khususnya Malaysia amnya.

**Kata kunci:** *Persepsi, Komuniti Tempatan, Infrastruktur, Kemudahan Asas, Kuala Penyu*

## **Pengenalan**

Infrastruktur dan kemudahan asas merupakan salah satu aspek yang menjadi petunjuk terhadap taraf pembangunan dan kemajuan sesebuah kawasan. Secara umumnya, infrastruktur dan kemudahan asas adalah perkhidmatan yang disediakan oleh kerajaan kepada masyarakat untuk kegunaan bersama. Ia terdiri daripada sub sektor seperti jalan dan jambatan, pengangkutan bandar dan rel, pelabuhan, lapangan terbang, komunikasi serta air dan pembentungan (Unit Perancang Ekonomi, 2015). Menurut Kodoatie (2005), infrastruktur adalah kemudahan fizikal yang dibangunkan dan diperlukan oleh agen awam untuk fungsi pentadbiran dalam penyediaan air, tenaga elektrik, pembuangan sisa, pengangkutan dan perkhidmatan lain untuk memudahkan tujuan sosial dan ekonomi. Manakala menurut Grigg (1988), infrastruktur pula merupakan sistem fizikal yang menyediakan pengangkutan, pengairan, sistem perparitan, bangunan

dan kemudahan awam lain yang diperlukan untuk memenuhi keperluan asas manusia baik keperluan sosial mahupun keperluan ekonomi. Oleh yang demikian, infrastruktur merupakan sistem fizikal yang diperlukan untuk memenuhi keperluan asas manusia dalam persekitaran sosial dan ekonomi.

Penyediaan infrastruktur dan kemudahan asas yang lengkap dan mencukupi di sesebuah kawasan menunjukkan kawasan berkenaan memiliki taraf pembangunan yang tinggi dan memberangsangkan. Dalam sistem perkhidmatan komuniti awam, penyediaan infrastruktur dan kemudahan asas adalah asas yang paling utama untuk mengukur kepuasan komuniti terhadap sistem pemerintahan kerajaan. Walau bagaimanapun, penyediaan atau pembangunan infrastruktur dan kemudahan asas di sesebuah kawasan tidak mudah dijalankan dan biasanya mengambil jangka masa yang panjang kerana pembiayaan bagi kerja-kerja pelaksanaan melibatkan kos yang tinggi terutamanya projek pembangunan infrastruktur yang berskala besar.

### **Permasalahan Kajian Dan Objektif Kajian**

Infrastruktur dan kemudahan asas merupakan elemen penting yang perlu wujud dalam sesebuah kawasan. Penyediaan infrastruktur dan kemudahan asas oleh pihak kerajaan atau swasta yang mencukupi di sesebuah kawasan mempengaruhi tahap kepuasan dan kesejahteraan penduduk di kawasan berkenaan. Pekan Kuala Penyu merupakan salah satu kawasan yang masih mempunyai masalah infrastruktur dan kemudahan asas. Walaupun terdapat beberapa kemudahan di Kuala Penyu, namun penyediaan infrastruktur dan kemudahan asas seperti jalan raya, jambatan, jeti, bekalan air dan elektrik serta kemudahan asas lain masih lagi kurang memuaskan. Justeru, kajian ini akan mengenal pasti sejauh mana tahap kepuasan penduduk Kuala Penyu terhadap ketersediaan infrastruktur dan kemudahan asas yang terdapat di pekan berkenaan.

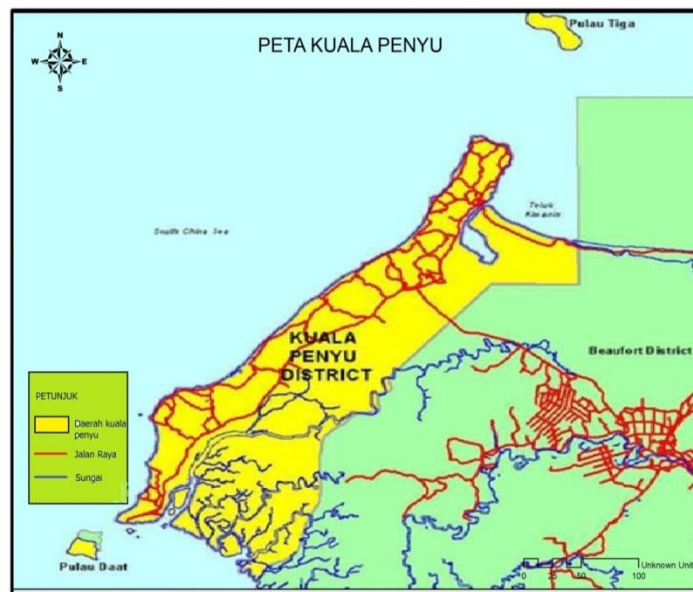
Berikut adalah objektif kajian ini:

- i. Meneliti tahap kepuasan penduduk Kuala Penyu terhadap ketersediaan infrastruktur dan kemudahan asas.
- ii. Mengenal pasti masalah yang dihadapi oleh penduduk tempatan terhadap ketersediaan infrastruktur dan kemudahan asas di Kuala Penyu.
- iii. Mencadangkan cara-cara mengatasi masalah utama dalam penyediaan dan ketersediaan infrastruktur dan kemudahan asas di Kuala Penyu.

### **Kawasan Kajian**

Menurut Dokumen Gazetir Sabah (2012), Kuala Penyu terletak di bahagian pedalaman Sabah pada Latitud 5° 35' 5.549" Utara dan Longitud 115° 34' 9.493" Timur (Rajah 1.1). Keluasan daerah ini ialah 45,326 hektar atau 453 km persegi. Terdapat beberapa suku kaum yang tinggal di Kuala Penyu, misalnya Dusun Tatana (32%), Bisaya (28%), Brunei (26%), Bajau (6%), Kedayan (5%), Cina (2%) dan lain-lain (1%) daripada jumlah keseluruhan penduduk seramai 22,367 orang.





**Rajah 1.1 : Kuala Penyu, Sabah**  
 Sumber : Kuala Penyu District & Local Plan (2004).

### Metodologi Kajian

Kajian ini menggunakan kaedah kualitatif kerana kaedah ini membolehkan penyelidik memperoleh maklumat terutama berkaitan profil responden dan boleh menemu bual dengan lebih mendalam tentang masalah dan pengalaman mereka (Cresswell, 1994; Hesse-Biber, 2007). Menurut Fraenkel dan Wallen (1993), penyelidikan yang melibatkan persepsi sesuai menggunakan kaedah kualitatif kerana pengkaji akan mempelajari sesuatu masalah secara mendalam. Beberapa instrumen kajian digunakan dalam kajian ini meliputi (i) temu bual mendalam digunakan sebagai alat untuk mengumpul data primer, (ii) pemerhatian serta (iv) rujukan pelbagai sumber sekunder.

Selain itu, pemilihan kaedah temu bual menggunakan panduan soal selidik dalam kajian ini adalah sesuai dengan tajuk dan objektif kajian yang memerlukan penyelidik mendapatkan maklumat secara menyeluruh berkaitan tahap kepuasan, masalah yang dihadapi dan cadangan penyediaan infrastruktur dan kemudahan asas. Kajian ini hanya melibatkan 12 orang responden yang terdiri daripada penduduk Kuala Penyu.

### Hasil Kajian Dan Perbincangan

Kajian ini dijalankan bertujuan untuk mengenal pasti tahap kepuasan penduduk setempat terhadap ketersediaan infrastruktur dan kemudahan asas di pekan Kuala Penyu. Maklum balas daripada responden adalah cara yang berkesan untuk mengetahui masalah yang dihadapi dan seterusnya mengenal pasti cara yang sesuai untuk menangani masalah yang dihadapi oleh penduduk setempat di kawasan kajian.

## Profil Responden

Seramai 12 orang responden yang terlibat dalam kajian ini, iaitu seramai 9 orang responden lelaki dan 3 orang responden perempuan. Maklumat mengenai tahap kepuasan, masalah dan cara mengatasi diperolehi daripada hasil temu bual dengan penduduk setempat dari pelbagai latar belakang di daerah Kuala Penyu (Jadual 1.1).

**Jadual 1.1 : Profil responden**

Responden	Jantina	Pekerjaan	Umur
<b>Responden 1</b>	Perempuan	Peniaga	57 tahun
<b>Responden 2</b>	Lelaki	Nelayan	28 tahun
<b>Responden 3</b>	Lelaki	Nelayan	26 tahun
<b>Responden 4</b>	Lelaki	Peniaga	52 tahun
<b>Responden 5</b>	Perempuan	Peniaga	52 tahun
<b>Responden 6</b>	Lelaki	Bekerja sendiri	27 tahun
<b>Responden 7</b>	Perempuan	Peniaga	19 tahun
<b>Responden 8</b>	Lelaki	Mekanik	26 tahun
<b>Responden 9</b>	Lelaki	Pemandu pelancong	41 tahun
<b>Responden 10</b>	Perempuan	Pelajar	23 tahun
<b>Responden 11</b>	Lelaki	Guru KAFA	20 tahun
<b>Responden 12</b>	Lelaki	Pelajar	19 tahun

## Tahap Kepuasan Penduduk terhadap Infrastruktur dan Kemudahan Asas

Berdasarkan hasil temu bual di kawasan kajian, majoriti responden di Kuala Penyu menganggap kemudahan awam yang disediakan di daerah ini berada pada tahap yang memuaskan untuk sesetengah kemudahan asas dan kurang memuaskan untuk sebahagian yang lain. Jadual 1.2 menunjukkan tahap kepuasan responden terhadap infrastruktur dan kemudahan yang disediakan. Tiga skala digunakan untuk mengukur tahap kepuasan penduduk iaitu sama ada tahap memuaskan, sederhana dan tidak memuaskan.

**Jadual 1.2 : Persepsi penduduk terhadap infrastruktur dan kemudahan asas**

Kemudahan	Sangat memuaskan	Memuaskan	Kurang memuaskan
<b>Gerai makanan</b>	✓		
<b>Jalan raya</b>		✓	
<b>Bekalan eletrik</b>		✓	
<b>Jambatan</b>		✓	
<b>Pasar</b>		✓	
<b>Stesen minyak</b>		✓	
<b>Pengangkutan awam</b>		✓	
<b>Jeti</b>			✓
<b>Bekalan air</b>			✓
<b>Telekomunikasi</b>			✓
<b>Bank</b>			✓
<b>Barangan runcit</b>			✓

Berdasarkan jawapan responden terhadap infrastruktur dan kemudahan asas di Kuala Penyu, persepsi yang diterima adalah pelbagai. Majoriti responden menyatakan tahap memuaskan untuk kemudahan jalan raya, bekalan elektrik, jambatan, pasar, stesen minyak dan pengangkutan awam yang merupakan asas kepada penduduk setempat. Hanya kemudahan gerai makanan sahaja yang berada pada tahap sangat memuaskan seperti mana menurut persepsi seorang responden yang ditemu bual.

*Setakat ini... senanglah... harga makanan pun ok... standardlah kampung-kampung...*

(Responden 11, Guru Kafa, 22 tahun)

Berikut adalah persepsi responden terhadap kemudahan jalan raya yang terdapat di pekan ini.

*Dari segi tahap kepuasan tu... boleh lah, tapi dari segi kualiti jalan kadang-kadang ada kontraktor... jalan bagus pun durang pegi tampal... durang korek... pas tu, kualiti tidak bagus... jadi, kalau 2 hingga 3 bulan... rosak lagi tu jalan...*

(Responden 9, Pemandu Pelancong, 41 tahun)

*Kalau jalan raya... berbanding dengan yang dulu-dulu la kan... sekarang ada ok sikit lah... walaupun tidak ok sepenuhnya, kepuasan tue sikit lah...*

(Responden 10, Pelajar, 23 tahun)

Bagi kemudahan bekalan elektrik di kawasan kajian, ia masih berada pada tahap yang memuaskan, meskipun ada rungutan berkenaan dengannya. Hal ini disokong oleh beberapa responden yang ditemu bual. Menurut responden:

*Bekalan elektrik dia ok... Cuma ada masa-masa kan dia pandai mati... kalau setiap hari sabtu saja lah... macam dari jam 8 pagi sampai 5 petang... itu pun kalau ada pembaikan...*

(Responden 10, Pelajar, 23 tahun)

*Kalau bekalan elektrik, kalau saya boleh lah... kalau kebiasaannya ada masa tertentu... macam tengah hari... dia pandai shut down...*

(Responden 9, Pemandu pelancong, 41 tahun)

Bagi kemudahan pasar pula, hasil temu bual menunjukkan tahap yang memuaskan. Ini seperti mana pendapat responden yang berikut.

*Tiada masalah juga... jabatan daerah pun durang kasih sedia ni... meja-meja bikin berjual. Ada pun kami tambah-tambah sudah macam gantung-gantung atas ni... kami bikin letak barang macam gantung sayur....*

(Responden 5, Peniaga, 51 tahun)

Seterusnya bagi jambatan pula, seorang responden menyatakan seperti berikut:

*Boleh lah bagi kami yang tinggal sini... kira memudahkan lah dekat dengan pasar... jadi macam jalan short cut lah bagi kami sebagai nelayan...*

(Responden 2, Nelayan, 28 tahun)

Hal ini turut disokong oleh rakan responden. Beliau berpendapat;

*Jambatan memang begini juga... kalau ada kerosakan... durang kasih baik... jadi, kira ok lah bagi kami di sini... kami terima apa seadanya lah...*

(Reponden 3, Nelayan, 26 tahun)

Berdasarkan hasil kajian yang dilakukan, terdapat beberapa responden yang menyatakan tidak puas hati bagi kemudahan bekalan air, telekomunikasi, bank, barangan runcit dan kemudahan jeti. Berikut adalah respon untuk kemudahan bekalan air:

*Kalau setakat ni ok lah... cuma tinggal di seberang (pulau tiga)... memang air yang selalu tidak puas hati lah... sebab memang air*

*tidak sampai ba... lagi-lagi kalau perayaan durang kasih limit tue air... kadang-kadang air tu... 1 tangki jak pergi seberang...*

(Responden 8, Mekanik, 26 tahun)

*Bekalan air memang tidak ok... kadang-kadang macam air tu kan dia pelan... pernah juga tu air mati sehari... tapi tak juga lah berhari-hari....*

(Responden 10, Pelajar, 23 tahun)

Bagi kemudahan perkhidmatan bank pula, respon penduduk yang ditemu bual adalah seperti berikut:

*Sekarang ni tahap kepuasan tu belum lagi lah... sebab kalau memerlukan bank-bank lain... terpaksa perlu ke Beaufort lagi... memang masalah lah... alternatif lain di hospital ada satu mesin atm... kalau dua-dua rosak... cara last terpaksa pigi beaufort lah... kadang-kadang dalam 4 hingga 5 hari dia tidak ok... tu pun agro bank jak yang ada...*

(Responden 12, Pelajar, 19 tahun)

*Kalau bank macam susah sikit lah... sebab banyak orang yang mengguna bah... satu dia kurang semua... lagipun balik-balik off line... kalau macam hari ni... dia off line tunggu 2 hari atau 3 hari sebab tutup kan... lagi-lagi kalau ada BRIM... nah... di situ masalahnya...*

(Responden 8, Mekanik, 26 tahun)

*Bank cuma ada satu saja... sepatutnya mahu tambah lah lagi... supaya memudahkan sebab kalau di sana rosak... tiada suda bank lain kalau out service... tak dapat suda lah... terpaksa pergi Beaufort.*

(Responden 23, Pelajar, 23 tahun)

Untuk kemudahan barangan runcit di pekan Kuala Penyu, rata-rata responden tidak berpuas hati dengan kemudahan ini. Berikut adalah jawapan dua orang responden yang ditemu bual.

*Di sini memang tidak lengkap lah... biasa lah kan kampong... kalau harga biasa standard lah... barang tu yang tidak lengkap, boleh juga kalau ada Imago kah...*

(Responden 11, Guru Kafa, 20 tahun)

*Macam isi daging ayam tu... kami beli di Beaufort... sebab murah ...kalau sini memang mahal ...tapi kalau ikan sini murah sikit lah... kami kan berniaga memang susah lah...*

(Responden 5, Peniaga, 19 tahun)

Seterusnya, responden yang ditemu bual didapati turut tidak berpuas hati dengan kemudahan komunikasi. Menurut salah seorang responden:

*Kalau telekomunikasi setakat ni tiada masalah lah... cuma masalah dia kurang internet sebab maxis sama celcom memang bermasalah... so far mesej sama call tu tiada masalah... dekat seberang saya punya kampung di Palu-Palu ada satu E-desa... masalahnya dia punya line memang tidak berapa bagus lah... public phone memang tiada... adalah dulu tapi sekarang tiada sudah... biasalah kan sebab tu gengtrisme...*

(Responden 12, Pelajar, 19 tahun)

Bagi kemudahan jeti, ketidakpuashatian turut dikemukakan oleh responden yang merupakan salah seorang pengguna jeti di pekan tersebut. Menurut responden:

*Jeti ni kalau masih lagi boleh pakai memang durang tidak kasih baik lagilah. Tapi kalau sekiranya tidak boleh pakai suda durang kasih baguslah... tapi masalahnya, dia tiada lampu... jadikan bahaya juga kalau macam budak kan... durang jalan, kita takut durang jatuh ka, apa ka...*

(Responden 3, Nelayan, 26 tahun)

### **Masalah Penyediaan dan Ketersediaan Infrastruktur dan Kemudahan Asas**

Untuk masalah dalam penyediaan dan ketersediaan infrastruktur dan kemudahan asas di Kuala Penyu, rata-rata responden yang ditemu bual berpendapat mereka mengalami kesukaran sekiranya berlaku masalah seperti kemudahan bank yang tidak berfungsi. Mereka terpaksa pergi ke bandar berdekatan iaitu Beaufort untuk mendapatkan kemudahan berkenaan. Bagi para peniaga pula, mereka perlu ke tempat lain untuk mendapatkan bahan mentah yang lebih murah berbanding di Kuala Penyu. Selain itu, masalah yang berlaku di kawasan pasar kerana kerap dicerobohi oleh pencuri.

Berdasarkan keseluruhan dapatan kajian, kemudahan asas di pekan Kuala Penyu berdasarkan persepsi responden didapati masih kurang memuaskan terutamanya keperluan kritikal seperti bank, bekalan air dan elektrik serta kemudahan pusat membeli-belah. Ketidakcekapan dalam penyediaan infrastruktur dan kemudahan asas ini didapati memberi kesan terhadap aktiviti seharian penduduk khususnya sebagai pengguna.

### **Cadangan Mengatasi Masalah Utama Penyediaan Kemudahan Infrastruktur**

Hasil kajian menunjukkan rata-rata responden yang ditemu bual berpendapat pihak berwajib seperti pihak berkuasa tempatan adalah tunggak utama dalam mengatasi masalah kelesuan pembangunan infrastruktur dan kemudahan asas di Kuala Penyu.

Mereka mengharapkan pihak berkuasa Majlis Daerah Kuala Penyu untuk menangani permasalahan yang timbul akibat kurangnya kemudahan asas yang disediakan.

Berikut adalah cadangan yang dikemukakan oleh responden dalam usaha menambah baik kemudahan asas di pekan ini.

- i) Menyediakan lebih banyak kemudahan seperti bank dan stesen minyak.
- ii) Meningkatkan dan memperluaskan jaringan internet dan rangkaian telefon.
- iii) Menambah baik dan melebarkan jaringan jalan raya, jeti dan jambatan.

Secara keseluruhannya, tahap kepuasan penduduk terhadap penyediaan dan ketersediaan infrastruktur dan kemudahan asas adalah pada tahap yang sederhana. Keadaan ini berlaku disebabkan kurangnya pembangunan di Kuala Penyu, meskipun pekan ini terletak di lokasi pinggir pantai dan tanah rata.

### **Implikasi Dasar**

Hasil kajian ini memberikan satu penemuan tentang betapa perlunya suatu penyelidikan yang menyeluruh dan berterusan perlu dilakukan untuk mengenal pasti faktor yang menyebabkan pekan Kuala Penyu agak perlahan dan tersisih daripada arus pembangunan berbanding pekan dan bandar yang berdekatan dengannya.

Pelan tempatan pembangunan Kuala Penyu yang telah dilakukan sebelum ini perlu diteliti dan dipantau prestasi perancangannya. Dengan bilangan penduduk yang semakin meningkat saban tahun, sewajarnya infrastruktur dan kemudahan asas di Kuala Penyu perlu ditingkatkan. Sehingga ke hari ini, hanya terdapat sebuah motel kecil, sebuah bank dan sebuah stesen minyak mini di pekan ini. Hal ini sekali gus menunjukkan standard pembangunan kemudahan asas yang masih rendah untuk memainkan fungsinya sebagai sebuah petempatan pekan kecil yang berdaya saing.

### **Kesimpulan**

Secara kesimpulannya, kelengkapan infrastruktur dan kemudahan asas sememangnya berfungsi sebagai roda penggerak kepada pembangunan dan pemodenan sesebuah kawasan. Kelemahan terhadap ketersediaan dan penyediaan infrastruktur serta kemudahan asas yang terdapat di Kuala Penyu merupakan faktor utama yang menyebabkan proses pembangunan yang perlahan di kawasan tersebut. Pembangunan kemudahan asas yang perlahan di kawasan ini turut menyebabkan masalah sosial dan ekonomi khususnya penduduk tempatan yang banyak bergantung kepada infrastruktur dan kemudahan asas yang sedia ada. Justeru, komitmen dan keprihatinan semua pihak yang bertanggungjawab terutamanya pihak berkuasa tempatan perlu dipergiatkan agar isu dan masalah berkaitan pembangunan infrastruktur dan kemudahan asas di Kuala Penyu dapat dipantau secara sistematik dan sekali gus menjadikan pekan ini lebih berdaya saing pada masa hadapan.

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**PART B**

**SOCIAL**

**SCIENCES**

# **MODELLING THE FACTORS OF KNOWLEDGE SHARING TOWARD ORGANIZATIONAL INNOVATION: A PROPOSED CONCEPTUAL FRAMEWORK**

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This study aims to develop and validate the factors of knowledge sharing model towards organizational innovation. The study also attempts to examine the influence of individual factors, organizational factors, technological factors and attitude towards knowledge sharing among primary school teachers in Terengganu. This study is proposes a framework that relates to the practice of knowledge sharing based on the previous literatures and the underpinning theories. Three independent variables (Individual Factors, Organizational Factors and Technological Factors), a mediator variable (Attitude towards Knowledge Sharing) will be employed with Organizational Innovation as the dependent variable.

**Keywords:** *Knowledge Sharing, Individual Factors, Organizational Factors, Technological Factors, Organizational Innovation.*



# EXPLORING CYBERNATED STORY TELLING VIA MULTIMODAL LITERACY: STUDENTS' ENGAGEMENT AND INSTRUCTIONAL STRATEGIES

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Communication terrain has changed dramatically over the last decade. Literacy in the 21<sup>st</sup> century can now take various forms especially in the era where technology 'rules'. However, one of the oldest ways of communication was through storytelling. Cybernated story-telling is one way in which multimodal literacy can be used. It does not only use the digital form of telling stories but also through popular networking sites such as Facebook, Twitter, Instagram and the like which are very appealing to students. The use of technology to aid the learning process is in tandem with the Malaysian government's effort to introduce and maintain innovative teaching and learning stated in the Preliminary 2013-2025 Malaysia Education Report. Thus, this study focuses on multimodality in the representation and learning potentials of teaching materials and ways in which teachers could engage students in classroom interaction to optimize students' learning. Multimodality in this study involves print, visual, information, media and graphic literacy (Silverton PS Catalyst Team, 2008). Students of Forms 1 and 2 (13-14 years old) from 6 Secondary schools around Gombak and Wangsa Maju in Selangor, Malaysia and their teachers are selected as respondents. Students in groups (with the guidance of their teachers) work together to create their own stories using the media mentioned. This story is then presented in class and school assemblies. Interviews with students and teachers, classroom observations and video recordings are carried out to find out their thoughts on the process of digitising story telling. The findings point to the direction of how schools respond to the challenges of engaging students in the digital world as oppose to the needs for students to 'perform' in school examinations. It also suggests the importance of the differences of *purposeful* literacy practices to schools to that in which are *meaningful* to the students.

**Keywords:** *Storytelling, Multimodal Literacies, Cybernated Storytelling, Technology Aided Teaching and learning, Digitised Story Telling*

# EMPLOYEES' WORKPLACE ECO-INITIATIVES: THE ROLE OF PUBLIC SERVICE MOTIVATION

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Global climate change has become a major environmental issue that pose a significant threat to human health and natural systems. However, it is extremely likely that human activity contributes significantly to climate change. Drawing on theory of public service motivation, this study examined the relationship between public service motivation dimensions and eco-initiatives among 204 employees of Federal parastatals in Nigeria. Attraction to policy making, commitment to the public interest, social justice, civic duty, compassion, and self-sacrifice were cast as dimensions of public service motivation. The results supported the hypothesized relationships between attraction to policy making, commitment to the public interest, social justice, compassion, self-sacrifice and employees' eco-initiatives. However, the results failed to support the hypothesized relationship between civic duty and employees' eco-initiatives. Practical implications of these findings and suggestions for future research are discussed.

**Keywords:** *Employees' Eco-Initiatives, Employee Green Behaviour, Pro-Environmental Behaviours, Public Service Motivation*

## ANIMAL THERAPY APPROACH IN REDUCING PASSIVE BEHAVIOURS IN STUDENTS WITH SPECIAL NEEDS

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Animal therapy is an approach which has gained popularity in reducing some passive behaviour in learners and adults with special needs. This study aims to reduce passive behaviors on a pupil with Special Education using animal therapy (cats). This case study employed the Kemmis McTaggart's (1988) model to investigate the effects of the approach in changing the passive interpersonal communication skills of the pupil with teachers and friends inside and outside the classroom. The instruments used included checklists, anecdotal records, structured interviews and analysis of video footage. Results showed that the use of animal therapy reduced the pupil's passive behaviours. This study concluded that animal therapy is effective in reducing passive behaviors of the learners with special education as well as improving the interpersonal communication skills of the pupils. This study has implications for the Ministry of Education, special education teachers, and care-takers in promoting the use of animal therapy in teaching and learning of learners with special education and adults with special needs.

**Keywords:** *Animal Therapy, Passive Behavior, Interpersonal Communication Skills, Special Education, Special Needs*

## STRATEGIES IN OVERCOMING GLOSSOPHOBIA AMONG UNIVERSITY FRESHMEN

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Glossophobia or public speaking anxiety is a fear commonly experienced by first year university students when giving class presentation. This study purports to identify the level of glossophobia and strategies used by first year university students to overcome glossophobia. 30 freshmen majoring in Social Science were randomly selected from the Faculty of Applied Social Sciences in a public university in Malaysia. This quantitative study utilised McCroskey's (1992) 5 Likert-Scale questionnaires (Personal Report of Public Speaking Anxiety) to collect the data. Results showed that the freshmen experienced a medium level of glossophobia, and that they employed multiple strategies in overcoming fear when giving classroom presentation. This study concluded that glossophobia may retard learners' self-confidence in delivering messages if untreated, and it might affect their academic performance in the long run. It is recommended that first year students be properly trained with public speaking skills in the early semester in order for them to progress in the following semesters.

**Keywords:** *Glossophobia, Strategies, Self-Confidence, Academic Performance, Public Speaking Skills*

## **WOMEN SHOPPERS: FACTORS AFFECTING ONLINE BUYING INTENTION AND SATISFACTION TOWARD COSMETIC PRODUCTS VIA SOCIAL MEDIA**

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Cosmetic plays a big role in the industry and also an important matter in a women's outer appearance. Advances in technology have changed the way business been operated; which most of retailers shift from traditional business practices into online businesses. Women often been affiliated that have complicated and different emotions either when the process before, during, and after the purchase of goods, especially when their expectations are not as expected. The purpose of this study is to obtain a clear picture on factors affecting online buying intention and satisfaction women shoppers towards cosmetics products via social media. This study will adopt Theory of Planned Behavior (TPB). Quantitative approach will be used in this study which is online questionnaires method for data collection. Respondents for this study will be Malaysian women that are particularly active in online shopping activities via social media. Online survey will be chosen in this study due to the compatibility with the title also prioritize the use of social media. Through this research, it is hope that marketers able to get more knowledge regarding women intention and satisfaction buying cosmetics via online. Although this research focuses women only but its can give ideas to marketers to produce new strategies to targeted different gender in this products. Thus, in the end of study the determination the intention and satisfaction participation of women shopper buying online cosmetics can be seen through in this study.

**Keywords:** *Women, Social Media, Social Media Marketing, Cosmetics Products*

## **PERSUASION STRATEGIES EMPLOYED BY ANTI TERRORISTS IN TWITTER ACCOUNTS TO INCITE HOSTILITY TOWARD TERRORIST GROUPS**

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This paper is a study on Twitter rhetoric and digital persuasion. It employs both Aristotelian Rhetorical Theory and Electronic Eloquence Model as theoretical framework. We explored how these individuals/ groups use their platform (Twitter) to raise support for their cause. Data were gathered from 2 anti-terrorists Twitters that are purposely chosen as they have a large number of followers and that all of their Tweets touch upon anti- terrorism, 50 most recent Tweets to the date of 12<sup>nd</sup> November 2015 were collected and analyzed. The analysis shows a large number of Pathos being used in these Twitter accounts and a number of characteristics highlighted by the electronic eloquence model especially synoptic were identified in the Tweets.. The analysis also shows that the limitations presented by Twitter's letter count are overcome by the use of concise emotional rhetoric and the hash tag (#) system that summarizes a point and links it to a much bigger idea.

**Keywords:** *Anti- Terrorist, Twitter, Tweets, Persuasion, Twitter Accounts, Aristotle's Rhetorical Theory, Electronic Eloquence Model*

## **THE INTERNATIONAL STRUCTURE AND POLITICAL STABILITY IN EUROPE: BEFORE AND AFTER 1945.**

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The objective of this paper is to discuss the relations between the international political structure and political stability in Europe during the two periods, the periods of before 1945 (the period from 1900 to 1945) and the period of after 1945 (1945 to 1989). The questions pose are: How the multi-polarity structure before 1945 contributed to the instability with two great wars, First World War 1914-1918 and Second World War 1939-1945? The international political structure changed after 1945 from multi-polar to bipolar with only two great powers, the United States of America and Soviet Union. How the bipolarity structure after Second World War influence to the stability and peaceful condition in Europe? Was the international political structure totally responsible to the “long peace” in Europe after 1945 (1945-1989)? Or the “long peace” in Europe was contributed by other factors? The study is based on secondary data such as books, theses and journal articles. This paper conclude that the international political structure strongly influence the degree of stability in Europe. The different political structure influences the different levels of stability before and after 1945. The bipolarity structure strongly influence and determine the power configuration and stability in Europe after 1945. The instability of Europe before 1945 was strongly related to the multi-polarity structure there were many great powers (Great Britain, France, the United States, Soviet Union, Italy, Japan and Germany). The existence of them pose difficulty in managing them. Thus, striking the balance between them were not easy.

**Keywords:** *Bipolarity, Multi-Polarity, Great Powers, Balance Of Power, Long Peace.*

## ANALYSIS OF RHETORIC IN BARACK OBAMA'S SPEECHES ON TERRORISM

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Rhetoric denotes how to use language artistically and persuasively in spoken or written form to persuade a group of people. This paper seeks to demonstrate how the president Barack Obama uses different elements of the Aristotelian language of persuasion in his speeches. Further, the study attempts to show how Obama uses the language to rhetorically create the reality of the foreign policy relationship between Iraq, Afghanistan, ISIS, Pakistan and the United States. Three official-level speeches which were obtained from American Rhetoric website were scrutinized using micro-analysis approach. The analysis reveals that Obama uses Ethos, Pathos and Logos through creating rapport with his audiences. His speeches further emphasize on reason, but he also incorporates the usage of emotions to reach out to his audience. He also establishes his authority through the usage of loaded words in his speeches in his attempts to secure the attention and trust of the audience. The paper concludes that Obama is a persuasive orator and he is linguistically strategic in winning his audience.

**Keywords:** *Rhetoric, Metaphor, Terrorism, Ethos, Pathos, Logos, Iraq, ISIS, Pakistan, Speeches, President Obama and United States.*



## ENHANCING FISHERMEN'S QUALITY OF LIFE: MEETING THEIR NEEDS

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The fishing community is still to be considered poor and needs to be improved in terms of their quality of life (QoL). This study aims to analyze the needs of fishermen to achieve a better QoL. The triangulation method, which is a combination of two methods of study; quantitative and qualitative, is used to obtain a more holistic collection of information. Data are obtained in two ways, namely through questionnaires and focus group discussion (FGD). A total of 100 respondents answered the questionnaire and 10 people were involved in the FGD interview. The study was conducted in the states of Terengganu, Perak and Kedah involving heads of households from families of fishermen. Several indicators of QoL have been used, namely education, training and skills, religious understanding, social activities, personal needs, housing, transportation or communication, other necessities and jobs. Correlation tests on the relationship between QoL and the needs of fishermen discovered that the lowest value is of the religious needs of fishermen which is 0.427 and the highest value is the personal needs such as clothing, food and health, which is 0.763. Findings from the FGD interview discovered that the actual needs of fishermen can be met with aid from the government in the form of capital or goods and assets such as fiber boats, fishing nets and three-wheeled vehicles. Fishermen also need assistance in repairing houses and skill training in producing seafood products such as fish crackers that can be marketed internationally. This study suggests that government agencies such as the Lembaga Kemajuan Ikan Malaysia (LKIM), Pengurusan Persatuan Nelayan Kawasan (PNK) provide ongoing training opportunities for fishermen including women and adolescents from families of fishermen to improve their QoL. Relevant agencies should also be transparent in providing capital or goods to fishermen according to their actual needs. The fishing community should increase their understanding of religion to gain blessings in life and hence, be able to improve their overall QoL.

**Keywords:** *Fisherman, Quality of Life (QoL), Triangulation, Actual Needs, LKIM*

# COMPUTER-BASED MATERIALS IN TEACHING THE LISTENING SKILL IN ESL

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The aim of the study is to measure students' motivational reactions to computer-based instructional materials used in teaching the listening skill in English as a second language (ESL). 64 Semester 1, UniSZA students taking UBI 2012 were chosen for this study. During the study, the respondents were treated with one of three treatments with the use of computers. The students were then given Instructional Materials Motivation Survey (IMMS) questionnaires, which asked for the students' reactions to instructional materials. The data was analyzed using SPSS. The results of the study tend to suggest that CD-ROM materials used in this study were received favourably by the students probably because of their attractive combination of texts, graphics and audio. The students were found to have positive motivation toward the CD-ROM materials.

**Keywords:** *ESL; Listening Skill; Computer-based Instructional Materials (IMMS)*

## **APPLICATION OF RECOVERY MODEL FOR BENEFIT OF TEACHERS**

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Islamic insurance or takaful is commonly used by the people nowadays especially in most of the Muslim countries since it has been introduced. The system has evolved with many studies done to increase the effectiveness of the takaful application. However the existing model of takaful do not provide plan for the learning disabled children, even though their number is increasing year by year. The learning disabled children can recover with a consistent guidance and it may become a burden for the country, parents and special education teachers if something is not done to help them. Hence they need a special plan in takaful in recovery. This study discussed on the takaful education plan for the learning disabled children which will contribute much on their learning process of recovery. Using an integrated model of takaful education plan, a new recovery model of takaful education plan is proposed which consists plan that may assists the special education teachers in educating the learning disabled children.

**Keywords:** *Existing Model, Special Education Teacher, Learning Disabled Children, Integrated Model, Education Plan Takaful*

# LEARNING MATTERS: AN EMPIRICAL ANALYSIS OF SOCIAL ORIENTATION OF HIGHER EDUCATION INSTITUTIONS IN INDIA

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India has been traditionally known for its unique contributions in higher education. It owes the credit of Nalanda and Thakshasila, the world renowned universities during its age. The *Gurukula System* of education in the country exposed the learners to the grass root realities and had its focus on their holistic development. Over the years education in the country has undergone several transitions in terms of its methodology, philosophy and focus. The emphasis on value based education has been the unique feature of Indian Higher Education for several decades. Even though there is a global consensus on the purpose of education to be socially useful the mechanisms to promote social responsibility among contemporary educational institutions are found to be weak. This paper is based on an empirical study carried out in Kerala, one of the southern most states in India. There are two objectives in this research; first, to explore the social responsibility initiatives of higher education institutions, and second is to assess the level of social orientation of students in the selected higher education institutions. Content analysis of vision and mission statements of all the management and engineering institutions had been carried out in the first phase. This followed by a cross sectional analysis of the perspectives of Management and Engineering students. This corroborated by in depth interviews with beneficiary groups of social responsibility projects. The study proves that the Engineering and Management institutions in the state are really concerned about instilling values and imbibing socially relevant behaviour among its learners. However, the concrete initiatives of these institutions for promoting social responsibility remain nominal and sporadic. The study describes the various forms of social engagement of students belonging to higher education institutions in Kerala. Practical suggestions and policy interventions required to encourage social responsibility of higher education institutions forms another important component of this paper. It concludes with a framework for imbibing social engagement among stakeholders of higher education.

**Keywords:** *Social Values, Social Responsibility, Institutional Vision, Higher Education and Social Orientation*

# LOCAL COMMUNITY AND NATURAL RESOURCES IN RAMSAR SITE OF LOWER KINABATANGAN AREA OF SABAH, MALAYSIA: STRUGGLE OR SUSTAINABLE LIVELIHOOD

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Dagat and Tidung villages are located in the remote area of Kuala Maruap-Kuala Segama Forest Reserve in RAMSAR site of Lower Kinabatangan area of Sabah. The main occupations done by the majority of the villagers are fishing related activities, subsistence farming, hunting and gathering, collecting forest resources and fruits tree planting surrounding their village. Currently, the practicing of this traditional works has been confronted by rapid development of oil palm estate plantations owned by private or government related companies in this area. This is the turning point of how the harmonious daily life of the villagers no longer becomes as comfortable as before because there are many development related issues that suddenly emerged. The security issue for instance, has limited the movement of the villagers to catch fish in the Kuala Maruap Bay. The tight security inspection was enforced by the oil palm estate management whenever the villager used the road to enter or pass by the estate areas. Both villages until to date are still lacking in terms of public infrastructure particularly clean water supply, 24 hour electricity supply and asphalt road. In some locations, the village land reserve was occupied by the estate company without permission of the village authority. The marine resources were decreased due to the intrusion of commercial fishing boats or foreign fishermen, and the river often polluted by the oil palm sewage makes the daily life of these remote villages suffer and become vulnerable. The data of this paper was based on fieldwork observation, in-depth interviews, and face to face social survey interviews with 53 respondents through a set of questionnaires. Thus, the research findings indicated that the sustainability of livelihood is the main agenda of most villagers. To ensure the sustainable of livelihood of villagers are achieved the related authorities should consider better related solutions based on the villagers voices and suggestions (bottom-up approach). This is because the previous economic development in this area was commonly based on top-down approach where a majority of the villagers have suffered recently.

**Keywords:** *Local community, natural resources, RAMSAR site, Sustainable of livelihood.*

# MANAGEMENT ACCOUNTING CHANGE IN PUBLIC UNIVERSITIES IN MALAYSIA: A GENERAL OVERVIEW

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Management Accounting Change is an important area of research in the fields of Accounting particularly Management Accounting and Change. In the current business environment, the external factors associated to globalization, privatization and rapid technological change forced the public universities to stimulate strategic packages in order to meet the aspiration of the government. Therefore management accounting change is the most important medium to provide essential financial and non-financial information to the organization survival. This paper is focusing on two aspects: (1) how management accounting change emerged in public universities; (2) why management accounting change is important in public universities in Malaysia from management perspective. Semi-structured interviews were employed in this qualitative study using Laughlin's Model of Organization Change. The findings of the research will provide an important insight to the management and policy makers for better decision-making pertaining to the organization survival. In addition, it also can give benefit to the future research endeavor in management accounting change in public universities in Malaysia.

**Keywords:** *Management Accounting, Management Accounting Change, Public Universities, Qualitative Research, Laughlin's Model of Organization Change.*

## INTEGRATING APPRECIATIVE INQUIRY APPROACH IN TOURISM RESEARCH: HOW AND WHY IT SHOULD BE APPLIED?

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This paper provides much scope to expand the literature by considering methods to apply the Appreciative Inquiry (AI) approach to tourism research. AI has been developed to gain and built enduring relationships between communities and the tourism industry based on the simple assumption that every organization or community has something that works well and that those strengths can be the starting point for creating positive change. AI approach also can be used to facilitate positive developments within organizations and that AI could be employed in this way within the tourism industry. Previous studies believed that the task of tourism development in rural areas, conservation of environment and livelihood improvement is only possible through the joint effort of a range of stakeholders that includes governments, tourism entrepreneurs, non-profit organizations, and local people. It is also applicable and an interesting approach as AI treats people as human beings, not machines. More importantly, the AI approach could be an appropriate method and may help to empower rural communities since they are often alienated by the use of technology and technical jargon and this method does not require respondents to read text-based instrument. Alternative methods like interviews, focus groups as well as brainstorming may encourage participants to speak more honestly about any problems they may have experienced. There are also limited studies that have been conducted using the AI approach within the tourism field. Thus, it is important for tourism practitioners to extend AI into the field of tourism to create a focus on the strengths of a system instead of using deficit-based thinking.

**Keywords:** *Appreciative Inquiry, Tourism Research, Participatory, Traditional Approach, Tourism Development*

## ASSESSING TESL STUDENTS' EFFICACY IN TEACHING

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The aim of this study is to determine student teachers' sense of self-efficacy belief before and after their teaching practicum with specific reference to the aspects of student engagement, instructional strategies and classroom management. A survey will be conducted using Teachers' Sense of Efficacy Scale (TSES) to measure teachers' self-efficacy. The target population consists of 96 final-year Diploma in TESL students in a public higher learning institution in Malaysia. Data gathered will be analysed using SPSS 20.0. In conclusion, understanding the level of pre-service teachers sense of self-efficacy belief in teacher preparation program can help the program provider in improving the prospective teachers.

**Keywords:** *Teacher Sense Of Self-Efficacy, Student Teachers, TESL*



# FROM THEORY TO SCOPE AND INSTRUMENT OF STUDY: CHALLENGES IN OPERATING INTANGIBLE VARIABLES TO TANGIBLE VARIABLES

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Most social science researchers face a challenge to decide on an appropriate theory to explicate observable facts under investigation. As soon as the applicable theory has been acknowledge, the next hindrance is the operationalization of the abstract hypotheses into tangible variables is vital to the next stage of designing a study; formation of the scope of the study and subsequently the research instrument. Many researchers stuck at this stage. In this regards, we want to share our experiences in dealing with this challenge, via a study which was conducted to mapping the child welfare network services in public institutional care in Malaysia. The study which design was planned in accordance to grounded theory approach utilised in-depth interview techniques to gather raw data from selected agencies or organizations which provide welfare services to children who are in the care of the state. The agencies or organizations were chosen by means of purposive and snowball sampling techniques. The theoretical framework for the study was designed based on the Social Network Theory. Four major components of the theory which were converted to tangible variables are the type, the pattern, the system and the distributions of the social network. The findings indicate the ways in which those variables were transformed and developed to the scope of the study and subsequently to the measurable indicators in the instrument of the study.

**Keywords:** *Social Network Theory, Network, Child Welfare, Institution, Children*

# DETERMINANTS OF ISLAMIC BANKS' PROFITABILITY: EVIDENCE FROM MALAYSIA BANKING SYSTEMS

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This paper empirically studies the determinants that have impact on banks' profitability among Islamic banks in Malaysia. Hence, to creates a linear regression model for the significant determinants. This research uses dataset derived from Bankscope database for the period of 2006 to 2013. Moreover, panel data are collected annually for Bank Islam Malaysia Berhad, CIMB Islamic Bank Berhad, AmIslamic Bank Berhad, RHB Islamic Bank Berhad, Affin Islamic Bank Berhad, Bank Muamalat Malaysia Berhad, Kuwait Finance House (Malaysia) Berhad, Hong Leong Islamic Bank Berhad, Asian Finance Bank Berhad and Public Islamic Bank Berhad. This study employs panel data analysis of Generalized Least Square Regression Model whereas return on asset (ROA) is a proxy for dependent variable to detect significant determinants that influence the banks' profitability. Results show that banks' capital and non-interest income have negative and significant impact on dependent variable namely return on assets (ROA). However, liquidity of the banks has positive and significant impacts on the Islamic banks' profitability. Therefore, Islamic banks in Malaysia should concentrate and focus more on these aforementioned variables.

**Keywords:** *Islamic Bank, Profitability, Panel Data, Return On Assets.*

# **THE CORPORATE STRUCTURE AND STAKEHOLDERS PROTECTION IN OPEN AND DISTANCE LEARNING (ODL) INSTITUTIONS IN MALAYSIA; SPECIAL REFERENCE TO OPEN UNIVERSITY MALAYSIA (OUM)**

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In today's information and technology (IT) world, one of the popular modes of learning is through open and distance education. This can be seen by the establishment of open universities. In Asia itself, there are seven open universities out of eleven mega open universities (universities with over 100,000 active students in degree-level courses) in the world. This includes Allama Iqbal Open University (AIIOU - Pakistan), Anadolu University (Anadolu-Turkey), China Central Radio and TV University (CCRTVU – China, currently known as the Open University of China), Indira Gandhi National Open University (IGNOU - India), Sukhothai Thammathirat Open University (STOU - Thailand), Universitas Terbuka (UT - Indonesia) and Korea National Open University (KNOU - Korea). In Malaysia, universities that offer open and distance education are Open University Malaysia (OUM), Wawasan Open University (WOU), Universiti Tun Abdul Razak (UNIRAZAK) and Asia eUniversity (AeU). Besides these institutions, some of the public higher education institutions also offering distance learning programs, such as Universiti Sains Malaysia (USM), Universiti Kebangsaan Malaysia (UKM) and Universiti Putra Malaysia (UPM). This paper discusses the corporate framework and stakeholders' protection of Open and Distance Learning (ODL) institutions in Malaysia, with special reference to OUM. This paper adopt a legal analysis methodology

**Keywords:** *Open and Distance Learning, Corporate, OUM*

# COMPARISON BETWEEN THE CONCEPT OF TABARRU' AND WAQF IN TAKAFUL

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Takaful was introduced to replace conventional insurance. In order to ensure that takaful operates within Shariah law, a takaful contract in Malaysia is developed based on the concept of tabarru'. However, takaful based on tabarru' is still facing the problems among the people and shariah jurists. Therefore, this article is to compare the contract between tabarru' and waqf in Takaful. The problem of contribution, claims and investment return components can be solved by using concept of waqf. Unlike tabarru', waqf's concept also can solve the problem of ownership in takaful donation. Concept of waqf is widely used in other country such as Pakistan and India thus Malaysia should applied waqf's concept in takaful in future.

**Keywords :** *Takaful Contract, Conventional Insurance, Waqf' and Tabarru'*

# **A STUDY ON THE EFFECTS OF THE COASTAL DEVELOPMENT ON LOCAL POPULATION IN TELUK BATIK, LUMUT, PERAK**

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The coastal area is the main source of local population in Lumut, Perak and the Land use planning policies are adjusting to try to improve its conditions. This paper is to review the state of knowledge of the water quality of coastal waters and the environmental status of the whole coastal area in Teluk Batik. Coastal development can be a major tool for economic development but, if not properly planned it can have destructive effects such as natural resources freshwater, forests and marine life. Based on the existing documents from various government agencies, the main environmental parameters useful to assess water and environmental quality were selected. Teluk Batik was selected as a site to collect data and in particular the three areas were surveyed to determine the degree of damage observed and reported. As a result, an environmental diagnosis of the Lumut coastal zone is outlined, divided by type of activity. The tourism related zone. Residential zone and industrial zone were identified as the largest contributors to the degradation of the natural ecosystems in the Teluk Batik coastal area. This paper will highlight the method used to mitigate the coastal area which impacted the local population. A sample of 201 questionnaires was distributed to the local population on their perceptions towards the development on the coastal area. Analysis was done using Kruskal Wallis Test and the results illustrated strong relationship between local population and the development of coastal area, especially with regards to tourism development which benefited them. It shows that the level of acceptability is very high due to the modern mitigation measures on environmental control.

**Keywords:** *Local Population, Water Quality, Coastal Area, Land Use Planning, Mitigation.*

# REPRESENTATION OF BUSINESS CULTURE IN CONTEMPORARY MALAYSIAN SHORT STORIES

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Globalisation has brought numerous changes in all aspects of life especially in the economy sector. For the past few decades, the importance of economic growth and achievement has become the “obsession” of people around the world. Malaysia is no exception to this economic globalisation whirlwind. As well-known business hub with cutting edge technologies and blooming business enterprises, economic globalisation has shifted the way Malaysian society view things or connect with each other. This article studies how business culture is represented in Malaysian short stories as well as examines the stand of the writers regarding the impact of economic globalisation on their society. In doing so, this article compares and critically analyses three carefully selected short stories in the light of globalisation theory. The five main characteristics of globalisation namely, internationalisation, liberalisation, universalisation, westernisation and deterritorialisation are taken into account while dissecting these literary works. From the analysis, each writer voices out similar concerns regarding the impact of economic globalisation on their society. Malaysian fictions are preoccupied with the erosion of good values and the nation’s physical changes due to economic globalisation. The parallel stand demonstrates that regardless of their ethnicity and gender, they react uniformly to the changes.

**Keywords:** *Globalisation, Economy, Malaysia, Fiction, Culture*

# **SUSTAINABILITY CERTIFICATION AND ENVIRONMENTAL DISCLOSURE IN MALAYSIAN PALM OIL INDUSTRY: THE IMPACT ON FIRM PERFORMANCE**

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Sustainability certification in the Malaysian Palm Oil Industry (MPOI) is still a debatable issue. Even though the certification is widely accepted as a cost of doing business particularly for export purposes, the fundamental principle is that Malaysia has all along been very proactive and responsible in palm oil production. This study discusses the results of a finding conducted to examine the issue of sustainability certification on MPOI firm performance. In addition, accounting and environmental factors were also included in the study. Following the stakeholder theory, the relationships between firm performance and four independent variables which are (i) RSPO Certification; (ii) MSPO Certification; (iii) Environmental Disclosure; and (iv) Export Earnings were examined. A structured questionnaire, with a ten-point Likert scale, was used. A convenience sampling was used to select the MPOI companies from the Directory of Oil Palm Estates in Malaysia. A total of 260 sets of questionnaires were sent to MPOI companies in Malaysia either via e-mail or fax. A total of 106 was returned but 3 of them was incomplete and thus, not included in the final analyses. The data was analysed using the Structural Equation Modeling (SEM) and the Statistical Package for the Social Sciences (SPSS). The study reveals that only technology has a significant positive impact on firm performance (p-value <0.001). Contrary to expectations, the findings show insignificant relationship between the RSPO certification, MSPO certification, environmental disclosure and export earnings respectively (p-value >0.001). Accordingly, the study suggests that Malaysian government especially Malaysian Palm Oil Board (MPOB) should move toward with a latest technology. Thus, MPOB should transfer the technology to the MPOI companies in ways of adding value, increasing productivity and driving cost reductions across the production of palm oil.

**Keywords:** *Certification; Disclosures; Export; Technology; Firm Performance; Sustainability.*

# **SASTERA KANAK-KANAK SEBAGAI TERAPI DARI PERSPEKTIF TEORI RASA-FENOMENOLOGI (LANGUAGE AND LITERATURE)**

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Sastera kanak-kanak merangkumi semua jenis penulisan berbentuk kreatif dan imaginatif yang dikhususkan untuk dibaca, dihibur dan dinilai oleh kanak-kanak. Secara amnya, ia meliputi keseluruhan buku yang bermutu dan berfaedah ditulis untuk tujuan pembacaan kanak-kanak. Ia juga merangkumi bidang fiksiyen dan bukan fiksiyen. Oleh itu, keperluan semula jadi kanak-kanak dapat dipenuhi, daya imaginasi mereka berkembang, pemikiran kritikal mereka dapat digunakan dalam menyelesaikan sesuatu masalah di samping rasa gembira dan terhibur. Inilah yang dikatakan sastera kanak-kanak sebagai terapi. Antara lain karya-karya sastera mampu membentuk peribadi yang mulia dalam melahirkan modal insan yang mempunyai intelek yang kreatif dan inovatif. Menurut Hashim Awang (2015), sastera merupakan hasil seni daripada ciptaan pengarang yang mempunyai perasaan, pemikiran, sikap, dan ideologi tertentu. Tambah beliau, sastera tidak tercipta begitu sahaja melainkan dengan maksud-maksud tertentu yang selalunya untuk kebaikan manusia. Untuk huraian selanjutnya kajian ini akan mengemukakan kebaikan sastera sebagai terapi untuk kanak-kanak dari persepektif teori rasa- fenomenologi janaan Sohaimi Abdul Aziz (1998). Beberapa karya prosa terpilih iaitu cerita kanak-kanak akan dijadikan bahan kajian dan dikaitkan dengan tujuh prinsip rasa teori ini. Dapatan kajian membuktikan bahawa sastera memberi sumbangan dan memainkan peranan penting dalam kehidupan dan kesejahteraan kanak-kanak.

**Kata Kunci:** *Sastera, Kanak-Kanak, Terapi, Teori Rasa-Fenomenologi*



## **JAWATANKUASA PERUNDINGAN BERSAMA (JCC) SEBAGAI RAKAN STRATEGIK DALAM MEWUJUDKAN HUBUNGAN HARMONI PEKERJA-MAJIKAN DI UNIVERSITI AWAM DI MALAYSIA**

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Penubuhan JCC di universiti awam bukan suatu yang baru kerana ianya telah diinstitusikan melalui Pekeliling Perkhidmatan No. 2, Tahun 1979 dan No. 2, 1989 lagi. Platform yang dituhuhkan ini adalah untuk memelihara hubungan baik antara majikan-pekerja. Namun, kajian lepas mendapati JCC ini kurang berkesan dari pelbagai aspek dan telah menjejaskan hubungan baik antara majikan dan pekerja. Tambahan pula, sehingga hari ini, JCC di universiti awam tidak mengalami sebarang perubahan terhadap fungsi dan peranannya. Melihat kepada persekitaran ekonomi yang pesat, terdapat keperluan yang mendesak untuk menyemak kembali peranan dan fungsi JCC dan perlu merancang satu pelan transformasi bagi meletakkan JCC sebagai satu mekanisme representasi pekerja yang efisien dan berkesan. Kajian ini menggunakan pendekatan kualitatif dengan menggunakan keadaan temu bual mendalam. Data yang dikutip, dianalisis mengikut tema dalam mengenalpasti keberkesanan JCC. Artikel ini membincangkan keberkesanan JCC di universiti awam, dengan menfokuskan kepada tiga aspek iaitu apakah, mengapakah dan bagaimanakah JCC berfungsi di universiti awam di Malaysia. Di samping itu artikel ini mengenal pasti kekangan dan limitasi yang dihadapi oleh JCC dan seterusnya memberikan cadangan penambahbaikan kepada peranan JCC. Hasil kajian mendapati JCC di universiti awam adalah tidak efektif. Ini memberikan justifikasi bahawa peranan JCC memerlukan anjakan paradigma untuk mendapatkan pengiktirafan sebagai rakan strategik dalam mewujudkan hubungan harmoni majikan-pekerja di universiti awam di Malaysia.

**Kata Kunci:** *JCC, Penyertaan Tidak Langsung, Universiti Awam, Pekerja, Majikan*

## **ANALISIS RUMAH TANGGA MISKIN DI KOTA TANJUNG PINANG TAHUN 2014 (SURVEI SOSIAL EKONOMI NASIONAL 2014)**

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Tujuan kertas kerja ini adalah; *pertama*, Mengenal pasti gambaran karakteristik rumah tangga miskin di Kota Tanjungpinang. Mengenal pasti pemboleh ubah yang mempengaruhi peluang rumah tangga miskin di Kota Tanjungpinang. Pemboleh ubah yang dikenal pasti adalah banyaknya ahli rumah, umur produktif, jantina, ketua isi rumah, pendidikan tertinggi, status pekerjaan, lapangan pekerjaan, dan jumlah jam kerja. Untuk menerangkan kemiskinan isi rumah dilakukan analisis tabulasi silang. Sedangkan untuk menguji hubungan pemboleh ubah terikat dan pemboleh ubah bebas digunakan analisis regresi logistik. Dari hasil analisis regresi logistik semua pemboleh ubah banyaknya ahli isi rumah, umur produktif, jantina ketua isi rumah, pendidikan tertinggi, status pekerjaan, lapangan pekerjaan, dan jumlah jam kerja adalah signifikan mempengaruhi peluang rumah tangga miskin di Kota Tanjungpinang. Didapati juga signifikan pemboleh ubah ketua isi rumah dengan jantina perempuan akan menjadi miskin dibandingkan dengan ketua isi rumah laki-laki. Dan aspek jumlah jam kerja, jumlah kurang dari 35 jam dalam seminggu akan menjadi miskin dibandingkan dengan jumlah jam kerja lebih dari 35 jam. Berdasarkan hasil penyidikan ini, dipandang lebih berkesan sekiranya usaha-usaha pengurangan kemiskinan di Kota Tanjungpinang dilakukan dengan memfokuskan penguatan disektor kesehatan khususnya Keluarga Berencana (KB), disektor perikanan, disektor pendidikan, pemberian latihan dan keterampilan yang sesuai dengan potensi daerah, dan sektor pembangunan wilayah.

**Kata Kunci:** *Rumah Tangga, Miskin, Survei Sosial Ekonomi*

## **PEMERDAGANGAN PEKERJA MIGRAN INDONESIA DI MALAYSIA: KES DI PENGKALAN TANJUNG PINANG**

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Migrasi pekerja memberikan sumbangan yang cukup besar bagi pembangunan ekonomi sama ada kepada negara asal pekerja yang bermigrasi atau negara yang menerima pekerja. Namun begitu, terdapat pelbagai permasalahan yang timbul dari migrasi pekerja, seperti pemerdagangan pekerja secara tidak sah (*illegal*) yang lebih dikenali sebagai pemerdagangan manusia (*trafficking in humanity*). Tujuan kajian ini ialah untuk mengenal pasti faktor-faktor apa sahaja yang mempengaruhi pekerja migran datang dan bekerja di Malaysia, sama ada masalah internal atau masalah eksternal. Masalah internal tidak terlepas daripada faktor, tersedianya lapangan pekerjaan di Malaysia, tingginya upah yang diterima pekerja, kesamaan bahasa antara Malaysia dengan Indonesia, melihat jiran di daerah asal yang telah berhasil bekerja di Malaysia, dan kerana kedekatan secara geografis antara Indonesia dan Malaysia. Manakala faktor yang menarik pekerja migran untuk pergi dan meninggalkan daerah asal mereka adalah disebabkan kerana hal-hal berikut ini: terbatasnya lapangan pekerjaan di daerah asal, tingginya angka pencari kerja di daerah asal, tidak mempunyai skill yang di sesuai dengan peluang pekerjaan yang ada, dan kerana ingin mencuba keberuntungan di negeri jiran Malaysia. Kaedah dalam kajian ini menggunakan penggabungan dua pendekatan antara pendekatan kualitatif dengan memberikan ulasan dan memberikan gambaran mengenai pemerdagangan pekerja migran Indonesia. Pendekatan kuantitatif melibatkan analisis data yang diperolehi dari soal selidik terhadap pekerja migran tersebut. Pada tahun 2008, didapati seramai 35,353 orang pekerja migran Indonesia yang dipulangkan dari Malaysia, samada lelaki mahupun wanita. Purata pekerja migran yang dipulangkan ke Indonesia setiap bulannya seramai 2,946 orang. Sampel diambil 10 peratus dari jumlah populasi, iaitu seramai 300 orang responden. Disebabkan kerana keterbatasan masa, responden yang disoal selidik hanya diambil 100 orang responden. Kajian ini mendapati bahawa, responden yang datang dan bekerja di Malaysia disebabkan faktor tolakan dan faktor tarikan. Faktor tolakan terdiri dari keadaan ekonomi, persekitaran, keluarga, pendidikan, kesesakan penduduk, persaingan yang tinggi untuk mendapatkan pekerjaan, keselamatan, dan keterdedahan kepada bencana alam. Faktor tarikan pula terdiri dari peluang kerja yang banyak di Malaysia, pendapatan yang lebih lumayan, terdapat banyak persamaan antara Indonesia dan Malaysia, dan kedudukan geografi yang berdekatan.

## **ANALISIS KECENDERUNGAN PERILAKU PENDUDUK PENDATANG PADA ASPEK SOSIO DEMOGRAFI DI KOTA BATAM**

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Kadar pertumbuhan penduduk Kota Batam ditekankan sebagai yang paling cepat dalam 10 tahun hingga 15 tahun terakhir. Jika dilihat dari piramid penduduknya, kelihatan bahawa terdapat pengelompokan jumlah penduduk pada kumpulan umur produktif, iaitu umur 20-39 tahun. Hal ini bermakna bahawa pertumbuhan pesat penduduk di Batam banyak dipengaruhi oleh ramainya penduduk dari luar Batam yang masuk sebagai penduduk Batam. Ramainya pendatang ini tentu akan membawa kebiasaan dan budaya yang berlaku dari tempat asal. Oleh itu, kajian ini dilaksanakan untuk menilai kecenderungan perilaku pendatang asing tersebut terhadap aspek sosio demografi di Kota Batam, seperti umur, aktiviti pekerjaan, pendidikan, penyertaan sekolah, perumahan, jumlah anak, dan penggunaan perancang keluarga (keluarga berencana). Kajian ini menggunakan data hasil "Survei Penduduk Antar Sensus" (SUPAS) Tahun 2015 di Kota Batam yang dilakukan oleh Badan Pusat Statistik (BPS). Adapun kaedah yang digunakan untuk memproses data tersebut menggunakan *Binary Logistic Regression* dengan pembolehubah bebas berupa status penghijrahan penduduk dan pembolehubah bersandar secara bergilir-gilir berupa umur, aktiviti bekerja, pendidikan yang ditamatkan, penyertaan sekolah, luas lantai per kapita, jumlah anak, dan penggunaan alat kontraseptif. Hasil kajian menunjukkan bahawa penduduk pendatang mempunyai kecenderungan yang lebih besar pada aspek kumpulan penduduk berumur 20-39 tahun, aktiviti bekerja, pendidikan, dan jumlah anak sebanyak dua atau kurang. Adapun penduduk bukan pendatang mempunyai kecenderungan yang lebih besar pada aspek pendidikan SLTA ke atas, penyertaan sekolah, luas lantai per kapita lebih dari 8 meter persegi, dan penggunaan alat kontraseptif. Dengan demikian, dalam perancangan dasar pembangunan perlu diperhatikan aspek tingkah laku penduduk asing tersebut agar dapat mengurangkan aspek negatifnya dan mengoptimumkan aspek potensialnya.

**Kata kunci:** *Kecenderungan Perilaku, Penduduk Pendatang, Sosio Demografi*

## **BUDAYA MASYARAKAT DESA PESISIR SEBAGAI CABARAN DALAM PEMERKASAAN MASYARAKAT DESA DI KEPULAUAN RIAU**

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Masyarakat pesisir di Provinsi Kepulauan Riau kebanyakannya ialah merupakan orang melayu. Orang melayu dianggap tidak berhasil didalam pelaksanaan pembangunan di desa pesisir. Ianya boleh dilihat dari tidak berubahnya tampilan desa meskipun pelbagai macam program pemerksaan masyarakat desa telah diberikan oleh pemerintah pusat maupun pemerintah daerah. Salah satu penyebabnya ialah adanya keterkaitan orang melayu atas kebiasaan buruk hidupnya sehari-hari yang telah diwarisi secara turun temurun. Orang melayu di Kepulauan Riau boleh dibutakan hidup dipersekitaran yang masuk kategori zona nyaman dengan cabaran alam yang tidak berarti. Pemerintah selalunya memberikan bantuan kepada masyarakat desa pesisir dalam bentuk program pemerksaan masyarakat untuk meningkatkan taraf hidup ekonomi keluarga ataupun meningkatkan kualiti hidup mereka. Persoalan kajian ini ialah apakah budaya masyarakat desa pesisir merupakan cabaran dalam pemerksaan masyarakat di Provinsi Kepulauan Riau?. Sedangkan objektif kajian ini ialah untuk menggambarkan budaya masyarakat desa pesisir selari dengan pandangan budaya nasional yang di kaji oleh Hofstede. Kajian ini menggunakan pendekatan kualitatif dengan teknik pengumpulan data melalui pengamatan lapangan serta temu bual mendalam, dan kajian secara literature. Berasas dapatan di lapangan berdasarkan hasil kajian daripada Hofstede mengenai budaya nasional yang ada di laman web miliknya, dengan merujuk perbandingan atas enam dimensi budaya dari Malaysia dan Indonesia yang memiliki kesamaan budaya telah dilaksanakan. Dari hasil analisis data diperoleh hasil kajian bahwa budaya masyarakat desa pesisir memiliki kesesuaian dengan enam dimensi budaya yang telah dikaji oleh Hofstede yang terdiri dari *Power Distance*, *Individualisme*, *Masculinity*, *Uncertainty Avoidance*, *Long Term Orientation*, *Indulgence*. Dengan demikian maka cabaran didalam melaksanakan program-program pemerksaan masyarakat desa pesisir akan lebih banyak dihadapkan kepada persoalan budaya. Oleh itu, dalam perancangan dan pelaksanaan program pemerksaan masyarakat di kawasan pesisir, faktor budaya adalah satu elemen yang sangat penting untuk turut diambilkira bagi menjayakan sesebuah program yang dikehendaki

**Kata Kunci :** *Budaya, Masyarakat Pesisir, Kepulauan Riau, Dimensi Budaya, Program Pemerksaan, Kepulauan Riau.*

# **KESAN MEDIA SOSIAL DALAM MEMBANGUN PENDAPAT AWAM PADA PEMILIHAN GUBERNUR DAN WAKIL GUBERNUR PROVINSI KEPULAUAN RIAU TAHUN 2015 : KASUS STUDI AKUN FACEBOOK “TUMBUK LADA” DAN “KOMUNITAS TUMBUK LADA”**

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Nurbaiti Usman Siam

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Media sosial menjadi sebuah alat yang berkesan didalam dunia pemasaran atas talian. Pelbagai pihak mula merubah cara menawarkan produk serta perkhidmatan cara konvensional menjadi menggunakan media sosial. Sebut saja bisnis atas talian yang dilakukan di rumah dalam bentuk kulinari, fesyen, yang akhirnya lebih dikenal melalui internet. Begitu juga dengan perkhidmatan pelancongan yang menawarkan pakej-pakej perjalanan ketempat tempat menarik yang belum dikunjungi menjadi perbincangan dan memunculkan minat seseorang untuk melancong ketempat yang ditawarkan. Oleh itu kajian ini mencuba untuk mengetahui kesan dari media sosial khususnya Facebook yang diciptakan oleh “Mark Zuckerberg” dalam membangun pendapat awam. Melalui media sosial akan dapat diketahui pelbagai pihak berminat memperbincangkan calon-calon yang bertanding dalam pemilihan gubernur dan wakil gubernur Kepulauan Riau pada masa Pemilihan Kepala Daerah serentak yang dilaksanakan pada 9 Disember 2015. Metodologi kajian ini ialah menggunakan pendekatan kualitatif, melalui cara penglihatan langsung serta dengan temu bual mendalam. Secara penglibatan ialah dengan membuat sebuah akaun facebook dinamai “Tumbuk Lada” dengan menggunakan gambar senjata khas melayu berbentuk keris. Kajian ini dilakukan pada saat pelaksanaan tahapan pemilihan gubernur dan wakil gubernur Kepulauan Riau dengan mengurus langsung akun tumbuk lada dengan membuat status yang berpihak pada seorang calon serta membuat status dengan menyerang pasangan lawan. Kemudian akun tersebut juga membuka peluang untuk dilakukan perbincangan secara langsung baik melalui chating ataupun membuat komen pada status yang dibuat. Selanjutnya kajian ini menemu bual para ahli yang aktif membuat komen untuk diketahui bagaimana kesan mereka atas akun tersebut. Hasil kajian ini mendapati bahwa akun Tumbuk Lada sangat mempengaruhi ahli-ahli yang mendukung pasangan calon-calon untuk memperbincangan dan menanggapi status yang membangun pencitraan pasangan yang didukung oleh akun tumbuk lada. Ini menunjukkan media sosial dapat digunakan untuk mempengaruhi pilihan publik dalam menentukan siapa pasangan yang diundinya pada pemilihan gubernur dan wakil gubernur di Kepulauan Riau

**Kata Kunci:** *Media Sosial, Opini Publik, Facebook, Akun Tumbuk Lada, Pemilihan Gubernur Kepulauan Riau.*

# **KONSEP KEBEBASAN BERAGAMA BERDASARKAN PIAGAM MADINAH: TINJAUAN TERHADAP REAKSI KOMUNITI AWAL NON-MUSLIM PADA ERA RASULULLAH S.A.W.**

Ikrimah Abd Haris

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Negara merupakan medium penyampaian dakwah skala besar yang amat berkesan. Atas sebab itu, sejarah telah merakamkan bagaimana Rasulullah s.a.w telah mewujudkan negara Islam Madinah. Baginda s.a.w. menetapkan satu perlembagaan baru sebagai rujukan negara yang diberi nama Piagam Madinah. Piagam Madinah telah disusun rapi dengan mengambil kira kepelbagaian bangsa dan agama penduduk Madinah. Persoalannya, sejauh mana cabaran menguruskan kepelbagaian kaum dan agama telah berjaya diurus. Kajian ini mempunyai dua objektif, Pertama, mengkaji pelaksanaan konsep kebebasan beragama berlandaskan Piagam Madinah. Kedua, menganalisis reaksi komuniti awal non-muslim pada era Rasulullah s.a.w terhadap konsep ini. Kajian ini dianalisis menggunakan kaedah analisis kandungan terhadap data-data yang dikumpulkan melalui kaedah perpustakaan. Jangkaan dapatan kajian adalah, Piagam madinah telah berjaya menampilkan nilai dakwah melalui penerapan konsep kebebasan beragama, dan juga terdapat tiga jenis respon dari penduduk non muslim madinah. Pertama, golongan yang menentang dan mengkhianati. Kedua, yang hidup harmoni dan mengamalkan agama masing-masing. Ketiga, ketua-ketua agama yang menyebarkan fahaman agama menerusi dialog.

**Kata Kunci:** *Konsep Kebebasan Beragama, Piagam Madinah, Reaksi Komuniti Awal Non-Muslim Madinah*

## **RUANG SOSIAL DAN KEHIDUPAN KANAK-KANAK TANPA DOKUMEN DI PULAU GAYA, KOTA KINABALU, SABAH**

Jalilah Md Shah dan Dzurizah Ibrahim

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Kanak-kanak tanpa negara (*stateless*) ataupun tanpa dokumen kerap digambarkan sebagai kanak-kanak terbiar, sayu dan tidak mempunyai identiti. Hal ini kerana mereka tidak mempunyai akses terhadap kemudahan pendidikan, kesihatan, tempat tinggal yang selesa dan peluang pekerjaan apabila dewasa kelak. Dengan kata lain, kehidupan golongan ini sentiasa berhadapan dengan pelbagai bentuk kekangan dan rintangan. Kesannya, kanak-kanak tanpa dokumen ini seolah-olah tidak mempunyai masa hadapan di negara yang mereka tinggal. Bagaimana kanak-kanak ini beradaptasi ataupun mengubahsuai kekurangan yang dihadapi ini agar mereka masih boleh menjalani kehidupan seperti kanak-kanak di tempat lain? Kertas kerja ini bertujuan untuk mengenalpasti bentuk-bentuk aktiviti sosial kanak-kanak tanpa dokumen dalam persekitaran tempat tinggal mereka. Selain itu, perbincangan turut menyentuh implikasi penggunaan ruang persekitaran tempat tinggal terhadap corak kehidupan kanak-kanak terbabit. Kajian yang menggunakan pendekatan kualitatif di Pulau Gaya, Kota Kinabalu ini mendapati aktiviti sosial kanak-kanak tanpa dokumen dilakukan dalam persekitaran yang kurang bersih dan terdedah kepada perlakuan devian seperti perjudian dan menghidu gam. Walaupun begitu, ada dalam kalangan kanak-kanak ini yang beradaptasi dengan ruang sosial mereka secara positif misalnya bersekolah dan bekerja. Dengan itu, kanak-kanak tanpa dokumen ini menggunakan dan ‘mengubah’ persekitaraan yang serba kekurangan di sekeliling mereka sebagai ruang untuk melaksanakan aktiviti sosial masing-masing.



# **BENTUK ADAPTASI, STRATEGI PENYESUAIAN KOMUNITI NELAYAN PINGGIR PANTAI DAN KESAN DARIPADA PERUBAHAN IKLIM DI MARUDU BAY, SABAH.**

Juhana Johnny dan Alameen Abd Majeed

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Perubahan iklim memberi impak kepada keseluruhan ekosistem dan kehidupan manusia. Kesan perubahan iklim seperti perubahan suhu, peningkatan paras air laut dan perubahan musim di kawasan pinggir pantai pada masa kini adalah sangat berbeza dan semakin ketara. Hal ini memberi kesan kepada hubungan antara manusia dan alam sekitar terutamanya dalam konteks kebergantungan terhadap penggunaan sumber laut. Kawasan pinggir pantai dikatakan kawasan yang sensitif dan bersifat *vulnerable* atau mudah terancam disebabkan perubahan iklim dan sedikit sebanyak menjejaskan aktiviti sosio ekonomi dan kelangsungan hidup komuniti nelayan pinggir pantai. Akibat daripada itu, komuniti pinggir pantai akan cuba untuk menyesuaikan diri dalam keadaan tersebut bagi memastikan aktiviti sosio ekonomi atau mata pencarian hidup tetap berjalan seperti biasa. Oleh yang demikian, artikel ini akan melihat bentuk-bentuk adaptasi yang dilakukan oleh komuniti pinggir pantai bagi mengatasi keadaan tersebut serta strategi penyesuaian terhadap situasi yang dialami di kawasan mereka. Kajian ini dijalankan di kawasan Marudu Bay di mana dua kawasan kajian telah dipilih iaitu, Kampung Perapat Laut, Kudat dan Kampung Mapan-mapan, Pitas. Kedua-dua kawasan kajian ini termasuk dalam kawasan yang dilindungi iaitu, Taman Tun Mustapha. Dapatan kajian daripada temu bual mendalam dan *survey* yang dilakukan di dua buah kawasan kajian menunjukkan bahawa komuniti nelayan sememangnya mempunyai strategi untuk menyesuaikan diri dalam keadaan tertentu disebabkan perubahan iklim di pinggir pantai.

**Kata Kunci:** *Adaptasi, Strategi Penyesuaian, Perubahan Iklim, Vulnerable, Mata Pencarian Hidup.*

## **SURVIVAL DI SEMPADAN: KES PENYELUDUPAN DI LUBOK ANTU, SARAWAK**

Julie Tay Gek Hsia dan Gusni Saat

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Penyeludupan dan komuniti sempadan merupakan salah satu isu yang saling berkaitan malah hampir semua komuniti sempadan di dunia pasti akan terlibat dengan isu ini sebagai satu perlakuan urus-niaga yang bukanlah salah dari segi undang-undang meskipun secara sahnyanya adalah satu kegiatan yang salah. Oleh itu, satu kajian dilakukan bagi meneliti bagaimana individu ataupun komuniti dapat bertahan (*survive*) daripada dikesan mahupun ditangkap oleh pihak penguatkuasa yang berkawal di kawasan sempadan dengan membawa barangan melimpasi pintu sah Kompleks Kastam, Imigresen dan Kuarantin (CIQ). Sehubungan dengan itu, kajian ini memfokuskan secara kualitatif mengenai survival di sempadan oleh komuniti sempadan di Lubok Antu. Secara umum, kawasan Lubok Antu ini merupakan satu pekan kecil yang terletak kira-kira 85 KM daripada bandar Sri Aman, Sarawak dan bersempadan dengan daerah Badau, Kalimantan Barat Indonesia. Untuk mendapatkan dapatan kajian yang lebih kukuh dan terperinci, penggunaan metod utama kajian seperti temubual secara mendalam dan pemerhatian sebagai metod utama kajian untuk mendapatkan data maklumat dengan sampel kajian seramai 8 orang. Dapatan kajian mendapati, apa yang mendasari survival dalam kalangan komuniti adalah disebabkan adanya jalan tikus sebagai jalan alternatif selain daripada faktor kekerabatan, dialek, dan perkongsian budaya yang sama antara dua komuniti. Selain itu, cara memanipulasikan bil barang turut menyebabkan komuniti tidak dikenakan cukai. Kesimpulannya, kajian ini secara tidak langsung dapat menggambarkan bagaimana komuniti dapat terus bertahan dalam menjalankan kegiatan perdagangan melimpasi kawasan pintu sempadan negara.

**Kata Kunci:** *Survival, Penyeludupan, Komuniti Sempadan, Lubok Antu*

## **BAI<sup>ʿ</sup>AH TALAK TIGA DALAM SIYASAH SYARIE'YYAH**

Mohamad Iqbal Ahmad dan Abdulsoma' Thoarlim

Universiti Sultan Zainal Abidin

Bai<sup>ʿ</sup>ah merupakan satu ikatan janji setia kepada seseorang pemimpin, samada dalam konsep kenegaraan atau atau sesebuah organisasi. Tujuan diadakan bai<sup>ʿ</sup>ah ini untuk memastikan setiap ahli atau anggota tetap memberikan taat setia dan tidak berpaling tadah kepada pihak lawan. Kajian ini akan membincangkan isu bai<sup>ʿ</sup>ah talak tiga menurut perspektif islam dan juga perspektif siyasah (politik). Menjaga kestabilan sesuatu kerajaan mahupun sesebuah organisasi sangat penting untuk mengukuhkan lagi kedudukan. Jika bai<sup>ʿ</sup>ah tidak diambil, memungkinkan runtuhnya sesebuah kestabilan kerajaan mahupun organisasi, maka bai<sup>ʿ</sup>ah perlu diambil. Dalam isu ini, ulama berselisih pandangan tentang talak tiga, adakah sekali lafaz talak tiga, atau sekali lafaz talak tiga dikira satu. Al-Hajjaj Yusuf Al-Thaqafi pernah melakukan penambahan lafaz baicah ketika zaman pemerintahan Umawiyah dengan tujuan untuk memastikan tiada pembeleton akan berlaku.

**Kata Kunci:** *Bai<sup>ʿ</sup>ah, Siyasah Syarrie'yyah, Talak, Kestabilan, Pemerintahan*

## **KAEDAH PENDALILAN AL-QURAN DALAM PENGELUARAN FATWA**

Mohd Mustaffami Imas, Wan Mohd Khairul Firdaus Wan Khairuldin dan Abdul Hanis  
Embong

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Dalam proses fatwa, para ulama telah menggunakan pelbagai kaedah pendalilan dalam setiap proses *istinbat* (pengeluaran hukum). Antara kaedah pendalilan tersebut ialah berdasarkan al-Quran, Hadith, Ijma' dan Qiyas. Penggunaan pendalilan pada masa kini dilihat terlalu meluas melibatkan kaedah-kaedah pendalilan yang lain sehingga meminggirkan pendalilan utama iaitu al-Quran. Ini kerana kaedah pendalilan al-Quran merupakan satu bentuk keputusan hukum utama yang diterapkan dan diwarisi oleh Rasulullah SAW. Penekanan terhadap keperluan kepada dalil dan hujah daripada al-Quran perlu memandangkan al-Quran ialah sumber autoriti yang utama dalam Islam. Perkara ini dilihat bertentangan dengan apa yang telah dilakukan oleh Baginda SAW ketika menyelesaikan sesuatu permasalahan. Persoalannya bagaimanakah sesuatu fatwa yang dikeluarkan tanpa menitikberatkan pendalilan al-Quran? Apakah pandangan sarjana Islam pada perkara ini? Bagi menjawab kedua-dua persoalan ini, perbincangan dalam kertas kerja ini dibahagikan kepada dua bahagian utama. Pertama, membincangkan keperluan pendalilan al-Quran dalam proses pengeluaran fatwa; dan kedua, membincangkan pandangan-pandangan sarjana Islam pada permasalahan ini. Bagi mencapai objektif tersebut, kajian perpustakaan telah dijalankan untuk mendapatkan data-data berkaitan pendalilan al-Quran dalam proses pengeluaran fatwa secara menyeluruh menerusi karya-karya klasik dan kontemporer. Data-data tersebut kemudiannya dianalisis menggunakan kaedah analisis kandungan. Sebagai hasilnya, kajian ini mendapati proses pendalilan al-Quran amat diperlukan khususnya dalam pengeluaran fatwa. Keperluan ini adalah berdasarkan kepada pandangan-pandangan sarjana Islam yang mengkaji isu-isu penfatwaan dalam konteks semasa.

**Kata Kunci:** *kaedah pendalilan, pengeluaran fatwa,*

## **FAKTOR YANG MEMPENGARUHI KUALITI HIDUP NELAYAN MALAYSIA**

Muhamad Amirul Raub dan Norizan Abdul Ghani

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Kualiti hidup merupakan perkara asas bagi setiap individu bagi menentukan nilai kesejahteraan dalam kehidupan. Bagi menjawab persolan kajian iaitu apakah faktor-faktor utama yang mempengaruhi kualiti hidup nelayan seramai 100 orang nelayan telah terlibat dalam kajian ini yang mana kesemua responden adalah terdiri daripada ketua isi rumah. Dalam mengukur faktor faktor yang mempengaruhi kualiti hidup, terdapat sebelas indikator telah digunakan antaranya pendidikan, persekitaran keluarga, pendapatan, perbelanjaan isi rumah, simpanan, pemilikan barangan rumah, pemilikan harta lain, pemilikan peralatan nelayan, kesihatan, perumahan dan kediaman. Pemilihan indikator-indikator ini berdasarkan kepada Laporan Kesejahteraan Rakyat Malaysia 2013 yang dibuat oleh Unit Perancangan Ekonomi, Malaysia. Hasil kajian menunjukkan persekitaran keluarga, simpanan, kesihatan, perumahan dan kediaman, pendapatan dan pemilikan peralatan nelayan mempunyai hubungan positif yang signifikan terhadap kualiti hidup nelayan. Nilai korelasi terendah menunjukkan pada bacaan 0.215 manakala nilai  $r$  tertinggi pada bacaan 0.511.

**Kata Kunci:** *Kualiti Hidup, LKHM, Malaysia, Nelayan*

**ANALISIS PERAN KEPEMIMPINAN, MOTIVASI, KOMITMEN ORGANISASI  
DAN KEPUASAN KERJA DALAM MENINGKATKAN PRESTASI KERJA  
PEGAWAI  
(STUDI PADA PEGAWAI DI PEMERINTAH PROVINSI KEPULAUAN RIAU)**

Muhammad Mu'azamsyah dan Yendo Afgani @ Eusoff

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Tujuan dari kertas kerja ini adalah untuk mengevaluasi dan menguji pengaruh peran kepemimpinan, motivasi, komitmen dalam organisasi dan kepuasan kerja pada peningkatan prestasi kerja pegawai. Hal ini dapat dilakukan dengan menggunakan pemboleh ubah berdasarkan pada kajian sebelumnya, iaitu: Challagala dan Shervani, (2006); Jurkeiwick, (2001); McNeese-Smith, (1996); Suliman (2002); Ostrof, (2003); dan Laschinger et al., (2001), mereka mendapati pengaruh peran kepemimpinan, motivasi, komitmen organisasi di tempat kerja dan kepuasan kerja terhadap prestasi kerja pegawai. Dengan menggunakan pemboleh ubah yang dinilai, maka akan diharapkan dapat mengurangkan masalah yang terjadi di Pemerintah Provinsi Kepulauan Riau, dilihat dari tingkat ketidakhadiran yang tinggi di dalamnya, yang menyebabkan komitmen dalam organisasi yang rendah dalam bekerja, kehilangan motivasi dan seterusnya mengakibatkan prestasi kerja pegawai yang rendah. Responden dalam penelitian ini adalah pegawai di seluruh Pemerintah Provinsi Kepulauan Riau. Program statistik untuk Ilmu Sosial versi 17.0 *for windows* yang digunakan untuk menganalisis data yang dikumpulkan. Analisis terbukti bahwa peran kepemimpinan, motivasi, komitmen dan kepuasan kerja dalam organisasi akan membawa kesan positif dan meningkatkan prestasi kerja pegawai. Hasil empirikal ini menunjukkan bahawa untuk memenuhi dan meningkatkan prestasi kerja pegawai di seluruh Pemerintah Provinsi Kepulauan Riau adalah bahawa setiap divisi dalam organisasi perlu mengambil kira peran kepemimpinan, motivasi, komitmen organisasi dan nilai-nilai kepuasan kerja ini, kerana nilai-nilai ini secara berkesan mempengaruhi tingkat tinggi rendahnya prestasi kerja pegawai.

**Kata Kunci:** *Peran Kepemimpinan, Motivasi, Komitmen Organisasi, Kepuasan Kerja dan Prestasi Kerja Pegawai.*

# **PENGLIBATAN KOMUNITI DALAM PEMBENTUKAN AKTIVITI DI MASJID BANDAR BARU UDA, JOHOR BAHRU : ANALISA KEMAMPAHAN SOSIAL DENGAN KAEDAH SWOT**

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Kertas kerja ini membincangkan mengenai penglibatan komuniti melalui perancangan pembentukan aktiviti di Masjid Jamek Bandar Baru Uda, Johor Bahru. Tujuan ialah untuk mengenalpasti penglibatan komuniti dalam membentuk dan merancang aktiviti- aktiviti untuk melahirkan kemampanan sosial. Polese @ Stren 2000, Harris et al 2001 menyatakan bahawa penyertaan masyarakat dalam pengambilan keputusan adalah bahagian dalam kemampanan sosial. Aspek kemampanan sosial ini dianalisa menggunakan analisa SWOT. Daripada tinjauan awal, pengkaji dapat menyimpulkan bahawa telah berlaku penglibatan masyarakat dalam penentuan dan pembentukan aktiviti- aktiviti di Masjid Jamek Bandar Baru Uda, Johor Bahru. Analisa SWOT juga mendapati bahawa Strength/Kekuatan pada Masjid ini adalah dengan adanya Pusat Dialisis dan Pusat Kitar Semula Barang- barang Terpakai. Penubuhan pusat ini adalah hasil penglibatan masyarakat setempat. Dari segi Weaknesses/Kekurangan pula, penglibatan masyarakat hanya tertumpu kepada masyarakat yang mempunyai wang dan bukan dari golongan masyarakat yang sederhana atau miskin. Masjid mempunyai Opportunities/Peluang dalam kemampanan sosial kerana hirarki jawatankuasa dipegang oleh masyarakat yang kaya atau mempunyai wang. Oleh yang demikian, setiap aktiviti yang dipertengahan dapat dilaksanakan dengan jayanya. Masjid mendapat Threat/Ancaman daripada penglibatan masyarakat muda yang sangat kurang kerana kebanyakan daripada ahli jawatankuasa adalah daripada golongan masyarakat yang sudah berumur. Penglibatan golongan muda tidak dipandang serius bagi mewujudkan kemampanan sosial di kalangan kumpulan umur. Kesimpulannya, pengkaji melihat penglibatan komuniti telah wujud dan ianya mempunyai peluang untuk diperluaskan.

**Kata Kunci:** *Penglibatan Komuniti, Kemampanan Sosial, Aktiviti Masjid.*

## PENGUNAAN METODOLOGI DAKWAH DALAM FATWA

Noramirah Kamaruddin dan Wan Mohd Khairul Firdaus Wan Khairuldin

Fakulti Pengajian Kontemporari Islam, Universiti Sultan Zainal Abidin

Institusi fatwa ini memainkan peranan penting dalam menetapkan kaedah-kaedah tertentu bagi pengeluaran sesuatu fatwa. Namun begitu, ramai dalam kalangan masyarakat hari ini seolah-olah tidak mementingkan keputusan fatwa yang dikeluarkan oleh institusi fatwa. Justeru itu, penambahbaikan terhadap kaedah pengeluaran fatwa perlu dititikberatkan. Oleh yang demikian, penggunaan metodologi dakwah dalam kaedah pengeluaran fatwa juga dilihat dapat memainkan peranan penting dalam usaha memastikan masyarakat mengambil berat terhadap fatwa. Kajian ini mempunyai dua objektif. Pertama, mengkaji hubungan antara metodologi dakwah dan fatwa. Kedua, mengetengahkan penggunaan metodologi dakwah dalam kaedah pengeluaran fatwa. Bagi mendapatkan data-data, kajian kualitatif ini menggunakan kaedah perpustakaan (*library research*). Data-data yang diperolehi dianalisis dengan menggunakan kaedah analisis kandungan (*content analysis*). Kajian ini mendapati bahawa penggunaan metodologi dakwah seperti *ad-da' wa ad-dawa'*, *izatalatu asy-syubhat*, *al-targhib wa al-tarhib* dan *al-tarbiah wa al-ta'lim* perlu diterapkan dalam kaedah pengeluaran fatwa. Hal ini kerana penggunaan metodologi dakwah dalam kaedah pengeluaran fatwa mampu menarik perhatian masyarakat untuk lebih mengenali, memahami dan mengamalkannya dalam kehidupan mereka. Kajian ini menyimpulkan bahawa penggunaan metodologi dakwah dalam pengeluaran fatwa merupakan satu alternatif dan penambahbaikan yang baik kepada institusi fatwa dan juga dalam aspek dakwah.



## **IMPAK KEBANJIRAN PEKERJA ASING DALAM INDUSTRI PERLADANGAN TERHADAP KESEJAHTERAAN HIDUP GENERASI KEDUA FELDA**

Noranifitri Md. Nor, Yahaya Ibrahim dan Wan Abd. Aziz Wan Mohd Amin

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Sejak kebelakangan ini, isu banjir pekerja asing banyak dilaporkan oleh media-media massa dan elektronik. Isu peningkatan kemasukan pekerja asing ini membimbangkan segenap lapisan masyarakat di Malaysia kerana kini, pelbagai sektor pekerjaan di Malaysia dipenuhi oleh pekerja asing termasuklah sektor perladangan. Sektor perladangan terbesar di Malaysia adalah Lembaga Kemajuan Tanah Persekutuan (FELDA). Banjir pekerja asing dalam sektor perladangan FELDA memberikan pelbagai impak kepada kesejahteraan hidup masyarakat FELDA terutamanya generasi kedua FELDA. Justeru, kajian ini bertujuan untuk mengenalpasti impak-impak banjir pekerja asing terhadap kesejahteraan hidup generasi kedua FELDA dan membangunkan model impak bersepadu banjir pekerja asing terhadap generasi kedua FELDA dan seterusnya menganalisis persepsi generasi kedua FELDA terhadap dasar kemasukan pekerja asing dalam sektor perladangan di Malaysia. Kajian yang dibuat menggunakan kaedah *triangulation* iaitu gabungan dua kaedah kajian, kualitatif dan kuantitatif. Kajian ini melibatkan 180 orang responden. Responden yang dipilih adalah terdiri daripada generasi kedua FELDA yang dipilih secara rawak mudah. Data kualitatif dikumpul dengan menggunakan temu bual berfokus 30 orang responden terpilih di lokasi kajian dan dianalisis dengan menggunakan perisian ATLAS ti. dan data kuantitatif menggunakan kaedah temu bual berstruktur (soal selidik) 150 orang responden dan dianalisis menggunakan analisis statistik deskriptif. Dapatan kajian menunjukkan bahawa terdapat tujuh impak banjir pekerja asing terhadap kesejahteraan hidup generasi kedua FELDA iaitu impak ekonomi, impak kebersihan, impak kemahiran, impak keselamatan, impak kesihatan, impak komunikasi dan impak sosial. Selain itu, hasil dapatan menunjukkan bahawa generasi kedua FELDA mengemukakan persepsi positif dan negatif terhadap dasar kerajaan berkaitan banjir pekerja asing dalam sektor perladangan di FELDA.

**Kata Kunci:** *Impak, Pekerja Asing, Industri Perladangan, Kesejahteraan Hidup, Generasi Kedua FELDA*

## **FAKTOR PENENTU INDIVIDU DAN SIKAP TERHADAP TAHAP PENGLIBATAN KOMUNITI: TINJAUAN AWAL PROGRAM INAP DESA**

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Kajian ini bertujuan untuk mengkaji faktor penentu individu dan sikap terhadap tahap penglibatan komuniti dalam program inap desa. Kajian ini menggabungkan faktor-faktor daripada hasil kajian Kalsom & Nor Ashikin (2006) iaitu faktor keperluan, kesedaran mengenai program, personaliti, ideologi, kepercayaan dan peranan kerajaan. Kajian daripada Azlizan & Hamzah (2012) iaitu faktor mindset, masalah kewangan, mentaliti subsidi, komitmen dan sikap. Kajian Afifah Arifin (2013) iaitu faktor kesediaan sebagai faktor penglibatan komuniti. Berdasarkan faktor-faktor tersebut, instrumen kajian dirangka dan dibentuk. Responden kajian diambil secara rawak di beberapa buah inap desa di Terengganu. Analisis faktor dilakukan untuk mendapatkan faktor baharu berasaskan kepada data kajian. Secara teorinya penglibatan komuniti dalam program inap desa ini akan dibincangkan dan dinilai mengikut Tipologi Pretty dan Teori Lapan Tangga Penglibatan Arnstein. Hasil kajian dapat mengenal pasti faktor penentu dominan yang mempengaruhi penglibatan komuniti dalam program inap desa. Melalui hasil kajian ini diharapkan penglibatan komuniti dalam program inap desa dapat dipertingkatkan.

**Kata Kunci:** *Penglibatan Komuniti; Program Inap Desa; Faktor Individu; Sikap*

**PENGARUH PERSEKITARAN PULAU TERHADAP PEMBANGUNAN  
SOSIOEKONOMI KOMUNITI PULAU: SATU KAJIAN KES  
TERHADAP PENGUSAHA BALAT**

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Kajian ini memfokuskan secara kualitatif mengenai pengaruh persekitaran pulau terhadap pembangunan sosioekonomi di Pulau Tigabu, Kudat, Sabah. Secara umum, Pulau Tigabu merupakan pulau kecil yang terletak di daerah Kudat, Sabah yang didiami sebanyak 700 orang penduduk yang terdiri daripada etnik Bajau Ubian. Sehubungan itu, satu pemerhatian awal yang dilakukan adalah untuk melihat ciri-ciri persekitaran pulau serta tahap sosioekonomi komuniti yang dipengaruhi oleh persekitaran pulau. Sebanyak 8 responden yang terdiri daripada 2 orang yang berumur lingkungan 50 tahun ke atas dan 6 orang ketua rumah untuk ditemu bual secara mendalam. Hasil daripada temu bual dan pemerhatian yang dilakukan, didapati bahawa komuniti di Pulau Tigabu telah menjadikan persekitaran pulau sebagai sumber ekonomi utama dalam memenuhi keperluan harian. Persekitaran seperti kawasan laut dijadikan sumber utama untuk mendapatkan hasil-hasil laut seperti ikan, balat dan sebagainya. Selain itu, salah satu contoh perusahaan yang dijalankan di pulau tersebut ialah penternakan balat yang diusahakan oleh salah seorang penduduk di pulau tersebut. Oleh hal demikian, kajian ini secara tidak langsung dapat mengetengahkan ciri-ciri pulau dalam mempengaruhi kehidupan seharian mereka khususnya dalam pembangunan sosioekonomi. Hal ini kerana, komuniti pulau di Pulau Tigabu mempunyai cara tersendiri dalam beradaptasi dengan persekitaran bagi menampung keperluan serta kehendak mereka agar bersesuaian dengan tuntutan modenisasi pada masa kini.

**Kata Kunci:** *Persekitaran, Pembangunan Sosioekonomi, Pengusaha Balat, Komuniti Pulau.*

## **IMPAK KESUKARELAAN TERHADAP PEMBANGUNAN DIRI MAHASISWA**

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Kesukarelaan merujuk kepada sebarang aktiviti yang dilakukan secara sukarela, tidak melibatkan ganjaran material dan mendatangkan faedah kepada kedua-dua pihak iaitu sukarelawan dan kelompok yang dibantu. Kesukarelaan merupakan aktiviti yang mampu memberi nilai tambah kepada pembangunan insan terutamanya melibatkan generasi muda seperti mahasiswa. Penglibatan aktif dalam aktiviti kesukarelaan secara positifnya dikaitkan dengan pelbagai faedah sama ada berbentuk jangka pendek atau jangka panjang kepada mahasiswa. Penglibatan mahasiswa dalam kesukarelaan secara tidak langsung mempengaruhi pembangunan mereka secara holistik. Ini menunjukkan semakin aktif mahasiswa dalam aktiviti kesukarelaan maka semakin banyak atau besar faedah yang diperolehi mereka. Perolehan faedah ini mendorong kebanyakan universiti menggalakkan penglibatan mahasiswa dalam aktiviti kesukarelaan. Secara umumnya, penglibatan aktif mahasiswa dalam aktiviti kesukarelaan menjamin kehidupan yang lebih positif seperti tidak bersikap materialistik, mengamalkan gaya hidup yang lebih sihat, berjaya menamatkan pengajian dengan cemerlang, berdisiplin, mempunyai tahap keyakinan diri yang tinggi, mampu mengurus masa dengan lebih sistematik, membentuk sikap yang lebih optimis terhadap masa depan, produktif, mempunyai personaliti yang baik, mempunyai nilai moral yang tinggi serta mempunyai emosi yang lebih stabil. Tujuan kajian ini dilakukan untuk melihat faedah kesukarelaan terhadap pembangunan diri pelajar daripada lima aspek iaitu pembangunan personal, pembangunan kemahiran, pembangunan kerjaya, pembangunan akademik dan pembangunan sosial. Responden kajian terdiri daripada mahasiswa IPT terpilih di kawasan Lembah Klang yang terlibat dalam aktiviti kesukarelaan. Kajian ini menggunakan kombinasi kaedah kuantitatif dan kualitatif (*mixed method*). Kaedah kuantitatif menggunakan pendekatan survey dengan menggunakan borang soal selidik berstruktur yang diedarkan kepada mahasiswa yang terlibat dalam aktiviti kesukarelaan manakala kaedah kualitatif dijalankan ke atas organisasi sukarela (NGO) terpilih dengan menemubual pihak pengurusan mengenai penglibatan mahasiswa dalam aktiviti kesukarelaan. Maklumat kajian dianalisis menggunakan perisian SPSS.

## **FAKTOR RISIKO KEMURUNGAN DALAM KALANGAN WARGA TUA DI PUSAT JAGAAN**

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Kajian ini adalah tertumpu kepada mengenal pasti faktor-faktor risiko yang berkaitan dengan kemurungan dalam kalangan warga tua Melayu yang berada di pusat jagaan. Perubahan struktur sosial dan status ekonomi telah mengubah cara penjagaan orang tua dalam kalangan orang Melayu moden. Para penyelidik membuat hipotesis bahawa tahap kemurungan dalam kalangan warga tua Melayu di institusi adalah tinggi. Pada keseluruhannya, 98 orang warga tua berbangsa Melayu (lelaki 41.8%, wanita 58.2%) daripada pusat jagaan warga tua di Semenanjung Malaysia telah mengambil bahagian dalam kajian ini. Mereka dipilih mengikut kriteria berikut: etnik Melayu yang berusia 60 tahun ke atas, dapat berkomunikasi dan dengan tidak ada masalah kesihatan mental dan / atau fizikal yang teruk. *The Geriatric Depression Scale* (GDS-30) telah digunakan untuk mengukur tahap kemurungan dalam kalangan warga tua. Secara keseluruhan, kajian itu mendapati bahawa 70.4% warga tua Melayu di pusat jagaan didiagnosis mengalami kemurungan, di mana 39.8% mengalami kemurungan tahap ringan dan 30.6% telah mengalami kemurungan tahap major. Lima faktor telah dikenal pasti sebagai faktor risiko utama kemurungan dalam kalangan orang tua Melayu iaitu, kesedihan, tidak berdaya, pengasingan, kesunyian dan hilang minat dalam beraktiviti (76.8 – 86.9%). Sebagai kesimpulan, kemurungan dalam kalangan warga tua Melayu dalam kajian ini adalah tinggi. Selain mengadakan pemeriksaan saringan kemurungan, ia juga penting bagi pengurus pusat jagaan untuk mengatur dan membuat aktiviti khas untuk warga tua bagi mengurangkan faktor-faktor risiko kemurungan. Warga tua akan mempunyai hidup yang lebih sihat dan bahagia di institusi sekiranya pengurus pusat jagaan sentiasa memastikan warga tua berada dalam keadaan mental yang sihat.

**Kata Kunci:** *Kemurungan, Warga Tua, Pusat Jagaan, Melayu, Geriatric Depression Scale (GDS)*

## **TAHAP PENGETAHUAN DAN SIKAP PENDUDUK TERHADAP PENCEMARAN SUNGAI DI KUALA TERENGGANU**

Norshahida Akma, Aziz Amin dan Hafizan

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Kajian ini bertujuan untuk mengetahui tahap pengetahuan dan sikap penduduk terhadap pencemaran sungai yang berlaku di sekitar Kuala Terengganu. Pembangunan pesat negara dengan perkembangan proses perbandaran memberi impak negatif kepada alam sekitar khususnya kepada kualiti air. Kesan daripada proses perbandaran yang begitu drastik, pencemaran mula tersebar sehingga memusnahkan proses semulajadi yang berlaku keatas alam sekitar. Selain itu, pembuangan sisa pepejal oleh penduduk yang tinggal berhampiran sungai juga turut menyumbang kepada pencemaran sehingga menjejaskan kualiti air sungai. Masalah ini sememangnya berkait rapat dengan sikap manusia yang sewenang-wenangnya menganggap bahawa sungai merupakan tempat untuk membuang segala bahan yang digunakan oleh manusia. Disamping itu, kesedaran masyarakat Malaysia terhadap isu alam sekitar masih berada pada tahap yang mengecewakan. Kajian ini akan menganalisis tahap pengetahuan dan sikap penduduk pesisir sungai Kuala Terengganu terhadap sungai yang tercemar, mengenalpasti pola kategori sungai yang paling tercemar di Kuala Terengganu dan mengenalpasti faktor dominan yang mempengaruhi pencemaran sungai di Kuala Terengganu. Kaedah kajian yang digunakan untuk mengumpul data ialah kaedah kuantitatif iaitu menerusi tinjauan soal selidik. Seramai 100 responden yang terdiri daripada penduduk yang tinggal berhampiran kawasan sungai dipilih bagi menjawab soal selidik. Data yang diperoleh dianalisis menggunakan perisian spss (*Statistical Package For Social Science*). Hasil kajian dapat mengenalpasti pola pengetahuan dan sikap penduduk persisir terhadap pencemaran sungai di Kuala Terengganu.

Kata Kunci : *Pengetahuan, Sikap, Pencemaran Sungai.*

# **PENGARUH PELAKSANAAN POLISI PROGRAM REHABILITASI DAN PENGURUSAN TERUMBU KARANG TERHADAP KESEJAHTERAAN NELAYAN DI KABUPATEN BINTAN**

Nurbaiti Usman Siam, Yendo Afgani @ Eusoff dan Baharudin,  
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Fokus penyelidikan ini adalah untuk mengenal pasti hubungan interaksi antara pelaksanaan polisi program rehabilitasi dan pengelolaan terumbu karang terhadap kesejahteraan nelayan serta bagaimanakah pelaksanaan polisi program rehabilitasi dan pengelolaan terumbu karang terhadap kesejahteraan nelayan di Kabupaten Bintan. Dalam mengkaji masalah penyelidikan, diuraikan konsep dan teori yang berkaitan dengan variabel penyelidikan, yaitu konsep dan teori polisi awam, keberkesanan pelaksanaan polisi, kesejahteraan dan nelayan program rehabilitasi dan pengelolaan terumbu karang, serta konsep dan teori yang menunjukkan hubungan antara variabel pelaksanaan polisi program rehabilitasi dan pengelolaan terumbu karang terhadap kesejahteraan nelayan. Pengkajian ini menggunakan rekabentuk deskriptif analitik. Secara operasional, dimensi pelaksanaan polisi program rehabilitasi dan pengelolaan terumbu karang terhadap kesejahteraan nelayan terdiri dari organisasi, interpretasi dan aplikasi. Pembolehubah kesejahteraan nelayan meliputi pendidikan, kesehatan, lapangan kerja dan ketoleransian. Responden dipilih dari anggota unit pelaksana program yang meliputi unsur birokrasi, pertubuhan bukan kerajaan (NGO), perguruan tinggi dan masyarakat nelayan di Kabupaten Bintan dengan menggunakan metode sampel jenuh keatas 200 orang anggota unit pelaksana program. Secara kuantitatif, data dikumpulkan dengan teknik borang soal selidik, temu bual dan kajian kepustakaan. Seterusnya data diolah dan dianalisis dengan menggunakan statistik uji kolerasi person product momoent. Dapatan menunjukkan bahwa pelaksanaan polisi program rehabilitasi dan pengelolaan terumbu karang di Kabupaten Bintan cukup mempengaruhi kondisi kesejahteraan nelayan. Pengaruhnya bersifat positif dan signifikan yang secara statistik menunjukkan hubungan kasualiti yang terbentuk adalah sangat berhubungan rapat. Berdasarkan analisis uji kolerasi person product momoent menunjukkan bahwa peningkatan kesejahteraan nelayan sebagian besar dipengaruhi oleh pelaksanaan polisi program rehabilitasi dan pengelolaan terumbu karang dan sisanya dipengaruhi faktor lain yang tidak diteliti. Hal ini berarti bahwa semakin eberkesan pelaksanaan polisi program rehabilitasi dan pengelolaan terumbu karang, maka kesejahteraan nelayan akan semakin tinggi pula.

**Kata Kunci:** *Pelaksanaan, Program Rehabilitasi dan Kesejahteraan Nelayan.*

# **PENGURUSAN BAKAT DAN IMPLIKASINYA TERHADAP PELAKSANAAN PELAN STRATEGIK DI UNIVERSITI AWAM: SATU TINJAUAN LITERATUR**

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Tujuan daripada kertas kerja ini adalah untuk membincangkan pengurusan bakat universiti awam yang menawarkan kelayakan akademik dan profesional sehingga peringkat ijazah di Malaysia. Kajian menunjukkan bahawa pengurusan bakat amat penting di dalam mencapai kecemerlangan organisasi. Pengurusan bakat adalah pemacu kejayaan organisasi. Kajian literatur menunjukkan pengurusan bakat di universiti awam dianggap baru dan masih belum diteroka sepenuhnya walaupun kepentingannya telah diakui mampu membawa kelebihan kepada persaingan. Fokus kajian ini adalah melihat sejauh mana implikasi pengurusan bakat terhadap pelaksanaan Pelan Strategik universiti awam. Sikap dan pemahaman staf akademik universiti awam terhadap Pelan Strategik universiti turut dinilai. Bagi mencapai objektif ini, tinjauan literatur terhadap pengurusan bakat telah dilaksanakan. Kertas kerja ini berpendapat bahawa beberapa buah universiti di Malaysia belum sepenuhnya mengaplikasi konsep pengurusan bakat sebagaimana yang diinginkan. Kertas kerja ini mencadangkan konsep yang lebih baik yang boleh diamalkan dengan penyesuaian kepada situasi pentadbiran institusi berkenaan.

**Kata Kunci:** *Pengurusan bakat; Pelan Strategik; kepimpinan; pentadbiran; universiti awam; staf akademik*



## PROSEDUR REKA BENTUK KUALITATIF: PERBANDINGAN ANTARA KAJIAN KES DAN PENJANAAN TEORI

Siti Balqis Mohd Azam<sup>1</sup>, Siti Hajar Abu Bakar Ah<sup>1</sup> dan Siti Hajar Abdul Rauf<sup>2</sup>

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Kertas kerja ini membincangkan persamaan dan perbezaan prosedur kajian dalam dua jenis reka bentuk kajian kualitatif; kajian kes dan penjanaan teori (*grounded theory*). Bukti empirikal adalah berasaskan kepada dua kajian yang telah dilakukan oleh para pengkaji di dua buah institusi kanak-kanak di Malaysia. Pendekatan kajian kes telah digunakan dalam kajian pelaksanaan program pemulihan terapeutic untuk remaja perempuan hamil luar nikah di salah sebuah institusi pemulihan dan perlindungan awam di Kuala Lumpur. Manakala, pendekatan penjanaan teori pula telah digunakan di dalam kajian pemetaan jaringan perkhidmatan kebajikan kanak-kanak di salah sebuah Sekolah Diluluskan (*Approved School*) di Terengganu. Memandangkan metodologi kajian memainkan peranan yang sangat penting dalam sesebuah kajian, maka dalam kertas kerja ini pengkaji membuat analisis dan perbandingan secara terperinci mengenai populasi dan pemilihan sampel kajian, teknik persampelan, teknik pengumpulan data, protokol temu bual dan teknik analisis data yang digunakan bagi kedua-dua kajian. Terdapat beberapa perbezaan yang wujud di antara reka bentuk kajian kes dan reka bentuk penjanaan teori, terutamanya dari aspek pemilihan sampel, teknik persampelan dan teknik analisis data yang digunakan dalam kedua-dua kajian. Setiap persamaan dan perbezaan yang wujud dari aspek metodologi bagi kedua-dua kajian ini dibincangkan secara terperinci di dalam kertas kerja ini.

**Kata Kunci:** *Metodologi, Reka Bentuk Kajian, Kajian Kes, Penjanaan Teori, Kebajikan Kanak-Kanak*

## **BIROKRASI AWAM PENTADBIRAN KEPULAUAN RIAU DAN PENERAPAN SUMBANGAN FALSAFAH BUDAYA MELAYU**

Suhardi Mukhlis, Endri Sanopaka dan Nurbaiti Usman Siam

Sekolah Tinggi Ilmu Sosial dan Ilmu Politik Raja Haji

Kajian ini bertujuan mengenal pasti sumbangan budaya Melayu sebagai asas dalam membangunkan sumber manusia di dalam pentadbiran Provinsi Kepulauan Riau. Responden kajian ini melibatkan para pegawai pentadbiran di Kepulauan Riau, tokoh masyarakat dan tokoh adat. Kajian ini menggunakan kaedah kualitatif. Data kajian diperolehi menerusi kaedah temuduga mendalam dan pemerhatian. Hasil kajian ini mendapati bahawa tata cara kerja dalam budaya Melayu boleh member impak positif ke atas tingkah laku pegawai pentadbir dalam memberikan perkhidmatan yang terbaik kepada masyarakat. Walau bagaimanapun, kajian ini mendapati amalan nilai dalam budaya Melayu belum memberikan sumbangan yang signifikan bagi membangunkan sumber manusia di pentadbiran Kepulauan Riau. Dapatan kajian menunjukkan tingkah laku pegawai dalam memberikan perkhidmatan kepada masyarakat tidak sesuai dengan jangkaan dan kehendak masyarakat di daerah tersebut. Justeru, dicadangkan agar idea-idea, pemikiran, nilai, norma dan peraturan-peraturan yang disebut kebudayaan ideal dalam lapisan sistem nilai mesti ditanamkan dalam kalangan staf untuk mengukuhkan keperibadian dan tingkah laku staf. Kesemua ini perlu diamalkan dan difungsikan sebagai asas bertingkah laku, mendorong, mengatur dan memberikan arahan dan membimbing para pegawai dalam menjalankan urusan pentadbiran harian di pejabat. Bagi mewujudkan perkhidmatan yang cekap dan berkesan kepada masyarakat, para pegawai pentadbiran di daerah mestilah mengamalkan nilai-nilai kearifan budaya daerah sehingga mewujudkan corak hubungan di antara pentadbiran daerah. Dalam bentuk fungsi, diformulasikan bahawa pentadbiran daerah yang baik perlu mempunyai nilai-nilai budaya daerah yang diamalkan oleh para pegawai pentadbiran daerah untuk memenuhi jangkaan dan kehendak masyarakat sama ada masyarakat tempatan atau masyarakat luar. Ini bagi memastikan hubungan pentadbiran daerah dengan masyarakat serta persekitarannya berjalan selaras, seimbang, serasi, dinamik dan berterusan. Dapatan kajian ini berusaha mengukuhkan pengamalan nilai dalam budaya Melayu yang diserasikan dengan perumpamaan Melayu iaitu “di mana bumi dipijak, di situ langit dijunjung”.

**Keywords :** *Birokrasi Awam, Pentadbiran, Budaya Melayu, Nilai-nilai, Kepulauan Riau*

# **STRATEGI PENGHIDUPAN MAPAN (*SUSTAINABLE LIVELIHOOD*) GOLONGAN NELAYAN DI KAWASAN RAMSAR KAMPUNG DAGAT, KINABATANGAN, SABAH, MALAYSIA**

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Majoriti penduduk Kg Dagat di kawasan RAMSAR Kinabatangan, Sabah adalah merupakan golongan nelayan sungai dan pinggir pantai. Golongan nelayan ini merupakan kumpulan penduduk miskin tegar kerana mempunyai jumlah pendapatan dibawah RM500.00 sebulan. Namun, kedudukan Kg Dagat yang berhampiran dengan kawasan hutan dan tanah becah RAMSAR telah menyediakan peluang sumber ekonomi semulajadi bagi mereka meneruskan penghidupan mereka secara mapan. Kg Dagat juga dikelilingi oleh ladang kelapa sawit milik swasta juga secara tidak langsung menyediakan pendapatan sampingan kepada penduduk Kg Dagat dengan memasarkan hasil tangkapan ikan, udang dan ketam kepada pekerja estet. Bagi meneruskan penghidupan mapan, golongan nelayan Kg Dagat telah melakukan pelbagai strategi ekonomi penghidupan samada menjadi nelayan sepenuh masa atau separuh masa, menjadi penjaja kecil hasil hutan dan buah-buahan, pengusaha homestay, pekerja ladang sawit dan pembantu hidupan liar. Kajian ini dilakukan berasaskan pendekatan penyelidikan kualitatif. Pelbagai kaedah kutipan data seperti temubual mendalam, perbincangan *focus group*, pemerhatian dan data dari sumber dokumen atau sekunder. Hasil kajian ini mendapati bahawa golongan nelayan di Kg Dagat bukan sahaja mempelbagai strategi ekonomi tetapi dalam masa yang sama mereka mengukuhkan strategi 'modal sosial' seperti jalinan sesama ahli keluarga yang akrab dan saling hormat menghormati; mengukuh jaringan hubungan dengan pihak *stakeholders* seperti pengurus ladang kelapa sawit, pihak berkuasa pejabat daerah, pihak berkuasa keselamatan, pihak penyelidik dan Jabatan Hutan Sabah. Strategi ekonomi dan sosial ini sangat berkait dan digunakan oleh nelayan Kg Dagat yang kecil dan terpencil ini sebagai strategi penghidupan yang mapan.

**Kata Kunci:** *Penghidupan mapan, Strategi ekonomi, Modal sosial, Golongan nelayan. Kg Dagat*

## **MIGRASI TENAGA KERJA INDONESIA KE MALAYSIA: CABARAN DAN MASALAH**

Yendo Afgani @ Eusoff dan Muhammad Zulherawan

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Kertas kerja ini bertujuan untuk mengenal pasti proses penghijrahan tenaga kerja Indonesia secara haram di Malaysia, ianya penting disebabkan kehadiran pekerja asing secara haram telah meningkat jumlahnya dan memberi kesan kepada permasalahan sosial di Negara ini. Untuk mengenal pasti proses banjir pekerja asing haram ini, temu bual secara khusus dijalankan kepada orang-orang yang pernah terlibat memasuki Malaysia secara haram. Kaedah bola salji (snowing ball) digunakan untuk mengenal pasti responden. Dapatan kajian menunjukkan bahawa kebanyakan para pekerja asing melakukan penghijrahan secara haram disebabkan banyak faktor menjadi mangsa di akibatkan penipuan ejensi samada bertauliah atau tanpa tauliah, wujudnya perasaan bangga dengan status pernah bekerja di Malaysia dan adanya dorongan gaya hidup.

Kata Kunci: *Penghijrahan, Haram, Malaysia, Cabaran.*

**PENGARUH *KNOWLEDGE MANAGEMENT*, KULTUR ORGANISASI  
TERHADAP KINERJA ORGANISASI DENGAN PERENCANAAN  
STRATEGI SEBAGAI FAKTOR INTERVENING  
(STUDI EMPIRIK PADA DINAS PENDAPATAN PENGELOLAAN KEUANGAN  
DAN ASET DAERAH (DPPKAD) KOTA TANJUNG PINANG)**

Yudi Ramdani, Mohd Razali Agus dan Yendo Afgani @Eusoff

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Cukai Tanah dan Bangunan (PBB) merupakan salah satu jenis cukai yang hasil penerimaannya disumbangkan kepada Pemerintah Daerah. Pelaksanaan pemungutan Cukai Tanah dan Bangunan dilaksanakan berdasarkan Undang-undang Nomor 28 Tahun 2009, sebagai pengganti Undang-undang yang lama yaitu Undang-undang Nomor 12 Tahun 1994 tentang Cukai Bumi dan Bangunan. Dalam pelaksanaan pemungutan PBB diperlukan sebuah perancangan strategi yang dapat mempengaruhi prestasi kerja sebuah organisasi sehingga dapat meningkatkann penerimaan pendapatan asli daerah khususnya pada Cukai Tanah dan bangunan. Data yang digunakan dalam penelitian ini adalah data primer iaitu dengan penyebaran borang soal selidik. Pemilihan sampel dilakukan dengan metode *convenience sampling*. Dalam penelitian ini populasi adalah pegawai DPPKAD Kota Tanjungpinang dengan jumlah sampel yang digunakan dalam penelitian ini adalah sebanyak 86 responden. Pengujian hipotesis dilakukan dengan menggunakan bantuan komputer dan pekej aplikasi/program statistik yaitu program SPSS (*Statistical Package for the Social Sciences*) versi 12. Hasil pengujian hipotesis menunjukkan bahwa pemboleh ubah *knowledge management* dan budaya organisasi berpengaruh positif dan signifikan terhadap pemboleh ubah perancangan strategi dan prestasi kerja organisasi. Hasil pengujian juga membuktikan adanya pengaruh positif dan signifikan perencanaan strategi terhadap kinerja organisasi.

**Kata Kunci :** *Knowledge Management, Budaya Organisasi, Perancangan Strategi dan Prestasi Kerja Organisasi.*

# INTERPRETASI FAKTOR RISIKO PENGAMBILAN BAHAN TERLARANG DALAM REALITI SOSIAL MAT REMPLIT AGRESIF DI PULAU PINANG, MALAYSIA

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Di Malaysia, aktiviti lumba motosikal haram yang menyalahi undang-undang ini diminati oleh sekumpulan belia yang dilabelkan sebagai Mat Rempit. Fenomena lumba motosikal haram jalanan telah menjadi polemik hangat yang sering diperkatakan dalam kalangan masyarakat. Ini kerana penglibatan belia terhadap aktiviti lumba haram ini adalah pada tahap yang membimbangkan. Kajian ini adalah untuk mendapatkan interpretasi faktor risiko pengambilan bahan terlarang daripada perspektif tulen dalam realiti sosial Mat Rempit agresif di Pulau Pinang, Malaysia. Kajian kualitatif telah dijalankan terhadap sekumpulan Mat Rempit di Pulau Pinang. Kajian ini mengambil satu pendekatan interpretivis yang menggunakan strategi abduktif dan metod fenomenologi. Sampel dipilih melalui kaedah persampelan bertujuan (*purposive sampling*). Data telah dikutip melalui temubual secara mendalam (*indepth-interview*). Analisis data menggunakan perisian Nvivo yang bertujuan membina kategori serta tema dan kemudiannya disusuli dengan temubual yang seterusnya. Penemuan dapatan kajian telah menunjukkan bahawa dalam realiti sosial Mat Rempit agresif, mereka mengambil bahan terlarang adalah untuk digunakan semasa menyertai lumba haram dan hanya sekadar keseronokan dan suka-suka.

**Kata Kunci:** *Faktor Risiko, Pengambilan Bahan Terlarang, Mat Rempit Agresif, Kualitatif Abduktif*

## CUEPACS DAN KEBAJIKAN PEKERJA DI MALAYSIA

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Malaysia akan menjadi negara maju pada tahun 2020. Para Pekerja dan majikan bekerja keras untuk menjayakan hasrat negara kita. Pada masa yang sama kesatuan sekerja berjuang menjaga kepentingan pekerja dalam sektor awam dan swasta di negara ini. Sehubungan ini pemimpin *Congress Union of Employees in the Public and Administration Civil Services* (CUEPACS) atau Kongres Kesatuan Pekerja-Pekerja Perkhidmatan awam dan Pentadbiran menjaga kebajikan pekerja dalam sektor awam di negara ini. Satu persoalan yang menarik dianalisis, setakatmanakah pemimpin kesatuan sekerja CUEPACS berjuang menjaga kebajikan pekerja di negara ini, kedua untuk mengetahui isu-isu yang diperjuangkan oleh kesatuan berkenaan, ketiga untuk mengetahui setakatmanakah tuntutananya itu diterima dan dilaksanakan oleh pihak kerajaan. Pengkaji menggunakan pendekatan kualitatif dalam kajiannya dan menjalankan *interview* dengan Presiden CUEPACS, serta meneliti dokumen kesatuan berkenaan bagi menganalisis peranan CUEPACS dalam memperjuang persoalan kebajikan pekerja dalam sektor awam di negara ini. Dapatan kajian ini, menunjukkan setengah isu yang diperjuangkan oleh kesatuan berkenaan dilaksanakan oleh pihak kerajaan, dan setengah isu berkenaan tidak diterima dan tidak dilaksanakan oleh pihak kerajaan. Pemimpin Pihak kesatuan sekerja CUEPACS telah menggunakan pendekatan harmoni bagi memperjuangkan hak kebajikan pekerja di negara ini.

**Key words:** *Kesatuan Sekerja, Pemimpin, dan Kebajikan Pekerja*

**PART B**

**TOURISM**



## **PROMOTING TOURISM VIA COMBATING TERRORISM; SPECIAL REFERENCE TO MALAYSIA PREVENTION OF TERRORISM ACT 2015**

Afandi Mohd Salleh, Zuhairah Ariff Abd Ghadas, Abdul Hafiz Majid Mahamed and  
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Tourism businesses is a one of the main source of revenue generation in Malaysia and evidently, there would be an adverse effects to the tourism business when there are terrorism activities in the country. On 7 April 2015, the parliament passed the Prevention of Terrorism Act (POTA)2015 which is a preventive law aimed at anticipating and preventing terrorism activities. The Act enables the Malaysian authorities to detain terror suspects without trial for a period of two years. POTA also does not allow any judicial reviews of detentions. Instead, detentions will be reviewed by a special Prevention of Terrorism Board. The Home Minister of Malaysia, Datuk Seri Dr Ahmad Zahid Hamidi, emphasized that the new legislation would strengthen existing laws such as the Security Offences (Special Measures) Act 2012 (SOSMA) and the Prevention of Crime Act (POCA) although SOSMA and POCA were not specifically focus on prevention of terrorism. This paper discuss the provisions in POTA in preventing and combating terrorism activities and how securing the country against terrorism would encourage more tourists to come to Malaysia. Research methodologies adopted in this paper are statutory and case law analysis.

**Keywords:** *Malaysia, Terrorism, Prevention of Terrorism Act 2015*

## **BALI VS TERENGGANU: A BRIEF COMPARISON FROM THE VIEW OF A TOURISM PRACTITIONER**

Ahmad Taufik Hidayah Abdullah

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To many people, especially for those who love travelling and doing excursions, Asia is deemed a unique place to visit. Its charms in terms of natural beauty, culture and hospitality have mesmerised many travellers from all over the world. Malaysia and Indonesia, located in the south-east Asia, are among a few countries in Asia as the main destinations of tourists visiting this region. For Indonesia, one of the must-visit place for the tourists visiting the country is Bali. Its unique culture and lively day-to-day festivals has made so many people fall in love with the so-called thousands of temples' island. Meanwhile Terengganu, as one of the fastest-growing states in Malaysia, it also offers its charms and natural beauty to attract international tourists to visit this state. This paper aims to shed light on the conditions of these two places from the view of a former tourist guide from Bali who was extensively involved in tourism in his mother-land of Bali but the last twenty years of his latter time have been spent in Terengganu, Malaysia. The methodology of the writing of this paper is mostly based on the researcher's observation through full involvement in tourism sector in Bali as well as his vast experiences observing tourism sector in Terengganu for the last twenty years. It is the researcher's intention to compare these two destinations by looking at tourism as one of the main revenue for both countries in terms of its management, attractions, and things need improving. In nutshell, the researcher opines that Terengganu can learn a lot from Bali and vice-versa, Bali can also emulate Terengganu, especially in terms of its sustainability in preserving cultures and tradition at the expense of tourism.

**Keywords:** *Bali, Terengganu, Tourism, Hospitality, Travelling*

# **REGULATORY FRAMEWORK FOR HOMESTAY BUSINESS IN MALAYSIA: SPECIAL REFERENCE TO PROTECTION OF CONSUMERS AND BUSINESS OWNER**

Akmal Mohamad, Zuhairah Ariff Abd Ghadas, and Hussin Mohamad Ab.Rahman

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Generally, homestay refers to accommodation provided in a private home and the business is operated by the home owner. It is basically similar to B&B (Bed and Breakfast) concept which are popular in the Western Countries. In Malaysia, the homestay business has recently become eminent among the local entrepreneurs. One of the important requisites for a good tourism destination is ethically regulated trade. This is the basic requirement which promotes the reputation of a destination. The World Tourism Organization (UNWTO, 2013) has taken the initiative to formulate a legal and regulatory framework for the sustainable development and management of tourism, protection and conservation of natural and cultural resources; and, facilitation of the involvement of private sector and local communities in tourism development activities. The regulatory framework reflects the roles and responsibilities of all stakeholders; ensures the rights of international/local tourists; and, ensures the rights and obligations of participating businesses, inbound-outbound tour operators and all other concerned players in the tourism field. This research discusses the regulatory framework related to homestay business in Malaysia. The objective of the paper is to analyze whether the existing regulatory framework is adequate to provide protections to the consumers and business owner. Research methodology applied in this case is statutory and case law analysis.

**Keywords:** *Homestay, Regulations, Malaysia*

## **THE CHALLENGES AND PROSPECTS OF SUSTAINABLE TOURISM DEVELOPMENT IN CALABAR, NIGERIA**

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The rise and fall of tourism development indicators in Calabar necessitate to the question whether tourism is a tool for sustainable tourism development which is the bases of this research to evaluate the challenges and prospects of sustainable development in Calabar. The hotel industry and the Tinapa business resort constitute the major tourism development indicators in this research. The growth of hotel and arrivals was assessed while temporal variation of visitors arrivals and the patronage of the various tourism support services in the resort were evaluated with the aid of a checklist. Findings shows that there was seasonality in the rate of patronage even though there was annual increase in the growth of hotel industry in Calabar. It was also observed that there was fluctuation in the rate of visitors arrivals in the Tinapa business resort. However, the seasonality in the two tourism development indicators used for this research was also evidenced in the hypotheses tested which shows a high calculated f-value compared to the t-value. Furthermore, the seasonality in the rate of visitors arrivals in Calabar is not also devoid of socio-economic problems in Calabar. Therefore, adequate measures must be put in place to ensure the sustainability of the tourism development indicators in Calabar.

## DETERMINANT FACTORS IN MOTIVATING TOURISTS' VISIT TO ECOTOURISM SITES IN MALAYSIA

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Foreign tourist arrivals to Malaysia in 2015 exceeded 27 million and about 7 to 10% were those visiting the fragile, pristine and relatively undisturbed natural areas of the country. The group of tourists visited ecotourism sites is classified as eco-tourist and an ecotourism sector represents significant 'added value' to the country's tourism industry which contributed about RM72 billion in tourist receipts. Despite of this, there is little empirical evidence that investigates implicitly the underlying factors which motivate the tourists to visit the ecotourism sites in Malaysia. This paper will highlight a need to further explore discrepancies in the tourism literature pertaining to ecotourism within the context of Malaysia. Motivation theories and studies play a vital role in understanding why tourists travel and the kind of activities they engage in whilst away from home. The determinant factors that motivate the decision to visit the ecotourism sites in Malaysia will be discussed which covers the elements of Push and Pull factors. Quantitative method was employed through self-administered questionnaires on four selected sites dominated by ecotourists using convenient random sampling. Factor analyses were employed to identify the tourists' push and pull motivational factors and the Spearman's Rank Correlation Analysis (SRC) was conducted to explore the strength of the correlation between the push and pull motivational factors. The results shows that four important motives influenced the push motivation whilst two important motives were identified for pull factors. The findings illustrate the important marketing implications to the country affecting ecotourism market segmentation, destination positioning and branding.

**Keywords :** *Ecotourism, Push Factors, Pull Factors, Travel Motivations, Ecotourism Sites.*

# **PERKONGSIAN LIABILITI TERHAD@PLT; THE LATEST BUSINESS ENTITY FOR MICRO AND SMALL TOURISM BUSINESS OWNERS**

Hamizah Abd Rahman, Zuhairah Ariff Abd Ghadas and Kamaliah Salleh

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Business entity is a structure which is recognized by the law as a medium to carry on trade. The common business entities which are practiced all over the world are the sole proprietorship, partnerships and companies. Despite the perpetual existence of these three structure, business entities have been expanded and developed to cater the intensity of the economy and developed business practices. One of the interesting inventions of business entities is the limited liability partnerships (LLP). LLP is a hybrid business structure which combines the best attributes of a company and a partnership. It could also choose either to be a legal entity which is not a body corporate or an entity of a body corporate. In the Southeast Asia region, LLP is a new business entity and only available in Singapore and Malaysia. The Malaysian LLP is known as Perkongsian Liabiliti Terhad (PLT) and its legal framework share many similarities with Singapore, India and UK LLPs. This paper discusses the legal framework of PLT and its suitability to micro and small tourism businesses in Malaysia. Research methodology applied in this paper is the statutory and doctrinal analysis.

**Keywords:** *LLP, PLT, Malaysia, SMEs*

# **THE IMPACT OF COMMUNITY PARTICIPATION, LOCAL LEADERSHIP, ORGANIZATIONAL CAPACITY AND BRANDING TOWARDS SUSTAINABLE HOMESTAY DEVELOPMENT IN THE NORTHERN REGION OF MALAYSIA:**

## **A PRELIMINARY STUDY**

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Rural tourism can be seen as a replacement activity for threatened and possibly weakening traditional rural economies or as an additional activity to be used for the diversification of rural economies and sustaining rural communities. Homestay as one of rural tourism offering has the potential to attract tourists due to a marked increase in international demand for tourism. Homestay is a place where travelers can stay and live with a local host in their family home and experience the way of life of local people of an area along with their indigenous and traditional cultures. As at December 2014, 3,519 homestay operators have registered under the Ministry of Tourism and Culture. However, a number of registered homestay operators are not active due to lack of demand, poor marketing strategy, refuse to involve in community project and lacking on to practice good leadership. Thus, the objective of this paper is to determine the impact of leadership, community participation, organizational capacity and branding towards homestay sustainability in the northern region of Malaysia. There are 105 questionnaires been distributed to homestay operators who reside in the northern region of Malaysia; Perlis, Kedah, Penang and Perak. The results of multiple regressions analysis indicate that local leadership, community participation, organizational capacity and branding are affecting the sustainability of homestay development in the northern region. The outcome of this study will provide deeper understanding of homestay program and contribute recommendations to sustain the homestay development throughout Malaysia.

**Keywords:** *Sustainability, Rural Tourism, Homestay, Rural Tourism, Community Based Tourism, Homestay Sustainability, Tourism Sustainability, Tourism Development.*

# ASEAN NEW WONDERS OF NATURE: CHALLENGES AND RESPONSES FOR SUSTAINABILITY

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The dissertation topic centers on the component or pillars of tourism such as attractions, specifically, natural attractions: Puerto Princesa Underground Subterranean National Park, Philippines, Komodo National Park, Indonesia and Halong Bay, Vietnam. The study also promotes ecotourism or responsible travel to natural areas that conserve the environment, sustain the well-being of the local people, and involve orientation and education among the local and foreign tourists. Moreover, the study, also calls the attention of the tourism stakeholders of the destinations such as tourist, local residents, public sector and private sector. It will motivate them to be compliant on the policies in guarding and sustaining the beauty of the sites, as well as delivering more tourism facilities and services to the tourists without compromising the beauty of those protected natural attractions as well as the interest of the local residents. These three iconic natural attractions define what it is to be in the contemporary paradise. The researcher believes that today's generation has the sole responsibility to protect, conserve, and value the splendor of these attractions. This paper emphasizes the need to determine the challenges that these three natural attractions face. It is only in determining the challenges that our government could provide appropriate responses, and as it provides concrete solutions to the challenges, the next generation, especially the children, still have the chance to appreciate what nature bestows on humanity. The study used descriptive method of research to identify the challenges affecting the selected ASEAN's New Wonders of Nature, namely: Philippines' Puerto Princesa Underground River, Indonesia's Komodo Island and Vietnam's Halong Bay as well as to provide responses in ensuring its sustainability. More specifically, the research used a combination of quantitative and qualitative research.

**Keywords:** *Wonders of Nature, ASEAN, Sustainability, Responses*



# **THEORY AND PRACTICE OF SUSTAINABLE WATER RESOURCE MANAGEMENT IN TOURISM: CASE STUDY OF LANGKAWI ISLAND, MALAYSIA**

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Sustainability principles are one of the concepts that can be used to overcome the water crisis and meet the balance of human needs of the present and the future. The objective of this paper is to evaluate the method performed by the owner of resort for the purpose of applying the principles of sustainability. A field survey using nonverbal observation was conducted in 15<sup>th</sup> until 16<sup>th</sup> August, 2015 at island of Langkawi, Malaysia. The selected resort namely Frangipani Langkawi Resort and Spa. The study found that the owner of the resort managed water conservation successfully. Firstly, the practiced of different ways of supplying water, specifically the existence of alternative water supplies, other than the existing supply by the government, in the form of rainwater harvesting systems, groundwater and wells. Secondly, the different forms of saving practices such as water conservation campaign signs, indoor or outdoor purposes. Thirdly, the implementation of green concept which is pollution and wastes must be emitted no faster than natural systems can absorb them, recycle them, or render them harmless. The paper concludes that the principle of sustainable water resources management does exists and implemented in various approaches and environmental friendly. It is recommended that the promotion and efforts to publicize the importance of saving and recycling water can be enhanced to increase the awareness of the resort committee for implementing the principles of sustainability in the context of resources conservation.

**Keywords:** *Resource Conservation, Water, Resort, Sustainable*

## **YOUTH MOTIVATION INVOLVEMENT IN HIKING ACTIVITIES AMONG UNIKL BUSINESS SCHOOL STUDENTS**

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Hiking among youth are dramatically increased over the past few years. This group of people are seem trying to challenge themselves and it been influenced by their friends in doing adventures activities. Selfie with the beautiful scenery and uploading it in social media are unexplained satisfaction for them. It also as a prove to their success. They will spread the information and pictures that will attract other groups of youth. There are so many beautiful and scenic places that have been recognized and being patronised by people especially the youth inhabited the places. It give a lot of benefits to the local community and the peripheral areas to be engaged in businesses which created an many entrepreneurs, tourist guides and tour operators. This will boost the tourism industry in the area despite of its sustainability in tourism entrepreneurship. The purpose of this paper is to analyze the youth motivation involvement in hiking activities as part of the recreational and leisure activities. The method applied in this study was observation, interview (F2F) and through reviewing of literatures pertaining to hiking motivation among youths. The analysis was done by analyzing, examining and selection of data systematically and objectively in order to gather collated the information. The findings show that youths are choosing hiking as their activities for many reasons but the sense of belonging to the group or their member will be the priority. The findings will give the right understanding to stakeholders in the industry about this niche market. It will guide them to manage and to make sure the continuation of the growth and the successful of the industry especially on hiking will enhance as one of ecotourism products.

**Keyword:** *Motivation, Hiking, Youth and Adventures Activities.*

## **E-COMMERCE SERVICE QUALITY FACTORS AND CUSTOMER'S LOYALTY IN MALAYSIA'S HOTEL INDUSTRY**

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This paper aims to study the factors of E-commerce Service Quality (ESQ) by adapting from previous study, especially the latest model of E-commerce Service Quality. Apparently, the empirical study proposed that there are four factors indicate in E-commerce Service Quality, which are user interface quality, perceived information quality, perceived security and perceived privacy. After considering the Exploratory Factor Analysis (EFA), this study focuses on three factors of E-commerce Service Quality which are user interface quality, perceived security and perceived privacy. The quantitative method was applied by distributing questionnaires to foreign tourists who stay at three star, four star and five star hotels in East Coast Malaysia and the data collected were analyze by using SPSS 22.0. The result of reliability test showed that factors tested were valid and valued above than 0.9. Through multiple regressions, it can be seen that user interface quality is the most critical factor that contributes to E-commerce Service Quality and all variables correlated significantly to the loyalty.

**Keywords:** *E-commerce Service Quality, User Interface Quality, Perceived Security, Perceived Privacy, Loyalty, Hotel Industry*

# THE DEVELOPMENT STAGE OF MARITIME TOURISM IN CENTRAL LOMBOK WEST NUSA TENGGARA

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Increased global concern about sustainability has placed pressure on developer in tourism build an extent of the facilities. For making the development being efficient they make tourism zonation. Central Lombok regency has three tourism zone. Southern zone focuses on maritime tourist attraction. Maritime tourist attraction in Central Lombok consists of seven beaches located from west to east. The development in Central Lombok is increasing people's welfare with the tourism sector set out in *Rencana Pembangunan Jangka Menengah* (RPJMD). The purpose of the study was to determine extent of the maritime development attraction in Central Lombok. Methods of this research is collecting data from field observation such as: the availability of attractions, secondary facilities, conditional facilities and commercialization, to determine development of maritime tourism destination appropriate according to (Butler, 1980). Then, collecting information about the extent of development that exist in every beach with make an interview to Department of Tourism Central Lombok, investors, developers, and tourists. Spatial data of the destination tourism, attractions, facilities, and commercialization visualized into maps to determine extent of the maritime tourism development. The results showed that the development extent of the maritime tourists attraction in Central Lombok is on level of consolidation, development, involvement and exploration. Kuta beach has the highest extent in maritime tourism in Central Lombok.

**Keywords:** *Development, Attraction, Facilities, Tourism*

## **SECURITY THREATS AND THE CHALLENGES OF HOMESTAY PROGRAMME IN DAGAT VILLAGE OF RAMSAR SITE IN LOWER KINABATANGAN, SABAH, EAST MALAYSIA**

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Substantial research in tourism studies have discussed that tourism not only has brought economic benefits to the country but also for the rural community development. For the past two decades, tourism has been horrified by frequent safety and security threats both in the developed and developing countries. For developing countries like Malaysia, tourism is the main contributor to the country's economic development and it is become a tool for rural community development. Recently, tourism industry in Malaysia faced several problems in terms of tourists' safety and security particularly in the state of Sabah. There is less research reported on safety and security issues in rural tourism development in Sabah. Therefore, this research finding fills in the gap in the tourism literature regarding safety and security issues of tourism in the developing countries like Sabah, Malaysia. This paper examines the factors that influence the weakening of community-based homestay programme in Dagat Village, of RAMSAR Site in the Lower Kinabatangan area of Sabah. The fieldwork was carried out in September 2015 to collect data. In-depth interviews and field observation techniques were used to collect the primary data. The result of the study reveals that the homestay programme in Dagat Village has received fewer tourists due to the threats of safety and security issues along the Lower Kinabatangan River. Thus, the research findings suggest that relevant authorities should play a significant role to combat the problems which affects the community-based tourism initiatives in the RAMSAR Site of Lower Kinabatangan area.

**Keywords:** *Tourist's Safety and Security, Community-Based Homestay Programme, RAMSAR Site of Lower Kinabatangan Area.*

## **THE INFLUENCE OF COMMUNITY ROLES TOWARDS HOMESTAY OPERATORS' COMMITMENT**

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This study examined the relationship between community roles and commitment among homestay operators in Malaysia. 337 homestay operators who were registered under the Ministry of Tourism Malaysia were involved in the survey covering 13 states in Malaysia. The study predicted that community roles would have significant relationship towards the homestay operators' commitment. The questionnaire was utilized as an instrument for the survey using multi-stage cluster random sampling. The result of the study indicated that community roles have a moderate but significant relationship with commitment ( $r = 0.41$ ,  $\text{sig} = 0.00$ ). Community roles also have a significant influence on homestay operators' commitment with beta value ( $\beta = 0.20$ ). The study concluded that community roles has 32.8 percent effect on commitment of Malaysian homestay operators.

**Keywords:** *Community Role, Commitment, Homestay, Homestay Operators, Malaysia*

## **THE RELATIONSHIP BETWEEN GREEN IMAGE AND CUSTOMER SATISFACTION IN THE MALAYSIAN HOTEL INDUSTRY**

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The hotel industry is one of the most popular segments in the tourism industry. One of the biggest challenges for managers in the hotel industry nowadays is to get customer satisfaction. Thus, the image of a hotel is very important to differentiate itself from other hotels. The concept of organization image has gotten increased attention from both academia and the hotel industry itself, because it is believed to be one of the important factors in a customer's decision-making process and behavior. However, there is paucity in research that focuses on the green image from the perspective of hotel guests. Thus, this study is carried out to examine the influence of green image towards customer satisfaction among hotel's guests in the Malaysian hotel industry. This study involved 265 of respondents who were selected using simple random sampling. The analysis was done using SPSS software. The results show that the green image has a significant relationship with customer satisfaction.

**Keywords:** *Green Image, Customer Satisfaction, Hotel Industry*

## **SOCIAL ENTREPRENEURSHIP VIA COMMUNITY INTEREST CORPORATION (CIC); SPECIAL REFERENCE TO TOURISM BUSINESS IN MALAYSIA**

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Social entrepreneurship is one of the mechanisms to overcome social or community's economic issues and to achieve sustainable development of a country. In the Southeast region, the use of business entities is mainly focus on private commercial gains. Only charitable based business entities and foundations are used to cater the economic issues of the community. In the United Kingdom, an interesting business entity known as community interest company (CIC) was introduced in 2005 to inculcate and promote social entrepreneurship among the people. CIC was introduced to address lack of vehicle to carry out non-charitable social enterprises. Generally, CICs are normal limited companies. However, different from the objectives of commercial companies, the objective of CIC is to benefit the community rather than private shareholders. In CIC, the company's assets are "locked" and could only be used for its social objectives. It is apparent that as people in all Southeast Asia's countries are mainly family-knit and close-community, having a business entity which is established for the purpose of the community interest would be a good and appropriate alternative business vehicle. The objective of this paper is to analyze whether the tourism business in Malaysia could be carried out as CIC as one the ways to develop social entrepreneurship in Malaysia. This paper adopted the statutory analysis methodology.

**Keywords:** *Social Entrepreneurship, CIC, Tourism*



## IMPAK GELANDANGAN TERHADAP INDUSTRI PELANCONGAN

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Golongan gelandangan merupakan sebahagian daripada masyarakat yang berhak diberi peluang untuk menyumbang tenaga dan idea kepada ekonomi dan pembangunan negara. Namun begitu, kebolehan dan tenaga mereka terbatas disebabkan oleh stigma masyarakat yang membezakan golongan gelandangan dengan masyarakat setempat. Golongan gelandangan dilihat sebagai kelompok yang tidak lagi produktif dalam memacu pembangunan ekonomi dan nilai tambah kepada negara. Pelbagai reaksi dan tanggapan masyarakat Malaysia terhadap golongan gelandangan. Terdapat pihak yang bersimpati dengan nasib mereka. Namun, ada juga pihak yang menyifatkan gelandangan ini golongan yang malas berusaha dan mengambil kesempatan di atas keprihatinan masyarakat. Walaupun isu gelandangan ini semakin hebat dibincangkan, namun masih ramai lagi yang kabur tentang golongan gelandangan. Pelbagai persoalan timbul berkaitan golongan gelandangan. Antaranya, apakah yang dimaksudkan dengan golongan gelandangan?. Siapakah sebenarnya golongan gelandangan?. Kenapakah mereka bergelandangan?. Oleh itu, kajian kuantitatif telah dilakukan untuk mendapatkan data golongan gelandangan di sekitar Kuala Lumpur yang meliputi Hentian Puduraya, Bangkok Bank, Anjung Singgah, Masjid Negara, Kompleks Dayabumi, Kompleks Kotaraya, belakang Chow Kit, Pasar Seni, bawah Jambatan, Jalan Tuanku Abdul Rahman, Dataran Merdeka, Bukit Bintang dan Jalan Tun Tan Chen Lock. Borang soal selidik telah diedarkan kepada 73 orang gelandangan. Dua objektif utama yang diketengahkan ialah mengenalpasti profil golongan gelandangan dan memahami faktor-faktor yang menyebabkan individu hidup di jalanan. Hasil kajian mendapati golongan gelandangan lelaki (86.3%) lebih ramai daripada perempuan (13.7%). Majoritinya, mempunyai latar belakang pendidikan setakat sekolah menengah sahaja (61.6%) dan tidak pernah berkahwin (54.8%). Manakala faktor utama yang menyebabkan mereka bergelandangan ialah tidak mempunyai tempat tinggal (30.1%) dan diikuti dengan faktor tidak mempunyai pekerjaan (26.0%).

**Kata Kunci:** *Gelandangan, Faktor-Faktor, Pelancongan*

## **PEMBELAJARAN BAHASA ARAB UNTUK TUJUAN PELANCONGAN: SATU TINJAUAN TERHADAP PROSPEK DI MALAYSIA**

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Malaysia merupakan sebuah negara yang menerima kehadiran ramai pelancong Islam setiap tahun dari seluruh dunia terutama dari Timur Tengah. Menurut maklumat yang dikeluarkan oleh CrescentRating, iaitu sebuah badan yang pakar dalam pelancongan Islam yang berpangkalan di Singapura, Malaysia mendahului negara-negara Islam utama di dunia termasuk Emiriyah Arab Bersatu, Turki, Indonesia dan Arab Saudi dalam “Halal Friendly Holiday”. Menyedari hakikat ini, pembelajaran bahasa Arab untuk tujuan pelancongan dilihat amat signifikan dalam usaha meningkatkan mutu perkhidmatan pelancongan di Malaysia. Hal ini turut membuka ruang yang luas kepada para penuntut bidang Bahasa Arab untuk terlibat secara aktif dalam sektor pelancongan negara. Makalah ini membincangkan beberapa prospek pembelajaran bahasa Arab untuk tujuan pelancongan di Malaysia yang telah wujud serta beberapa cadangan penambahbaikan. Perbincangan melibatkan beberapa bahan pengajaran dan pembelajaran bahasa Arab seperti modul pembelajaran, akhbar elektronik, bahan promosi dan beberapa kemudahan pelancongan di Malaysia. Hasil perbincangan dalam makalah ini dapat memberi input yang berguna dalam usaha meningkatkan peluang pembelajaran bahasa Arab untuk tujuan pelancongan. Hal ini bukan sahaja perlu diambil perhatian yang serius oleh pihak kerajaan atau agensi pelancongan, malah ia turut melibatkan setiap warganegara Malaysia sebagai satu usaha bersama untuk meningkatkan mutu industri pelancongan negara.

**Kata Kunci:** *Bahasa Arab, Pembelajaran Bahasa Arab, Pembelajaran Bahasa Untuk Tujuan Khusus, Sektor Pelancongan, Pelancongan Islam*

# **PENGEMBANGAN DAN PENGURUSAN PELANCONGAN RELIGI KOMPLEK MAKAM TEUKU UMAR**

Muffaruddin

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Kertas kerja ini bertujuan mencadangkan satu tentang strategi bagi pelancongan religi dan bagi pengembangan ekonomi masyarakat di beberapa tempat yang menjadi sumber tarikan pelancong di kabupaten Propinsi Aceh. Secara konseptual penulis menggunakan analisa SWOT bagi menganalisa potensi pelancongan berkenaan. Secara konsepnya beberapa kawasan di propinsi Aceh seperti Masjid Baiturahman, Makan Teuku Umar dan masjid Gudang memiliki potensi untuk dikembangkan dengan mengambil kira faktor-faktor industri pelancongan, infrastruktur, sarana pelancongan, peningkatan sumber manusia (SM), dan karakter dan budaya masyarakat.

**Kata Kunci:** *Pengurusan, Pengembangan, Pelancongan*

## **MIGRASI DAN TAHAP KEPUASAN BURUH ASING DALAM SEKTOR PELANCONGAN**

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Migrasi merupakan satu mekanisme kepada buruh asing dalam mencari peluang untuk mencapai taraf hidup dan kehidupan yang lebih baik. Malaysia bergantung kepada buruh asing kerana kurangnya keterlibatan pekerja tempatan dan faktor permintaan yang dipengaruhi oleh proses permodenan negara. Sumbangan tenaga buruh asing diperlukan di dalam subsektor pelancongan dalam meningkatkan produktiviti output keluaran. Malaysia menjadi pilihan sebagai negara tumpuan oleh buruh asing untuk mendapatkan pekerjaan terutamanya golongan yang tiada kemahiran dan bekemahiran rendah. Kajian ini bertujuan untuk membincangkan tahap kepuasan diri buruh asing sebagai asas penentuan tingkahlaku buruh asing dalam migrasi. Hasil kajian menunjukkan terdapat kesan ke atas tingkahlaku buruh asing melalui tahap kepuasan diri.

**Kata Kunci:** *Migrasi, Tahap Kepuasan Diri, Buruh Asing, Tingkahlaku*

## **FIQH AL-SIYAHAH: PRINSIP PELANCONGAN DALAM ISLAM**

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Pelancongan (*al-Siyahah*) merupakan satu aktiviti manusia bersifat santai yang berkembang pesat seiring dengan peningkatan kemudahan pengangkutan, penginapan dan kepelbagaian destinasi penjelajahan di muka bumi. Aktiviti pelancongan yang melibatkan penjelajahan alam ini adalah usaha untuk menterjemahkan ciri-ciri Syariat Islam iaitu bersifat *al-Insaniyyah* (kemanusiaan) dan *al-Waqf'iyyah* (realiti). Keperluan dalam memahami *fiqh al-siyahah* bukanlah suatu yang baharu. Perbincangan tentang hukum-hukum yang berkaitan pelancongan mungkin dipandang sepi kerana fokusnya tidaklah setanding dengan dua fokus utama fiqh iaitu berkaitan ibadah (tumpuan perbincangan kepada urusan hamba dengan pencipta - *habl min Allah*) dan muamalat (tumpuan perbincangan kepada urusan sesama manusia - *habl min nas*). Namun terdapat pertautan yang rapat antara *fiqh al-siyahah* dengan kedua-dua pembahagian fiqh tersebut. Hakikatnya, kefahaman terhadap *fiqh al-siyahah* mempunyai kepentingan tersendiri yang didasari daripada tugas manusia sebagai khalifah dalam memanfaatkan anugerah (*taskhir*) di muka bumi ini. Justeru, kertas kerja ini akan membincangkan prinsip fiqh Islam berkaitan dengan pelancongan. Analisa akan tertumpu kepada nas syarak dan kaedah-kaedah fiqh yang menyentuh berkaitan pelancongan. Pandangan-pandangan ulama mazhab fiqh juga akan dilihat bagi menerangkan panduan dalam pelancongan yang mengikut piawaian syarak. Secara asasnya, fiqh Islam menetapkan dasar pelancongan yang menghubungkan tiga elemen pertautan iaitu hubungan manusia dengan Allah, manusia dengan manusia dan manusia dengan alam persekitaran. Pengisian santai dan hiburan sepanjang aktiviti pelancongan perlu diseimbangkan dengan unsur-unsur tanggungjawab dan pendidikan yang holistik.

# ACCEPTANCE AND LOYALTY INTENTIONS IN E-TOURISM IMPLEMENTATION: AN INNOVATIVE MANAGEMENT APPROACH FOR SMALL ISLANDS IN TERENGGANU

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This descriptive research integrates 200 tourists demographic profile, travel related patterns and online behaviours in order to probe if there is any differences based from those factors relating to perceived usefulness, ease of use, attitudinal acceptance and loyalty intentions level in e-tourism for small island Terengganu resulting no significance differences between gender relating to perceived usefulness and perceived ease of use; no significance difference between different age level with all independent factors save for loyalty intentions; significance difference between four segment except for perceived ease of use and significance difference between Malaysian as against foreigner attitudinal acceptance and loyalty intentions towards e-tourism for small island in Terengganu. This study also attempts to detect if control factors (Malaysian and foreigner; different segment) that visited small island in Terengganu demonstrate any significance difference in terms of motive that lure them to visit using non parametric analysis for a non-probability quota sampling technique. There exist significance difference between different segment motive to visit but no significance difference affect between Malaysian and foreigner motivations. The relationship of modified model between independent and loyalty intentions towards e-tourism as an approach to improve small island tourism in Terengganu as proposed shown good measurement and structural fit with statistical significance whereby all hypotheses of relationship supported and attitudinal acceptance proven as a mediator that influence loyalty intentions. Thus, researcher rejected all null hypotheses and suggested the vital need to recognize the different target segment in order to stay relevance by capitalizing on profitable market opportunity, synergize in meeting diverse needs using reasonable innovative approach with e-tourism implementation for small island Terengganu tourismmarketing and management.

**Keywords:** *E-tourism, TAM, Attitudinal Acceptance, Loyalty Intentions, Tourism*

**ISLAMIC TOURISM: AN INDUSTRIAL ADJUDICATION OF THE PRODUCT DESIGN,  
ANTECEDENT AND ITS *SUI GENERIS* CHARACTERISTICS**

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Shah, Raihan Naqib and Ikmal Zofrizal Hamidi*

*POTO Travel & Tours Sdn. Bhd*

Islamic tourism has conjectured a strategic resonance in the global travel business which ideally regulated by the importance of 'Halal' requirement that exemplify on its predominant quality and attribute for its niche segments. The design of the Islamic travel product is de facto to *shariah* intrinsic worth which required a specific evaluation based on the standard of compliance. Thus, the reliability of the Islamic travel product is interdependent to the Islamic attribution which conventionally develop by the exertive Muslim market capabilities, incorporating the *shariah* dimensions as the main indicator for market evaluation. Islamic tourism product seems to be hypothesized by manifestation through Islamic value internalization process that tailored to the necessities of the design travel provisions which integrate *shariah elements which redefined the* tourism segmentation into a brand renaissance.

The parenthesis to the above postulate an affirmative acclamation, to reform the tourism segmentation especially the process of identifying the right methodology and mechanism. This is to ensure that, the reliability of outbound Islamic tourism product is conservatively modernized to reflect a right disposition and true qualities. Primary exploration of this empirical study has lead towards the generic distinction of the product, which typically indemnified by the defined Islamic value factored to as the product characteristic inter alia. The research was objectively conducted to empirically assess the outbound Islamic tourism acumen effecting the design reliability and the perceived cognizance of the Malaysian travel market .In the process of its development, Islamic qualities has been assessed to ensure that it reflects the ideal value which is highly pivotal to translate the current business tourism model in travel industry based on the Islamic brand classified. However, feasible moderation of the value, system, activity and process has been propagated as the rudimentary value to validate the extent and relativity of product organizations and protocol. Notwithstanding due to the heterogeneity in the outbound Islamic market segmentation and indeterminate forecasting of the Islamic social determinants, it has been preliminary observed that the treatment of the outbound Islamic tourism in the Halal market has preponderantly anecdotal to plot a reliable measurement that inflict strong fundamentals of Shariah compliant. The limitation was attributed by inconsistent practices governing the contemporaneous position of the Halal paradigm and product duality treatment of the which envisage misrepresentation of attribute. Islamic intelligence paradigm has been promulgated in the essence of Islamic sociological impulse which subjugated by the common market substitution.

Islamic intelligence for design compliance posits as the domain influence to convey the legitimate expectation of Shariah governance which required clear aggregation between the central concepts of Islamic attribute and causal travel industry factors. The preconceived

assimilation of Islamic qualities and social norms that signify prevailing travel market practices as the benchmark. Considerable attention shall be given on the end to end procedures that formularize the baseline rules in pluralist social structure. Product stratification through Halal brand rationalization has eliminate any institutional biased which supported by instructional order of conventional system. The Shariah value is observed as preconceived ideology within the traditional norms that operate in parallel with the travel industry model. The Islamic model has sanctioned the degree of travel market domain which signifies its plural market segmentation. The Islamic tourism product is schemed to form a basis for consensual authority which respectively incorporate subjective interest and control based on the Muslim norms. The ideology has distinguished between the context of two dimensional approaches of the Islamic thoughts through radical view focus on observable and subjective interest in its design process. The research will definitely analyse the theoretical conception on how the Islamic tourism can be procedurally subjugated within the parameter of Shariah to measure the righteous action of the governance within the dualistic paradigm. The research underpins critical analysis on the weaknesses, defects, and problem that led towards technical failure considering the variation of the product design with specific reference to outbound travel market. The emerging trends and practice will be further explored to test the reliability of the current framework and the potential gaps to evidentially substantiating the grounded approach of the analytical review. The study would conceptually diagnose the applicability of the theoretical conceptions based on the shariah governance insight which primarily consist of the neo-classical view in nexus to Islamic perspectives, theory and related application. The integration of the formulaic perspectives is design to be explored within the oriented exploratory mapping which is novel towards tourism governance research.

This research will be applying a single case study and adopting the principles outline and recommended bin Yin in (2003) which indicated that the design of the case study protocols to be incorporated to increase the reliability of the research. The approach will be collectively done prior to the data collection process. The method applied shall be able to review the existing literature and research studies pertaining to the experiences shareholder management issues particularly in governance exercise for gaining a better perspectives on different scenario in managing shareholder management strategies. This underpinning theories provided the basis for crafting a conceptual framework, which was used for formulating the research design and methodological processes outlined to support the case study. The context of the research would apply the principles by Creswell in (1997) where the research paradigm is to be developed containing the sequential of the research design stage and methodology for investigating the research problem.

**Keywords:** *Islamic Market Intelligence, Design Stewardship, Shariah Governance, Legitimate Expectation, Sociological Impulse, Plural Market Segmentation*



# **DEVELOPING A CONCEPTUAL FRAMEWORK OF LOCAL COMMUNITY'S PERCEPTION ON SUSTAINABLE HOMESTAY TOURISM IN MALAYSIA**

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The purpose of this paper is to understand the role of homestay programme development as a medium for community-based tourism in rural areas. Although many homestay businesses are actively run by the local community, the sustainability of the development is questionable. In this paper, attributes from previous research of local communities' attitude were reviewed and linked to construct a conceptual framework within the scope of homestay tourism. This study is inductive in nature where content analysis is used to generate a pattern in the literature. Thematic analysis is employed to group and classify the significant variables found. As a result, five themes were identified to have significant contribution in determining local community's perception on home stay tourism. This finding can be used in determining sustainable tourism practice which will be focused on economic, socio cultural and environmental pillars. Thus, the main result can be concluded as the perception of the local community are influenced by five main themes; participation, empowerment, cultural resources, natural resources and capacity building. The final output; a conceptual framework of community's perception on sustainable homestay tourism can be utilized in the next stage to operationalize the theory testing.

**Keywords:** *homestay tourism, inductive, perception*