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# IJCOMAH

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## Chief Editor's Note

It is very encouraging to see a lot of advancement made in the social science studies lately. This includes the development in education and psychology and other related fields. Such advancement helps human beings to continue living in the complex world and to function as effectively as we can.

Thus in this issue, IJCoMAH attempts to share research findings and discussions related to issues in communication, management and humanities. There are 22 articles in this issue and they range from topics including education, psychology, journalism, legal issues and medical issues.

Issues in education for example range from students' issues and educators. How effective history is learnt by the students has been studied, and how effective educators play their roles in reducing the effects of extremism and radicalism is also focused in one of the articles in this issue. In education, papers discussed various issues including issues at schools, community college and polytechnics. Other issues discussed including some legal-related issues such as medical malpractice and children in China.

With the research and discussions presented, we hope this issue will share some insights to the readers and inculcate the culture of sharing research findings consistently. Hope to meet you again in the next edition of IJCoMAH in June next year.

***Dr. Siti Suriani Othman***

***Chief Editor***

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# UNVEILING THE DETERMINANTS: EXPLORING FACTORS SHAPING PURCHASE INTENTIONS OF B40 MALAYSIAN CONSUMERS TOWARDS ORGANIC FOOD PRODUCTS

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**ABSTRACT**

**Purpose of the study:** Despite the growing awareness of the positive effects of organic food products on health, safety, and the environment, the consumption of such products in Malaysia remains low. This study aims to understand consumers' intentions to purchase organic food products by investigating the impact of health consciousness, environmental concerns, consumers' knowledge, and price factors.

**Methodology:** A self-administered survey was used to gather data from participants. The survey was designed to allow respondents to independently complete the questionnaire at their convenience. The survey was distributed to a targeted sample of participants, who were provided with clear instructions on how to complete and return the survey. A total of 204 completed survey were returned to be analysed and interpreted to draw meaningful conclusions and insights related to the research objectives.

**Main Findings:** The results indicate significant positive effects on the consumers' intention to buy organic food products, as evidenced by the variables of health-consciousness ($\beta$=.334, $p<.001$), environmental concern ($\beta$=.190, $p<.001$), and consumers' knowledge ($\beta$=.320, $p<.005$). This suggests that higher levels of health-consciousness, environmental concern, and consumers' knowledge have a beneficial impact on the purchase intention of organic food products among B40 consumers. Conversely, the variable of price ($\beta$=-.231, $p<.001$) demonstrates a negative influence on the consumers' intention to purchase organic food products. This implies that as the price of the product rises, the intention to buy organic food products decreases within the B40 group.

**Novelty of the study:** The findings of this study provide valuable insights for both policy makers and organic food sellers, enabling them to formulate effective strategies aimed at increasing awareness, promoting, and enhancing the acceptance of organic food products among consumers. These insights can help policy makers develop policies and initiatives that support organic farming and create a favourable environment for organic food production and consumption.

***Keywords:*** *Organic food products; Health-conscious; Environmental concern; Consumers' knowledge; Price; B40*

## 1.0 INTRODUCTION

Organic foods are commonly defined as food that undergoes processing without the inclusion of any synthetic fertilizers or pesticides (Al Wasetı & İrfanoğlu, 2022). These foods are cultivated using organic methods that exclude the application of chemical pesticides (Gundala & Singh, 2021). The Organic Food Productions Act (1990) stipulates that food products labelled as organic, particularly those derived from animals, cannot contain antibiotics or growth hormones (Gundala & Singh, 2021). Additionally, organic foods are not produced from genetically modified organisms and are not subjected to irradiation, industrial solvents, or synthetic food additives during processing (Paul & Rana, 2012). These characteristics contribute to the perception that organic foods are environmentally safe.

Consumers are concerned about diet, health, and food quality as the risk of health issues are not only a concern for the elders because serious health issues now are more to younger age generations due to dietary, stress level, sufficient rest, lifestyles etc. The common health issues in Malaysia are obesity, high sugar level, high blood pressure, high cholesterol where all these could lead to critical illness. Therefore, Malaysian consumers tend to have a higher curiosity for organic food products.

According to Diekmann and Franzen (1999), there is a growing global concern among consumers regarding environmental issues, as they are perceived to have a direct impact on well-being (Gundala & Singh, 2021). Consumers tend to view organic foods to be safer for consumption because it does not have chemicals compared to conventionally farmed products. Consequently, health consciousness becomes an influencing factor in the intention to purchase organic food.

On the other hand, consumers who possess knowledge about organic believe in the benefits of organic food and can identify various concepts related to organic products based on the information they already possess. This knowledge is crucial as it represents consumers' ability to distinguish organic products (Adialita & Nurtjahjadi, 2018; Sangkumchaliang & Huang, 2018).

In order to facilitate targeted policy measures, Malaysia has implemented a system of income categorization to better understand and address the needs of different segments of the population. Malaysian households are divided into three income classes: The Bottom 40% (B40) with a monthly household income of RM6,501 and below, the Middle 40% (M40) with incomes ranging from RM6,502 to RM16,087, and the Top 20% (T20) with incomes of RM16,088 and above (Department of Statistics Malaysia, 2017). Within Malaysia, approximately 11.7 million individuals, representing 40 percent of the population, fall into the B40 income category. This particular income group has a significant impact on the country's food industry, as they allocate a higher proportion of their income towards non-organic food products due to their lower income levels (Applainadu, 2022; Shafie et al., 2022).

In addition, organic food is commonly linked to higher prices (Lim et al., 2014; Quah & Tan, 2009a), and a significant proportion of organic consumers in Malaysia are from higher-income groups, particularly the M40 and T20 categories. Moreover, according to Lim et al. (2014), middle- to high-income households, particularly those earning more than RM5000 per month, do not view premium pricing as a significant concern. Nevertheless, low-income households (B40) might contemplate buying organic food if specific factors convince them that the benefits of organic food outweigh the costs involved.

This study attempts to gain knowledge about consumers' intention to purchase organic food products by examining the influence of health-conscious, environmental concern, consumers' knowledge and price factor. The results could provide information to various stakeholder particularly producers and sellers of organic food to be able to have insights to develop and formulate proper strategies in promoting their products to the Malaysian consumers.

## 2.0 LITERATURE REVIEW

Schifferstein and Oude Ophuis (1998) proposed that organic food is distinguished by its production methods, which exclude the use of synthetic chemicals like pesticides and fertilizers. Organic farming prioritizes the well-being of agro-ecosystems, and focus on cultural, biological, and mechanical techniques to meet the system's needs. By reducing pollution arising from agricultural operations, organic agriculture contributes to the overall health of soil, water, and air. As a result, it is considered a comprehensive approach that considers the technical, economic, and human health aspects.

The definition of "organic," by the US Department of Agriculture's Nationwide Organic Standards Board in 2000, emphasizes that organic food is cultivated by farmers who prioritize the utilization of renewable resources, conservation of soil and water, and protection of the environment for future generations. In the production of organic meat, poultry, eggs, and dairy products, the use of antibiotics or growth hormones is strictly avoided. Furthermore, organic food production generally steers clear of conventional pesticides, synthetic fertilizers, bioengineering, and ionizing radiation. For a product to be labelled as organic, it must meet specific organic criteria and undergo validation by a reputable certifying organization.

The organic food industry in Malaysia encounters several challenges Among these challenges is the insufficient local supply of organic products and limited range of organic product in the local market. Consequently, Malaysia heavily relies on imported organic food, sourcing them primarily from countries such as Japan, Australia, New Zealand, the United States, and China.

### *2*.1 Consumption of Organic Food Products

According to Suprapto and Wijaya (2012), organic foods have positive impact to consumers and because of this trait the purchasing trend by consumers on organic foods have been affected over the years. Consumers purchase of organic foods have increased recently mainly due higher health concerns as well as environmental motivations (Schifferstein & Oude Ophuis, 1998; Magnusson et al, 2001; Spears & Singh, 2004; Honkanen et al., 2006).

The rising awareness on health by consumers has increased the consumers' awareness on the nutritional value of their food consumption, hence increases the demand for organic foods in the market (Hassan et al., 2015). Meanwhile, most consumers' behaviour on organic food demand is significantly due to the education level and income of consumers because organic foods tend to be higher in price compared to non-organic foods (Crandall et al., 2011; Dimitri and Greene, 2013; Dardak et al., 2009; Quah & Tan, 2009b; Sangkumchaliang & Huang, 2012).

As stated by the Department of Statistics Malaysia (2017), Malaysian households are divided into three income categories: the Bottom 40% (B40) with a monthly household income of RM6,501 and below, the Middle 40% (M40) with incomes ranging from RM6,502 to RM16,087, and the Top 20% (T20) with incomes of RM16,088 and above. The B40 group, which constitutes around 11.7 million people or 40 percent of the Malaysian population, wields considerable influence in the food industry market. Despite allocating a higher proportion of their income towards food expenses (Applainadu, 2022), it is anticipated that the B40 group has relatively lower purchase intentions for organic food products compared to other income groups. This assumption stems from the perception that organic food is associated with premium prices, reflecting its superior quality and adherence to rigorous farming standards (Shafie et al., 2022).

There are many challenges faced by organic foods businesses in Malaysia such the supply of the organic foods is in shortage due to increasing demand of organic foods by consumers in Malaysia. On the other hand, there is a high restriction on the range of organic food for Malaysia, hence causing Malaysia to rely on the import of organic foods from other countries.

### *2.2* Health-Conscious and Purchase Intention of Organic Food Products

According to various studies, individuals who are health conscious tend to prioritize their well-being and demonstrate a higher willingness to pay for organic food products (Titterington & Cochrane, 2018; Yadav & Pathak, 2016; Pham et al., 2018; Prakash & Pathak, 2016). These individuals perceive organic foods as a way to maintain their health from multiple perspectives and alleviate concerns about the quality and safety of their daily food choices. Additionally, consumers who regularly take vitamins and health supplements show a preference for organic foods over non-organic alternatives (Siwar et al., 2019; Quah & Tan, 2009). This preference stems from the belief that organic foods align better with their health-conscious lifestyle and provide additional nutritional benefits.

Numerous studies consistently suggest that health consciousness plays a crucial role in driving the consumption of organic food (Ayyub et al., 2021). Specifically, research has demonstrated a positive link between health consciousness and the intention to purchase organic food (Teng & Lu, 2016; Yadav & Pathak, 2016). However, it should be noted that while health concern positively influences attitudes towards organic food, its direct impact on purchase intention may vary (Michaelidou & Hassan, 2008). The effect of health consciousness on organic food purchase intention may also depend on the situation and context (Squires et al., 2001). Furthermore, concerns about health play a crucial role in shaping consumer attitudes and food consumption decisions, which are influenced by both emotional and cognitive processes (Fishbein & Ajzen, 1981). Consumer attitudes have been observed to have a direct impact on the consumption of specific food categories, such as fast food (Alam & Sayuti, 2011), and the influence of specific attributes like halal trademarks on consumer attitudes and purchasing intentions (Applebaum, 1951).

### *2.3* Environmental Concern and Purchase Intention of Organic Food Products

Consumer concerns and awareness regarding environmental issues have been increasing, leading to a higher willingness-to-pay for green and ecologically conscious products. Consumers are motivated by their environmental concerns and show a preference for products that promote animal welfare and environmental protection (Kai et al., 2013; Lim et al., 2014). The rising awareness among environmentally friendly consumers has also been found to positively influence their motivation to purchase organic products (Kianpur et al., 2014). Environmental concerns are a significant factor driving the choice of organic foods, as consumers analyse the environmental impact of their purchases and are influenced by the environmental friendliness of the products (Shrestha, 2020; Numraktrakul et al., 2011). Companies offering environmentally friendly products can utilize this consumer demand as a unique selling proposition, while those failing to meet environmental standards risk facing consumer boycotts (Chen, 2009).

The level of consumer awareness regarding environmental issues plays a pivotal role in shaping consumer attitudes and behaviours. Individuals who possess a greater ecological consciousness and actively participate in the organic movement tend to consume a higher quantity of organic food products (Vermeir & Verbeke, 2006; Chen, 2007). In order to enhance the quality of the environment, consumers are encouraged to actively engage in environmental programs by purchasing environmentally friendly products, utilizing biodegradable items, and adopting sustainable waste management practices (Abdul-Muhmin, 2007; Kianpur et al., 2014).

### 2.4 Consumers' Knowledge and Purchase Intention of Organic Food Products

Low awareness and knowledge of organic food products among consumers can contribute to low purchasing rates. Consumers are often influenced by various sources such as family, friends, peers, social media, and mass media when making purchasing decisions. In certain countries, the limited development of organic foods can be attributed to this lack of awareness. To address this issue, it is crucial to actively introduce proper awareness of organic products to the public, particularly emphasizing their health benefits. Regularly organized marketing and promotional activities should involve relevant departments and parties. Product knowledge, including factors such as superiority, perception, and environmental awareness, plays a significant role in shaping consumers' adoption patterns of organic food (Rahman, 2006).

A crucial factor in consumers' decision to purchase organic food products is their understanding of the qualities associated with organic food. Greater understanding leads to a more positive attitude towards purchasing organic food. This understanding is subjective and influenced by market information on organic goods. Consumers receive awareness about organic food from various sources, such as social media, environmental groups' reports, advertising, and personal experiences. Consumers' attitudes towards organic food are greatly influenced by their personal experiences, with those who have had positive experiences considering it important and a favourable option. Furthermore, consumer confidence is influenced by information, and a lack of awareness about new information can lead to low confidence. Hence, it is crucial to improve consumers' understanding of organic products, as this is likely to have a positive impact on their purchasing behaviour (Sulaiman et al., 2020).

### *2.5* Price and Purchase Intention of Organic Food Products

The price of a product plays a critical role in influencing purchasing decisions and purchase intentions. For organic foods, price has a significant impact on purchase intention, as high prices can deter consumers despite their awareness of the health and environmental benefits. According to studies, high prices are associated with a decrease in purchase intention, particularly among price-sensitive consumers. However, some consumers are willing to pay a premium for organic foods due to the perceived health benefits. It is observed that organic foods mainly attract consumers from higher income categories who prioritize investing in their health, while consumers with lower income may be deterred by the price if it outweighs the perceived benefits (Quah & Tan, 2009; Lim et al., 2014; Wong & Mat Said, 2017; Saleki et al., 2019).

To enhance demand and accessibility of organic foods, it is important to consider reducing prices while maintaining product quality. By doing so, consumers would have a higher likelihood of affording organic foods, thus increasing the probability of achieving better health outcomes and contributing to environmental sustainability. In the Malaysian context, the association of organic foods with premium prices aligns with the preference of consumers from higher-income categories, who are more inclined to prioritize spending on organic foods. However, in order to expand the consumer base and promote wider adoption of organic products, addressing price concerns is crucial (Lim et al., 2014; Quah & Tan, 2009).

## 3.0 METHODOLOGY

This study aims to explore the purchasing intentions of the B40 consumer group in relation to organic food products. The influence of factors such as health consciousness, environmental concern, consumer knowledge, and price on these intentions is examined. The questionnaire utilized in this study consists of three sections.

The first section focuses on capturing respondents' intentions regarding the purchase of organic food products. In the second section, questions are included to assess variables such as health consciousness, environmental concern, consumer knowledge, and price. These items were measured using a 5-point Likert scale to gauge the participants' responses. The final section of the questionnaire is dedicated to gathering demographic information about the respondents.

A total of 204 data was collected for this study. To maximize the inclusion of relevant respondents, the snowball sampling method was employed, leveraging the connections of the participants such as friends, relatives, and acquaintances. The survey forms, which were modified based on the feedback received during the pilot test, were distributed via email to individuals within the researcher's network who voluntarily agreed to participate in the study.

## 4.0 RESULTS/FINDINGS

Table 1 provides a comprehensive overview of the respondents' demographic characteristics. The majority of participants in the study fell into two age groups: 26 to 35 years old, constituting 33.3% of the sample, and those aged 46 years and above, accounting for 30.4%. Furthermore, it was observed that the gender distribution among the respondents skewed towards women, with 56.4% of the participants being female. Regarding marital status, a significant portion of the respondents were married, comprising 73% of the total sample. These demographic insights shed light on the composition of the participant pool and provide a foundation for further analysis.

Upon analysing the data, it becomes apparent that the consumption of organic food products among the B40 group of consumers is relatively low. The findings indicate that 12.3% of the respondents had never consumed organic food products. These results align with a recent study conducted by Rakuten Insight (2021), which reported that approximately 38% of respondents in Malaysia occasionally purchased organic food products, while 4% stated that they had never bought any organic food items. These parallel findings underline the prevailing trend of limited organic food consumption among the B40 consumer segment. Understanding the current consumption patterns is vital for developing effective strategies to promote organic food adoption within this specific group.

**Table 1:** Respondents' Profile

| Demographic | Categories | Frequencies (n) | Percentage (%) |
|---|---|---|---|
| Age | 18 – 25 years | 13 | 6.4 |
| | 26 – 35 years | 68 | 33.3 |
| | 36 – 45 years | 61 | 29.9 |
| | Above 46 years | 62 | 30.4 |
| Gender | Male | 89 | 43.6 |
| | Female | 115 | 56.4 |
| Marital Status | Single | 55 | 27 |
| | Married | 149 | 73 |
| Frequency of Purchase for Organic Food products | Never | 25 | 12.3 |
| | Occasionally | 66 | 32.4 |
| | Often | 33 | 16.2 |
| | Rarely | 60 | 19.4 |
| | Very frequent | 20 | 9.8 |

The reliability of the selected variables in this study, namely health consciousness, environment concern, customer knowledge, price, and purchase intention, was assessed using Cronbach's alpha coefficient, as presented in Table 2. The obtained Cronbach alpha values for all the variables ranged from 0.80 to 0.95, surpassing the acceptable threshold of 0.8. This indicates that the chosen variables demonstrate strong internal consistency and reliability in measuring the intended constructs. Therefore, the variables employed in this study exhibit satisfactory reliability, bolstering the credibility of the findings and supporting the robustness of the research outcomes.

**Table 2**: Reliability analysis

| Variables | No of Items | Items Deleted | Cronbach Alpha |
|---|---|---|---|
| Health-conscious | 5 | - | .83 |
| Environmental concern | 5 | - | .87 |
| Consumers' knowledge | 5 | - | .87 |
| Price | 4 | - | .86 |
| Purchase Intention | 4 | - | .91 |

Table 3 highlights the relationships between various variables and the purchase intention of organic foods. The findings reveal positive associations between three variables, namely health consciousness, environmental concern, and consumers' knowledge, with the purchase intention. This suggests that individuals with higher levels of health consciousness, environmental concern, and knowledge about organic foods are more likely to exhibit a greater intention to purchase such products.

Conversely, a negative relationship is observed between the price of the product and the purchase intention. This implies that as the price of the organic food product increases, the respondents' intention to purchase it decreases. The data indicates that price plays a significant role in shaping consumers' purchase decisions within the context of organic food products. These findings emphasize the importance of factors such as health consciousness, environmental concern, consumers' knowledge, and price in influencing consumers' intentions to purchase organic foods.

**Table 3**: Correlation analysis

| Variables | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| Purchase Intention | 1 | | | | |
| Health-conscious | .592** | 1 | | | |
| Environmental concern | .545** | .676** | 1 | | |
| Consumers' knowledge | .426** | .353** | .324** | 1 | |
| Price | -.173* | -.068 | -.110 | -.318** | 1 |

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

The findings presented in Table 4 indicate that a substantial portion, approximately 21.3%, of the model used in this study can be explained by the variables of health-consciousness, environmental concern, consumers' knowledge and price. These results provide valuable insights into the factors influencing B40 consumers' intention to purchase organic food products.

The analysis of Table 4 reveals significant positive influences on the consumers' intention to purchase organic food products from the variables of health-consciousness (β=.334, p<.001), environmental concern (β=.190, p<.001), and consumers' knowledge (β=.320, p<.005). This suggests that higher levels of health-consciousness, environmental concern, and consumers' knowledge positively contribute to the intention of B40 consumers to purchase organic food products.

On the other hand, the variable of price (β=-.231, p<.001) exhibits a negative influence on the consumers' intention to purchase organic food products. This indicates that as the price of the product increases, the consumers' intention to purchase organic food products decreases among the B40 group.

Overall, the findings from Table 4 shed light on the significant impacts of health-consciousness, environmental concern, consumers' knowledge, and price on the consumers' intention to purchase organic food products within the B40 consumer segment.

**Table 4**: Multiple regression analysis

| Variables | Beta | t | Sig. |
|---|---|---|---|
| (Constant) | | 1.449 | .149 |
| Health-conscious | .334 | 4.705 | .000 |
| Environmental concern | .190 | 2.685 | .008 |
| Consumers' knowledge | .320 | 5.358 | .000 |
| Price | -.231 | -4.139 | .000 |

Dependent Variable: Purchase Intention

## 5.0 DISCUSSION

The B40 group of individuals in Sepang District exhibits a noteworthy characteristic of being highly concerned about their health, and this concern significantly influences their purchasing behaviour regarding organic food products. The findings from this study confirm that health consciousness holds substantial importance (r= 0.334, p<0.01) in influencing the purchase intention of Sepang District residents towards organic food items. The B40 group in the Sepang District demonstrates a notable inclination towards prioritizing their health and actively consuming organic food products, providing substantial support for this hypothesis. These findings consistently align with prior studies conducted by Bord Bia (2014), Kotler (2003), Kolodinsky et al. (2007), and Zepeda and Li (2007), all of which established a robust connection between health consciousness and purchase intention among their respective study participants. Hence, the correlation between health consciousness and the intention to purchase organic food products is not exclusive to the B40 group in the Sepang District but rather a trend observed across various studies.

The results also emphasize the significant role of environmental concerns in driving the B40 group's desire to purchase organic food products. This can be attributed to the increasing awareness of environmental issues within this segment, as organic food production is acknowledged for its positive impact on the environment. Gomiero et al. (2011) discovered that consumers prefer organic food due to its lower environmental footprint compared to conventional agricultural practices involving the use of chemical substances. Moreover, the study indicates that while respondents possess some knowledge about organic food, this information does not exert a significant influence on their desire to purchase such products. However, the findings strongly indicate that environmental concerns among the B40 group have a substantial impact ($\beta = 0.190$, $p < 0.01$) on the intention to purchase organic food products in the Sepang District. This finding aligns with the research conducted by Lee (2008), who observed that environmental concerns significantly influenced green shopping behaviour in Hong Kong. Additionally, consumers who are environmentally conscious and concerned are willing to spend more (Bang et al., 2000) and choose environmentally friendly products (Kim et al., 2005), illustrating a reciprocal relationship. Therefore, individuals' level of environmental concern is closely intertwined with their interest in and willingness to purchase environmentally friendly items.

According to Rahman (2016), several factors influence the adoption of organic products, including product information, nutritional value, price, taste, and environmental concerns. In countries like India, low awareness among consumers is a significant barrier to the development of organic products. To encourage the adoption of organic food items, consumers need to be exposed to more information, which enhances their understanding of the benefits associated with such products. Therefore, increased awareness positively influences the likelihood of consumers choosing organic items. The findings of this study further support this notion, as they reveal that among the B40 group, environmental concerns have a significant impact ($\beta = 0.320$, $p < 0.01$) on the purchase intentions of organic food products in Sepang District. These results align with the hypothesis proposed, indicating that the B40 group's environmental concerns play a substantial role in their decision-making process when it comes to purchasing organic food products.

The findings of this study highlight an inverse relationship between price and purchase intention for organic food products. However, this conclusion aligns with previous research conducted by Magnusson et al. (2001) and Al-Sabbahy et al. (2004), supporting the notion that the high price of organic food is a significant deterrent for customers. The results indicate that the perceived behaviour control component of the Theory of Planned Behaviour (TPB), specifically the price of organic goods, has no statistically significant effect on purchase intention ($\beta = -0.231$, $p > 0.05$), thus confirming this idea.

The availability and higher prices of organic food products in comparison to conventionally grown alternatives, which are generally more affordable and easily accessible, have been identified as significant factors contributing to lower rates of organic food purchases (Boccaletti & Nardella, 2000; Fotopoulos & Krystallis, 2002; Zanoli & Naspetti, 2002). Considering the relatively lower income levels of the B40 group, it becomes challenging for them to afford organic food items. The participants in this study demonstrate a lower sensitivity to prices, indicating a preference for non-organic food products due to their lower cost when compared to healthier organic alternatives. However, these findings are in line with Drumwright's (1992) research, which emphasized the influence of millennials' emphasis on value for money and price sensitivity on their decisions regarding fast food purchases.

## 6.0 CONCLUSION

This study provides insight into the factors that affect the intention to purchase organic food products among the B40 group in the Sepang District. The findings emphasize the substantial impact of health consciousness and environmental concerns on their purchasing behaviour. The B40 group exhibits a noteworthy inclination towards prioritizing their health and actively consuming organic food products. Environmental concerns, driven by increased awareness of the positive impact of organic farming on the environment, also play a substantial role in their decision-making process. However, the high price of organic food remains a deterrent for this group, indicating a need for more affordable options or strategies to address price sensitivity. Despite possessing some knowledge about organic food, information alone does not significantly impact their desire to purchase such products. These findings emphasize the importance of raising awareness and providing accessible options to encourage the adoption of organic food items among the B40 group. Future efforts should focus on addressing price barriers and further exploring the intricate relationship between health consciousness, environmental concerns, and purchase intention in the context of organic food products.

## LIMITATION AND STUDY FORWARD

Although the population of the Sepang District is relatively concentrated compared to other areas or districts, it is essential to acknowledge that the findings of this survey may not represent the viewpoints of all B40 customers in Malaysia. Different target respondent settings can lead to diverse perspectives on the intention to purchase organic food. As a result, it would be inappropriate to generalize the results to all B40 customers in Malaysia.

Moreover, the data for this study was collected at a specific point in time. It is important to consider that purchase intentions can vary over time due to various factors. Therefore, the findings of this study may not fully capture and reflect the long-term pattern of purchase intention. In essence, this study provides insights into the purchase intention pattern at a specific moment in time but may not comprehensively explain its overall trend.

Future research is suggested by considering a broader sample that encompasses a more diverse range of B40 customers from various regions in Malaysia. Conducting longitudinal research would also be valuable, tracking the purchase intentions of B40 customers over an extended period to capture the dynamic nature of their preferences. Additionally, qualitative studies could delve deeper into understanding the underlying factors influencing purchase intentions, such as socio-economic factors, cultural influences, and awareness campaigns. Furthermore, exploring the effectiveness of interventions aimed at promoting organic food consumption among the B40 group would contribute to the development of targeted strategies and policies. By addressing these aspects, future research can provide a more comprehensive understanding of the purchase intentions of B40 customers in Malaysia and inform practical initiatives to encourage the adoption of organic food products.

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# IMPROVEMENT TO THE LEGAL SYSTEM OF COUNTERFEIT HUNTER IN THE FIELD OF CHINA'S CIVIL CODE

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**ABSTRACT**

**Purpose of the study:** In January 2021, China's Civil Code was officially introduced. The problem of Counterfeit Hunter, which has always existed, is still not well solved by the new Civil Code. Currently, there are still a large number of Counterfeit Hunters who "intentionally buy fake products to claim compensation" among consumers, and even illegal Counterfeit Hunters who use them to extort money. The gaps in the existing laws have made it impossible to properly address these issues.

**Methodology:** This study uses a combination of qualitative and quantitative research methods. In qualitative research, this study mainly uses secondary document research and comparative law research. The literature of relevant scholars is collated to explore the current research gaps. And using comparative case analysis and comparative legal system research within and outside the region are mainly used to achieve the purpose of perfecting the research gaps. In quantitative research, a questionnaire was designed and placed to simulate citizens' satisfaction with the resolution of the Counterfeit Hunter problem.

**Main Findings:** The reasons for the emergence of the group of Counterfeit Hunter are complex, including the strengthening of citizens' awareness of their rights, the wide circulation of counterfeit products, and the inability of the government to comprehensively regulate them. These reasons provide ideas for solving this type of problem. Besides, it is not difficult to find in the current relevant legal cases that there is a bias in the identity positioning of Counterfeit Hunter in different cases. Some cases consider them legitimate, others do not. Uniform legislation is therefore needed to identify them, and this requires further analysis of their legal status. Finally, some paths to a solution are offered, such as conceptualising Counterfeit Hunter in terms of legal definitions and quantifying trial standards. As well as some restrictions on this group in the field of judicial assistance.

**Novelty of the study:** This study fills the gap of related research. The study first analyses the reasons for the emergence of Counterfeit Hunter in China and the current situation. Secondly, it makes a conceptual distinction between Counterfeit Hunter, classifying it as legal and illegal according to its nature. In addition, this study uses empirical legal research methods to propose ways to use judicial assistance to solve such legal problems.

***Keywords:*** *Counterfeit Hunter, China, Consumers, Civil Code, Improvement*

## 1.0 INTRODUCTION

The Law on the Protection of Consumer Rights and Interests was implemented by China in 1993, incorporating provisions for the establishment of punitive damages. Certain individuals have recognised the potential for financial gain within the punitive damages framework. Consequently, they have exploited this provision by engaging in the procurement of counterfeit goods, or alternatively, by deliberately concealing such products. Subsequently, these individuals initiate legal proceedings against the seller or manufacturer of said counterfeit items once the product's shelf life has elapsed. This has resulted in the widespread emergence of what is commonly referred to as the Counterfeit Hunter phenomenon.

However, it is noteworthy that the Chinese legal framework, specifically the Consumer Rights and Interests Protection Law, has not explicitly delineated the term "Counterfeit Hunter" as a distinct legal concept. Consequently, there exists a legal void in terms of effectively regulating the multifarious legal matters that may arise between "Counterfeit Hunters" and sellers or manufacturers. To date, the absence of a precise legal definition for the term "Counterfeit Hunter" in Chinese legislation has resulted in a regulatory void concerning the resolution of diverse legal matters that may emerge in interactions between "Counterfeit Hunters" and sellers or manufacturers. In the aforementioned scenario, a comprehensive definition of the term "Counterfeit Hunter" as a legally significant action can only be attained by conducting a thorough exploration of the pertinent databases. The term "bad faith complainant" pertains to an individual or a collective entity that engages in the deliberate acquisition of counterfeit goods with the intention of generating financial gain. These individuals then proceed to file numerous complaints and reports with administrative, judicial, and law enforcement authorities, primarily alleging violations of regulatory laws and regulations pertaining to food, medicines, and intellectual property rights. The ultimate objective of these actions is to secure multiple forms of compensation from the business entity responsible for selling the aforementioned goods.

In light of evolving social and economic circumstances, the ongoing enhancement of intellectual property safeguards, and heightened consumer emphasis on authenticity, counterfeiting has emerged as a distinct enterprise, giving rise to a cohort of individuals known as Counterfeit Hunters. These individuals are dedicated to safeguarding rights and seeking recompense for infringements. The study of enhancing regulatory measures against counterfeiting is a significant legal concern that warrants attention.

Presently, the act of counterfeiting can be classified into two distinct categories depending on moral considerations. One type of counterfeiting is referred to as benign counterfeiting. This model primarily concentrates on counterfeit products implicated in issues related to commodity quality, as well as concerns with food safety and other related matters. Legal action will be initiated against these products via appropriate legal channels with the aim of mitigating the production of counterfeit and substandard goods. Another issue that arises is the act of malicious counterfeiting. The primary objective of this mode is to generate profit. Consumers are aware that the products being sold by the operator are counterfeit. Consequently, they may resort to various actions such as threatening the operator, engaging in theft of goods, or even initiating legal proceedings against the operator due to defective packing. These actions are undertaken with the intention of obtaining substantial compensation or reimbursement for mediation expenses.

In China, the initial proponent of the Counterfeit Hunt phenomenon can be attributed to Wang Hai. In 1995, Wang Hai became acquainted with the Protection of Consumer Rights and Interests Law during his time in Beijing. Subsequently, he adopted a proactive approach by attempting to procure two pairs of counterfeit headphones in order to seek compensation. This incident served as a pivotal moment that marked the inception of the Counterfeit Hunt movement. In 2015, Wang Hai established a firm that specialises in the detection and prevention of counterfeit goods. In an effort to enhance the company's professionalism, he furthermore established a dedicated testing facility at his own personal cost. In an effort to enhance its professionalism, Counterfeit Hunt firm has invested a significant amount of funds to establish a dedicated testing organisation. The Counterfeit Hunt attitude exhibited by him served as a facilitator for both customers and market management during that period. The inherent essence of the action was one of combatting unethical commercial practises and promoting market integrity. Hence, Counterfeit Hunter garnered substantial support from both the judiciary and the general public during its initial phase. However, as time progressed, an increasing number of individuals involved in the Counterfeit Hunter initiative began to use legal loopholes and pursue substantial compensation. Consequently, the reputation of Counterfeit Hunter became increasingly polarised among society, generating significant controversy.

## 2.0 METHODOLOGY

The advent of Counterfeit Hunter has considerable importance in the realm of market regulation, given the inherent limitations faced by market regulators in terms of manpower and their inability to comprehensively oversee market activities. Nevertheless, the Chinese legal framework lacks clarity in defining the term "consumer," resulting in numerous regulatory gaps concerning the conduct of Counterfeit Hunters. The precise definition of the Counterfeit Hunter's identity and the applicability of punitive damages under the Protection of Consumers' Rights and Interests Law remain uncertain. This study aims to undertake a comprehensive analysis of the stance of Counterfeit Hunter, with the objective of resolving the question of whether punitive damages are relevant to Counterfeit Hunters. Additionally, it seeks to facilitate the resolution of deficiencies in national legislation. At present, the judicial practise in China frequently yields disparate verdicts in the initial and subsequent instances, as well as divergent rulings in analogous cases, primarily attributable to varying interpretations by judges about the characterization of the Counterfeit Hunter. Through a comprehensive examination of the legislative framework underpinning Counterfeit Hunter, it is possible to enhance the pertinent legislation in order to provide robust regulations and authoritative guidelines. Judicial rulings possess a commendable quality, thus necessitating the judiciary's cautious approach in ascertaining the identity of the Counterfeit Hunter and evaluating the legality of their acts. This meticulous consideration is crucial in order to establish precedents that can serve as exemplary verdicts for like situations in the future, thereby alleviating the burden on the judiciary.

This study will employ a combination of empirical and normative legal approaches to offer a more full examination of the Counterfeit Hunter and its related phenomena.

### 2.1 Empirical legal analysis

In essence, statistical measures are employed for the purpose of analysing and manipulating data pertaining to legal information. In order to employ statistical measures, it is imperative to establish a set of variables that are interrelated, followed by comprehending the causal connection between these variables through statistical studies. This study will incorporate the use of a questionnaire, which will be administered within the geographical region of mainland China.

### 2.2 Normative legal analysis

This entails a focused examination of a legal issue, grounded in pertinent legislation and regulations, which can be assessed via the lens of various applicable sections. Normative analysis is the prevailing approach employed in legal research. Its primary objective is to assess whether the existing legislative framework possesses the capacity to effectively address the presented issue. Based on this evaluation, normative analysis aims to identify any legislative deficiencies or gaps, and subsequently explore and resolve such legal issues. This paper aims to investigate the topic of Counterfeit Hunter by examining relevant legislation such as the Civil Code of the People's Republic of China and the Consumer Rights and Interests Protection Law, among others.

## 3.0 RESEARCH FINDINGS

### 3.1 Counterfeit Hunter Social Status

The survey report shows that most people have a monthly income of about 3,000 yuan, and 90.2 per cent of people consider their consumption level to be intermediate or below. The majority of online consumers are young and middle-aged, and the probability of buying fake or shoddy products is nearly 80 per cent. In the survey on satisfaction with the consumption environment and product quality, people's satisfaction is generally between 2 and 3, lower than the average value of 3, which is not high. When people buy counterfeit and shoddy products, most of them choose to find merchants to return them or leave them unused, and only 10.9% of them choose to report them to the Market Supervision Bureau or legally prosecute them (Figure 1).Counterfeit Hunter, with his professional legal knowledge, can not only make up for the loopholes in supervision, but also pay more energy than ordinary consumers to negotiate with illegal merchants, and reduce the circulation of counterfeit and shoddy products.

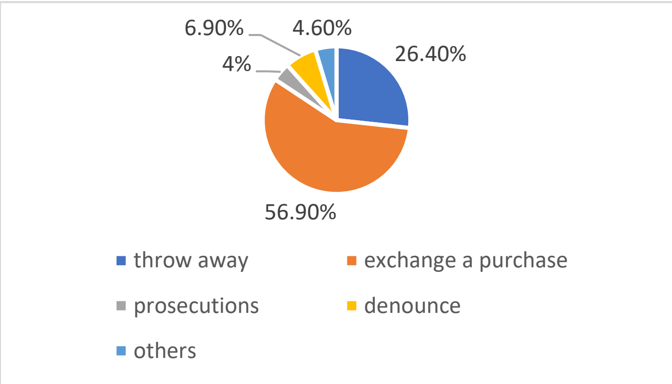


**Figure 1:** Counterfeit Product Resolution

A crucial inquiry among the Counterfeit Hunter group pertains to their role as customers and their stance on the "10 for 10" or "3 for 3" compensation method advocated by Counterfeit Hunters. According to the findings of this survey, a significant majority of the general population, specifically 71.8 percent, perceive Counterfeit Hunter as a consumer. The organisation known as People for Counterfeit Hunter enjoys a support rating of 83.3%. A significant majority, 85.6%, of the supporters advocate for the implementation of a compensation system wherein counterfeiters are required to pay either ten or three times the value of the counterfeit goods. Furthermore, 87.4% of the group members believe that the activities of Counterfeit Hunter have had a positive impact on society, outweighing any potential negative consequences. The following table (Table 1) presents the relevant data.

**Table 1:** Public Attitude Collection

| Attitude | Whether you have bought counterfeit or substandard products | Whether Counterfeit Hunter is a consumer | Whether to support Counterfeit Hunter | Whether to support "ten times or three times the amount of compensation for one fake" | Whether the benefits of Counterfeit Hunter outweigh the drawbacks. |
|---|---|---|---|---|---|
| Yes | 79.3% | 71.8% | 83.3% | 85.6% | 87.4% |
| No | 20.7% | 28.2% | 16.7% | 14.4% | 12.6% |

From a consumer perspective, it is commonly believed that Counterfeit Hunter effectively combats the advancement of product quality. Additionally, the punitive damages outlined in legislation have had a detrimental impact on unethical merchants. Consequently, these merchants have started to regulate their own production and operations, thereby safeguarding consumer rights and interests, as well as promoting the development of intellectual property rights within the country.

Nevertheless, it is worth noting that there is a prevailing belief among a significant portion of the population that counterfeits can, to some degree, offset the losses incurred by producers and sellers. However, it is important to acknowledge that this perspective also entails negative consequences for the aforementioned parties' interests. Furthermore, as society has progressed, there has been a gradual emergence of Counterfeit Hunter groups that have evolved into a distinct category known as "professional fake Hunters." This particular group operates in direct violation of the law, resorting to intimidation and coercion to demand compensation amounts that far exceed what is legally mandated. Moreover, they engage in deliberate fabrication and manipulation of evidence to falsely incriminate businesses, resulting in a significant number of enterprises falling victim to these "fake Hunters." The prevalence of individuals engaging in deceptive practices, sometimes referred to as "fake fighters," has become a matter of concern. Additionally, there has been a significant rise in the number of civil tort cases related to sales contract disputes. This surge in litigation has resulted in an increased burden on the court system and has consequently impacted the availability of judicial resources for ordinary customers.

It is not difficult to find out through this questionnaire that the public has a more favourable attitude towards Counterfeit Hunter, but there are also a lot of concerns.

### 3.2 The phenomenon of different outcomes for the same case in the Counterfeit Hunter case under Justice

In the year 2018, the individual referred to as Plaintiff Han Fukun engaged in the acquisition of six dry red wines from a wholesale supermarket. Throughout this transaction, Plaintiff Han Fukun utilised his mobile phone to document the entirety of the purchase process. Subsequently, it was discovered that the aforementioned goods lacked proper labelling in the Chinese language. This lack of labelling is in violation of Article 26 of the Food Safety Law of the People's Republic of China, which stipulates that food safety standards must encompass various aspects, including but not limited to labels, signs, and instructions pertaining to hygiene, nutrition, and other requirements related to food safety. The Plaintiff said that, in accordance with the provisions of the Food Safety Law, the red wine in question constituted a forbidden imported product. Furthermore, the Defendant was aware of the non-compliant nature of the wine, nevertheless proceeded to sell it to the Plaintiff, so violating the rights and interests of consumers. The initial court has been made aware that Han Fu Kun was cognizant of the absence of Chinese labels on the red wine, as well as the presence of video recording. Furthermore, it was noted that Han Fu Kun refrained from consuming the purchased item. The plaintiff, Han, demonstrated knowledge of the red wine without Chinese labels subsequent to the purchase. Additionally, Han pursued legal action in multiple courts. Subsequently, it was shown that Han Fu Kun's acquisition of the red wine was motivated by profit, thereby exempting Han Fu Kun from the category of customer. The initial occurrence ultimately only upheld the refund of the purchase cost while dismissing the plea for a tenfold compensation for Han Fu Kun. According to the court of second instance, it has been determined that the case of Han Fu Kun involves the acquisition of means of sustenance, so classifying it as a consumer matter. The court has ruled in favour of Han Fu Kun's claim for ten times punitive damages, thereby acknowledging the need for the Lichang district's wholesale market to compensate for its shortcomings.

On the 24th of April 2017, the plaintiff, Liu Xiuping, acquired a quantity of 60 bottles, equivalent to one case, of Guizhou Moutai Wine from the Hongfengju Company for a total cost of RMB 10,000 yuan. During the authentication process conducted in the presence of a notary, individuals from the Counterfeit Hunt team of Guizhou Maotai Wine Company Limited were tasked with identifying a specific bottle of Maotai wine. The outcome of the identification process concluded that the wine in question did not originate from the manufacturing and packaging facilities of Guizhou Maotai Wine Company Limited. It has been determined by the court of first instance that the individual named Liu Xiuping is classified as a consumer. The complainant, Liu Xiuping, has requested reimbursement for counterfeit Maotai wine, and has specifically sought ten times the amount as a kind of support. The appellate court determined that the plaintiff, Liu Xiuping, had purchased a quantity exceeding their necessary requirements. The court further noted that the plaintiff had requested the presence of a notary during the purchase and subsequently sought an appraisal. These actions were deemed to exceed the typical consumption behaviour of a consumer. As a result, the court did not support the plaintiff's claim for compensation, which was ten times the original purchase amount.

### 3.3 Comparison of secondary literature: study of the differences between the Chinese and foreign "Counterfeit Hunt"

The legal definition of "consumer" varies across different countries. The definition of the term "consumer" in China is broadly outlined in article 2 of the Law of the People's Republic of China on the Protection of Consumers' Rights and Interests. This article states that the rights and interests of individuals who engage in the purchase, utilisation, or acceptance of services for the purpose of living and consumption are safeguarded by this legislation. In cases where this law does not explicitly address such matters, the rights and interests of these consumers are protected by other applicable laws and regulations. The definition of "consumer" in Germany is explicitly outlined in the German Civil Code. According to this legal framework, a consumer is defined as an individual who, at the moment of contract formation, is not motivated by profit or engaged in professional activities. According to the Uniform Commercial Code (UCC) of the United States, a consumer is defined as an individual who engages in consumption activities primarily for personal, familial, or sustenance purposes. It is evident that the majority of foreign nations rely on either a direct definition or the reverse exclusion method to establish the applicability of the legal term "consumer." However, China has yet to reach a consensus within its community regarding this matter, resulting in legal limitations. The lack of clarity in the legal definition will result in the inherent limitations of the "Counterfeit Hunt" system, and the judicial proceedings related to Counterfeit Hunt will likewise exert influence.

There exist disparities in the attitudes regarding the phenomenon of "Counterfeit Hunt" between China and foreign nations. In the 20th century, numerous industrialised nations implemented comprehensive consumer protection systems, characterised by stringent regulations on commodity safety supervision. As an illustration, the pertinent legislation in the United States mandates that the act of manufacturing, distributing, and vending counterfeit merchandise constitutes a criminal offence. Perpetrators are subject to a minimum fine of US$250,000 and a maximum fine of US$1 million, in addition to potential imprisonment for a period not exceeding five years. In cases where a prior conviction exists, the fine may be elevated to a maximum of US$5 million. In addition, the United States has employed the strategy of employing "short-circuit advertisements" as a means to dissuade firms from engaging in deceptive advertising practises. In the event that a business is found culpable, it is subjected to financial penalties for disseminating short-circuit adverts, which serve to caution consumers against making purchases. In Singapore, the implementation of the "blacklist method" involves the compilation of a list including the names of dishonest merchants, which is subsequently disseminated among tourists. The costs associated with counterfeiting activities in foreign jurisdictions are substantial, and the corresponding legal penalties are severe. Moreover, individuals are afforded relatively accessible means to protect their rights and seek substantial compensation through legal recourse. In contrast, the situation in China presents a contrasting scenario, where unscrupulous business practices result in relatively low costs for engaging in counterfeiting activities. Additionally, the likelihood of consumers prevailing in legal cases is relatively low, and the process of defending one's rights is arduous and protracted. The differential views of China and foreign nations regarding the "Counterfeit Hunt" are significant factors contributing to the reduced prevalence of counterfeit goods both within foreign countries and within China. It is evident that China's system for addressing infringement and trafficking in counterfeit goods still exhibits institutional gaps and deficiencies.

## 4.0 ANALYSE

### 4.1 Case Analysis

Both of these examples challenge the consumer classification of the individual involved in the Counterfeit Hunt. In Case 1, the initial ruling by the Court of First Instance determined that the plaintiff did not meet the criteria of a consumer. However, the subsequent ruling by the Court of Second Instance argued that if a Counterfeit Hunt can be classified as a Counterfeit Hunter, then the Counterfeit Hunter assumes the role of a consumer and is consequently entitled to the protections outlined in the Law on the Protection of the Rights and Interests of Consumers. As a result, the plaintiff is deemed to be a consumer. In the initial case, it was determined that the plaintiff's purchase of Maotai wine was for personal use rather than for business purposes, thus classifying the plaintiff as a consumer. However, in the second instance, the court observed that the plaintiff's involvement of a notary public during the purchase exhibited distinct characteristics, including an intentional element, which led to the conclusion that the plaintiff does not fall under the category of a consumer.

The occurrence of these disputes can be attributed to the provisions outlined in the Law of the People's Republic of China on the Protection of Consumer Rights and Interests (as amended in 2013). According to Article 2 of this law, it is designed to safeguard the rights and interests of consumers who engage in the purchase, utilisation, or receipt of services for the purpose of meeting their living and consumption needs. In situations where this law does not explicitly address the protection of these rights and interests, alternative relevant laws and regulations are employed for such purposes. The user's text does not contain any information to rewrite in an academic manner. The concept of identity lacks precise definition, posing challenges in establishing a uniform understanding of those identified as Counterfeit Hunters among judges. Certain judges have categorised the remuneration acquired by Counterfeit Hunter as inappropriate revenue due to their assertion that the litigation pursued by Counterfeit Hunter is driven by impure motives and a profit-oriented agenda. Consequently, these judges have determined that Counterfeit Hunter's legal actions to protect its rights are of a commercial nature, thereby refuting its classification as a consumer.

The criteria used to assess the legitimacy of the "Counterfeit Hunter" designation are profoundly unsuitable. The word "for the purpose of living and consumption" is challenging to define, as individuals who are acknowledged as Counterfeit Hunters nonetheless engage in purchasing things for their everyday needs and so participate in consumer activities. Furthermore, customers resort to filing complaints or pursuing legal action in order to protect their rights and interests and seek compensation. It is unlikely that individuals would willingly incur significant expenses associated with court proceedings without a valid justification. In conclusion, it is argued that the absence of signs in the consumer Counterfeit Hunt is not justified. The legal framework stipulates that customers are deprived of their right to seek punitive damages, so implying that the law promotes Counterfeit Hunt. While the initial instances of Counterfeit Hunt may be seen beneficial, it is imperative to consider halting the tenth occurrence. According to Professor Wang Liming, the classification of an individual as a consumer is contingent upon their intention to acquire goods for personal use, rather than for the purposes of reproduction, processing, or resale for economic gain. In this context, individuals who possess knowledge of counterfeit goods and engage in their purchase without the aforementioned intentions should be regarded as consumers. During the questionnaire analysis conducted for this study, it has been observed that a significant proportion (56.6%) of ordinary consumers, who are not actively engaged in counterfeit detection activities, pursue legal action against counterfeit and substandard products with the aim of seeking compensation. However, it is worth examining why the pursuit of compensation by individuals involved in counterfeit detection, commonly known as Counterfeit Hunters, is subject to criticism, potentially impeding their rights and interests as consumers. This study contends that utilising the motivation of purchasing and the extent of rights defence as the fundamental criteria for determining consumer behaviour is not a viable approach.

Furthermore, in the aforementioned instances, which share similarities in their situations, the outcomes of the judgements differ significantly. One further factor contributing to divergent outcomes in judicial rulings is the judges' varying comprehension of the law and the disparate laws that govern its execution, which often exhibit inconsistencies and biases. The existence of divergent judgements within a single case might potentially erode the credibility and influence of the judiciary. According to Du Leqi, an Associate Professor at Jiangsu University Law School, the primary factors contributing to disparities in the implementation of the law can be attributed to two key aspects. Firstly, the inherent ambiguity of legal concepts themselves, and secondly, the variations in the interpretation of these ambiguous legal concepts.

China operates as a jurisdiction that follows statute law, wherein certain legal ideas are characterised by their generality. Consequently, discrepancies arise in the interpretation of legal texts due to variations among judges in terms of their professional expertise and cognitive capacity. There exist certain judges whose personal sentiments towards those involved in counterfeit hunting, as well as local protectionism, biases, financial considerations, and other affiliations, may unavoidably influence their impartial decision-making. Within the realm of the judicial process, the judge possesses a significant degree of discretionary authority, hence enabling the potential for divergent interpretations and applications of the law, resulting in varying outcomes for similar cases.

### 4.2 Reasons for Counterfeit Hunter

The implementation of the economic policy of reform and opening up has resulted in a significant increase in national income and rapid market development. The process of economic development has resulted in an inherent variability in the quality of market items. Additionally, it has fostered a progressive diversification of individuals' perspectives and an enhanced recognition of their entitlements. The enhancement of citizens' legal consciousness and understanding of the rule of law has been significantly influenced by the execution of lawful endeavours, the dissemination of legal information, and the advancement of the Internet. When individuals' rights are unlawfully violated, they possess the knowledge and ability to employ legal mechanisms as a means to safeguard their rights and interests. According to the provisions of the "Food Safety Law," if food production fails to meet the required food safety standards or if food operations are knowingly non-compliant with these standards, consumers have the right to seek compensation for losses incurred. Additionally, consumers are entitled to demand payment from the producer or operator, which can amount to ten times the price or three times the loss of damages. However, it is important to note that the amount of additional compensation should not exceed 1,000 yuan, unless the loss exceeds this threshold. According to Article 148 of the Food Safety Law of the People's Republic of China, as revised in 2021, it is stipulated that... If a consumer produces food that fails to meet food safety standards or operates food that they are aware does not meet food safety standards, the consumer has the right to seek compensation for any losses incurred. Additionally, the consumer may request the producer or operator to pay compensation that is ten times the price or three times the loss. However, it is important to note that the amount of the increased compensation is lower than In the event that the increment in remuneration is below one thousand yuan, it shall be adjusted to one thousand yuan. However, unless there are instances where the labelling and instructions of food goods possess flaws that do not compromise the safety of the food and do not deceive consumers. According to the provisions outlined in the Law on the Protection of Consumer Rights and Interests, it is stipulated that in cases where a dealer engages in fraudulent activities, the consumer is entitled to receive compensation amounting to three times the original purchase price of the goods. In accordance with the revised Article 55 of the Law of the People's Republic of China on the Protection of Consumers' Rights and Interests (2013), if a business operator engages in fraudulent practices while providing goods or services, they are obligated to compensate the consumer for their incurred losses. This compensation should amount to three times the original purchase price of the goods or the cost of the received service. However, if the calculated compensation falls below five hundred Yuan, it shall be adjusted accordingly. In the event that the supplementary remuneration is below the threshold of five hundred yuan, it shall be adjusted to a fixed sum of five hundred yuan. In cases where the law stipulates otherwise, it shall do so in accordance with the specific provisions outlined within it. The implementation of these legal principles has resulted in an increased level of civic consciousness regarding individual rights and has consequently led to a rise in citizen participation in the Counterfeit Hunt initiative.

The market participants in China are seeing continuous expansion, along with the increasing size of the industry. attributed to the prevalence of market supervision deficiencies. This inadequacy has led to a significant number of entrepreneurs disregarding the fundamental principles of honesty and trustworthiness. In their pursuit of greater economic gains, these individuals engage in the production and trade of counterfeit goods. Examples of such illicit activities include the utilisation of gutter oil for the production of 'cooking oil', which poses long-term health risks such as cancer upon consumption. Every year, on the 15th of March, which is observed as Consumer Rights Day, numerous products exhibiting significant quality issues are identified. Numerous producers prioritise profit over the production process and product quality, while certain merchants resort to misleading advertising and false claims to entice consumers, resulting in a significant erosion of consumer trust and a violation of the principles of honesty and trustworthiness. The market is inundated with counterfeit goods and unscrupulous sellers, creating an ideal environment for the emergence of Counterfeit Hunter. From a market management standpoint, Counterfeit Hunter has the potential to address market issues by prioritising the safeguarding of consumer rights and interests. This is achieved through ensuring the safety and security of purchased goods. Additionally, Counterfeit Hunter aims to monitor merchants in order to prevent the sale of counterfeit and substandard products, thereby minimising the negative impact experienced by consumers.

Given the current magnitude of China's consumer market, it is evident that concerns over product quality and safety are prevalent. However, the government's enforcement capabilities are constrained, hence impeding its ability to comprehensively control the market. In addition to conducting quality assessments on product samples, the Market Supervision Bureau also performs on-site visits to catering establishments. Additionally, it is evident that the Market surveillance Bureau has established a well-defined internal division of labour. However, the absence of effective interdepartmental communication hinders the bureau's ability to effectively combat dishonest traders through comprehensive market surveillance. The advent of online markets has given rise to novel industries and business models. However, the existing framework for market supervision has not kept pace with these developments. Consequently, the Market Supervision Bureau is confronted with a growing array of management challenges, leading to an increase of regulatory gaps. The proliferation of unethical operators and producers presents an opportunity for them to exploit the market by engaging in the sale and production of illicit items. Furthermore, there is evidence to suggest that these entities may even be inclined to incorporate chemical additives into food products, so compromising individuals' right to health. Under the faulty management mechanism, it stimulates citizens' "self-protection consciousness" and expedites the formation of individuals engaged in "Counterfeit Hunt", so partially compensating for the shortcomings of the Control Yuan. The pursuit of counterfeit goods by individuals partially compensates for the deficiencies of regulatory bodies.

### 4.3 Positive aspects of Counterfeit Hunter's existence

Promote the cultivation of citizens' consciousness on the safeguarding of their rights and encourage operators to uphold principles of honesty and integrity. The presence of counterfeit and substandard items in the market undermines the principles of honesty, reliability, and market access. Moreover, it hinders the effective execution of legal concepts [4]. The Counterfeit Hunter platform plays a significant role in combating counterfeiting, as well as other illicit and unlawful activities that take place within the market. The Counterfeit Hunter initiative aims to mobilise regular persons in order to increase public awareness of the rights of the general population. This effort seeks to empower and educate individuals who may not typically be involved in such matters. This study aims to explore the utilisation of legal methods and procedures in safeguarding one's legitimate rights and interests by examining judicial cases related to the Counterfeit Hunter initiative. In order to safeguard the rights of a larger population, it is imperative to comprehend the legal framework surrounding the sale of counterfeit goods. Engaging in such activities poses a heightened risk, which can ultimately undermine the integrity and reliability of the operator. This aligns with the fundamental concept of honesty and credit as outlined in China's civil law.

Enhance the calibre of products and services in order to adhere to national norms. The primary objective and aspiration of the general public regarding Counterfeit Hunter is to encourage businesses to enhance the quality of their products and services in order to comply with national standards [5]. This, in turn, would contribute to the refinement of the market environment, fulfil the populace's desire for an improved quality of life, and instill a sense of confidence and reassurance among consumers when making purchases and utilising these products. This criterion also indicates the continued presence and sale of inadequately qualified products in the current market. This study posits that the influx of certain substandard products poses a threat to the progress of China's market economy, as it fosters an environment that tolerates and condones illicit practises by merchants, hence perpetuating a cycle of disorder in the market. In addition, the influx of substandard items into the market poses a threat to the legitimate rights and interests of certain individuals, thereby exacerbating the deterioration of their bodily and mental well-being. This situation is not favourable to the successful execution of the Healthy China policy. The Sanlu milk powder event in 2008 had severe consequences for the well-being of infants in China, impacting their right to life and health. Additionally, the parents of the affected babies experienced significant mental distress. Consequently, this tragedy eroded public trust in the socialist market system with Chinese features. The implementation of Counterfeit Hunter serves as an effective measure to address the issue of unqualified products in the market. By actively deterring merchants from engaging in counterfeiting activities and promoting the enhancement of product quality and service standards, Counterfeit Hunter aims to align merchants with national regulations and reduce the prevalence of non-compliant products in the market [6]. Counterfeit Hunter is a highly credible and efficacious solution in this context.

Enhance market efficiency and address the absence of government oversight. In the context of counterfeit and substandard products in the market, it is common for such items to employ deceptive packaging techniques in order to evade detection by market surveillance authorities. This enables the unqualified products to remain undetected, while businesses may resort to providing "rational explanations" or "legitimacy justifications" when confronted by market surveillance administrators. Merchants engage in market supervision and management by providing justifications that are either rational or legitimate, in order to defend counterfeit and substandard items. This strategy aims to create confusion within the realm of market supervision and management. The market offers a wide variety of commodities, exhibiting a substantial quantity, alongside a notable presence of unregistered small-scale and unethical workshops. The exclusive dependence on governmental entities poses challenges in effectively regulating all facets of the market, perhaps resulting in a regulatory void. The Counterfeit Hunter, with its extensive legal expertise and ample investigative vigour, is capable of identifying counterfeit products on a massive scale. This enables it to significantly mitigate the potential infringement of public rights and interests, while also addressing the lack of government oversight in this domain.

### 4.4 Counterfeit Hunter's disadvantage

The actions of Counterfeit Hunter are in violation of the fundamental principles of honesty and reliability. A significant point of contention in this matter pertains to the ethical implications of the conduct of knowingly purchasing counterfeit goods. The concept of a Counterfeit Hunter involves individuals who possess knowledge about counterfeit products in order to make informed purchasing decisions and perhaps take legal action against the producers and managers involved in fraudulent consumer practices. Certain courts argue that the Counterfeit Hunter cannot claim to have been misinformed while purchasing counterfeit goods, as they actively seek out such products and hence cannot be supported by claims of misinformation. The act of purchasing items based on misleading information does not fall under the subjective category of "knowledge of wrongdoing." It is important to note that engaging in such behaviour does not necessarily imply that the business is engaging in fraudulent activities. Conversely, individuals who actively participate in counterfeit hunting are not typical consumers and possess a distinct understanding of identifying counterfeit products.The conduct that deviates from the principle of honesty and trustworthiness, as stipulated in Article 7 of the "Civil Code of the People's Republic of China," which states that individuals involved in civic activities are expected to adhere to the principle of good faith, uphold honesty, and honour their commitments. Hence, the assertion made by the Counterfeit Hunter lacks substantiation.

This paper posits that a comprehensive understanding of counterfeiting is important in light of contemporary societal circumstances. The ruling significantly violates the lawful rights and interests of customers who have acquired counterfeit or substandard merchandise. If consumers are unable to ascertain the genuineness of the products, their functionalities, and the substances they contain, the potential harm these products may cause to the body will remain uncertain. Consequently, consumers will face challenges in seeking legal recourse to protect their legitimate rights and interests. However, if consumers knowingly purchase counterfeit goods, they may have the opportunity to pursue legal action to safeguard their rights and interests, thereby mitigating potential harm. In such cases, consumers may be informed that they knowingly purchased counterfeit items. The behaviour of engaging in the act of "know fake buy fake" is deemed to be an act of dishonesty, thus rendering it unsupportable. This type of conduct exhibits a paradoxical nature, as it represents a conflict between the enforcement of legal measures against individuals engaged in counterfeit hunting. Consequently, this situation causes distress among those involved in the pursuit of counterfeit activities, allowing unscrupulous entrepreneurs involved in the production and distribution of counterfeit goods to act with impunity. Essentially, this stance prevents us from effectively combating the efforts of the Counterfeit Hunter, thereby perpetuating the unlawful interests associated with counterfeiting and the sale of counterfeit goods. Such a situation runs counter to the collective desires of the populace and undermines the protection of their rights. Contravenes the collective desires of the populace and undermines the rights and welfare of individuals. According to Article 3 of the Provisions of the Supreme People's Court on Several Issues Concerning the Application of Law to the Trial of Food and Drug Dispute Cases, in cases where a disagreement arises regarding the quality of food or drugs, and the purchaser claims their rights against the producer or seller, if the producer or seller argues that the purchaser was aware of a quality issue in the food or drug but still chose to purchase it, the people's court will not uphold the purchaser's claim. This study posits that, based on the content of this article, engaging in "know fake buy fake" activity does not impede consumers from exercising their legal rights. Similarly, individuals who actively seek out counterfeit products, referred to as Counterfeit Hunters, should also be entitled to the same rights. The legislation does not explicitly prohibit Counterfeit Hunters from these rights. Individuals who engage in the practise of counterfeit detection are granted exemption from stringent regulations imposed on the monitoring and regulation of consumables, pharmaceuticals, and various other product categories, in order to fulfil their position as a point of reference. In contemporary society, the reduction of counterfeit behaviour and infringement is crucial in order to decrease the prevalence of counterfeit hunters. It is imperative for us to adopt a consumer-centric perspective and safeguard the rights of consumers, rather than solely focusing on addressing the dishonesty of producers. However, it is important to acknowledge that this approach may not be a viable solution.

The aforementioned circumstances have led to heightened demands on the judiciary and consequent inefficiency in the allocation of judicial resources. The increasing presence of individuals engaged in counterfeit detection has led to a rise in complaints and reports on the prevalence of substandard and fraudulent merchandise. Moreover, the community of counterfeit hunters has exhibited characteristics of youthfulness, size, and enhanced professionalism. The typical procedure followed by individuals involves three steps: making a purchase, engaging in dialogue with relevant parties, and afterwards submitting a report. In cases when the outcomes of market oversight efforts fail to meet their expectations, individuals may resort to initiating "reconsideration" and "prosecution" procedures. This poses a significant problem for local judicial and administrative institutions at the grassroots level. The judicial institutions and administrative departments have exerted significant pressure. A significant number of individuals engaged in the practise of counterfeit detection have filed numerous formal reports and complaints within a given year. The duration of these investigations can range from as little as 10 days to approximately two weeks, or extend to several months or even half a year. This has resulted in a substantial increase in the workload of market regulatory authorities, leading to a state of overwhelming demand on the relevant departments. An increased workload is highly probable to result in a decrease in the quality of incident handling. In the presence of a substantial workload, market regulators may exhibit a tendency to neglect their responsibilities and adopt a superficial approach, leading to a lack of protection for those advocating for their rights. There exists a significant presence of individuals who engage in the act of fault-finding under the guise of "Counterfeit Hunt." These individuals mostly concentrate on scrutinising the typefaces used in food packaging, without taking into consideration the broader context and the actual circumstances surrounding advertisements, all in an effort to identify instances where word limits are exceeded. As an illustration, according to Chapter 2, Article 9, Paragraph 3 of the Advertising Law of the People's Republic of China, it is specified that advertising are prohibited from use expressions such as 'national', 'top', 'best', and similar terms. The "Law Enforcement Guidelines for Absolute Terms in Advertisements" have been recently released by the State Administration for Market Supervision and Administration of the State Council. According to these guidelines, the provisions of the "Advertising Law of the People's Republic of China" will not be applicable if the absolute terms used in advertisements are not directly associated with the quality of goods or are merely reflective of corporate culture and subjective desires. Nevertheless, the individuals commonly referred to as "fake fighters" exhibit a lack of concern for the contextual factors surrounding a given situation. Their primary objective is to identify instances that may be categorised as absolute terms and thereafter report or initiate legal action against them for the purpose of holding accountable those responsible for misleading and deceiving consumers. This action primarily serves personal interests rather than promoting market efficiency, and is a significant misallocation of judicial resources.

Individuals engaged in counterfeit detection often engage in bulk purchasing to maximise their potential compensation, typically through schemes such as "one fake for three" or "one fake for ten". There are individuals known as Counterfeit Hunters who engage in private negotiations with merchants in order to pursue legal action and secure compensation beyond what is legally mandated. This behaviour operates within the confines of the law, although many merchants find it burdensome to engage with Counterfeit Hunters and instead opt to resolve the matter by expending resources to mitigate the potential harm. A significant portion of the market is comprised of small firms or individual business houses, which possess very limited capacity to bear administrative fines. Consequently, a substantial compensation amount may potentially lead to their bankruptcy. Many small enterprises and individual traders lack comprehensive knowledge of legal matters. Their primary focus is on buying and selling items, rather than understanding the specific raw materials and national standards associated with their products. Consequently, they are susceptible to being misled and fooled by manufacturers. The Counterfeit Hunter typically opts to engage directly with the operator with whom they have a sales contract, as a means to mitigate expenses associated with legal proceedings. According to Article 123 of the Civil Code of the People's Republic of China, it is stated that the seller is entitled to seek reimbursement from the producer after compensating the infringer for any infringement resulting from the producer's actions. In cases where a product is found to be defective as a result of the seller's negligence, the producer is entitled to seek compensation from the seller after providing appropriate compensation to the seller. However, the complex nature of supply chains often results in a lack of direct connection between merchants and producers, making the process of recovery time-consuming and challenging. Consequently, operators may be reluctant to incur the additional costs associated with recovery, opting instead to accept the unfortunate circumstances as their own responsibility.

These events have a discouraging effect on individuals with entrepreneurial aspirations and significantly diminish the market incentives for producers and operators, so impeding the favourable progression of the market economy.

## 5.0 DISCUSSION

### 5.1 Defining the scope of consumers

The most controversial aspect of Counterfeit Hunter behaviour is whether the Counterfeit Hunter is a consumer, and the most important thing to resolve this controversy is to clarify the scope of consumers. Zhang Yuyan, a professor at the Institute of Law of the Chinese Academy of Social Sciences, believes that "Counterfeit Hunter is actually a part of the consumer group, and their behaviour is to defend their own rights and interests, and at the same time, safeguard the rights and interests of other consumers, so as to make the market economic environment fairer and more just." And for the intentional production or sale of counterfeit and shoddy products production and sales merchants, they themselves have a certain degree of fault, the Civil Code in the Tort Liability Chapter 4, Article 12007 expressly provides that if the infringement of the consumer's right to know or the right to bodily health, it should itself be compensated for this [ The Civil Code of the People's Republic of China, Article 12007: "Knowing that the If a product is produced or sold knowing that it is defective, or if effective remedial measures are not taken in accordance with the preceding article, causing death or serious damage to the health of another person, the infringed person shall have the right to request appropriate punitive damages."]. . Therefore, in order to simplify this complex and controversial issue, this study believes that the scope of the "consumer" can be expanded to include Counterfeit Hunter within the scope of the "consumer", and to make it clear that This study believes that the scope of "consumer" can be expanded to include Counterfeit Hunter within the scope of "consumer", and that Counterfeit Hunter can be clearly recognised as a consumer, which will not only unify the standard of application of the law, but also inhibit the growth of counterfeit goods.

### 5.2 Judicially searching for similar cases and making the same judgement in the same case

The emergence of Counterfeit Hunter has led to a surge in the workload of the relevant grass-roots judicial departments, increasing work pressure and wasting judicial resources. However, there are also many people who believe that the inadequacy of the ability to deal with matters is the inadequacy of the regulatory authorities rather than the inadequacy of the whistleblowers, and that the relevant authorities cannot ask the whistleblowers to reduce the number of reports because of a large number of matters, and that civil servants need to be in their positions, to seek their own administration, and to fulfil their duties and responsibilities in their own offices. Another problem is the different judgements in the same case. Such judicial decisions not only fail to alleviate the pressure on the judiciary, but also undermine the credibility of the judiciary. In this regard, the Supreme People's Court of the People's Republic of China promulgated the relevant guidelines on "searching for similar cases" in 2020, and we can implement the principle of "searching for similar cases" and "passing the same judgement on the same case". We can implement the principle of "same case, same judgement", whereby all courts should take the "guiding cases" issued by the Supreme People's Court as the standard for the trial of cases, or take similar cases decided by higher courts and in force as reference. According to Hu Gongqun, an expert of the Standing Committee of the Beijing Municipal People's Congress on legislative consultation, "equal judgement in the same case" can greatly reflect the fairness and equality of the rule of law, and will help judges to make judgements, as well as helping to build the professionalism of judges. Uniform application of the law can not only improve judicial and administrative efficiency and reduce the pressure on grassroots departments, but also enhance the credibility and authority of the government and the law.

### 5.3 Open paid inspection and testing business to individuals

At present, most of the testing organisations in China are not open to individuals, especially the refusal of Counterfeit Hunter people. Testing organisations do not want to be involved in litigation, damage to their own interests and reputation, and thus to carry out risk control. This creates the problem of "difficult evidence" for the Counterfeit Hunter. Consumers have doubts about the quality of the sample, but not through formal channels to obtain a legally binding test report, which is unfair to consumers. And just rely on the relevant departments to carry out testing of samples, not only inefficient, the coverage is also too narrow. Should be to expand the testing organisations to the private sector paid open, support and encourage the public to have doubts about the product inspection and testing, so that not only can increase revenue, but also enable the citizens of the market products for direct supervision and constraints, so as to protect their own rights and interests.

### 5.4 Setting up the "Counterfeit Hunter qualification certificate", holding the certificate to take up the post, reasonable and lawful

There is no government regulation of Counterfeit Hunter, and there is no unified and standardised Counterfeit Hunter system, which will inevitably lead to the emergence of some unscrupulous elements in the group of Counterfeit Hunter and disrupt the market order. This study believes that "Counterfeit Hunter" can be made transparent, orderly and standardised. Setting up the "Counterfeit Hunter Qualification Certificate" allows interested consumers with relevant professional knowledge to obtain the qualification of "Counterfeit Hunter" through the formal channels of the national government. Let the Counterfeit Hunter with a licence to work, so that the government is relieved, merchants feel at ease, consumers feel at ease. Protect the rights and interests of all parties, reasonable and legal.

### 5.5 Limiting the amount of damages to existing regulations

Counterfeit Hunter involves "punitive damages", Counterfeit Hunter people buy goods in large quantities in order to obtain a large amount of compensation, so that some market players suffered a huge blow. However, at the same time, some producers and sellers intentionally making and selling counterfeits, but also greatly undermined the market order, infringement incidents are common. In order to balance the market relationship and safeguard the rights and interests of all parties, this study believes that the subjective division of the circulation of counterfeit and shoddy products can be carried out by market players, and at the same time, the "punitive damages" stipulated by the state is capped again. Specific recommendations are as follows: First, if the producers and sellers subjectively and intentionally make and sell counterfeits, then it can be judged as subjective malice and infringement on the market order as well as the legal interests of the masses, then it is necessary to crack down on them, and the law will not protect them if they pay triple or ten times the original price of the products under the existing laws and regulations. Second, if the producers and sellers because of negligence and unintentional counterfeiting and selling of counterfeits, can be dealt with leniently, in accordance with the size of the market entity: individual business households compensation cap shall not exceed 50,000; less than 500 people of the company as a small enterprise, the compensation cap shall not exceed 150,000; with 500 to 2,000 employees as a medium-sized enterprise, the compensation cap shall not exceed 200,000; more than 2,000 people for the large enterprises, with a cap of $300,000 on the amount of compensation. In this way, the punishment of manufacturers and sellers will enable such manufacturers and sellers to learn a lesson and at the same time safeguard the rights and interests of manufacturers and sellers and Counterfeit Hunter, so as to achieve a balance of interests.

## 6.0 CONCLUSION

In conclusion, this study acknowledges the consumer role of those engaged in counterfeit hunting and advocates for widespread participation in this market. Given the significant reliance on public oversight, granting legal status to counterfeit hunters is seen an imprudent decision.The presence of a Counterfeit Hunter within society holds significant importance as it serves to regulate market order, supervise product authenticity, and protect the civil rights and interests of consumers. However, it is worth noting that some individuals involved in Counterfeit Hunting may deviate from the original intention by seeking to profit through extortion. Hence, it is imperative to adopt a Counterfeit Hunter approach that focuses on extracting the core elements while eliminating extraneous elements. This approach should be incorporated inside the regulatory framework of Counterfeit Hunter, encompassing several themes such as law, justice, policy, and related domains. In relation to the topic of "regulating Counterfeit Hunter," we have presented our own perspectives on matters such as law, justice, policy, and other relevant elements. Our aim is to build a comprehensive remediation mechanism and optimise the beneficial outcomes of Counterfeit Hunter.

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# AL-QAWIY AL-AMIN: EMPOWERING EXCELLENCE IN WORKPLACE MENTORING

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**ABSTRACT**

This study delves into the transformative potential of workplace mentoring imbued with the principles of Al-Qawiy Al-Amin—Arabic for 'Strong and Trustworthy.' Drawing inspiration from the mentorship of Prophet Muhammad s.a.w and supported by a comprehensive literature review, the research explores the reciprocal dynamics between mentors and mentees, emphasizing strength (Al-Qawiy) in knowledge, skills, and character, coupled with trustworthiness (Al-Amin) in fostering an environment where mentorship thrives. Through the lens of Islamic teachings and Western perspectives on mentoring, the study navigates the interconnectedness of these values, shaping not only individual career trajectories but also cultivating a cultural shift within organizations. A bibliometric analysis, utilizing the Scopus database, further contributes to the scholarly understanding of workplace mentoring by identifying key papers, themes, and trends. The proposed research aims to offer actionable insights for organizations seeking to create nurturing and supportive environments through effective mentoring programs, thereby empowering excellence in workplace dynamics. In embracing Al-Qawiy Al-Amin values, this study envisions a future where mentorship transcends a mere practice, becoming a transformative force for individual and organizational growth.

***Keywords:*** *Workplace mentoring, formal mentoring, mentorship, workplace learning, mentor*

## 1.0 INTRODUCTION

A substantial body of literature has extensively explored the various factors that contribute to the establishment and sustenance of a successful mentoring relationship. Numerous articles published in both scholarly journals and business publications underscore the manifold advantages associated with cultivating a mentoring culture within the workplace. Additionally, these articles have elucidated the indispensable attributes that both mentors and protégés must possess to foster a prosperous mentoring relationship.

The establishment of a mutually beneficial mentorship connection exhibits the potential to augment the personal and professional development of both the protégé and the mentor. Simultaneously, it yields substantial benefits for the organization to which they are affiliated. In an article authored by Tan (2019) and published in Business Today, the significance of the human touch in keeping employees engaged in their work is emphasized. and a survey conducted on LinkedIn, revealed a noteworthy statistic whereby an overwhelming 94% of employees concurred that they are more inclined to remain with an employer when they received dedicated workforce training and personalized, face-to-face guidance.

This highlights the importance of investing in employee development and providing opportunities for interpersonal interaction and mentorship. Dimmock's (2017) study revealed a compelling finding: a substantial 87% of both mentors and mentees reported experiencing enhanced self-assurance and a sense of empowerment directly resulting from their engagement in mentoring relationships. Dimmock further posits that mentoring programs exert a positive influence on the workplace by increasing employee engagement and allegiance, fostering inter-departmental collaboration, and facilitating the advancement of women and men to positions of leadership. By enhancing communication and fostering camaraderie, mentoring programs harbour the potential to fundamentally reshape a business's organizational culture.

An in-depth case study conducted at Sun Microsystems provides a real-world example of the effectiveness of a mentoring program in a corporate setting (Beheshti, 2019) whereby the evaluation of a mentoring program's effectiveness for employees yielded compelling results. Those who actively participated in the program displayed a notably higher likelihood of advancing in pay grade. Furthermore, it was observed that mentees engaged in the mentoring program were promoted at a rate five times greater than their non-participating counterparts. Additionally, the study delved into employee retention rates, uncovering noteworthy insights. Both mentees and mentors demonstrated significantly higher retention rates in comparison to employees who did not partake in the mentoring program. Specifically, mentees exhibited a retention rate of 72%, while mentors maintained a retention rate of 69%. These findings highlight the pivotal role of mentoring programs in facilitating employee career development and enhancing retention rates within organizational settings. In parallel, Tan's (2022) article, featured in The Malaysian Reserve, sheds light on the growing trend among Malaysian businesses. Approximately 85% of Fortune 500 companies have already instituted mentorship programs, setting a compelling example. These companies implicitly acknowledge the indispensability of mentoring in thriving within the rapidly expanding talent market.

With the importance of workplace mentoring and its prevalence in successful organizations established, attention now shifts to the key figures in this process: the mentor and the mentee. According to a study conducted by Bjursell (2018), the characteristics of the mentor are deemed critically influential in determining the outcome of the mentoring process. The author elucidated that the mentor's attributes can significantly shape the quality of the mentor-mentee relationship, subsequently impacting the learning and development of the mentee. Additionally, Lentz (2007) underscored the value of scrutinizing the personal characteristics of protégés and mentors within mentoring relationships, emphasizing their beneficial impact.

Looking into the Islamic perspective of this vital practice, two characteristics of both mentor and mentee emerge as significant: Al-Qawiy, signifying strength, and Al-Amin, embodying trustworthiness. In Islamic teachings, these attributes hold profound importance, shaping the dynamics of mentorship in a unique and meaningful manner. Therefore, the main aim of this paper is to delve into the profound significance of strength (Al-Qawiy) and trustworthiness (Al-Amin) as guiding pillars, illuminating their roles in shaping the dynamics between mentors and mentees in professional settings. In addition, the adoption of bibliometric analysis serves to provide an examination of the intellectual framework within the realm of workplace mentoring. This analysis facilitates the recognition of pivotal papers, recurring themes, and influential trends that have shaped and continue to influence the development of workplace mentoring.

## 2.0 LITERATURE REVIEW

### 2.1 Conception of Workplace Mentoring

From an Islamic standpoint, the foundational principles of a mentoring approach or model should be firmly rooted in two primary sources, namely, al-Quran and Sunnah. It is essential to acknowledge that the guidance contained within both of these sources remains highly applicable across diverse geographical locations, varying time periods, and diverse community demographics. Setiono (2023) expounded on this in his study, highlighting that Al-Quran serves as a comprehensive source of knowledge, encompassing various facets of Aqidah (faith), Syari'ah (law), and Akhlak (ethics). Furthermore, he also underscored the significance of recognizing that Prophet Muhammad, as both a messenger of God and also a paragon of moral values and ethics, not only conveys divine messages but also serves as an exemplar for Muslims to emulate. This assertion is substantiated by a hadith, a saying attributed to the Prophet Muhammad s.a.w, which states:

*"I bequeath to you two things, if you adhere steadfastly to both, you will not deviate from the right path, namely the Quran and the Sunnah of the Prophet."*

- Narrated by Imam Malik - Muwatta' Malik No: 1661 Dar Ihya Ulum Arabiyyah

In the context of Islam, the concept of mentoring is not unfamiliar, as the Quran has long documented the existence of groups within the context of nations and tribes, along with the relationships and affairs among humanity, all based on the word of Allah:

*"O humanity! Indeed, We created you from a male and a female, and made you into peoples and tribes so that you may get to know one another. Surely the most noble of you in the sight of Allah is the most righteous among you. Allah is truly All-Knowing, All-Aware."*

- Al-Hujurat:13

According to Ismail et al., (2020), the verse emphasizes the creation of humanity from a male and a female, leading to the formation of diverse peoples and tribes. This diversity, rather than being a source of division, is presented as a means for individuals to know and understand one another. The authors added that the verse underscores a profound message of unity in diversity, with righteousness serving as the ultimate criterion for nobility. In the context of mentoring, this verse serves as a foundational principle. It recognizes the inherent interconnectedness of human beings and the vital importance of nurturing relationships to facilitate mutual understanding and support. Consequently, mentoring becomes a natural extension of this interconnectedness, serving as a conduit through which individuals can assist one another in their personal and professional development.

From the Western perspective, this concept finds support in the definition of workplace mentoring provided by Emeka et al. (2020) whereby workplace mentoring is delineated as the provision of guidance, support, and advice by experienced colleagues or mentors to employees. This guidance aims to assist mentees in achieving their career objectives while concurrently contributing to the overall success of the organization (Nunan et al., 2020 & Ozgen, 2017). As elucidated by Deng & Turner (2023), mentoring is portrayed as a developmental relationship wherein a mentor, possessing extensive expertise, collaborates with a mentee who has limited experience. The focus of this collaborative dynamic is the enhancement of the mentee's skills, knowledge, and abilities, echoing the Quranic notion of diverse individuals coming together for mutual benefit. Waaland's (2023) perspective further reinforces the Quranic principles by defining mentoring as a process marked by guidance, support, and a developmental relationship. In this paradigm, a senior member extends assistance to a junior professional, contributing to the cultivation of skills and the advancement of their career, subsequently leading to career opportunities (Barak, 2021) and career development (Hu, 2021). These contemporary definitions resonate with the Quranic verse, emphasizing the interconnectedness and mutual support inherent in diverse relationships. They underscore the pivotal role of workplace mentoring not only in individual skill development but also in fostering career advancement and professional success.

### 2.2 The Impacts of Workplace Mentoring

Workplace mentoring unfolds as a multifaceted catalyst, exerting far-reaching impacts on the well-being and professional development of individuals across diverse occupational spheres. Numerous studies underscore the multitude of positive effects associated with mentoring including performance improvement, enhanced organizational value, and the facilitation of salary grade enhancement, promotions, and elevating retention rates (Sunil, 2022). Furthermore, it contributes to the cultivation of improved resilience, heightened engagement, enhanced performance, and the refinement of professional skills (Roberts et al., 2019). In the realm of healthcare professions, Barak (2021) sheds light on the instrumental role of mentoring in facilitating the transition of students to new healthcare professionals. This transition not only addresses gaps in professional skills but also manifests in heightened job satisfaction, motivation, and self-esteem. Additionally, Li et al. (2021) focus on the emotional and psychological well-being of healthcare workers, highlighting mentoring as a protective shield against stress, while concurrently bolstering motivation and self-esteem.

Beyond individual development, mentoring programs, as identified by Liu et al. (2021), emerge as strategic tools for organizational success. These programs make significant contribution to talent retention, amplify communication channels, foster workplace loyalty, and serve as effective deterrents to staff turnover. Delving into the financial implications, the study conducted by Bjursell and Sädbom (2019) establishes a tangible link between mentoring, employee growth, and tenure, showcasing how this multifaceted approach can significantly curtail turnover and recruiting costs.

Meanwhile, the study conducted by Lin et al. (2020) furnishes compelling evidence supporting the notion that effective mentors wield a positive influence on organizational creativity and productivity, in addition to nurturing personal growth in individuals. Furthermore, mentoring has been associated with a myriad of advantages for those under mentorship, spanning financial incentives, career advancement, overall welfare, and psychological empowerment, and also extends benefits for mentors themselves, including the establishment of a supportive network and personal fulfilment. Lastly, the pivotal role of knowledge transfer from experienced employees to new recruits as underscored by William (2019), emerges as a critical facet of mentoring. This process enhances the bench strength of talent within the company’s leadership ranks and fortifies the pillars of effective succession planning. Collectively, these studies present a comprehensive portrait of workplace mentoring as a strategic imperative, with far-reaching impacts on both individuals and organizations.

### 2.3 The Characteristics of Mentor and Mentee

The characteristics of both mentors and mentees play pivotal roles in shaping the efficacy of mentorship programs, influencing the outcomes and overall success of the mentoring process. Bjursell and Sädbom (2019) underscore the paramount importance of a mentor's characteristics, emphasizing their significant impact on the overall outcome of the mentoring relationship. Deng & Turner (2023), in conjunction with Giacumo et al. (2020), delineate five key categories of mentor characteristics that are integral to achieving successful mentoring outcomes. These categories encompass proficiency in relevant knowledge, unwavering commitment, proactive initiative, strong interpersonal skills, and a pro-social orientation. Furthermore, they expand upon this list to encompass broader attributes such as substantial experience and knowledge in the field, effective communication and interpersonal aptitude, a positive attitude, confidence, confidentiality, and the ability to inspire and empower mentees.

In alignment with the multifaceted role mentors play, Gisbert-Trejo et al. (2019) accentuate additional characteristics that are deemed vital for mentors, including leadership, strategic thinking, integrity, sound judgement, political acumen, and creative thinking skills. Complementing this, their study also delves into the essential factors defining a good mentee, particularly in the context of inter-organizational mentoring. Here, traits such as a strong willingness to learn, high motivation to participate, and unwavering commitment to the program emerge as fundamental attributes. The authors further expound that a good mentee should exhibit proactivity, receptiveness to feedback, a sense of autonomy, and a goal-oriented approach to learning. Li et al. (2021) echo these sentiments, emphasizing the importance of mentees taking initiative, self-monitoring, maintaining a healthy level of good self-esteem, and demonstrating emotional intelligence. Moreover, Gisbert-Trejo et al. (2019) stress the significance of a mentee's willingness to learn and their commitment to maintaining a learning-oriented perspective, reflecting a robust desire to acquire new knowledge and skills.

Collectively, these studies offer a comprehensive framework outlining the characteristics that contribute to the synergy and success of mentor-mentee relationships within diverse organizational contexts. The cultivation of a supportive mentorship culture holds the potential to significantly enhance both individual and organizational achievements. Workplace mentoring programs are of utmost importance in facilitating personal and organizational achievements, thereby serving as a vital component in the attainment of strategic goals.

### 2.4 Concept of Al-Qawiy (Strong) and Al-Amin (Trustworthiness)

The embodiment of effective mentorship, as elucidated by the previous studies mentioned earlier, aligns closely with the foundational principles encapsulated in the Al-Qawiy (strong) and Al-Amin (trustworthiness) values. Al-Qawiyyul Amin, are the Arabic words which were specifically mentioned together in al-Quran, Surah Al-Qasas, verse 26, when Allah SWT narrated that Prophet Musa a.s. who was on a journey had helped two women manage their livestock and that made Prophet Musa a.s. be invited to meet their father. Following that, the two women described Prophet Musa as a strong and trustworthy person to their father to be taken to work as herders of their livestock.

*One of the two daughters suggested, "O my dear father! Hire him. A strong (Al-Qawiy), trustworthy (Al-Amin) person is definitely the best to hire."*

– Al-Qasas:26

According to Maulana (2021), within the organizational context, the attribute of Al-Qawiy (strong) is perceived as the aptitude and proficiency in fulfilling assigned responsibilities, while Al-Amin (trustworthy) is regarded as embodying reliability and integrity. Maulana quoted that, M. Quraish Shihab, through his book "Interpretation Al-Misbah", provides an understanding of the term Al-Qawiyyul Amin, which encompasses strength in multiple domains, including intellectual and spiritual aspects. He further noted that this concept extends beyond mere physical strength, particularly in the context of contemporary globalization, which necessitates individuals to possess skills and abilities relevant to their respective fields. Moreover, the trust under consideration pertains to personal integrity, which necessitates the presence of trust to ensure that one does not perceive what is in their possession as personal belongings, but rather as property entrusted by the giver of the trust and hence, this entrusted property must be safeguarded and, when requested, willingly returned (Maulana, 2021).

Meanwhile, Nasir & Muhammad (2019) describe the term Al-Qawiy or "strong" encapsulates a range of attributes, including physical and health-related capabilities, cognitive abilities for problem-solving and critical thinking, a high level of creativity, wisdom, and the ability to administer justice impartially to individuals regardless of their religious or racial backgrounds. The term Al-Amin, in accordance with research conducted by Nasir & Muhammad (2019), it encompasses the intrinsic attribute of being accountable and trustworthy, while also encompassing all ethical characteristics that can be readily comprehended as the embodiment of integrity. In the context of mentorship, the most desirable attributes pertain to individuals who possess congruent values of integrity and competence.

Within the Western perspective on mentoring, Rohatinsky (2019) underscores the dynamic nature of mentorship, highlighting communication pillars that encompass encouragement, feedback, trust, and mutual learning. This perspective closely aligns with the concept of Al-Qawiy Al-Amin, where the mentor is envisioned not only as a source of knowledge but as a guide who fosters strength and trustworthiness in the mentee. The idea of social exchange, as articulated by Gisbert-Trejo et al. (2020) drawing from Blau's (1964) theory, reinforces the reciprocity inherent in mentorship relationships. In this exchange, tangible and intangible resources are shared, generating future obligations, such as trust and commitment. This concept mirrors the Islamic values of Al-Qawiy Al-Amin, where strength and trust are reciprocal virtues within the mentor-mentee dynamic. The emphasis on honesty, trustworthiness, and active listening, as advocated by Straus et al. (2013), echoes the importance of Al-Amin, the trustworthy aspect of mentorship.

The alignment of mutual goals, respect, trust, and commitment as identified by the participants in Straus et al.'s study, resonates with the principles of Al-Qawiy Al-Amin, emphasizing the symbiotic nature of mentorship within the Western framework. Yirci (2017) outlines specific criteria for selecting mentor teachers, which include extensive experience, strong communication skills, and excellence in their respective fields. Meanwhile, Crumpton (2019) also emphasizes the necessity of teaching and ensuring that mentors have good emotional intelligence skills by exhibiting strong self-awareness in their ability to motivate and influence others.

### 2.5 The Mentorship of Prophet Muhammad S.A.W

Islamic history provides clear evidence of the presence of a mentoring system, albeit with distinct terminology, as explained by Ismail et al. (2020). One illustrative example that can be linked to the concept of mentoring is the tradition of halaqah (circle), in which a naqib (mentor) assumes the role of disseminating knowledge, facilitating the exchange of ideas, and fostering discussions among the mentees (members). According to historical records, it has been documented that Prophet Muhammad s.a.w participated in *halaqah* sessions alongside his companions. These assemblies functioned as a platform for dialogue, knowledge exchange, and the propagation of *da'wah* (Islamic teachings). Significantly, a particular assembly of this nature took place at the residence of Al-Arqam bin Abi Al-Arqam.

This perspective is further supported by Beekun (2012), who emphasizes Prophet Muhammad, in his quest to effectively communicate the principles of Islam and cultivate a shared set of virtues among his early followers, deliberately chose to utilize Al Arqam's residence as a venue for conducting comprehensive coaching and mentoring sessions. These sessions were dedicated to instilling virtues, nurturing a sense of brotherhood, promoting awareness of global events, and facilitating spiritual growth. Furthermore, Prophet Muhammad s.a.w employed this methodology to educate his successors, specifically individuals who would subsequently propagate the message following his demise. The author further highlights that Prophet Muhammad s.a.w spent his lifetime teaching and mentoring his followers in the core Islamic virtues and values. During a period characterized by jahiliyyah, or ignorance, Prophet Muhammad s.a.w played a significant role in fostering awareness and understanding of principles related to righteousness, justice, and the concept of halal (lawfulness).

The mentorship paradigm embodied by Prophet Muhammad s.a.w serves as an unparalleled model, illustrating the profound application of Al-Qawiy Al-Amin values. Thani et al. (2020) depict the Prophet's strategic utilization of Mus'ab bin Umayr as an ambassador, teacher, and mentor to the people of Madinah. Through this strategic mentorship, the Prophet not only disseminated knowledge but also cultivated a community grounded in strength and trustworthiness, epitomizing the essence of Al-Qawiy Al-Amin. Grine (2014) delves into the Prophet's individualized care for each companion, providing them with spiritual guidance and coaching. This personalized approach aligns with the Al-Qawiy value of strength, as the Prophet addressed individual needs and nurtured spiritual growth.

The Prophet's encouragement of personal responsibility in spiritual exploration and purification further embodies the Al-Qawiy Al-Amin values, setting a timeless example for self-development. Wahab (2017) emphasizes trustworthiness as a praiseworthy trait of the Prophet. His commitment to truth, honesty, and reliability exemplifies the Al-Amin value, creating a paradigm where trust is the cornerstone of mentorship. Additionally, Salin et al. (2020) highlight the Prophet's commitment to “Amanah” or trust in his role as a messenger of Allah. This aligns with the Al-Amin value, emphasizing the mentor's responsibility to practice justice and integrity in their mentorship role. In essence, the mentorship model demonstrated by Prophet Muhammad s.a.w provides a profound illustration of Al-Qawiy Al-Amin values in action. His strategic, individualized, and trust-based approach to mentorship sets an enduring standard for mentor-mentee relationships grounded in strength, trustworthiness, justice, and integrity.

## 3.0 METHODOLOGY

Bibliometric methodologies have become integral tools for assessing the evolution of research domains (Ellegaard & Wallin, 2015). The proliferation of bibliometric studies can be attributed to advancements in data accessibility, collection, and processing, which are driven by improvements in data retrieval methodologies, software analyses, and technological enhancements. Zupic and Cater (2015) assert that bibliometric approaches confer two principal advantages: firstly, they enable a comprehensive understanding of the research domains under scrutiny, and secondly, they facilitate more precise quantitative assessments across diverse disciplines. Researchers can employ bibliometric methods to scrutinize a multitude of publications spanning various organizations, nations, and fields (Wallin, 2005). Notably, the utilization of databases such as Scopus has significantly streamlined the process of locating research studies and conducting comprehensive analyses. This methodological evolution underscores the efficacy of bibliometric analyses in enhancing the depth and precision of scholarly investigations.

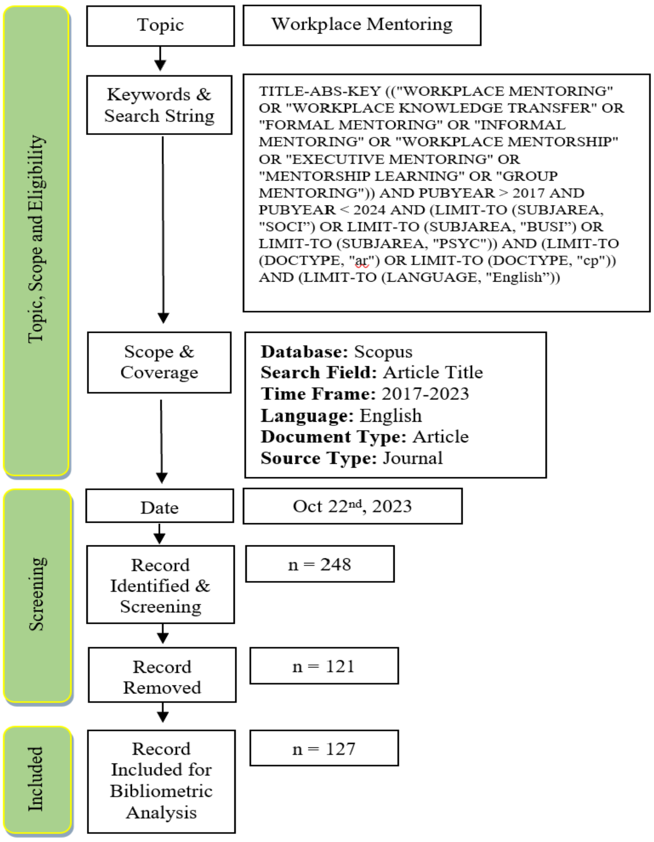


**Figure 1: Flow Diagram of the Search Strategy**

### 3.1 Findings

In the examination of workplace mentoring, a comprehensive bibliometric analysis was conducted utilizing the Scopus database with a specified search string and criteria, and employing the Biblioshiny web interface, which is a bibliometric analysis R package. The search was conducted on 22nd October 2023, and it focused on articles published between 2017 and 2023, written in English, and falling within the subject areas of social science, business, or psychology. The search string encompassed keywords related to workplace mentoring, including formal and informal mentoring, workplace knowledge transfer, mentorship learning, executive mentoring, and group mentoring. The screening process identified a total of 248 records. Subsequent to a thorough review, 121 records were excluded, leaving 127 articles for bibliometric analysis. The selected records exclusively comprised articles in the form of journal publications. This methodology ensures a focused investigation into the dynamics and trends surrounding workplace mentoring, providing a basis for insightful scholarly exploration.

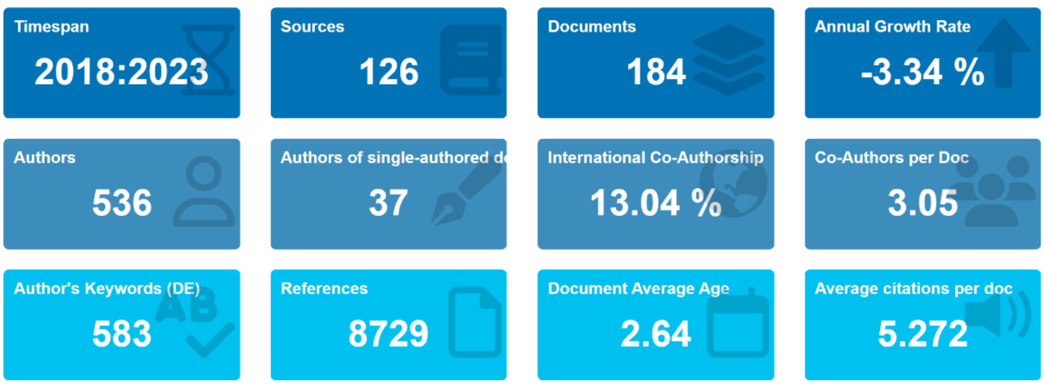


**Figure 2: Main Information**

The academic analysis titled "Workplace Mentoring" based on Biblioshiny data spanning from 2018 to 2023 reveals three noteworthy findings. Firstly, the observed negative annual growth rate of -3.34% suggests a contraction in research output over the specified time frame, prompting the need for further investigation into potential factors contributing to this decline. Secondly, the document average age of 2.64 years indicates a relatively recent body of work, highlighting the dynamism and contemporary relevance of research in empowering excellence through workplace mentoring. Thirdly, the average of 5.272 citations per document underscores the impact and scholarly recognition of the contributions within this domain, emphasizing the significance of empowering excellence in workplace mentoring within the academic discourse. These three key findings, in conjunction with additional data on collaborative dynamics and document types, offer a comprehensive overview of the scholarly landscape, setting the stage for deeper exploration into the trends and dynamics shaping research on this critical topic.

**Table 1: Annual Scientific Production**

| Year | Articles |
|---|---|
| 2018 | 32 |
| 2019 | 31 |
| 2020 | 44 |
| 2021 | 19 |
| 2022 | 31 |
| 2023 | 27 |

There are three prominent trends emerge from the examination of the annual scientific production from 2018 to 2023. Firstly, there is a noticeable increase in research output from 32 articles in 2018 to 44 in 2020, reflecting a surge in scholarly interest and potentially an expanding scope of inquiry within the field. The growth in 2020 suggests a heightened dedication to workplace mentoring research and a response to emerging trends or challenges. Secondly, a significant dip is observed in 2021, with only 19 articles published. This decline suggests a temporary contraction in research activity, which may be influenced by external factors such as global events, shifts in academic priorities, or methodological changes. Lastly, a rebound is evident in 2022 with 31 articles, suggesting a recovery in research activity after the downturn in 2021. These three significant trends—increased production in 2020, a notable decline in 2021, and a recovery in 2022—provide valuable insights into the dynamic nature of scientific output in workplace mentoring research, warranting further investigation into the factors influencing these fluctuations.

**Table 2: Average Citation Per Year**

| Year | MeanTCperArt | N | MeanTCperYear | CitableYears |
|---|---|---|---|---|
| 2018 | 8.25 | 32 | 1.38 | 6 |
| 2019 | 12.03 | 31 | 2.41 | 5 |
| 2020 | 4.75 | 44 | 1.19 | 4 |
| 2021 | 2.89 | 19 | 0.96 | 3 |
| 2022 | 1.9 | 31 | 0.95 | 2 |
| 2023 | 0.37 | 27 | 0.37 | 1 |

The analysis of Mean Total Citations per article (MeanTCperArt) data from 2018 to 2023, reveals three significant trends. Firstly, there is a noteworthy increase in MeanTCperArt from 8.25 in 2018 to 12.03 in 2019, indicating a surge in the citation impact of workplace mentoring research during this period. This suggests heightened scholarly attention and the growing influence of studies published in 2019. Secondly, a substantial decline is observed in 2020, with MeanTCperArt dropping to 4.75, signifying a notable decrease in the average citations received by articles. This decline prompts further exploration into potential factors influencing the reduced impact of workplace mentoring research in 2020. Lastly, a sharp decrease in MeanTCperArt to 0.37 in 2023 signals a significant contraction in citation impact, emphasizing a diminished scholarly resonance. These three key trends—increased impact in 2019, a decline in 2020, and a substantial contraction in 2023—underscore the dynamic nature of the scholarly impact of workplace mentoring research and warrant in-depth investigation into the factors contributing to these fluctuations.

The analysis of the most relevant author in the context of workplace mentoring, based on the provided data, highlights the noteworthy contributions of several scholars. Mullen CA emerges as the most impactful author with three articles, each having a full authorship credit, indicating a significant and consistent scholarly output. Other authors such as Albizu E, Fernández-Ferrín P, Gisbert-Trejo N, and Landeta J also demonstrate considerable relevance with three articles each and fractionalized authorship credits of 0.75, suggesting consistent and collaborative engagement in the field. Authors like Blake-Beard S, Chen C, Deutsch NL, Ghosh R, and Gowdy G also contribute meaningfully, with fractionalized authorship credits ranging from 0.45 to 0.67. Collectively, these authors contribute to the scholarly discourse on workplace mentoring, with Mullen CA standing out for their prolific and impactful contributions, while others exhibit meaningful engagement and collaboration within the academic community exploring this topic.

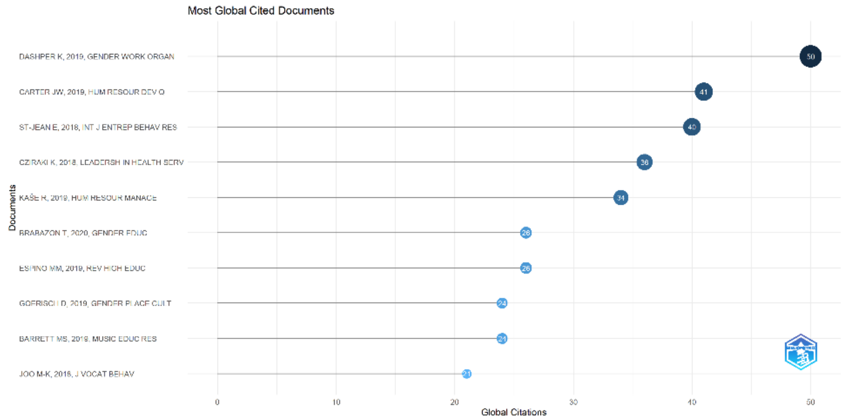


**Figure 3: Most Global Cited Documents**

The analysis of the most globally cited documents in the realm of workplace mentoring reveals a collection of impactful contributions. Dashper's 2019 paper in Gender, Work & Organization stands out with 50 total citations, an impressive annual citation rate of 10, and a normalized TC of 4.16, signifying its considerable scholarly resonance. Carter's 2019 paper in Human Resource Development Quarterly follows closely with 41 citations, boasting an annual citation rate of 8.2 and a normalized TC of 3.41, highlighting its sustained impact. St-Jean's 2018 paper in the International Journal of Entrepreneurial Behavior & Research is also noteworthy, with 40 total citations, an annual citation rate of 6.67, and a normalized TC of 4.85. These documents collectively contribute significantly to the academic discourse on workplace mentoring, showcasing their enduring influence and recognition within the scholarly community.

## 5.0 DISCUSSION

The mentorship of Prophet Muhammad s.a.w provides a compelling demonstration of the significant influence that workplace mentoring, based on the principles of Al-Qawiy (Strength) and Al-Amin (Trustworthiness), can have on the development of individuals and organizations. The incorporation of Al-Qawiy and Al-Amin values in mentoring relationships, as discussed in both Islamic teachings and the Western perspective on mentoring, underscores the reciprocal and symbiotic nature of the mentor-mentee dynamic. In the context of Al-Qawiy, mentors are envisioned not merely as sources of knowledge but as guides fostering strength and competence in their mentees. This extends beyond technical skills to encompass attributes such as problem-solving, critical thinking, creativity, and wisdom. Simultaneously, Al-Amin emphasizes trustworthiness, creating a foundation of reliability and integrity within the mentorship relationship. This interplay of Al-Qawiy and Al-Amin values cultivates a mentorship culture that transcends mere professional development, fostering an environment where trust becomes the glue binding relationships and where individuals actively contribute to each other's growth.

The literature review further fortifies the importance of workplace mentoring in organizational success, with empirical evidence suggesting increased employee engagement, loyalty, cross-departmental cooperation, and advancements in leadership positions. The adoption of Al-Qawiy Al-Amin values is not only a cultural shift but a strategic imperative for organizations seeking to thrive in a rapidly evolving talent market. The exploration of Islamic teachings adds a unique dimension to this discussion, revealing mentoring as a natural extension of interconnectedness, echoing the Quranic principles of unity in diversity and the interconnectedness of human beings.

The focus of this paper on the qualities of the main actors in mentoring relationships, the mentor, and the mentee, aligns with existing literature that highlights the personal characteristics of these individuals as crucial determinants of successful mentoring. The bibliometric findings, elucidating the intellectual framework within the realm of workplace mentoring, are poised to contribute significantly to the scholarly understanding of the subject. They provide a foundation for insightful exploration and offer valuable insights into the evolving landscape of workplace mentoring, further enriching the discussion on the transformative potential of Al-Qawiy Al-Amin values in mentorship.

## 6.0 CONCLUSION

In a nutshell, the exploration of workplace mentoring through the lens of Al-Qawiy Al-Amin values reveals not only a set of principles but a profound and transformative approach to professional development. The interplay of strength (Al-Qawiy) and trustworthiness (Al-Amin) not only shapes individual careers but also cultivates a cultural shift within organizations, fostering a holistic and reciprocal dynamic between mentors and mentees. This transformative mentorship model extends beyond the technical aspects of roles to encompass the development of character, integrity, and trust—a unique proposition in the ever-evolving landscape of workplace dynamics. The study coupled with the bibliometric findings, positions itself as a valuable contribution to the scholarly discourse on workplace mentoring. By delving into the intellectual framework through meticulous bibliometric analysis, the study seeks to uncover pivotal papers, emerging themes, and evolving trends within the realm of mentoring. This study not only sheds light on the current state of workplace mentoring practices but also offers a roadmap for future research and program development.

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# LEARNING ONLINE DISTANCE LEARNING (ODL) IN MALAYSIA: WAY FORWARD IN THE POST COVID-19

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**ABSTRACT**

**Purpose of the study:** This paper aims to discuss the implementation of Outcome Based Education (OBE) and its link to MQF, challenges of OBE and its outlook in the future, as well as expected outcomes from the open and distance learning's (O perspective. Notably, this paper provides insights of the OBE implementation among the ODL of higher learning institutions in Malaysia.

**Methodology:** This study reviews various past studies, documentations from various higher education institutions, such as the Malaysian Qualifications Agency (MQA), The United Nations Educational, Scientific and Cultural Organisation (UNESCO), past studies where results of the findings were summarised and organised in this paper.

**Main Findings:** The organised set of learning activities designed under the OBE enables learners to develop transferable skills such as cognitive, education, interpersonal, communication, digital, and entrepreneurial. In Malaysia, the application of OBE in higher institutions is translated through the implementation of the Malaysian Qualifications Framework (MQF). The MQF serves as an instrument that classifies a set of skills which is to be achieved at the end of an educational programme through the teaching and learning process.

**Novelty of the study:** The results of this paper provides insights of the OBE implementation among the ODL of higher learning institutions in Malaysia. These insights are valuable not only to the stakeholders but also to the development of ODL curriculums and educational programmes in the post COVID-19 pandemic.

***Keywords:*** *Outcome-Based Education (OBE), Malaysian Qualification Framework (MQF), Open and Distance Learning (ODL), Programme Learning Outcomes (PLO), Course Learning Outcomes (CLO)*

## 1.0 INTRODUCTION

Generally, the privatisation and the massification of higher education are taking place in the USA, in Europe and in the Middle East leading to higher demand for higher education. (Biggs and Tang, 2007; UNESCO, 2009; Bardo, 2009; Ewell, 2008; Kennedy et al., 2010). This is an indication that there are changes in the higher education environment including globalisation, demographic patterns and emerging technologies have influenced the education practices. These changes require the higher education institutions to adapt innovative strategies in providing relevant knowledge and skills to their students. As such, there have been trends in higher education that shift away from the teacher centred-model towards the learning-based model. Importantly, ideas of a high-quality education have shifted from the traditional view of what teachers provide to a practical concern for what learners actually learn, achieve, and become (Tam, 2014). In this regard, the concept of Outcome-Based Education (OBE) has gained significant recognition internationally over the last few decades (Gurukkal, 2018). OBE reflects a paradigm shift in educational philosophy and practice as it requires specifically identifying the learning outcomes, which indicate the development or growth attained by students on completion of a programme of study (Spady, 1994).

OBE is promoted and widely adopted worldwide to introduced a new educational system and many countries such as United States of America, New Zealand, Philippines, South Africa, Canada, Malaysia and other countries have implemented OBE in their academic curriculum (Malan 2000). OBE primarily emphasises on the outcomes (goals) based on each part of an education system with the expectation that each student should have achieved the targeted goals upon completing their programme of studies. It does not identify any specific teaching style or assessment; but rather in the assessments, career opportunities to assist student to achieve the stated outcomes. Hence, faculty academic members need to adapt into various roles such as instructor, facilitator, trainer and others. OBE is a learning model that is used internationally and it focuses on course learning outcomes (CLO) for a course, which depends on the Programme Learning Outcomes (PLO) because a programme consists of a set of current courses related to the programme. Meanwhile, PLO depends on programme educational objectives (PEO). Hence, OBE can provide a signal to courses that may need corrective measures to improve flaws for a course course; from course delivery methods, assessment and student attitude.

OBE is an education model that required the preparation of curriculum for courses to meet the Course Learning Outcomes (CLO) where it can meet all graduate attributes and Programme Learning Outcomes (PLO) upon graduation. Meanwhile, PLOs are designed to produce graduates who are well-prepared to achieve the programme educational objectives (PEOs) within 3 - 5 years after graduation. The PEOs and PLOs need to be formulated in consultation with all major stakeholders (employers, alumni and students), to meet the challenging demands and dynamic workplace. OBE has been introduced and implemented in the Malaysia education system since 1950s. The Malaysia Qualifications Agency (MQA) which was established in 2007 acts as the Quality Assurance Department under the Ministry of Higher Education in Malaysia. The MQA was created to oversee quality of education and to ensure outcomes were being achieved. The MQA created a framework that includes eight levels of qualification within higher education, covering three sectors; skills, vocational and technical, and academic. Along with meeting the standards set by the MQA, universities set and monitor their own outcome expectations for their students.

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## 2.0 LITERATURE REVIEW

### 21. THE CONCEPT OF OUTCOME BASED EDUCATION (OBE)

Basically, OBE based on the design of PEO, PLO and CLO, where it covers from during the learning process for each course (CLO) to the aim of the programme (PLO) and later measurement after graduation (PEO). Figure 1 illustrates the OBE education model and the relationship between CLO, PLO and PEO.

| Course Learning Outcomes (CLO) | Programme Learning Outcomes (PLO) | Programme Educational objectives (PEO) |
|---|---|---|

Figure 1: The OBE educational model

OBE model aims to have a systematic system where an educational programme will be able to demonstrate a strong, long-term commitment to quality from all aspects in order to produce a competitive graduate who are well-prepared for a globalised workplace balanced with behavioural and strong moral values. Graduates are the future workforce and leaders in a country, hence it is really important to produce quality graduates. Nevertheless, education should be accessible and available for all regardless of age and background, hence the tagline of "lifelong learning" in all higher education institutions around the world.

OBE model is a model that is used to measure the overall education system comprehensively including after several years after graduation. Hence, OBE adopted the measurable and attainable outcomes in a course, a programme formally and informally in the actual workplace. There is a set of skills that need to be attained upon completing a course and a programme. Hence, the design of the curriculum of a course and a programme is crucial. The required set of skills to attain is applied in the Malaysian Qualification Framework (MQF) Framework. According to Morcke et al. (2012), OBE presents a sound rational foundation for designing and developing competency assessments predominantly those that measure and assess overt and explicitly observable behaviors.

According to Nasrallah (2014), the learning outcomes notion is to become operational and requires higher education stakeholders to invest time and effort in preparing the faculty members to meet the changing needs and challenges involved, particularly changing their teaching classrooms into student-centered ones, as the learning outcomes strategy requires. Hence, faculty members need to be trained regularly on how to design courses, including measurable assessment tasks and practical syllabuses, leading to instilling lifelong learning skills in the 21st century learners.

### 2.2 THE IMPLEMENTATION OF OUTCOME BASED EDUCATION (OBE) IN OPEN DISTANCE LEARNING (ODL)

The wide implementation of OBE in the educational system in Malaysia since 2004 has been a continuous learning process for all higher education institutions in Malaysia. The emerging of online learning recently has made the learning process to be slightly different from the traditional face-to-face (F2F) learning. The design of curriculum, type of assessment is affected due to the mode of teaching and learning process. The sudden wide implementation of OBE has left many academic staffs to be lost and on how to design the course, documentations etc. Continuous trainings and workshops are conducted by the MQA panels or trainers in all higher education institutions, starting with traditional F2F higher education institutions in Malaysia. It has been more than a decade and the OBE model are improving with the current education trend. MQA, a quality assurance agency for educational programme has been improving and also setting clearer requirements over the years for all education institutions to adhere in Malaysia

The implementation of OBE has been mainly focused on the traditional F2F mode due to its wide use the past decade. Nevertheless, online learning is widely used by most higher education institutions now due to COVID-19. COVID-19 has restricted the movement of people, minimising interactions among people in order to cut-off the spreading of the pandemic. Nevertheless, learning cannot not be halted as the pandemic seems to be around for a longer period than expected. Hence, the online learning using various platforms; namely, Google Meet, Zoom, GoToMeeting, Cisco WebEx and other has been widely used as the teaching and learning platforms by all higher education institutions globally. OBE is also being implemented widely in online learning institutions in Malaysia.

The OBE model needs to be feasible, attainable, measurable with its detailed PEO, PLO and CLO. Firstly, the objectives need to be clear, flexible, measurable and are able to make comparison. Clarity refers to clear expectation on what need to be achieved by the end of a course and it is important in order for the academic staffs to have clear understanding and expectations on what is OBE and how to design the course to meet the desired outcomes. Academic staffs need to work reversely on the designing and planning of a course's curriculum when PEO and PLO has been developed as they need to decide what knowledge and skills will be required to reach the PEO and PLO. On the other hand, flexibility is where the academic staffs are given the flexibility to structure the course to reach the targeted outcomes as OBE did not rigidly specific the method of instructions for each course. Academicians can use their experience to decide on various teaching tools, assessments methods for a course because OBE is a learning model which is student-centered and academicians can use role-play, group study, discussions and debate for the course if it is deemed necessary.

OBE needs to be able to be compared across different higher education institutions because students can transfer courses learnt to other institutions with the same learning outcomes. Hence, higher education institutions need to look at that learning outcomes a student has achieved in order to decide the level the student would be at in the new higher education institution. Apart from that, the higher education institutions can compare among themselves by comparing what learning outcomes they have in common, areas for improvement with other higher education institutions. Lastly, able to measure the involvement of students during the teaching and learning process because it is also part of OBE. Learning is journey and process that will definitely need the effort and involvement from the students. They are expected to do self-managed learning where they need to read and revise to understand the learning materials. According to Nasrallah (2014), ongoing assessment and reflection research must be put in place to keep faculties abreast of the latest knowledge on how to improve higher educational learning cycles. As the results obtained from this multiple case study cannot be generalised to the larger higher education context because generalisability is not a goal of multiple case studies, researchers are encouraged to seek similar answers via other quantitative studies.

### 2.3 THE LINK BETWEEN OBE AND MQF IN ODL

MQF was introduced in 2007 and its implementation was enforced in 2011 to all education institutions in Malaysia. MQA has been revising the MQF to ensure its relevancy/currency in order to meet the dynamic education system on both national and international level. According to MQF, there are 11 skills that needs to be achieved upon completing a programme with three learning domains, namely; cognitive, psychomotor and affective (Malaysian Qualification Agency, 2021). Kalianna and Chandran (2012) highlighted that the OBE implemented in the education sector in Malaysia is significant to restructure the programmes, modules, teaching and learning methodologies, assessment and performance measurement. Table 1 illustrates the relationship between the three learning domains and the 11 set of skills. The three learning domains has its levels for different level of order thinking. Table 2 illustrates the three learning domains and its level of order thinking.

Table 1: Relationship between learning domains and skills

| Skill | Learning domain |
|---|---|
| Knowledge and understanding | Cognitive |
| Cognitive skill | Cognitive |
| Practical skill | Practical |
| Interpersonal skill | Practical |
| Communication | Practical |
| Digital skill | Affective |
| Numeracy skill | Affective |
| Leadership | Affective |
| Personal skill | Affective |
| Entrepreneurial | Affective |
| Ethical and professionalism | Affective |

Source: Indeed. Career Guide (2022)

Table 1 shows that there are two cognitive domains, three psychomotor domains and six affective domains that needs to be achieved for a programme and each course have different set of learning outcomes, learning domain and skills attached to it when the course is completed. A programme consists of many courses and these courses need to meet its own learning outcomes and ultimately need to meet all the required learning domains and skills.

Table 2: Learning domains and its levels

| Learning Domains: Cognitive | |
|---|---|
| C1 | Remembering |
| C2 | Understanding |
| C3 | Applying |
| C4 | Analysing |
| C5 | Evaluating |
| C6 | Creating |
| Learning Domains: Psychomotor | |
| P1 | Perception |
| P2 | Set |
| P3 | Guided Response |
| P4 | Mechanism |
| P5 | Complex Over Response |
| P6 | Adaptation |
| P7 | Origination |
| Learning Domains: Affective | |
| A1 | Receiving |
| A2 | Responding |
| A3 | Valuing |
| A4 | Organising |
| A5 | Characterising |

Source: Indeed. Career Guide (2022)

Table 2 shows the different levels order thinking for each of the learning domains. There are six levels for cognitive, seven levels for psychomotor and five levels for affective learning domains. These different order thinking is a benchmark that can be used for different level of studies all the way from certificate to post graduate studies. This also shows that the MQA has been trying to provide clear guidelines to OBE implementation at all higher education institutions in Malaysia. Importantly, the MQA strives to improve the MQF framework over the years with amendments and new skills added to the framework. This is particularly relevant due to the dynamic and ever-changing global landscape which requires newer skills to spur and meet the demand in the current market.

The two tables above illustrate the expected outcomes for a programme and with that, it can be seen that the assessment is a crucial tool in designing a course to meet all the required skills and learning domains. Furthermore, as accreditation requirements tend to change continuously, it is important to accommodate the changing environment by revising the assessment methods (Dayananda *et al.*, 2021). Table 3 shows the proposed assessment that can be used to meet the three learning domains for a particular course

Table 3: Proposed assessment for the three learning domains

| Learning Domains | Suggested assessment |
|---|---|
| Cognitive | • Final Examination<br>• Tests<br>• Quizzes |
| Affective | • Reflective Report<br>• Project Portfolio<br>• Assignment<br>• Research Project<br>• Online discussion |
| Psychomotor | • Internship Report<br>• Demonstration<br>• Presentation<br>• Interactive online activities |

## 2.4 CHALLENGES OF OBE IN ODL

The PEO, PLO and CLO are all decided by the faculty and academic staffs and the definitions and meaning of each key concept are very subjective and the accurate interpretation of them can differs between faculty staffs and Malaysian Qualification Agency (MQA). The differences in interpretation and meaning of the outcomes could lead to different understanding and education, even though the same outcomes were supposed to be achieved. With OBE mode, learning has been lowered to something that is specific, measurable, and observable when conceptualising learning is not a widely recognised way to be measured by outcomes.

Assessment plays an important role in assessing the outcomes of a course but OBE concept is outcomes need to be measurable. This could lead to assessments being "too technical and mechanical" when focusing on the acquired knowledge by the students because the ability to use, improvised, apply the knowledge learnt in different scenarios were not assessed. Academic staffs need to be able to put in the time to design a valid, reliable assessment that could ideally allow students to demonstrate their understanding of the information, while remaining objective when designing the assessment methods.

Heavy emphasis on learning outcomes for each course could lead to rigid and lead to teaching and learning to be restrained because assessing "intrinsic" outcomes such as moral values, creativity in solving problems and making decisions were easy to be measured. Hence, OBE could restrict producing individuals who have achieved those intrinsic outcomes and values. Based on OBE, heavier load of work and responsibilities were put on the faculty and its academic staffs when they decided to use assessment methods that evaluated students wholly.

Apart from that, ODL has been sidelined and has been using the same regulations as the traditional F2F. However, the teaching will be slightly different from the traditional F2F teaching environment due to the restrictions and also due to COVID-19, online has been the teaching mode used for the past two years for all higher education institutions in Malaysia. Due to the vast background of students, whom mostly are working adults with family in the ODL institution, the assessment may be slightly restricted. Apart from that, the assessment needs to be designed carefully not to be too heavy for the ODL working adults' students yet the outcomes still be achieved equally with the traditional F2F environment.

According to Tam (2013), the widespread interest in the outcomes of educational experiences has resulted in a shift away from the teacher-centered model that emphasizes what is presented, towards the learning-based model focusing on what students know and can actually do. Learning outcomes are defined according to the context in which they are used. Learning outcomes at the individual student level help students understand what is expected of them at the end of an educational experience. At the course or program level, learning outcomes are useful to guide curriculum, learning and assessment to aim at the achievement of those competencies or abilities by students enrolled in a particular course or program. Outcomes at the institutional level are often linked to institutional performance in terms of the efficiency and effectiveness towards achieving the institutional-level outcomes.

## 3.0 CONCLUSION AND FUTURE OUTLOOK

Trainings by qualified trainers are needed continuously to provide latest update on the requirements and regulations on certain programme standards. Programme standard is a handbook produced by MQA for various field of studies with each field's requirements, expectations such as the hours for practicum, industrial trainings for each programme. OBE has been heavily focused in Malaysia since 2008 because Malaysia believe that the education system used prior to OBE inadequately prepared graduates for life outside of school as the number of unemployment is high, where findings in 2006 stated that nearly 70% of graduates from public universities were considered unemployed due to lacked of job experience, communication skills, and qualifications relevant to the current job market. Hence, higher education institutions may need to develop an OBE system in their institutions for all the programmes for the OBE measurement where all PEO, PLO and CLO will be achieved. Otherwise, the academics can revise and re-look at the courses on why certain of the PEO, PLO and CLO are not met and make necessary adjustment on a short-term period of time and how to improvise the course in the coming semester. According to Nasrallah (2014), it is recommended that they investigate the administrative point of view to find out to what extent the administrations of higher education bodies comprehend that the pursuit of learning outcomes implies that they should turn their campuses into student-centered ones.

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# USING MAHABUSSINES.ID TO EMPOWER BUSINESS EDUCATION: BALANCING ZAKAT AND SEDEKAH, HELPING INDONESIAN YOUTH ENTREPRENEURS

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**ABSTRACT**

Students with an interest in entrepreneurship will find everything they're looking for and more on MahaBussines.id. MahaBusiness.id is an online marketplace tailored to students that aims to help them succeed in today's competitive job market. Differentiation in the types of commodities sold is one example of MahaBussines.id's novel contributions; in this case, the goods sold are limited to those required to finance lectures. Thrift shop items are currently popular among students, and this app features a menu for buying and selling those items a function not seen in other marketplace apps. The R&D methodology was employed for this investigation; this approach requires collecting data based on the variables of interest. This research employs the 4D approach of development (define > design > develop > disseminate). Primary and secondary sources were employed for this analysis. It is anticipated that the availability of this advancement will improve students' access to supplementary lecture materials and aid in the development of their competence in the study of entrepreneurship. This app also helps students develop entrepreneurship skills and raises awareness of zakat al-fitr, zakat on trade (*tijarah*), and charitable donations to zakat institutions through MahaBussines.id.

***Keywords**: entrepreneurship, MahaBussines.id, student, sedekah (alms), zakat*

## 1.0 INTRODUCTION

The phenomenon of e-commerce has gained significant traction in contemporary culture, and should technical advancements persist in a sustainable manner, a substantial transition from traditional trade to electronic commerce is anticipated. According to the findings of the 2021–2022 Indonesian Internet Survey, the number of individuals utilising the internet in Indonesia has achieved a significant milestone of 220 million individuals (Hermawan et al., 2022). According to the data provided by DataIndonesia.id (2023), the total number of internet users in Indonesia had reached 212.9 million in the month of January 2023 (Rizaty, 2023). This indicates that approximately 77% of the population in Indonesia has utilised internet services. The aforementioned data indicates a 3.85% increase in the number of internet users in Indonesia compared to the preceding year. Alwendi (2020) posits that the utilisation of e-commerce serves as a means to enhance operational efficiency within business operations. E-commerce has the potential to decrease the expenses associated with the production and promotion of goods and services by leveraging telecommunications and internet platforms. Hence, it is imperative for students, who represent an educated and influential cohort, to assume a significant role in acquiring entrepreneurial competencies. This acquisition serves as a prerequisite for enhancing leadership abilities, ultimately fostering the emergence of a highly capable generation of autonomous young entrepreneurs within the fiercely competitive global labour market. An invention has arisen, specifically MAHABUSSINES.ID, which serves as a business application innovation and tuition provider for students in Indonesia. MahaBussines.id is an e-commerce platform that facilitates the purchasing and selling of various student necessities. Notably, the platform exclusively caters to student vendors and consumers. The introduction of this innovation holds the potential to facilitate the development of entrepreneurship skills among students in Indonesia. The Mahabussines.id app is meant to raise student awareness of poverty reduction in Indonesia through the distribution of zakat al fitr, business zakat, and sedekah (alms), in addition to offering benefits in the form of an entrepreneurial platform for students. In March 2022, the Badan Pusat Statistik reported that 26.16 million individuals in Indonesia were living below the poverty line (BPS, 2022). Yet another distinction for Indonesia is that it is home to the world's largest Muslim population. About 86.9% of Indonesia's population identifies as Muslim. As of December 2021, Indonesia was home to around 273.32 million people (Bayu, 2023).

## 2.0 LITERATURE REVIEW

### 2.1 E-Commerce

E-commerce, also known as electronic commerce, has altered the global business landscape by providing a platform for companies and consumers to interact regardless of their geographic location. E-commerce entails a variety of online transactions, including purchasing, selling, and exchanging information. Li and Hong (2019) provide a comprehensive analysis of the most recent trends, challenges, and opportunities in e-commerce. Turban and Gehrke (2020) provide an in- depth analysis of the e-commerce infrastructure and technology required to support its operations. E-commerce can also be defined as a commercial practise involving the purchase, sale, or exchange of goods or services over the Internet. This includes online transactions, electronic payments, and business-to-consumer interactions, as well as enterprises without conventional geographic limitations.

There are currently a large number of comparable marketplace applications to Mahabussines.id, including Shopee, Lazada, and Tokopedia. It's just that what these applications still lack is very fierce competition from other sellers; it is difficult for small sellers to compete with large sellers; sales costs may increase; it is difficult to stand out in a product crowd; therefore, when students want to learn business, they will find it difficult to compete with sellers who already have a fairly large market share. Furthermore, as per Khatimah's study (2023), these renowned brands have garnered considerable recognition among both the general populace and the corporate sector over an extended period. Consequently, all three brands demonstrated achievement in attaining the TOP Brand Index 2018 (Khatimah, 2023). Shopee achieved a notable ranking in the TOP Brand Index 2018 within the online buying and selling website category, ataining the third position with a significant proportion of 14.7%. In the runner up position, Tokopedia secured a share of 18.5%. Lazada emerged as the leading contender in the second part of the TOP Brand 2018 assessment for the online buying and selling website category, securing a dominant position with a substantial share of 31.8%. This observation suggests that the level of customer exposure across these diverse marketplaces is significant. As a result, it may be inferred that the level of rivalry in these diverse marketplaces is significantly intense.

In addition, these applications are limited to buyers and sellers and do not allow sellers to collaborate and cooperate with one another in terms of building relationships and marketing their products. Furthermore, there are few or no features for thrift and trade-in. As a result, Mahabussines.id offers a number of distinctions and advantages over other marketplace applications. This application has features that are not owned by other similar applications, such as features for thrift and trade-in, features to form collaboration and networking between students, allowing them to exchange ideas and help each other promote their products, and most importantly, it has very open opportunities for students. Because the vendors in it are also students, and because the products sold are more tailored to the needs of students, competition is less intense than in other marketplaces.

### 2.2 Entrepreneurship

Entrepreneurship encompasses the multifaceted activities involved in conceiving, nurturing, and overseeing initiatives that are characterized by their inventive nature and inherent risk. Its primary objective is to attain corporate objectives and generate value. The skill set encompasses the capacity to recognize potential market prospects, surmount obstacles, and exhibit proactive behavior in managing a corporation. Entrepreneurship assumes a pivotal role in stimulating economic growth, generating employment opportunities, and fostering innovation across diverse industries.

Entrepreneurship is frequently linked with the concept of innovation, wherein entrepreneurs generate novel solutions to address unfulfilled market demands. Schumpeter (1934) posits that innovation is a fundamental aspect of entrepreneurship, characterized by a creative approach that instigates economic transformation and fosters growth. Innovative entrepreneurs possess the capability to generate more value by offering distinct products or services, altering the manner in which business operations are carried out, and adapting to the ever-changing dynamics of the market.

The achievement of entrepreneurial success is contingent upon a multitude of elements, extending beyond mere creativity. According to the research conducted by Shane and Venkataraman (2000), it is posited that entrepreneurs are required to possess the requisite knowledge, skills, and resources in order to effectively capitalize on favorable market prospects. Furthermore, the attainment of entrepreneurial success is contingent upon several crucial aspects, including but not limited to, robust leadership capabilities, adeptness in navigating and embracing change, as well as the capacity to acclimate to dynamic and evolving contexts. According to Anggiani et al. (2022), commencing a business venture or pursuing an entrepreneurial path necessitates a suitable level of motivation, abilities, and comprehension pertaining to efficient business management and growth strategies. Rakib (2016) also supports this viewpoint in his study, positing that the adoption of an entrepreneurial mindset, which encompasses proactive behavior, empowers individuals to deliver innovative products or services to the market before their competitors. This strategic advantage allows them to establish a competitive edge.

The field of entrepreneurship exerts a wide-ranging influence on both the expansion of the economy and the advancement of society. Acs and Szerb (2009) posit a strong correlation between a nation's level of entrepreneurship and its economic growth. Employers have a crucial role in employment creation, fostering innovation, and promoting robust competition. Moreover, entrepreneurship has the potential to instigate social transformation through the empowerment of underprivileged groups and its contribution to the sustainable development of communities.

### 2.3 Market Model of Business

The rapid expansion of market business models has resulted in significant changes in the way business is conducted. Entrepreneurship encompasses a wide range of activities involved in conceiving, maintaining, and overseeing initiatives characterized by their inventive nature and inherent risk. The main goal is to achieve company goals and generate value. These skills include the ability to recognize potential market prospects, overcome obstacles, and demonstrate proactive behavior in managing the company. Entrepreneurship has an important role in stimulating economic growth, creating jobs, and encouraging innovation in various industries.

Wirtz and Gottel (2016) conducted an in-depth analysis of various business models in the service industry, including markets, and identified success factors. Parker, Van Alstyne, and Choudary (2016) discuss the dynamics of multi-sided markets and how the platform economy has changed the economy as a whole. There are many types of markets, such as B2C (Business-to-Consumer), C2C (Consumer-to-Consumer), and B2B (Business-to-Business).

The B2C business model, in its present state of substantial expansion, carries implications that have the potential to alleviate the adverse costs associated with geographical distance in the exchange of commodities between two entities. Hence, it is plausible that this phenomenon possesses the capacity to augment worldwide economic expansion (Rokicki, 2018). Similarly, transactions in the Consumer to Consumer (C2C) model are seen as secure due to the fact that the consumer is only remunerated once another consumer has successfully obtained the product. In the event of an issue arising during the transaction procedure, the option to return the purchase is provided, accompanied by the added benefit of free delivery. According to Barus et al. (2021), the convenience, speed, and dependability of online transactions have significantly improved. In contrast, B2B firm models typically possess a narrower scope of customer data in comparison to enterprises that cater to consumers. This characteristic enables B2B companies to engage in comprehensive examination of purchasing habits and develop loyalty program tactics that are better suited to their specific needs (Teruna et al., 2022). Each company strategy possesses distinct advantages. The model employed at Mahabussines.id is B2C, which governs the interaction and transactions between vendors and consumers within the platform. However, the MahaBussines.id program also offers the opportunity to establish a B2B (Business-to-Business) business model for students who assume the role of business proprietors and seek to establish connections with other business proprietors in order to engage in information exchange or collaborate on promotional efforts for their respective products. Based on the findings presented by Lenti (2017), it is evident that the adoption of the B2B model can facilitate the amalgamation or consolidation of several stages within the business process. This entails fostering collaboration between suppliers and producers, as well as fostering collaboration between producers and customers.

i. *Sedekah* (Alms)

Ghazaly in Wantoro (2019) defines alms as a gift given truly to those who are eligible to receive it; this action is rewarded by Allah SWT. In contrast, Paslah (2021) defines *sedekah* (alms) as a virtue that looks to All ah SWT alone for approval and reward. Simply said, this verse means that giving alms is an act of kindness done out of a desire to please and be rewarded by Allah SWT. Giving to those in need is a sunnah principle. This is in accord with the findings of Afifah et al. (2022), who found that the law of alms is considered to be sunnah by *fiqh* academics. However, Allah extols the benefits of a charitable giver in the Qur'an. These lines, like those in Sura Al-Baqarah (2:261-262), explain that the recompense for *infaq* in Allah's way is multiplied by Allah according to whoever He chooses. Surah Al Muzzamil (73:20) provides yet another explanation of alms. As an act of service to Allah, this verse instructs us to share our money with the poor.

ii. Zakat

One form of Islamic charity is called zakat. The obligation to distribute a portion of one's wealth to the needy in accordance with Allah SWT's guidelines (which specify both the amount and the recipients). This is a reflection of Islamic ideals of social justice, minimizing inequality, and compassion for the poor (Rahman, 2015). A Muslim who meets the requirements to grant Zakat must distribute a portion of his wealth in this form. Making zakat payments symbolizes an individual's desire to rid themselves of the greed that can poison their soul and body, and it also guarantees that the owner's property is free from any claims from third parties (Syafiq, 2018). The act of fulfilling one's zakat commitment has far-reaching positive effects on society and the individual who performs it. They will continue to get Allah's SWT's bounties, blessings, and mercy as their wealth increases as long as they give zakat regularly (Harahap, 2020). In addition to these gains, the stabilization of economic inequalities within the Indonesian Muslim community is an additional potential outcome of the institution of zakat. There are two kinds of zakat, known as zakat al fitr and zakat maal.

Every Muslim who meets the standards must pay zakat from the start of Ramadan until the start of Eid al-Fitr sunnah prayers (Idayanti, 2018). While the origin of the word "zakat maal" means "purifying wealth," the term "zakat maal" refers to everything that people want or have that can be used or saved (Ministry of Religious Affairs, R.I., 2015). In line with this, Jamal (2021) said that gold and silver zakat, zakat on livestock, zakat from trade, zakat on farming products, and zakat on mining products are all types of assets that must be zakati. The type of property that must be zakati is based on the most common types of business at the time. At that time, agriculture, animal farming, and trade were the most common ways to make money. With regard to Mahabussines.id Zakat al fitr and zakat maal in the form of business zakat (tijarah) can be given by its users. Whereas business zakat is part of zakat maal, the property given out in business zakat is made up of assets from the business. Trading assets are things that you own with an exchange contract and want to sell for a profit. The property you want to sell must be the result of your own work (Faidati, 2018). When the user has met the requirements, haul, and nishab to give these zakats, they can be cashed.

Islam, independence, and having nishab that is more than just basic wants are needed for zakat al fitr to be given (Anis, 2020). Scholars say that the amount of zakat that must be spent is equal to one sha' (1 sha' = 4 mud, and 1 mud = 675 grams), which is about 3.5 liters or 2.5 kilograms of base foods like flour, dates, wheat, or other foods that are commonly eaten in the area. The Zakat Al fitr for each person is found by multiplying 3.5 liters by the market price per liter of rice (Safitri, 2018). During Zakat in trade (tijarah), a person must pay Zakat on his selling property if he has met two main requirements. First, the trading treasure must be held for a whole year (haul). Second, the value must reach a nisab of about 85 grams of gold. If these two things are true, the investor must pay 2.5% of the total value of his trading assets as zakat (Rahmat et al., 2023). On the other hand, you must own the land and it must be legal.

### 2.4 User Experience

User experience (UX) has a significant impact on the viability of e-commerce. Hassenzahl (2018) creates an experimental viewpoint on product quality via UX. Nielsen and Budiu (2020) propose user-based design principles to ensure a responsive and user-friendly e-commerce interface. In this Mahabussines.id application, the experience will be presented through a user interface that is user-friendly and simple to use and comprehend, so that students who become sellers and buyers will not be confused when using this application to conduct transactions.

### 2.5 Marketing Strategy

In the ever-increasingly competitive world of e-commerce, a successful marketing strategy is essential to achieving success. Chaffey and Ellis-Chadwick (2019) discuss the implementation and practice of effective digital marketing strategies. Mangold and Faulds (2009) examine the influence of social media marketing on e-commerce performance and discuss a novel promotional mix component. According to a study conducted by Rosário and Dias (2023), there is evidence to suggest that the proliferation of social media and mobile technologies has had a significant impact on the manner in which organizations engage with their customer base. In contrast to the conventional marketing approach, which typically involves customers as passive recipients of marketing materials, the advent of social media has transformed their role into one of active contributors and participants in various corporate operations. Social media platforms such as Facebook, Twitter, Instagram, and YouTube have facilitated the formation of worldwide virtual communities wherein users generate and disseminate material pertaining to various companies, products, and services. The significance of marketing tactics implemented through social media platforms is accompanied with notable impacts and benefits. In a study conducted by Razali et al. (2023), the researchers examined the effects of viral marketing and social media on Instagram in relation to its influence on consumer purchasing behavior. The findings revealed a significant correlation between these marketing strategies and the growing trend of consumers making purchasing decisions. The findings of the study indicate that the utilization of viral marketing strategies led to a significant increase in purchase behaviors on the Instagram Adds platform. Additionally, it was observed that consumer decisions to engage in shopping activities on the Instagram Adds platform were influenced by the presence of social media marketing efforts.

Mahabussines.id differentiates itself from its marketing strategy by pursuing a broad market segment, including all levels of society, especially among students in Indonesia. This is in line with product offerings specifically designed to meet student needs. Despite this, this application remains accessible to various age groups, especially focusing on students who have educational needs. This approach aims to create inclusivity in the use of the application, accommodating various stages of education. Sociologically, Mahabussines.id targets people who are active on social media and have a preference for shopping online. Integration with Search Engine Optimation, allows applications to display advertisements according to user preferences, including through pop-ups on social media. This creates a personal and relevant shopping experience for users. According to Yudha (2019), the implementation of Search Engine Optimization (SEO) can lead to the attainment of a prominent position for the company's website in search engine results within a span of three months or more. From a psychological standpoint, the primary demographic comprises of students and persons who exhibit a preference for utilitarian products, frequently engage in online shopping, and possess a need for diverse options when accessing educational materials. Mahabussines.id endeavors to cater to the demands of market groups seeking easily available educational solutions that align with contemporary lives. Therefore, the marketing strategy employed by Mahabussines.id demonstrates a comprehensive comprehension of the various requirements and preferences within the market. This app is focused on meeting the needs of students, but it also has a gift menu that lets students give zakat and sedekah (alms) money through the menu. This is also different from the Mahabussines.id app, where students don't just focus on making money but also help out their communities by always giving gifts and cleaning up some of their property with zakat.

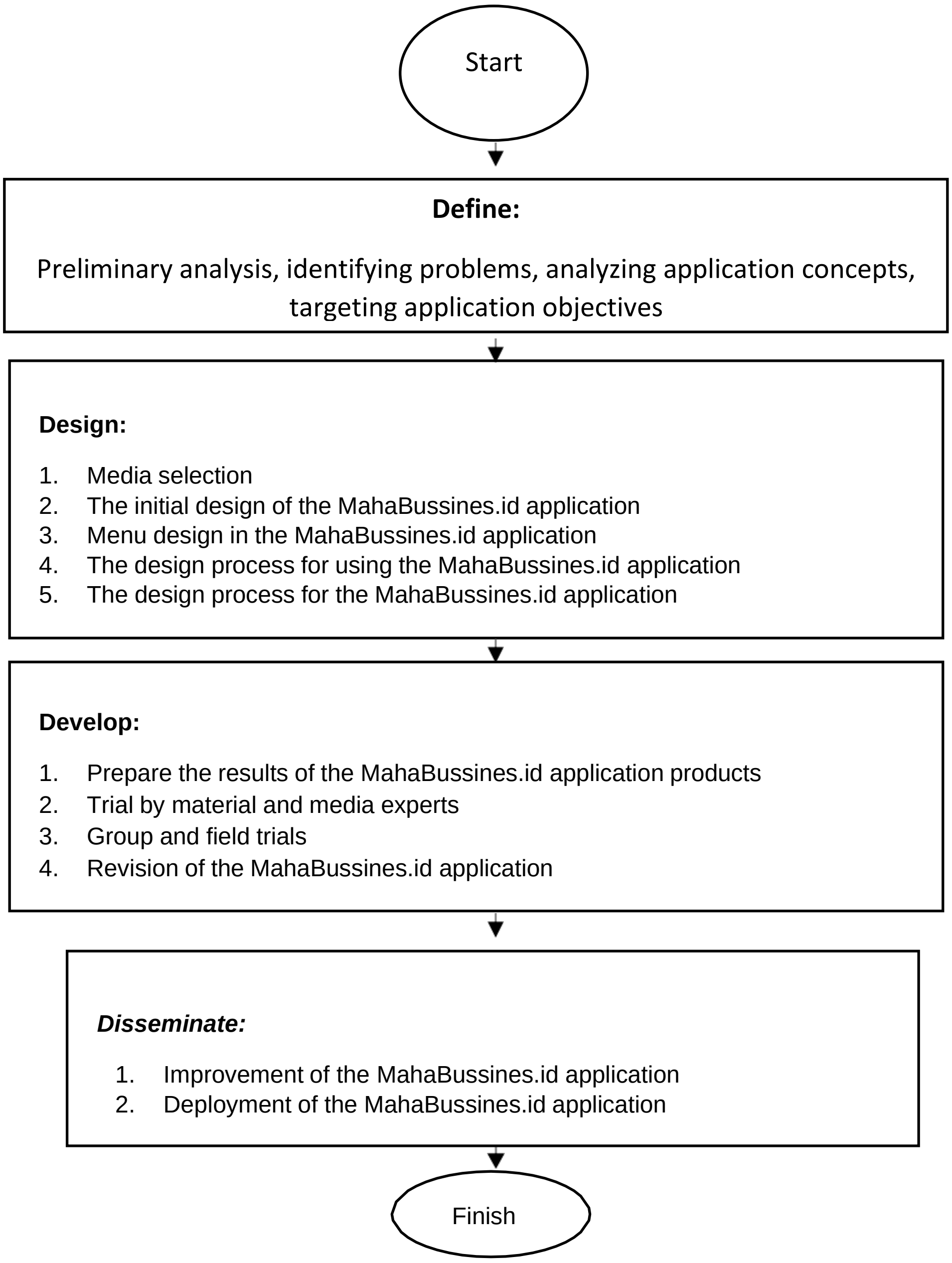
## 3.0 METHODOLOGY

This study employs research and development methods, also known as R&D. According to Sugiyono (in Sapitri & Bentri, 2020), research and development (R&D) is a rule obtained to form product categories and try out the use of these products aimed at research and development, namely producing a new product or perfecting an existing product. Meanwhile, according to Zakariah & Afrin (in Safira et al., 2021), research and development (R&D), namely the exploration stage, involves conducting research and development as well as testing a product in a certain field. From the above understanding, it can be concluded that the research and development method, or R&D, is testing a product in a certain field to develop new products or improve existing products.

The development model used in this study uses the Thiagarajan (1974) development model, namely 4D (Define, Design, Develop, and Disseminate). The selection of this model is based on systematic considerations and the theoretical basis of an existing problem. This 4D model is more appropriate for developing devices in the form of applications that utilize e- commerce media used by students.

### 3.1 Research procedure

This study uses a 4D development model consisting of four main stages, namely: define, design, develop, and disseminate. This research stage will be explained in the following order:




Picture 1. Research Procedure Flow

### 3.2 Research subject

This development research classifies test subjects into two categories: subjects for material tests and media tests, and small group and field trial subjects that are suitable for application to students. Material testing ensures that Mahabussines.id's products conform to all applicable regulations and standards. In the meantime, media testing ensures that media such as graphic designs, websites, and audiovisual content satisfy predetermined quality standards. This aids in the prevention of poor performance and technical errors. In accordance with this, Panjaitan et al. (2020) stated that media testing ensures that the layout, font, size, color, and background are properly arranged. Media testing is also used to evaluate the efficacy of various marketing campaigns, such as online advertising, social media, and email campaigns. This helps Mahabussines allocate marketing funds effectively. According to Winarno (2009:74) in Ernawati (2017), evaluation in the form of main material or material testing in multimedia development refers to determining whether or not the structure of the content and material presented in the product is in line with the desired outcome. According to Ariyani & Wangid (2016), field trials are conducted as the ultimate basis for revising the product to be developed.

1. Expert trial subjects, including material experts, the material expert in question is a psychologist whose role is to determine whether the content in the application is appropriate or not with the identification of problems in students, namely digital entrepreneurship. And the media experts in question are media experts who understand applications used by students as a forum to meet the needs of students and digital entrepreneurship.
2. The subjects of the small group trial and the field test subjects in this development research were students in Surabaya.

### 3.3 Data collection technique

The technique for collecting data consisted of both primary and secondary data. Primary data sources are data obtained directly from the main source (Pramiyati et al., 2017); secondary data sources are data obtained from documents through appropriate and capable entities (Arif et al., 2017). Observations are the primary data source. In contrast, secondary data consists of descriptions of research locations and references to prior research in order to strengthen analysis and discussion. Observing market applications and websites on the street reveals the primary methods of data collection. As for the secondary data acquisition technique, namely journal literacy (Google Scholar, Scopus, the Indonesian publication index, and the Indonesian scientific journal database) and relevant references such as the official government website (DataIndonesia.Id) were utilized.

### 3.4 Research design

This research develops the MahaBussines.id application tool that utilizes e-commerce media to produce young entrepreneurs with quality businesses among students throughout Indonesia. This research focuses on how the ideas designed by the author were designed and tested on material and media experts, as well as explaining the quality of the application based on expert research.

Picture 2. MahaBussines.id logo

### 3.5 Data analysis technique

The data analysis technique employed in this study collects data from a literature review and trials, which is then used as a theoretical basis for analysis. Literature review is a technique used to compile information or references pertinent to a specific topic from a variety of sources, such as journals, books, the Internet, and other collections (Novelni & Sukma, 2021). Literature reviews occupy the highest position in the hierarchy of evidence, which indicates that a literature review is a method for examining or approaching a specific problem (Cahyono et al, 2019). The following data analysis methods were used in this document:

1. Data collection: the acquired data is then identified by focusing on the elements that are most relevant to the topic under discussion.
2. Data reduction and analysis function to sharpen, classify, direct, and arrange data so that a final conclusion can be drawn from the data.
3. Drawing conclusions with the goal of answering the problem's formulation. In the conclusion, the final results of the test, the results of expert validation, and direct user assessment will be thoroughly explained.

## 4.0 RESULTS AND DISCUSSION

The MahaBussines.id application was created to help students in Indonesia meet their lecture needs and channel their interest in e-commerce-based company. On the other hand, the development of student interest in entrepreneurship in the digital era really needs to continue to be supported. This is in line with the statement of Prastyaningsih & Arifin (2019) in their research which states providing entrepreneurship education in universities is related to the development of entrepreneurial characteristics, a mindset that is consistently creative and innovative, creating added value or positive values, and having the skills to seize opportunities and take risks. In facing the highly competitive challenges of the future, entrepreneurial behavior becomes relevant and necessary in various fields of work or professions. Technology is inextricably linked to existence in today's globe. Students can use this program according to their needs at any time and from any location thanks to this technology. MahaBussines.id features a My Account menu, which is included in the Settings menu and is used to control user account personalization based on their needs (Picture 9; page 9). The user can customize his name, profile photo, address, business name or brand, university origin, user ID, e-mail, and password under this menu. The Maha Product menu is used to present the user's online shop, which will sell lecture equipment such as computers, notebooks, pens, and other items (Picture 7; page 9). This menu provides services required for lecture activities such as clothes manufacturing, printing, and so on, and users can also enter goods or services they sell into multiple product categories to make it easy to filter the desired item category in this menu. The Maha Product menu will be set by uploading products to be sold with original product photos, with an auto camera system if you wish to enter images of products to be sold, so that product fraud by using false images is considerably reduced. If the user want to capture professional photographs using a DSLR or SLR camera, it must be linked via USB, HDMI, or another connecting device. Balance is a menu that displays information about user balances, income, and product sales in the form of e-money, as well as visitor data, sales, and income received on a daily, weekly, and monthly basis, and may be customized by the user (Picture 6; page 9). The Thrift & Trade-In menu searches for thrift products that are popular among students and offers services that allow users to trade-in items based on their lecture requirements (Picture 8; page 8). In addition to these menus, students can also distribute sedekah (alms) and zakat to amil zakat institutions, namely through the donate menu (picture 10; page 9) and (picture 11; page 9)

### 4.1 MahaBussines.id Application Design

The design of the MahaBussines.id application requires several stages, including the following:

a. Stages of Problem Analysis

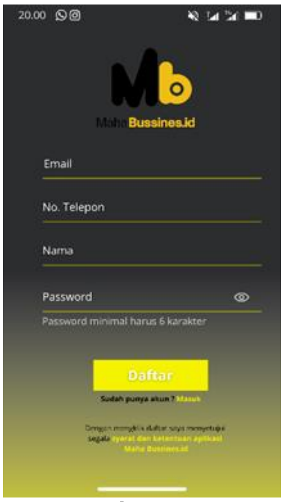
Stages Problem analysis is analyzed using the literature review method from various sources of literature that discuss the problem of the large number of students who are not facilitated in meeting lecture requirements and serve as a forum for business interest.

b. Needs Analysis Stage

1) Based on the literature study that has been carried out, an analysis of the data that has been obtained is carried out. From the analysis carried out, it was found that the high rate of educated unemployment is due to the large number of graduates who do not have entrepreneurial skills. Thus, in order to overcome the high educated unemployment rate, it is deemed necessary to develop entrepreneurship among students (Ali, 2021). One effort that can be done is to create application innovations for entrepreneurship platforms on an e-commerce basis, namely "MahaBussines.id".
2) Study the materials and details of the components needed in making the MahaBussines.id application.
3) Make an overview of the features of the MahaBussines.id application.

c. Design Stage

The MahaBussines.id application design uses Canva software.




Picture 3.
Display of the Sign In Menu


Picture 4.
Display of the Log In Menu


Picture 5.
Display of the Home Menu

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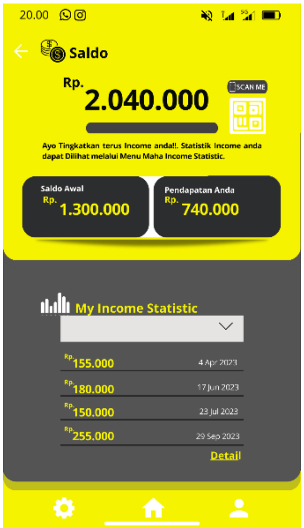


Picture 6.
Display of the Saldo Menu


Picture 7.
Display of the Maha Product Menu


Picture 8.
Display of the Thrift & Trade Up Menu


**Picture 9.**

**Display of the Setting**


**Picture 10.**

**Display of the Donate Menu (Sedekah)**


**Picture 11.**
**Display of the Donate menu (Zakat)**

## 5.0 CONCLUSION AND RECOMMENDATIONS

MahaBussines.id is an application whose primary purpose is designed for students in Indonesia to meet their lecture needs and channel their interest in e-commerce-based businesses. Optimize the use of digital technology, determine the needs of students with an interest in entrepreneurship, and develop an application to meet those requirements. Through MahaBussines.id, it is anticipated that students can develop entrepreneurial skills by utilizing digital technology, specifically in the form of a marketplace. The mahabussines.id application also allows students to make payments of zakat al fitr, zakat maal (tijarah) and also the distribution of alms to amil zakat institutions as an effort to alleviate poverty in Indonesia.

The design of this Mahabussines.id application presents challenges for future development, and it still has flaws; therefore, adjustments are required. Consequently, future research must concentrate on two crucial aspects. First, the in-depth analysis of unmet user requirements will clarify user expectations and desires for this application. Experimenting with a more intuitive interface design will enhance the user experience by making the application simpler to navigate and use. In addition, it is necessary to consider performance and scalability troubleshooting so that the application can function smoothly and accommodate an increasing number of users. It is anticipated that the findings of this study will provide a more complete picture of Mahabussines.id's potential applications and make significant contributions to the development of better technology, particularly in assisting students in learning entrepreneurship.

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# Feasibility Analysis of Islamic Business on ECPUBO Product Development from the Perspective of Muslim Consumers

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**ABSTRACT**

Cases of sexual crimes in Indonesian education units five months into the beginning of 2023 have spiked, with 22 cases recorded with 202 child victims. About 1 in 10 girls under the age of 20 are forced to have sex or perform other sexual acts. The media "ECPUBO: Education Pop Up Book" can encourage children to participate in learning. The purpose and benefit of this research is to analyze the feasibility of Islamic business on new product development based on the perspective of Muslim consumers. The author chose to use a qualitative method by testing the feasibility of ECPUBO as the object of research is a preventive effort to prevent sexual abuse in children and provide education about sexuality. Data collection in this study was obtained through observation, literature review, and questionnaires distributed to 100 respondents. The results of the Islamic business feasibility analysis were tested from 6 aspects: market, product or service, financial, social, environmental, development, and competitive. Based on the results of qualitative analysis, it can be concluded that ECPUBO's new product development plan based on the perspective of Muslim consumers is feasible to run.

***Keywords:*** *Islamic Business Feasibility Analysis, Sex Education for Children, Muslim Consumer Perspective, New Product Development*

## 1.0 INTRODUCTION

According to World Health Organisation (WHO) data, approximately 5% to 10% of men and 20% of women worldwide were victims of childhood sexual abuse in 2010. According to the National Sex Offender Public Website (NSOPW), in 2012, 9.3% of child abuse cases were classified as sexual abuse, and 62,939 cases of child sexual abuse were reported. According to the United Nations International Children's Emergency Fund (UNICEF) in 2014, more than 120 million children globally, or out of 100 children, were victims of rape (Ligina, 2018). In Indonesia, cases of sexual violence are increasing, the victims are not only adults, but adolescents, and also young children who are victims of sexual violence (Solehati, et al., 2022). According to data from the Ministry of Women's Empowerment and Child Protection (KemenPPPA), the number of cases of sexual violence against children is getting higher from 2019 to 2021. In 2019, there were a total of 6,454 cases of sexual violence against children, this number increased in 2020 to 6,980 cases and in 2021 it increased by 25.07% to 8,730 cases (Simfoni PPA, 2021). In cases of sexual violence, it is a shared obligation as a benchmark of human civilization to be able to strive to protect children for the benefit of the future of the nation and state. According to Law Number 23 of 2002, children are preschoolers, potentials, and inheritors of the nation's ideals (Ilyasa, 2022). According to Margaretta and Kristyaningsing (2021), the cause of high cases of sexual abuse against children is that children have an innocent soul and are easily deceived by adults. Early childhood children are naturally curious about their bodies, but they tend to avoid news related to sex because the surrounding culture is still taboo to conveying information related to sex, causing children's knowledge of sex to tend to be low, which can lead to violent behavior and sexual contact with children (Margaretta, 2021). Books that introduce the body and its characteristics are one of the more interesting and engaging ways of learning that teachers and parents can do to provide sex education to children (Fitriani D. F., 2021).

Until now, sex education in preschool children is still considered taboo in society, sex education is considered not suitable for young children. When entering adolescence, sex education taught from an early age has a huge impact on children's lives. Especially in terms of questions and behavior, children today are very critical. Because at this time children are influenced by great curiosity. It is not uncommon for parents to hijack the conversation, sometimes correcting and prohibiting children from asking taboo questions. In addition, the answers given do not seem important. However, such reactions can inspire children to explore on their own if they do not receive it from their parents (Mukri, 2015).

Providing information related to sex education to children is quite challenging and their knowledge about sex is quite low from all teachers who are aware of it (Joni, 2020). Many children do not know how to protect themselves from sexual violence or abuse. However, this still needs to be taught. Efforts to find effective and appropriate methods and strategies for teaching children continue to be made by all teachers (Ismiulya, 2022).

Based on research conducted by (Oktarina, 2019), there is evidence that picture story media can increase knowledge and introduction to early sex education compared to introducing early sex education through monotonous reading. The use of learning media in sex education can help improve the quality of the teaching and learning process, making learning more interesting and fun, so that children have a passion to learn more about it. We must equip children with basic knowledge by religious standards so that children get accurate information about sex education and equip them with weapons, and self-defense posts so as not to become victims, of sexual crimes such as pedophiles and lesbian, gay, bisexual, and transgender (LGBT) criminals (LGBT) (Fitriani D. F., 2021).

Sex education from the Islamic perspective is an effort to teach, guide, and explain that there are recommendations, and prohibitions sourced from religious arguments, the command is expressed access can be mandatory or fardhu, recommended or sunnah, makruh, and forbidden or haram, Islam also teaches sex education to be done preventively (Rofi, 2023). Imam Al-Ghazali said, that introducing sex education to children can be started early by being supervised from the beginning, fed and breastfed by pious women, and religion with halal food. After the child can distinguish an object, then supervision must be increased, especially by encouraging shy children, not allowing them to wear silk or colored clothes, not allowing children who are accustomed to luxurious fun, reading poetry containing sexual content and prohibited from doing hidden actions - secretly prohibited from leaving purification and prayer, learning the limits of the necessary religious norms (Amirudin, 2016)

This research focuses on ECPUBO by analyzing the feasibility of Islamic businesses in developing new products based on the perspective of Muslim consumers. The author chooses to test the feasibility of ECPUBO as the object of research, because looking at the current context, the author raises a sustainable business idea with pop-up book innovation as a sex education product. Considered for children aged 4 to 12 years old. In this case, ECPUBO can be a general description of whether sex education products applied to children are socially acceptable and feasible, especially from the perspective of Muslim consumers, because currently sex education is still considered taboo to explain and enter into teaching while in education. Therefore, researchers want to examine more deeply whether ECPUBO products if analyzed from the feasibility of Islamic business on new product development based on the perspective of Muslim consumers can be accepted and marketed.

## 2.0 LITERATURE REVIEW

### 2.1 Sex Education: An Islamic Perspective

In his book on the Philosophy of Islamic Education, Omar Mohammad Al Toumy Al Syabany said that humans have basic needs such as food, drink, clothing, protection, sex, and the role of parents, they also tend to control their environment for survival, rest, and activity. The emergence of the issue of sex education has caused a lot of controversy in the community which has become quite an important event, covering various fields and of course has given rise to realities and phenomena (Syaibany, 1979).

Some people argue that children do not need to learn about sex education which is instinctive because it is a taboo to teach. However, some people also argue that children must learn sex education to prepare themselves for adolescence and puberty. Islam regulates and guides humanity in Islamic law or fiqh. All problems in aspects of community life are in the rules of fiqh, including those related to sex life because Islam is the religion of all mankind until the end of time. So Islam also provides guidance to overcome gender-related issues and overcome and protect the problems faced by adolescents when reaching puberty from negativity.

Mursy in his book entitled Bayyinatul Muchtaromah explains that efforts to teach and apply knowledge about sexual matters is one of the goals of Islamic sex education. Sexual problems are introduced to children to keep them away from un-Islamic habits and eliminate all possibilities of forbidden sex through adultery (Muchtaromah, 2008). They need to instill strong religious values in them to form a strong personality so that when they grow up they will have a strong personality and even strong gender in themselves, especially introducing sex education. Religious values play a very important role in helping children understand that they can take care of themselves properly. If Islamic teachers are successful in regulating adult sexuality, then children will feel the impact on sex education, where children's sexual attitudes and safe or healthy sexual attitudes can be taught by parents.

The purpose of sex education in Islam is to maintain the safety, honor, and purity of our children in society. Sex education aims to help children use their genitals responsibly, and protect themselves from sexual harassment. In Islam, human beings are taught sex education so that they do not fall into the abyss of disgrace, namely adultery. In Surah Al-Isra (17): 32: Arabic-Latin: Wa lā taqrabuz-zinā innahų kāna fāḥisyah, wa sā`a sabīlā. Meaning "And do not approach adultery, indeed adultery is an abominable act and an evil way".

In line with the teachings of the Qur'an, the concept of avoiding sex education should be eliminated, as some may believe. Rather, sex education should be provided clearly, as it is closely linked to the moral and legal principles of Islam. Therefore, it is imperative to provide adequate guidance on matters of sexual life, ensuring that people can live it in a way that is normal, and dignified, and by Islamic regulations. In Islam, sex education is considered an integral component of one's faith, worship, and personal development. Separating Islamic instruction from these three elements may lead to confusion in sex education itself and may even result in mistakes and deviation from the original purpose of individuals engaging in sexual activity as an act of devotion to Allah.

In Islam, its adherents are instructed in strategies to abstain from sexual activities that are considered forbidden within the confines of marriage. The sexual education approach used in Islam, delivered by parents to their children, does not require oral discussion to remove shame. The educational methodology adopted in Islam is in tune with human nature, where discussing inappropriate topics is considered shameful as it may lead to the gradual erosion of moral values. This is in contrast to the Western approach, which places a stronger emphasis on sex education and assumes that sexual arousal does not need to be discussed, but rather arises naturally when interacting with an interested member of the opposite sex. Therefore, in Islam, early preventive measures are considered essential to protect children from the dangers that result from instinctive arousal (Rahman, 2018).

### 2.2 Islamic Business Feasibility

According to Husein Umar (2012:7), a business feasibility study is an in-depth research process regarding a business or business entity to be managed, to assess whether the business entity is feasible to run or not. In-depth research means that a business is critically analyzed based on available data and information, measured and calculated using certain methods (Nasution, 2019).

Meanwhile, the Sharia business feasibility study according to Agustin (2017: 21) is an analysis of the feasibility of a Sharia halal business/company in the context of planning initial investment and business development. A business feasibility study is research and evaluation to determine whether a project can be implemented successfully (profitability). This concept of success or feasibility can have many different meanings depending on the context. The private sector is often more concerned with the economic benefits of an investment. Broadly speaking, usually governments or non-profit organizations, in addition to economic benefits, other benefits need to be considered (Umar, 2009).

Feasibility studies in Islamic business are analytical approaches that management can use to evaluate business project proposals that are profitable and according to the principles of Islamic Sharia. These studies can be categorized into several types based on the objectives desired by the business, particularly profit-oriented aspects. These studies mainly concentrate on economic profitability and non-profit (social) orientation aspects, emphasizing more on viable projects without exclusively considering economic costs or profits. In feasibility studies, various factors are examined, including elements related to markets and marketing, technical and technological aspects, management and human resources, legal considerations, financial components, and environmental factors. In the field of Islamic business, scholars have formulated legal rules in the form of muamalah fiqh rules (business law) and ushul fiqh rules (rules of law-making in fiqh). In the context of muamalah, evaluation is carried out to ensure compliance with fiqh rules and also commercial viability. Mu'amalah feasibility studies are the first to use Islamic financial analysis tools so that entrepreneurs can make a profit without violating Islamic law. Activities that generate income and blessings according to Islam are licensed business activities. The orientation of blessing can only be achieved with two conditions, namely: sincere intentions and ways of working that are by the requirements of Islamic sharia (Agustin, 2017).

Feasibility in this context refers to a comprehensive analysis of whether a business that will be or is being run can bring benefits that outweigh the costs incurred. The main objective of a business feasibility study is to ensure that a business project not only has a financially sound foundation but is also consistent with the objectives to be achieved so that it can be enjoyed by consumers not only for the company that manages it but also for investors, creditors, government and society, and the community at large.

### 2.3 New Product Development

Management in identifying new products plays an important role, providing a conceptual framework for managers who want to understand how the uncertainty of consumer preferences affects product selection, and company decision-making to determine which products match consumer desires. The new product development process model they use consists of three stages: The first stage is definition, which involves identifying the completion of a set of product specifications that consumers are interested in. The second stage, realisation involves changing the design and prototype of the product and responding to consumer feedback. The third stage, integration, involves refining the product until the new product is ready for launch (Bhattacharya, 1998).

According to (Crawford, 1983), the stages of new product development include new product planning, idea generation, selection and evaluation, technical development, and product launch. More detailed steps in managing the new product development process are described by (Kotler, 2000), with eight main stages including generating ideas, selecting the most promising, creating and assessing concepts, formulating marketing strategies, evaluating business aspects, product development, market testing, and commercialization (Wardiah, 2003).

### 2.4 Muslim Consumer Behaviour

Muslim consumer behavior is not only driven by fulfilling material needs but also by fulfilling spiritual needs. Therefore, in their consumption patterns, Muslim consumers always consider Islamic ideas. For example, they examine the halalness or harness of the products and services they eat, their intentions behind the consumption of sports, and the moral and ethical factors associated with their intake behavior, at the same time also thinking about environmental concerns (Ilyas, 2016). Customer behavior includes people's direct involvement in buying goods and offerings, which includes the choice-making process both before and after the purchase phase. This behavior also includes actions taken by people, companies, or organizations in making decisions to acquire and use financial goods and services, which can be influenced by environmental factors (Abdullah, 2011).

From an Islamic stance, the earth and everything in it is regarded as a trust from Allah to mankind, to be applied unusually and accurately. One of the areas of utilization to watch out for relates to financial sports at large, and a greater extent, in particular, consumption. by Mannan, there are five sources of Islamic economic concepts on which patron behavior is based, namely the Quran, Sunnah, ijma', qiyas, and ijtihad. these sources together explain human behavior and intake patterns (Julianti, 2021).

Consumer behavior from an Islamic perspective follows the principles of Islamic teachings, as explained (Misanan, 2011)

a) Consumed goods must be halal and of good quality (hallan thayyibah) both in terms of quality and the way they are collected.
b) Consumers should not prioritize themselves (self-interest) and must pay attention to the needs of others. In Islam, a Muslim is obliged to share food with neighbors who smell the aroma of food and prohibit others from starving.
c) It is important to separate between needs and wants.
d) Muslim consumer preferences are based on the principles of justice, cleanliness, simplicity, generosity, and morality.
e) The purpose of consumption is to achieve maslahah and falah, which include benefits and blessings. Benefits include the fulfillment of physical, psychological, and material needs in the world, while blessings involve the fulfillment of spiritual needs of a religious nature.

In Islam, excessive and lavish consumption behavior is prohibited. This includes the avoidance of excessive behavior in the pursuit of useless and futile pleasures of the world. Islamic consumer theory, which is based on the principles of Islamic sharia law, is fundamentally different from conventional theory in terms of the values underpinning the theory, the motives and objectives of consumption, and the method of allocating the consumption budget.

## 3.0 METHODOLOGY

The method used in this research is a case study qualitative descriptive analysis method based on a literature review. This analytical approach involved an in-depth examination of multiple sources of qualitative evidence. The data collected was then organized based on relevant analytical guidelines and principles, to facilitate the exploration of related issues. Qualitative methods were used to analyze various aspects relating to the feasibility of Islamic businesses. The feasibility aspects to be tested in this research are divided into 6 aspects, namely market aspects, product or service aspects, financial aspects, social and environmental aspects, development aspects, and competitive analysis aspects.

In this research, the author aims to study the Islamic economic perspective on Islamic business feasibility theoretically and empirically. In addition, the data analysis approach includes qualitative descriptive techniques used to organize data obtained through literature review and online sources, the data organized into factual events become the basis for discussion of solutions. And this research also includes primary data collection specifically through interviews using questionnaires distributed to 100 respondents. The respondents included parents of children aged 4 to 12 years, university students and students, and Muslim consumers. The questionnaire serves to determine the perspective of Muslim consumers on Islamic business feasibility analysis on new product development and the collected data is then analyzed to test the business feasibility of ECPUBO products in the context of Islamic economics.

## 4.0 RESULTS/FINDINGS

ECPUBO is the first Pop Up Book innovation that provides educational sex as an effort to increase literacy and education made specifically for children by utilizing 3D image illustrations as a medium for training motor systems in children. The Pop UP Book starter pack contains batteries, plant care, book activity, and stickers. Plant care contains the steps of using the book that can be read by parents when accompanying children to read by listening, while book activity contains the development of reading enthusiasm.


**Figure 1:** ECPUBO Products
**Source:** Author's Personal Data

In addition, children are expected to be diligent in reading and listening to 3 languages that can train and increase their vocabulary, namely Indonesian, Arabic, and English. And also equipped with a book activity that can find out how enthusiastic to read on several pages.

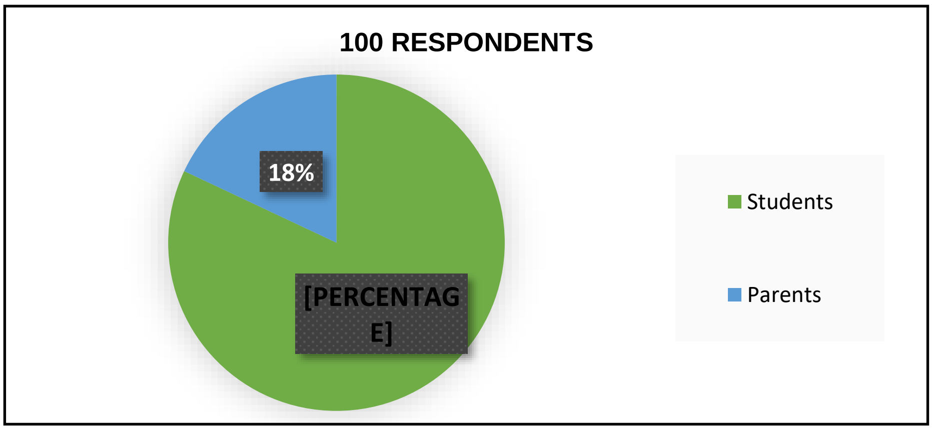


**Figure 2:** Data Diagram of Respondents' Criteria
**Source:** Author's Personal Data

The results showed that the Islamic business feasibility analysis of new product development based on the perspective of Muslim consumers (a case study of ECPUBO products: educational sex pop-up book for children) has great potential to attract Muslim consumers. As many as 82% of respondents were students, while 18% of respondents were parents, the respondents considered the new product to be something new, and there were many points of view from 100 respondents.

The results of this study reveal the importance of taking the perspective of Muslim consumers in developing new products that comply with Islamic business principles. Most respondents felt that the new product met their religious standards, which is a positive sign for ECPUBO's business viability.

In a more in-depth study, the researcher used 6 aspects, namely market aspects, product or service aspects, financial aspects, social and environmental aspects, development aspects, and competition analysis aspects, from the six aspects that greatly impact the perception of Islamic business feasibility. Muslim consumers tend to be more supportive of products that are produced by complying with Islamic business principles. Based on the respondent diagram data, the author uses the Likert scale method with proportion analysis.

1. Market Aspect

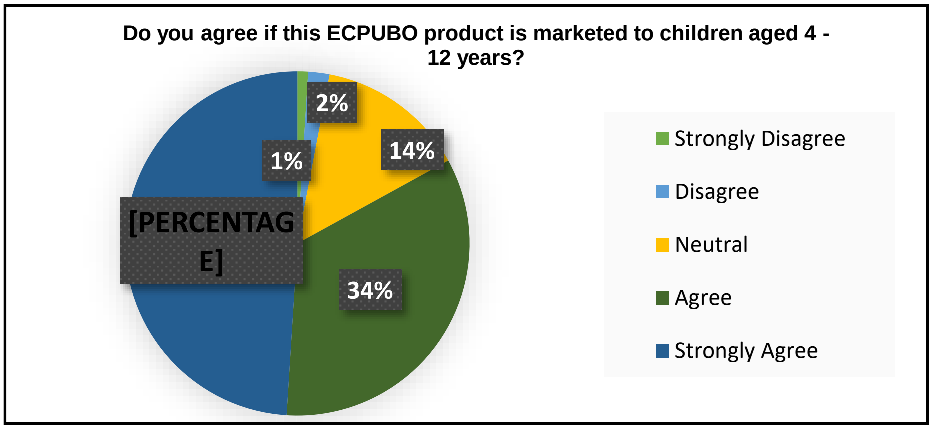


**Figure 3:** Diagrams of Respondents in the Market Aspect of 4-12 Years of Age
**Source:** Author's Personal Data

Figure 3 shows that 83 respondents chose to strongly agree if ECPUBO products can be marketed to children aged 4 to 12 years because ECPUBO products are very useful in providing learning about overcoming sexual harassment at an early age, very useful and can be applied to early childhood, so that when they grow up later they have existing knowledge, knowledge and skills of sexual education so that in the future they can avoid unwanted events and problems, with the pop up feature like that, children will be interested in reading it, one respondent suggested that it was appropriate for ECPUBO to collaborate with educational institutions so that this education could be received by children as a whole, while 3 respondents strongly disagreed if ECPUBO products were marketed to children aged 4 to 12 years. because according to them if this product is marketed it is feared that it will cause children to have an adult mind before entering their actual age, they assume that children at that age are not yet able to filter good and bad things and the advice given by respondents is that the product should be used to educate children over the age of 12 years and if it is targeted at minors then the product material must be ensured that there are no negative things for children.

From the results of the analysis distributed through respondent data, 85% of Muslim consumers strongly agree that ECPUBO products are marketed, apart from that the community paradigm about sex education is still quite underdeveloped and considers that it is taboo to be taught. Therefore, this product can be marketed accompanied by activities such as seminars and awareness-raising activities, which include elements of persuasive promotion, so that the general public, especially Muslim consumers, can find out the benefits, objectives, and impact that will occur if this product is marketed, of course in developing new products there will be estimates, changes in potential market conditions, competition intensity, and changes in consumer interest in these products so that innovation and marketing strategies are needed in the future to achieve the expected market share. The analysis of respondent data has been carried out by the author using the SWOT analysis method as an evaluation of internal and external matters to determine long-term product development. The strengths of ECPUBO products are attractive design, easy to understand, premium quality, easily available raw materials, and internal human resources by the technology base for product development. Weaknesses of this product are that the production capacity is not too large, product materials have a large dependence on partners, and require a lot of capital so the selling price of ECPUBO products is high. Opportunities for ECPUBO are technological developments that make marketing easier, there are no pop-up book products that discuss sex education, the number of children is quite high, and sex education can help parents educate and teach their children how to take better care of themselves. Threats that may arise are sex education is still considered taboo by Indonesian society if taught to young children, the product is not yet known to the public, and the possibility of similar competitors. In terms of marketing ECPUBO products using STP policy analysis, namely Segmenting this product will be marketed in the Surabaya area to start a business because it is felt that Surabaya is a potential city. Targeting by marketing new products, especially for parents who are used by children aged 4 to 12 years based on consumer demand. Positioning by showing the many advantages and features that exist in ECPUBO products that can support sex education learning.

2. Product or Service Aspect

Based on the results of the analysis of respondents regarding products or services from ECPUBO, each has its perspective. The features that exist in ECPUBO include the following:

a) In the analysis results 88% of respondents strongly agreed with the 3D 3 Language feature. Pop-up books with 3D and colorful images and audio storytelling consisting of 3 languages, namely Indonesian, English, and Arabic as a child's motor system training and sex education learning media that is more interesting and fun. There is also a colorful Rocker Switch which is an on/off button to release audio storytelling that matches the color of the writing in the Pop-Up book.

b) In the analysis results, 90% of respondents strongly agreed with the Book Activity feature because it can help improve literacy and reduce the tendency to play with gadgets and can be used as a benchmark for how often children read books and as an effort to improve children's literacy related to understanding sexuality and knowing their body parts.

c) In the analysis results 91% of respondents strongly agreed with the QR Code Parenting feature which can be used as a reference by parents in sex education for their children. The following is a parenting link that is in ECPUBO: https://ecpubo.blogspot.com/.

3. Financial Aspect

According to Kasmir and Jakfar, financial analysis is used to evaluate the overall financial position of a company. To determine the feasibility of an ECPUBO business that requires production capital, it is necessary to study the financial aspects to analyze the amount of investment required, working capital, and return on investment. Company investment is managed when calculating ECPUBO, several detailed factors must be considered, namely:

**Table 1:** Cash Flow and Business Feasibility

| Nomor | Description | Unit | Value | Results |
|---|---|---|---|---|
| 1 | Total Cost (TC) | Rp | 10.000.000 | - |
| 2 | Total Fixed Cost (TFC) | Rp | 1.450.000 | - |
| 3 | Total Variable Cost (TVC) | Rp | 7.200.000 | - |
| 4 | Selling Price of One Product | Rp | 232.000 | - |
| 5 | BEP Calculation : | Rp | = (50 Pop Up Book) | So, to Break Even Point, a total of 31 products must be sold with the price of one ECPUBO product being Rp 232.000,- |
| | a. Capital 1 time production | | = Total variable cost + Total fixed cost<br>= 7.200.000 + (1.450.000 : 20 time production)<br>= 7.200.000 + 72.500<br>= 7.272.500 | |
| | b. HPP one Product | | = Total Capital 1x Production: Unit Production<br>= 7.229.000 : 50<br>= 144.580 | |
| | c. Selling Price of One Product | | = HPP + (Profit x HPP)<br>= 144.580 + (60% x 144.580)<br>= 144.580 + 86.748<br>= 231.328 = 232.000 | |
| | d. Revenue Earned 1-time Production | | | |
| | e. Profit in 1 time Production (50/day) | | = Selling Price of One Product x Production Capacity | |

| | | | | |
|---|---|---|---|---|
| | | | = 232.000 x 50 Book | |
| | f. BEP Production | | = 11.600.000 | |
| | | | = Total Revenue – Total Capital<br>= 11.600.000 – 7.272.500<br>= 4.327.500 | |
| | | | = Total Cost 1 time production: Price of One Product<br>= 7.229.000 : 232.000<br>= 31,15 = 31 Book | |
| 6 | R/C Ratio Analysis :<br>R/C Ratio | Rp | = Total Revenue: Total Production Cost<br>= 11.600.000 : 7.272.500<br>= 1,60 | A business can be said to be feasible to run if the R / C Ratio analysis is more than 1, with the R / C Ratio of this ECPUBO product 1.60, it can be said that the ECPUBO product business is feasible to run. |
| 7 | Payback Period<br>PP Period | Rp | = Total Cost: Profit 1 time production<br>= 10.000.000 : 4.327.500<br>= 2,31 time production | So, the Payback Period is 2 weeks and 3 days |
| 8 | Net Present Value (NPV) | Rp | The NPV calculation result of 32.981.729,34 | Shows NPV > 0 and is positive, thus indicating that this business is feasible to run. |
| 9 | Internal Rate of Return (IRR) | Rp | If the IRR value is calculated, the result is 110.058% | This shows that this new system project has an IRR value greater than the interest rate of 110.058%> 7.5% so we can conclude that this project is feasible. |
| 10 | Gross Return | Rp | 1.060.691% | - |
| 11 | Net Cash Flow | Rp | 43.606.328,- | - |

**Source:** *Author's Personal Data*

4. Competition Analysis Aspect

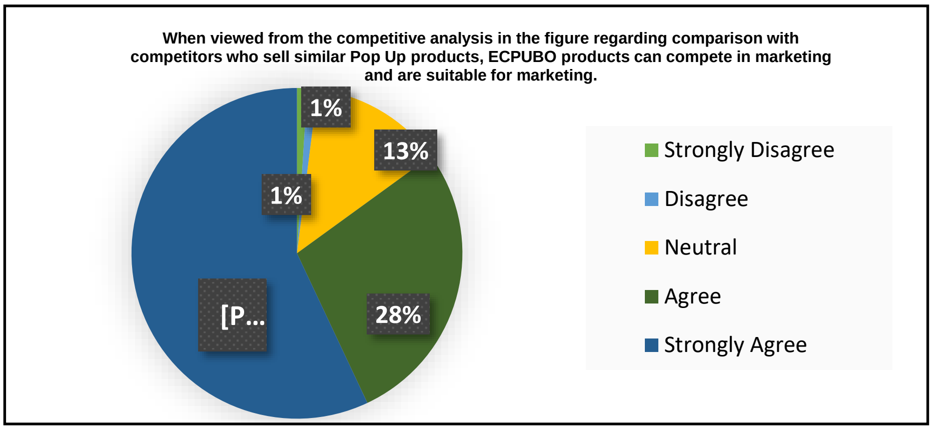


**Figure 4:** Diagram of Respondents of ECPUBO Competition Analysis Aspect
**Source:** Author's Personal Data

This aspect involves assessing the number of competitors and their strengths and weaknesses, including considerations related to market share, price, product uniqueness, distribution network, promotion, production technology, and other factors. Competitors in this ECPUBO product are taken from some businesses that sell similar pop-up book products with several advantages such as being equipped with book activities, equipped with QR Code Parenting, equipped with 3 language storytelling, use of 3D images, merchandise, and free repair services that are different from other products, so from the advantages possessed by ECPUBO products, the ability to compete in similar pop-up book businesses can be seen in the following three aspects:

a) Competition in terms of products, based on observations made by the author, competition between pop-up book products in terms of products is still not the same regarding the content of material related to sex education. This can be concluded from the comments of some Muslim consumers who stated that products with sex education material are still very step-by-step found in Indonesia. So it can be concluded that the situation of competition in the field of similar products in terms of products can be said to be healthy competition.

b) Regarding price competition, some Muslim consumers argue that the price of the product is too high so not all consumers can afford it depending on their income level. As the opinion of a Muslim consumer, as follows: "ECPUBO products are very good for adding insight and understanding of sex education to prevent violence and sexual harassment from an early age. However, considering the price is fairly expensive for the middle to lower class, it would be better if the product is also socialized and distributed to academics, teachers, mentors, or even influencers (people who have a lot of audience). So that knowledge and knowledge about the content and purpose of the product can be disseminated so that the social impact is more evenly distributed". According to the author's view from the data from the observation of Muslim consumers in terms of price, it is stated that it is still in the stage of development and testing again regarding the benefits and prices to be sold. With this explanation, it can be concluded that the ECPUBO business is still able to compete with other similar products.

c) Competition from the service sector ECPUBO prioritizes service in its business operations. Good service quality can increase the attractiveness of a business and attract more buyers. From one of the existing advantages, namely ECPUBO's free repair service if it is damaged, it will be given good service and has the advantage of merchandise as well as a contact person to facilitate parents or consumers. Therefore, it can be concluded that the condition of business competition from a service point of view is included in the category of healthy competition.

5. Social and Environmental Aspects

This aspect is needed to see the impact on the surrounding environment (Husnan, 2014). Based on the data obtained, 85 respondents strongly agree that ECPUBO products also have a good impact. The implementation of ECPUBO will prioritize providing motor balance, literacy, and sex education to children. From the results of the analysis, in terms of social and environmental, there are impacts on society, impacts on environmental ecosystems, and impacts on families, especially children. The impact on society is an increase in employment opportunities, an increase in income due to the multiplayer effect (concession/cooperation with bookstores for marketing, opening new jobs, purchasing launch materials in several different stores), educating sex from an early age to prevent sexual harassment and violence, increasing knowledge from an early age to have quality human resources. The impact on the environment is that it can reduce the excessive use of gadgets to prevent global warming, improve social emotions and sensitivity to the environment, and solve the problem of low interest in reading in children. This aspect also has a special impact on families by making them more aware of the importance of sex education for children and creating more favorable conditions for parents to pay attention to sex education. More specifically, it has an impact on children, in particular, it can increase understanding related to sexuality, reduce the risk of children experiencing sexual illustrations of children who are teenagers, form positive sexual behavior, and create psychological resilience in sexual behavior. From the many impacts that will be caused by ECPUBO products, this product is supported by the community in marketing it so that its impact can be felt and realized.

6. Development Aspect

In the aspect of product development, ECPUBO has several stages that will be carried out for the next 18 years in 2023, namely by having resellers in the Surabaya area, sales through e-commerce to outside East Java, having many versions of the story, having an ECPUBO production business permit, in 2025 applying for product brand patents, having a special production house, having 5 storytelling languages, having 20 workers, development of full use of environmentally friendly goods, in 2030 have an offline store, have resellers in various cities in East Java, expand market share to the entire island of Java, have 7 storytelling languages, have 10 product design concepts until in 2040 started making ECPUBO game innovations as well as educational media for children's motor sensors, product introduction and sales in Southeast Asia, have 10 storytelling languages and have 25 product design concepts. In this aspect of development, according to one respondent, "Maybe this product is not only aimed at 4-12 years old but there is also a version for teenagers, considering the issue of harassment and education about sex is still low, hopefully, ECPUBO can be one of the real forms to overcome this". The respondents' opinions, show that ECPUBO products are feasible and will prioritize material content related to cultural values in Indonesia because according to the Indonesian population, sex education is still considered taboo to be taught, so to be more acceptable and educate with culturally appropriate steps, in the development aspect, it will prioritize cultural values in terms of dressing properly according to Islam and the standard norms of Indonesian society, such as teaching people to dress modestly and protect their private areas, in today's increasingly open environment, each individual wants to be able to protect himself from falling into unwanted situations. One approach is to maintain an appearance that does not attract the attention of others, so as not to cause ill will.

Adolescents should understand that following fashion trends is permissible as long as it does not violate social norms and the principles of sharia law, including not causing ill-will to others. Parents should instill in their children that all actions are taken for their benefit and safety. Not only cultural values in the development there are moral values or ethical values that need to be developed, what currently needs to be emphasized is ethics in relationships, currently in Indonesia, but it is also necessary to start giving children an understanding that manners are higher than knowledge, where the prophet said in a Hadith History of Al-Bayhaqi "Innama Buistu Liutammima Makarimal Akhlaq" which means "Because indeed I was sent to this earth only to perfect ashlar". In the hadith, it is very clear that akhlaq needs to be taught, such as providing education to always maintain eye contact, because looking at the opposite sex can cause sexual desire. This sexual urge always demands satisfaction, which is why unbelievers may look for quick ways to satisfy their strong sexual desires. Therefore, it is important to raise awareness about the benefits of keeping one's gaze and the risks of gazing uncontrollably. However, in Islamic teachings there is tolerance for certain situations that are considered generally beneficial (maslahah al-murlah), such as in the context of the teaching and learning process, discussion forums, the field of medicine, and others. Therefore, in the product development process, there will be several values that must be emphasized so that ECPUBO products can provide significant development of new product development.

**Application of Islamic Business Feasibility Analysis**

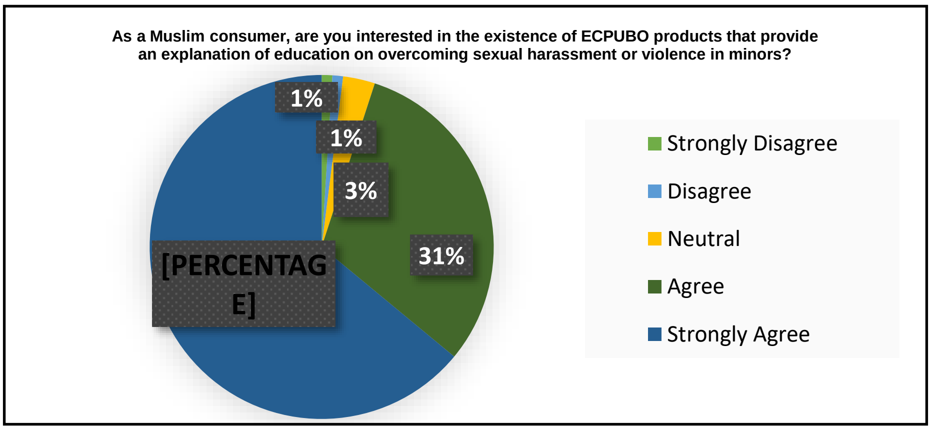


**Figure 5:** Diagram of Muslim Consumer Respondents on ECPUBO Products
**Source:** Author's Personal Data

According to the results showed that 95 Muslim consumer respondents chose based on their perspective that they strongly agree and are interested if ECPUBO products that explain the education of overcoming sexual harassment or violence in minors are worth running. Based on the theory put forward by Agustín, it explains that in an Islamic perspective, a permissible business is a business that generates legitimate and blessed income. (Agustin, 2017) Luck in doing business can only be achieved with two conditions, namely sincere intentions, and implementation according to Islamic law principles. Based on this theory, ECPUBO products are suitable and feasible to run in Islamic business because the income to start the ECPUBO business is obtained halal and blessed. In the orientation of blessings, namely sincere intentions, this business has implemented an intention to provide an understanding of sex education in early childhood by Islamic businesses in terms of marketing, production, fundraising, and many other things. Regarding the feasibility of Islamic business, ECPUBO products are feasible to run seeing from the 6 aspects that have been explained based on the perspective of Muslim consumers.

## 5.0 CONCLUSION

Based on the results of previous research and discussion, it can be concluded that ECPUBO is an innovative pop-up book as a medium for sex education for children and is focused on parents and communities who consider sex education as a form of real action to change the mindset of early childhood related to sexuality. The purpose of testing the business feasibility of developing this new product is to provide access for parents, especially the general public, who must have the capability to provide education through fun media easily and effectively by Islamic principles and by business feasibility. In addition, ECPUBO also functions as a medium for increasing literacy for children, in the world of education it is still taboo to teach sex education to children, so parents today must be sensitive to the social environment that is rampant in cases of violence and sexual harassment. Then ECPUBO will also be an interesting book media and can provide benefits to children and parents with the advantages of the features offered in it a real picture in the form of animation and sound that can train their language, as well as easy and efficient so that it will be favored by many children and parents in providing teaching. From all analyses of production, marketing, funding, and availability of materials and human resources, as well as 6 aspects, namely market aspects, product or service aspects, financial aspects, social and environmental aspects, development aspects, and competition aspects, ECPUBO products can be said to be very feasible to implement.

## LIMITATION AND STUDY FORWARD

From this study, there are several limitations that cause interference and lack of results of this study. the limitations contained in this study include the following:

1. The limited literature of previous research results that researchers still lack. resulting in this research having many weaknesses, both in terms of research and analysis, the previous literature still uses many references in the old year and there is no novelty.

2. The limitations of the author's knowledge in making and compiling this paper, so it needs to be tested again for direct business feasibility because the author's focus is on economics, and the focus of the business is on education.

3. The limited data used in this study makes the results less than optimal, namely the qualifications of the main market share parent respondents who are expected to only get a small response.

4. Limitations in realizing new products so that this research is carried out by providing product image designs and prototypes only to analyze business feasibility from the perspective of Muslim consumers.

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# THE STRATEGY OF DEPARTMENT COOPERATIVES, MICROENTERPRISES, INDUSTRY AND TRADE OF GRESIK TOWARDS ENHANCING THE EFFECTIVENESS OF E-CATALOG FOR MSME

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**ABSTRACT**

**Purpose of the study:** The primary objective of this research is to gain a comprehensive understanding of the strategies employed by the Department of Cooperatives, Micro-enterprises, Industry, and Trade of Gresik Regency in implementing the E-Catalog. This research aims to significantly contribute to the formulation of effective policies aimed at fostering the growth and development of the micro-enterprise sector within Gresik Regency in East Java, Indonesia.

**Methodology:** The research method employed in this study is descriptive research with a qualitative approach. Primary data was obtained through interviews and observations conducted with the Department of Cooperatives, Micro Enterprises, Industry, and Trade of Gresik Regency, as well as several micro-businesses in Gresik Regency. Meanwhile, secondary data was obtained from documentation and various sources on the internet or other supporting documents.

**Main Findings:** The main focus of this research is to examine the stages of strategic management according to Wheelen and Hunger (2003), which refer to four stages: environmental analysis, strategy formulation, strategy implementation, and evaluation and control. The E-Catalog, developed by the Government Procurement Policy Agency, is an online shopping application that serves as an effective tool for government procurement and purchasing of goods and services, as well as a means to foster microbusiness development. The findings of this research can serve as a basis for the development of more effective policies and practical solutions to strengthen the micro-business sector in Gresik Regency.

**Novelty of the study:** This study provides a comprehensive analysis of the strategies by the Department of Cooperatives, Microenterprises, Industry, and Trade of Gresik and their impact on the micro-enterprise sector in implementing the local E-Catalog. This research contributes to the existing literature by providing insights for the formulation of effective policies and practical solutions.

***Keywords:*** strategy*, e-catalog, microenterprise development, online shopping, qualitative approach*

## 1.0 INTRODUCTION

There is a lot of room for growth in Indonesia's digital economy. At this early stage of the 4.0 Industrial Revolution, digital technology has emerged as a crucial resource for companies looking to expand and modernize their operations. Industry 4.0's existence is proof that technical progress is intrinsic to the current phase of industrial development. One way a country's economy might benefit from technological and industrial advancements is through growth. Micro, small, and medium-sized enterprises (MSME) are an important part of Indonesia's economy because they create new jobs, improve the quality of life for locals, foster economic growth and equity, and help the country as a whole become more stable.

In Indonesia, there are now 64.2 million MSMEs, as reported by the Ministry of Cooperatives and Small and Medium Enterprises for the year 2021. The contribution of MSMEs to the country's GDP is estimated at 61.07%, or 8,573.89 trillion rupiahs. Furthermore, MSMEs play a significant role in the Indonesian economy, as they employ roughly 97% of the labor force and receive roughly 60.4% of the total investment.

Policies from the national government and extra attention from local governments are needed to push the Indonesian economy toward a digital economy in the MSME development sector. The MSME online catalog is an innovative step forward. One of the achievements made by the government is the e-catalog, an online shopping program that is used to acquire government commodities and foster the growth of small businesses. The Government items and Services Procurement Policy Institute has created an electronic catalog that can be accessed by the public and government agencies alike. This catalog contains detailed information about the items and services available for purchase, including descriptions, technical specifications, and pricing. The Department of Cooperatives, Micro

Enterprises, Industry, and Trade must be involved in its implementation, along with many other entities from the federal and state levels of government.

The researcher examines the implementation, execution, and policy strategies regarding the effectiveness of this e-catalog within the context of Gresik Regency, East Java, Indonesia. Gresik Regency is one of the province of East Java's regencies. There are 18 districts, 26 urban villages, and 330 rural villages in the Gresik Regency. Gresik Regency, like other Indonesian regencies, must strengthen its local e-catalog for government procurement and the development of micro, small, and medium-sized enterprises (MSME). The following table displays MSME statistics for Gresik Regency.

**Table 1.** MSME data per sub-district in Gresik Regency

| Number | Sub district | (2021) | 2022 | Total |
|---|---|---|---|---|
| 1 | Balongpanggang | 3,447 | 89 | 3,536 |
| 2 | Benjeng | 7,171 | 91 | 7,262 |
| 3 | Bungah | 2,829 | 105 | 2,934 |
| 4 | Cerme | 2,809 | 115 | 2,924 |
| 5 | Driyorejo | 3,138 | 69 | 3,207 |
| 6 | Duduk sampeyan | 1,307 | 122 | 1,429 |
| 7 | Dukun | 5,702 | 103 | 5,805 |
| 8 | Gresik | 1,144 | 137 | 1,281 |
| 9 | Kebomas | 3,478 | 193 | 3,671 |
| 10 | Kedamean | 2,516 | 76 | 2,592 |
| 11 | Manyar | 3,755 | 153 | 3,908 |
| 12 | Menganti | 6,162 | 195 | 6,357 |
| 13 | Panceng | 2,597 | 54 | 2,651 |
| 14 | Sangkapura | 1,474 | 69 | 1,543 |
| 15 | Sidayu | 1,708 | 122 | 1,830 |
| 16 | Tambak | 249 | 9 | 258 |
| 17 | Ujungpangkah | 3,083 | 83 | 3,166 |
| 18 | Wringinanom | 5,706 | 74 | 5,780 |
| 19 | Out of Gresik | 523 | - | 523 |
| | **TOTAL** | **58,798** | **1859** | **60,657** |

**Source.** Documents from Department of Cooperatives, Micro Enterprises, Industry and Trade of Gresik Regency

To achieve an optimal breakthrough, it is important to understand the extent of the effectiveness of the local e-catalogue in the development of micro-enterprises in Gresik Regency. With a better understanding of the strategies employed by the Department of Cooperatives, Micro Enterprises, Industry, and Trade of Gresik Regency in implementing the local e-catalogue, this research is expected to contribute to the development of more effective policies and practical solutions to strengthen the micro-enterprise sector in Gresik Regency.

## 2.0 LITERATURE REVIEW

### 2.1 Strategy Concept

The term "strategy" originates from the Greek word "strategia." It has become an important concept in the art of decision-making. A strategy is necessary to achieve a goal; the process used to attain goals has its own characteristics and specific attributes. By having a plan, it is expected to bring effectiveness and efficiency to achieving objectives. Strategy is a potential action that requires high-level management decisions and significant company resources (David, 2017).

According to Alfred Chandler, strategy is the elaboration of the long-term goals and objectives of a business or organisation, as well as the allocation of resources to achieve those goals (Nilasari, 2014). Meanwhile, according to Ismail Solihin (2012), planning is understood as a pattern that encompasses both planned strategies (intended strategy) and unplanned strategies that emerge within the organisation (emerging strategy). These strategies are considered and chosen by the company to be implemented as realised strategies. Strategies are essentially formulated as responses to relevant external changes for an organization. These changes are faced when considering the internal capabilities of the organization. Organisations strive to optimise opportunities and mitigate threats from the external environment as much as possible in order to maximise benefits by leveraging their current strengths (Dian Sudiantini, 2022). Based on these definitions, it can be concluded that strategy is a way of formulating plans and determining processes to achieve goals effectively and efficiently, considering various processes such as problem identification, problem analysis, and finding solutions to problems.

### 2.2 Strategy Management Concept

Fred R. David explains that strategic management is both an art and a science for making, implementing, and evaluating cross-functional decisions, enabling organisations to achieve their goals (David, 2017). Management is a science and art that relates to a series of activities aimed at synergizing human resources, natural resources, and technology to achieve predetermined goals while considering environmental sustainability (Suyadi Prawirosentono, 2014). According to Umar Husein (2020), strategic management can be defined as the skills and knowledge involved in formulating, implementing, and evaluating decisions that involve various functions within an organisation with the aim of achieving set objectives. Strategic management is a series of managerial decisions and actions resulting from the formulation and implementation of plans aimed at achieving competitive advantage. Strategic management consists of analysis, decision-making, and actions by organisations to create and sustain competitive advantage.

Based on the theories presented above, it can be concluded that strategic management is a planning process that is developed and refined, taking into account various aspects, with the goal of ensuring that the implemented plan has a positive long-term impact on the relevant organization. Strategic management is a discipline of science that involves formulating a strategy, implementing a formulated strategy, and evaluating activities based on the goals set when applying a strategy.

According to Wheelen and Hunger (2003), strategic management consists of four stages:

1. Environmental scanning is the process of monitoring and disseminating information about the analysis of internal and external environments for individuals within the organization. The goal of environmental scanning is to identify external and internal strategic factors that will determine the organisation's future. Environmental scanning is a management tool used to avoid strategic mistakes and ensure long-term organisational health.

2. Strategy formulation is the development of long-term plans for effectively managing environmental opportunities and threats, taking into account the strengths and weaknesses of the organization. This includes defining the company's mission, setting achievable goals, developing strategies, and establishing guidelines.

3. Strategy implementation is the management process of realising and executing the strategies and policies that have been implemented through the development of programmes, budgets, and procedures. Strategy implementation involves resource allocation, decision implementation, team organisation, and organisational structure, as well as monitoring the execution of the strategy.

4. Evaluation and control is an important process in management that aims to measure and evaluate the organisational performance, ensure that the established goals and objectives are achieved, and identify and address any discrepancies or issues that arise. Evaluation and control involve data collection, analysis, and taking action to ensure that the organisation stays on the right track.

### 2.3 E-Catalogue concept

According to Regulation of the Government Goods/Services Procurement Policy Agency Number 11 of 2018 regarding electronic catalogue, e-catalogue is an electronic information system that contains lists, types, technical specifications, domestic component level, domestic products, Standards National Indonesia (SNI), green industry products, country of origin, prices, and other information from various providers of and services. E-catalogue consists of three types: national electronic catalogue, sectoral electronic catalogue, catalogue, and local electronic talogs. The e-catalogue covers a wide range of goods, construction work, and services. On the other hand, e-purchasing is a method of purchasing goods and services through an e-catalogue system developed and implemented by the Government Goods and Services Procurement Policy Agency. E-catalogue and e-purchasing are part of electronic procurement, or e-procurement. With the e-catalogue system that has been implemented, all agencies, ministries, agencies, and regional apparatus organisations no longer need to carry out an auction process in procuring ads and services but can directly utilise this system with the e-purchasing procedure. Apart from being accessible to the government, access to purchases in this e-catalogue is also available to the public.

President Joko Widodo, in his address during the inauguration of the national coordination meeting on digital transformation and complete data on cooperatives and MSMEs in 2022, emphasised the support for active participation of MSMEs in the e-catalogue, with a target of onboarding 1 million MSMEs to the Government Goods and Services Procurement Policy Institute talog. With the inclusion of MSME products in the e-catalogue, there will no longer be a reason to rely on imported products. This is aimed at encouraging MSMEs to benefit from government policies so that local products from MSMEs can compete with imported products. In the government procurement process, favourable attention and policies towards MSMEs will impact their existence. Therefore, the government's policy to encourage MSMEs to have their products listed in the e-catalogue is of great significance for the MSMEs themselves. The opening of partnership opportunities in government procurement processes is evidence that the government pays attention to MSMEs. This aligns with Article 7, Paragraph 1 of Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises, which emphasises that the government and local governments must create a business climate by establishing regulations and policies, including partnership aspects. The same applies to the implementation of the e-catalogue, which supports the presence of MSME products in the catalogue, including in the service sector and other sectors.

Based on the initial observations and interviews conducted by the researcher, several issues were identified in Gresik Regency, as follows: Firstly, some business actors still face obstacles and difficulties in using the e-catalogue, ranging from the registration process to accessing services. Secondly, there is a lack of motivation among the community to seek information and become tech-savvy, and internet access is not evenly distributed in every area of Gresik Regency. Thirdly, the competence of human resources involved in the creation of the e-catalogue, spread across different sub-districts, is not yet optimal.

## 3.0 METHODOLOGY

The research method used in this study is descriptive research with a qualitative approach. Qualitative descriptive research is an approach that uses qualitative data to describe or explain a phenomenon descriptively. The focus of this study is on the stages of strategic management according to Wheelen and Hunger (2003), which refer to the four stages: environmental analysis, strategy formulation, strategy implementation, and evaluation and control. The types and sources of data for the research consist of primary data and secondary data. According to Nur Indrianto and Bambang Supono (2013), primary data is research data obtained directly from the original source without intermediaries. Primary data is obtained through interviews and observations with the Department of Cooperatives, Micro Enterprises, Industry, and Trade of Gresik Regency, as well as several micro-enterprises in Gresik Regency. On the other hand, secondary data is obtained from documentation and various sources from the internet or other supporting documents. According to Sugiyono (2015), document study is used as a complement to observation and interview methods in qualitative research. This method involves collecting data from existing sources, such as reports, policy documents, and relevant literature. Secondary analysis can be used to obtain information about the implementation of the local e-catalogue, related policies, and the development of micro-enterprises in Gresik Regency.

### 4.0 RESULT/FINDING

Strategic management is a series of managerial decisions and actions that determine the long-term performance of an organisation (Wheelen and Hunger, 2003).

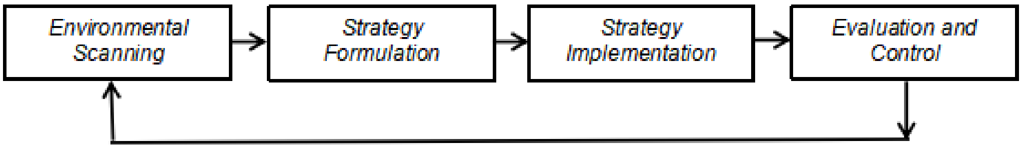


**Figure 1.** Basic elements in the strategic management process

**Source.** Hunger and Wheelen (2003)

### 4.1 Environmental Scanning (Observation of the Environment)

The Department of Cooperatives, Micro Enterprises, Industry, and Trade of Gresik Regency plays a role as a facilitator, resource provider, and intermediary to assist the development of micro-enterprises, influenced by various factors in its environment, both internal and external to the organization. These factors include:

#### 4.1.1 Observation of the Internal Environment

According to Wheelen and Hunger, this internal analysis, often referred to as organisational analysis, relates to identifying and developing the organisational structure, organisational culture, and organisational resources. Here is the internal analysis of the Department of Cooperatives, Micro Enterprises, Industry, and Trade of Gresik Regency:

**1.** Organisational Structure
The Department of Cooperatives, Micro Enterprises, Industry, and Trade of Gresik Regency has a clear working structure, bureaucracy, and partnership flow.

**2.** Organisational Culture
In line with the mission of Gresik Regency Government, which aims to "promote the growth of a cool, polite, and respectful community based on religious values, reflecting Gresik as the city of Islamic saints and students, and create good governance through fair and equitable services to the community, emphasising the principles of togetherness, professionalism, honesty, and accountability,

**3.** Organisational Resources
The availability of an adequate number of human resources in the Department of Cooperatives, Micro Enterprises, Industry, and Trade is supplemented by the presence of contracted daily workers and micro-enterprise mentors.

#### 4.1.2 Observation of the External Environment

According to Wheelen and Hunger (2003), in carrying out an analysis of the external environment, several variables are analysed, including:

1. Work Environment:
The availability of adequate office facilities and infrastructure, as well as the availability of necessary technology and equipment to carry out job tasks efficiently and effectively, In the implementation of the e-catalogue in Gresik Regency, the Department of Cooperatives, Micro Enterprises, Industry, and Trade collaborates with other relevant parties, such as the Investment and Integrated One-Stop Service Agency and the procurement department of Gresik Regency.

2. Social Environment:

This refers to the environment that does not directly relate to the organisation's short-term activities but influences long-term organisational decisions. It includes the geographical conditions of Gresik Regency, the culture and diverse livelihoods of the community, micro-enterprise actors in Gresik Regency who aim to sustain their businesses, and the technology and innovation used in the e-catalogue utilisation process. Based on this analysis, the Department of Cooperatives, Micro Enterprises, Industry, and Trade of Gresik Regency faces various opportunities and challenges in socialising the e-catalogue to micro-enterprises in Gresik Regency. Here are some opportunities and threats that exist:

### 4.1.3 Opportunities:

1. Increasing Internet Access:
   The advancement of technology and improved internet infrastructure provide an opportunity for the Department to socialise the e-catalogue to micro-enterprises. The increasing availability of internet access in Gresik Regency allows micro-enterprises to access and utilise the e-catalogue more easily.

2. High Number of Micro, Small, and Medium Enterprises (MSMEs):
   Gresik Regency has a large number of MSMEs. With the e-catalogue, the department can provide opportunities for MSMEs to promote and sell their products online, expand their market reach, and increase their sales potential

3. Government Support:
   The Gresik Regency government can provide support and special attention to the development of MSMEs and the utilisation of technology in business. Through the local electronic catalog that the National Procurement Board and Electronic Procurement Services provide, the Gresik Regency government offers a wide range of opportunities for microbusinesses, small businesses, and cooperatives. The Regent of Gresik Regency, under his guidance, hopes that Gresik Regency will become a pioneer in accelerating the use of domestic products through the e-catalogue for business actors by enhancing their digital capabilities and continuously evaluating areas for improvement.

### 4.1.4 Challenges:

1. Limited access and digital literacy:
   One of the challenges faced is the limited access to and digital literacy among microenterprises. Some business owners may not have adequate internet access or may lack an understanding of technology usage.

2. Complex requirements/policies:
   Some microenterprises may be less aware of or less interested in using the e-catalogue as a tool to market and sell their products due to perceived difficulties in the process. This needs to be addressed through intensive efforts and education.

3. Technology and security:
   Technology and security can pose threats to the use of the e-catalog. The department needs to ensure that the local e-catalogue platform used is secure from cyber attacks, has a reliable system, and is user-friendly for micro-enterprises.

   In addressing these opportunities and challenges, the Department of Cooperatives, Micro Enterprises, Industry, and Trade of Gresik Regency needs to formulate effective strategies to socialise the e-catalogue among micro-enterprises.

### 4.1.5 Strategy Formulation:

According to Wheelen and Hunger (2003), strategy planning is the process of developing the vision, mission, strategic goals, and policies within an organization. Strategy formulation begins with a situational analysis, which involves finding a strategic alignment between external opportunities and internal strengths while addressing external threats and weaknesses.

The Strategic Plan for 2021–2026 of the Department of Cooperatives, Micro Enterprises, Industry, and Trade of Gresik Regency focuses on important components like the department's vision and mission. The strategies include: a) optimising human resources to facilitate the development of micro-enterprises and small businesses; b) socialising the needs of micro-enterprises and small businesses to the Gresik Regency Government. c) Conducting training programmes to foster an entrepreneurial spirit d) intensifying coordination and communication with relevant agencies to foster micro-enterprises and small businesses. e) Communicating stakeholder ideas and accommodating them in micro-enterprise and small business development programs. f) Assessing and identifying the issues and needs of microenterprises and small businesses.

i. **Strategy Implementation:**

Strategy implementation refers to the process of applying or executing the designed strategy and involves concrete steps to translate the strategic plan into actual actions. Implementation is a key part of strategic management. With regards to the development of micro-enterprises by the Department of Cooperatives, Micro Enterprises, Industry, and Trade of Gresik Regency, as stated in the Strategic Plan for 2021-2026, the implementation strategy for the e-catalogueue collaboration involves various stakeholders, including the socialisation of micro-enterprises and cooperatives about the talog. The socialisation of micro-enterprises (Micro, Small, and Medium Enterprises, or MSMEs) regarding the e-catalogue is an important step in supporting the growth and development of their businesses. This socialisation can help them understand the benefits of the e-catalogue and how to use it to improve their market access and sales. Here are some steps taken in the socialisation of the e-catalogue to micro-enterprises:

**ii. Information Dissemination:**

The Department of Cooperatives, Micro Enterprises, Industry, and Trade of Gresik Regency organises meetings or workshops to provide explanations about the e-catalogue, how it works, and its benefits for MSMEs with sales accounts on the talog. During the dissemination, micro-entrepreneurs are targeted to understand how the e-catalogue can help them increase visibility, access new customers, and increase sales. Additionally, a significant opportunity in the e-catalogue is that all government procurement and purchasing are done through the talog. Local government procurement prioritises the use of local e-catalogue accounts in their respective regions. This is an effort by the local government to increase sales of local products.

**iii. Intensive Training:**

After the dissemination, the Department of Cooperatives, Micro Enterprises, Industry, and Trade of Gresik Regency provides practical training to MSMEs on how to use and meet the requirements for the e-catalog. The requirements for MSMEs to create an e-catalogue include having a business identification number and a x number. MSMEs meeting these requirements can practice during the training. This training was conducted more intensively in collaboration with the sub-district governments in Gresik Regency. The training covers the steps to register, upload products or services, manage inventory, and interact through the platform, enabling participants to understand important features and explore potential benefits.

**iv. Ongoing Support:**

After the training, continuous mentoring or technical support is provided to MSMEs. This service helps MSMEs overcome any barriers or difficulties that may arise when using the e-catalog. It ensures that they feel comfortable and confident in utilising the platform.

**v. Networking and Collaboration:**

Building networks and collaborating with MSME associations and other relevant institutions can help expand the reach of socialisation efforts. MSMEs can be encouraged to disseminate information about the e-catalogue to their members and participate in related events.

**vi. Collaboration with Bank Jatim:**

In the use of the e-catalogue, all government payments are made through Bank Jatim accounts. Collaboration between the local government and Bank Jatim ensures that the e-catalogue payment system can be ll integrated. This allows MSMEs to receive direct payments through the e-catalogue platform, with the funds going into their accounts.

Through comprehensive and continuous socialisation, it is expected that MSMEs can recognise the potential of the e-catalogue and see the tangible benefits they can gain from using it.

### 4.1.5 Evaluation and control

There are several steps that need to be taken to measure performance and make sure that the e-catalog works as it should for the Department of Cooperatives, Micro Enterprises, Industry, and Trade of Gresik Regency to evaluate and control the strategy they put in place for the e-catalog to work well in Gresik Regency.

## 5.0 DISCUSSION/ANALYSIS

In March 2011, the Public Procurement Policy Agency officially granted permission to the Electronic Procurement Service Unit of Gresik Regency as the organizer of the Electronic Procurement System. The establishment of Electronic Procurement Service Gresik Regency was based on Presidential Regulation Number 54 of 2010 Article 111 regarding government procurement of goods/services. The operational rules are governed by the Head of National Public

Procurement Agency Regulation Number 2 of 2010 on Electronic Procurement Services and Gresik Regency Regulation Number 12 of 2013 on the Electronic Procurement Service Unit of Gresik Regency Government.

The latest data in May 2023 shows that Gresik Regency ranks third in terms of the highest number of transactions in East Java Province for the utilization of procurement of goods and services through the local e-catalog. The total recorded transactions amount to IDR 95,111,503,682. Banyuwangi Regency ranks second with a total transaction of IDR 127,961,255,526. Meanwhile, the first rank is held by Surabaya City with a total transaction of IDR 365,551,402,119.

This indicates that Gresik Regency has been active in utilizing the e-catalog system to meet the needs of government procurement of goods and services and shows significant development in supporting the growth of micro-enterprises. This achievement is inseparable from the role of the local government of Gresik Regency, including the Department of Cooperatives, Micro Enterprises, Industry and Trade of Gresik Regency. However, evaluation and monitoring are still needed in the implementation of the e-catalog to address existing issues.

Further assistance is needed for the implementation of the e-catalog in Gresik Regency. Socialization and assistance related to the implementation of the e-catalog in Gresik Regency can utilize social media. Through social media, content or educational materials can be created to attract a wider audience to use the e-catalog and facilitate access to the website or the development of e-catalog features and functionality. Training for e-catalog facilitators should also be improved to provide optimal support in the future implementation of the e-catalog.

Based on the results of evaluation and monitoring, the Department of Cooperatives, Micro Enterprises, Industry, and Trade of Gresik Regency, with relevant stakeholders, needs to identify areas that need improvement or correction. This may include enhancing training and education for e-catalog users, improving system integration with relevant parties, enhancing communication with suppliers, or developing e-catalog features and functionality.

## 6.0 CONCLUSION

In the analysis of the strategies implemented by the Cooperative, Micro, Small and Medium Enterprises (MSMEs), Industry, and Trade Office of Gresik Regency using strategic management by Wheelen and Hunger (2003), it was found that the organization has a clear organizational structure, an organizational culture that promotes religious values and honesty, and adequate human resources. The researcher experienced this firsthand during an internship program at the Cooperative, Micro, Small and Medium Enterprises (MSMEs), Industry, and Trade Office of Gresik Regency. On the other hand, in facing the external environment, there are several opportunities, including increased internet access, a high number of MSMEs, and government support. However, MSMEs also face challenges such as lack of interest or motivation, limited access and digital literacy, and complex policy requirements.

To overcome these challenges and take advantage of the opportunities, the Cooperative, Micro, Small and Medium Enterprises (MSMEs), Industry, and Trade Office of Gresik Regency implemented a strategy based on Strategic Plan of 2021-2026. The strategy includes socialization to MSMEs regarding the e-catalog, intensive training on the use of the e-catalog in collaboration with district and village governments, ongoing mentoring, building networks and collaborations with MSME associations and relevant institutions, as well as collaboration with the Bank East Java for payment integration. The strategy aims to help MSMEs understand the benefits of the e-catalog, improve their market access and sales, and enhance their digital capabilities. Based on the discussions above, it can be concluded that the strategies implemented by the Cooperative, Micro, Small and Medium Enterprises (MSMEs), Industry, and Trade Office of Gresik Regency have had a positive impact on government procurement and the development of MSMEs in Gresik Regency. Gresik Regency ranks third in terms of the highest number of transactions through the local e-catalog in East Java Province, indicating active utilization of the system.

In order to improve the effectiveness of e-catalog implementation, it is important to continuously strengthen the synergy between the central and regional governments. Evaluation and monitoring are necessary to address the remaining issues. These steps can be taken by preparing the internal environment, such as providing more intensive training for e-catalog mentors to provide optimal support in implementing the e-catalog to the public. Further socialization and mentoring should be conducted to increase user understanding and interest in the e-catalog. Utilizing social media as a means to convey information and education to the public can be beneficial. Ongoing mentoring support should also be provided to MSMEs after they adopt the e-catalog, including technical support and guidance in overcoming challenges that may arise in using the e-catalog.

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# PERCEPTION OF UNIVERSITY ATHLETES TOWARD FUTURE ENTREPRENEURS CAREER OPPORTUNITIES

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**ABSTRACT**

**Purpose of the study**: The purpose of this study is to investigate the perceptions of university athletes regarding the career opportunities of future entrepreneurs.

**Methodolog***y:* This study uses purposive sampling. The target group of respondents for this study was determined and focused on UiTM Shah Alam student-athletes. The instrument used in this study is a questionnaire. There are 87 student-athletes participated in this study.

**Main Findings**: The results show that the highest mean score is Subject Norms (SN) with 3.76 (SD=0.96) and the lowest is Perceived Entrepreneurial Behaviour control (PBC) with 3.28 (SD=0.92). The study also examined the difference in the perception of career opportunities for future entrepreneurs between genders and found no significant difference, which is p=0.35 (p<0.05). This result indicates that the perception of career opportunities for future entrepreneurs does not differ between the two genders.

***Keywords****: Entrepreneurs, University athletes, Career Opportunities*

## 1.0 INTRODUCTION

Most universities strive to produce students who are successful in the academic world and who have the skills, talent and potential to make a significant contribution to the growth of a country. However, because undergraduate sports are so competitive, university athletes have few opportunities to develop into the role models they should be as citizens (Alder, 1985). Considering that entrepreneurship helps to overcome economic crises, promote the growth of a strong economy, and create new job opportunities, it is an interesting profession.

Academics and researchers from other fields are increasingly interested in the field of entrepreneurship, which is becoming a source of discovery and exploration of perspectives. This field is seen as a new and rapidly developing area of business and management that involves creative social action in a sporting environment to create new markets and social inclusion (Cardella, 2021). According to Stier (1993), sports organisations should have the necessary entrepreneurial knowledge and skills to tackle the problems, especially in the sports market. According to Peredo and Chrisman (2006), an entrepreneurial perspective in sports could serve as an initial spark to reduce the existing economic decline and find new opportunities that are of great importance in the process of value creation. Legg and Gough (2012) have highlighted the importance of an entrepreneurial strategy to transform sports organisations into professional, highly competitive businesses, especially in a hostile sports environment.

Therefore, one of the UiTM courses, entrepreneurship, has been integrated into the curriculum and is offered in every programme at this university. In addition, since 2014, UiTM also offers a Bachelor of Business Administration (Hons) in Entrepreneurship, a Master of Business Administration (MBA) with electives in Entrepreneurship, a Doctor of Business Administration (DBA) with Entrepreneurship concentration and a Master of Applied Entrepreneurship (Rahim et al., 2015). All students in the Science and Technology Cluster are required to take a Technology Partnership course as part of their degree requirements, while students in the Business and Management Cluster are required to take Principles of Entrepreneurship. The Faculty of Sport Science and Recreation (FSR) requires Diploma and Bachelor Degree students to take entrepreneurship courses as a requirement for the Sport Management and Sport Science degree.

The majority of university students struggle with constant life transitions. Being a student means dealing with a multitude of transitions. The physical and time demands of competing as a student-athlete present significant hurdles compared to students who are not athletes (Harrison & Lawrence, 2006). For most students, graduation marks the end of their formal athletic careers. Recently, the problems faced by student-athletes after the completion of their careers have been overlooked. Most support systems for athletes overlook what happens to them when they are forced to change careers. In addition, athletic careers have primarily dealt with injuries as one of the causes of retirement from sports. These are the problems encountered by athletes who have the potential to change careers. Gradually, the issue of career change in sports is gaining more and more recognition. According to sports administrators, coaches and sports psychologists, retired players need educational and vocational training (Harrison & Lawrence, 2006).

Sport is a form of physical and mental activity that enhances consumers' emotional responses and behaviours (Ratten, 2015). These emotions are often linked to changes in the sporting environment, making entrepreneurship a critical component in increasing the economic success of players. Due to their entrepreneurial ability to increase ticket sales and facilitate sponsorship deals, sports stars have become valuable assets in the global marketplace (Summers & Johnson, 2008).

Student or student-athletes have known about entrepreneurship since their freshman year of university. UiTM has made significant efforts to provide its faculty with relevant information on entrepreneurship. This is in addition to the teaching and learning of entrepreneurship. UiTM offers a comprehensive entrepreneurship programme that covers everything from the basics to advanced entrepreneurship topics, from classroom subjects to practical topics. In addition to traditional face-to-face classes, subjects are also taught using blended learning strategies that include online classes. With all these measures, UiTM has played its part in meeting the demands of policymakers and helping the country achieve its goal of becoming an entrepreneurial nation (Rahim et al., 2015). Therefore, the purpose of this study is to determine the perceptions of university athletes regarding career opportunities for future entrepreneurs. The objectives of this study are i) to investigate university athletes' perceptions of career opportunities for future entrepreneurs. ii) to investigate the difference in perceptions of career opportunities for future entrepreneurs between genders.

## 2.0 LITERATURE REVIEW

The sports companies in an industry are geared towards both economic and social activities. Many sports companies need to innovate in both the economic and social fields in order to achieve their goals. Anyone setting up a sports company is faced with the associated financial risk of raising enough money. Sports organisations often use both paid and unpaid workers to raise resources. The difficulty for sports businesses is to find commercial solutions to the problems associated with sports. In numerous situations, sports businesses need to be sustainable by emphasising their triple bottom line, which consists of social, environmental and financial aspects (Ratten & Usmanij, 2020).

### 2.1 Entrepreneurship

The success of a business organisation is influenced by entrepreneurship, which is an integral part of business life. The people who actively manage the business are most responsible for the realisation of their vision. However, as people come from different backgrounds and with different levels of education, the issue of entrepreneurial skills will inevitably arise and become part of the entrepreneurial process (Diandra & Azmy 2020). It is indeed important to understand what entrepreneurship is.

Croci agreed in 2016 that entrepreneurship is a discipline and unique in that it is a discipline in its own right. According to his definition of entrepreneurship, it is a distinct discipline that is both transdisciplinary and self-sufficient (Diandra & Azmy 2020). According to Barot (2015), every person who creates a new business organisation does so by adopting a new paradigm of entrepreneurship. Entrepreneurship is also a key to success. However, entrepreneurship is a disciplined, independent activity that helps people transform their old behaviours into new ones. According to Chang and Wyszomirski (2015), arts entrepreneurship is a relatively new field of research, and the focus is on exploring the management process of entrepreneurship such as creativity and autonomy, adaptability, and the creation of artistic as well as economic and social value.

### 2.2 Career Transition

Many top athletes have leapt into the commercial sector through entrepreneurship and franchising. While there are no official statistics on how many athletes have taken this route, there is growing evidence in business journals that athletes and businesses are doing well together. According to the New Zealand Rugby Players Association (NZPRA), professional rugby players operate in a slightly upmarket sporting environment where they learn a variety of skills, attributes and values that are sometimes undervalued by players but highly regarded in other areas of employment and business. In addition, these players have access to a wider network of retired players who can and will help them with experience, contacts, jobs and business (Kenny, 2014).

During the transition phase, retirement from an athlete's career and the talents developed through sport complement each other in a transferable athlete. Before defining transferable talent, one must acknowledge the inevitable transition that every athlete goes through at some point during their career and recognise retirement from athletic careers as a pivotal life event (Hale, 1995). The truth is that almost all athletes prepare adequately for this life-changing event, and many suffer as they adjust to retirement. To avoid the myth that university and professional athletes “die twice" when faced with this type of life-changing event, the athlete must prepare and utilise the transferable talents acquired during their competitive amateur or professional sports career (Woods, 2017).

### 2.3 `Entrepreneurs between Female and Male

Gender provides a way to understand the importance of socio-cultural elements in entrepreneurial initiatives and entrepreneurship needs to be contextualised (Welter et al., 2016). Wilson et al. (2007) found that women have less confidence or desire to engage in high-risk business initiatives, which affects their plans to start a business. Women have also been stereotyped as being more focused on social enterprise than self-benefit (Humbert & Brindley, 2015). Entrepreneurship theory and institutions can be gendered in ways that significantly disadvantage women. This shows that existing theories of entrepreneurship are biased against women as they assume that men make up the majority of entrepreneurs (Ratten & Miragaia, 2019).

### 2.4 Athlete As Entrepreneur

Sport is a global language because it is not limited by geography, time or culture. The potential of sports to bring together people who share a common interest by engaging in entrepreneurial behaviour is part of its appeal to individuals, businesses and governments (Ratten & Usmanij, 2020). As a result, sport is now used as a business tool to promote peace, end wars and develop a better global community. Furthermore, according to Carlson and Donnovan (2013), the increasing use of internet-enabled communication devices such as Twitter, Facebook and Instagram has enabled the sport to reach a global audience. As sports teams become more global, more athletes are moving to other countries. Athletes are playing a growing role in the development of connected business activities as the investment capital supporting global sports teams and events increases. Through their entrepreneurial actions and extending their universal reach through sponsorship deals, many athletes are involved in the success of their team or sports-related business (Ratten, 2015).

### 2.5 Physical Activity and Sport

Physical activity can be intentional and classified according to purpose, or it can occur spontaneously during leisure, work or transportation. The main goals of physical activity are health and physical performance. The main goal of physical training is to increase a person's maximum physical performance. A person is considered to be physically inactive if their energy expenditure is roughly equivalent to that of resting. People who do not engage in the recommended amount of physical activity are classified as physically inactive and are sometimes referred to as "sedentary”. Exercise can be categorised by weight, age, gender, the intensity of the demand and other factors. Sport can also be spontaneous and described as a subset of activities that one engages in personally or as a member of a group with a specific goal (Khan et al., 2012).

### 2.6 Attitude towards Entrepreneurial Behaviour

The extent to which a person has a favourable or unfavourable judgement or evaluation of the action in question is referred to as attitude toward the behaviour (Ajzen, 1991). A person's attitude towards self-employment has been described in the context of entrepreneurship as "the contrast between views on personal satisfaction with self-employment and employment in a business" (Souitaris et al., 2007). According to Lián and Chen (2009), a person's attitude towards starting a business reflects how positively or negatively they view entrepreneurship. Researchers have proposed a distinction between two aspects of attitude: instrumental/cognitive attitude, which refers to beliefs, thoughts or rational arguments, and affective/experiential attitude, which refers to feelings or emotions such as pleasure, satisfaction and drive evoked by the prospect of engaging in a particular behaviour.

### 2.7 Perceived Entrepreneurial Behaviour Control (PBC)

Ajzen (1991) defined the PBC concept as "a "person's perception of the ease or difficulty of performing the desired behaviour" when he introduced it as another antecedent factor that can predict intention. PBC was originally conceptualised by Ajzen (1991) as a unidimensional construct that is almost identical to Bandura's (1991) social learning construct, self-efficacy, which is a person's perception that he or she is able to perform courses of action necessary to cope with future situations. Because PBC and self-efficacy are essentially similar constructs, several researchers have replaced PBC with self-efficacy in their studies. However, other researchers such as Armitage and Conner (2001) have observed and demonstrated that PBC, as defined by Ajzen (1991), consists of two components: self-efficacy and perceived controllability. Self-efficacy includes internal control factors such as knowledge and skills and reflects the perception of the ease or difficulty of performing a particular behaviour as well as confidence in one's ability to perform the behaviour. Perceived controllability, on the other hand, includes external control factors such as resources, opportunities and potential obstacles and reflects the person's belief that the execution of the behaviour is entirely within their control. Consequently, the current consensus is that PBC is divided into two components: perceived self-efficacy and perceived controllability, with perceived self-efficacy measured by perceived difficulty and perceived confidence.

### 2.8 Subject Norm

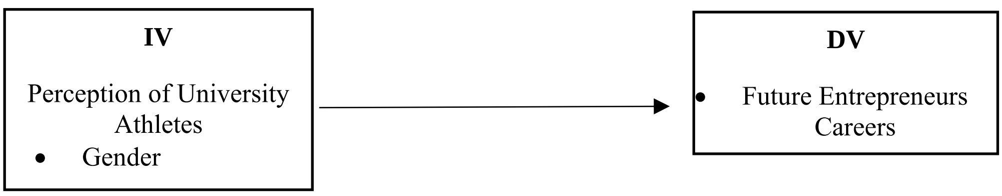
Subjective norms are the opinions of individuals who have influenced each other. According to Wedayanti and Giantari (2016), subjective norms are views that individuals perceive as important and that cause the individual to perform or not to perform certain behaviours, as well as a motivation associated with the willingness to do or not to do something that has been deemed important. Subjective social norms are a person's beliefs about how and what they think about important people, and they are motivated to follow these thoughts. A subjective norm differs from the inner element or human conscience.

### 2.9 University Students' Entrepreneurial Intention

Entrepreneurial intention is important for subsequent entrepreneurial behaviour (Carsrud & Brännback, 2011). Therefore, it is crucial to understand the emergence of entrepreneurial intention. The construct of intentions appears to be fundamental to human decision-making. Thus, entrepreneurship is a deliberate process and planned behaviour (Krueger et al., 2000). That is, starting a new business requires and involves planning as one of the first steps in the process. Many studies have found that intention is the best predictor of voluntary behaviours. Specifically, entrepreneurial intention is considered a proximal and immediate predictor of entrepreneurial behaviour (Krueger et al., 2000). Consequently, understanding entrepreneurial cognition is crucial for understanding and promoting entrepreneurship. However, according to Fayolle & Lián (2014), entrepreneurial intention is dead, necessitating a radical rethinking of its study. He was among those who took the initiative to identify potential research directions and new perspectives on entrepreneurial intent and bring it back to life. They suggest that integrating models of entrepreneurial intention with other theories and methodological improvements such as mediation effects can contribute to a better understanding of entrepreneurial decision-making processes (Al-Jubari et al., 2019).

## 3.0 RESEARCH METHODOLOGY

A descriptive research design and a quantitative survey method were used in this study. The questionnaire was created in Google form and distributed to UiTM athletes via online platforms. A purposive sample was used in this study with a sample size of 87 respondents. In this study, the questionnaire was used as a research instrument. It consists of two sections. Section A is the demographic profile. Section B deals with the entrepreneurial intention of the students (Rharzouz et al., 2021). Descriptive statistics and T-test for independent samples were used to determine the differences in perceptions of career opportunities for future entrepreneurs between genders.




**Conceptual Framework**

## 4.0 FINDINGS

Table 1 shows the result of Research Objective 1 (RO 1), which is to investigate the perception of university athletes on the career opportunities of future entrepreneurs. The highest mean score is SN with 3.76 (SD=0.96). This score indicates that most UiTM athletes *agree* that a person's beliefs about how and what to think about important people motivate them to follow that thought. The lowest score is PBC with 3.28 (SD=0.92).

Table 1: The perception of University athletes towards future entrepreneurs career opportunities

| Factors | Mean | Std Deviation |
|---|---|---|
| Physical Activity and Sport (PAS) | 3.67 | .94 |
| Attitude toward Entrepreneurial Behaviour (AEB) | 3.72 | .92 |
| Perceived Entrepreneurial Behaviour control (PBC) | 3.28 | .92 |
| Subject Norms (SN) | 3.76 | .96 |
| Entrepreneurial Intentions (EI) | 3.48 | 1.06 |

** p<0.05 (2 tailed)

Table 2: Perceptions between gender toward future entrepreneurs career opportunities

| | Group | p value | T |
|---|---|---|---|
| Perception toward future entrepreneurs | Male | .350 | 2.014 |
| Career opportunities | Female | | 2.080 |

** p<0.05 (2 tailed)

Table 2 shows the result of research objective 2 (RO 2), which is to determine the perceptions between genders regarding the career opportunities of future entrepreneurs. The independent t-test analysis was used to compare the perceptions of males and females on future entrepreneurs. The result shows that there is no significant difference in the perception of career opportunities for future entrepreneurs between the genders, which corresponds to a p-value of 0.35, p> 0.05

## 5.0 DISCUSSION

The research results show that the Subject Norm (SN) has the highest score which is 3.76 (SD=0.96). This shows that a beginner in a new industry needs support and advice from someone close to them. There is a correlation between the aspiration to become an entrepreneur and subjective norms. This is the concept that one should follow the instructions or suggestions of those around them in order to engage in entrepreneurial activities (Cruz, 2015). Perceived Entrepreneurial Behaviour Control (PBC) has the lowest mean score of 3.28 (SD=0.92). Athletes do not trust themselves to start a new business because the chances are low and they will face a lot of competition in the future. This shows that only a few athletes face this difficulty when it comes to starting a business. In terms of gender, there is no significant difference between males and females involved in entrepreneurial activity and consider their profession as an expression of their desire for sport (Ratten & Miragaia, 2019).

## 6.0 CONCLUSION

Nowadays in our country, there are many cases of former athletes who are beginning to lose their sporting careers. Especially young athletes who have suffered serious injuries or happened to be jostling for a place in this industry. They lose their source of income completely because they can no longer play sports. Therefore, student-athletes should take entrepreneurship courses seriously as they provide them with useful knowledge and prepare them for their future careers.

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# PERCEPTIONS OF FACULTY OF SPORTS SCIENCE AND RECREATION (FSR) UiTM PERLIS STUDENTS ON OPEN AND DISTANCE LEARNING DURING COVID-19 PANDEMIC

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**ABSTRACT**

**Purpose of the study**: The COVID-19 pandemic has changed education worldwide. Most educational institutions have postponed face-to-face learning for fear of further spread of disease. This study therefore examines how university students perceive open and distance learning during the COVID-19 pandemic

**Methodology**: This is a descriptive research design using a quantitative method. Data was collected from FSR UiTM Perlis students. A total of 285 FSR UiTM Perlis students (149 males and 136 females) participated in this study. The study used online questionnaires to assess students' perceptions towards open and distance learning during their studies.

**Main findings**: The results of this study show that there is a positive and moderate correlation with an r-value of 0.34 between FSR UiTM Perlis students' perceptions towards open and distance learning. The result also shows that there is a significant difference between open and distance education between males and females among FSR UiTM Perlis students, $p= 0.02$ ($p < 0.05$). This result indicates that there is a difference in the perception of both genders in the use of open and distance learning during their studies.

**Novelty of the study**: it can be concluded that most students are only partially prepared for ODL and need more time to adapt to the new changes that require empathy, creativity and great effort.

***Keywords**: Perceptions, Open and Distance Learning, Covid 19 Pandemic*

## 1.0 INTRODUCTION

The World Health Organization (WHO) declared the coronavirus a worldwide pandemic in March 2020 due to its rapid global spread (Bozkurt & Sharma, 2020). Due to the apparent global COVID-19 coronavirus pandemic, the world is experiencing its most crucial period in history (Dubey et al., 2020). The COVID-19 pandemic has affected people from different walks of life, including higher education. Since the World Health Organization declared COVID-19 a pandemic in March 2020, lockdowns, social isolation, working from home and online teaching have become the norm. Distance learning has largely replaced traditional face-to-face teaching. Higher Education Institutions (HEIs), including public universities, rely primarily on a distance learning model to sustain their programs. HEIs have made significant investments in IT infrastructure, trained staff and students, and moved their various activities, including teaching and assessment, online. Due to the ongoing COVID-19 pandemic, all face-to-face events have been halted using social distancing techniques (Ferrel & Ryan, 2020). Universities have a large number of students; they prioritize online distance learning so that the virus does not spread among students while in-person classes are taking place (Liguori & Winkler, 2020). Open and distance learning (ODL) is undoubtedly a positive contribution to the continuation of teaching and educational activities during this epidemic (Kim et al., 2020). The sudden closure of educational institutions as a result of the emergence of COVID-19 prompted authorities to develop alternatives to traditional learning methods in times of crisis to ensure that students do not lose access to education and the disease does not spread. When the COVID-19 virus first emerged, traditional educational processes were abandoned in favor of open and distance learning (ODL), as social gatherings in educational institutions were thought to be a breeding ground for the virus. Open and distance learning (ODL) is the best solution to prevent the spread of infection. Most students today want to study online and graduate from universities and colleges around the world, but this is only possible if they have access to reliable communication services. At the same time, students and teachers have to deal with various challenges when it comes to the implementation of online teaching (Kim, et. al 2020). Since ODL is new in our education system and we do not have experience with the process yet, both students and teachers may encounter difficulties during online sessions (Gopal et al., 2021). In order to maintain the continuity of education during the COVID-19 epidemic, Universiti Teknologi MARA (UiTM) has adopted the method of open and distance learning (ODL). This change brings many difficulties in teaching and learning. UiTM also uses u-Future and Microsoft Teams as platforms (a platform developed by the college). Students at UiTM need to learn, study and complete lectures while not physically present in the classroom.

Therefore, the aim of this study is to determine how students perceive open learning and distance learning during the Covid-19 pandemic. The objectives of this study are: i) To identify the FSR UiTM Perlis students' perceptions of open and distance learning during the Covid-19 pandemic. ii) To determine FSR UiTM Perlis students' perceptions of open and distance learning during the COVID-19 pandemic by gender. iii) To determine the relationship between FSR UiTM Perlis' perceptions and open and distance learning during the COVID-19 pandemic.

## 2.0 LITERATURE REVIEW

### 2.1 Covid-19 Pandemic

Coronavirus disease 2019 (COVID-19) is a highly infectious communicable disease caused by a new coronavirus, severe acute respiratory syndrome coronavirus-2 (SARS-CoV-2). This viral infection is believed to have originated through zoonotic transmission from a seafood market in Wuhan, China. (Zhu & Zhang, 2020) The most recent threat to global health is the ongoing outbreak of the respiratory disease COVID-19, which was detected in December 2019 (Fauci et al., 2020). The COVID-19 pandemic has been widely reported in the worldwide media, with many publications employing click-bait strategies to boost revenue, using phrases such as 'killer virus", 'deadly virus", 'alarming spread' or 'very contagious disease' to increase revenue (Sidor & Rzymski, 2020). COVID-19 is likely to cause as much or more human suffering than other infectious diseases in the world when compared to other diseases and their respective burdens (Chakraborty & Maity, 2020). The infectious virus belongs to a family of viruses; it is highly contagious and can spread through nasal and body secretions between people indirectly, directly or in close contact and is released when an infected person speaks, poisons themselves or sneezes. The time between infection and the onset of symptoms is usually between two and 14 days, with the average being five days (Lone & Ahmad, 2020). On January 30, 2020, the Director-General of the World Health Organization (WHO) declared the COVID-19 emergency a global public safety concern and issued a series of recommendations (Kriaucioniene et al., 2020). As of June 12, 2020, nearly 8 million confirmed cases of COVID-19 have been reported worldwide, including approximately 426,000 deaths (Górnicka et al., 2020). The outbreak has led to lockdowns, rapid changes in lifestyles and economic and social consequences in several parts of the world. Currently, there is no medicine or vaccine against COVID-19; therefore, precautionary measures are being taken worldwide to prevent the spread of the virus, including social distancing travel, isolation and quarantine, community containment, national lockdowns and travel restrictions (Lone & Ahmad, 2020).

### 2.2 Covid 19 Outbreak in Malaysia

The threat of COVID-19 became more apparent in Malaysia when Singapore and its neighbouring countries reported their first imported case of COVID-19 from Wuhan, China on 23 January 2020 and eight close contacts were identified in Johor, Malaysia as a result of this first case (Shah et al., 2020). The first case of COVID-19 was detected in Malaysia on January 25, 2020, and traced to three Chinese nationals who had previously had close contact with an infected person in Singapore (Elengoe, 2020). The situation came to a head on March 11, 2020, after IHR Brunei informed IHR Malaysia that a positive case in Brunei was due to the presence of more than ten thousand participants from various countries, at least half of whom were attending a religious gathering held at the Seri Petaling Mosque in Selangor, Malaysia, from February 27 to March 1, 2020 (Shah et al., 2020). On March 18, 2020, a national "Movement Control Order" (MCO) was declared to control the virus outbreak, and quarantines and social distancing were put in place to limit the spread of the virus and reduce interactions with COVID-19 individuals (Sundarasen et al., 2020). During the MCO, all universities, schools, religious sites and non-essential areas are closed; travel between states is only allowed for valid reasons, and only the head of the family is allowed to shop for food within a 10 km radius. In addition, the police and army are working together to coordinate and monitor the movements of the population. Another measure taken by the Ministry of Health to reduce the impact of COVID-19 was the establishment of a special fund to collect money for patients, especially those who are economically affected by the quarantine (COVID-19 Fund) (Shah et al., 2020).

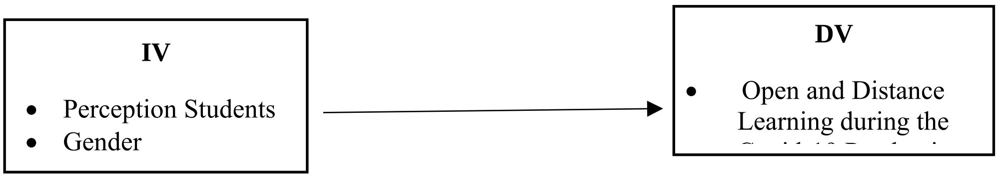
### 2.3 Open and Distance Learning During Covid 19

A formal learning system that uses electronic resources is called open and distance learning (ODL). While education can take place in (or outside) the classroom, computer technology and the Internet are important components of ODL (Aboagye et al., 2020). When the COVID-19 virus first emerged, traditional educational techniques were abandoned in favour of ODL, as social gatherings in educational institutions were thought to be a breeding ground for the virus. Despite the problems and the data suggesting that students benefit less from this type of education, ODL is the best option available to prevent the spread of disease (Lizcano et al., 2020).

Open and distance learning plays an important role in today's educational landscape as it is transforming the entire education system and becoming one of the most popular academic topics (Samir et al., 2014). It is defined as the use of various ICT and electronic devices in the classroom (Gaebel et al., 2014). Most students nowadays desire to study online and graduate from universities and colleges around the world, but many are unable to do so because they live in rural areas with limited internet access. There are a few factors in favour of open and distance learning. One of the most important factors is social presence. Social presence refers to the ability of students to present themselves socially and emotionally as "real people" in an online distance learning community (Garrison, 2000). The goal of social presence is to promote and strengthen communication and group success, both of which are linked to cognitive presence. The goal of social presence is to encourage and reinforce communication and group success, both of which are linked to cognitive presence If social presence is minimal, learning interaction will also be low (Salmon et al., 2017). The other factor is social interaction. In face-to-face learning or even online learning, interaction is key. Classrooms become vibrant places when social interaction becomes a feature of the classroom dynamic (Jung, 2018). In addition, social interaction increases engagement in learning, which has been shown to have a positive impact on learning and performance. Many users of ODL platforms believe that online learning helps ODL to be easily managed and that learners have easy access to teachers and classroom resources (Mukhtar et al., 2020). It has also helped to reduce the time, money and effort required for traditional learning. ODL has significantly reduced the administrative burden of, for example, preparing and recording lectures, taking attendance and withdrawing from classes. Teachers and students agree that online learning strategies encourage students to complete courses from anywhere and under difficult circumstances that prevent them from attending universities and schools. The student becomes a self-directed learner who can learn simultaneously and asynchronously at any time.

## 3.0 METHODOLOGY

This study used a descriptive research design and a quantitative survey method. The questionnaire survey is created in Google form and distributed through online platforms to FSR UiTM Perlis students. This study used simple random sampling with a sample size of 285 respondents. In this study, the questionnaire was used as the research instrument. Its consists of three sections. Section A is the demographic profile. Section B is perceptions of public university students towards online classes during covid-19 pandemic developed by Sarkar et al. (2021) and Section C is about challenges towards open and distance learning during COVID-19 by Wan Abdul Aziz, et al. (2020). Descriptive statistics, independent sample T-test and Pearson Correlation were used to obtain the relationship and difference between student perceptions on open and distance learning during the Covid-19 pandemic




**Conceptual Framework**

## 4.0 FINDINGS

Table 1 shows the result of research objective 1 (RO 1), which is to identify the perceptions of FSR UiTM Perlis students regarding open and distance learning during the COVID-19 pandemic. The highest mean score of 4.20 (SD=0.931) is: "I have more flexibility in online classes than in traditional classes". This score shows that most FSR UiTM students *agree* that they prefer online classes to face-to-face teaching. The lowest score is "I will recommend my friends to participate in online classes' with a mean value of 2.99 (SD=1.144).

Table 1: Descriptive statistics of perceptions of university students

| Items | Mean | Std. Deviation |
|---|---|---|
| I do not face any trouble in accessing online classes. | 3.16 | 1.176 |
| I had no problems communicating with my lecturer when I have questions or concerns during an online class. | 3.80 | 0.810 |
| I never had any difficulties communicating with my classmates during online classes | 3.84 | 0.845 |

| | | |
|---|---|---|
| I feel that I am challenged in an online class environment as I am usually challenged in a traditional classroom (face-to-face) | 3.00 | 1.017 |
| I think I learn just as much in an online class as I would sit in a traditional class | 3.28 | 0.971 |
| The contents of the lecture are clearly understood in the online classes. | 3.55 | 0.909 |
| I can take class notes in online classes like I used to take in traditional classes. | 3.87 | 0.788 |
| Online assignments helped me understand the course contents. | 3.19 | 1.010 |
| I have more flexibility in online classes than in traditional classes. | 4.20 | 0.931 |
| The opportunity of participating in online classes is beneficial in this pandemic. | 3.89 | 0.674 |
| I will participate in all the online classes. | 3.87 | 0.746 |
| I will recommend my friends to participate in online classes | 2.99 | 1.144 |

Table 2: Perceptions between gender of FSR UiTM Perlis students on open and distance learning during Covid-19 pandemic

| | Group | p value | T |
|---|---|---|---|
| Perception on open and | Male | | 2.38 |
| distance learning | Female | 0.02 | 2.34 |

** p<0.05 (2 tailed)

Table 2 shows the result of research objective 2 (RO 2), which is to determine the perceptions between the genders of FSR UiTM Perlis students regarding open and distance learning during the Covid-19 pandemic. Independent t-test analysis was used to compare the perceptions of males and females towards open and distance learning during the COVID-19 pandemic. The result shows that there is a significant difference between genders regarding open and distance learning. The p-value is 0.02, $p < 0.05$.

Table 3 The relationship between perceptions of FSR UiTM Perlis and open and distance learning (ODL)

| **Perceptions** | | | **ODL** |
|---|---|---|---|
| Pearson Correlation | | 1 | .342** |
| **Perceptions** | Sig, (2-tailed) | | .000 |
| N | | 285 | 285 |
| Pearson Correlation | | .342** | 1 |
| **ODL** | Sig, (2-tailed) | .000 | |

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

Table 3 shows the result of research objective 3 (RO 3), which is to identify the relationship between perceptions of FSR UiTM Perlis and open and distance learning during the COVID-19 pandemic. The result shows that there is a significant and positive relationship between the perceptions of FSR UiTM Perlis students and open and distance learning. It is a moderate correlation with an r-value of 0.34.

## 5.0 DISCUSSION

The research results show that the item "I have more flexibility in online classes than in traditional classes' teaching" has the highest mean score, which is 4.20 (SD=0.931). The reason for choosing online learning is primarily the flexibility it offers. The added flexibility in resource utilisation (including time, space, and schedules) and easy access to online teaching materials can even help them prepare for class (Hussein et al., 2020). On the other hand, the mean score for "I will recommend my friends to participate in online classes" is the lowest at 2.99 (SD=1.144). This is partly due to the fact that when studying alone, students are easily distracted at home and can only concentrate to a very limited extent (Amir et al., 2020). There was also a sense of loneliness in online learning due to the limited interactions between teachers and learners and between learners and learners (Aguilera-Hermida, 2020). There was a significant difference between genders, and the female group was slightly higher than the male group. Female students have a more positive attitude towards online learning than male students. This finding is supported by previous research findings that female students consistently showed higher levels of activity in their online classes than male students, completed more assignments, appeared to be better at self-regulation and performed better (McSporran & Young, 2011). While the relationship between perceptions of FSR UiTM Perlis and open distance learning influences overall performance, the question remains as to how universities and lecturers can ensure that students adapt and enjoy their learning experiences. Some learning experiences (online interaction and communication) may only be more suitable for some students; therefore, particularly in online learning contexts, appropriate experiences must be developed and selected for students to enhance their learning.

## 6.0 CONCLUSION

To summarise, ODL is the essential form of communication for further education during the COVID-19 pandemic, which has an impact on the environment and climate. The COVID-19 pandemic has affected people from different walks of life, including higher education. This study has shown that universities and teachers should make more efforts to promote online learning, as it's more flexible and can be connected in any case. This study provides students and teachers with more information about the effectiveness of using ODL and meets the changing needs of individuals both at university and in the workplace in the future.

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# GROWING THE SPIRIT OF GEN Z ENTREPRENEURIAL STUDENTS IN 5.0 SOCIETY ERA

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**ABSTRACT**

**Purpose of the study:** As a result of the campus-based activities available in entrepreneurship courses, the development of entrepreneurial skills is considered essential for Generation Z. Therefore, the ability to think creatively and entrepreneurially is an essential soft talent for members of Generation Z.

**Methodology:** This quantitative research looks specifically at third-, fifth-, and seventh-semester SSU entrepreneurship students. The purpose of this research is to determine whether or whether young people have the intestinal fortitude to take the first steps toward becoming entrepreneurs, and the resilience to persevere in the face of inevitable failure.

**Main Findings:** Nevertheless, it is crucial to remember that not all persons belonging to Generation Z possess goals of becoming entrepreneurs. Many new business owners struggle with insecurity, financial constraints, and a lack of a concrete plan. It is essential for business to pursue maslahah (Islamic ethics, character traits, and values) together with profit maximization. The goal of this maslahah is to ensure that business owners and consumers alike benefit from entrepreneurship. The significance of Islamic values, principles, and ethics in business is in striking a balance between one's ties with Allah (hablumminallah) and one's relationships with one's fellow humans (hablumminannas).

**Novelty of the study:** With the goal of encouraging an entrepreneurial spirit among members of Generation Z in the context of Society 5.0, this research endeavors to provide useful insights and novel solutions.

***Keywords:*** *Entrepeneur, Gen Z, Innovative, Creativity, Stundentpreneurship*

## 1.0 INTRODUCTION

Entrepreneurship education refers to the systematic instruction and development of students' abilities to navigate an unpredictable and ambiguous future through the acquisition of skills related to business formation (Kirby, 2004). The provision of curricula and teaching materials that center on the examination of opportunity sources and the process of discovery is essential for entrepreneurship education (Timmons, 1989). Nevertheless, it is imperative for entrepreneurship education to offer comprehensive instruction in entrepreneurial skills and knowledge. Educators have extensively disseminated entrepreneurship resources, specifically targeting students in tertiary education. This aligns with the viewpoint expressed by Sardiman (2011). In the process of acquiring knowledge, it is imperative to engage in activities that promote active participation on the part of the student. The learning process is unlikely to occur effectively in the absence of action. The absence of activity precludes the acquisition of knowledge. Surabaya State University (UNESA) is a renowned institution of higher education that has implemented a curriculum aimed at cultivating entrepreneurial skills among its student body through dedicated coursework in entrepreneurship. Furthermore, UNESA offers a platform for students to engage in the practical application of entrepreneurship by fostering an environment conducive to running a firm and encouraging the utilization of their creative abilities. Therefore, it has the potential to foster an entrepreneurial mindset among pupils. This is supported by the implementation of government initiatives in the form of financial programs or capital assistance for students aspiring to become entrepreneurs, such as the Entrepreneurship Student Creativity Program (PKM-K) and the Student Entrepreneurship Program (PMW).

The Student Entrepreneurship Program (PMW) was introduced in 2009 by the government, specifically by the Directorate General of Higher Education and the Ministry of National Education, with the intention of implementing it in universities. The aforementioned program is accessible at all state institutions (PTN) as well as a number of private colleges (PTS) that have been designated by the higher education coordinator, each with varying budget amounts. The Student Entrepreneurship Program (PMW) has been implemented at Surabaya State University from 2009, under the authorization of Dr. Agus Hariyanto, M.Kes. The program's execution entails the active involvement of students from the commencement of the lecture, enabling them to initiate the business of their choice. This involvement includes the selection, supervision, and evaluation of students by accompanying lecturers. The primary objective of DIKTI is to facilitate the coordination and implementation of PMW initiatives with the purpose of fostering entrepreneurial skills among university graduates, thereby contributing to the advancement of the Indonesian economy. By engaging in entrepreneurial endeavors, individuals can establish their own businesses and thereby eliminate the need to seek employment opportunities, which are often scarce in quantity.

When individuals who have completed their college education align their employment with their area of expertise, they have the potential to serve as catalysts for progress and growth (Dikti, 2009),

Entrepreneurship presents itself as a viable choice for generating revenue while simultaneously fostering employment creation. Technology is a significant advancement that has the potential to revolutionize the entrepreneurial attitude. The utilization of social media platforms in entrepreneurship endeavors has the potential to mitigate the likelihood of failure and facilitate the broader dissemination of products at a reduced cost. To be a successful entrepreneur, students must be able to expand their network to communicate with others. According to Hermawan Kartajaya (2008). The pursuit of entrepreneurship is fueled by individuals' need for knowledge and information pertaining to this field, which they actively engage in by actively seeking experiential learning opportunities. According to Paulina (2012), it is argued that entrepreneurial desire is not solely inherent, but rather can be cultivated and fostered. The establishment, expansion, and maturation of entrepreneurship necessitate consistent formation.

Independence refers to a condition in which an individual have the capability to depend on their own skills and resources, without necessitating external assistance or support. According to Ali and Asrori (2011), various variables contribute to the development of independence, such as genetic or hereditary influences from parents, parenting styles, the educational environment inside schools, and the broader educational system within the community. Individuals who engage in entrepreneurial activities have a sense of pride due to their ability to attain independence in multiple aspects. This includes financial independence, as they have the autonomy to control their own capital. Additionally, they possess the freedom to manage and supervise their ventures without external interference, thereby acting as self-reliant managers. According to Ningsih and Nurrahmah (2016), The cultivation of self-reliance serves as a significant catalyst in fostering an individual's inclination towards entrepreneurial pursuits. According to Damayanti (2014), there exists a favorable correlation between independence and entrepreneurial motivation.

According to the Directorate General of Education, the implementation of the entrepreneurship program has the potential to empower the younger generation by fostering entrepreneurial autonomy, hence facilitating the attainment of sustainable development goals (SDGs). The economic ramifications of a particular phenomenon might result in enhanced productivity, the generation of novel employment opportunities, and the stimulation of several other sectors within the economy.

## 2.0 LITERATURE REVIEW

### 2.1 Student Character in Entrepreneurship Activities

According to the findings of Jackson and Rodkey (1994) as cited in Akmaliah and Hisyamuddin (2009), the attitude towards entrepreneurship plays a crucial role in forecasting an individual's potential for entrepreneurship in the future. Moreover, it has been suggested that interest factors provide a more precise prediction of entrepreneurial activity compared to other factors such as personality, demographics, characteristics, and situational factors (Krueger et al., 2000). According to the findings of Othman et al. (2012), their study demonstrated the significant efficacy of entrepreneurship education within the context of higher education in fostering students' preparedness for future entrepreneurial endeavors. According to Dewi (2013), an exceptional entrepreneur possesses a range of character traits including creativity, innovation, originality, risk-taking propensity, forward-thinking mindset, and accomplishment orientation. Additionally, they exhibit qualities such as resilience, tenacity, a lack of susceptibility to discouragement, high levels of motivation, strong discipline, and a steadfast approach to business management.

According to Indiarti's (2008) study, the process of business development is impacted by an entrepreneur's psychological capital, which serves as a fundamental component or basis for business development. This psychological capital encompasses various characteristics, including self-efficacy, optimism, hope, and resiliency. According to Mubarok (2013), an alternative viewpoint suggests that the entrepreneurial nature of individuals engaged in entrepreneurship can be assessed through various dimensions, such as self-awareness, drive, business acumen, network of partnerships, and access to assistance. The essential attributes associated with achieving success in business are characterized by entrepreneurial traits such as self-assurance, willingness to take risks, effective leadership abilities, strong drive for business pursuits, and the ability to persist and be patient when managing a business. In a study conducted by Herwiyanti and Ulfah (2016), it was determined that the fundamental attributes of entrepreneurs encompass creativity and innovation, a propensity for identifying possibilities, a willingness to undertake tasks involving genuine risks, a strong work ethic in mentally demanding endeavors, a sense of responsibility, and adherence to ethical and moral principles.

Surabaya State University (UNESA) is a renowned institution of higher education that has implemented a curriculum aimed at cultivating entrepreneurial skills among its student body, offering a comprehensive range of entrepreneurship courses. The inclusion of entrepreneurship courses in the curriculum is expected to have a significant influence on the development of entrepreneurial traits among students who have enrolled in these courses, particularly during the third, fifth, and seventh semesters. This course encompasses both theoretical instruction and the cultivation of entrepreneurial drive, complemented by practical application through the PMW program (Pekan Mahasiswa Wirausaha), hence nurturing inventive and creative attributes among students. In addition to fostering the development of these traits, this course also cultivates students' preparedness to confront and embrace risks. Consequently, it instills in students a forward-thinking orientation towards the future, so cultivating a mindset that recognizes entrepreneurship as a lucrative profession. As an integral component of the entrepreneurship course's practical curriculum, students are required to conceive inventive and forward-thinking concepts with the objective of converting them into viable and lucrative ventures. However, it is important to acknowledge the presence of certain challenges in this context. These challenges include a perceived lack of confidence in their products, difficulties in attracting potential buyers, limited financial resources during the trial and error phase, challenges in managing time alongside other academic commitments, and a fear of failure stemming from a reliance on others' experiences rather than personal experimentation.

### 2.2 Entrepreneurship Development in Era 5.0

Society 5.0 is a distinct era characterized by the concurrent utilization of digital and physical technology to provide novel social and economic benefits, while also establishing intergenerational connections among cohorts of individuals residing within this period. The cohort residing in Era Society 5.0 represents the demographic that experiences maturation and advancement in the middle of the swift progress of digital and physical technology. This particular cohort is commonly identified as Generation Z or the Millennial

Generation, encompassing individuals born from 1995 to 2010. The individuals possess advanced proficiency in utilizing digital technologies and social media platforms, and are frequently regarded as a discerning and inventive cohort.

Entrepreneurship in Society 5.0 is important because it encourages individuals to think beyond their business ventures and consider the wider implications of their actions on society and the environment. This approach promotes the creation of businesses that generate profits and contribute to solving societal challenges, such as climate change or income inequality. In addition, entrepreneurship in Society 5.0 can spur job creation and economic development, particularly in developing countries where innovation and entrepreneurship have the potential to transform entire industries and societies. In the Society 5.0 era, entrepreneurship can thrive by utilizing digital technology to address social and environmental issues. Entrepreneurship that aims to create positive social and environmental change can be a key focus in Society 5.0. Some examples of entrepreneurship that can thrive in the Society 5.0 era include:

1. Environmental technology entrepreneurship: This entrepreneurship involves using technology to address environmental issues such as the reduction of greenhouse gas emissions, waste management, and the use of renewable energy.
2. Social entrepreneurship: This entrepreneurship aims to create positive social change through technological solutions. Examples of this entrepreneurship are companies that utilize technology to increase accessibility for people with special needs or improve the education system.
3. Digital health entrepreneurship: This entrepreneurship leverages technology to improve people's health and well-being.

Examples include companies that develop health apps that can help people manage their health conditions.

In Society 5.0, entrepreneurship can also be developed by strengthening relationships between various stakeholders, such as the government, companies, communities, and academia. This can help build stronger partnerships and collaborations to create innovative solutions to social and environmental problems. (Fauzi et al., 2023)

The Indonesian Ministry of Communication and Informatics (KOMINFO) said that the Indonesian government is preparing various strategic efforts to encourage the utilization and development of digital technology in the country to be educational and profitable. In order to provide economic benefits, Minister Rudiantara said, people can manage the digital technology that is now developing as a business process. The rapid advancement of digital technology in all international countries must be matched with the capacity of the digital technology. As well as the knowledge of human resources (HR) to manage and utilize it. Minister Rudiantara explained that the birth of human resources who have the expertise to absorb and then implement digital technology will make Indonesia not just a market for the implementation of its business processes.

Building superior humans and being responsive to technological change is one of the important points so that this nation can be competitive and independent in the era of globalization. So that the role of the government in building and encouraging the utilization and development of technology will give birth to the younger generation into a technopreneurship. Basically, a technopreneur has the mindset and character of an entrepreneur, but technopreneurship emphasizes more the application of technology in running the business, especially new product development and innovation. In Indonesia, the development of technopreneurship requires synergy and collaboration between the three pillars, namely, academia, business, and government, known as the Triple Helix Technopreneurship Model. Academia is expected to develop new inventions or innovations and widely disseminate technology-based entrepreneurship education. In their 2002 study, Mowery & Shane define academic entrepreneurship as a leadership process that creates value through discovering, renewing, and innovating, both within and outside the university, resulting in research and technology that can be commercialized. While the role of business people is expected to be to invest and coach startup business people, the government is expected to provide stability and a good investment climate, formulate economic policies that can encourage MSMEs in Indonesia, and accelerate infrastructure development and science and technology development areas. (Wilson et al., 2016)

## 3.0 METHODOLOGY

The current study utilizes quantitative research approaches, notably employing deliberate sampling methodology and conducting the multiple linear regression test. According to Sugiyono (2018), intentional sampling is a method in which samples are deliberately chosen based on certain criteria to determine the proper sample size for a study. The present study employs multiple linear regression analyses to predict the influence of entrepreneurship courses on the degree of entrepreneurial interest. The present study utilizes mediating variables to examine the influence of knowledge on interest in entrepreneurship. The research survey utilized the Google Form platform. The study sample comprised of individuals who were students enrolled in the Faculty of Economics and Business at Surabaya State University. Specifically, the participants were those who had either currently or previously completed entrepreneurial courses.

## 4.0 RESULTS/FINDINGS

The present study utilized a sample size of 98 individuals who were enrolled in entrepreneurship courses provided by the Faculty of Economics and Business at Surabaya State University. The participants were chosen from a pool of students in their third, fifth, and seventh semesters. The university strongly supports and promotes the entrepreneurship program. In addition to the course content, the school offers webinars as part of its complete series provided in the entrepreneurship course. In addition, the institution provides a range of entrepreneurial initiatives, such as the Pekan Mahasiswa Wirausaha (PMW). Hence, it can be deduced that the participants have developed a thorough comprehension and fundamental proficiency in entrepreneurship as a result of their enrollment in the entrepreneurship course. The study sample comprised 39 male and 59 female student participants.

According to the study conducted using the Likert scale, it was found that a total of 59 students expressed high agreement on their acquisition of entrepreneurial knowledge subsequent to their enrollment in entrepreneurship courses. The research suggests that students possess a high level of entrepreneurial knowledge, which has been learned through their participation in entrepreneurship courses. This proficiency level ranges from 81% to 100%. Furthermore, a substantial proportion of 32 students indicated their concurrence with regards to their attainment of entrepreneurial expertise following their enrollment in entrepreneurship courses. The consensus among respondents, ranging from 66% to 80%, demonstrates a high level of agreement with the quality of the knowledge and soft skills they have gained in the subject of entrepreneurship after completing their course. (See Table 1).

**Table 1. Frequency of Student Entrepreneurship Knowledge Based on Interval Percentage Category**

| Category | % Interval | Frequency |
|---|---|---|
| Strongly Agree | 81-100% | 59 |
| Aggre | 66-80% | 32 |
| Nuetral | 51-65% | 5 |
| Disagree | 36-50% | 1 |
| Strongly Disagree | ≤35% | 1 |

Furthermore, in relation to the level of student interest in entrepreneurship, it is apparent that a significant majority of participants conveyed a high level of agreement, including 49 students or a percentage range of 81%–100%. Subsequently, the category of agreement received a substantial level of participation, with a total of 36 pupils, representing a percentage range of 66% to 80%. In contrast, a minority of students, precisely nine individuals, expressed a neutral position, encompassing the percentile range of 51%–65% (see Table 2). This suggests that individuals agree that the propensity for entrepreneurship arises after participating in entrepreneurship education.

**Table 2. Frequency of Student Entrepreneurial Interest Based on Interval Percentage Category**

| Category | % Interval | Frequency |
|---|---|---|
| Strongly Agree | 81-100% | 49 |
| Aggre | 66-80% | 36 |
| Nuetral | 51-65% | 9 |
| Disagree | 36-50% | 3 |
| Strongly Disagree | ≤35% | 1 |

Regarding Entrepreneurship in the Era of Society 5.0, a substantial majority of participants exhibited a high level of concurrence, as evidenced by 39 students, constituting a percentage range of 81%–100%. Furthermore, a total of 36 students expressed their concurrence, aligning with the percentage range of 66%–80%. A subset of participants, precisely 8 individuals, conveyed neutral or dissenting perspectives, constituting a range of 51%–65% as indicated in Table 3. This suggests that the individuals who participated in the study are in agreement with the presence of a correlation between entrepreneurship and Era Society 5.0.

**Table 3. Frequency of Entrepreneurship in Era Society 5.0 Based on Interval Percentage Categories**

| Category | % Interval | Frequency |
|---|---|---|
| Strongly Agree | 81-100% | 39 |
| Aggre | 66-80% | 36 |
| Nuetral | 51-65% | 8 |
| Disagree | 36-50% | 8 |
| Strongly Disagree | ≤35% | 7 |

**Table 4. Coefficients$^a$ Value**

**Coefficients[a]**

| Model | | | | tandardized Coefficients | t | Sig. | ollinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | | | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 16,856 | ,547 | | ,752 | ,000 | | |
| | engetahuan | 0,553 | ,068 | 0,660 | ,101 | ,000 | 0,984 | ,016 |
| | minat | -0,196 | ,116 | -0,138 | ,694 | ,094 | 0,984 | ,016 |

a. Dependent

The results of a T test conducted to investigate the association between knowledge and entrepreneurship-era society are displayed in Table 4. The findings suggest a statistically significant positive impact, but it is only partial, with a predetermined significance threshold (α) of 5%. Our study reveals that the influence of interest on society during the era of entrepreneurship is statistically inconsequential, with a partial significance level (α) of 5%. The presence of a clear positive relationship can be observed between the acquisition of information and abilities in entrepreneurship through entrepreneurship courses and the subsequent development in entrepreneurial zeal among students in the Faculty of Economics and Business at Surabaya State University. Based on the findings of the multicollinearity test, it may be inferred that there is no presence of multicollinearity. This inference is supported by the VIF value being less than 10 and the tolerance value exceeding 0.01.

**Table 5. ANOVA[a]**

ANOVA[a]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 861,364 | 2 | 430,682 | 33,048 | .000[b] |
| | Residual | 1133,792 | 87 | 13,032 | | |

According to the findings presented in Table 5, a F test was conducted to examine the combined impact of knowledge and interest on entrepreneurship within the societal context. The results indicate that both knowledge and interest have a statistically significant influence on entrepreneurship when considered together.

**Table 6. Model Summary**

Model Summary[b]

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | .657[a] | 0,432 | 0,419 | 3,610 | 1,710 |

Based on Table 6, it is known that the correlation value r is 0.657. That is, there is a strong and positive influence between entrepreneurship courses and students' entrepreneurial interest (Sugiyono, 2014). Durbin Watson (d) value = 1.710 then dL value = 1.6119 and dU = 1.7026 (from DW table), then 4-du = 2.2974. This means that there is no autocorrelation because the value of du < d < (4 - dU).

The outcome of the validity assessment subsequent to the removal of questions deemed invalid. The outcome indicates that all question items possess validity as evidenced by their positive significance value, α value, and Pearson correlation value (with emphasis on the correlation between the item and the total score).

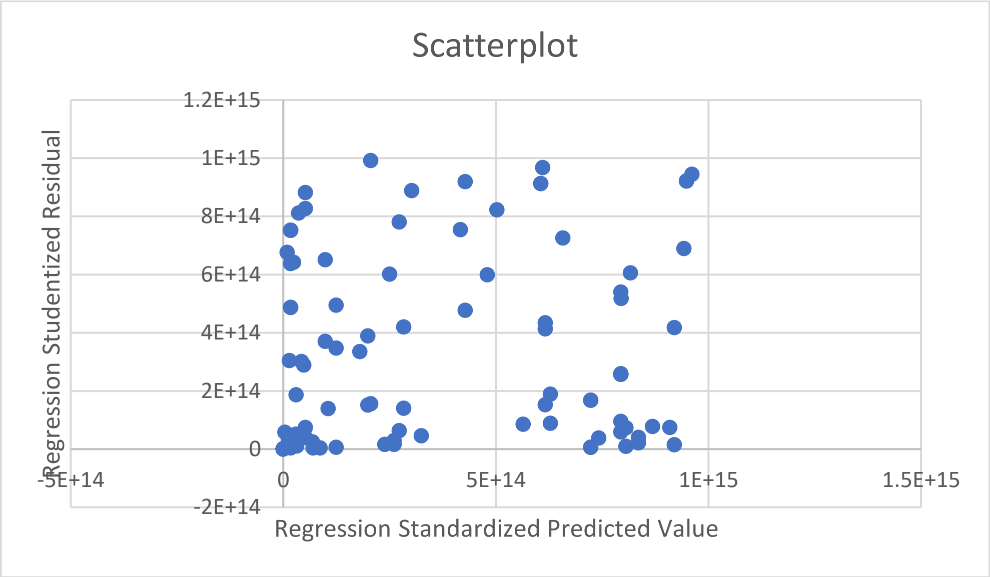
**Table 7. Reliability Test Results**

Reliability Statistics

| Cronbach's Alpha | N of Items |
|---|---|
| 0,904 | 19 |

Based on Table 7, is the result of the reliability test, whose the results are reliable because the Croncbach's alpha value> 0.60.

**Table 8. Heteroscedasticity Test Results**




The survey results of the study revealed that 53 participants completed the questionnaire and reported having implemented business ideas, whereas 45 participants said that they had not implemented any company ideas. According to the data presented in Figure 1, a majority of students, specifically 54.1%, have successfully implemented their company ideas. Conversely, a significant proportion of students, accounting for 45.9%, have not yet implemented their business ideas while possessing the conceptualization. According to the findings of this study survey, it has been established that students possess entrepreneurial aspirations encompassing several sectors, including food and textile industries, as well as engaging in reselling ventures, among other possibilities.

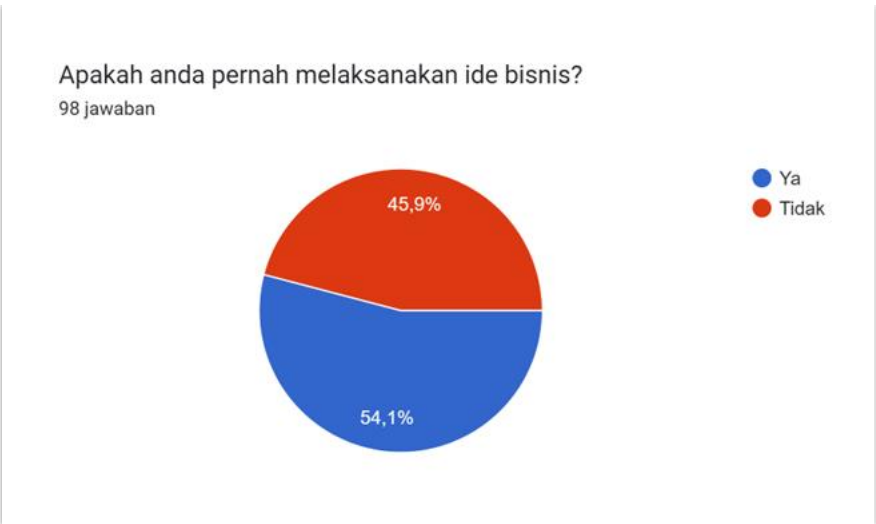



**Figure 1. Students Who Implemented a Business Idea**

The study's findings indicate that the presence of entrepreneurship courses and advancements in technology, commonly referred to as the society 5.0 age, have contributed to the heightened entrepreneurial inclination among those belonging to generation Z. Based on a survey administered to a sample of 98 students from the Faculty of Economics and Business at the University of Surabaya, the majority of respondents expressed a strong level of agreement regarding the positive impact of entrepreneurship courses on fostering students' entrepreneurial spirit and curiosity. The growing enthusiasm for student entrepreneurship has prompted universities to play a role in mitigating the unemployment rate in Indonesia. By cultivating students' inclination towards entrepreneurship, they can actively contribute to employment creation and actively seek out possibilities to generate revenue.

This aligns with the research conducted by Lisa (2021), which determined that entrepreneurship courses have a positive impact on enhancing student interest in entrepreneurship. In contrast to the findings of the preliminary survey, wherein students who expressed an inclination towards entrepreneurship constituted a mere 18% of the sample, it is noteworthy that this proportion remained unchanged even after the students had commenced their entrepreneurship course. The remaining majority of students opted against pursuing entrepreneurship due to a lack of understanding regarding the concept and the requisite steps involved in becoming entrepreneurs. Nevertheless, upon the successful completion of a single semester of entrepreneurship classes, there was a notable augmentation in the students' comprehension and proficiency in the field of entrepreneurship. Consequently, this development resulted in a favorable upsurge in their inclination towards entrepreneurial pursuits.

This finding is consistent with the findings of Basrowi (2014) in his research, which concluded that a person's interest in entrepreneurship is influenced by four factors, namely motivation, interest, pleasure, and desire for entrepreneurship. Furthermore, the entrepreneurship learning process is said to be the means through which these factors are obtained. If the learning process is appropriately designed, these factors will manifest. Furthermore, Hanum (2015), in his research at the University of Muhammadiyah Semarang, found that the cultivation of values, understanding, soul, attitude, and behavior in the learning process of entrepreneurship raises the thinking and character of entrepreneurs, which has an impact on increasing student entrepreneurial interest. Wibowo (2011), in his research, found that the entrepreneurial interest of vocational students in Surakarta was contributed to by entrepreneurship learning activities.

In line with this, Alharbi et al. (2018), in their research on the impact of entrepreneurship education programs on students at the University of the Kingdom of Saudi Arabia, found that the intention to become self-employed is positively and significantly influenced by student entrepreneurial attitudes, norms, and behavioral control. Providing insight into entrepreneurship helps universities and governments tackle youth unemployment by creating greater entrepreneurship and jobs through entrepreneurship. In addition, the influence of the era of society also helps generation Z make entrepreneurship easier. The era of society 5.0 does not always have a bad impact; the proof is that with technological advances, interest in learning entrepreneurship has not subsided and also helps entrepreneurs sell through e-commerce.

## 5.0 CONCLUSION

The term "Generation Z" is used to denote the demographic group that follows the millennial generation. It includes persons who were born between the years 1997 and 2012. The present generation demonstrates a remarkable capacity and skill in adopting and using technology innovations, notably in the field of entrepreneurship. The aforementioned competence has the potential to provide positive outcomes for society and promote economic progress within the nation of Indonesia in the coming years. Engaging in entrepreneurial endeavors throughout the initial phases of one's life presents numerous advantages in relation to social connections and access to technology resources. Despite the benefits acquired, it is crucial for individuals to maintain a conscientious approach towards adhering to sharia principles in alignment with the teachings of Islam. Currently, a multitude of universities are actively engaged in facilitating the development and refinement of students' entrepreneurial soft skills by implementing entrepreneurship programs. The primary objective of the curriculum is to cultivate and enhance students' desire and passion towards entrepreneurial pursuits.

It is anticipated that the combination of entrepreneurship, technical support, and government focus will yield several advantages, including economic advancement, the cultivation of a creative and innovative cohort, and the generation of employment opportunities for the younger populace. If entrepreneurship is aligned with the principles of Pancasila, it will establish a robust connection rooted in the ideals of Pancasila, namely: Precept 1, titled "Ketuhanan yang Maha Esa," emphasizes the need of diligent and ethical work ethic among entrepreneurs, who are encouraged to perceive their entrepreneurial endeavors as divine blessings bestowed upon them by God SWT. The entrepreneur contributes to societal and communal welfare by creating employment opportunities for the local populace. Entrepreneurship is conducted in a manner that upholds mutual respect for freedom and fosters harmony among religious communities, hence producing a harmonious and peaceful entrepreneurial culture and ecosystem (Nafisah, 2021; Wibowo, 2015). Precept 2, titled "Fair and Civilized Humanity," pertains to the entrepreneurial practices that are grounded in principles of justice and civility, aiming to cater to the evolving needs of Indonesian society in alignment with contemporary advancements and societal progress. Entrepreneurs must consistently cultivate creativity, innovation, and invention in order to effectively address the multifaceted demands of human existence. Entrepreneurs who possess a shared sense of compassion and a mutual awareness of the human condition. In order to attain success and enhance productivity within the realm of civilized human justice, it is imperative for entrepreneurs to consistently uphold self-esteem, personality, honor, emotions, and motivation (Nafisah, 2021; Wibowo, 2015). The third precept, known as "Persatuan Indonesia," emphasizes that entrepreneurship in Indonesia is rooted in the spirit and dedication to national unity. Entrepreneurs must also prioritize solidarity within the realm of business, demonstrating a willingness to make sacrifices for the betterment of the nation. It is crucial for them to cultivate a profound sense of patriotism, placing the welfare of the nation and its citizens above individual and collective interests. The avoidance of certain activities in entrepreneurial endeavors has the potential to generate societal divisions inside Indonesia (Nafisah, 2021; Wibowo, 2015). The 4th Precept, "Kerakyatan yang Dipimpin oleh Hikmat Kebijaksanaan dalam Permusyawaratan/Perwakilan," pertains to the principle of a democratic society led by wisdom and prudence in the process of deliberation and representation. It emphasizes the freedom of entrepreneurs to exercise discernment in their business decisions while refraining from imposing their will onto others. Persuasive entrepreneurs demonstrate receptiveness to recommendations and input from various stakeholders, including consumers, staff members, and competitors, in order to enhance the development of their products and services. Entrepreneurs that exhibit a willingness to engage in dialogue and employ a thoughtful approach when making company decisions with the collective welfare in mind (Nafisah, 2021; Wibowo, 2015). The fifth precept, "Keadilan Sosial bagi Seluruh Rakyat Indonesia," pertains to the promotion of entrepreneurship in Indonesia that is grounded on the principles of social justice for the entire population. Entrepreneurs exhibit equitable treatment towards both their employees and consumers, refraining from any form of preferential treatment. The practice of social entrepreneurship in Indonesia yields positive outcomes for both the environment and the national economy. Entrepreneurs who engage in altruistic activities such as gotong royong, fostering kinship, and maintaining a harmonious balance in the rights and responsibilities of their fellow citizens (Nafisah, 2021; Wibowo, 2015).

## 6.0 LIMITATION AND STUDY FORWARD

The participants included in this research were individuals enrolled in the Islamic economics degree program at Surabaya State University. In subsequent endeavors, it is our aspiration to advance this research by engaging in collaborative efforts with other academic institutions, with the aim of evaluating the current state of entrepreneurial spirit cultivation among the youth in Indonesia. The concept of entrepreneurship is also mentioned in verse QS. An-Najm:39, when it is stated, "And that a man shall possess nothing except what he has strived for." The verse possesses multiple interpretations. The interpretation of the aforementioned passage by commentators such as Ath-Thabari, al-Alusi, and others predominantly revolves around individuals who are deemed deserving of recompense for their virtuous actions. Nevertheless, the aforementioned verse remains applicable in the context of entrepreneurship, asserting that individuals attain outcomes based on their actions rather than their desires.

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# MACROECONOMICS VARIABLE AND NON-PERFORMING MSMEs FINANCING: A VECTOR AUTOREGRESSIVE ANALYSIS

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**ABSTRACT**

**Purpose of the study:** Islamic banking plays a significant role in the economic growth of a country through its intermediary function by channeling funds to parties in need, including the MSME sector. Non-performing financing is one of the main risks of the banking industry resulting from the failure of repayment of financing by customers to banks. This study aims to look at the response of Islamic banking non-performing financing, particularly the MSME sector, to changes in macroeconomic conditions in Indonesia.

**Methodology:** This study used a quantitative approach with Vector Autoregressive (VAR) as an analytical technique. This analysis technique is used to see the dynamic relationship between variables, especially in time series data. In addition to obtaining the VAR estimation results, which explain the dynamic relationship between variables, this analysis technique also provides estimation results through analysis of the variance decomposition and the impulse response function.

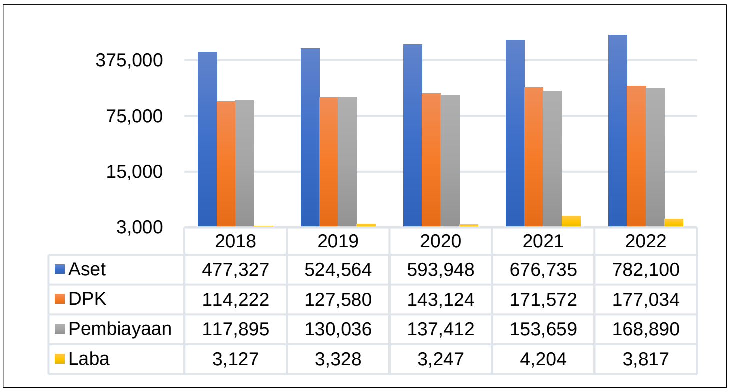
**Main Findings:** The results of the study showed that the non-peforming financing of Islamic banking in the MSME sector only responds to shocks occured in the BI rate, but not to inflation and economic growth. Furthermore, non-peforming financing of Islamic banking in the MSME sector was found to respond negatively to the shock that occurred in the BI Rate variable both from the results of VAR, Impulse Response, and Variance Decomposition.

**Novelty of the study:** Previous research on macroeconomic conditions' effect on non-performing financing in the MSME sector in Islamic banking is still relatively small. In addition, this study also uses the VAR analysis model to see the dynamic relationship between macroeconomic variables and the Non-Performing Financing (NPF) of Islamic banking in the MSME sector.

***Keywords:*** *Macroeconomics, MSMEs, NPF, VAR, Islamic Bank.*

## 1.0 INTRODUCTION

Following the Indonesian economic recovery, the Islamic finance industry also increases. As reported in the Indonesia Islamic Economics and Finance Report 2022, the market share of Islamic Finance is increasing to 45.66%. Furthermore, the financing disbursement of Islamic Bank has increased even though it is still limited to domestic transactions; thus, it has not actively supported export-import activity transactions (Bank Indonesia, 2022). Indonesia Shariah Banking Statistics 2022 shows the Islamic Banking growth in Indonesia for the past 5 years. There are 13 Islamic banks and 20 Islamic Business Units. Moreover, Figure 1 shows that the assets, third-party funds, financing, and profit of Islamic Bank increase yearly and are relatively consistent, even during the Covid-19 pandemic in 2020 and 2021. Besides, the massive number of Muslim populations is also a potential for Islamic banking to develop further.



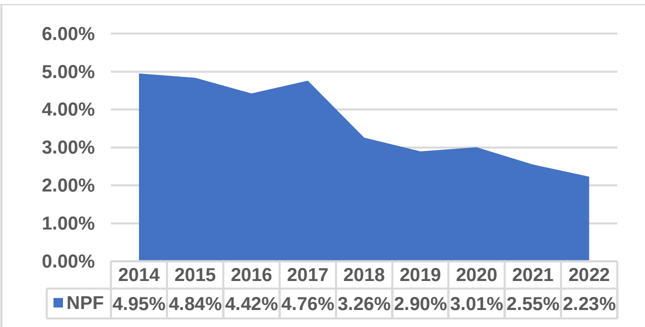

Sources: OJK (2022)

**Figure 1.** Development of Islamic Banking in Indonesia (in billions of rupiah)

Islamic banking, as one of the Islamic financial institutions, plays a significant role in the economic growth of a country through its intermediary function by channeling funds to parties in need, including the MSME sector. As Zulfikar et al. (2018) explained, the banking industry is one of the drivers of economic activity and monetary policy for economic stability. Rahman & Rochmanika in Yuwannita et al. (2022) also added that one of the main functions of Islamic banking is channeling funds in the form of financing to the community, which supports planned investment activities. Financing disbursement to the community, including the MSME sector, can improve business capabilities or competencies, ultimately contributing to a country's GDP. Moreover, the MSME sector is also the backbone of a country's economy, providing income and job creation for many people (Shafi et al., 2020).

Indonesia, as a developing country, has a dynamic economic condition. The instability of these economic conditions can affect the financial industry's performance in Indonesia, including the Islamic banking industry, which is directly involved with the real sector (Widodo & Asas, 2017). Not only does Islamic banking have a significant role in the economy of a country through its intermediary function, but economic conditions also influence the performance of Islamic banking (Abusharbeh, 2020; Nursyamsiah, 2018; Prasetya & Waluyo, 2021; W Jubilee et al., 2021). For example, unfavorable economic conditions will reduce the ability of Islamic banking to carry out its intermediary function due to the decrease in funding and an increase in the risk of non-performing financing.

The risk of Islamic banking financing is one of the main risks of the banking industry resulting from the failure of repayment of financing by customers to banks (Muhammad in Sari, 2016). In Islamic banking, this risk is proxied by the ratio of non-performing financing (NPF). The higher this ratio, the worse the performance of Islamic banking and even decreased profitability. Based on Shariah Banking Statistics data from the Indonesian financial services authority (2022), the NPF ratio of Islamic banking in the last 9 years has relatively decreased. However, it is still quite volatile and affected by economic conditions. For example, in 2020, the start of the emergence of the Covid-19 pandemic in Indonesia, the NPF ratio increased again, from only 2.9% to 3.01%. The rise of NPF occurred due to the declining condition of the Indonesian economy due to the restrictions during the pandemic, including restrictions on economic activity.




Sources: OJK (2022)

**Figure 2.** Development of Islamic Banking NPF in Indonesia

Several previous studies discuss the effect of macroeconomic conditions on the risk of Islamic banking financing or non-performing financing (NPF) and the influence of macroeconomic conditions on Islamic banking MSME financing. Damanhur et al. (2018) found that inflation and GDP significantly affect the NPF of Islamic banking. In line with that, Munifatussa'idah (2020) also found that GDP, a proxy for economic growth, significantly affects NPF. Setiawan and Sherwin (2017) added that the exchange rate has a significant and negative effect on the NPF, while the BI Rate has a significant positive effect on the NPF of Islamic banking. Saputri (2020) also added that inflation and interest rates significantly affect NPF in the long term but not in the short term. In the aspect of financing for the MSME sector, Fitri and Zaimsyah (2022) found that macroeconomic conditions also affect Islamic banking financing in the MSME sector, namely inflation and the exchange rate, while the BI Rate has no effect on Islamic banking financing in the MSME sector. Based on the results of these studies, it can be seen that macroeconomic variables such as economic growth, inflation, and interest rate policies can affect the risk of Islamic banking financing. Therefore, the government must maintain macroeconomic performance to achieve a low NPF value (Sukmana and Sukmana in Damanhur et al. 2018).

This study aims to look at the response of Islamic banking non-performing financing, particularly the MSME sector, to changes in macroeconomic conditions in Indonesia using autoregressive vectors to see the dynamic relationship between these variables. Previous research on macroeconomic conditions' effect on problematic financing in the MSME sector in Islamic banking is still relatively small. In addition, this study also uses the VAR analysis model to see the dynamic relationship between macroeconomic variables and the NPF of Islamic banking in the MSME sector. Therefore, it is expected that the results of this study can be used as consideration for regulators and the Islamic banking industry to determine policies to optimize the role of Islamic banking in supporting the MSME sector in Indonesia for the advancement of the Indonesian economy.

## 2.0 LITERATURE REVIEW

### 2.1 Macroeconomics

The economic condition of a country can be measured through several macroeconomic variables such as economic growth, inflation, and interest rate policies (Abusharbeh, 2020; Damanhur et al., 2018; Estiawan & Asrori, 2014; Fitri & Zaimsyah, 2022; Munifatussa'idah, 2020; Nursyamsiah, 2018; Pambuko et al., 2018; Prasetya & Waluyo, 2021; Saputri et al., 2020; Setiawan & Sherwin, 2017). According to Mankiw in Nurafini (2018), economic growth shows how much economic activity will generate additional income for the community in a certain period. Meanwhile, inflation is the tendency to increase the prices of goods and services, decreasing the purchasing power of money (Tandelilin in A'yun and Fatwa, 2022). Interest rate policy is also one of the macroeconomic variables which is an indicator of a country's monetary policy. Warjiyo and Agung in Nurafini (2018) state that the monetary policy of the central bank or monetary authority is intended to influence economic activity in the real sector and prices through the transmission mechanism.

### 2.2 Islamic Bank Financing and Financing Risk

MSME financing is Islamic banking financing channeled to the micro, small, and medium business sectors. As in the Sharia Banking Statistics (OJK, 2022), Islamic banking financing can be classified based on debtor groups, i.e., financing for the MSME and non-MSMEs sectors. This study uses Islamic banking financing for micro, small, and medium enterprises (MSMEs) (Fitri & Zaimsyah, 2022; Iswanto et al., 2022) from a risk perspective.

Bank Indonesia Regulation No.13/3/PBI/2022 Concerning Determination of Status and Follow-Up of Bank Supervision states that one of the risks that a source of assessing the soundness of a bank comes from credit or financing where the value of non-performing credit or financing must not exceed 5%. Mulyono in Sari (2016) adds that financing risk is caused by the bank's inability to recover principal installments or interest/profit sharing from credit or financing that has been distributed. In Islamic banking, this financing risk can be proxied in non-performing financing either in the form of a ratio or a total value (Damanhur et al., 2018; Estiawan & Asrori, 2014; Munifatussa'idah, 2020; Sabar & Falikhatun, 2022; Saputri et al., 2020; Setiawan & Sherwin, 2017; Yuwannita et al., 2022). According to Sari (2016), there are three categories of Non-Performing Financing, i.e., substandard, doubtful, and loss.

## 3.0 METHODOLOGY

This study uses a quantitative approach to determine how non-performing financing responds to financing for the MSME Islamic banking sector to changes that occur in macroeconomic conditions. The non-performing financing is measured using the MSME sector's Non-Performing Financing (NPF) ratio of Islamic banking. Meanwhile, the macroeconomic variables used are economic growth, inflation, and policy interest rates measured by the Industrial Production Index (IPI) indicators, the inflation rate, and the BI 7-Day (Reverse) Repo Rate. This study uses monthly secondary data from 2013.1 to 2022.12 with 120 data. NPF ratio is generated from Sharia Banking Statistics published by the Indonesian Financial Services Authority. In addition, industrial production index (IPI) data comes from the world bank. Meanwhile, the inflation and BI rates are obtained from Bank Indonesia.

This study uses Vector Autoregressive (VAR) as an analytical technique. This analysis technique is used to see the dynamic relationship between variables, especially in time series data, as in several previous studies (Nursyamsiah, 2018; Prasetya & Waluyo, 2021; W Jubilee et al., 2021) (Nursyamsiah, 2017; Prasetyo and Waluyo, 2021; Anwar et al

2020; A'yun and Fatwa, 2022). In addition to obtaining the VAR estimation results, which explain the dynamic relationship between variables, this analysis technique also provides estimation results through analysis of the variance decomposition and the impulse response function. Variance decomposition explains how significant the role and contribution of a variable is in explaining the shocks of other variables (Nursyamsiah, 2018), while the impulse response function is used to find out how long it takes the dependent variable to respond to changes in the independent variables and finally returns to the equilibrium point before the shock occurs (Prasetya & Waluyo, 2021).

Before testing the hypothesis using Vector Autoregressive, several tests need to be carried out. Ascarya in A'yun and Fatwa (2022) explains that the first step that needs to be done is a unit root test to see data stationarity. If the data is stationary at a level, then an estimation test can be carried out using VAR. In contrast, if the data is not stationary at a level or first difference, it is necessary to do a cointegration test first. If there is no cointegration in the research data, then a hypothesis test can be carried out using VAR at the first difference. However, the Vector Error Correction Model (VECM) is the more appropriate VAR model if cointegration is found.

## 4.0 RESULTS/FINDINGS

This study uses Vector Autoregressive to examine the effect of macroeconomic conditions on non-performing Islamic banking financing in the MSME sector. The first step is the stationarity test using the Augmented Dickey-Fuller (ADF) method (Herdayanti & Hariyanto, 2022; Nursyamsiah, 2018; Pratama, 2015). Variables with a smaller value than McKinnon can be considered stationary (Pratama, 2015). The results of the stationarity test in this study can be seen in Table 1, which shows that the Ln_IPI and Ln_NPFUMKM data are stationary at the level. In contrast, the inflation data and the BI Rate are stationary at the first difference.

**Table 1.** Stationarity Test Results

| Variable | Level | 1st Difference |
|---|---|---|
| LN_IPI | Stationary | Stationary |
| Inflasi | Not Stationary | Stationary |
| BI Rate | Not Stationary | Stationary |
| LN_NPFUMKM | Stationary | Stationary |

Source: Data Processed (2023)

Determining the optimum lag can use several criteria, such as Likelihood Ratio (LR), Schwarz Information Criterion (SC), Akaika Information Criterion (AIC), Final Prediction Error (FPE), and Hannad-Quinn Criterion (Nursyamsiah, 2018). This test is carried out to form a good VAR model by determining the optimum lag length (Herdayanti & Hariyanto, 2022). Based on Table 2, it was found that the optimum lag length in this study was 2, and the VAR model test was carried out based on this lag length.

**Table 2.** Lag Length Optimum

| Lag | LogL | LR | FPE | AIC | SC | HQ |
|---|---|---|---|---|---|---|
| 0 | -157.2391 | NA | 0.000209 | 2.879270 | 2.976359 | 2.918662 |
| 1 | 250.9588 | 779.9496 | 1.90e-07 | -4.124264 | -3.638818* | -3.927303 |
| 2 | 277.2963 | 48.44228 | 1.58e-07* | -4.308863* | -3.435060 | -3.954333* |
| 3 | 290.7750 | 23.82832 | 1.66e-07 | -4.263839 | -3.001679 | -3.751740 |

* Indicates lag order selected by the criterion

All variables used in the VAR model must be stationary, and if variables are not stationary, it is necessary to carry out a cointegration test (Nursyamsiah, 2018). Based on the stationarity test results, it was found that the variable was stationary at the first difference. Therefore, it is necessary to do a cointegration test first to determine whether the estimate uses VAR or VECM. If the data is cointegrated, then a more appropriate analysis tool is VECM instead of VAR, and vice versa. Cointegration test results are determined by comparing the Max-Eigen value and the critical value of 5%. If the max-eigen value is higher than the critical value of 5%, it can be concluded that the data are cointegrated (Sholikhin, Amijaya, and Herianingrum in Herdayanti & Hariyanto, 2022). Based on the cointegration test results in Table 3, it was found that there was no cointegration. Thus, it proceeded to do VAR analysis but at first difference.

**Table 3.** Cointegration Test Results

Unrestricted Cointegration Rank Test (Trace)

| Hypothesized No. of CE(s) | Eigenvalue | Trace Statistic | 5% Critical Value |
|---|---|---|---|
| None | 0.130100 | 43.96529 | 54.07904 |
| At most 1 | 0.114030 | 27.65815 | 35.19275 |
| At most 2 | 0.083995 | 13.49277 | 20.26184 |
| At most 3 | 0.027212 | 3.227902 | 9.164546 |

The trace test indicates no cointegration at the 0.05 level

* Denotes rejection of the hypothesis at the 0.05 level

**MacKinnon-Haug-Michells (1999) p-values

| Hypothesized No. of CE(s) | Eigenvalue | Max-Eigen Statistic | 5% Critical Value |
|---|---|---|---|
| None | 0.130100 | 16.30714 | 28.58808 |
| At most 1 | 0.114030 | 14.16538 | 22.29962 |
| At most 2 | 0.083995 | 10.26486 | 15.89210 |
| At most 3 | 0.027212 | 3.227902 | 9.164546 |

. Mx-eigenvalue test indicates no cointegration at the 0.05 level

* Denotes rejection of the hypothesis at the 0.05 level

**MacKinnon-Haug-Michells (1999) p-values

Source: Data Processed (2023)

This research was conducted to see the response of MSME sectors' NPF in Islamic Baking to the changes in macroeconomic variables in Indonesia. Based on the results of the VAR first difference in Table 4, it was found that the risk of Islamic banking financing for the MSME sector proxied through the Ln_NPFUMKM variable was positively influenced by the variable itself in the past (Ln_NPFUMKM (-1) and (-2)) with a significance level of 1%. In addition, Ln_NPFUMKM is also affected by changes in macroeconomic conditions in the past, especially in the policy interest rate variable proxied by the BI Rate variable (-1) with a significance level of 1% and a negative coefficient. The result shows that the risk of Islamic banking financing for the MSME sector is not affected by changes in macroeconomic conditions except for changes in interest rate policy which negatively affect the NPF of Islamic banking MSME. The VAR estimation results also show an R-Squared value of 0.627335 which indicates the feasibility level of the model in this study is 63%, and the other 37% is influenced by other variables not examined in this study.

**Table 4**. VAR First Difference Result

| Variable Dependent: Ln_NPFUMKM | | |
|---|---|---|
| Variable | Coefficient | t-Statistic |
| Ln_NPFUMKM (-1) | 0.500538 | 5.51912*** |
| Ln_NPFUMKM (-2) | 0.249002 | 2.95815*** |
| LN_IPI (-1) | 0.023224 | 0.15868 |
| LN_IPI (-2) | 0.025748 | 0.17516 |
| D(Inflasi) (-1) | -0.004823 | -0.35000 |
| D(Inflasi) (-2) | 0.018042 | 1.31266 |
| D(BI Rate) (-1) | -0.182583 | -4.33426*** |
| D(BI Rate) (-2) | 0.059749 | 1.32589 |

* significance at level 1%

Source: Data Processed (2023)

The VAR estimation results can also be seen in graphical form through the impulse response function. Abusharbeh (2020) explains that the impulse response function calculates the level of the shock of one variable against another within a certain period. Thus, the duration of the shock impact can be measured. As with the results of the impulse response function in Figure 3, it was found that Ln_NPFUMKM responded negatively to the shock in the BI Rate variable at the beginning of the period and only returned to stability starting from the third period. Meanwhile, Ln_NPFUMKM did not show a response to changes that occurred in other macroeconomic variables, namely inflation, and Ln_IPI, which are indicators of economic growth as the results of the previous first difference VAR estimation.

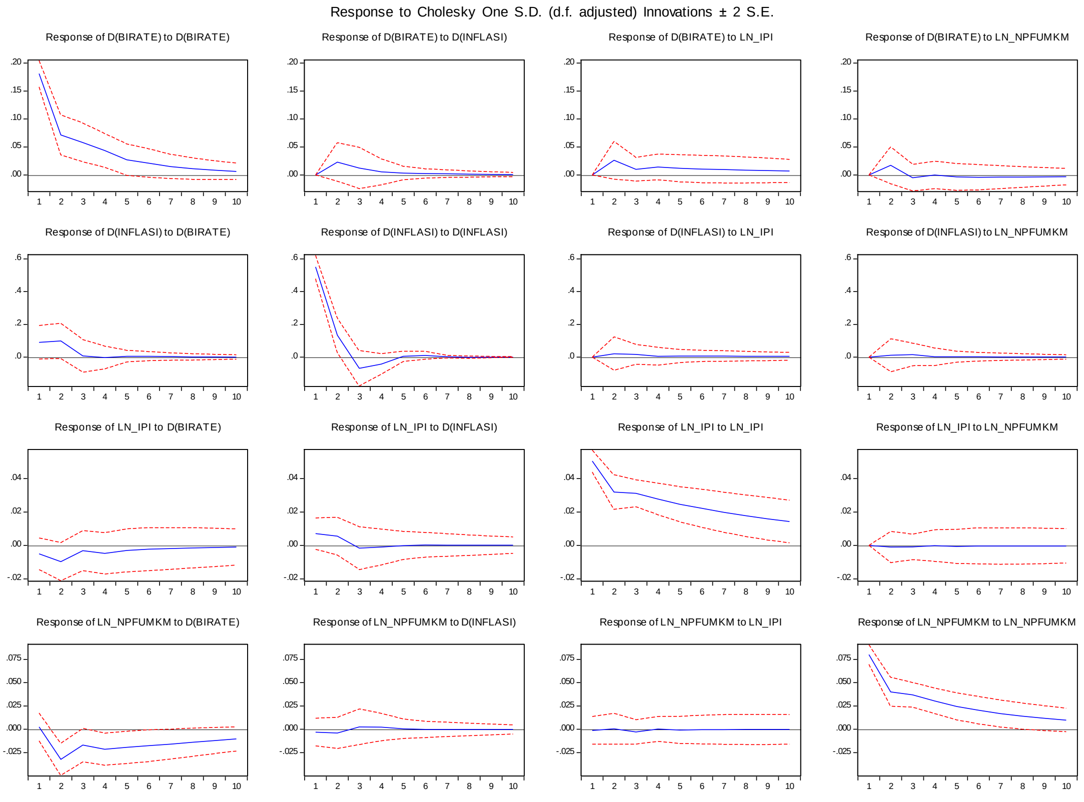



**Figure 3.** Impulse Response Function Result

In addition to the impulse response function, the variance decomposition method can show the estimation results. (Nursyamsiah, 2018) explains that the variance decomposition is used to explain the role of a variable in explaining shocks to other variables. The results of the variance decomposition on the Ln_NPFUMKM variable in this study can be seen in Table 5. Based on this table, it is found that the risk variable of Islamic banking financing for the MSME sector is dominantly influenced by the variable itself, which is equal to 99.7%. The other 0.3% influences the policy interest rate variable or the BI Rate. In the following periods up to period 10, it can be seen that the BI Rate variable has a significant contribution to the Ln_NPFUMKM variable, reaching 20%. In contrast, other macroeconomic variables only make a small contribution, not even reaching 1%. It is in line with the results of previous estimates, which found that only a shock from the BI Rate could affect non-performing Islamic banking financing for the MSME sector.

**Table 5.** Variance Decomposition Result

| Variable Dependent: Ln(NPFUMKM) | | | | | |
|---|---|---|---|---|---|
| Period | S.E. | D(BI_RATE) | D(INFLASI) | Ln_IPI | Ln_NPFUMKM |
| 1 | 0.080289 | 0.098720 | 0.145583 | 0.025535 | 99.73016 |
| 2 | 0.095503 | 11.55183 | 0.280559 | 0.021125 | 88.14649 |
| 3 | 0.103843 | 12.44603 | 0.300927 | 0.095448 | 87.15760 |
| 4 | 0.110347 | 14.79555 | 0.309392 | 0.085057 | 84.81001 |
| 5 | 0.114692 | 16.58997 | 0.287974 | 0.084139 | 83.03792 |
| 6 | 0.117845 | 17.97671 | 0.273346 | 0.080536 | 81.66940 |
| 7 | 0.120122 | 19.08213 | 0.263544 | 0.078402 | 80.57593 |
| 8 | 0.121741 | 19.88966 | 0.256934 | 0.076928 | 79.77648 |
| 9 | 0.122905 | 20.49066 | 0.252509 | 0.075827 | 79.18100 |
| 10 | 0.123739 | 20.93199 | 0.249627 | 0.075067 | 78.74331 |

Source: Data Processed (2023)

## 5.0 DISCUSSION / ANALYSIS

The MSME sector plays an essential role in a country. Most of the country's GDP is contributed by this sector. Therefore, various policies and efforts to develop this sector continue to be carried out through Islamic financial institutions, namely Islamic banking. The intermediation function of Islamic banking can help accelerate economic growth by channeling funds to the MSME sector.

In its operations, Islamic banking is also faced with risks, including financing risk. As previously explained, the instability of a country's macroeconomic conditions, including Indonesia, can affect the performance of Islamic banking and the risk aspect. This study aims to see how the influence of macroeconomic conditions on financing risk, namely non-performing Islamic banking financing, on the MSME sector. The results of this study indicate that changes that occur in macroeconomic variables have relatively no effect on non-performing Islamic banking financing for the MSME sector except for the interest rate policy (BI Rate).

The interest rate policy was found to have a significant and negative effect on non-performing Islamic banking financing for the MSME sector. This result is also supported by the impulse response function, which shows a negative response from non-performing Islamic banking financing of the MSME sector due to the shock in the BI Rate variable. In addition, the variance decomposition results also show that the BI Rate variable has a major contribution in influencing the non-performing variable of Islamic banking financing to the MSME sector. These results do not align with the research of Setiawan and Sherif (2017) and Saputri (2020), who found that the BI Rate has a significant and positive effect on the NPF of Islamic banking. This difference can be caused because the NPF used in this study is a specific NPF for financing the MSME sector, so there is different behavior between MSME financing customers and non-MSMEs.

The increase in the interest rate policy or BI Rate will encourage Islamic banking to participate in increasing the profit-sharing rate or margin and vice versa (Dewi & Hakim, 2022). Even though Islamic banking does not implement an interest system, interest rate policy changes can impact Islamic banking. This is because Islamic banking in Indonesia operates side-by-side with conventional banking. As a profit-oriented institution, Islamic banking must continue to compete with conventional banking in Indonesia. The level of profit sharing or decreased margins is undoubtedly a breath of fresh air for customers, including the MSME sector, to obtain financing due to low costs and ultimately impact increasing the amount of Islamic banking financing. Kismawadi et al. (2023) explain that changes in banking interest rates can affect a person's decision to save funds or to ask banks for financing. In addition, the increasing financing of Islamic banking can certainly also increase the risks that may be faced by Islamic banking, including those related to financing risks. This is in line with the research of Zaelina and Nastiti (2021), and Fakhrunnas and Hasanah (2022), which found that financing significantly and positively affects the NPF of Islamic banking.

The MSME sector is a sector that plays a significant role but is also at higher risk compared to the non-MSMEs sector. This is because the MSME sector is a sector that is still developing and has an unstable financial condition like the non-UMKM sector. Therefore, increasing Islamic banking financing for the MSME sector can also increase the risk of non-performing financing of Islamic banking and vice versa.

Inflation and economic growth are other macroeconomic variables in this study, measured using the IPI (Industrial Production Index). The results of the autoregressive vector show that inflation and IPI have no significant effect on non-performing financing for the MSME sector. This result is also supported by the results of the impulse response function, which does not show any response from the variable non-performing Islamic banking financing for the MSME sector to changes that occur in the inflation variable and also the IPI, as shown in Figure 4. The results of the variance decomposition also show a minimal contribution from both. This macroeconomic variable influences non-performing Islamic banking financing variables for the MSME sector. These results are not in line with the findings of Damanhur et al. (2018), Munifatussa'idah (2020), Saputri (2020), Fiitri and Zaimsyah (2022), which found that inflation and economic growth have a significant effect on the NPF of Islamic banking. It is the same with the BI Rate; this difference is due to NPF used in this study being a specific NPF for financing the MSME sector, so there are differences in behavior between financing in the MSME and non-UMKM sectors so that the response to changes in macroeconomic variables is also different.

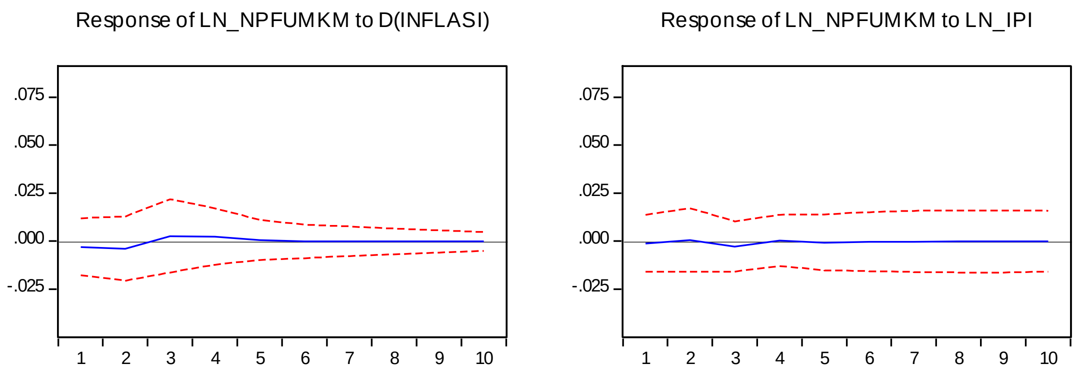



**Figure 4.** Impulse Response Function Inflation and IPI

The Indonesian Sharia Banking Statistics (OJK, 2022) explains that financing in the MSME sector is only carried out for working capital and investment purpose. Financing with the type of consumption used is only given to the non-MSMEs sector. This shows that most financing MSMEs use profit-sharing contracts, not buying and selling, as in consumption-type financing. The profit-sharing system of Islamic banking shows better resilience compared to conventional banking, which uses an interesting system. Ulina and Majid (2020) state that Islamic banks are more resistant to changes in economic conditions than conventional banks because implementing Sharia principles is considered fairer than conventional banking. It is because the profit-sharing system is not calculated based on the principal amount of financing but on the profits the business obtained (Salman, 2022). So, suppose economic conditions are not good, followed by MSMEs declining performance. In that case, the payment of financing costs also follows the results of the performance of these MSMEs so that the risk of problematic financing can be minimized. This ultimately causes no significant influence between inflation and IPI on non-performing Islamic banking financing, especially in the MSME sector.

In addition, Purnamasari and Ramayanti (2019) also explained that inflation does not affect NPF, indicating that customers have a high responsibility and commitment to continue to fulfill their obligations even though inflation increases. Changes in the rising inflation rate did not directly dampen people's desire to follow their consumptive needs. Instead, they reduced consumption so that the impact of this financing risk could still be controlled.

## 6.0 CONCLUSION

Non-performing financing in Islamic banking is one of the risks that must be faced by banks that have a function as intermediary institutions. The MSME sector itself is a sector that is still vulnerable to economic conditions so that the risk of non-performing financing of this sector is quite high. However, the results of this study showed that the non-performing financing of MSMEs sector in Indonesia Islamic Bank are affected only by the fluctuation of BI rate. It respond negatively to BI rate. However the non-performing financing of MSMEs sector is found to be resistant to other macroeconomic variable i.e. inflation, and Industrial Production Index. The negative response from non-performing financing of MSMEs sector was caused by the monetary policy transmission occurred. Even though Islamic banking does not implement an interest rate system, but it is not immune from the risk of changes in policy interest rates. This is because Islamic banking in Indonesia still operates side by side with conventional banking. Therefore, the results of this study can be taken into consideration by policy makers, especially regarding the impact of monetary policy transmission on Islamic banking, especially in optimizing its role in supporting the development of the MSME sector which is the driving wheel of the economy of a country.

## 7.0 LIMITATION AND STUDY FORWARD

This research is limited to the influence of changes in macroeconomic variables on financing risk in Islamic banking, especially for the MSME sector. In future research, it is hoped that researchers can examine other factors that can emerge the role of Islamic banking in supporting the improvement of the MSME sector in Indonesia.

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# FINANCIAL LITERACY AND PERSONAL FINANCIAL MANAGEMENT CAPABILITIES OF STUDENTS

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**ABSTRACT**

**Purpose of the study:** The acquisition of financial literacy and the development of personal financial management skills are crucial for students in order to make well-informed choices regarding their own finances and attain long-term financial stability. The objective of this study is to investigate the present condition of financial literacy and personal financial management among students, detect any deficiencies in their comprehension and abilities, and propose strategies for enhancing their financial knowledge and decision-making capacities. The objective of this project is to augment students' financial literacy and their capacity for personal financial management, with the ultimate aim of positively impacting their long-term financial welfare.

**Methodology:** The research utilises a quantitative methodology, employing a questionnaire to assess students' literacy skills in the areas of inflation and personal financial management. The study was conducted on a sample of 118 students who were enrolled in the first semester of the Islamic Economics Study Programme at Surabaya State University. The conducted tests encompassed validity tests, reliability tests, multicollinearity tests, autocorrelation tests, heteroscedasticity tests, and t tests.

**Main Findings:** All 20 questions utilised in this investigation resulted in valid ratings. Furthermore, it can be observed that the Cronbach's alpha value surpasses the established threshold of 0.60, thereby suggesting a high level of reliability for the questionnaire. The present study did not observe any occurrences of multicollinearity or autocorrelation. Heteroscedasticity is a statistical concept that pertains to the occurrence of different variances within a given dataset. A significance level below 0.05 in the T-test indicates the presence of a statistically significant and positive association between the inflation literacy variable and financial management.

**Novelty of the study:** The primary emphasis of this study is on the dynamic relationship between financial literacy and personal financial management skills, and the subsequent impact this has on the overall financial well-being of students. The research additionally emphasises the significance of including financial education into curricula to enhance students' financial literacy and their ability to handle personal finances.

***Keywords:*** *financial literacy, financial management, inflation and college students*

## 1.0 INTRODUCTION

The acquisition of financial literacy by students is necessary in order to enhance their capacity for personal financial management in the aftermath of the COVID-19 pandemic. This necessity arises from a multitude of factors.

Financial stability is a crucial aspect of individuals' well-being, particularly in times of economic uncertainty such as the ongoing pandemic. The acquisition of financial literacy among students plays a significant role in equipping them with the necessary knowledge and skills to properly manage their finances. By enhancing their financial literacy, students are better prepared to tackle the challenges and uncertainties that arise from the current economic situation.

Empowerment: The acquisition of financial literacy equips students with the necessary knowledge and skills to make well-informed choices pertaining to their personal finances, a critical capacity particularly relevant in periods characterised by financial uncertainty.

The promotion of financial literacy among students equips them with the necessary information and self-assurance to efficiently handle their funds, thereby mitigating stress and enabling them to concentrate on their educational pursuits.

Enhancing Financial Literacy for College Students: The enhancement of financial literacy among college students plays a pivotal role in fostering their long-term financial well-being. This proficiency empowers them to make informed financial choices, circumvent prevalent financial challenges, and establish a foundation for a more stable and prosperous future.

Financial literacy plays a crucial role in enabling students to effectively navigate and adjust to economic fluctuations, including but not limited to unemployment, income reduction, and heightened financial obligations. These challenges have grown increasingly widespread in the context of the COVID-19 epidemic.

In brief, financial literacy holds significant importance for college students, particularly in the context of the COVID-19 pandemic, as it equips them with the requisite information and competencies to make well-informed financial choices, alleviate financial strain, and attain enduring financial equilibrium.

## 2.0 LITERATURE REVIEW

Young people are more cognizant of the significance of attaining financial intelligence in light of the current economic climate; financial literacy is a crucial life skill for participating actively in modern society (Bankrate, 2023; Evelyn Learning, 2023).

The emergence of inflation subsequent to the spread of COVID-19 has engendered a heightened consciousness among the younger demographic concerning the criticality of sound financial management, given the fiscal limitations they encounter. In contrast to older generations, the present economic climate has posed difficulties for the younger generation in America in terms of inflation management, as evidenced by the fact that over 70% of generation Z and millennials are reducing their savings in response to price pressures. (Foster, 2023)

The adoption of frugality among Generation Z is influenced by rising costs and inflationary pressures; therefore, it is critical that the younger generation recognizes this. A significant majority of this demographic, precisely 53%, reported that inflation poses a barrier to their financial accomplishments (Colomer, 2023). Unfortunately, numerous young individuals are devoid of formal or structured financial education. Furthermore, individuals residing in low-income households frequently encounter challenges when attempting to obtain financial services, which renders them susceptible to deceptive schemes, exorbitant interest rates on loans, and indebtedness. Therefore, acquiring financial education is of the utmost importance in order to nurture the growth of problem-solving abilities, critical thinking skills, and decision-making process, which in turn cultivate an understanding of finances that is both independent and flexible. (Younggov, 2023)

The provision of educational institutions that possess the ability to furnish students with a comprehensive and practical financial education—thereby endowing them with the requisite knowledge and skills to make prudent financial decisions for the duration of their lives—becomes a duty of the state (Evelyn Learning, 2023; Youth.gov, 2023).

In order to facilitate the development of savings, credit acquisition, and debt prevention, it is critical that the younger generation acquire financial literacy, particularly in the current era marked by the proliferation of digital platforms and resources for money management.

Financial literacy among the younger generation is crucial for the following reasons: long-term financial well-being, financial stability, empowerment, and reduced financial stress; and the capacity to adapt to economic fluctuations. Financial literacy equips youth with the requisite knowledge and competencies to engage in informed financial decision-making, circumvent recurring cycles of debt and economic volatility, and establish a financially steady trajectory. (United Way, 2023)

The absence of financial literacy among the younger demographic can lead to enduring financial consequences, underscoring the critical nature of financial education in enhancing their holistic welfare and securing their economic future.

## 3.0 METHODOLOGY

This particular form of observational research employs an associative descriptive framework to elucidate the relationship between the independent variable and the dependent variable. The researchers utilize a survey methodology to get data by sampling from the population and employing questionnaires as the major instrument for data collection. As a result, the research can be classified as explanatory in nature. The sample comprises 118 individuals who are enrolled as first-semester students in the Islamic economics study program at Surabaya State University. These individuals are now undertaking introductory accounting courses during the odd semester of 2023. The data utilized in this study is derived from secondary sources, and encompasses a range of material acquired from relevant literature that serves to substantiate the research.

## 4.0 RESULTS/FINDINGS

**Table 1:** Validity Test

| Butir Pertanyaan | Nilai Sig. | Kesimpulan |
|---|---|---|
| Butir 1 | 0.010 | Valid** |
| Butir 2 | 0.002 | Valid** |
| Butir 3 | 0.000 | Valid** |
| Butir 4 | 0.000 | Valid** |
| Butir 5 | 0.000 | Valid** |
| Butir 6 | 0.000 | Valid** |
| Butir 7 | 0.000 | Valid** |
| Butir 8 | 0.011 | Valid* |
| Butir 9 | 0.005 | Valid** |
| Butir 10 | 0.000 | Valid** |
| Butir 11 | 0.000 | Valid** |

| Butir Pertanyaan | Nilai Sig | Kesimpulan |
|---|---|---|
| Butir 12 | 0.000 | Valid** |
| Butir 13 | 0.000 | Valid** |
| Butir 14 | 0.000 | Valid** |
| Butir 15 | 0.000 | Valid** |
| Butir 16 | 0.000 | Valid** |
| Butir 17 | 0.008 | Valid** |
| Butir 18 | 0.000 | Valid** |
| Butir 19 | 0.000 | Valid** |
| Butir 20 | 0.024 | Valid* |

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Validity tests with correlation levels of 0.05 and 0.01 serve the purpose of assessing the statistical significance of the obtained results in reference to the null hypothesis. When the p-value is less than or equal to the predetermined significance level, such as 0.05 or 0.01, it signifies a statistically significant outcome. This implies that the observed data offer substantial evidence to reject the null hypothesis. If the p-value is less than or equal to the selected significance level, the null hypothesis is rejected in favor of the alternative hypothesis, leading to the conclusion that a meaningful association or effect exists.

**Table 2:** Reliability Test
**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| 0.670 | 20 |

Cronbach's alpha is a statistical metric utilized to assess the internal consistency or reliability of a collection of survey items, hence reflecting the degree of interrelatedness among the items as a cohesive unit..

Cronbach's alpha is a statistical metric used to evaluate the internal consistency of a collection of survey items, thereby providing an indication of its reliability. A p-value that is less than or equal to 0.05 or 0.01, depending on the selected significance level, can be employed to measure the dependability of the items within a set, hence offering valuable insights into the overall quality of the assessment instrument.

**Table 3:** Multicollinearity Test
**Coefficients[a]**

| Model | | | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | | | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 13.648 | 1.999 | | 6.826 | 0.000 | | |
| | Literasi Inflasi | 0.282 | 0.084 | 0.297 | 3.345 | 0.001 | 1.000 | 1.000 |

a. Dependent Variable: Pengelolaan Keuangan

Multicollinearity arises in a regression model when the independent variables exhibit correlation among themselves, which is contrary to the assumption of independence. Multicollinearity is a prevalent concern encountered in regression analysis, which has the potential to undermine the reliability of statistical findings. The Variance Inflation Factor (VIF) is a commonly employed technique for assessing multicollinearity, and there are various potential remedies to mitigate this problem, each with its own limitations. Researchers can confidently infer that there is no presence of multicollinearity if the Variance Inflation Factor (VIF) value is below 10 and/or the tolerance value exceeds 0.01.

**Table 4:** Autocorrelation Test
**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | .297[a] | 0.088 | 0.080 | 3.551 | 2.228 |

a. Predictors: (Constant), Literasi Inflasi

b. Dependent Variable: Pengelolaan Keuangan

The Durbin-Watson test is employed to identify the presence of autocorrelation within the residuals of a regression study. The presence of correlation among the residuals in a regression model can lead to autocorrelation, which in turn can cause the regression coefficients to be biased and inefficiently estimated. The Durbin-Watson test is employed to assess the presence of substantial correlation between nearby residuals, where a value of 2 indicates the absence of autocorrelation.

dU < D < 4 – dU showing that The findings of this study indicate the absence of autocorrelation in the research model.

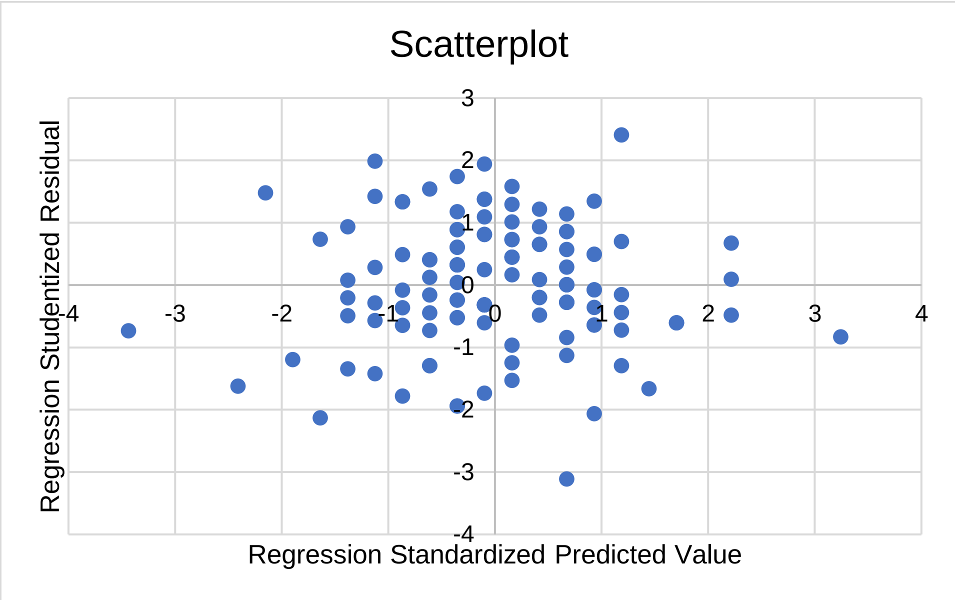


**Figure1:** Heteroskedasticity Test- Scatterplot

Heteroskedasticity is a statistical concept denoting the presence of different variances in the residuals of a regression model. This phenomenon has the potential to introduce bias and inefficiency in the estimation of regression coefficients. The utilisation of a scatterplot can be employed as a means to examine the presence of heteroskedasticity, and subsequently, implement diverse methodologies to mitigate this issue, contingent upon the particular circumstances and dataset at hand. The absence of heteroscedasticity was seen in this investigation due to the lack of discernible patterns.

**Coefficients[a]**

| Model | | | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | | | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 13.648 | 1.999 | | 6.826 | 0.000 | | |
| | Literasi Inflasi | 0.282 | 0.084 | 0.297 | 3.345 | 0.001 | 1.000 | 1.000 |

a. Dependent Variable: Pengelolaan Keuangan

The significance value of less than 0.05 in the T-test suggests that there is a statistically significant and positive relationship between the inflation literacy variable and financial management. The equation utilised in the study can be expressed as: The equation for financial management can be represented as 13.648 + 0.282 multiplied by the level of inflation literacy.

Pengelolaan Keuangan = 13,648 + 0,282 Literasi Inflasi
Financial Management = 13,648 + 0.282 Inflation Literacy

## 5.0 CONCLUSION

Understanding inflation is crucial for students to effectively manage their personal finances. This is due to the fact that inflation has the potential to impact the prices of consumer goods and services, leading to a rise in expenditure budgets.

If left unaddressed, inflation can diminish the regular allocation for savings and pose a risk to future financial planning. Students can mitigate the danger of unforeseen economic fluctuations by acquiring knowledge on prudent investment strategies and staying informed about fluctuations in national inflation rates.

The government and universities play a crucial role in offering tangible measures to students with regards to the incorporation of financial literacy, which significantly influences the execution of Sustainable Development Goals (SDGs). The government has the capacity to offer institutional and financial assistance to institutions and students, which may include budget allocations, policies, and laws that yield favorable outcomes.

Several strategies for effectively managing finances in a future characterized by uncertainty and inflation encompass

1. Financial Post Management: Implement a strategic reorganization of financial posts to proactively assess the potential ramifications of inflation and stagflation.
2. Distinguish between necessities and wants: Optimize savings by deferring non-essential expenditures and prioritizing shopping or consumption activities during periods of improved economic conditions.
3. Make Investments: Select investment vehicles that align with your risk tolerance and financial liquidity circumstances.

In addition to the aforementioned considerations, it is imperative for students to possess a comprehensive comprehension of financial management, encompassing the formulation of contingency strategies, the allocation of income, and the practice of saving. It is imperative for students to have a comprehensive understanding of fundamental principles pertaining to inflation, interest rates, and risk diversification.

Through a comprehensive grasp of the fundamental tenets of financial management, students can effectively enhance their income and mitigate the likelihood of encountering financial deficits in the future. One potential governmental approach to address the issue at hand involves the provision of financial resources and subsidies aimed at enhancing the availability of post-secondary education. This may encompass the provision of scholarships specifically tailored to economically disadvantaged students.

In addition, universities have the capacity to function as educational institutions that provide training opportunities for students, enabling them to enhance their skill sets and capabilities. This preparation equips them to effectively confront the demands of the professional sphere and make valuable contributions to the advancement of the economy.

The achievement of SDG objective point 4 is anticipated to be facilitated through a robust synergy resulting from the tight engagement between governmental entities and academic institutions. SDG target 4 aims to provide comprehensive and equitable access to high-quality education, as well as foster lifelong learning opportunities for individuals of all backgrounds.

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# HEALTH A-LERT TAKAFUL SMARTWATCH FOR MEDICAL PROTECTION PLAN

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**ABSTRACT**

Nowadays, almost everyone wears a smartwatch, and it has become the new time needed. It allows users to keep track of their heart rate, sleep, oxygen, activity, and so on. The lack of awareness of Takaful among Malaysians is one of the industry's major challenges. The objective of product is to create awareness about the necessity of having a medical and health plan as a future protection for all Malaysian generations. The alert function sends a signal from the smartwatch to the hospital and Takaful Operator when the smartwatch user is in uncertain circumstance. When the alert signal is delivered to the hospital, the hospital will be able detect where the patient is. However, the novelty for our product is it has potential to reshape Takaful industry and entitled as the first Takaful smartwatch available in the market. The impact of our product encourages society to take care of their own health from any diseases. A qualitative research design was adopted in the study and four smartwatch users of different ages will be selected to be interviewed. In conclusion, the Health A-Lert Takaful Smartwatch will become a tool of future medical and health protection plan that is focused on the Takaful sector, and by developing the Health A-Lert Takaful Smartwatch product it may give the opportunities to the growth of Takaful industry. In the future, we recommend it is anticipated our product will be further developed through partnerships with governments that must help in facilitating and expanding access to digital smartwatch device technology.

***Keywords***: *Health A-Lert Takaful Smartwatch, medical and health protection plan, Takaful, smartwatch users, Takaful Operator*

## 1.0 INTRODUCTION

The term "Takaful" comes from the Arabic word "Kafalah," which means "guaranteeing each other" or "joint guarantee." The concept's origins can be traced back to ancient Arab tribes' practices of bringing together their liabilities, covering any future actions committed by their members against other tribes, and compensating victims or their heirs. The concept was afterward conveyed to several life walks, such as covering marine commerce activities against any potential accidents on sea journeys (Riad et al., 2021).

The Takaful coverage plan is divided into two sections. The first section is Family Takaful, which functions as a standard reserve fund meant to meet a participant's desired future financial situation or be passed down to any beneficiary of his choice if he passes away. The products in this area include simple Family Takaful, Child Education Takaful, Investment-linked Takaful, and Medical and Health Takaful. The second section is General Takaful, which provides participants with materialistic loss or harm as a result of any catastrophic circumstance or other human involvement. Personal accident Takaful, Home Takaful, and Motor Takaful are examples of general Takaful products (Riad et al., 2021). In this study, the researchers focus on Medical and Health Takaful under Family Takaful.

After the announcement of the Policy Document on Direct Distribution Channels for Pure Protection Products in September 2018, market players have offered 15 term products, 13 critical illness products, and 11 medical and health products. These products are available online and through Takaful Operators' branches around the country. For the year 2021, the sector issued 39,909 new certificates, totaling more than RM1,512 million in coverage. In comparison, this represents a huge and considerable increase of 664% over the 5,223 new certificates issued in 2020. Term plans led the market in terms of contribution to performance, followed by medical and health products as well critical illness products. Based on the significant increase, it can be concluded that the COVID-19 pandemic has significantly increased public awareness of the importance of life-critical illness, as well as medical and health protection. In 2020 and 2021, 96% of Term, Critical Illness, and Medical and Health products were sold online (Malaysian Takaful Association, 2022).

Nowadays, almost everyone wears a smartwatch, and it has become the new time needed. It allows users to keep track of their heart rate, sleep, oxygen, activity, exercise, calories burned, and so on. In 2022, there were 216.43 million smartwatch users globally, with an estimated income of $43.39 billion. Due to the expanding customer preference for wearables, the smartwatch market has grown at the quickest rate in the recent decade. By the end of 2023, there are expected to be 224.27 million smartwatch users where men use smartwatches at a rate of 18%, while women wear smartwatches at a rate of 25%. 15% of smartwatch users are between the ages of 18 and 49 and 20% of smartwatch users live in urban areas, while 24% live in suburban areas. 92% of smartwatch owners said they use them to maintain and manage their health and claimed that they exercise more than individuals who do not have smartwatches. The smartwatch market is predicted to develop at a 14.9% CAGR between 2021 and 2028 (Ruby, 2023).

The addition of Takaful features in smartwatches could make it easier for Takaful Operators, as well as participants who subscribe to Medical and Health Takaful plans. With the addition of Takaful features, participants in an emergency situation can contact the hospital as well as the Takaful Operator immediately by pressing the emergency button on their smartwatch instead of calling on a mobile phone. This function is known as Health A-Lert Takaful, and it is incredibly valuable for smartwatch users.

## 2.0 PROBLEM STATEMENT

One of the most serious diseases in humans is sudden death. Sudden death (SD) is described as a natural death that happens within 24 hours, regardless of the presence or lack of symptoms. In terms of overall number of lives lost, the top three global causes of mortality are related with three main issues. The first is cardiovascular illness (such as ischemic heart disease and stroke). The second kind of ailment is respiratory (chronic obstructive pulmonary disease, lower respiratory infections), and the third type of condition is neonatal, which includes birth asphyxia and birth trauma, neonatal sepsis and infections, and preterm birth problems (World Health Organization, 2020). Sudden cardiac death (SCD) is described as an unexpected death occurring within one hour of the onset of symptoms. Many people believe that sudden death is unpredictable, but there are risk factors that can lead to the disease. Sudden cardiac death (SCD) is an unanticipated death. It is caused by a lack of heart function (sudden cardiac arrest).

More than half of all occurrences of sudden cardiac arrest occur without any preceding symptoms. Symptoms of a sudden cardiac arrest include fainting (losing consciousness), a rapid heartbeat, chest discomfort, shortness of breath, and dizziness. This indicates that a potentially serious heart rhythm issue has begun, which is why they are also indications of sudden cardiac death (Cleveland Clinic, 2022). Most sudden cardiac deaths occur in elderly people, particularly those with already present heart disease. Moreover, sudden cardiac death is uncommon in young, seemingly healthy adults under the age of 35. Sudden death in teenagers and young adults is occasionally caused by undiagnosed cardiac illnesses, such as inherited heart disease. A young person may die unexpectedly while participating in physical activity, such as competitive sports, due to an undiagnosed heart disease. However, sudden cardiac death can occur without warning on rare occasions (Mayo Clinic, 2022). Athletes and healthy people are also vulnerable to unexpected mortality and bodily injury during sports exercise. Sudden cardiac death in athletes often occurs during the highest-level exercise, but it can also occur at rest and sometimes during sleep (Han et al., 2023). Presyncope, syncope, and feeling dizzy are frequent, especially when one is exerting themselves hard. Common concerns include dyspnea and chest pain (Farzam et al., 2022).

According to the Department of Statistics Malaysia's Statistics on Causes of Death in 2022, the number of fatalities in 2021 increased by 34.5 percent from 166,970 deaths in 2020 owing to excess mortality during the COVID-19 pandemic. In Malaysia, COVID-19 infection is the leading cause of mortality, accounting for 31,063 fatalities, or 19.8 percent of the 157,251 medically certified deaths in 2021. Ischaemic heart illnesses were the second leading cause of mortality, accounting for 13.7% of all deaths, followed by pneumonia (11.1%), cerebrovascular diseases (6.5%), traffic accidents (1.9%), diabetes mellitus (1.8%), malignant neoplasm of trachea, bronchus and lung (1.7%), hypertensive diseases (1.7%), chronic lower respiratory diseases (1.5%), malignant neoplasm of colon, rectum and anus (1.4%). According to the data, most diseases that Malaysians get are things that may be managed in terms of habits and way of life.

As a consequence of all of the issues and problems that have been raised, we decided to create a convenient and smart product in the market called Health A-Lert Takaful Smartwatch to promote a healthy lifestyle and ensure the long-term well-being of users of all ages. With the unique characteristics of the smartwatch product, it may be possible to reduce health problems and the rate of sudden death by offering this product. This product will be packaged with a medical health takaful, which is designed to cover the costs of medical care, which can be quite costly, especially when combined with hospitalization and surgery. Furthermore, healthy lifestyle choices are crucial for long-term well-being, disease prevention, and improved health.

## 3.0 OBJECTIVE

Everyone in the world must take care of their own health since someone's existence is very valuable to both him and his family. Takaful is essential if something unfortunate happens in a person's life since with Takaful, medical bills are covered by the Takaful Operator because they have been constant in paying for the plan participated by them.

The objective of this product is to create awareness about the necessity of having a medical and health plan as a future protection for all Malaysian generations, particularly at critical times. The concept of "Love Yourself: Your Healthy is Our Priority" drives the researcher's main focus in this study. The researchers delivered the idea of "Love Yourself:

Your Healthy is Our Priority" by designing the Health Takaful A-Lert SmartWatch. This product is for all smartwatch users who have the Medical and Health Takaful plan.

Next, to save time for Takaful Operators and hospitals by speeding up the procedure during critical moments by using a smartwatch device with takaful features in smartwatches. The gadget is user-friendly, saves time for Takaful Operators, and provides health features for users in the smartwatch.

## 4.0 SIGNIFICANCE OF PRODUCT

The Malaysian Takaful industry has seen tremendous growth in recent years, with an increase in the number of companies as well as an extension of company scope and product range. Takaful Operators must be diligent in product creation and ensure that the products that are offered have adequate takaful coverage and are suitable and appropriate for the targeted market segment. On the other hand, it also suitable for who are an active in sports through cutting-edge technological devices such as our product of Health A-Lert Takaful Smartwatch, as well as to make Takaful more affordable and digitally accessible to various segments of society, will have a positive impact on the takaful industry's growth in Malaysia. This product of Health A-Lert Takaful Smartwatch is significant to the Takaful Operators, Takaful Participants or customers, and also the Ministry of Health (MOH).

Firstly, the product is significance to the Takaful Operators because it provides real-time health data that can assist Takaful Operators more properly estimate the health risk profiles of members. This data-driven strategy allows Takaful Operators to customise coverage and premiums based on individual health conditions and behaviours, resulting in improved underwriting decisions. In addition, Health A-Lert Takaful Smartwatch establishes a direct and ongoing communication between Takaful Operators and participants. This involvement promotes a sense of community, loyalty, and trust, resulting in better relationships and higher participant retention. Moreover, the Takaful Operators responsibility to inform and raise public and all generation awareness about the benefits of having Medical and Health protection through a Takaful plan, particularly in Shariah compliance, it will easily compete equally with the insurance industry. As a result, having a personalized, affordable, and flexible medical and health takaful plan that will benefit customers when needed is critical.

Secondly, the product is significance to the Takaful Participants or customers. In the event of a health emergency, such as a sudden accident, heart attack, or other critical events, smartwatch health alerts can notify emergency contacts or medical professionals immediately. This may result in quicker response times and potentially lifesaving interventions. Next, the implementation of smartwatch health notifications can increase participant engagement with the takaful provider. Participants may experience a stronger sense of support and connection with the provider, resulting in an increase in their loyalty and trust. On the basis of health data collected from smartwatches, takaful providers can offer more customized coverage options. Participants who actively monitor their health and receive alerts may be eligible for custom-tailored coverage plans. This product also improves service to potential customers by being user-friendly, saving time for Takaful Operators, and providing health features for users in the smartwatch. Conscious efforts and strategic collaborations to promote Takaful awareness to the children, teenagers, adults, and folks.

Last but not least, this product is significance to the Ministry of Health. The Health A-Lert Takaful Smartwatch can aid in the monitoring of patients with chronic conditions such as diabetes, hypertension, or cardiovascular disease. The Ministry of Health can use this information to provide individualized care plans, medication reminders, and timely interventions to prevent complications. By encouraging proactive health monitoring and self-care via smartwatch health alerts, the Ministry of Health can reduce the burden on healthcare facilities, especially for non-emergency cases and routine health concerns. This smartwatch product empowers individuals to assume responsibility for their own health and well-being. By partnering with the public via these technologies, the Ministry of Health can cultivate a sense of empowerment and responsibility for health.

## 5.0 LITERATURE REVIEW

The development of the Takaful industry in Malaysia also included the establishment of an Islamic bank in 1983. Takaful is presented as a solution to the issue of life insurance that is prohibited by the Malaysian National Fatwa Community. The people's group announced on live coverage that the contract is void due to the presence of the components Riba' (usury), Maysir (gambling), and Gharar (vulnerability). Although the Malaysian government is committed to promoting takaful and making Malaysia a takaful hub in South-east Asia, certain barriers to the country's takaful market development have been identified. Medical and Health Takaful is insurance that covers the cost of private medical treatment, such as hospitalization, surgery, and treatment, for people who have been diagnosed with certain illnesses or have been involved in an accident.

An imbalance of life and challenges to the problem health causes that individuals must make early preparations to take advantage of the best health services. Some Malaysians are still unaware that medical and health insurance is a policy that covers the costs of private medical care that can be costly, such as hospitalization and surgical costs (Mustafa et al., 2019). The burden of the cost of treatment and other medical expenses due to disability and chronic illness will be transferred to the insurance and takaful company, also known as an insurer, through Medical and Health Takaful. Communities must recognize that there are numerous factors that make Medical Health Takaful so important today. According to a variety of publications, one of the barriers to the takaful market's continued growth in Malaysia is a lack of awareness (Hassan et al., 2018; Salleh and Laksana, 2018).

According to Hassan & Salman (2021), the study included 243 Muslim customers who were registered in family Takaful with selected beginning Takaful firms. The questionnaire data revealed that religious adherence, dependability, and image were the most important factors influencing Muslim consumers in Malaysia to require Takaful. Wahab (2018) investigated the level and relationship between Takaful Operators' perceived performance and customers' intention to use medical Takaful cards in Kedah, Malaysia. The review discovered a high level of customer perception of performance in relation to the customer's intention to use the medical Takaful card. The findings concluded that a positive moderate relationship existed between public officers' perceptions of Takaful Operators' performance and their intention to use the medical Takaful card.

Shukor (2018) investigated Malaysian Muslims' motivations for participating in family Takaful. Four focus groups with 22 volunteer participants who owned Takaful policies were conducted using a qualitative approach. The findings reveal five primary motivations for participating in a family Takaful policy: rainy day planning, child education planning, rising medical costs, debt payment, and investment or saving purposes. On the other hand, to be innovative, the Takaful industry must not only look to the insurance industry as a model, but there must also be product differentiation that gives them a competitive advantage over traditional products. Furthermore, the Takaful industry should drive industry innovation (Hassan & Salman, 2021). The Takaful industry is currently waiting for insurance industry innovation, which they will then attempt to replicate. Takaful Operators must also consider the needs of the public, particularly those of their Muslim customers.

Talent and manpower shortages have long been an issue in Malaysia's takaful market (Daud et al., 2018). According to (Husin, 2019), the takaful industry is experiencing a severe shortage of qualified personnel who understand both technical insurance principles and have a thorough understanding of Islamic law and finance. Besides that, Takaful penetration rate was 15.2% in 2018, up from 14.5% the previous year (Ching, 2019). However, the penetration rate is still considered low, particularly in the bottom 40 household income segment. Malaysians are classified into three income groups: the top 20% (T20), the middle 40% (M40), and the bottom 40% (B40). In this digital age, technology has changed the way people live, save, and bank. However, it appears that little has changed in the Malaysian takaful market. According to (Mustafa et al., 2019), Malaysian Takaful Operators must invest in an appropriate technology platform to have effective interactions with customers across product areas and locations.

In recent years, smartwatches have played an important role in people's lives, not only as fitness trackers or smartphone companions, but also as everyday companions. For example, the Apple Watch has transformed and improved the Apple ecosystem. However, there is some controversy whether smartwatches are worth the money and a suitable replacement for traditional watches. There have also been several studies on the healthcare applications of smartwatches, as well as discussions about whether these wearable devices can effectively diagnose a heart attack (Elalj, 2022). The future of these devices is still bright, with many unexplored possibilities. The health benefits alone can make this smart watch worthwhile, and when combined with cutting-edge technology, it has the potential to advance the Takaful industry all over the world.

Furthermore, Gupta et al. (2020) investigated the indirect and direct impact of perceived health outcomes, the perceived benefits fitness wearables had on one's own health, on the intention to use smartwatches indefinitely. The authors demonstrate that a backward-looking assessment of perceived health benefits increases satisfaction and intention to continue (Gupta et al., 2020). While Pal et al. (2018) studied the effect of hedonic motivation on continuous usage, they also addressed the utilitarian side of smartwatches by integrating perceived accuracy and functional limitations. They found that perceived usefulness, hedonic motivation, perceived comfort, and self-socio motivation all had a positive effect on continuous usage.

In contrast, perceived privacy, battery-life concerns, as well as perceived accuracy and functional limitations, were shown to have a negative impact on the continued use of smartwatches. By drawing on Self-determination theory (SDT) and the ever-increasing health and fitness trend, (Siepmann & Kowalczuk, 2021) argue that these factors are required to satisfy basic psychological needs and are thus important for explaining prolonged smartwatch usage.

## 6.0 METHODOLOGY

A qualitative research design was adopted in the study to explore the users' perceptions of the current product they used. The study's population comprises of smartwatch users of various ages. For this study, four smartwatch users of different ages will be selected to be interviewed. Smartwatch users were divided into age groups that, broadly defined, covered young adulthood (17 to 30 years), middle age (31 to 45 years), and older adulthood (46 years and older).

As smartwatches have become so vital in people's life, not just as fitness trackers or smartphone companions, the Health A-Lert Takaful Smartwatch is offered with medical protection. Not only that, this product incorporates cutting-edge technology, such as a medical health alert system, as well as Shariah principles. A few Islamic finance contracts were mentioned, and they became the key principles to ensuring the product generated is Shariah-compliant. The potential of these devices remains promising, with numerous untapped opportunities. The potential advancements of the Takaful industry worldwide can be significantly enhanced by the combination of cutting-edge technology and the health benefits offered by this smart watch.

Before the interview, a series of questions will be prepared, including their experience with current smartwatches, how useful the smartwatch is in their lives, what features they would like to see etc. The primary goal of interviewing is to comprehend what interviewees say. Interviews are very effective for learning more about a participant's experiences. The interviewer can learn more about the subject **in depth.**

**Table 1: List of interviewee questions**

| | |
|---|---|
| 1 | How does your smartwatch help you to live a healthy lifestyle? |
| 2 | How frequently do you use a smartwatch? |
| 3 | What is your opinion smartwatch attached to the medical card? |
| 4 | What is your opinion smartwatch attached to the medical alert system? |
| 5 | What features do you like in your smartwatch? |
| 6 | What features you would like to see in your smartwatch? |
| 7 | Do you feel safe when doing sports with the medical alert system in the smartwatch? |
| 8 | How much you can afford to pay the smartwatch? |
| 9 | If you are involved in an emergency and have an accident, would it make sense for your smartwatch to monitor your location and the nearest hospital to dispatch an ambulance to pick you up? |
| 10 | What do you think if the insurance or Takaful industry produces a smartwatch for their customers' benefit? |

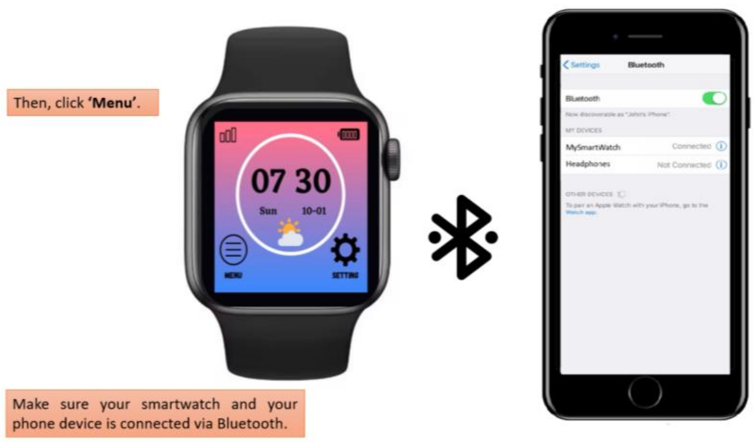
The selection of people to be interviewed is made carefully so that the answers that will be given by the interviewee are relevant and contribute to this study. Engaging with respondents without prior knowledge of their background can give rise to various challenges that can impact the efficacy of the interview process and potentially foster mistrust or miscommunication, particularly when exploring topics of heightened sensitivity. There are four interviewee that represents for each age group that covered young adulthood (17 to 30 years), middle age (31 to 45 years), and older adulthood (46 years and older). All participants in the interviews consistently wear smartwatches daily, relying on them for the purpose of monitoring their daily activities, health status, and personal fitness.

Before the interview, consent must be freely granted (voluntary), subjects must comprehend what is being asked of them, and all concerned parties must be competent to consent. This means that in order to participate in a research study, participants must be fully informed about the research, understand the material, and have the ability to choose whether or not to participate. Only after a comprehensive explanation of the research methodology did participants agree to participate in this study. Individual approaches were made to potential volunteers to explain the goal of the study and the data collection process. They were given enough time to ask questions and express their concerns. To further explain the interview session, a list of questions was provided. Potential participants were given adequate time to read the interview questions and decide whether or not to participate in this study.

### 6.1 ANALYTICAL PROTOTYPE


Picture 1. The interface of main screen

This is the interface for Main Screen for our smartwatch. It consists of battery and signal indicators. In the Main Screen also showed the time, date, day and the current weather for the day. It has two icon buttons which are Menu button and Settings button.

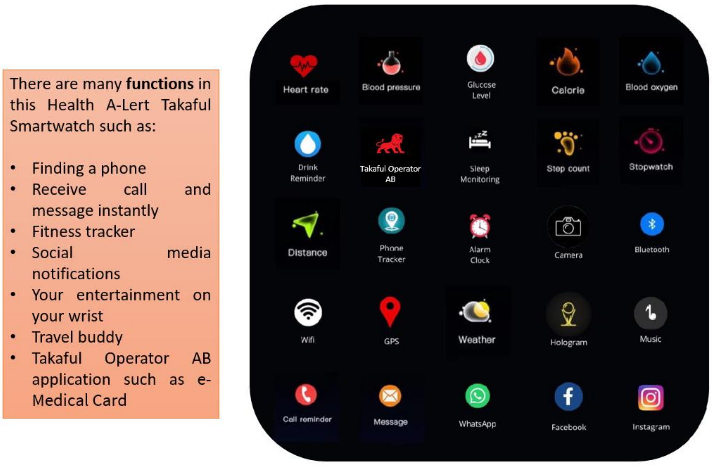



**Picture 2.** The interface of bluetooth connection

The smartwatch must be connected with the user's smartphone via Bluetooth. This is to make sure that all the data, notifications or records can be seen and detected by the smartwatch. This makes it easier for users whose does not like to take out their phone in the public.


**Picture 3**. The interface of the menu pf the smartwatch

This is the interface for the Menu of the smartwatch. Our smartwatch has a total of 20 features for health, lifestyle, entertainment and social applications. For example, Heart Rate, Glucose Level, GPS, Music and Instagram. We also added new features like hologram, Takaful Operator AB apps and health problem alerts.




**Picture 4.** The close view for the Menu of the Health A-Lert Takaful Smartwatch.


**Picture 5.** The example of interface for the Heart Rate measurement of a user

The heart rate will be measured by scanning the blood flow near our wrist, by illuminating it with LEDs at the back of the smartwatch.


**Picture 6.** The example of interface for Blood Pressure level of an individual that use smartwatch

The blood pressure can be measured when the cuff inflates and places pressure on two arteries in the wrist. As the cuff deflates, the blood pressure can be measured. It will ask the user to place their wrist in front of heart for 20-30 seconds.


**Picture 7.** The example of interface for the Glucose Level measurement of a user.

Our smartwatch uses unique patented technology to read blood sugar levels within three seconds. The smartwatch will analyse sweat and will give accurate result.


**Picture 8.** Smartwatch special features

Health A-Lert Takaful Smartwatch have a special feature which is the smartwatch will give alerts and warnings if the result of user's Heart Rate, Blood Pressure and Glucose are not normal. The purpose of this feature is to make sure the safeness of the users if they have health problems.


**Picture 9.** The interface of the smartwatch after the user touch the screen upon receiving alert

The smartwatch will automatically show the actions will be taken. The user can choose whether to make a call to emergency contact or to the nearby hospital.


**Picture 10.** The interface of emergency contact

If the user chooses to call for Emergency Contact, the smartwatch will automatically connect the user with his or her family in order to inform them about the emergency the user face at the moment.


If the user chooses to call ambulance, the smartwatch will automatically connect the user with a nearby hospital which located near with the user's current location.


**Picture 12.** The interface of Takaful Operator AB application and GPS

The Takaful Operator AB application consists of the user's data which client personal details and client medical history. Before the ambulance arrived to the current location detected from GPS from Health A-Lert Takaful Smartwatch. All the details of health problem of Health A-Lert Takaful Smartwatch will be detected by the Takaful Operator AB and also the panel hospital nearest.


**Picture 13**. the interface of the Music played in the smartwatch

Our smartwatch also provides music feature where user can listen to during exercising or whenever they want to hear. The list of the music will be the same with the list of the music in the user's smartphone.


**Picture 14**. The interface of GPS in the smartwatch

This is the interface of GPS in the smartwatch. User can use this feature while jogging or cycling in order to know their current location.


**Picture 15**. The interface of receives and make a phone call.

As the smartwatch is connected with the user's smartphone device, the smartwatch will also receive a call if the user's smartphone receives a call. Not only the user receives a call from the smartwatch, the user can also make a phone call by using the smartwatch only.


**Picture 16**. The interface of Hologram feature.

Our smartwatch has an exclusive feature for the user. It is called Hologram feature. In order to activate this feature, the user have to simply click the hologram button.


**Picture 17** The interface of Hologram feature

This is the interface of the. After the user click the hologram button, it will automatically return to Main Screen before the hologram pop up from the smartwatch.


**Picture 17** The interface of Hologram feature if the smartwatch receives a call.


If the user wants to quit the hologram feature, the user has to simply click back the hologram button. Then, the hologram pop up will automatically closed and the Main Screen will be showed.


All of the diagram above shows the interface for our smartwatch prototype.

## 7.0 RESULTS AND DISCUSSION

### 7.1 DESCRIPTION OF INNOVATION

Wearable devices smartwatches are becoming increasingly indispensable in the healthcare industry. Patients can use Health A-Lert Takaful Smartwatch to track their pulse rate, sleep patterns, and physical activity. Patients can then share this information with their physician in order to receive valuable insight into their health in order to make changes that could improve their overall health. We use sentence A-Lert instead of alert because we would like to highlight the alert function in the smartwatch. The alert function sends a signal from the smartwatch to the hospital and Takaful Operator when the smartwatch user is in a high-risk or uncertain circumstance. When the alert signal is delivered to the hospital, the hospital will be able detect where the participant or patient is. This makes it easy for the hospital to dispatch an ambulance to the scene. Not only that, but the hospital will also be able to collect and retrieve all the patient's personal data more rapidly through the smartwatch, avoiding any fraud claims for Takaful participants.

There are many functions in this Health A-Lert Takaful Smartwatch such as phone tracker, receive call and message instantly, fitness tracker, social media notifications, entertainment on wrist, travel buddy, GPS, hologram, and Takaful Operator AB application such as e-medical card Takaful. Participants can also access it through smartphone applications, where they can view their personal information, health data, injury history, and other information from time to time using a smartwatch that can connect via Bluetooth. After that, the smartwatch can be monitored using the user's smartphone. Finally, they are able to select the recheck button and save their heart rate results for each use. Using this heart rate application, users will be able to monitor their heart rate, glucose level, and blood pressure, as well as detect any health issues that have occurred. Certainly, the consumers of our smartwatch will be pleased.

In order to develop the smartwatch independently without working with any other brands, a Takaful Operator hires qualified technology professionals. Participant can obtain the smartwatch by paying installment monthly combined with monthly payment medical plan takaful. Able to enhance the customers and Takaful participants holders basic Takaful trust coverage according to their need including rider Takaful such as Healthcare, Critical Illness, Accidental, and Term Takaful Riders. The ability to quickly determine whether people have serious enough medical problems to warrant hospitalisation, and the patient does not need to carry medical information because the availability of complete medical information through this smartwatch can make things easier for patients.

The business world is becoming increasingly competitive due to the development of technology. In order to maintain market relevance, it is necessary to upgrade the extant business solutions. The majority of the market appears to be dominated by technology, highlighting the need and urgency to modify existing business solutions. Whenever there is a market innovation, it is advantageous to embrace product upgrade in order to keep up with the rate of change and improve market position. This product is appropriate for children, teenagers, adults, and folks. On the other hand, it is also suitable for those who are active in sports. Athletes tend to be at higher risk for serious mental health complications than non-athletes due to increased stresses from sports and potential injury.

Our product is enhanced by the incorporation of the service aspect of the Ijarah Thumma Al-Hibah contract at an agreed rental for a specified period, whereby it becomes an instrument of the contractual relationship between Takaful Operator AB and the participants. If the individual pays in full after 25 or 80 years, they receive the exemption. The participation holder receives all contribution benefits at no additional cost. As a grant, Takaful Operators AB will provide participants with a timepiece. Nevertheless, if the medical Takaful plan remains unfulfilled when the Health A-Lert Takaful Smartwatch has reached maturity, participants must pay the monthly contribution installment without the smartwatch installment.

#### 7.1.1 Benefits of the Product

smartwatch is a portable device worn on the wrist that supports apps and, in certain situations, works as an extension of your mobile phone. Depending on the manufacturer and model, they offer a variety of functions that can have a significant impact on daily life. The smartwatch market has expanded at the fastest rate in the last decade as a result of growing consumer demand for wearables and we created a smartwatch application called Health A-Lert Takaful Smartwatch.

The first advantage of this product is that it is suited to a healthy lifestyle, fitness, and leisure. Many people use smartwatches to track their health, including heart rate, sleep, oxygen, activity, exercise, and calories burned. This device may also track the users' health and send reminders to go to the hospital if they are not in good health.

The second advantage is the smartwatch has GPS and cellular. The participants can manage this device such as emails, texts, and phone calls with just a smartwatch without having to carry their phones with them. If they experience an emergency while doing sports or other activities, the emergency alarm will sound and notify the hospital and Takaful Operator.

The third advantage of this product is that participants can access it through smartphone applications. Customers can examine their personal information, health data, injury history, and other information in a smartwatch that connects via Bluetooth to a smartphone application from time to time.

The fourth advantage is that professional employees can be hired. A Takaful Operator selects experienced technological people to build the smartwatch independently without collaborating with any other companies. Its purpose is to ensure that the product's quality is comparable to or greater than other existing brands and that no difficulties will arise throughout the product's development.

The last advantage provides a premium waiver for payer benefits. Participants can receive the smartwatch by making monthly installment payments along with monthly payments to medical plan takaful. They may also enhance the basic Takaful trust coverage with rider Takaful such as Healthcare, Critical Illness, Accidental, and Term Takaful Riders.

#### 7.1.2 Results from Primary Sources

Multiple responses were gathered from the four individuals who participated in the interview session. The sample for this study comprises four interviewees, each representing a distinct age group. Specifically, two interviewees fall within the young adulthood category, encompassing individuals aged between 18 and 27 years. One interviewee represents the middle age group, with an age of 33 years. Lastly, one interviewee represents the older adulthood group, with an age of 49 years. The obtained results are based on the answers given by the interviewee to the list of questions provided.

The first question is to investigate how the smartwatch helps people live a healthy lifestyle. Based on the responses from the interviewees, it is evident that smartwatches are considered valuable tools for monitoring daily activities. These devices offer a range of benefits, such as tracking physical exercises like steps taken while walking or running, calories burned, blood pressure, and oxygen levels. Having a smartwatch constantly on hand serves as a reminder of daily routines and encourages the adoption of a healthier lifestyle. By providing continuous data and reminders, smartwatches contribute to increased awareness of one's daily habits and can help users make more informed decisions to improve their overall well-being.

The outcome of the second question aims to explore the frequency of smartwatch usage among the interviewees. The findings from the second investigation reveal that all interviewees incorporate their smartwatches into their daily routines, wearing them consistently throughout the day. This regular usage is attributed to the desire to monitor their health status, track daily activities, and engage with various functionalities offered by the smartwatch.

The third question aims to gather the interviewees' perspectives on the concept of integrating smartwatch technology with a medical card. They perceive this as a distinctive and innovative concept, noting that such a product is currently unavailable in the market. Moreover, they appreciate the idea of being able to subscribe to a medical card policy while simultaneously benefiting from the features offered by the smartwatch. The convenience of having the medical card integrated with the smartwatch is particularly highlighted, especially during critical situations such as illness or emergencies, making it a highly desirable and practical proposition for them.

The fourth question seeks to gather the interviewees' viewpoints on the concept of integrating a smartwatch with a medical alert system. According to the interviewees, the concept of integrating a smartwatch with a medical alert system is met with positive reception. They view it as a favorable idea, emphasizing the convenience it offers during situations when they may be isolated from immediate medical assistance or when they inadvertently leave their phones at home without anyone nearby to provide help. The potential benefits of having a medical alert system integrated into a wearable smartwatch are recognized as a valuable safety measure, providing reassurance and support during times of potential vulnerability or emergency.

The fifth question aims to identify the features that the interviewees appreciate and like in their current smartwatches. Based on the responses, the interviewees express a liking for certain features in their current smartwatches. The ability to make calls and send messages is highly appreciated among all participants. Additionally, they also value entertainment-related functionalities, such as access to a music playlist, which enhances their overall smartwatch experience.

The sixth question seeks to explore the desired features and functionalities that the interviewees would like to see incorporated into future smartwatch models. The young adult group expressed interest in elements of protection, such as integrating a medical alert system and attaching a medical card policy to the smartwatch. On the other hand, the middle-aged interviewees showed a preference for incorporating Peripheral Oxygen Saturation (SpO2) monitoring features, which can measure blood oxygen levels and pulse. Meanwhile, the older adult group expressed a desire for Electrocardiogram (ECG) features that can assess heart rhythm health and detect atrial fibrillation, a condition associated with irregular heart rates and an increased risk of strokes. These distinct preferences reflect the diversity of user needs and expectations across different age demographics, highlighting the importance of tailoring smartwatch features to cater to specific user groups.

The seventh question aims to understand the interviewees' feelings of safety and security while engaging in sports activities, specifically with the presence of a medical alert system integrated into their smartwatches. The responses from all interviewees unanimously indicate that the presence of a medical alert system in their smartwatches instils a sense of safety. They attribute this feeling of security to the system's capability to promptly respond to potential health emergencies, such as heart attacks or physical injuries, that may occur during sports or physical exercises. The knowledge that they have immediate access to help and assistance through the smartwatch provides them with reassurance and peace of mind while engaging in physical activities.

The eighth question aims to investigate the interviewees' budgetary preferences concerning the affordability of a smartwatch. In general, all participants reached a consensus that the ideal price range for a smartwatch falls within RM500 and RM800. Despite offering more features compared to existing smartwatches, it is acknowledged that the absence of a well-known brand may limit the possibility of setting a higher price point. As such, striking a balance between enhanced functionalities and an attractive price range is crucial to cater to the preferences and expectations of potential customers.

The ninth question seeks to explore the interviewees' perspectives on whether it would be sensible for their smartwatch to monitor their location during an emergency and subsequently dispatch an ambulance to their location for assistance if they have an accident. The responses from all interviewees indicate a unanimous agreement that it would indeed be sensible for their smartwatch to monitor their location during an emergency and facilitate the dispatch of an ambulance to their precise location if they were to encounter an accident. The consensus stems from the acknowledgment that monitoring and detecting individuals during emergency or injury situations are of paramount importance. The integration of such location-based emergency services in a smartwatch is perceived as a valuable safety measure that can potentially save lives and provide timely assistance when needed.

The tenth question aims to gather the interviewees' opinions regarding the potential involvement of the insurance or Takaful industries in producing smartwatches for the benefit of their customers. The responses from all interviewees reflect a positive view regarding the concept of insurance or Takaful industries producing smartwatches for their customers' benefit. Both the young adult and middle-aged groups acknowledge the value of attaching a medical card to a smartwatch, considering it as an innovative and advantageous product. The smartwatch, being a sophisticated device, is seen as having the potential to provide additional benefits to policyholders beyond traditional insurance coverage. Similarly, the older adult group also expresses a favorable opinion, seeing the provision of a smartwatch as an additional benefit for insurance policyholders. The integration of smartwatch technology is perceived as a valuable enhancement to the takaful or insurance experience, potentially offering added safety, convenience, and health-related features.

The answers obtained from the interviewees is invaluable for the development of the product. Understanding their perceptions, preferences, and needs allows the product developers to make informed decisions and tailor the smartwatch's features and functionalities to better meet the expectations of potential customers. By taking note of the interviewees' insights, the product can be refined, ensuring that it aligns with user expectations and addresses specific concerns, ultimately leading to a more successful and well-received smartwatch in the market. User feedback is a crucial aspect of product development, as it helps identify areas for improvement and opportunities to deliver a more user-centric and desirable product.

#### 7.1.3 Novelty

The improvements to our smartwatch compared to existing ones on the market are indeed substantial and diverse, catering to various user needs and preferences. These enhancements include health concern alerts, glucose level monitoring, a hologram display, a solar battery panel, and anti-Scratch screen features. The incorporation of health concern alerts or medical health alerts adds an additional layer of safety and support for users, notifying them of potential health issues and prompting them to take appropriate actions. Moreover, glucose level monitoring is also being added to monitor glucose levels and track their blood sugar levels regularly.

The introduction of a hologram display sets the smartwatch apart from conventional ones, offering a futuristic and visually immersive experience to users. The use of a solar battery panel demonstrates an eco-friendly approach, harnessing solar energy to extend the smartwatch's battery life and reduce environmental impact. The option to charge the smartwatch with energy further promotes sustainability and ensures continuous usage without battery depletion concerns. Furthermore, our smartwatch's anti-scratch screen is made of scratch-resistant glass, which provides added durability, especially for users engaging in strenuous tasks or physically demanding activities.

The Health A-Lert Takaful Smartwatch indeed introduces a groundbreaking innovation by integrating medical card protection into a smartwatch, setting it apart from conventional smartwatches. This novel combination of features offers customers an unparalleled advantage, as it not only provides advanced functionalities compared to standard smartwatches but also extends additional medical protection, a unique proposition in the market. Being the first Takaful smartwatch available, the Health A-Lert Takaful Smartwatch holds the potential to reshape the takaful industry, pioneering a new category of wearable technology. By offering customers a comprehensive package that merges cutting-edge smartwatch capabilities with the security of medical card protection, it opens new possibilities for users to have enhanced health monitoring and emergency assistance at their fingertips.

This innovative approach to smartwatch design and takaful integration might positions the Health Alert Takaful Smartwatch as a trailblazer in the market, attracting attention from customers seeking a more comprehensive and value-added solution. As a result, it has the opportunity to establish itself as a market leader, challenging existing competitors and paving the way for further advancements in the smartwatch and takaful industries.

### 7.1.4 Social Responsibility / Societal Benefits

Social responsibility for Health A-Lert Takaful Smartwatch refers to the ethical obligation of companies and organisations involved in the development, production, marketing, and distribution of smartwatches with heart alert features to prioritise the well-being of users, promote health awareness, and positively impact society. It involves contemplating the product's broader social implications and acting in accordance with ethical and societal values.

There are several of social responsibility or also known as societal benefits that are gained from the Health A-Lert Takaful Smartwatch. Firstly, it is the incumbent upon manufacturers to ensure the accuracy, reliability, and safety of cardiac alert functions for users. This includes the implementation of thorough testing procedures, ongoing monitoring of performance metrics, and timely resolution of any potential concerns or discrepancies. Secondly, the smartwatch users should be made aware of the methods utilised to gather, use, and share their health information. Before collecting user-provided health-related information, Takaful Operator should make their terms of use and privacy policies explicit and transparent and acquire their informed consent.

Thirdly, the Takaful Operator should make certain that the cardiac alert elements are founded on solid medical concepts and data from the scientific community. Health claims that are misleading or readings that are wrong might have severe repercussions for the users' physical well-being. Lastly, as part of our social responsibility, we educate users on the possibilities and constraints of the cardiac alert features that we provide. It is imperative that users have access to unambiguous recommendations that outline when they should seek the assistance of a qualified medical expert as opposed to placing all of their trust in the smartwatch's diagnostic capabilities.

### 7.1.5 Commercialization Value

Profitability is the smartwatch's first commercial value. Profits from this investment activity are owned by the participants. Health A-Lert Takaful Smartwatch, also known as the Islamic Smartwatch, is a unique investment product that follows Islamic finance rules. Profit and loss sharing is emphasized in Islamic finance, and investments should follow Shariah principles, which prohibit interest (riba) and promote ethical and socially responsible investments.

Any earnings or gains earned by investing in this medical health takaful product are the property of the individuals who have done so. Individuals who have contributed money to the medical health takaful investment plan are referred to as participants. Overall, Health A-Lert Takaful Smartwatch is a unique and Shariah-compliant investment approach that allows participants to earn from ethical investments while following Islamic financial rules.

Next, the participants receive all of the benefits of their investment without having to pay any more fees. It refers to a circumstance in which individuals donate a particular amount of money or resources to an investment or financial product in exchange for receiving all associated benefits without making extra payments. This Takaful smartwatch is based on the Islamic insurance idea of cooperative collaboration and shared responsibility. Participants donate to a Takaful fund in order to be protected against certain hazards. If a participant suffers a covered loss, they are eligible to receive benefits from the fund without having to make additional contributions in addition to their regular premiums.

The second commercial value of this smartwatch is to make Takaful more affordable and digitally accessible to various segments of society, which is something that the Health A-Lert Takaful Smartwatch must do. This product would mix Takaful (Islamic insurance) principles with smartwatch technology to offer a unique and all-inclusive financial solution. The Health A-Lert Takaful Smartwatch product's design, combined with reasonable premium rates, makes it more accessible to people of all economic levels. More people can participate in and benefit from Takaful coverage if the contributions are kept manageable.

The Takaful Smartwatch could become a successful way of expanding financial protection and benefits to diverse segments of society, promoting financial security, and aligning with Islamic ethical values by integrating Takaful principles with smartwatch technology and focusing on affordability, accessibility, and inclusivity.

### 7.1.6 Framework and Process Flow

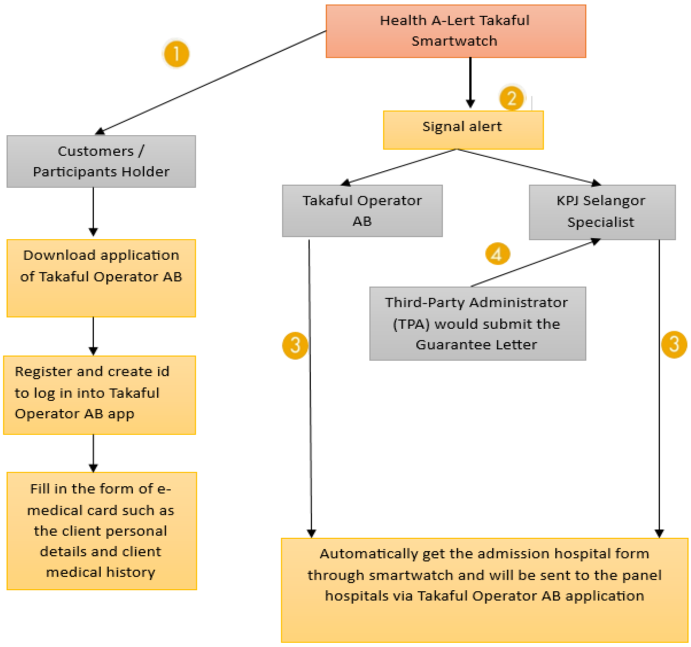



**Figure 1: Workflow and Process Flow of Unplanned or Emergency Hospital Admission**

After getting a signal alert from the smartwatch, the user of the Health A-Lert Takaful smartwatch must complete a number of actions before being allowed to be admitted to the hospital in the event of an unplanned or emergency admission. The customers or participants holder need to download the application of Takaful Operator AB and register the id to easily log in into the application launched by the Takaful Operator AB. The Takaful Operator AB application consists of the user's data which client personal details and client medical history.

Firstly, the Health A-Lert Takaful smartwatch will detect and vibrate when the user is in an emergency. The signal alert will be sent to KPJ Selangor Specialist Hospital and Takaful Operator AB. Secondly, the ambulance will arrive at the customer's location, detected by the GPS of the smartwatch. All the details of health problem of Health A-Lert Takaful Smartwatch will be detected by the Takaful Operator AB and also the panel hospital nearest such as KPJ Selangor Specialist Hospital.

Thirdly, the patient's details will be transferred to KPJ Selangor Specialist Hospital, and the admission hospital form will be automatically generated from Takaful Operator AB apps via smartwatch. Fourthly, the Third-Party Administrator (TPA) would submit the Guarantee Letter to KPJ Selangor Specialist Hospital to facilitate the patient's hospital admission. Finally, the Takaful Operator AB has pre-existing arrangements with KPJ Selangor Specialist Hospital where they would not ask for a deposit if the Initial Guarantee Letter had been approved during admission.

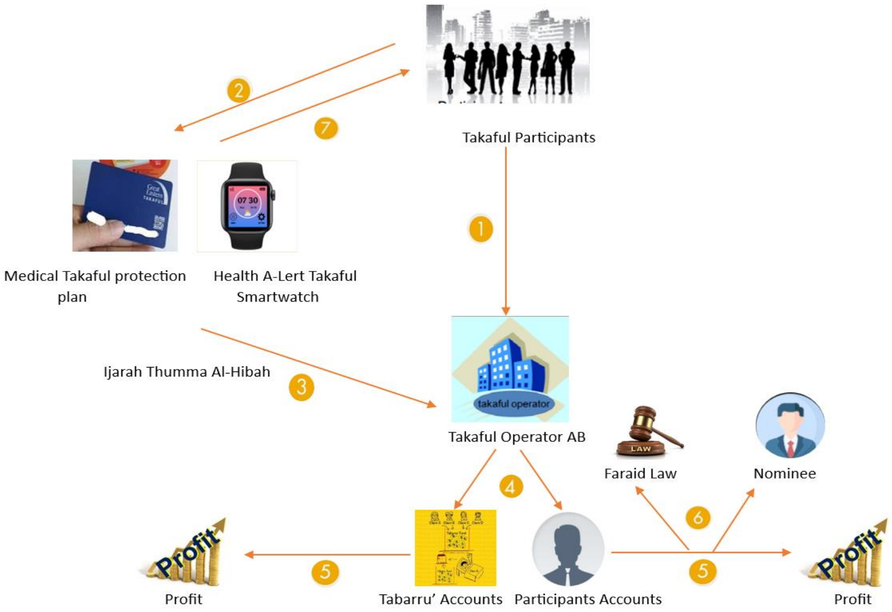



**Figure 2: Workflow of Tabarru' and Ijarah Thumma Al-Hibah contracts**

According to Figure 2, it depicts the workflow of Tabaru' and Ijarah Thumma Al-Hibah contracts and will be described as follows. Firstly, when participants enter into a contract to become participants of a medical card Takaful plan holder, they agree to appoint the Takaful Operator AB as a representative who manages their funds and all takaful-related matters.

Secondly, after signing the contract, the participants will pay the contribution amount from the total contribution as well as the rental fee of smartwatch of Health A-Lert Takaful Smartwatch installment payment until the maturity date.

Thirdly, in this case, the contractual relationship between the Takaful Operator AB and the participants is based on the Ijarah Thumma Al -Hibah contract at agreed rental at specified period. As a result, the Takaful Operator is entitled to a fee for all work performed as a representative managing the funds of takaful participants.

Fourthly, the participants also agree that any contribution or instalment they make will be split between two accounts: the participants' account and the Tabarru' account. All funds in the accounts of the participants belong to the respective participants. Fifthly, any profits made from this investment activity are the property of the participants.

Sixthly, as a result, the participants will have the option of having all funds accumulated in the account distributed to the participant's descendants according to the nomination or faraid law if the participant passes away.

Lastly, if the person pays in full after 25 or 80 years, they get the waiver. The participants receive all the benefits from the contribution without paying more. Takaful Operators AB will give participants the smartwatch as a hibah. However, if the medical Takaful plan is still unpaid when the Health A-Lert Takaful Smartwatch has matured, participants must pay the monthly contribution instalment without the smartwatch instalment.

## CONCLUSION

In the nutshell, the Health A-Lert Takaful Smartwatch becomes a tool of a future medical and health protection plan that is focused on the Takaful sector and includes Takaful smartwatch device application features for health and medical. The lack of awareness of Takaful among Malaysians is one of the industry's major challenges. The Central Bank Malaysia or known as BNM must raise awareness by promoting Takaful on technological devices such as smartwatches. If the promotion of Health A-Lert Takaful Smartwatch measures is taken to the next level, public knowledge and awareness of Takaful in terms of applying medical and health Takaful plans will increase, thereby protecting the public from misfortune. By subscribing to our product development of Health A-Lert Takaful Smartwatch, it will attract customers who will use that medical smartwatch device in an emergency by touching the button from the smartwatch interface and the ambulance will come and pick up the patients rather than walking in through the panel hospital if they are in an emergency. In the future, we recommend it is anticipated that this product will be further developed through partnerships with governments that must help in facilitating and expanding access to digital smartwatch device technology in terms of medical and protection Takaful plans and work with more financial institutions in other countries. The implication of this product it will have both short- and long-term positive effects on Takaful product development and innovation in Islamic Finance and the Takaful industry will become more resilience compared to other financial institutions. For this product to be well-liked by customers, we will also add more features such as for incorporating Peripheral Oxygen Saturation (SpO2) monitoring, Electrocardiogram (ECG) features, and so on.

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# KEBERKESANAN KAEDAH LAWATAN SAMBIL BELAJAR DALAM MENINGKATKAN MINAT DAN KEFAHAMAN PELAJAR TERHADAP KURSUS UNDANG-UNDANG PERNIAGAAN

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**ABSTRACT**

**Purpose of the study**: Business law courses are often categorized as boring and difficult to learn. Various teaching and learning methods have been implemented by the lecturers to increase the interest and understanding of the students towards this course. Therefore, this study was conducted to evaluate the effectiveness of the study tour method in increasing students' interest and understanding of the Business Law Course, particularly related to the topic of the Legal System in Malaysia.

**Methodology**: This is a combination of qualitative and quantitative study by using checklists, structured interviews and questionnaires as research instruments.

**Main Findings**: The results of the study found that students showed a significant increase in interest and understanding of the Legal System in Malaysia. Overall, the results of this study can help all parties including management, lecturers and students to improve teaching and learning methods that allow students to be more interested in and master knowledge related to business
law in Malaysia.

**Novelty of the study**: This study was carried out since there was no previous study that looked at the effect of using the study tour method in increasing students' interest and understanding, especially for the Business Law Course.

***Keywords****: Business Law, Study Tour, Interest and Understanding*

**ABSTRAK**

Pengetahuan dan pemahaman tentang sistem perundangan di Malaysia khususnya undang-undang berkaitan perniagaan adalah antara aspek yang perlu dititikberatkan kepada para pelajar yang mengambil jurusan pengurusan perniagaan. Pengetahuan dan pemahaman tentang undang-undang perniagaan adalah penting bagi memastikan mereka menjadi usahawan / peniaga yang sentiasa bertindak mengikut undang- undang dalam segala urusan pengoperasian perniagaan kelak. Walau bagaimanapun, kursus berkaitan undang-undang sering dikategorikan sebagai satu kursus yang membosankan dan sukar untuk dipelajari. Pelbagai kaedah pengajaran dan pembelajaran telah dilaksanakan oleh para pensyarah bagi meningkatkan minat dan kefahaman para pelajar terhadap Kursus Undang – Undang Perniagaan. Justeru itu, kajian ini dijalankan untuk menilai keberkesanan kaedah lawatan sambil belajar dalam meningkatkan minat dan kefahaman para pelajar terhadap Kursus Undang-Undang Perniagaan khususnya berkaitan topik Sistem Perundangan di Malaysia. Kajian ini berbentuk kualitatif dan kuantitatif dengan menggunakan senarai semak, temubual berstruktur serta borang soal selidik sebagai instrumen kajian. Hasil dapatan kajian mendapati pelajar menunjukkan peningkatan minat dan kefahaman yang ketara terhadap Sistem Perundangan di Malaysia. Secara keseluruhannya, hasil kajian ini dapat membantu semua pihak termasuk pihak pengurusan, para pensyarah dan para pelajar menambahbaik kaedah pengajaran dan pembelajaran yang membolehkan pelajar dapat lebih meminati dan menguasai ilmu berkaitan undang-undang perniagaan di Malaysia.

***Kata Kunci:*** *Sistem Perundangan Malaysia, Lawatan Sambil Belajar, Minat dan Kefahaman*.

## 1.0 PENGENALAN

Kursus Undang-undang Perniagaan merupakan satu kursus teras (umum) yang wajib diambil oleh para pelajar Sijil Pengoperasian Perniagaan di Kolej Komuniti Bandar Penawar. Kursus ini sering dikategorikan sebagai satu kursus yang membosankan dan sukar untuk dipelajari oleh pelajar. Tahap pencapaian pelajar juga kurang memberangsangkan bagi kursus ini kerana kursus ini memerlukan pelajar untuk mempunyai keupayaan kognitif yang baik bagi mengingat fakta berkaitan kes. Sehubungan itu, para pensyarah perlu lebih kreatif dan agresif dalam mencari kaedah pengajaran dan pembelajaran yang dapat membantu meningkatkan minat dan pencapaian pelajar khusus dalam kursus undang-undang perniagaan ini. Oleh itu, kajian ini dilaksanakan untuk menilai tahap keberkesanan kaedah lawatan sambil belajar dalam meningkatkan minat dan kefahaman para pelajar terhadap Kursus Undang-Undang Perniagaan khususnya berkaitan topik Sistem Perundangan di Malaysia. Berdasarkan objektif kajian tersebut, terdapat dua persoalan kajian yang perlu dilihat iaitu:

- Adakah kaedah lawatan sambil belajar dapat meningkatkan minat para pelajar terhadap Kursus Undang-Undang Perniagaan khususnya berkaitan topik Sistem Perundangan di Malaysia?
- Adakah kaedah lawatan sambil belajar dapat meningkatkan kefahaman para pelajar terhadap Kursus Undang-Undang Perniagaan khususnya berkaitan topik Sistem Perundangan di Malaysia?

## 2.0 KAJIAN LITERATUR

Pendidikan berkaitan perundangan kepada pelajar jurusan perniagaan merupakan satu keperluan yang telah ditetapkan bagi tujuan pengakreditasian oleh badan professional, Agensi Kelayakan Malaysia (Business Studies Standard Program, 2021) dan mempelajari subjek undang-undang buat kali pertama boleh menjadikan pelajar berasa gementar, tertekan serta meragui keupayaan diri sendiri (Razak & Azmi, 2019). Oleh itu, para pensyarah perlu memainkan peranan mereka untuk memastikan ilmu yang disampaikan dapat diterima dan difahami dengan baik oleh pelajar (Mok, 2006; Osoman, Abdul Razak & Kamaruddin, 2022). Menurut Ishak (2009) dan Shahabudin Hashim (2003), pengajaran merupakan kaedah atau strategi untuk menyusun maklumat, aktiviti, pendekatan dan media yang sengaja dilakukan bagi membantu pelajar mencapai hasil pembelajaran yang telah ditetapkan dan kefahaman pelajar terhadap apa yang disampaikan oleh pengajar dapat mewujudkan idea kreatif semasa sesi pengajaran dan pembelajaran itu berlangsung (Seth & Tengku Maizura, 2011). Walau bagaimanapun, kaedah pembelajaran yang menarik juga membolehkan pelajar menjalani proses pembelajaran yang menyeronokkan serta merangsang minat pelajar dalam proses pembelajaran yang lebih berkesan (Nor Hasniza, Johari & Mohd. Sharir, 2006; Mohd Zainudin, 2018).

Pendedahan awal pelajar kepada industri melalui kaedah lawatan adalah salah satu kaeda pembelajaran yang semakin banyak dipraktikkan pada masa kini. Menurut Kamelia, Cynthia Lee dan Suzila Farni (2016), lawatan sambil belajar merupakan satu aktiviti luar kelas di mana para pelajar dan pensyarah pergi melawat sesuatu tempat, kawasan mahupun bangunan atau apa-apa sahaja yang dapat memberikan ilmu pengetahuan kepada mereka. Suasana baru yang dialami oleh pelajar semasa lawatan dikatakan memudahkan proses pembelajaran untuk berlaku kerana kadangkala pelajar memerlukan suasana yang sedikit berbeza untuk lebih mudah menerima sesuatu ilmu. Menurut Mazlina, Ruzimas Ayu & Nek Kamal (2010), kaedah lawatan membuka fikiran pelajar secara lebih meluas terhadap displin kerjaya masing-masing yang sememangnya jauh berbeza berbanding pengalaman pembelajaran yang diperolehi di bilik kuliah.

Selain itu, kaedah lawatan dalam strategi pengajaran dan pembelajaran dikatakan mempunyai nilai jangka pendek dan jangka panjang untuk kebaikan pelajar kerana pelajar mempunyai peluang untuk terlibat secara langsung dalam sesi pembelajaran dengan lebih aktif dan produktif (Mohamad Johdi & Ariegusrini, 2009). Menurut Latifah et al. (2021) pula prestasi memberangsangkan yang dilihat melalui kesunguhan pelajar untuk belajar serta penglibatan pelajar dalam kuliah atau aktiviti yang dijalankan berkaitan kursus adalah impak yang terhasil daripada peningkatan minat pelajar. Kaedah lawatan sambil belajar juga didapati dapat mengatasi masalah kebosanan pelajar khususnya dalam kursus yang memerlukan penumpuan dan perhatian yang tinggi serta menjadikan proses pembelajaran menjadi lebih efektif (Kamelia, Cynthia Lee dan Suzila Farni, 2016; dan Mohd Zainudin, 2018).

Kaedah pembelajaran di luar bilik kuliah seperti lawatan sambil belajar juga membolehkan pelajar mengadaptasi kemahiran dengan lebih meluas, cepat dan berkesan (Mohd Zainudin, 2018) disamping memberikan pengalaman yang unik kepada para pelajar (Barry Sheerman MP, 2006). Pascarella dan Terenzini (2005) dalam kajian mereka telah memperakui bahawa penglibatan pelajar dalam sesuatu aktiviti dapat meningkatkan ilmu pengetahuan dan pengalaman pelajar seterusnya pelajar akan menguasai aktiviti tersebut. Pelajar yang mempunyai tahap penglibatan yang tinggi dalam aktiviti yang berkaitan pembelajaran dapat meningkatkan kemahiran kognitif, kemahiran komunikasi, kemahiran interpersonal dan kenyakinan diri. Dalam erti kata lain, kaedah lawatan mampu membentuk pelajar menjadi insan yang seimbang dari segi emosi, rohani dan intelek (Mohamad Johdi & Ariegusrini, 2009). Sehubungan itu, pembelajaran melalui kaedah lawatan bukan lagi terhad sebagai lanjutan atau penambahbaikan pengajaran dalam kelas, tetapi ia telah menjadi sesuatu yang lebih berharga atau memberi nilai tambah kepada pengajaran dalam kelas serta menjadi cara terbaik untuk mempersiapkan pelajar kepada pembelajaran masa depan (Hofstein & Rosenfeld, 1996; Orion & Hofstein, 1994; Storksdieck, 2006).

## 3.0 METODOLOGI KAJIAN

Kajian ini dilaksanakan terhadap sembilan orang pelajar semester dua daripada Program Sijil Pengoperasian Perniagaan yang mengambil kursus Undang-undang Perniagaan pada Sesi Disember 2019. Bilangan responden yang kecil adalah disebabkan oleh bilangan ambilan pelajar yang rendah bagi Program Sijil Pengoperasian Perniagaan di Kolej Komuniti Bandar Penawar. Oleh itu, semua pelajar yang mengambil kursus Undang-undang Perniagaan pada Sesi Disember 2019 diambil sebagai responden kajian.

Kajian ini dijalankan menggunakan gabungan kaedah kualitatif dan kuantitatif. Kaedah kualitatif digunakan untuk melihat kesan pelaksanaan kaedah lawatan sambil belajar terhadap minat pelajar dalam kursus undang-undang perniagaan melalui pemerhatian penyelidik berdasarkan senarai semak yang telah dibangunkan serta temubual berstruktur yang dijalankan terhadap 2 orang pelajar manakala instrumen soal selidik digunakan untuk menilai persepsi pelajar terhadap pencapaian mereka dalam kursus undang-undang perniagaan kesan pelaksanaan kaedah lawatan sambil belajar ini. Dapatan kajian pula dianalisis menggunakan peratus dan min berdasarkan skala berikut:

| Skala Pengkaji | Tahap Interpretasi Min |
|---|---|
| <2.00 | Tahap Rendah |
| 2.00 – 3.00 | Tahap Sederhana |
| >3.00 | Tahap Tinggi |

Sumber: Chua (2006)

## 4.0 DAPATAN KAJIAN DAN PERBINCANGAN

Berdasarkan pemerhatian yang dijalankan oleh penyelidik seperti dalam Jadual 1, secara keseluruhan semua responden (100%) menunjukkan rasa gembira, tidak menunjukkan perasaan bosan, menunjukkan semangat yang tinggi dan memberikan perhatian terhadap apa yang disampaikan oleh penceramah sepanjang aktiviti lawatan dilaksanakan. Dapatan ini selari dengan kajian lepas yang mengakui bahawa kaedah lawatan sambal belajar dapat menghilangkan rasa bosan pelajar (Mohd Zainudin, 2018) serta meningkatkan minat dan kesungguhan pelajar untuk belajar (Latifah et al., 2021). Walaubagaimanapun, dapatan kajian ini mendapati hanya sebahagian responden (66.67%) responden terlibat secara aktif dalam mengutarakan soalan dan menunjukkan perasaan teruja untuk menjawab soalan semasa sesi soal jawab bersama penceramah. Ini mungkin disebabkan oleh faktor pelajar yang kurang bersedia dalam aktiviti yang dijalankan atau faktor kemahiran komunikasi bagi sesetengah pelajar yang masih rendah dan perlu dipertingkatkan. Dapatan ini sedikit bercanggah dengan kajian lepas yang mendapati bahawa penglibatan secara aktif pelajar dalam aktiviti yang dijalankan dapat meningkatkan kemahiran komunikasi, kemahiran interpersonal dan kenyakinan diri (Pascarella dan Terenzini, 2005).

Jadual 1: Hasil Pemerhatian ke atas Tindakbalas Responden

| PERKARA | R1 | R2 | R3 | R4 | R5 | R6 | R7 | R8 | R9 | % |
|---|---|---|---|---|---|---|---|---|---|---|
| i) Pelajar menunjukkan rasa gembira sepanjang lawatan akademik | √ | √ | √ | √ | √ | √ | √ | √ | √ | 100 |
| ii) Pelajar tidak menunjukkan perasaan bosan sepanjang lawatan akademik | √ | √ | √ | √ | √ | √ | √ | √ | √ | 100 |
| iii) Pelajar menunjukkan semangat yang tinggi sepanjang lawatan | √ | √ | √ | √ | √ | √ | √ | √ | √ | 100 |

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| iv) Pelajar memberikan perhatian terhadap apa yang disampaikan oleh penceramah | √ | √ | √ | √ | √ | √ | √ | √ | √ | 100 |
| v) Pelajar aktif mengutarakan soalan sepanjang sesi soal jawab | √ | √ | √ | √ | √ | | √ | | | 66.67 |
| vi) Pelajar menunjukkan perasaan teruja untuk menjawab soalan yang dikemukakan penceramah | √ | √ | √ | √ | √ | | √ | | | 66.67 |

Berikut pula adalah dapatan hasil dapatan soal selidik yang diberikan kepada responden. Secara keseluruhan, semua item maklumbalas pelajar menunjukkan min yang tinggi (>3.0). Ini menunjukkan bahawa responden bersetuju bahawa kaedah lawatan sambil belajar membantu meningkatkan tahap kefahaman mereka terhadap hasil pembelajaran kursus dengan min 3.89 dan mereka berkeyakinan untuk mengaplikasikan apa yang dipelajari melalui lawatan dengan min 4.0. Dapatan kajian ini selari dengan kajian yang lepas yang mengakui bahawa aktiviti lawatan sambil belajar menjadikan pelajar untuk lebih berpengetahuan dan berkeyakinan (Abdul Rasid, Mohamad Zaid & Syed Shikh, 2014) dan kajian Pascarella dan Terenzini (2005) yang mendapati bahawa penglibatan aktif pelajar dalam aktiviti pembelajaran di luar kelas membantu meningkatkan keupayaan kognitif dan keyakinan diri pelajar. Dapatan ini juga disokong dengan maklumbalas yang diterima hasil temubual bersturktur bersama 2 orang pelajar iaitu:

R1 – “Saya berasa seronok dan dapat mencari idea baru”

R7 – “Lawatan yang sangat bagus dan masa yang tepat dijalankan”

Jadual 2: Maklumbalas Pelajar Terhadap Tahap Kefahaman

| Item | Min |
|---|---|
| Lawatan akademik ini mencapai hasil pembelajaran yang ditetapkan | 4.00 |
| Peningkatan pemahaman saya terhadap hasil pembelajaran meningkat berbanding sebelum menghadiri program | 3.89 |
| Saya berkeyakinan melaksanakan tugasan berkaitan/mengaplikasi apa yang dipelajari melalui lawatan akademik ini berbanding sebelum menghadiri lawatan akademik ini | 4.00 |
| Pada keseluruhannya program lawatan akademik ini adalah berjaya dan bermanfaat | 3.89 |

## 5.0 KESIMPULAN

Kesimpulannya, hasil dapatan kajian mendapati pelajar menunjukkan peningkatan minat dan kefahaman yang ketara terhadap kursus undang-undang perniagaan khusunya dalam topik Sistem Perundangan di Malaysia. Secara keseluruhannya, penyelidik beranggapan bahawa kajian ini telah berjaya memenuhi objektif kajian yang telah ditetapkan dan penyelidik berharap agar kajian ini dapat membantu semua pihak termasuk pihak kolej, pensyarah dan para pelajar dalam memahami situasi dan persekitaran yang membolehkan pelajar faham dan menguasai ilmu berkaitan undang-undang perniagaan di Malaysia. Walau bagaimanapun, beberapa langkah penambahbaikan boleh diambil dalam pelaksanaan aktiviti lawatan sambil belajar seperti menyediakan soalan tugasan yang perlu dilengkapkan oleh pelajar sepanjang lawatan agar aktiviti pembelajaran pelajar menjadi lebih terpandu. Selain itu, aktiviti ini perlu dilaksanakan secara berkala dan berterusan untuk mendapatkan kesan yang lebih ketara dalam peningkatan kemahiran komunikasi, interpersonal dan keyakinan diri pelajar.

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# KEBERKESANAN KURIKULUM LATIHAN INDUSTRI DALAM ASPEK PENGETAHUAN, KEMAHIRAN PRAKTIKAL DAN KEMAHIRAN INSANIAH DARI PANDANGAN PELAJAR

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**ABSTRACT**

Industrial training is a platform for training and honing students' skills from various perspectives in order to produce holistic graduates who are successful in the career's life. The decline in the Programme Learning Outcome (PLO) in the industrial training curriculum indicates an early indicator of the effectiveness of the industrial training implemented in the study program. Therefore, this study was conducted to identify the level of students' self-mastery, including knowledge, practical skills, and soft skills, after undergoing industrial training based on the industrial training curriculum. Quantitative methods were used in this study, employing a survey instrument developed by the Jabatan Pengajian Politeknik dan Kolej Komuniti (JPPKK) to gather information on the issues under investigation. Purposive sampling was used in this study involving fourth-semester students Session II:2022/2023 at Kolej Komuniti Bandar Penawar and Kolej Komuniti Cawangan Gelang Patah. Overall, 3.70% of students from the Building Maintenance Certificate program admitted to still having weaknesses in mastering some assessment items related to knowledge in the industrial training curriculum during this session. As for practical skills, 3.70% of students in the Building Maintenance Certificate program and 4.80% of students in the Business Operation Certificate program require continuous improvement due to weak mastery of some assessment items in practical skills. Furthermore, continuous efforts are needed to improve soft skills because students in all four programs at Kolej Komuniti Bandar Penawar and Kolej Komuniti Cawangan Gelang Patah still have weaknesses in mastering some items in the soft skills aspect after undergoing industrial training in this session. For further research, the researcher suggests that feedback from the industry be considered in the implementation of students' industrial training so that the institution can formulate continuous improvement processes in CQI (Continuous Quality Improvement) to ensure the quality of TVET education, particularly in this field.

***Keywords*** *: Industrial Training Curriculum, Knowledge, Practical Skills, Soft Skills*

**ABSTRAK**

Latihan industri merupakan satu platform untuk melatih dan mengasah kemahiran pelajar dari pelbagai sudut bagi melahirkan keberhasilan graduan yang holistik dalam dunia pekerjaan. Penurunan Hasil Pembelajaran Program (*Programme Learning Outcome*, PLO) dalam kurikulum latihan industri menunjukkan indikator awal terhadap keberkesanan latihan industri yang dilaksanakan dalam program pengajian. Sehubungan itu, kajian ini dilaksanakan untuk mengenal pasti tahap penguasaan kendiri pelajar merangkumi aspek pengetahuan, kemahiran praktikal dan kemahiran insaniah selepas menjalani latihan industri berdasarkan kurikulum Latihan Industri yang berkuatkuasa. Kaedah kuantitatif digunakan dalam kajian ini dengan menggunakan instrumen soal selidik yang telah dibangunkan oleh Jabatan Pengajian Politeknik Dan Kolej Komuniti (JPPKK) bagi mendapatkan maklumat terhadap isu yang dikaji. Persampelan bertujuan digunakan dalam kajian ini dengan melibatkan pelajar semester empat bagi sesi pengajjian Sesi II : 2022/2023 di Kolej Komuniti Bandar Penawar dan Kolej Komuniti Bandar Penawar cawangan Gelang Patah. Secara keseluruhannya, 3.70% pelajar dari program Sijil Penyelenggaraan Bangunan mengakui masih lemah menguasai beberapa item penilaian bagi aspek pengetahuan dalam kurikulum latihan industri pada sesi ini. Manakala bagi aspek kemahiran praktikal pula, 3.70% pelajar Program Sijil Penyelenggaraan Bangunan dan 4.80% pelajar Program Sijil Pengoperasian Perniagaan memerlukan penambahbaikan berterusan kerana penguasaan lemah pada beberapa item penilaian dalam aspek kemahiran praktikal. Selain itu, usaha berterusan perlu dilaksanakan terhadap penguasaan kemahiran insaniah juga kerana pelajar bagi keempat-empat program di Kolej Komuniti Bandar Penawar dan Kolej Komuniti Bandar Penawar cawangan Gelang Patah masih lemah menguasai beberapa item dalam aspek kemahiran insaniah selepas menjalani latihan industri pada sesi ini. Bagi kajian lanjutan, pengkaji mencadangkan agar maklumbalas daripada pihak industri dalam pelaksanaan latihan industri pelajar institusi ini dikaji agar institusi dapat merangka proses penambahbaikan berterusan dalam CQI *(Continuous Quality Improvement)* bagi menjamin kualiti pendidikan dalam bidang TVET khususnya.

***Kata Kunci :*** *Kurikulum Latihan Industri, Pengetahuan, Kemahiran Praktikal, Kemahiran Insaniah*

## 1.0 PENGENALAN

Latihan Industri (LI) merupakan satu silibus / kursus yang terdapat dalam kurikulum program di kolej komuniti dan memberikan impak yang positif kepada para pelajar dan juga industri. Latihan industri diwujudkan bagi menempatkan pelajar menjalani praktikal atau amali selama 8 minggu (bagi penggunaan LI 4 kredit) atau 16 minggu (bagi penggunaan LI 8 kredit) pada semester 4 bagi melayakkan pelajar dianugerahkan Sijil Kolej Komuniti (Buku Panduan Pelaksanaan Latihan Industri Kolej Komuniti Malaysia Kementerian Pengajian Tinggi, Edisi 2022).

Program latihan industri merupakan platform yang terbaik bagi pelajar mengaplikasikan pengetahuan dan kemahiran akademik yang telah dipelajari di IPT (Mesheta dan Norazah, 2020). Terdapat pelbagai industri yang menawarkan peluang kepada pelajar dari aspek pengetahuan dan teknologi. Langkah ini memberikan peluang kepada pelajar yang menjalani latihan industri bagi mengukuhkan keyakinan diri dan kemahiran komunikasi pelajar di setiap peringkat di tempat kerja. Pelajar turut dapat mengamalkan nilai dan etika kerja yang baik apabila menjalani latihan industri (Mohd Firdauz et. al., 2022).

Terdapat tiga elemen di dalam kurikulum latihan industri yang dinilai iaitu menggabungkan aspek pengetahuan, kemahiran praktikal dan kemahiran insaniah semasa pelajar menjalani latihan industri ini. Kewajaran penilaian ini dilaksanakan oleh pihak industri dan juga pensyarah penilai dari kolej komuniti.

Pelaksanaan latihan industri di Kolej Komuniti Bandar Penawar (KKBP) melibatkan tiga program pengajian iaitu program Sijil Penyelenggaraan Bangunan (SPB), program Sijil Teknologi Pembinaan Bangunan (STP) dan program Sijil Pengoperasian Perniagaan (SPP). Manakala bagi Kolej Komuniti Bandar Penawar cawangan Gelang Patah (KKBPcGP) yang merupakan cawangan kepada KKBP pelaksanaan latihan industri hanya melibatkan satu program pengajian sahaja iaitu program Sijil Teknologi Maklumat (STM). Pengurusan latihan industri bermula dari sesi sebelum, semasa dan selepas pelaksanaan latihan industri bagi kolej komuniti cawangan adalah berpusat kepada institusi kolej komuniti induk.

Bermula Sesi I : 2022/2023, keberhasilan pelajar KKBP dan KKBPcGP yang telah menjalani latihan industri dinilai dengan menggunapakai pendekatan kaedah Pembelajaran Berasaskan Hasil (*Outcome Based Education*, OBE) dalam kurikulum. kebolehcapaian Hasil Pembelajaran Program (*Programme Learning Outcome*, PLO) dan Hasil Pembelajaran Kursus (*Course Learning Outcome*, CLO) dalam aktiviti pembelajaran serta pentaksiran latihan industri dilaksanakan mematuhi konsep pelaksanaan OBE.

Berdasarkan laporan analisis pencapaian *Programme Learning Outcome Review Report* (PLORR) Latihan Industri KKBP dan KKBPcGP bagi Sesi II:2022/2023 mendapati bahawa, terdapat penurunan pencapaian dalam kurikulum latihan industri berbanding dengan pencapaian pada semester lepas iaitu Sesi I : 2022/2023. Hasil perbandingan analisis tersebut menunjukkan bahawa terdapat penurunan 3 daripada 5 CLO iaitu CLO 1, CLO 2 dan CLO 5. Peratus penurunan CLO dari analisis tersebut juga telah mengakibatkan penurunan 3 daripada 5 PLO iaitu PLO 2, PLO 3 dan PLO 8. Penurunan 3 daripada 5 CLO dan PLO dalam pencapaian kurikulum latihan industri pada sesi ini memberi gambaran kekurangan terhadap pelaksanaan kurikulum latihan industri bagi kesemua program pengajian di KKBP dan KKBPcGP walaupun peratus penurunan adalah sedikit. Tambahan pula kurikulum ini baru ditawarkan selama 2 semester di institusi ini. Penurunan selepas pelaksanaan selama 2 semester menuntut kajian ini dilaksanakan sebagai langkah pencegahan dan tindakan awal bagi melaksanakan penambahbaikan berterusan untuk mengelakkan penurunan yang lebih banyak pada masa akan datang. Sebagaimana dalam kajian oleh Lyssa et. al., (2020), yang menyatakan bahawa Penambahbaikan Kualiti Berterusan (CQI) merupakan salah satu keperluan MQA bagi menjamin kualiti program yang ditawarkan oleh Pemberi Pengajian Tinggi (PPT). Mohd Farhan Uzair & Budiah Karmilie (2020) juga turut menyatakan bahawa melalui perlaksanaan CQI, dapat meningkatkan perkhidmatan berkualiti kepada pelajar seterusnya dapat mencapai keperluan program seiring kehendak industri.

Dalam kajian ini, maklumbalas pelajar terhadap penguasaan aspek pengetahuan, kemahiran praktikal dan kemahiran insaniah dikaji bertujuan untuk mengenalpasti jurang yang dihadapi oleh setiap pelajar terhadap semua aspek ini (Muzafar dan Nur Hidayah, 2018). Hasil maklum balas pelajar ini, dapat digunakan sebagai input dan inisiatif untuk melaksanakan penambahbaikan ke atas program pengajian yang ditawarkan seterusnya dapat meningkatkan pencapaian CLO dan PLO dalam kurikulum latihan industri. Merujuk kepada Pelan Penambahbaikan Kualiti Berterusan (CQI) Politeknik dan Kolej Komuniti (2020), pemantauan, penyemakan dan penambahbaikan kualiti berterusan melalui maklum balas pelajar terhadap kurikulum merupakan salah satu skop pelan CQI dengan tujuan untuk membantu institusi mengatasi kelemahan dan seterusnya memperbaiki prosedur kerja dan pelaksanaannya dalam memastikan pelajar dapat menguasai kandungan kursus dan program dengan baik dan berkesan. Perkara ini juga turut dinyatakan sebagaimana dalam kajian Hazwani et. al., (2020) yang menyatakan bahawa graduan kolej komuniti perlu bersaing dengan graduan dari lain-lain institusi latihan vokasional serta institusi pengajian tinggi dalam mendapatkan pekerjaan.

Justeru itu, maklumat dari persepsi golongan pelajar semester akhir kolej komuniti terhadap program latihan industri perlu dilihat untuk mengenalpasti permasalahan dan cabaran terkini yang dihadapi pelajar semasa menjalani latihan industri.

Sehubungan itu, berdasarkan isu-isu yang telah dinyatakan tersebut adalah wajar kajian ini dilaksanakan bagi membantu penambahbaikan kurikulum latihan industri yang dilaksanakan di KKBP dan KKBPcGP agar dapat dilaksanakan dengan lebih berkesan.

Objektif kajian ini dilaksanakan adalah bertujuan untuk mengenal pasti tahap penguasaan kendiri pelajar KKBP dan KKBPcGP terhadap kurikulum latihan industri yang merangkumi aspek pengetahuan, kemahiran praktikal dan kemahiran insaniah.

## 2.0 SOROTAN KAJIAN

Pelaksanaan latihan industri di setiap institusi pengajian merupakan salah satu perkara penting dalam melengkapkan kurikulum sesebuah program pengajian yang ditawarkan kepada pelajar (M.H. Norhidayah et. al., 2021). Pelaksanaan latihan industri ini dapat menguji kemahiran pelajar dalam suasana pekerjaan sebenar apabila pelajar mula mengaplikasikan apa yang dipelajari secara teori mahupun amali di dalam kelas. Latihan industri mengajar pelajar untuk berdikari disamping melatih dan mengasah kemahiran pelajar dari sudut lain seperti kemahiran berkomunikasi, kemahiran bekerja dalam pasukan, kemahiran menyelesaikan masalah dan kemahiran generik lain, yang bersesuaian dengan peringkat pengajian pelajar. Melalui pelaksanaan latihan industri, hubungan dua hala di antara pihak industri dan institusi terjalin dalam bentuk kolaborasi strategik di mana keperluan pekerja dapat dipenuhi dan pelajar memperolehi pengalaman bekerja bersama industri (Mesheta dan Norazah, 2020; Mohd Firdauz et. al., 2022; Nurul Aini et. al., 2021; Muhamad Zuhaili, 2022).

Kepentingan pelaksanaan latihan industri turut diulas oleh beberapa pengkaji. Dalam kajian Muzafar et. al., (2018), menekankan bahawa melalui program latihan industri, pelajar akan mempunyai kemahiran praktikal yang dapat meningkatkan pemahaman mereka tentang isu kerja yang signifikan dan meningkatkan kebolehpasaran. Oleh itu, latihan industri menyediakan ruang yang unik bagi pelajar untuk belajar tentang peranan dan tugas yang berkaitan dengan bidang pengajian mereka. Zaryati et. al., (2022) pula menyatakan bahawa pelaksanaan latihan industri berkait dengan dua faktor utama dalam menentukan pembangunan ekonomi sesebuah negara iaitu ilmu pengetahuan dan kemahiran kerja yang tinggi. Selain itu, M. H. Norhidayah et. al., (2021) dalam kajiannya mengulas bahawa latihan industri dapat mendedahkan pelajar kepada situasi bekerja sebenar dan dapat meluaskan pengetahuan dan kemahiran pelajar. Keberkesanan latihan industri yang dilaksanakan di institusi pengajian turut dikaji oleh Suzan et. al., (2020), Norhana et. al., (2018), Zaryati et. al., (2022), dan Dziatul Nadiah (2020), yang mengkaji persepsi oleh majikan terhadap pelaksanaan latihan industri pelajar. Hasil dapatan mereka dapat membantu pihak berkepentingan terutamanya institusi bagi memperbaiki sebarang kelemahan dalam pelaksanaan latihan industri.

Latihan industri (LI) menurut takrifan dalam Buku Panduan Pelaksanaan Latihan Industri Kolej Komuniti Edisi 2022 merujuk kepada penempatan pelajar di sesebuah organisasi untuk menjalankan latihan praktikal yang diselia dalam industri yang dipilih, sama ada luar ataupun di dalam negara, dalam jangka masa yang ditetapkan sebelum dianugerahkan Sijil, Diploma atau Ijazah Sarjana Muda (KPT, 2010). Kurikulum latihan industri bagi peringkat sijil kolej komuniti telah mengguna pakai Kerangka Kelayakan Malaysia 2.0 (*Malaysian Qualifications Framework*, MQF) sebagai salah satu instrumen yang menitikberatkan keberhasilan graduan yang holistik dalam dunia pekerjaan. Latihan industri menjadi satu syarat wajib bagi memenuhi syarat penganugerahan Sijil Kolej Komuniti. Pelaksanaan latihan industri di kolej komuniti telah mengalami transformasi dari segi pelaksanaan dan penilaiannya, bagi memenuhi keperluan industri masa kini di samping mencapai standard program pengajian yang telah ditetapkan oleh badan akreditasi *Malaysian Qualification Agency* (MQA). Perkara yang berkaitan turut dinyatakan oleh Ealangov & Abdul Malek (2023), yang menyatakan bahawa perubahan dalam kurikulum bagi program Sijil Kolej Komuniti (SKK) adalah bertujuan bagi memastikan pengetahuan, kemahiran dan kompetensi yang diberikan kepada pelajar adalah kekal relevan untuk menghadapi cabaran masa kini. Nyoni & Botma (2020), juga menyatakan bahawa perubahan kurikulum yang dilaksanakan adalah bertujuan untuk menghasilkan pelajar yang dapat mempamerkan hasil yang diharapkan setelah tamat pengajian kelak.

Melalui Dasar Latihan Industri Institusi Pengajian Tinggi pada tahun 2010, telah menggariskan beberapa objektif program latihan industri, antaranya;

1. Mendedahkan pelajar kepada alam pekerjaan sebenar;
2. Mendedahkan pelajar kepada teknologi terkini dan juga pengetahuan yang terbaru di pasaran;
3. Mendedahkan pelajar kepada amalan spesifik dalam bidang pengkhususan masing-masing;
4. Mempertingkatkan pengetahuan, kemahiran (terutamanya kemahiran insaniah) dan pengalaman pelajar dengan organisasi;
5. Melahirkan graduan yang berkompeten;
6. Mempertingkatkan peluang pekerjaan; dan
7. Merapatkan jaringan antara pihak institusi pengajian dengan industri.

**Proses Pelaksanaan Latihan Industri Kolej Komuniti**

Bermula pada tahun 2022, Bahagian Instruksional dan Pembelajaran Digital (BIPD) Jabatan Pendidikan Politeknik dan Kolej Komuniti telah mengeluarkan Buku Panduan Pelaksanaan Latihan Industri Kolej Komuniti Edisi 2022. Buku panduan ini telah mula dikuatkuasakan penggunaannya bermula Sesi I:2022/2023 bagi sesetengah program pengajian di Kolej Komuniti Malaysia. Buku panduan ini juga telah mengalami penambahbaikan dari segi pelaksanaan dan penilaian program latihan industri di kolej komuniti. Hasil Semakan semula ke atas Garis Panduan Pengurusan dan Kaedah Penilaian Latihan Industri Edisi 2017 telah menerbitkan buku panduan edisi 2022 ini, dan penambahbaikan ini telah mengambil kira keperluan Agensi Kelayakan Malaysia (Malaysian Qualifications Agency, MQA) dan badan-badan akreditasi lain yang terlibat.

Amalan yang dilaksanakan dalam keseluruhan proses pelaksanaan latihan industri kolej komuniti melibatkan proses sebelum, semasa dan selepas latihan industri. Sebelum menjalani latihan industri, pelajar terlebih dahulu perlu menyediakan dan melengkapkan dokumen permohonan tempat latihan industri yang menjadi pilihan pelajar serta memastikan industri tersebut bersedia untuk menerima pelajar latihan industri. Antara perkara penting yang perlu diambil kira oleh pelajar sebelum memilih industri ialah memastikan industri tersebut mampu memberikan skop latihan yang berkaitan dengan bidang yang dipelajari oleh pelajar berkenaan di kolej komuniti. Ini kerana, apa yang dipelajari oleh pelajar di kolej komuniti dapat diadaptasikan dalam alam pekerjaan yang sebenar. Kewajipan pemilihan tempat latihan industri berkaitan bidang ini turut dinyatakan dalam kajian Dziatul Nadiah (2020) yang menyatakan bahawa, pelajar wajib memilih tempat yang bersesuaian dengan bidang pengajian yang dipelajari untuk menjalani latihan industri. Zalika et. al., (2022) turut menyatakan bahawa objektif latihan industri dapat dicapai melalui pelbagai kaedah, antaranya pemilihan lokasi latihan yang bersesuaian.

Pada proses yang seterusnya, pelajar mula melaksanakan latihan industri mengikut takwim yang telah ditetapkan. Pelajar akan mula meneroka dunia pekerjaan melalui pengalaman mereka menjalani latihan industri. Pelajar diberikan taklimat sebagai persediaan untuk menjalani latihan industri sepanjang tempoh tersebut. Pada ketika inilah kebolehan pelajar menerapkan perkara yang dipelajari di kolej komuniti akan dinilai oleh pihak industri dan juga institusi. Penilaian industri terhadap pencapaian latihan industri pelajar adalah penting kerana ia dapat menjadi indikasi kebolehupayaan pelajar bersaing untuk menjadi pekerja mahir dan separuh mahir dalam pelbagai bidang, serta membuktikan bahawa kurikulum yang ditawarkan adalah relevan dengan keperluan industri masa kini. Pada peringkat ini, kerjasama yang amat tinggi daripada pihak industri adalah berguna kepada pelajar untuk mendapatkan input pembelajaran. Sebagaimana dalam kajian Normah et. al., (2018) yang menyatakan bahawa terdapat hubungan pencapaian hasil pembelajaran yang ingin dicapai di antara komitmen yang diberikan oleh pihak industri kepada pelajar dengan kerjasama pelajar terhadap industri.

Pengurusan selepas latihan industri merupakan proses akhir dalam pelaksanaan latihan industri pelajar. Hasil penilaian dan dapatan akan dianalisis dan kesimpulan pelaksanaan keseluruhan program latihan industri pada sesi tersebut akan dilaporkan. Laporan ini adalah penting sebagai rujukan untuk proses penambahbaikan berterusan di masa akan datang dari segi kurikulum mahupun pelaksanaan latihan industri kolej komuniti. Selain itu, hasil dapatan seperti penempatan pekerjaan pelajar sejurus tamat latihan industri dapat membantu meningkatkan kadar kebolehpasaran pelajar kolej komuniti.

**Konsep OBE Dalam Pelaksanaan Latihan Industri Kolej Komuniti**

Pelan Strategik Pengajian Tinggi Negara telah memperkasakan sektor pengajian tinggi dengan menggariskan Teras 2 iaitu menambahbaik kualiti pengajaran dan pembelajaran. Melalui teras ini, sektor pengajian tinggi mula mengalami transformasi dalam memberikan penekanan kepada pendidikan berlandaskan hasil pembelajaran berdasarkan rujukan daripada Kerangka Kelayakan Malaysia (*Malaysia Qualification Framework*, MQF). Melalui kerangka ini, keberhasilan pelajar kolej komuniti dinilai berasaskan hasil (*Outcome Based Education*, OBE).

OBE adalah satu kaedah rekabentuk kurikulum dan pengajaran yang memberi tumpuan kepada apa yang pelajar sebenarnya boleh lakukan selepas mereka diajar. Melalui kajian Rusmawati (2018), konsep OBE mengamalkan penjajaran konstruktif bagi memastikan kebolehcapaian Hasil Pembelajaran Program (*Programme Learning Outcome*, PLO), Hasil Pembelajaran Kursus (*Course Learning Outcome*, CLO) dan aktiviti pembelajaran serta pentaksiran dipatuhi. Rusmawati (2018) juga menyatakan hubungan antara hasil pembelajaran kursus akan dipetakan kepada hasil pembelajaran program bagi memastikan sumbangan setiap kursus kepada pencapaian hasil.

Melalui pelaksanaan latihan industri, kebolehan pelajar tidak boleh dinilai dari aspek kognitif semata-mata, sebaliknya pelajar masa kini perlu mempunyai nilai tambah lain yang dinilai dari sudut psikomotor yang menguji tahap kemahiran pelajar dan juga afektif yang menguji kemahiran generik yang lain. Ketiga-tiga aspek penilaian ini dapat menghasilkan pelajar yang berciri holistik dan seimbang dari segala segi dan mampu meningkatkan tahap *"employability"* pelajar dalam pasaran pekerjaan. Sebagaimana yang dinyatakan dalam kajian Muhamad Zuhaili Bin Saiman (2022), kesukaran mendapatkan pekerjaan dan pengangguran dalam kalangan graduan mempunyai kaitan dengan kekurangan kemahiran kebolehkerjaan dan kebolehpasaran graduan untuk memasuki pasaran pekerjaan. Oleh itu pembentukan kualiti seseorang graduan adalah penting untuk diselarikan dengan perubahan pesat dalam pasaran pekerjaan.

Pada hari pertama pelajar mula melapor diri, pelajar telah didedahkan dengan elemen-elemen kemahiran yang akan menguji tahap pencapaian pelajar untuk menyesuaikan diri dalam alam pekerjaan sebenar. Pada ketika ini, segala bentuk penilaian akan dilaksanakan terhadap pelajar daripada pihak industri mahupun institusi dalam menilai kemampuan dan potensi pelajar dari segi ilmu pengetahuan dan kemahiran, serta kemahiran generik yang lain seperti kemahiran komunikasi, kemahiran mengurus dan minda keusahawanan, sikap tanggungjawab dan kerja berpasukan serta nilai, etika dan profesionalisme pelajar ketika di tempat latihan industri.

## 3.0 METODOLOGI KAJIAN

Kajian ini dilaksanakan secara kuantitatif dengan menggunakan instrumen soal selidik yang telah dibangunkan oleh Bahagian Instruksional dan Pembelajaran Digital (BIPD), Jabatan Pengajian Politeknik Dan Kolej Komuniti (JPPKK) untuk mendapatkan maklumat berkaitan isu dan masalah yang dikaji. Soal selidik tersebut merupakan instrumen Kajian Keberkesanan Latihan Industri Program Pengajian Politeknik dan Kolej Komuniti Malaysia (Maklumbalas Pelajar) Edisi 2022 dalam lampiran D1. Kaedah pensampelan bertujuan digunakan dalam kajian ini dengan responden kajian terdiri daripada pelajar KKBP dan KKBPcGP semester 4 yang baru sahaja selesai menjalani Latihan Industri pada Sesi II : 2022/2023. Persampelan bertujuan ialah satu cara pemilihan sampel daripada populasi yang khusus dan spesifik. Sampel yang dipilih mesti memenuhi kriteria yang telah ditetapkan dan dipilih berdasarkan pengetahuan dan pengalaman dalam bidang tertentu (Fauzi et. al., 2014).

## 4.0 ANALISIS DAPATAN KAJIAN

### 4.1 Demografi Responden

Dalam kajian ini seramai 80 orang responden daripada 84 jumlah keseluruhan pelajar Semester 4 Sesi II : 2022/2023 telah memberimaklum balas . Jadual 1 menunjukkan taburan demografi responden kajian ini.

**Jadual 1 : Taburan Demografi Responden**

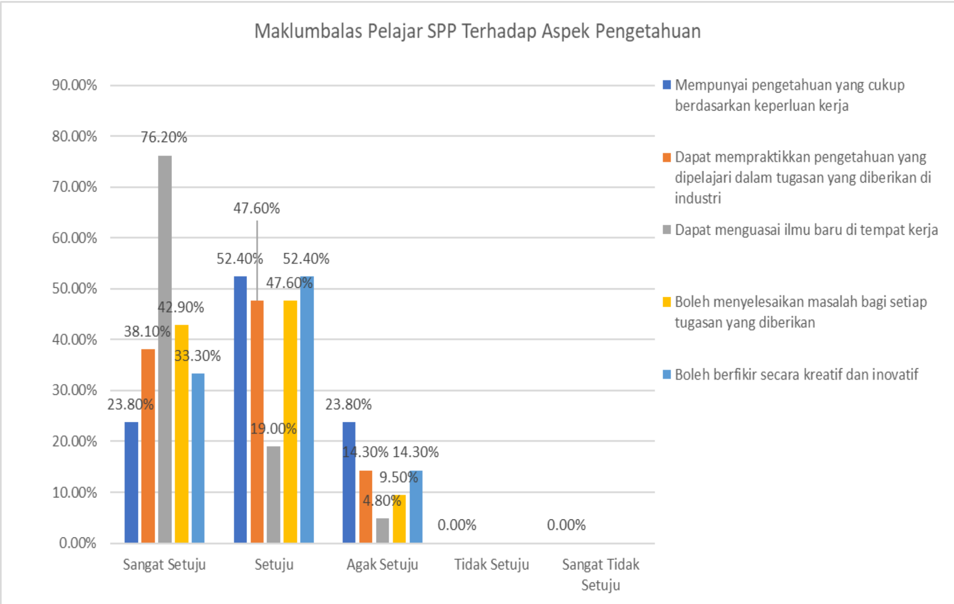
| | Peratus (%) |
|---|---|
| Program | |
| Sijil Pengoperasian Perniagaan (SPP) | 26.3 |
| Sijil Teknologi Pembinaan Bangunan (STP) | 23.8 |
| Sijil Teknologi Maklumat (STM) | 16.3 |
| Sijil Penyelenggaraan Bangunan (SPB) | 33.8 |
| Jantina | |
| Lelaki | 66.3 |
| Perempuan | 33.8 |
| Kategori Industri | |
| Agensi Kerajaan | 13.8 |
| Agensi Badan Berkanun | 1.7 |
| Swasta (Persendirian) | 72.4 |
| Swasta (Multinasional) | 8.6 |
| Syarikat Berkaitan Kerajaan (GLC) | 3.4 |

**Maklum balas Pelajar Dari Aspek Pengetahuan Dalam Kurikulum Latihan Industri**

Analisis maklum balas pelajar menunjukkan keputusan seperti berikut:

**a. Pengetahuan :**

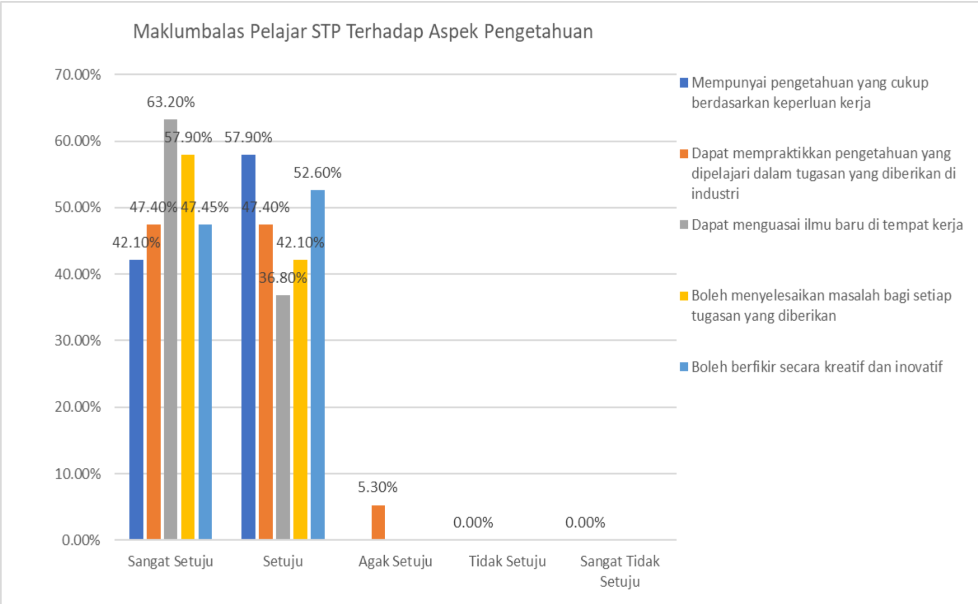
Maklum balas pelajar terhadap aspek pengetahuan dalam kurikulum latihan industri bagi program SPP dipaparkan dalam Rajah 1.



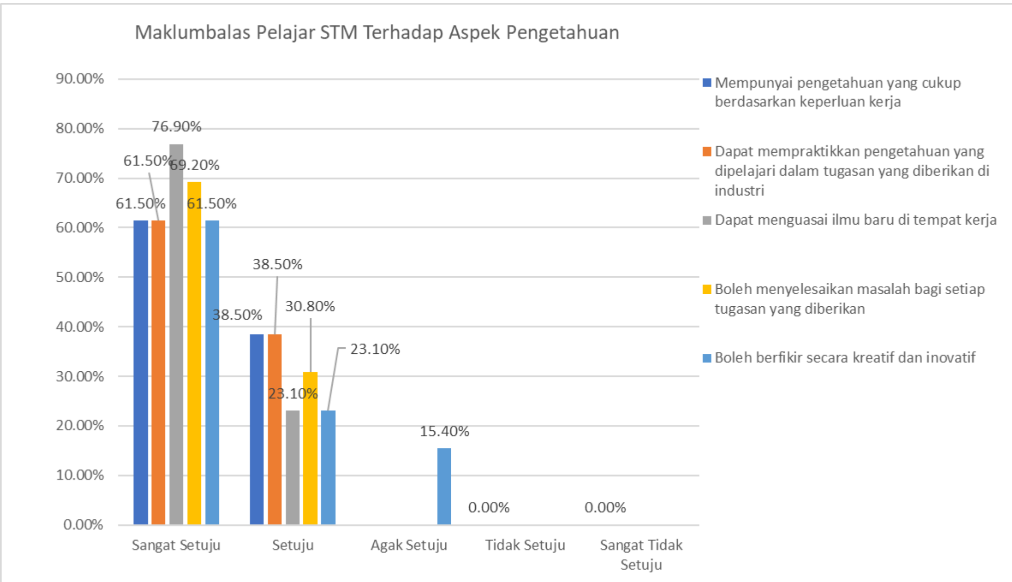

**Rajah 1 : Maklum balas pelajar program SPP terhadap aspek pengetahuan**

Secara majoritinya, pelajar daripada program SPP menunjukkan maklum balas yang baik terhadap penguasaan aspek pengetahuan dalam kurikulum latihan industri. 76.20% responden paling tinggi sangat bersetuju bahawa pelajar dapat menguasai ilmu baru di tempat kerja setelah menjalani latihan industri. Manakala bagi item-item penilaian yang lain, pelajar bagi program SPP masih menunjukkan maklum balas yang positif terhadap penguasaan bagi aspek pengetahuan.

Bagi program STP pula, hampir keseluruhan pelajar bagi program ini menunjukkan penguasaan aspek pengetahuan yang sangat baik bagi semua item yang dinilai dalam Rajah 2. Peratusan paling tinggi dalam item ini ialah penguasan ilmu baru di tempat kerja dengan jumlah sebanyak 63.20% sangat setuju. Terdapat sedikit sahaja peratusan agak setuju oleh responden berkaitan penguasaan dapat mempraktikkan pengetahuan yang dipelajari dalam tugasan yang diberikan di industri iaitu sebanyak 5.30%.

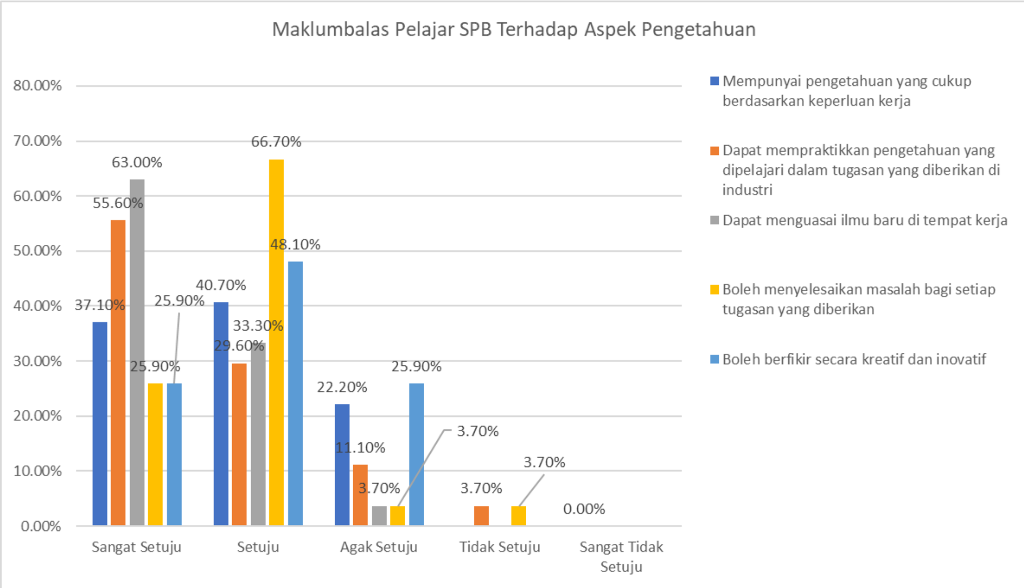



**Rajah 2 : Maklum balas pelajar program STP terhadap aspek pengetahuan**




**Rajah 3 : Maklum balas pelajar program STM terhadap aspek pengetahuan**

Maklum balas yang sama juga berlaku pada pelajar bagi program STM seperti yang dipaparkan dalam Rajah 3. Secara keseluruhannya, pelajar bagi program ini dapat menguasai aspek pengetahuan dengan baik dalam kurikulum latihan industri. Peratusan paling tinggi dicatatkan bagi item yang sama iaitu dapat menguasai ilmu baru di tempat kerja sebanyak 76.90%. Manakala terdapat sedikit peratus maklum balas agak setuju bagi item boleh berfikir secara kreatif dan inovatif oleh pelajar program ini iaitu sebanyak 15.40% selepas menjalani latihan industri

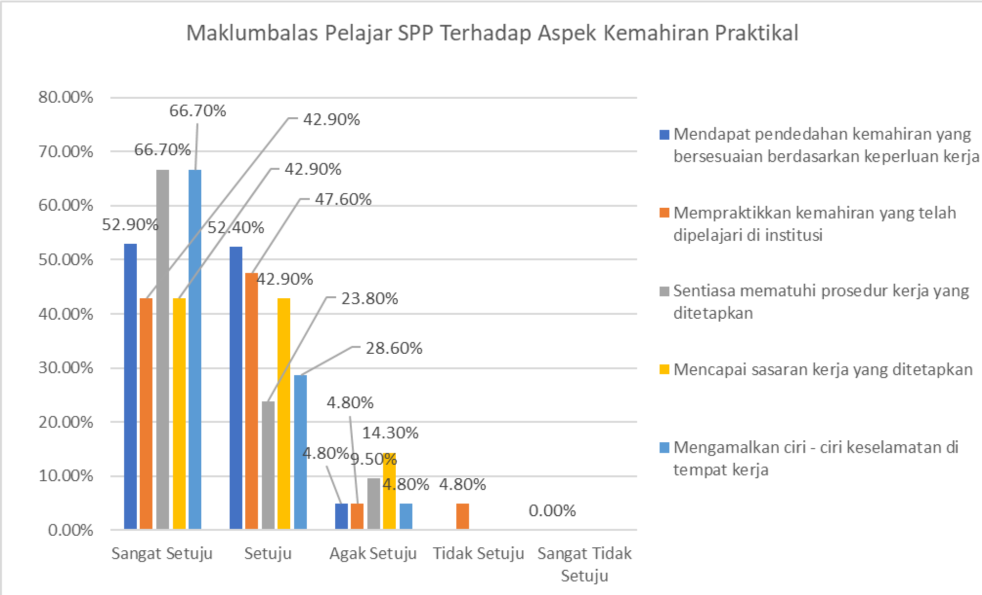



**Rajah 4 : Maklumbalas pelajar program SPB terhadap aspek pengetahuan**

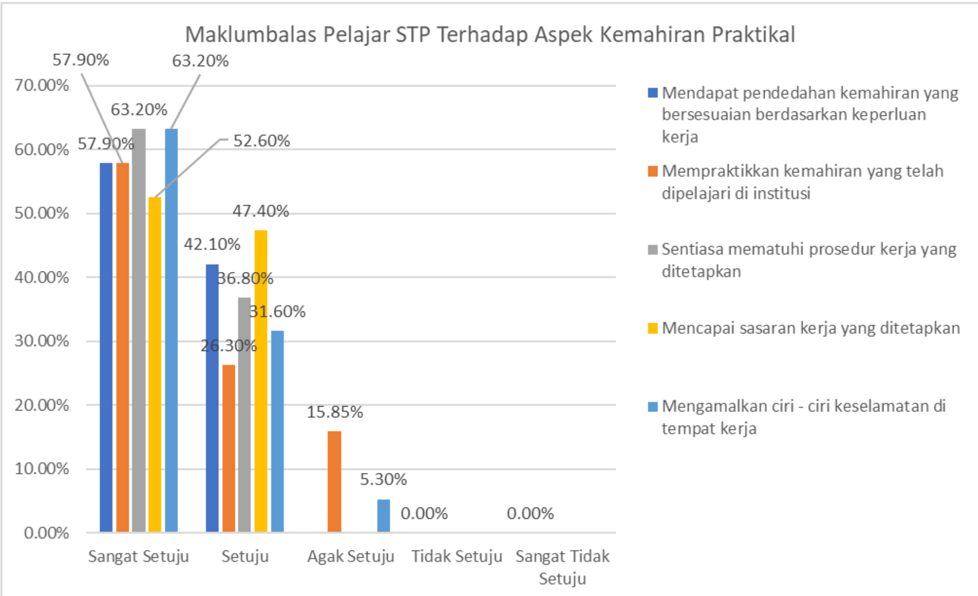
Bagi program SPB pula, penguasaan paling tinggi bagi penilaian item dalam aspek pengetahuan ialah boleh menyelesaikan masalah bagi setiap tugasan yang diberikan. Sebanyak 66.70% responden memberi maklum balas setuju terhadap penguasaan item ini. Walaubagaimanapun Walau bagaimanapun terdapat peratusan kecil tidak setuju oleh pelajar program SPB terhadap dua item penilaian dalam aspek pengetahuan. Iaitu, sebanyak 3.70% pelajar dalam program SPB masih belum dapat menguasai pengetahuan dalam mempraktikkan pengetahuan yang dipelajari dalam tugasan yang diberikan di industri dan pelajar dari program ini memberi maklum balas masih tidak boleh menyelesaikan masalah bagi setiap tugasan yang diberikan oleh majikan sepanjang menjalani latihan industri.

**b. Kemahiran Praktikal :**

Berdasarkan analisis responden bagi aspek kemahiran praktikal pula dalam Rajah 5, mendapati bahawa secara keseluruhannya pelajar daripada program SPP memberi maklum balas yang baik terhadap aspek kemahiran praktikal sepanjang menjalani latihan industri pada sesi ini. Berdasarkan kesemua item yang dinilai dalam aspek kemahiran praktikal ini mencatatkan peratusan sangat setuju dan setuju yang paling tinggi bagi pelajar dalam program ini. Walaupun begitu, sebanyak 4.80% responden bagi program SPP mengakui masih lemah dalam mempraktikan kemahiran di tempat latihan industri sepertimana yang dipelajari di institusi. Maklumbalas kendiri pelajar bagi program SPP selari dengan pencapaian CLO 1 yang dinilai oleh pensyarah dan majikan dalam Jadual Markah Penuh pelajar pada sesi ini. Pecahan penilaian bagi CLO 1 merangkumi penilaian buku log LI, penilaian prestasi dan laporan akhir. Bagi kaedah penilaian prestasi dan buku log LI penilaian dilaksanakan oleh pihak industri. Manakala bagi penilaian laporan akhir dalam CLO 1 penilaian dilaksanakan oleh pensyarah. Daripada Jadual Markah Penuh tersebut, terdapat seorang pelajar yang tidak mencapai sasaran yang ditetapkan iaitu sekurang-kurangnya 50% markah bagi penilaian buku log LI dan laporan akhir. Manakala bagi penilaian prestasi pula mendapati bahawa terdapat seramai 3 orang pelajar tidak mencapai sasaran yang ditetapkan pada sesi ini. Sehubungan itu, penambahbaikan bagi item ini perlu dilaksanakan agar pelajar dalam program ini dapat menguasai kemahiran dalam mempraktikkan pengetahuan yang dipelajari di institusi dalam tugasan yang diberikan di industri.

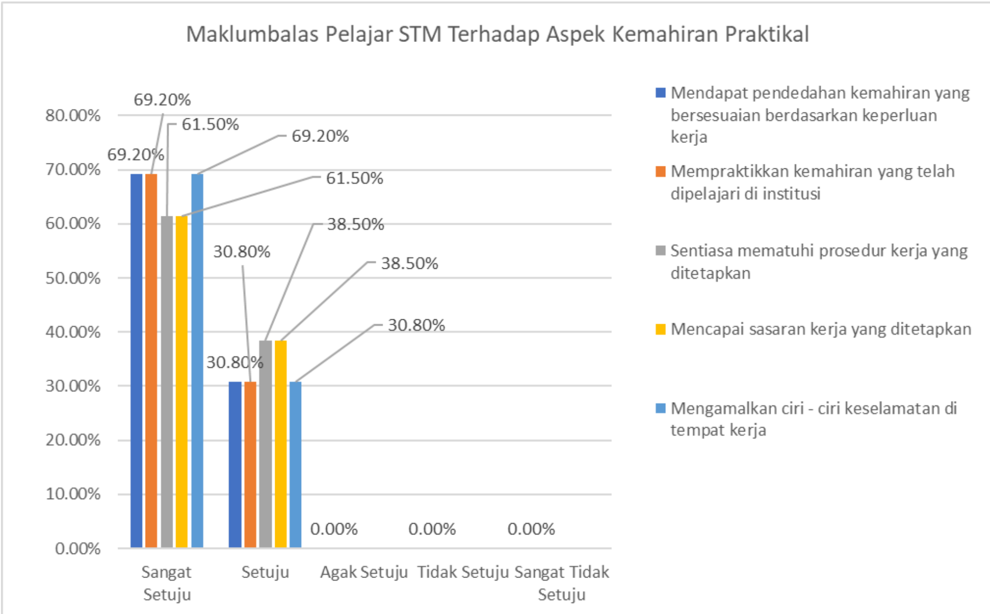



**Rajah 5 : Maklum balas pelajar program SPP terhadap aspek kemahiran praktikal**



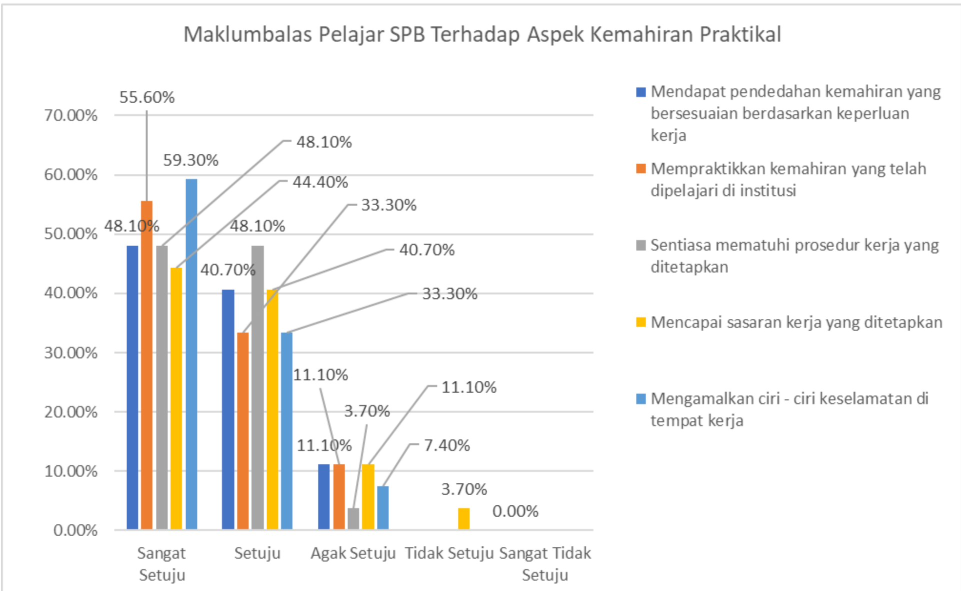

**Rajah 6 : Maklum balas pelajar program STP terhadap aspek kemahiran praktikal**

Secara keseluruhannya, hampir keseluruhan pelajar bagi program STP dapat menguasai dengan baik terhadap aspek kemahiran praktikal dalam kurikulum latihan industri seperti dalam Rajah 6. Hanya terdapat sedikit peratusan kecil pada skala agak setuju dalam menguasai kemahiran mempraktikkan kemahiran yang telah dipelajari di institusi dan mengamalkan ciri-ciri keselamatan di tempat kerja.




**Rajah 7 : Maklum balas pelajar program STM terhadap aspek kemahiran praktikal**

Bagi pelajar STM pula, kesemua pelajar pada sesi ini memberi maklum balas yang cemerlang terhadap penguasaan aspek kemahiran praktikal selepas menjalani latihan industri.

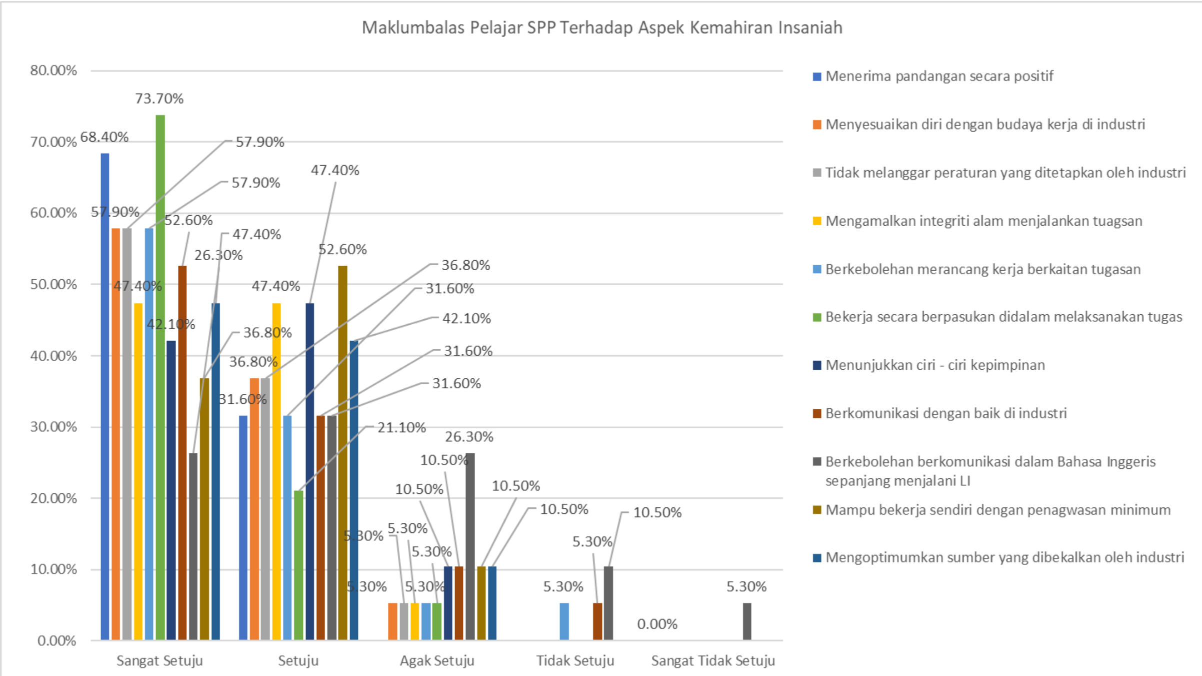



**Rajah 8 : Maklum balas pelajar program SPB terhadap aspek kemahiran praktikal**

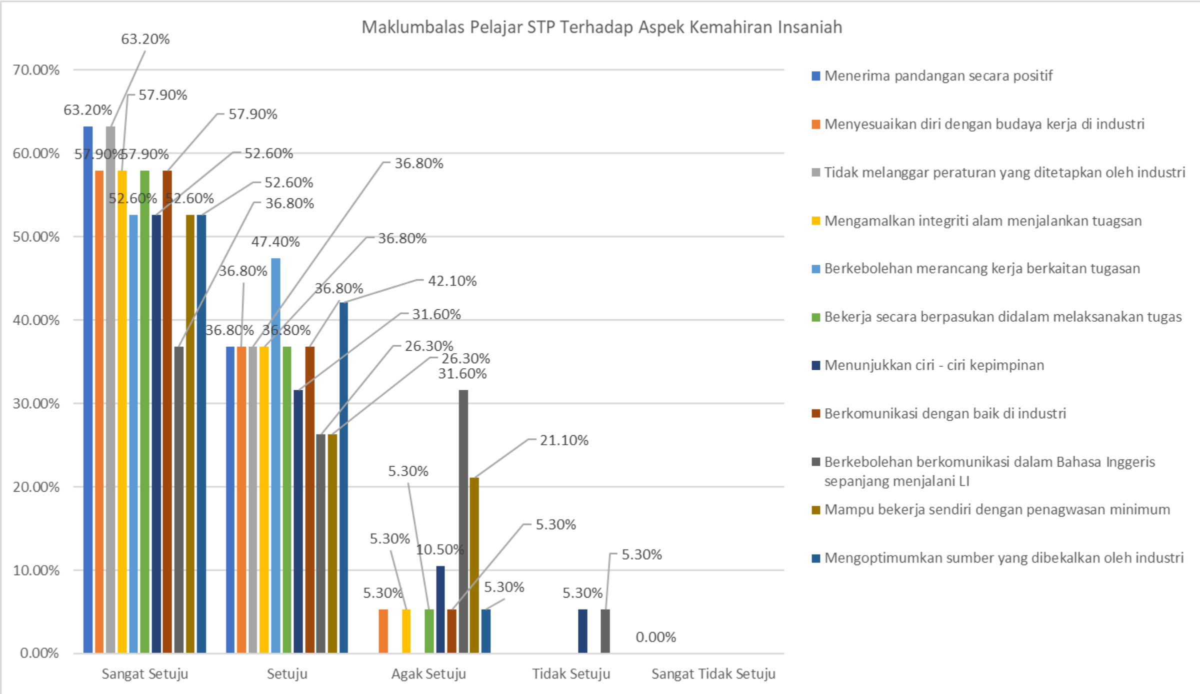
Penguasaan kemahiran praktikal bagi pelajar SPB pula ditunjukkan dalam Rajah 8. Berdasarkan analisis tersebut mendapati bahawa majoriti pelajar pada sesi ini dapat menguasai dengan baik kemahiran praktikal selepas menjalani latihan industri. Walaupun begitu, terdapat peratusan yang tidak setuju bagi program SPB terhadap item mencapai sasaran kerja yang ditetapkan oleh majikan dalam aspek kemahiran praktikal ini. Iaitu sebanyak 3.70% responden masih belum menguasai kemahiran ini selepas menjalani latihan industri. Pandangan pencapaian kendiri oleh pelajar program SPB terhadap kebolehan diri sendiri bagi aspek kemahiran praktikal ini juga selari dengan pencapaian CLO 1 daripada penilaian yang dilaksanakan oleh pensyarah dan industri. Daripada pecahan penilaian bagi CLO 1 oleh pensyarah mendapati bahawa terdapat seorang pelajar yang tidak mencapai sasaran yang ditetapkan iaitu sekurang-kurangnya 50% markah bagi penilaian buku log LI, penilaian prestasi dan laporan akhir. Justeru itu, penambahbaikan bagi item ini perlu dilaksanakan agar pelajar dalam program ini dapat menguasai kemahiran ini dengan baik walaupun pencapaian kumulatif keseluruhan bagi CLO 1 ini tercapai.

**c. Kemahiran Insaniah**

Maklum balas pelajar terhadap aspek kemahiran insaniah dalam kurikulum latihan industri bagi program SPP dipaparkan dalam Rajah 9. Daripada analisis maklum balas pelajar program SPP bagi aspek kemahiran insaniah pula mendapati bahawa hampir keseluruhan pelajar dapat menguasai kemahiran insaniah dengan baik. Namun begitu terdapat peratusan kecil lemah bagi pelajar program ini mengenai kebolehan merancang kerja berkaitan tugasan, kemahiran berkomunikasi dengan baik di industri dan kebolehan berkomunikasi dalam bahasa Inggeris sepanjang menjalani latihan industri. Sebanyak 5.30% pelajar program SPP tidak dapat menguasai kedua-dua item kemahiran ini iaitu kebolehan merancang kerja berkaitan tugasan dan kemahiran berkomunikasi dengan baik di industri. Maklum balas kendiri pelajar bagi program SPP selari dengan pencapaian CLO 2 yang dinilai oleh pensyarah dalam Jadual Markah Penuh pelajar pada sesi ini. Kemahiran berkomunikasi dengan baik di industri merupakan hasil pembelajaran kursus bagi CLO 2. Berdasarkan pencapaian CLO 2 bagi pelajar program ini mendapati bahawa terdapat seorang pelajar yang tidak mencapai sasaran yang ditetapkan iaitu sekurang-kurangnya 50% markah bagi satu penilaian dalam CLO ini iaitu laporan akhir. Kelemahan penguasaan kemahiran insaniah paling kritikal ialah kebolehan berkomunikasi dalam Bahasa Inggeris sepanjang menjalani latihan industri. Dimana sebanyak 5.30% responden sangat tidak setuju dan 10.50% responden memilih pada skala tidak setuju terhadap penguasaan kemahiran ini. Justeru itu, langkah pencegahan dan penambahbaikan berterusan perlu dilaksanakan bagi meningkatkan penguasaan pelajar program ini terhadap item kemahiran insaniah tersebut.

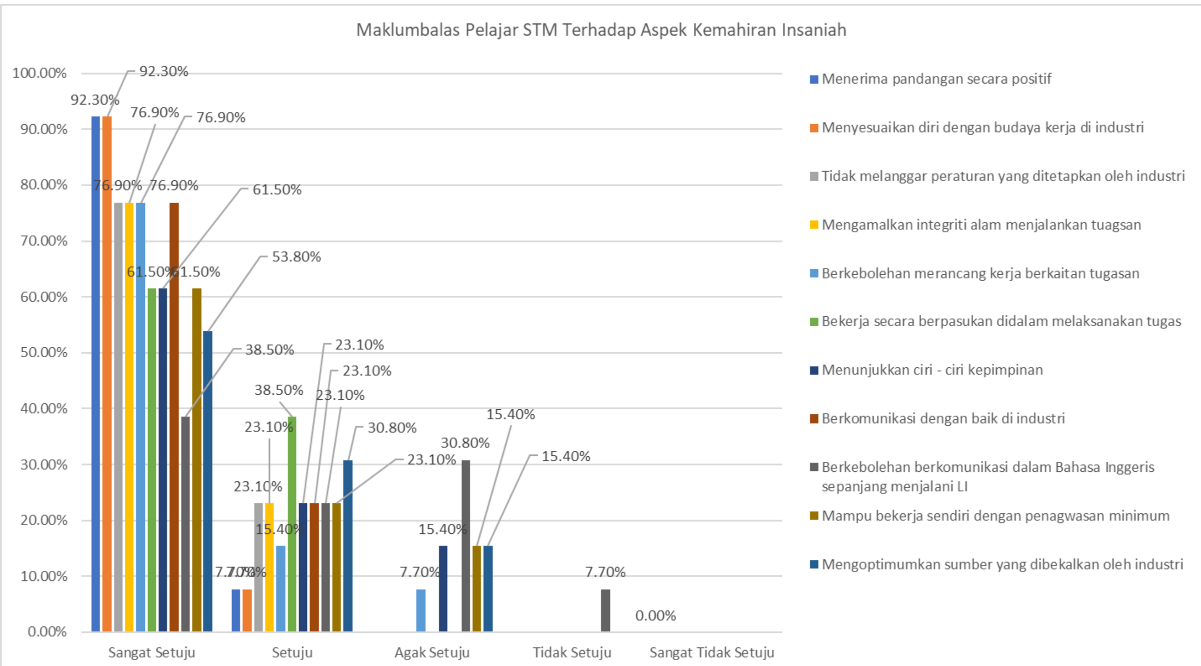



**Rajah 9 : Maklumbalas pelajar program SPP terhadap aspek kemahiran insaniah**



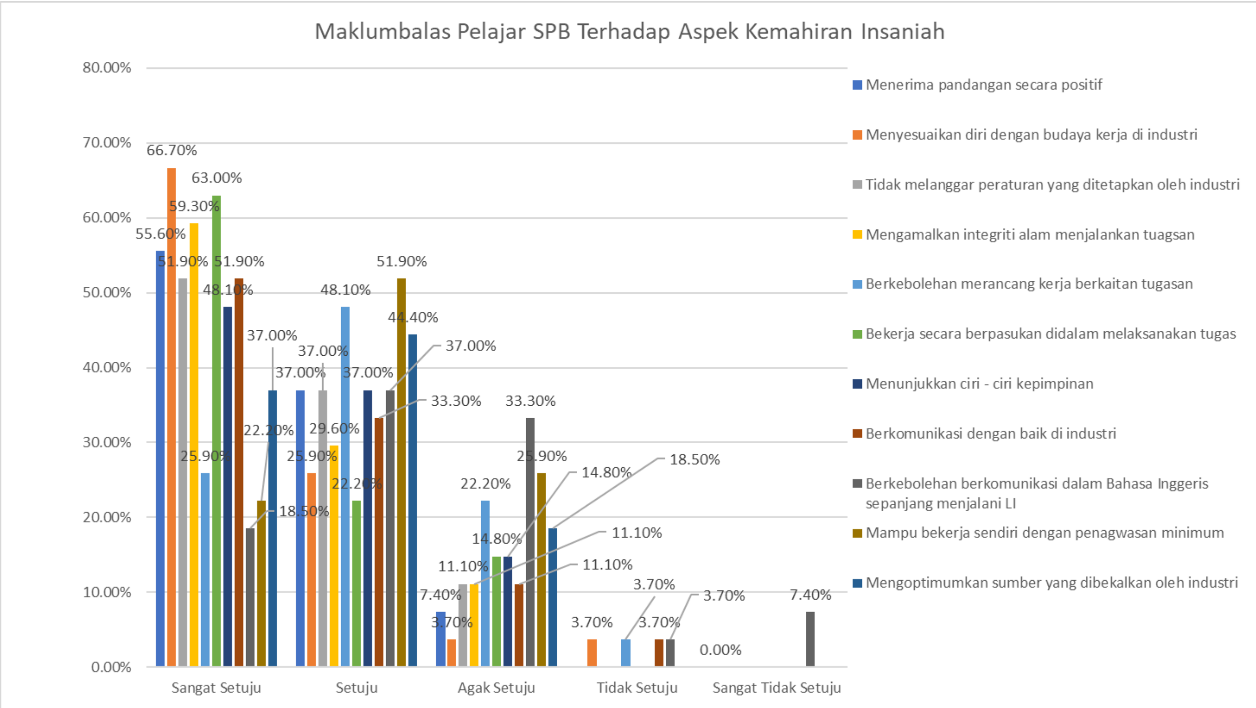

**Rajah 10 : Maklumbalas pelajar program STP terhadap aspek kemahiran insaniah**

Manakala bagi responden dari program STP pula, berdasarkan Rajah 10 sebanyak 5.30% pelajar masih lemah untuk menunjukkan ciri-ciri kepimpinan sepanjang menjalani latihan industri pada sesi ini dan juga lemah terhadap penguasaan berkebolehan berkomunikasi dalam bahasa Inggeris sepanjang menjalani latihan industri. Penambahbaikan berterusan bagi kedua-dua kemahiran ini boleh dilaksanakan walaupun pencapaian penilaian oleh pensyarah dan majikan tidak mencatatkan pencapaian yang lebih rendah daripada sasaran ditetapkan iaitu sekurang-kurangnya 50% markah.




**Rajah 11 : Maklum balas pelajar program STM terhadap aspek kemahiran insaniah**

Berdasarkan analisis Rajah 11 bagi pelajar program STM pula, kemahiran yang sama juga tidak dapat dikuasai oleh 7.70% pelajar program STM pada sesi ini iaitu berkebolehan berkomunikasi dalam bahasa Inggeris sepanjang menjalani latihan industri. Penambahbaikan berterusan bagi penguasaan kemahiran ini boleh dilaksanakan sebagai tambah nilai pelajar bagi program ini.




**Rajah 12 : Maklum balas pelajar program SPB terhadap aspek kemahiran insaniah**

Penguasaan kemahiran insaniah bagi pelajar program SPB pula dicatatkan dalam Rajah 12. Berdasarkan penilaian kendiri pelajar program SPB mendapati bahawa terdapat segelintir pelajar iaitu sebanyak 3.70% pelajar masih lemah untuk menyesuaikan diri dengan budaya kerja di industri, merancang kerja berkaitan tugasan dan berkomunikasi dengan baik di industri. Maklum balas penguasaan pelajar berpadanan dengan penilaian yang telah dilaksanakan oleh pensyarah dalam CLO 2. Seramai 2 orang pelajar tidak mencapai sasaran yang ditetapkan iaitu sekurang-kurangnya 50% markah bagi penilaian laporan akhir dalam CLO 2 ini. Manakala bagi penilaian prestasi oleh majikan pula dalam CLO 2 ini seramai seorang pelajar tidak mencapai sasaran yang ditetapkan. Peratusan paling tinggi tidak dikuasai oleh pelajar program SPB pada sesi ini ialah kemahiran berkomunikasi dalam bahasa Inggeris sepanjang menjalani LI iaitu sebanyak 7.40% responden memilih skala sangat tidak setuju dan 3.70% pelajar berada dalam skala tidak setuju.

## 5.0 PERBINCANGAN

Secara keseluruhannya, dapatan kajian menunjukkan bahawa penguasaan pelajar dari aspek pengetahuan, kemahiran praktikal dan kemahiran insaniah dalam kurikulum Latihan Industri adalah sangat baik bagi keempat-empat program. Namun begitu penambahbaikan berterusan perlu dilaksanakan kerana terdapat peratusan kecil penguasaan lemah dalam setiap aspek pengetahuan, kemahiran praktikal dan kemahiran insaniah dalam kurikulum Latihan Industri bagi pelajar sesi ini. Sebagaimana yang dinyatakan oleh Muzafar dan Nur Hidayah (2018), sedikit penambahbaikan dari institusi dari skop pengurusan latihan industri dan industri mampu memberi lebih nilai tambah terhadap keberkesanan latihan industri pelajar. Bagi program SPB penambahbaikan berterusan boleh ditumpukan terhadap item ini, iaitu :

i. Kebolehan dalam pengetahuan untuk mempraktikkan pengetahuan yang dipelajari dalam tugasan yang diberikan di industri.

ii. Pengetahuan untuk menyelesaikan masalah bagi setiap tugasan yang diberikan.

iii. Kemahiran mencapai sasaran kerja yang ditetapkan oleh majikan.

iv. Kebolehan merancang kerja berkaitan tugasan.

v. Kemahiran berkomunikasi dengan baik di industri.

vi. Kebolehan berkomunikasi dalam bahasa Inggeris sepanjang menjalani Latihan Industri.

Manakala bagi program SPP pula penambahbaikan berterusan boleh dilaksanakan melalui program bagi meningkatkan kemahiran ini, iaitu :

i. Kebolehan dalam pengetahuan untuk mempraktikkan kemahiran yang telah dipelajari di institusi
ii. Kebolehan merancang kerja berkaitan tugasan.
iii. Kemahiran berkomunikasi dengan baik di industri.
iv. Kebolehan berkomunikasi dalam Bahasa Inggeris sepanjang menjalani Latihan Industri.

Usaha berterusan juga perlu dilaksanakan bagi mengilap pelajar program STP terhadap kemahiran berikut kerana terdapat segelintir penguasaan lemah di bahagian ini, iaitu:

i. Kemahiran menunjukkan – ciri-ciri kepimpinan.
ii. Kebolehan berkomunikasi dalam bahasa Inggeris sepanjang menjalani Latihan Industri.

Manakala bagi program STM pula, segelintir pelajar mengakui masih lemah untuk kebolehan berkomunikasi dalam bahasa Inggeris sepanjang menjalani Latihan Industri.

Daripada analisis tersebut, terdapat kebimbangan mengenai satu item dalam kemahiran insaniah iaitu kebolehan berkomunikasi dalam bahasa Inggeris sepanjang menjalani Latihan Industri. Mohd Firdauz et. al.,(2022); Suhaila dan Syahrom,(2023); Muhammad Zuhaili, (2022)dalam kajian mereka turut menyatakan bahawa kriteria kemahiran insaniah yang sering menjadi rungutan dan perhatian pihak majikan atau industri adalah kemahiran komunikasi dan penguasaan bahasa Inggeris dalam kalangan pelajar dan graduan. Di dalam kajian tersebut, mereka turut menekankan kepentingan dalam memperbaiki kelemahan dalam domain komunikasi khususnya agar pelajar menjadi graduan yang ingin dimiliki oleh pemain industri serta keberhasilan modal insan yang berjaya. Keempat-empat program mencatatkan sedikit peratusan penguasaan lemah bagi kemahiran ini selepas menjalani latihan industri. Justeru itu penambahbaikan berterusan perlu dilakukan bagi meningkatkan kemahiran ini.

## 6.0 KESIMPULAN

Secara kesimpulannya, kajian ini telah mencapai objektif yang diharapkan. Dapatan kajian ini dapat membantuinstitusi melaksanakan penambahbaikan berterusan bagi menjamin kualiti program yang ditawarkan.

## 7.0 CADANGAN KAJIAN LANJUTAN

Rentetan pelaksanaan kajian ini, satu kajian lanjutan dicadangkan untuk mengkaji maklum balas daripada persepsi pihak industri dalam pelaksanaan latihan industri pelajar institusi ini agar kualiti pendidikan khususnya dalam bidang TVET terjamin dalam menyediakan keperluan tenaga pekerja mahir dan separa mahir dalam sektor industri.

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# PENGURUSAN EMOSI IBU BAPA MASA KINI

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**ABSTRACT**

Parents are the best role models for children. Being an excellent parent is a process that requires effort and sacrifice. In this challenging era, there are a thousand and one pressures on parents, especially in raising children. In a stressful situation, most parents tend to use parenting patterns that are not suitable for their children, which ultimately disrupts the children's basic development process. Therefore, parents need emotional management strategies as an effort to help parents to be in a conscious and controlled situation. The discussion of this study focuses on the challenges of today's parents that contribute to parenting patterns and also strategies in emotional management. Recommendations and research implications from this study are also discussed.

***Keywords***: *Parents, children, emotion*

**ABSTRAK**

Ibu bapa merupakan suri tauladan yang terbaik untuk anak-anak. Menjadi ibu bapa yang cemerlang adalah satu proses yang memerlukan usaha dan pengorbanan. Di era yang mencabar ini telah menyediakan seribu satu tekanan kepada ibu bapa terutamanya dalam pengasuhan anak-anak. Dalam situasi yang tertekan menyebabkan kebanyakan ibu bapa cenderung untuk menggunakan corak asuhan yang tidak sesuai dengan anak-anak yang akhirnya mengganggu proses perkembangan asas anak-anak. Justeru, ibu bapa memerlukan strategi pengurusan emosi sebagai usaha membantu ibu bapa untuk berada dalam situasi sedar dan terkawal. Perbincangan kajian ini memfokuskan kepada cabaran ibu bapa masa kini yang menyumbang kepada corak asuhan dan juga strategi dalam pengurusan emosi. Cadangan dan implikasi kajian daripada kajian ini turut dibincangkan

***Kata kunci***: *Ibu bapa, anak-anak, emosi*

## 1.0 PENGENALAN

Apabila mendirikan rumah tangga, suami isteri sudah tentu menginginkan zuriat untuk menambah kebahagiaan hidup berkeluarga. Mempunyai anak-anak yang sihat, cergas dan pintar semestinya menjadi impian setiap pasangan ibu bapa. Menjadi ibu bapa juga adalah perkara yang paling menggembirakan dengan pengalaman baru dan menarik. Walau bagaimanapun, di sebalik kebahagian dan kegembiraan pasti disulami dengan 1001 cabaran yang perlu ditempuhi. Apatah lagi dalam dunia era teknologi ini, menjadi seorang ibu bapa merupakan tugas yang amat mencabar. Seringkali ibu bapa meluahkan rasa tekanan dan keletihan dalam membesarkan anak-anak. Antara penyumbang kepada tekanan ibu bapa adalah keletihan akibat tuntutan pekerjaan, tanggungjawab keluarga, dan kehidupan harian yang sibuk. Perkara tersebut, jika tidak diuruskan dengan baik pasti akan mengundang kepada tekanan emosi kepada ibu bapa.

Emosi atau dalam bahasa Latin, emovere, bermaksud sesuatu bergerak jauh untuk keluar. Emosi juga merupakan bentuk gambaran perasaan dalaman seseorang yang diluahkan, dipamerkan atau dikeluarkan bagi menunjukkan rasa sedih, gembira, cinta, kecewa, semangat, marah dan benci. Menurut Michael Cabanac (2002) di dalam kajiannya berpendapat bahawa emosi itu merupakan suatu perkara yang berlaku secara tiba-tiba disebabkan oleh pengalaman seseorang individu seperti ketakutan, kejutan, kegembiraan dan sebagainya atau suatu perasaan kasih sayang seperti rasa sakit, keinginan dan harapan. Berbeza pula dengan Klaus (2005) yang berpendapat bahawa emosi itu merupakan suatu perubahan yang mempunyai hubungan di antara satu sama lain dan dikumpulkan perubahan itu dari semua atau sebahagian besar dari lima subsistem organisma untuk memberi tindak balas dalam menilai atau bertindak balas terhadap sesuatu peristiwa dalaman atau luaran yang bersesuaian dengan keprihatinan utama organisma tersebut. Berdasarkan definisi-definisi tersebut, emosi itu boleh dikatakan sebagai suatu tindak balas dalaman yang terhasil melalui tindakan luaran secara fisiologi, ekpresi wajah, suara dan sebagainya. Elemen emosi ini diketengahkan kerana pengurusan emosi boleh mempengaruhi perkembangan anak-anak. Emosi negatif yang ditunjukkan oleh ibu bapa boleh berpindah kepada anak-anak, malah kesannya lebih ketara kepada anak-anak. Selari dengan pandangan Kairun Nisa & Kamariah (2021) yang menjelaskan emosi adalah perasaan yang lahir untuk mengikat kita dengan orang-orang yang penting dalam hidup kita. Dimana ianya memainkan peranan yang penting di dalam tumbesaran anak-anak.

Di samping itu, elemen emosi juga amat dititik beratkan dalam Islam dan telah mendapat perhatian lebih awal dalam pendidikan psikologi Islam. Menurut sarjana Islam seperti al-Ghazali pula, emosi dan hati manusia berkait rapat dengan pentauhidan kepada Allah sebagai pencipta. Oleh itu, emosi yang berpaksikan ketauhidan dapat mendorong dan mengawal tingkah laku manusia (Hamidah et al. 2013). Sebagai natijahnya manusia memperolehi ketenangan dan kesejahteraan dalam hidup.

## 2.0 KAJIAN LITERATUR

### *2.1 Cabaran ibu bapa masa kini dan kesan kepada anak*

Kajian mengenai tekanan emosi ibu bapa dalam mendidik anak mungkin jarang dibincangkan. Kebanyakan kajian memfokuskan kepada kajian terhadap emosi anak-anak. Namun, hakikatnya jika ibu bapa tidak dapat menguruskan emosi dengan baik, maka kesannya adalah kepada emosi anak-anak. Maka, ibu bapa yang terlebih dahulu perlu menguruskan emosi tersebut. Kajian daripada Izzah et al. (2023), kemuncak tekanan emosi dalam kalangan ibu bapa berlaku ketika tempoh perintah kawalan pergerakan (PKP) sekitar 2020. Antara cabaran yang utama penyumbang kepada tekanan emosi ibu bapa adalah kewangan, pengaruh gajet, pendidikan anak-anak, ekspektasi ibu bapa dan juga kesihatan anak-anak.

**Cabaran ekonomi**

Kehidupan era teknologi ini sememangnya memerlukan komitmen kewangan yang tinggi. Desakan taraf hidup yang tinggi ini telah memaksa kedua ibu bapa bekerja dan juga bekerja lebih masa (Mo-hamad Johdi et al, 2009). Perkara ini telah mengurangkan masa yang diluangkan oleh ibu bapa bersa-ma anak seterusnya telah mencipta jurang pemisah antara ibu bapa dan anak. Faktor kewangan juga telah menjadikan ibu bapa dalam situasai tertekan kerana merasakan tidak mampu menyediakan keper-luan anak-anak. Perkara ini lebih terserlah ketika PKP di mana sistem persekolahan dialihkan ke atas talian telah mendesak ibu bapa menyediakan keperluan persekolahan anak seperti telefon pintar, komputer riba, mesin pencetak dan sebagainya.

**Pengaruh gajet**

Antara cabaran lain yang dialami oleh ibu bapa dalam mendidik anak-anak adalah pengaruh teknologi. Pendedahan terhadap teknologi dalam kalangan anak-anak meletakkan satu kerisauan dan dilema kepada ibu bapa. Pelaksanaan PKP yang telah membawa kepada penutupan sekolah dan digantikan dengan pelaksanaan pembelajaran secara atas talian juga telah menyediakan ruang kepada anak-anak untuk terdedah kepada sumber-sumber media yang pelbagai termasuklah sumber negatif dan sumber postif. Di samping itu, masa harian anak-anak juga banyak dihabiskan di hadapan skrin dan tidak lagi bebas untuk bermain bersama rakan-rakan di luar rumah. Bagi menghilangkan kebosanan anak-anak, ibu bapa cenderung mengizinkan anak-anak untuk bersama dengan gajet. Perkara ini berlaku kerana ibu bapa sendiri memiliki ruang yang terhad untuk berhadapan dengan anak-anak, memandangkan pandemik ini juga turut memberi kesan yang besar kepada kehidupan ibu bapa. Faktor tersebut telah menyebabkan kanak-kanak tiada pilihan lain dan membuka peluang kepada mereka untuk menghabiskan masa dengan menonton televisyen, bermain permainan video, melayari internet dan sebagainya.

Dapatan kajian Abdullah Sulong dan Mawaddah Abdullah (2010) telah menemui bahawa pendedahan terhadap media teknologi menyebabkan akhlak anak-anak remaja pincang dan rosak. Tambahan lagi, anak-anak remaja kini lebih berminat menonton televisyen, mendengar radio dan melayari internet berbanding bersemuka dengan ibu bapa serta ahli keluarga. Hal ini menyebabkan mereka terdedah kepada pelbagai risiko dalam talian, umpamanya kandungan yang kurang sesuai, jenayah buli siber, berkomunikasi dengan individu yang tidak dikenali dan penipuan dalam talian, fahaman seks yang keliru, pornografi, porno aksi, kekerasan, keganasan melampau serta pengaruh yang menyimpang daripada budaya dan agama.

**Pendidikan anak-anak**
Bagi mengekang penularan COVID-19 dalam kalangan pelajar sekolah dan pusat pengajian tinggi, pihak Kerajaan telah mengambil keputusan untuk melaksanakan pengajaran dan pembelajaran di rumah (PdPR). Pengalihan sesi pembelajaran dalam talian memerlukan komitmen yang tinggi dari ibu bapa. Namun, perkara ini menjadi cabaran yang hebat kerana ibu bapa tidak mampu untuk meluangkan masa sepenuhnya kepada anak-anak ketika sesi pembelajaran berlangsung disebabkan oleh tuntutan kerja dan juga tugasan lain. Kajian daripada Izzah et al. (2023) mendapati ibu bapa menghadapi tekanan emosi ketika mengurus anak semasa PKP (min= 2.72).

Selain itu, Lembaga Penduduk dan Pembangunan Keluarga Negara (LPPKN) sekitar 2021 telah mengambil inisiatif dengan menjalankan satu tinjauan dan dapatan menjelaskan majoriti (70.%) ibu bapa menyatakan persetujuan mereka bagi pembukaan semula sekolah dan pusat pengajian tinggi, dengan syarat pematuhan penuh kepada Standard Operating Procedure (SOP) yang telah ditetapkan oleh pihak Kerajaan. Hal ini kerana, para ibu bapa mendapati anak-anak mengalami masalah pema-haman pembelajaran (24.4%), mudah bosan atau hilang fokus (19.2%) dan tiada peluang berinteraksi dengan guru (18.3%).

**Ekspektasi ibu bapa yang tinggi**
Setiap ibu bapa ingin melihat anak mereka berjaya dalam pelajaran, namun ramai ibu bapa terlupa ba-hawa anak-anak

akan menjadi stres. Dalam persaingan untuk mengejar kejayaan dalam hidup yang serba moden masa kini, ibu bapa lebih menekankan pencapaian akademik sehingga ada ketikanya ke-hendak kanak-kanak serta remaja untuk beriadah disekat dan masa untuk melakukan aktiviti luar yang digemari adalah amat terhad. Pengharapan ibu bapa yang tinggi terhadap bilangan gred A yang diperolehi, kedudukan dalam kelas dan anugerah-anugerah yang perlu dicapai memberi kesan terhadap emosi mereka. Anak-anak dilaporkan menghadapi masalah kerisauan dan tekanan kerana perlu memenuhi kehendak dan pengharapan tinggi ibu bapa mereka. Suatu kajian di Hong Kong dalam kalangan 872 orang remaja, melaporkan bahawa pengharapan yang tinggi terhadap pencapaian akademik tanpa memberikan sokongan membawa kepada masalah psikologi yang lain seperti kemurungan yang timbul apabila kehendak dan pengharapan tersebut tidak tercapai (Ma, Siu & Tse, 2018). Tekanan kekeluargaan ini boleh mempengaruhi aspek emosi dan sosial kanak-kanak dan remaja serta pembentukan peribadi, konsep kendiri dan harga kendiri mereka kelak.

**Menjaga kesihatan anak**

Membesarkan anak-anak hari ini bukan lagi perkara mudah. Banyak cabaran dan ujian terpaksa dilalui ibu bapa terutama dari segi penjagaan kesihatan serta pencegahan penyakit. Tidak kira sama ada di negara kita atau luar negara, ancaman penyakit berjangkit seringkali menggugat kesihatan anak-anak berikutan sistem imun mereka yang masih rendah berbanding orang dewasa. Apatah lagi, sejak akhir-akhir ini pelbagai jenis penyakit berbahaya muncul dan meragut kesihatan anak-anak tidak kira usia.

Di samping itu, isu kesihatan mental juga merupakan penyakit yang mula menghantui para ibu bapa. Ini kerana, isu kesihatan mental tidak terserlah secara fizikal, namun kesannya boleh membunuh anak-anak remaja. NHMS 2017 juga mendedahkan terdapat anak remaja berusia 13 hingga 17 tahun yang mengalami masalah kesihatan mental. Satu dalam setiap lima orang mengalami kemurungan (18.3 peratus), dua dalam setiap lima orang dilanda simptom keresahan (39.7 peratus) dan satu dalam setiap 10 orang mengalami stres (9.6 peratus).

## 3.0 METODOLOGI

Kajian ini merupakan kajian kualitatif yang menggunakan kaedah tinjauan literatur sistematik. Kaedah ini mengaplikasikan carian yang sistematik untuk mengenal maklumat berkaitan pengurusan emosi ibu bapa. Menurut Higgins et al. (2011) tinjauan literatur sistematik merupakan kajian yang bertujuan mencari dan menganalisis secara komprehensif, berstruktur, tiada keraguan dan boleh diulang pada proses seterusnya. Melalui kajian sistematik, pengkaji dapat menunjukkan kajian yang akan dilakukan berasas dan mengenal pasti jurang serta arah yang perlu dituju dalam kajian akan datang.

## 4.0 PERBINCANGAN KAJIAN

Tidak dapat dinafikan bahawa tekanan emosi ibu bapa memberi kesan yang negatif kepada perkembangan anak-anak. Oleh itu, para ibu bapa perlu mengambil tindakan aktif dengan mengendali atau menguruskan tekanan emosi yang dialami. Menurut ahli psikologi Islam, pengurusan emosi adalah sama penting seperti pembangunan potensi fitrah yang lain iaitu melalui proses pertumbuhan dan perkembangan (Hassan 1986). Oleh itu emosi yang dibangunkan dan diuruskan dengan baik mempunyai keupayaan mengenali,memupuk dan membina kematangan yang akhirnya memberi kesan positif kepada kesejahteraan hidup dan tingkahlaku manusia.

**Menjaga keseimbangan kerja dan keluarga**

Kebelakangan ini, terdapat banyak penekanan yang dibuat mengenai kepentingan untuk mencapai keseimbangan antara pekerjaan dan kehidupan (work life balance). Ia merupakan satu isu yang hangat dikatakan pada hari ini disebabkan oleh peredaran masa telah banyak mengubah bagaimana kita men-gendalikan kehidupan yang kian mencabar di samping pekerjaan yang dimiliki. Sebagai contoh, kira-kira 30 atau 40 tahun dahulu, tidak ramai wanita yang bekerja.Wanita lazimnya tinggal di rumah dan menguruskan anak serta rumah tangga sepenuh masa. Kini, zaman telah berubah di mana lebih ramai wanita yang bekerja di samping perlu menguruskan rumah tangga.

Keseimbangan antara pekerjaan dan kehidupan adalah satu konsep di mana seseorang individu itu memberikan keutamaan yang optimum antara kerja dan kehidupan. Keseimbangan ini berlaku apabila individu memperuntukkan sumber mental, fizikal dan emosi yang terhad dengan cara sesuai untuk mencapai matlamat yang diinginkan. Keseimbangan kerja dan kehidupan bukan bermaksud masa terbahagi kepada 50 peratus bekerja dan 50 peratus di rumah. Salah faham beginilah yang sering menjadikan sesorang itu merasa bersalah apabila lebih banyak menghabiskan masa di tempat kerja berbanding di rumah atau sebaliknya. Sebenarnya, setiap individu mempunyai keperluan yang berbeza dan individu itu sendirilah yang tahu bagaimana untuk meletakkan keutamaan dalam hidup supaya keseimbangan itu dapat dicapai. Keseimbangan itu tidak akan menjadi tetap pada setiap masa kerana kita perlu sentiasa mengubahnya mengikut keperluan. Ini kerana semua orang akan mempunyai keutamaan yang berbeza pada setiap fasa kehidupan.

**Memberi sokongan kepada anak**
Dalam usaha memastikan kestabilan emosi ibu bapa, ibu bapa perlu bertindak untuk mengawal berlakunya konflik antara ibu bapa dan anak. Antaranya adalah dengan senantiasa memberi sokongan kepada anak-anak. Perkara ini menjadikan perhubungan ibu bapa dan anak lebih mesra, natijah nya dapat mengurangkan konflik. Tekanan berlaku apabila ahli keluarga tidak memberi sokongan di antara satu sama lain. Setiap individu termasuklah ibu bapa dan anak memerlukan sokongan dari orang yang signifikan, iaitu keluarga. Sokongan ini boleh diberikan dalam pelbagai bentuk termasuklah dorongan, motivasi, empati, kepercayaan, penerimaan, penghargaan, kasih sayang dan galakan.

**Komunikasi bersama anak**
Dalam kehidupan seharian, komunikasi adalah sangat penting untuk memastikan perhubungan berjalan lancar. Pelbagai teknik komunikasi boleh dicuba oleh ibu bapa namun pastikan ia bersesuaian dengan peribadi anak. Paling penting aadalah ibu bapa harus tahu bahawa tidak semua selesa dengan cara kita berkomunikasi dan pastikan saat komunikasi dilakukan untuk menyelesaikan masalah, ia tidaklah mengeruhkan lagi keadaan.

Penting untuk anak-anak mengetahui bahawa kedua ibu bapanya mengambil berat mengenai mereka. Walau sesibuk mana pun pastikan sedikit masa diluangkan untuk mengemas kini mengenai pengajian dan kehidupan seharian. Ini kerana, jika kurangnya perhatian yang diberikan oleh ibu bapa kepada anak-anak menjadikan mereka mencari perhatian di luar sana. Banyak individu lain yang berniat tidak baik akan menggunakan peluang sebegini untuk mengambil kesempatan pada kekosongan hati yang dimiliki oleh anak remaja untuk kepentingan diri mereka sendiri.

**Jangan terlalu menyalahkan diri dan tidak menghukum anak**
Tidak dinafikan, setiap ibu bapa inginkan yang terbaik untuk anak-anak. Namun, tiada ibu bapa yang sempurna, maka jangan terlalu kecewa atau tertekan kerana menjadi ibu bapa yang 'teruk'. Sebaliknya, tumpukan untuk membetulkan kesilapan dan mencari penyelesaian.

Tindakan menghukum di khalayak ramai memungkinkan anak-anak berasa malu dan ia mempunyai kesan jangka panjang pada perkembangan emosi anak. Ini menjadikan hubungan antara ibu bapa dan anak semakin jauh dan tercalar apabila anak-anak memendam segalanya di dalam diri mereka. Oleh itu, analisa kesalahan yang dilakukan dan beri nasihat selain mengambil tindakan yang mendidik dan membaiki tingkah laku anak-anak. Setelah suasana sudah menjadi lebih tenang, terangkan tujuan mengapa ibu bapa mengambil sesuatu tindakan itu dan rasionalnya.

**Sentiasa berbaiki hubungan**
Tumpukan pada memperbaiki diri sebagai seorang individu dan ibu bapa. Pelajari cara mengawal emosi dengan menyayangi diri sendiri dan belajar untuk fokus jika ada masalah dalam rumah tangga, Selain itu, ibu bapa perlu mengambil peluang untuk sentiasa dekat dengan anak-anak. Antaranya melalui solat berjemaah. Solat berjemaah dapat memupuk kasih sayang dan merapatkan hubungan silaturahim sesama keluarga.

Perintah solat berjemaah diturunkan ketika waktu perang, maka sudah semestinya lebih utama dilakukan ketika dalam keadaan aman. Ibu bapa hendaklah sedaya upaya menghidupkan amalan solat fardhu berjemaah setiap masa. Berazam dengan bersungguh-sungguh untuk menunaikan solat berjemaah bersama ahli keluarga. Sebagaimana dalil ada menyebut 'barangsiapa yang solat kerana Allah selama 40 hari secara berjemaah dalam keadaan dia tidak pernah terlepas takbir pertama (takbiratul ihram bersama imam), akan ditulis bagi nya dua pelepasan iaitu pelepasan daripada api neraka dan pelepasan daripada sifat munafiq" (Riwayat al-Tirmidzi).

## 5.0 KESIMPULAN

Konflik yang berlaku dalam keluarga mencipta suasana rumah tangga yang tidak harmoni dan mengakibatkan ibu bapa dan ahli keluarga menghadapi tekanan emosi yang lebih tinggi. Apabila keadaan ini dibiarkan tanpa penyelesaian, ibu bapa cenderung untuk melepaskan tekanan yang dialami kepada anak-anak. Natijahnya, akan menggugat perkembangan fizikal, kognitif, sosial dan emosi dan lebih parah lagi mengundang kepada masalah kesihatan mental.

Implikasi daripada hasil kajian kertas konsepsual ini adalah tertumpu kepada perkhidmatan bimbingan dan kaunseling. Kebanyakan isu-isu yang melibatkan kanak-kanak, remaja atau pelajar memerlukan penglibatan ibu bapa jua. Para kaunselor perlu melihat sesuatu isu bermula dari akar umbi iaitu melalui pendekatan ibu bapa. Dalam konteks ini juga, perkhidmatan kaunseling keluarga dilihat sebagai perkhidmatan yang sangat bertepatan dan diperlukan dalam menyediakan perkhidmatan yang berkesan. Tambahan pula, perkhidmatan kaunseling keluarga lebih memfokus kepada interaksi secara holistik dalam sesebuah sistem kekeluargaan. Justeru, kemahiran kaunseling khususnya kaunseling keluarga perlu diperkasakan oleh pengamal kaunseling dalam menjamin kesejahteraan sesebuah keluarga. Selain itu, implikasi lain adalah terhadap ibu bapa. Para ibu bapa perlu peka terhadap kesejahteraan kendiri serta mempersiapkan diri dengan ilmu pengetahuan untuk memastikan kelangsungan hidup adalah harmoni.

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# OBJEKTIVITI DAN SUBJEKTIVITI DALAM PENULISAN SEJARAH: SATU PENELITIAN SEMULA

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**ABSTRACT**

History is one of the branches of science that has links with other branches of science, both in terms of the field of social science and the field of pure science. It is the root to other branches of science because each of the branches of science that exist on this world has its own history. In line with the development of the times, the science of History also experienced its own development starting from the methods used by Herodotus in recording Historical events up to the development of the discipline of history pioneered by a Western scholar namely Leopold Von Ranke. Through Ranke's slogan, "no document no history", a new school known as objectivist history writing emerged. Due to the differences in scientific traditions, there is another form of new flow in the discipline of history known as the flow of subjectivity. This study will explain what is meant by the objectivity school and the subjectivity school in the discipline of history. In addition, this study will also explain the mistakes that often arise among historians with regard to these two streams by taking the example of historical works in the Malay world in particular. This is because, the development of the discipline of history that starts from the West to the East has caused local historical sources, especially in the Malay world, not to get the proper place. The method used to complete this study is more to the method of interpretation in addition to referring to existing secondary materials.

***Keywords**: Objectivity, Subjectivity, History Writing, Science of history, Idea of history*

**ABSTRAK**

Sejarah merupakan salah satu cabang ilmu yang mempunyai kaitan dengan cabang ilmu yang lain, baik dari sudut bidang ilmu sains sosial mahupun bidang ilmu sains tulen. Ianya merupakan akar kepada cabang-cabang ilmu lain kerana setiap daripada cabang ilmu yang wujud di atas dunia ini mempunyai sejarahnya tersendiri. Selari dengan perkembangan zaman, maka ilmu Sejarah turut mengalami perkembangannya tersendiri bermula daripada kaedah yang digunakan oleh Herodotus dalam merakamkan peristiwa sejarah sehinggalah kepada perkembangan disiplin ilmu sejarah yang dipelopori oleh seorang sarjana Barat iaitu Leopold Von Ranke. Melalui semboyan Ranke, "*no document no history*" maka wujudlah aliran baru yang dikenali sebagai penulisan sejarah bersifat objektiviti. Atas sebab perbezaan tradisi ilmu pengetahuan, maka wujud lagi satu bentuk aliran baru dalam disiplin ilmu sejarah yang dikenali sebagai aliran subjektiviti. Kajian ini akan menjelaskan apakah yang dimaksudkan oleh aliran objektiviti dan aliran subjektiviti dalam disiplin ilmu sejarah. Disamping itu juga, kajian ini akan menjelaskan kekeliruan yang sering kali timbul dalam kalangan sejarawan berkaitan dengan kedua aliran ini dengan mengambil contoh karya yang bersifat sejarah di alam melayu khususnya. Hal ini kerana, perkembangan disiplin ilmu sejarah yang bermula daripada Barat ke Timur ini telah menyebabkan sumber sejarah tempatan khususnya di alam melayu tidak mendapat tempat yang sepatutnya. Kaedah yang digunakan untuk melengkapkan kajian ini lebih kepada kaedah interpretasi selain merujuk kepada bahan-bahan sekunder yang sedia ada.

***Kata Kunci:** Objektiviti, Subjektiviti, Penulisan Sejarah, Ilmu sejarah, Idea sejarah*

## 1.0 PENGENALAN

Sejarah merupakan salah satu cabang ilmu yang mempunyai kaitan dengan cabang ilmu yang lain, baik dari sudut bidang ilmu sains sosial mahupun bidang ilmu sains tulen. Ianya merupakan akar kepada cabang-cabang ilmu lain kerana setiap daripada cabang ilmu yang wujud di atas dunia ini mempunyai sejarahnya tersendiri. Sebagai contoh, disiplin ilmu Geografi juga mempunyai sejarahnya tersendiri. Begitu juga dengan disiplin ilmu Kejuruteraan juga mempunyai sejarahnya tersendiri dalam konteks penemuan formula-formula ataupun model-model berkaitan dengan penyelesaian masalah seperti masalah eletrik. Selari dengan perkembangan zaman, maka disiplin ilmu sejarah telah mengalami perkembangannya tersendiri bermula daripada kaedah yang digunakan oleh Herodotus dalam merakamkan peristiwa sejarah sehinggalah berkembang kepada era sejarah yang berbentuk saintifik. Pada ketika itu, para sejarawan memegang prinsip *no document no history* yang diasaskan ataupun dipelopori oleh sejarawan Barat, iaitu Leopold Von Ranke. Atas sebab itu, lahirnya satu bentuk ataupun corak penulisan serta pemikiran dalam kalangan para sejarawan yang dikenali sebagai aliran objektiviti. Perkara ini nampak seakan-akan memberikan satu nafas baru dalam disiplin ilmu sejarah apabila sebelum adanya slogan *no document no history*, bentuk dan corak disiplin ilmu sejarah seperti layang-layang terputus talinya atau dengan kata lainnya, tidak saintifik dalam acuan penulisan sejarah yang sebenar. Perkembangan disiplin ilmu pada waktu itu telah melahirkan satu lagi bentuk ataupun aliran dalam penulisan sejarah yang dikenali sebagai aliran subjektif. Tidak dinafikan, kewujudan aliran dalam penulisan sejarah ini mendatangkan manfaat kepada penuntut sejarah khususnya dan khalayak ramai umumnya. Hal ini kerana ianya dapat memandu seseorang dalam memahami dengan lebih mendalam corak penulisan pensejarahan. Akan tetapi, semangat pensejarahan yang lahir di Barat telah menghakis ataupun mencalarkan sedikit sebanyak corak ataupun bentuk penulisan pensejarahan di Timur, khususnya di alam melayu. Hal ini didorong oleh beberapa faktor antaranya ialah tradisi ilmu. Perkembangan disiplin ilmu khususnya dalam disiplin ilmu sejarah di Barat dan di Timur adalah berbeza. Perbezaan tradisi ilmu pengetahuan inilah yang menjadi lautan kepada dua daratan. Maka dengan itu, kertas kerja ini akan membincangkan aspek-aspek yang telah disebutkan tadi.

**Sejarah: Pelbagai istilah membawa keragaman makna**

Selari dengan kepentingan disiplin ilmu sejarah, tidak dapat dielakkan istilah sejarah itu sendiri wujud daripada pelbagai sisi. Istilah sejarah lahir daripada perkataan bahasa Arab, iaitu *syajarah*. Istilah sejarah turut mendapat perhatian dalam kalangan masyarakat eropah. Misalnya, masyarakat Perancis merujuk istilah sejarah sebagai *histore*, manakala masyarakat Jerman merujuknya sebagai *geschite.* Begitu juga dengan masyarakat Belanda yang mengenali ataupun merujuk istilah sejarah sebagai *histoire* ataupun *geschiedenis.* Dari sisi masyarakat Yunani, istilah sejarah (*history*) berasal daripada perkataan *historia* sebelum ianya berkembang kepada istilah lain seperti *history, histoire, historie, storia, istoria,* dan *historia* (Sulasman & Hum, 2014).

Kepelbagaian asal muasal istilah sejarah ini telah membawa kepada pemaknaan yang beragam daripada tokoh-tokoh sarjana baik dalam kalangan sejarawan itu sendiri mahupun sarjana umum. Sejarah bermaksud asal usul, pohon kehidupan dan akar. Hal ini kerana, perkembangan disiplin ilmu sejarah itu sendiri bermula daripada catatan ataupun penceritaan berkisahkan dengan asal usul nasab ataupun keturunan (Sulasman & Hum, 2014). Topolksi mentakrifkan sejarah sebagai satu wawancara (*interview*), laporan, saksi, dan golongan yang mengetahui tentang gejala alam (terutama berkaitan dengan manusia) secara kronologi. Tambah beliau, jika penemuan ataupun maklumat tersebut diperolehi tanpa kronologi, ianya dikenali sebagai *scientia* atau *science* (Sulasman & Hum, 2014) Selain itu, perkataan sejarah turut ditakrifkan sebagai *the development of everything in time* melalui istilah *history.* Hal ini selari dengan pemaknaan yang ditakrifkan oleh kamus bahasa Inggeris iaitu sejarah berarti *"events in the past."*(Sulasman & Hum, 2014)

Istilah sejarah yang disebut ataupun dikenali sebagai *geschichte* oleh masyarakat Jerman membawa maksud terjadi (berlaku). Maka dengan itu, sejarah telah pun ditakrifkan sebagai sesuatu yang telah terjadi dalam kalangan masyarakat Jerman (Louis .G, 1985). Pemaknaan istilah yang diberikan oleh masyarakat Jerman tidak jauh berbeza dengan pemaknaan istilah sejarah yang diberikan oleh masyarakat Belanda. Menurut masyarakat Belanda, istilah sejarah yang disebut sebagai *geschiedenis* membawa erti tentang cerita ataupun peristiwa pada masa lampau yang benar-benar berlaku tanpa sebarang keraguan (Sulasman & Hum, 2014). Pemaknaan istilah sejarah turut diertikan oleh Huizinga (1950) (Sulasman & Hum, 2014) dengan menyatakan bahawa sejarah adalah sesuatu peristiwa masa lampau berkaitan dengan kebudayaan. Hal ini kerana, beliau percaya bahawa kebudayaan mengalami perubahan dan pembentukan. Maka istilah sejarah menurut beliau peristiwa masa lampau, ianya juga turut terikat dengan dengan proses perubahan, pembaharuan, dan pembentukan.

Melalui buku A Study of History yang dikarang oleh Arnold J. Tonybee menyatakan bahawa istilah sejarah sebagai sebuah cerita, catatan ataupun peristiwa yang menyeluruh berkaitan dengan kehidupan. Dalam hal ini, beliau menyatakan bahawa sejarah merupakan sebuah pelajaran tentang peradaban masyarakat yang dianggapnya sebagai unit sejarah (Arnold J.T, 2021). Ianya bermaksud, masyarakat ialah unit-unit sejarah yang harus menjadi objek dalam penelitan ataupun kajian-kajian bersifat sejarah. Collingwood juga tidak ketinggalan dalam mentakrifkan istilah sejarah melalui karyanya dalam The Idea of History. Istilah sejarah menurut beliau ialah satu pengalaman manusia (Collingwood R.G, 1985). Selain dapat belajar daripada pengalaman-pengalaman lampau, seseorang juga mampu memberikan gambaran yang agak jelas berkaitan sesuatu peristiwa berdasarkan pengalaman seseorang. Kenyataan beliau ini turut selari dengan seorang sarjana ataupun sejarawan daripada Jerman, Wilhelm Dilthey yang berpendapat bahawa sejarah adalah pengalaman manusia yang meliputi perasaan dan emosi (William Dilthey, 2014). Ianya boleh diperolehi dengan cara memahami dan menghayati pengalaman objek (manusia).

Istilah sejarah turut dijelaskan dalam buku *Teori dan Sejarah dari Ilmu Penulisan Sejarah (Historiografi)* karya Beneditto Croce yang menyatakan bahawa sejarah menggambarkan fikiran yang hidup tentang masa lalu. Ianya berbeza dengan istilah historiografi (*pseudo history*) dengan menganggapnya sebagai sebuah catatan masa lampau yang sukar dimengerti (Beneditto .C, 2014). Bernheim (Bernahem, 2014) pula menyatakan sejarah melalui *Die Geschichte Screibers* sebagai sebuah ilmu pengetahuan yang mempelejari perbuatan manusia dalam perkembangannya sebagai makhluk sosial. Manakala Roeslan Abdulgani memaknakan sejarah sebagai sebuah bidang ilmu yang mengkaji ataupun meneliti keseluruhan perkembangan masyarakat pada masa lampau dengan sistematik. Perkara ini harus dilakukan secara kritis dan teliti kerana ianya akan dijadikan pedoman di hari akan datang kerana menurut beliau, sejarah diibaratkan penglihatan tiga dimensi. Pertama, penglihatan masa silam, kedua penglihatan masa sekarang dan ketiga penglihatan masa akan datang (Roslan .A, 1963). Sejarah turut diertikan sebagai satu gambaran yang dimudahkan, sebaliknya bukan gambar yang sebenar. Hal ini dinyatakan oleh Mohd Hatta (2014) selain menganggap sejarah bukan melahirkan cerita dari kejadian masa lalu, melainkan memberi pengertian tentang kejadian satu sama lain. Hal ini bermaksud, sejarah tidak semestinya memberikan satu gambaran yang tepat sepenuhnya kerana amat mustahil untuk seseorang individu itu mengingati sesuatu perkara dengan sempurna, sebaliknya tugas sejarah hanyalah memberikan gambaran yang agak mirip (tidak sepenuhnya sempurna) berkaitan sesuatu peristiwa tersebut.

Seterusnya, Mohd Yamin (2014) tidak ketinggalan dalam memberikan takrifan berkaitan istilah sejarah. Menurut beliau, sejarah berdiri sebagai satu pengetahuan yang mempunyai kaitan dengan cerita, peristiwa lepas yang melibatkan manusia dan merupakan susunan hasil penyelidikan. Manakala menurut Sartono, sejarah dibahagikan kepada dua bentuk. Pertama sejarah naratif iaitu membuat deskripsi tentang masa lampau dengan merekonstruksikan apa yang terjadi serta dihuraikan melalui penceritaan. Kedua, sejarah non-naratif yang lebih kepada tidak memfokuskan kepada penceritaan, tetapi lebih menonjolkan ataupun mengutamakan masalah ataupun *problem-oriented* (Sartono .K, 1982). Hal ini bermaksud, sejarah non naratif lebih memfokuskan kepada masalah-masalah ataupun aspek-aspek kecil yang ingin dikaji ataupun diteliti. Dengan makna lain, ianya lebih kepada penelitian yang berfokus skala kecil. Mesikpun pemaknaan terhadap istilah sejarah bersifat pelbagai, namun ianya tidak pernah lepas daripada ikatan masa lampau, catatan lepas dan perkara yang sudah berlaku. Segelintir sejarawan mengaitkan istilah sejarah dengan masyarakat dan tempat, ada pula sarjana yang mengaitkannya dengan hal-hal berkaitan kebudayaan.

## 2.0 KAJIAN LEPAS/SOROTAN LITERATUR

Dalam usaha menyiapkan serta melengkapkan kertas kerja ini, penulisan Parida e.t.al (2021) yang bertajuk konstruksi epistemologi ilmu pengetahuan telah dijadikan panduan dalam memahami tema besar dalam penulisan ini yang berkaitan dengan sumber ilmu pengetahuan. Melalui penulisan tersebut, penekanan ke atas konsep-konsep ilmu pengetahuan yang juga dikenali sebagai epistimologi telah dijelaskan termasuklah juga aliran-aliran besar yang wujud dalam epistimologi secara umum. Malah, teori-teori yang bersangkut paut ataupun berkaitan dengan epistimologi turut dijelaskan dalam penulisan. Namun begitu, penulisan tersebut tidak terlalu menonjolkan sumber-sumber ataupun aliran penulisan disiplin ilmu sejarah secara khusus. Seterusnya, penulisan Solehah dan Hairunnaja (Solehah Hj. Y, 2008) tentang Rene Descartes dan metode cogito turut menjadi "nakhoda" dalam melengkapkan kajian ini. Penulis tersebut telah menerangkan sedikit sebanyak berkaitan dengan latar belakang kehidupan antara seorang tokoh terpenting dalam bidang ilmu sains sosial khususnya disiplin ilmu sejarah. Tidak ketinggalan juga, idea-idea Descartes dalam disiplin ilmu pengetahuan khususnya dalam keutamaan menggunakan akal fikiran dalam mendapatkan serta menganalisis ilmu pengetahuan turut ditekankan. Penerangan dalam penulisan tersebut lebih kepada bidang falsafah ilmu pengetahuan dan sekaligus memberikan kefahaman yang mendalam tentang perkembangan falsafah ilmu pengetahuan khususnya dalam bidang sejarah. Akan tetapi, kaitannya dengan bidang sejarah tidak terlalu menonjol terutama sekali berkaitan dengan aliran-aliran dalam penulisan disiplin ilmu sejarah.

Penulisan Susani V. & Yuli A. A (2021) yang bertajuk Aliran Rasionalisme dan Empirisisme dalam Kerangka Ilmu Pengetahuan turut menjadi penelitian awal dalam melengkapkan kertas kerja ini. Melalui penulisan ini, falsafah ilmu pengetahuan dijelaskan dengan sebaiknya khususnya melalui pengkhususan dua aliran utama dalam bidang ilmu pengetahuan, iaitu aliran rasionalisme dan juga empirisme. Penulisan ini mengetengahkan bagaimana kedua aliran ini mampu bekerja dalam usaha mendapatkan sumber ilmu pengetahuan. Hasilnya, kedua-dua aliran ini penting dalam usaha perkembangan falsafah ilmu pengetahuan. Namun begitu penulisan ini lebih memfokuskan penelitian umum dan tidak menyentuh berkaitan dengan disiplin ilmu sejarah itu sendiri. Muhd Yusuf Ibrahim (1986) dalam penulisannya yang bertajuk Ilmu Sejarah, Falsafah, Pengertian dan Pensejarahan adalah tulisan yang dilihat sebagai payung dalam memahami penulisan kertas kerja ini. Hal ini kerana, melalui penulisan beliau, huraian berkaitan dengan disiplin ilmu sejarah begitu mendalam termasuklah dari segi pengertian dan bagaimana pensejarahan itu dimulai. Ianya amat penting bagi meningkatkan konsep faham dalam bidang sejarah, selari dengan tema kertas kerja ini yang mengkhususkan dalam bidang pensejarahan. Namun begitu, penulisan tersebut agak terbatas kerana tidak menjelaskan secara terperinci kaitan aliran objektiviti dan subjektiviti terhadap sumber ilmu pengetahuan di alam melayu.

Seterusnya, penulisan Siti Hawa Haji Salleh tentang Interpretasi dan Penilaian dalam Pengkajian Kesusasteraan Melayu turut menjadi panduan dalam melengkapkan kertas kerja ini. Melalui penulisan tersebut, pemahaman terhadap fungsi karya kesusasteraan Melayu diperolehi secara umum. Begitu juga dengan penulisan Taha Abd. Kadir (Othman P, 1994), Teks Sastera Melayu Penghasilan Lisan: Antara Keistimewaan dengan Keterpinggirannya turut menjadi pengamatan utama dalam melengkapkan kertas kerja ini. Melalui penulisan tersebut, penulis menjelaskan bagaimana tradisi lisan itu menjadi keutamaan masyarakat Melayu suatu ketika dahulu sebelum terpinggir setelah teknologi berkembang. Penulisan tersebut penting dalam memberikan kefahaman untuk melengkapkan kertas kerja ini.

Begitu juga dengan Noriah .T. (2010) dalam bukunya, Lisan dan Tulisan Teks dan Budaya turut menyentuh persoalan-persoalan tradisi lisan masyarakat alam melayu. Menurutnya, tradisi lisan yang sebelum ini menjadi peran utama sumber ilmu pengetahuan masyarakat alam melayu sedikit sebanyak terpinggir dan semakin dilupakan semenjak pensejarahan moden Barat berkembang. Ianya semakin mendapat luka yang dalam apabila sistem percetakan di alam melayu mulai berkembang yang dipercayai dipelopori oleh Abdullah Abdul Kadir Munshi. Namun begitu, kaitannya dengan dua aliran utama yang menjadi penelitian dalam kertas kerja in, iaitu aliran objektiviti dan aliran subjektiviti dalam penulisan disiplin ilmu sejarah tidak dinyatakan secara khusus.

## 3.0 KAEDAH KAJIAN

Kajian ini telah banyak dilakukan oleh para sarjana khususnya sejarawan lokal mahupun nasional. Dalam pada itu, kajian ini berusaha untuk memulihkan serta meluruskan pemahaman para sejarawan yang sering kali keliru berkaitan dengan aliran penulisan yang wujud dalam penulisan sejarah. Hal ini seringkali muncul apabila para sejarawan menjalankan kajian berkaitan dengan alam melayu khususnya yang melibatkan tema kesusasteraan melayu tradisional. Maka, kaedah intrepetasi akan digunakan dalam melengkapkan kajian ini disamping merujuk bahan-bahan sekunder lain yang berkaitan dengan penulisan ini.

## 4.0 DAPATAN KAJIAN

Disiplin ilmu sejarah merupakan satu bidang yang amat mengutamakan ataupun mementingkan fakta di atas sesuatu peristiwa ataupun perkara yang dikaji dalam usaha untuk menemukan satu perkara asas dalam sejarah, iaitu kebenaran. Ianya diperolehi melalui bukti-bukti yang sahih melalui sumber-sumber yang telah dimaktubkan dalam “pintu masuk” disiplin ilmu sejarah. Seterusnya sumber tersebut perlu diteliti, ditafsir, serta dianalisis sebaiknya oleh para sejarawan bagi kegunaannya dalam menjelaskan sesuatu perkara ataupun peristiwa yang ingin dikaji. Sejarawan dengan sumber-sumber sejarah diibaratkan ikan di atas papan penyiang si penjual ikan. Ianya membeli ikan, kemudian membawanya pulang sebelum mencari tahu apakah menu ataupun masakan yang menarik yang harus dia makan. Analogi inilah juga yang menggambarkan seorang sejarawan harus berhadapan dengan dua aliran penulisan dalam dunia pensejarahan yang dikelaskan sebagai aliran objektiviti dan aliran subjektiviti.

Tidak dapat dinafikan, disiplin ilmu sejarah tidak lepas daripada persoalan dimensi ruang dan waktu. Semua hal yang disentuh dalam disiplin ilmu sejarah ini merupakan perkara-perkara yang sukar bahkan tidak mungkin dapat digapai oleh fizikal manusia semata-mata. Bagaimana mungkin seseorang manusia meskipun ianya seorang sejarawan, mampu kembali berdiri dan menyaksikan peristiwa yang sudah berlalu sekitar ratusan tahun bahkan setahun juga tidak boleh. Secanggih-canggih teknologi masyarakat dunia kelas ketiga pada hari ini pun belum mampu mencipta mesin atau semacam peralatan teknologi yang mampu merentasi dimensi ruang dan waktu. Seorang sejarawan yang cenderung ataupun berminat untuk melakukan sebuah kajian harus melakukan penulisan. Meskipun manusia adalah sebaik-baik ciptaan Tuhan, namun ciptaan itu mempunyai limitasinya terutama sekali dari segi ingatan. Maka, penulisan sangat diperlukan agar catatan berkaitan peristiwa masa lalu itu tidak hanya diketahui oleh sekelompok masyarakat sahaja, namun tersebar luar malah berterusan.

Pada awalnya, disiplin ilmu sejarah tidak terlalu menekankan format dalam penulisan. Namun setelah mengalami satu zaman yang boleh dikatakan sebagai zaman revolusi dalam disiplin ilmu sejarah, maka format ataupun undang-undang telah ditetapkan. Hal ini berlaku apabila seorang sarjana bahkan boleh dikatakan sebagai tokoh pemodenan sejarah, iaitu Leopold Von Ranke menyatakan bahawa sejarah itu seharusnya menitiberatkan sumber dalam mencari jawapan kebenaran. Perkara ini ditonjolkan dengan kata-kata ataupun semboyan beliau yang begitu terkenal dalam dunia disiplin ilmu sejarah, iaitu *no document, no histories.* Dalam usaha untuk memperbaiki ataupun menukangi disiplin ilmu sejarah dalam usaha mencari kebenaran, terbentuknya dua aliran dalam penulisan sejarah iaitu aliran objektiviti dan aliran subjektiviti. Dalam konteks epistimilogi ilmu pengetahuan, aliran objektiviti berada di bawah payung aliran empirisisme, iaitu aliran yang terutama. Hal ini kerana, inti perbincangannya berkaitan dengan permasalahan sumber sama. Melalui aliran empirisme, ilmu pengetahuan diperolehi dengan menggunakan pengalaman inderawi disamping sangat menitikberatkan penyelidikan yang mempunyai bukti empirikal dalam pengumpulan data (Suntaralingam .R, 1987). Pendekatan ini tidak jauh beza bahkan sama dengan pegangan ataupun kepercayaan yang dianuti oleh pendukung aliran penulisan sejarah bersifat objektiviti atau juga golongan positivisme. Para sejarawan harus memaparkan sesuatu peristiwa seperti sebenarnya berlaku tanpa terikat dengan mana-mana pihak. Sebagai contoh, seorang sejarawan yang menulis peristiwa yang berkaitan dengan konflik Palestin-Israel, meskipun sejarawan itu seorang yang beragama islam, ianya tidak layak memihak kepada Palestin kerana majoriti penduduknya beragama Islam. Begitu juga dengan sejarawan yang mengkaji peristiwa 13 Mei di Malaysia yang melibatkan tiga kaum utama di negeri tersebut. Meskipun sejarawan tersebut seorang Melayu, India mahupun Cina, ianya harus menceritakan peristiwa yang sebenarnya berlaku tanpa memihak dengan alasan memperlihatkan simpati antara tiga kaum yang ia wakili. Perkara ini selari dengan pandangan seorang sarjana yang juga mendukung aliran empirisisme ini, iaitu John Locke,

> “manusia dilahirkan dengan akal persis tabula rasa atau lembaran yang kosong, yang lalu dipenuhi oleh pengalaman indera”(Abdul Rahman .H. I, 2000)

Melalui kenyataan tersebut, jelaslah bahawa pada era empirisme ini, para sarjana, intelektual ataupun golongan akademik sangat meletakkan kepercayaan ilmu pengetahuan mereka pada perkara yang pasti, iaitu pengalaman dan itulah yang akan mewarnai dapatan-dapatan sesuatu kajian ataupun keilmuan pada waktu itu. Begitulah juga dengan apa yang dibawa oleh pendukung penulisan sejarah beraliran objektiviti apabila hanya mempercayai apa yang berlaku berdasarkan pengamatan (pengalaman) sahaja. Hal ini turut dijelaskan lagi oleh seorang sarjana pada waktu itu, iaitu Aguste Comte apabila menyatakan bahawa abad kini dikuasai oleh fakta dan pengamatan positif (Harold. H. T et al, 1984). Penulisan sejarah beraliran objektiviti ini mempercayai bahawa dalam disiplin ilmu sejarah wujudnya kebenaran yang muktamad. Hal ini diperlihatkan lagi oleh kenyataan pengasas sejarawan Barat yang begitu terkemuka dengan idea mensaintifikkan sejarah, iaitu Leopold Von Ranke. Konsep sejarah yang tidak dapat dipisahkan dengan sumber ataupun fakta dalam usaha mencari kebenaran membuatkan Ranke percaya bahawa hanya dengan membiarkan sumber (fakta) berbicara tanpa penglibatan sejarawan melalui slogannya, *wie es eigentlich* (seperti sebenarnya berlaku). Usaha melahirkan penulisan sejarah yang bersifat objektiviti tampak ketara apabila seorang daripada tokoh ataupun sarjananya, Lord Action menyatakan dalam bukunya yang berjudul *Cambridge Modern History*,

*"We shall avoid needless utterance of opinion or service of a cause. Contributors will understand that out waterloo must satisfy French and English, Germans and Dutch alike; that nobody can tell, without examining the list of authors, where the Bishop of Oxford laid down the pen and whether Fairbairn or Gasquet, Liebermann or Harrison, took it up."*(Abdul Rahman. Hj. A, 2006).

Maka dapat dilihat, penulisan sejarah yang bersifat ataupun beraliran objektiviti ini lebih memperjuangkan fakta-fakta sejarah tanpa melibatkan proses huraian, penerangan serta penjelasan daripada sejarawan itu sendiri. Perkembangan disiplin ilmu sejarah ini telah membuatkan kemunculan satu lagi aliran yang dikenali sebagai golongan post-modernisme yang berkembang pada era rasionalisme (setelah era empirisisme). Aliran ini menghandalkan akal sebagai fungsi utama ilmu pengetahuan dalam mencari kebenaran. Golongan ini agak berbeza dengan golongan yang wujud dahulu (era empirisisme) yang mempercayai kebenaran muktamad. Sebaliknya, golongan ini mempercayai bahawa kebenaran muktamad itu tidak dapat digapai kerana sumber empirikal sering berubah-ubah (Collingwood R.G, 1985). Dalam hal ini, golongan positivisme ini lebih mempercayai bahawa disiplin ilmu sejarah semacam kajian di makmal sains iaitu kebenaran itu tidak berubah dan bersifat saintifik. Maksudnya sebarang dapatan kajian di makmal tersebut, itulah yang dianggap sebagai kebenaran. Sebaliknya, golongan post-modenisme ini berpandangan sebaliknya kerana mempercayai bahawa kebenaran itu juga mampu ditemui diluar makmal sains tersebut dengan menggunakan akal yang rasional. Dengan maksud lain, golongan post-modernisme ini berpandangan bahawa dalam mendapatkan kebenaran, ianya juga boleh diperolehi dengan cara berfikir (akal) menggunakan kaedah-kaedah logik (yang diterima oleh akal) (Siti Gazalba, 1977). Penekanan terhadap fungsi akal dalam disiplin ilmu pengetahuan juga turut dikaitkan dengan haiwan. Ianya dikurniakan otak oleh Tuhan, sama seperti manusia, tapi haiwan tidak mampu menggunakan ataupun memanfaatkan akal sebaiknya. Descartes (Colin. B, 1968) yang terkenal dengan mazhabnya *Cogito Ergo Sum* dalam kalangan sejarawan antara tokoh pendukung aliran post-modernisme ini turut menegaskan penggunaan akal dengan kenyataan beliau,(Christian. J.L, 2002).

*"Animals are machines without thought or feeling."*

Setelah menjelaskan apakah yang dimaksudkan dengan aliran objektiviti dan aliran subjektiviti dalam penulisan sejarah, maka kertas kerja ini akan meneliti impaknya ke atas karya yang bersifat sejarah khususnya di alam melayu. Penelitian ke atas alam melayu ini mempunyai sebab yang didorong oleh tradisi ataupun kebudayaan intelektual di alam melayu itu sendiri. Hal ini kerana, perbezaan kebudayaan dan tradisi yang tidak hanya berlaku dalam aspek kepercayaan (agama), tetapi turut berlaku dalam aspek keintelektualan (ilmu). Tidak dapat dinafikan, usaha-usaha sejarawan dalam mengembangkan lagi disiplin ilmu sejarah khususnya dalam bidang pensejarahan ataupun historiografi telah memberikan nafas baru kepada sejarawan pada masa kini. Namun ianya sedikit sebanyak telah mengguris ataupun menganggu gugat kewibawaan tradisi ilmu alam melayu. Hal ini kerana, sistem keintelektualan alam melayu lebih kepada lisan kerana pada waktu itu, hampir majoriti masyarakat kurang menguasai kemahiran 3M iaitu membaca, menulis dan juga mengira. Perkara inilah yang membuatkan budaya kelisanan semakin tersebar luas di alam melayu kerana masyarakat Cuma perlu mendengar. Sebaliknya, golongan kebanyakkan yang menguasai kemahiran menulis terutamanya adalah golongan-golongan menjawat jawatan istana. Golongan inilah yang menjadi tunggang ataupun boleh digelar sebagai pengumpul pustakamelayuan terulung. Perkara ini boleh dilihat melalui seorang penulis alam melayu yang tidak asing lagi untuk dikenali dalam kalangan sejarawan, iaitu Tun Sri Lanang (meskipun timbul perdebatan dalam kalangan sarjana berkaitan siapa penulis sebenar Sulalatus Salatin, namun sampai ke hari ini kebanyakkan sejarawan menerima bahawa Tun Sri Lanang penulis karya Sulalatus Salatin) dalam menulis karya Sulalatus Salatin. Karya tersebut merupakan satu karya bukan sahaja menjelaskan susur galur pemerintahan kesultanan melayu melaka, sebaliknya menceritakan juga berkaitan dengan mandala kesulatanan melayu melaka. Disamping itu juga, karya Sulalatus Salatin merupakan satu-satunya karya alam melayu yang menceritakan ataupun merakamkan peristiwa sezaman (Empayar Kesultanan Melayu Melaka).

Jika karya Sulalatus Salatin menceritakan tentang empayar Kesultanan Melayu Melaka, maka karya Hikayat Merong Mahawangsa pula merakamkan peristiwa di Kedah pada suatu ketika dulu melalui perspektif lokal (tempatan). Namun, karya-karya ini sering kali mendapat kritikan khususnya daripada kalangan sarjana orientalisme. Hal ini dapat dilihat melalui kenyataan Wilkinson yang menyatakan "kesusasteraan Melayu begitu rendah mutunya". Beliau turut menyatakan bahawa Hikayat Melayu sebagai "rumit, lewah, dan gah semata-mata, tepu dengan pelencongan dan pengulangan…rona moralnya juga tidak lancar." Hikayat Melayu juga turut dinyatakan sebagai "bibit setiap Hikayat Melayu adalah cerita rakyat..yang dimanipulasi oleh orang-orang yang jahil tentang kesatuan tempat, masa dan hakikat sejarah", oleh Winstedt (Amin. S, 2020). Kesemua kenyataan-kenyataan ini dilihat dari kaca mata para orientalisme yang secara tidak sedar bukan hidup dalam lingkungan kebudayaan Melayu itu sendiri. Bagaimana mungkin, seorang sejarawan luar mahupun tempatan yang ingin meneliti ataupun menjalankan kajian ke atas alam melayu khususnya mengabaikan sumber yang sememangnya bernafas sewaktu zaman itu? Kemudian hanya menggunakan sumber yang berada di luar alam melayu itu sendiri. Ini adalah satu perkara yang menghina dan merendahkan mutu keintelektualan masyarakat alam Melayu.

Berdasarkan kunci penulisan sejarah yang telah dimaktubkan di Barat, iaitu aliran penulisan sejarah bersifat objektif dan aliran penulisan bersifat subjektiviti ini, karya sejarah di alam Melayu juga mendapat tempatnya (wibawanya) tetapi para orientalisme terlepas pandang. Hal ini dapat dibuktikan oleh sejarawan Barat itu sendiri iaitu Carr dengan kenyataannya bahawa "masa lampau dapat kita fahami hanyalah dalam kaitannya dengan masa kini, dan kita dapat dengan sepenuhnya memahami masa kini hanyalah dalam kaitannya dengan masa lampau." Tegas beliau lagi, "membolehkan orang memahami masyarakat masa lampau, dan meningkatkan kefahamannya tentang masyarakat masa kini, adalah dua tugas sejarah" (Carr. E.H, 1984). Melalui kenyataan ini, dapat dilihat bahawa Melaka yang diceritakan dalam karya Sulalatus Salatin itu juga masih wujud hingga ke hari ini. Begitu juga Kedah yang diceritakan dalam Hikayat Merong Mahawangsa juga masih ada pada hari ini. Pembuktian ini sekaligus mematahkan hujah-hujah para orientalisme yang merendahkan malah tidak mempercayai sumber sejarah di alam Melayu. Chiera, seorang sarjana turut menyatakan bahawa "sesungguhnya saya patut menekankan bahawa usaha para arkeologis di Mesopotamia hanya baru sahaja bermula dan walaupun ratusan ribu dokumen telah ditemui, kita hanyalah memiliki sisa-sisa yang terjatuh dari meja"(Abu Talib. A & Cheah. B. K, 1995). Meskipun kenyataan ini berkaitan dengan arkeologi, namun ianya sangat berkait rapat dengan sejarah. Kedua bidang ini berada dibawah satu payung besar yang sama, iaitu berkisarkan soal masa lampu (sudah berlalu). Begitulah juga halnya dengan sumber sejarah, ianya perlu diterokai dan diiterpetasi. Hal ini kerana, jika diteliti kembali, sumber sejarah itu seperti lautan terbentang luas, ianya tidak dapat memberikan sumbangan melainkan manusia itu sendiri yang menerokainya. Penulisan sejarah mengikut acuan Barat tersebut tidak menjadi masalah, jika meneliti sumber alam Melayu mengikut zamannya dan kaca mata alam melayu itu sendiri. Kramer turut menyatakan bahawa "sebahagian kecil pengetahuan sejarah boleh diperolehi daripada genre penulisan seperti kesusasteraan mitos, hymas dan madah. Tidak suatu pun daripada ini berorientasikan sejarah, tetapi di sana sini ia mungkin mendedahkan, tanpa sengaja atau secara kebetulan, sedikit pengetahuan sejarah yang tidak dapat diketahui melalui cara lain" (Abu Talib. A & Cheah. B. K, 1995). Melalui kenyataan sarjana tersebut, dapat dilihat bahawa sumber sejarah juga turut terangkum dalam karya-karya kesusasteraan sekaligus menerima segala macam jenis bentuk sejarah. Namun ianya bukan bermakna boleh digunakan secara semborono, tetapi memerlukan satu penelitian berhati-hati jika ingin merujuknya.

## 5.0 KESIMPULAN

Pada awalnya, disiplin ilmu sejarah dilihat tidak mempunyai satu garis panduan dalam menjelaskan kajian melalui penulisan-penulisan yang bersifat sejarah sebelum mengalami satu proses penstrukturan semula penulisan disiplin ilmu sejarah. Hal ini bermula di Barat sebelum tersebar ke merata tempat. Perkembangan disiplin ilmu sejarah ini telah melahirkan dua bentuk aliran dalam sejarah. Pertama, aliran objektiviti yang mempercayai kebenaran muktamad. Kedua, aliran subjektiviti yang tidak mempercayai kebenaran muktamad sebaliknya meletakkan fungsi akal dalam merekonstruksi ataupun menjelaskan sesuatu isu sejarah. Perkembangan disiplin ilmu sejarah ini telah memberikan satu nafas baru dalam bidang sejarah itu sendiri. Akan tetapi, ianya mendatangkan sedikit kecacatan atapun luka kepada keintelektualan khususnya di alam Melayu apabila acuan "saintifik" itu diletakkan sepenuhnya ke atas mata Barat. Maka, sumber keintelektualan alam melayu yang banyak berlegar dalam dimensi kesusasteraan itu semakin tidak mendapat tempatnya apabila diperlekeh dan kurang diterima sebagai sebuah sumber sejarah. Meskipun perdebatan berkaitan dengan perkara ini sudah berlaku sejak sekian lama, namun ianya masih lagi tidak mendapat perhatian khususnya dalam kalangan para sejarawan, meskipun sejarawan tempatan itu sendiri. Maka dengan itu, para sejarawan baik daripada Barat mahupun tempatan harus menerima dan bersifat terbuka dalam meraih kepelbagaian sumber ilmu daripada pelbagai tradisi yang wujud di atas muka bumi ini bagi mengembangkan lagi penelitian khususnya dalam bidang pensejarahan.

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# PENILAIAN PERSEPSI PENGGUNA TERHADAP KESAN PENGGUNAAN APLIKASI DALAM TALIAN DALAM PENGURUSAN AKTIVITI TAHUNAN KOLEJ KOMUNITI

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**ABSTRACT**

**Purpose of the study:** Effective Annual Activity Management is very important to achieve the main work targets and fulfill the vision and mission of an organization. Therefore, work process improvements such as the use of online applications in Annual Activity Management are very necessary in certain situations such as the Covid-19 pandemic. Hence, this study was conducted to assess the user's perception on the impact of using online applications in the management of annual activities at Kolej Komuniti Bandar Penawar (KKBP).

**Methodology:** This is a quantitative study by using a questionnaire as a research instrument. All the senior officers involved in the KKBP Annual Activity Management totaling 28 people have given their feedback in the study. All the data has been descriptively analyzed using mean and percentage.

**Main Findings:** The results of the study show that the use of online applications has a positive effect on interpersonal skills, resource management efficiency, changes in the work environment and the quality of service delivery. In conclusion, the use of this application should be continued with some improvements from the aspects of security, monitoring and support from the superiors to strengthen the Annual Activity Management of KKBP in the future.

**Novelty of the study:** This study was carried out since there was no previous study that looked at the effect of improving work processes such as the use of online applications on Annual Activity Management, especially in KKBP where the old management method was felt to be no longer efficient due to the need for face-to-face meetings, taking a long time with many processes and less effective monitoring system**.**

***Keywords:*** *Online Application, Activities Management, Community College*

**ABSTRAK**

**Tujuan Kajian:** Pengurusan Aktiviti Tahunan yang efektif adalah sangat penting untuk mencapai sasaran kerja utama serta memenuhi visi dan misi sesebuah organisasi. Oleh itu, penambahbaikan proses kerja seperti penggunaan aplikasi dalam talian untuk Pengurusan Aktiviti Tahunan amat diperlukan di dalam situasi tertentu seperti pandemik Covid-19. Justeru, kajian ini dijalankan untuk menilai persepsi pengguna terhadap kesan penggunaan aplikasi atas talian dalam pengurusan aktiviti tahunan di Kolej Komuniti Bandar Penawar (KKBP).

**Kaedah Kajian:** Kajian ini berbentuk kuantitatif dengan menggunakan borang soal selidik sebagai instrumen kajian. Semua pegawai kanan yang terlibat dalam Pengurusan Aktiviti Tahunan KKBP seramai 28 responden telah memberikan maklum balas mereka dan data kajian telah dianalisis secara deskriptif menggunakan nilaian dalam bentuk min dan peratus.

**Hasil Utama Kajian:** Hasil dapatan kajian menunjukkan penggunaan aplikasi dalam talian mempunyai kesan persepsi yang positif kepada kemahiran interpersonal, kecekapan pengurusan sumber, perubahan persekitaran kerja serta mutu penyampaian perkhidmatan. Kesimpulannya, penggunaan aplikasi ini wajar diteruskan dengan beberapa penambahbaikan dari aspek keselamatan, pemantauan dan sokongan pihak atasan bagi memantapkan lagi aplikasi dalam talian Pengurusan Aktiviti Tahunan KKBP pada masa akan datang.

**Kebaharuan Kajian:** Kajian ini dilaksanakan memandangkan tiada kajian terdahulu yang melihat kesan persepsi pengguna terhadap penambahbaikan proses kerja seperti penggunaan aplikasi dalam talian terhadap Pengurusan Aktiviti Tahunan khususnya di KKBP. Kaedah pengurusan yang lama dirasakan tidak lagi efesien kerana terdapat beberapa kekangan seperti keperluan untuk bersemuka, mengambil masa yang lama dengan proses yang banyak dan pemantauan yang kurang berkesan.

**Keywords**: *Aplikasi Dalam talian, Pengurusan Aktiviti, Kolej Komuniti*

## 1.0 PENGENALAN

Kolej Komuniti merupakan salah satu institusi pendidikan dan latihan teknikal dan vokasional (TVET) di bawah Kementerian Pendidikan Tinggi yang bertanggungjawab menjadi penyedia tenaga kerja berpengetahuan dan kompeten dalam bidang TVET. Sejajar dengan visi Kolej Komuniti untuk menjadi institusi TVET yang unggul, pihak pengurusan Jabatan Pendidikan Politeknik dan Kolej Komuniti (JPPKK) telah menetapkan teras strategik yang diterjemahkan dalam bentuk Pelan Tindakan bagi peringkat institusi. Berdasarkan Pelan Tindakan itulah nanti Kolej Komuniti Bandar Penawar (KKBP) membuat perancangan Pengurusan Aktiviti Tahunan yang dirangkum menjadi Takwim Tahunan bagi mencapai objektif dan inisiatif strategik Pelan Tindakan.

Perancangan yang didefinisikan sebagai satu perbuatan atau usaha untuk merancang sesuatu (Kamus Dewan Edisi Keempa, 2017) merupakan aspek yang sangat signifikan dalam menentukan kelancaran pengurusan dan pelaksanaan sesuatu aktiviti. Justeru, bagi mencapai sasaran kerja yang telah ditetapkan, pihak pengurusan tertinggi dan semua pegawai kanan KKBP sentiasa menitikbieratkan perancangan aktiviti tahunan institusi bagi mencapai matlamat yang telah ditetapkan. Perancangan aktiviti tahunan KKBP yang diolah menjadi Takwim Tahunan biasanya dibangunkan secara bersama-sama oleh semua pegawai kanan institusi dengan memasukkan data aktiviti yang dirancang untuk tahun yang akan datang berdasarkan persetujuan bersama pihak pengurusan.

Amalan biasa bagi pembangunan Takwim Tahunan ini ialah semua pegawai kanan akan dilibatkan secara bersemuka bagi menggalakkan perbahasan secara terbuka terutama melibatkan pelaksanaan aktiviti secara kolaborasi. Namun yang demikian, pendekatan bersemuka ini tidak lagi relevan apabila situasi pandemik COVID-19 melanda dunia hampir dua tahun. Hal ini menyebabkan pihak pengurusan mengambil pendekatan alternatif dengan melaksanakan kaedah dalam talian semasa proses pembangunan takwim institusi.

Inovasi pengurusan yang tercetus ini adalah kerana prosedur operasi standard yang berkuatkuasa pada ketika itu adalah mengguna pakai aplikasi dokumen dalam talian yang ditawarkan oleh Google Apps iaitu Google Docs, Google Sheets dan Google Slides, sebagai medium komunikasi secara kolaboratif bagi semua pembangun takwim. Penggunaan aplikasi dalam talian ini kemudiannya dikembangkan lagi penggunaannya dengan melibatkan proses kerja lain iaitu kerja-kerja perancangan, pelaksanaan, pemantauan dan penilaian pencapaian aktiviti institusi. Seiring dengan penggunaan Google Apps ini, institusi juga berjaya menyahut seruan kerajaan menerusi objektif strategi. Pemantapan Tadbir Urus Digital iaitu tadbir urus pendigitalan yang menyeluruh (Pelan Pelaksanaan PSPSA 2021-2025) dan meningkatkan pelaksanaan pendigitalan operasi.

Di sebalik perubahan kaedah pengurusan aktiviti tahunan di KKBP ini, ia pastinya memberi kesan kepada pegawai-pegawai yang terlibat secara langsung mahupun seluruh warga KKBP secara tidak langsung. Persoalannya, apakah impak yang dapat dikenal pasti daripada penggunaan aplikasi dalam talian ini dalam pengurusan aktiviti tahunan di Kolej Komuniti? Adakah wajar amalan penggunaan aplikasi dalam talian ini diteruskan dan apakah penambahbaikan penambahbaikan lain yang boleh dilaksanakan sekiranya amalan penggunaan aplikasi atas talian ini diteruskan? Justeru, kajian ini dijalankan untuk menilai persepsi pengguna terhadap kesan penggunaan aplikasi atas talian dalam pengurusan aktiviti tahunan di Kolej Komuniti Bandar Penawar (KKBP).

## 2.0 KAJIAN LITERATUR

Aplikasi atau perisian menurut Kamus Dewan Edisi Keempat adalah aturcara atau program yang direka khusus untuk kegunaan tertentu manakala 'dalam talian' pula bermaksud berada di bawah kawalan langsung sistem dan bersambung terus pada unit pemprosesan utama komputer dan sistem itu biasanya adalah internet. Oleh hal yang demikian, aplikasi dalam talian adalah melibatkan sesuatu perisian atau aplikasi yang dapat diakses secara sambungan internet. Antara platform aplikasi dalam talian yang ada adalah Google Apps yang menawarkan produk rangkaian teknologi digital merangkumi Gmail, Google Drive, Google Docs, Google Sheets, Google Slides, Google Form, Google Meet dan banyak lagi. Salah satu atau gabungan beberapa aplikasi Google tersebut boleh diintegrasikan menjadi satu sistem yang dapat digunakan bagi tujuan pengurusan sumber manusia, pengurusan dokumen, pengurusan maklumat dan lain-lain secara berpusat dan sistematik. Menurut Sukmawati (2020), penggunaan aplikasi Google ini merupakan salah satu aktiviti pemanfaatan digital dan teknologi yang efektif dan efisien.

Terdapat beberapa sorotan kajian yang telah mengkaji penggunaan aplikasi google dalam konteks pengurusan. Suzana dan Fariza (2014) dalam kajiannya telah menekankan kepentingan Google Drive dalam pengurusan perpustakaan sekolah yang telah berjaya menjimatkan masa pengguna dalam mencari maklumat yang dikehendaki. Selain capaian maklumat yang cepat dan mudah, penggunaan Google Drive juga menjimatkan kos pengurusan dalam keadaan sumber kewangan yang terbatas. Di dalam kajian Nur Aiman (2021) pula mendapati bahawa pengintegrasian aplikasi Google dalam amalan pendokumentasian pengurusan sekolah telah menunjukkan perubahan positif pada persepsi pengguna. Pengguna merasakan kerja-kerja pendokumentasian tidak lagi membebankan, boleh dilaksanakan dalam masa yang singkat serta menjimatkan kos dan tenaga. Ini selari dengan dapatan kajian lain yang mendapati bahawa pengintegrasian aplikasi Google membantu dalam menyelesaikan masalah pendokumentasian dan pelaporan dimana kerja-kerja tersebut dapat dilaksanakan tanpa mengira masa dan tempat, boleh diakses secara percuma dan menjadikan masa kerja semakin singkat (Lindh & Nolin, 2016; Rueda et. al., 2017).

Kerja-kerja pengurusan khususnya pendokumentasian memerlukan perancangan strategi yang efisien merangkumi aspek penyusunan masa dan struktur kerja yang sistematik (Löfgren, 2014), Kajian oleh Knauf (2019) telah bersetuju bahawa penggunaan aplikasi digital oleh guru di New Zealand berjaya menghasilkan pendokumentasian yang bermakna dan berkesan. Rosmani et. al. (2022) juga telah menyimpulkan bahawa suatu proses kerja yang berkualiti dan berkesan dapat dihasilkan melalui pengurusan dokumen yang bersistem dan harmonis secara dalatalian. Ini kerana kestabilan emosi dan intelektual pengguna dapat dikekalkan dalam keadaan kondusif dan mewujudkan penerimaan positif kepada proses pengurusan dokumen yang bermakna walaupun dalam situasi perubahan persekitaran ekoran gelombang Pandemik Covid19. Selain itu, kajian yang telah dilakukan oleh Zulkefli, Yamin dan Hasnah (2011) juga mendapati bahawa penggunaan aplikasi dalam talian telah menyebabkan perkhidmatan perpustakaan mempunyai potensi untuk berkembang kepada tahap yang lebih baik. Dalam erti kata lain, aplikasi dalam talian telah dapat membantu menambaikkan, memperbaiki dan melengkapkan mutu penyampaian perkhidmatan. Walaupun kajian-kajian ini tidak mengkaji secara khusus berkaitan pengintegrasian aplikasi Google dalam tugas-tugas pengurusan maklumat, penggunaan aplikasi dalam talian diakui sangat penting dalam (Ernie & Adlins ,2013).

Kemahiran interpersonal pula adalah kaedah seseorang dalam memperlakukan orang lain merangkumi aspek komunikasi, pengurusan konflik dan empati terhadap orang lain (Nurul Haidah, 2020). Beberapa kajian yang lepas mendapati penggunaan teknologi moden mempunyai kesan positif dan negatif kepada perkembangan kemahiran interpersonal (Naquiah et al., 2018; Ng & Faridah, 2022). Walaupun tiada kajian yang mengkaji secara khusus berkaitan impak penggunaan aplikasi Google terhadap kemahiran interpersonal individu, hubungan interpersonal dalam talian boleh dipertingkatkan sekiranya individu yang terlibat memperuntukkan masa yang mencukupi dalam berkomunikasi untuk sesuatu hubungan menjadi matang dan intim menurut Wather dan Burgonn (1992) .Ini kerana komunikasi non-verbal yang berlaku secara dalam talian memerlukan tempoh masa yang lebih panjang berbanding komunikasi verbal secara bersemuka dalam membina hubungan positif antara individu (Jusang et. al., 2010), apatah lagi dalam mengenal pasti dan menyelesaikan masalah yang berlaku di persekitaran serta kemampuan untuk berkongsi perasaan orang lain.

Dalam konteks kemajuan kepimpinan era Revolusi Industri 4.0 pula, pemimpin pendidikan perlu lebih bersedia dan bergerak pantas dalam membina kemahiran serta mengadaptasi penggunaan teknologi dalam pengurusan (Rossafri & Balakrishnan, 2007; Mohamed Nazul, 2020). Pemimpin perlu menetapkan visi dan sasaran yang jelas dan boleh dicapai; membangunkan cara berfikir dan bertindak yang jelas terhadap semua kerumitan dan ancaman ketidakpastian; serta sentiasa memerhatikan, menganalisis dan bersaing secara sihat dengan menganggap persaingan sebagai satu cabaran (Muaza Shifa & Ahmad Aizuddin, 2023). Walau bagaimanapun, komunikasi yang jelas diperlukan untuk semua pihak memahami matlamat organisasi dan penggunaan teknologi didapati telah menyumbang kepada proses komunikasi yang berkesan dalam organisasi (Ahlam, 2016). Sehingga kini, peranan teknologi dalam organisasi telah diperkemaskan sebagai perantara bagi menyampaikan maklumat selain memudahkan interaksi dan membantu melancarkan tugasan dalam organisasi. Walaupun tiada kajian yang melihat kepada impak pengintegrasian aplikasi Google secara khusus, sesebuah organisasi yang cekap menggunakan teknologi telah dibuktikan lebih cepat mencapai objektifnya dan mampu memberi daya saing kepada organisasi lain (Ahlam, 2016).

## 3.0 METODOLOGI

Kajian yang dilaksanakan ini adalah berbentuk tinjauan dengan menggunakan borang soal selidik sebagai instrumen kajian dan soal selidik tersebut diedarkan secara dalam talian dengan menggunakan aplikasi Google Forms. Penggunaan borang soal selidik dipilih kerana mudah untuk mendapatkan kerjasama daripada responden disamping menjimatkan kos, masa dan tenaga (Tuckman, 1978). Menurut Chua (2021) pula, kaedah soal selidik boleh digunakan untuk mengumpulkan data kuantitatif.

Soal selidik ini dibangunkan dan diubahsuai berdasarkan kajian dari Haryani, et al. (2013) dan Mohd Izzuddin, et al. (2016). Dalam penyediaan borang kaji selidik ini, pembinaan item-item soalan dibahagikan kepada enam bahagian iaitu bahagian pertama, maklumat demografi; bahagian kedua, impak kemahiran interpersonal, pengurusan diri dan masa; bahagian ketiga, impak kecekapan pengurusan sumber; bahagian keempat, impak budaya dan persekitaran kerja; dan bahagian kelima, impak penyampaian perkhidmatan. Bahagian terakhir soal selidik ini pula mengandungi 3 soalan terbuka bagi mendapatkan maklum balas pengguna bagi tujuan penambahbaikan.

Maklumat demografi yang akan dikumpulkan di bahagian pertama adalah meliputi jawatan, unit, bilangan tahun berkhidmat dan tempoh pengalaman bekerja dalam unit tersebut. Soalan-soalan berkaitan demografi ini dikemukakan dengan beberapa pilihan jawapan dan responden hanya perlu memilih jawapan yang dirasakan bersesuaian dengan diri mereka. Maklum balas bagi impak kemahiran interpersonal, pengurusan diri dan masa; impak kecekapan pengurusan sumber; impak budaya dan persekitaran kerja; dan impak penyampaian perkhidmatan di bahagian kedua hingga kelima pula diukur menggunakan 4 pilihan skala Likert (1 = ialah sangat tidak setuju hingga 4 = ialah sangat setuju) bagi setiap item soalan yang ingin dikaji.

Untuk meningkatkan kesahan dan kebolehpercayaan borang soal selidik ini, kajian rintis telah dijalankan ke atas 4 orang responden. Kajian rintis ini dilaksanakan untuk mendapatkan maklum balas awal berkaitan kesesuaian bahasa, format dan jangka masa yang diperlukan untuk menjawab borang soal selidik tersebut. Seterusnya, Ujian Kebolehpercayaan Dalaman telah dilakukan dan keputusan analisis menunjukkan item-item soal selidik mempunyai nilai kebolehpercayaan Cronbach Alpha ialah 0.996. Ini adalah melebihi nilai kebolehpercayaan Cronbach Alpha iaitu0.75 seperti yang disarankan oleh Mohd Majid (1998). Oleh itu, semua item-item soalan dikekalkan dan telah digunakan semasa sesi tinjauan sebenar dilakukan.

Seramai 28 orang responden telah memberikan maklum balas mereka dalam kajian ini. Responden merupakan semua pegawai kanan di KKBP yang terlibat dalam pembangunan dan pelaksanaan Takwim Tahunan KKBP. Semua responden juga merupakan keseluruhan populasi bagi kajian ini. Data yang telah dikumpulkan dianalisis menggunakan perisian Statistical Package for Social Sciences (SPSS) Versi 22. Kaedah deskriptif dengan nilai peratusan dan min digunakan untuk menilai persepsi pengguna terhadap kesan penggunaan aplikasi dalam talian dalam pengurusan aktiviti tahunan di KKBP. Interpretasi skor min adalah berdasarkan Chua (2006) seperti dalam Jadual 1.

**Jadual 1**: Intepretasi Skor Min

| Skala Pengkaji | Tahap Interpretasi |
|---|---|
| < 2.00 | Tahap Rendah |
| 2.00 – 3.00 | Tahap Sederhana |
| > 3.00 | Tahap Tinggi |

**Sumber:** Chua (2006)

## 4.0 DAPATAN KAJIAN DAN PERBINCANGAN

### 4.1 Latar Belakang Responden

Jadual 2 menunjukkan maklumat latar belakang responden secara keseluruhan. Kebanyakan responden adalah perempuan (64.3%) dan telah berkhidmat melebihi 5 tahun (71.4%). Walau bagaimanapun, majoriti responden mempunyai antara 1 hingga 5 tahun tempoh pengalaman bekerja dalam unit tersebut (60.7%). Ini mungkin disebabkan oleh perubahan portfolio yang menyebabkan pertukaran unit akan berlaku sekurang-kurangnya dalam tempoh 3 tahun.

**Jadual 2:** Maklumat Latar Belakang Responden (n=28)

| | Kekerapan | Peratus (%) |
|---|---|---|
| Jantina | | |
| Lelaki | 10 | 35.7 |
| Perempuan | 18 | 64.3 |
| Bilangan tahun berkhidmat | | |
| 1 – 5 tahun | 8 | 28.6 |
| 6 – 10 tahun | 4 | 14.3 |
| 11 – 15 tahun | 8 | 28.6 |
| 16 tahun dan ke atas | 8 | 28.6 |
| Tempoh pengalaman bekerja dalam unit | | |

| | | |
|---|---|---|
| 1 – 5 tahun | 17 | 60.7 |
| 6 – 10 tahun | 3 | 10.7 |
| 11 – 15 tahun | 5 | 17.9 |
| 16 tahun dan ke atas | 3 | 10.7 |

### 4.2 Impak Kemahiran Interpersonal, Pengurusan Diri dan Masa

Jadual 3 menunjukkan maklum balas responden terhadap 9 item kemahiran interpersonal, pengurusan diri dan masa. Min keseluruhan menunjukkan terdapat sedikit peningkatan pada kemahiran interpersonal, pengurusan diri dan masa pengguna apabila menggunakan aplikasi dalam talian dengan perubahan min keseluruhan sebanyak 0.93. Peningkatan tertinggi dilihat pada item “Penggunaan aplikasi Google membantu dalam menyempurnakan tugasan yang diberikan kepada saya” dengan perubahan min sebanyak 1.29 manakala peningkatan terendah adalah pada item “Penggunaan aplikasi Google mengukuhkan kemahiran kepimpinan dalam diri saya” dengan perubahan min sebanyak 0.79. Dapatan ini didapati selari dengan kajian Ahlam (2016) yang membuktikan penggunaan aplikasi dalam talian banyak menyumbang kepada pelaksanaan tugasan pengguna khususnya dalam situasi pandemik dan endemik ketika kajian dilaksanakan. Walaubagaimanapun, penggunaan aplikasi dalam talian tidak banyak memberi kesan peningkatan kepada kemahiran kepimpinan pengguna yang mungkin disebabkan oleh keterbatasan komunikasi dan interaksi. Ini kerana visi, misi dan komunikasi yang jelas dalam semua peringkat organisasi amat diperlukan untuk menghasilkan kepimpinan yang berkesan (Ahlam, 2016; Muaza Shifa & Ahmad Aizuddin, 2023).

**Jadual 3**: Impak Terhadap Kemahiran Interpersonal, Pengurusan Diri Dan Masa

| | Sebelum | | | | Min | Selepas | | | | Min | Beza Min |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Lemah | Seder-hana | Baik | Sangat Baik | | Lemah | Seder-hana | Baik | Sangat Baik | | |
| Penggunaan aplikasi Google membantu dalam menyempurnakan tugasan yang diberikan kepada saya | 2 (7.1%) | 13 (46.4%) | 8 (28.6%) | 5 (17.9%) | 2.57 | 0 (0%) | 0 (0%) | 4 (14.3%) | 24 (85.7%) | 3.86 | 1.29 |
| Penggunaan aplikasi Google membantu saya dalam menguruskan masa dengan lebih baik | 2 (7.1%) | 10 (35.7%) | 13 (46.4%) | 3 (10.7%) | 2.61 | 0 (0%) | 0 (0%) | 3 (10.7%) | 25 (89.3%) | 3.89 | 1.28 |
| Penggunaan aplikasi Google membantu saya dalam menyusun keutamaan kerja dengan lebih baik | 1 (3.6%) | 11 (39.3%) | 11 (39.3%) | 5 (17.9%) | 2.71 | 0 (0%) | 0 (0%) | 3 (21.4%) | 4 (78.6%) | 3.79 | 1.08 |
| Penggunaan aplikasi Google menyokong hubungan antara saya, rakan sekerja dan pihak pengurusan | 1 (3.6%) | 13 (46.4%) | 10 (35.7%) | 4 (14.3%) | 2.64 | 0 (0%) | 0 (0%) | 14 (50%) | 14 (50%) | 3.50 | 0.86 |
| Penggunaan aplikasi Google menyokong komunikasi antara saya, rakan sekerja | 2 (7.1%) | 11 (39.3%) | 10 (35.7%) | 5 (17.9%) | 2.61 | 0 (0%) | 0 (0%) | 8 (28.6%) | 20 (71.4%) | 3.71 | 1.1 |

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| dan pihak pengurusan | | | | | | | | | | |
| Penggunaan aplikasi Google mengukuhkan kemahiran kepimpinan dalam diri saya | 1 (3.6%) | 12 (42.9%) | 9 (32.1%) | 6 (21.4%) | 2.71 | 0 (0%) | 2 (7.1%) | 10 (35.7%) | 16 (57.1%) | 3.50 | 0.79 |
| Penggunaan aplikasi Google mengukuhkan kemahiran membuat keputusan dalam diri saya | 1 (3.6%) | 13 (46.4%) | 10 (35.7%) | 4 (14.3%) | 2.61 | 0 (0%) | 1 (3.6%) | 11 (39.3%) | 16 (57.1%) | 3.54 | 0.93 |
| Penggunaan aplikasi Google mengukuhkan kemahiran menyelesaikan masalah dalam diri saya | 1 (3.6%) | 12 (42.9%) | 12 (42.9%) | 3 (10.7%) | 2.61 | 0 (0%) | 0 (0%) | 8 (28.6%) | 20 (71.4%) | 3.71 | 1.1 |
| Penggunaan aplikasi Google menyokong persekitaran kerja ke arah menjadikan saya pekerja yang lebih cemerlang | 1 (3.6%) | 13 (46.4%) | 8 (28.6%) | 6 (21.4%) | 2.68 | 0 (0%) | 0 (0%) | 8 (28.6%) | 20 (71.4%) | 3.71 | 1.03 |
| Min Keseluruhan | | | | | 2.57 | | | | | 3.50 | 0.93 |

### 4.3 Impak Kecekapan Pengurusan Sumber

Jadual 4 menunjukkan maklum balas responden terhadap 16 item impak kecekapan pengurusan sumber. Min keseluruhan menunjukkan terdapat sedikit peningkatan pada tahap kecekapan pengurusan sumber apabila pengguna menggunakan aplikasi dalam talian dengan perubahan min keseluruhan sebanyak 0.96. Peningkatan tertinggi dilihat pada item “Penggunaan aplikasi Google menjimatkan banyak masa dalam proses perancangan program” dengan perubahan min sebanyak 1.43 manakala peningkatan terendah adalah pada item “Penggunaan aplikasi Google membantu mengurangkan berlakunya kesilapan dalam proses perancangan program” dengan perubahan min sebanyak 0.89. Dapatan ini adalah selari dengan kajian-kajian lain yang menyokong impak penggunaan aplikasi dalam talian dalam penjimatan masa dan kelancaran pengurusan (Suzana & Fariza, 2014; Nur Aiman, 2021). Walau bagaimanapun, penggunaan aplikasi Google yang memberikan akses bersama kepada pengguna dalam pelaksanaan tugas juga boleh meningkatkan risiko berlaku kesilapan yang disebabkan oleh individu tertentu.

**Jadual 4**: Impak Kecekapan Pengurusan Sumber

| | **Sebelum** | | | | **Min** | **Selepas** | | | | **Min** | **Beza Min** |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | **Lemah** | **Seder-hana** | **Baik** | **Sangat Baik** | | **Lemah** | **Seder-hana** | **Baik** | **Sangat Baik** | | |
| Penggunaan aplikasi Google membantu dalam proses perancangan sumber tenaga yang berkesan | 1 (3.6%) | 16 (57.1%) | 11 (39.3%) | 0 (0%) | 2.36 | 0 (0%) | 0 (0%) | 8 (28.6%) | 20 (71.4%) | 3.71 | 1.35 |
| Penggunaan aplikasi Google membantu dalam proses pengagihan sumber tenaga yang berkesan | 1 (3.6%) | 15 (53.6%) | 11 (39.3%) | 1 (3.6%) | 2.42 | 0 (0%) | 0 (0%) | 8 (28.6%) | 20 (71.4%) | 3.71 | 1.29 |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Penggunaan aplikasi Google membantu dalam proses perancangan sumber kewangan yang berkesan | 2 (7.1%) | 14 (50%) | 9 (32.1%) | 3 (10.7%) | 2.46 | 0 (0%) | 1 (3.6%) | 11 (39.3%) | 6 (57.1%) | 3.54 | 1.08 |
| Penggunaan aplikasi Google membantu dalam proses pengagihan sumber kewangan yang berkesan | 2 (7.1%) | 14 (50%) | 10 (35.7%) | 2 (7.1%) | 2.43 | 0 (0%) | 0 (0%) | 13 (46.40 %) | 15 (53.6%) | 3.54 | 1.11 |
| Penggunaan aplikasi Google menjimatkan banyak masa dalam proses perancangan program | 2 (7.1%) | 13 (46.4%) | 11 (39.3%) | 2 (7.1%) | 2.46 | 0 (0%) | 0 (0%) | 3 (10.7%) | 25 (89.3%) | 3.89 | 1.43 |
| Penggunaan aplikasi Google menjimatkan banyak masa dalam proses pelaksanaan program | 2 (7.1%) | 12 (42.9%) | 11 (39.3%) | 3 (10.7%) | 2.54 | 0 (0%) | 1 (3.6%) | 5 (17.9%) | 22 (78.6%) | 3.75 | 1.21 |
| Penggunaan aplikasi Google menjimatkan banyak masa dalam proses pemantauan program | 2 (7.1%) | 15 (53.6%) | 8 (28.6%) | 3 (10.7%) | 2.43 | 0 (0%) | 0 (0%) | 6 (21.4%) | 22 (78.6%) | 3.79 | 1.36 |
| Penggunaan aplikasi Google menjimatkan banyak kos dalam proses perancangan program | 2 (7.1%) | 16 (57.1%) | 8 (28.6%) | 2 (7.1%) | 2.36 | 1 (3.6%) | 0 (0%) | 8 (28.6%) | 19 (67.9%) | 3.61 | 1.25 |
| Penggunaan aplikasi Google menjimatkan banyak kos dalam proses pelaksanaan program | 2 (7.1%) | 15 (53.6%) | 8 (28.6%) | 3 (10.7%) | 2.43 | 1 (3.6%) | 0 (0%) | 11 (39.3%) | 16 (57.1%) | 3.50 | 1.07 |
| Penggunaan aplikasi Google menjimatkan banyak kos dalam proses pemantauan program | 2 (7.1%) | 15 (53.6%) | 9 (32.1%) | 2 (7.1%) | 2.39 | 1 (3.6%) | 0 (0%) | 12 (42.9%) | 15 (53.6%) | 3.46 | 1.07 |
| Penggunaan aplikasi Google membantu mengurangkan berlakunya kesilapan dalam proses perancangan program | 1 (3.6%) | 16 (57.1%) | 9 (32.1%) | 2 (7.1%) | 2.43 | 1 (3.6%) | 0 (0%) | 16 (57.1%) | 11 (39.3%) | 3.32 | 0.89 |
| Penggunaan aplikasi Google membantu mengurangkan berlakunya kesilapan dalam proses pelaksanaan program | 2 (7.1%) | 13 (46.4%) | 12 (42.9%) | 1 (3.6%) | 2.43 | 1 (3.6%) | 0 (0%) | 14 (50%) | 13 (46.4%) | 3.39 | 0.96 |
| Penggunaan aplikasi Google membantu mengurangkan berlakunya kesilapan dalam proses pemantauan program | 2 (7.1%) | 13 (46.4%) | 12 (42.9%) | 1 (3.6%) | 2.43 | 1 (3.6%) | 0 (0%) | 12 (42.9%) | 15 (53.6%) | 3.46 | 1.03 |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Penggunaan aplikasi Google membantu memenuhi matlamat setiap unit dalam situasi sumber yang terhad | 2 (7.1%) | 11 (39.3%) | 13 (46.4%) | 2 (7.1%) | 2.54 | 1 (3.6%) | 0 (0%) | 7 (25%) | 20 (71.4%) | 3.64 | 1.1 |
| Penggunaan aplikasi Google membantu memenuhi keperluan setiap unit dalam situasi sumber yang terhad | 2 (7.1%) | 13 (46.4%) | 12 (42.9%) | 1 (3.6%) | 2.43 | 1 (3.6%) | 0 (0%) | 9 (32.1%) | 18 (64.3%) | 3.57 | 1.14 |
| Penggunaan aplikasi Google membantu mengurangkan berlakunya pembaziran sumber dalam proses pengurusan aktiviti | 2 (7.1%) | 13 (46.4%) | 12 (42.9%) | 1 (3.6%) | 2.43 | 0 (0%) | 0 (0%) | 8 (28.6%) | 20 (71.4%) | 3.71 | 1.28 |
| Min Keseluruhan | | | | | 2.36 | | | | | 3.32 | 0.96 |

**4.4 Impak Budaya dan Persekitaran Kerja**

Jadual 5 menunjukkan maklum balas responden terhadap tujuh item impak budaya dan persekitaran kerja. Min keseluruhan menunjukkan terdapat sedikit peningkatan pada budaya dan persekitaran kerja apabila pengguna menggunakan aplikasi dalam talian dengan perubahan min keseluruhan sebanyak 1.29. Peningkatan tertinggi dilihat pada item "Penggunaan aplikasi Google dapat merangsang budaya kerja baru dalam pengurusan aktiviti KKBP" dengan perubahan min sebanyak 1.54 manakala peningkatan terendah adalah pada item "Penggunaan aplikasi Google menyokong persekitaran kerja yang kondusif" dengan perubahan min sebanyak 1.25. Dapatan ini selari dengan penemuan Rosmani et. al. (2022) iatu persekitaran kerja yang kondusif dapat dikekalkan melalui kestabilan emosi dan intelektual pengguna untuk menerima proses kerja yang baru ekoran gelombang Pandemik Covid19 sekaligus meransang amalan budaya kerja dalam kalangan warga KKBP melalui pendigitalan proses pengurusan aktiviti menggunakan aplikasi Google.

**Jadual 5**: Impak Budaya dan Persekitaran Kerja

| | Sebelum | | | | Min | Selepas | | | | Min | Beza Min |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | **Lemah** | **Seder-hana** | **Baik** | **Sangat Baik** | | **Lemah** | **Seder-hana** | **Baik** | **Sangat Baik** | | |
| Penggunaan aplikasi Google yang efektif menjadi model pengurusan kepada pegawai kanan yang terlibat dalam pengurusan aktiviti KKBP | 3 (10.7%) | 12 (42.9%) | 11 (39.3%) | 2 (7.1%) | 2.43 | 0 (0%) | 0 (0%) | 8 (28.6%) | 20 (71.4%) | 3.71 | 1.28 |
| Penggunaan aplikasi Google menyokong komunikasi antara pengurusan tertinggi dengan pegawai – pegawai kanan yang terlibat dalam pengurusan aktiviti KKBP | 4 (14.3%) | 13 (46.4%) | 9 (32.1%) | 2 (7.1%) | 2.32 | 0 (0%) | 0 (0%) | 10 (35.7%) | 18 (64.3%) | 3.64 | 1.32 |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Penggunaan aplikasi Google menyokong hubungan kerjasama antara pengurusan tertinggi dengan pegawai – pegawai kanan yang terlibat dalam pengurusan aktiviti KKBP | 4 (14.3%) | 12 (42.9%) | 11 (39.3%) | 1 (3.6%) | 2.32 | 0 (0%) | 1 (3.6%) | 9 (32.1%) | 18 (64.3%) | 3.61 | 1.29 |
| Penggunaan aplikasi Google membantu dalam capaian maklumat yang pantas dalam pengurusan aktiviti KKBP | 3 (10.7%) | 13 (46.4%) | 11 (39.3%) | 1 (3.6%) | 2.36 | 0 (0%) | 0 (0%) | 5 (17.9%) | 23 (82.1%) | 3.82 | 1.46 |
| Penggunaan aplikasi Google dapat merangsang budaya kerja baru dalam pengurusan aktiviti KKBP | 3 (10.7%) | 14 (50%) | 10 (35.7%) | 1 (3.6%) | 2.32 | 0 (0%) | 0 (0%) | 4 (14.3%) | 24 (85.7%) | 3.86 | 1.54 |
| Penggunaan aplikasi Google dapat membantu meningkatkan produktiviti organisasi | 2 (7.1%) | 13 (46.4%) | 12 (42.9%) | 1 (3.6%) | 2.43 | 0 (0%) | 1 (3.6%) | 6 (21.4%) | 21 (75.0%) | 3.71 | 1.28 |
| Penggunaan aplikasi Google menyokong persekitaran kerja yang kondusif | 2 (7.1%) | 13 (46.4%) | 11 (39.3%) | 2 (7.1%) | 2.46 | 0 (0%) | 1 (3.6%) | 6 (21.4%) | 21 (75.0%) | 3.71 | 1.25 |
| Min Keseluruhan | | | | | 2.32 | | | | | 3.61 | 1.29 |

### 4.5 Impak Penyampaian Perkhidmatan

Jadual 6 menunjukkan maklum balas responden terhadap 6 item impak penyampaian perkhidmatan. Min keseluruhan menunjukkan terdapat sedikit peningkatan terhadap penyampaian perkhidmatan apabila pengguna menggunakan aplikasi dalam talian dengan perubahan min keseluruhan sebanyak 1.29. Peningkatan tertinggi dilihat pada item “Penggunaan aplikasi Google membantu dalam proses pemantauan program yang sistematik” dengan perubahan min sebanyak 1.36 manakala peningkatan terendah adalah pada item “Penggunaan aplikasi Google membantu dalam penilaian prestasi unit yang efektif” dan item “Penggunaan aplikasi Google membantu dalam proses perancangan program yang lebih tersusun” dengan perubahan min sebanyak 1.25. Berdasarkan kajian Ermie dan Aslina (2013), dapatan ini menyokong bahawa pengintegrasian aplikasi Google dalam tugas-tugas pengurusan maklumat mampu untuk meningkatkan kecekapan, keberkesanan dan kecemerlangan kualiti sesebuah organisasi khususnya dalam proses perancangan, pemantauan dan penilaian aktiviti di KKBP.

**Jadual 6**: Impak Penyampaian Perkhidmatan

| | Sebelum | | | | Min | Selepas | | | | Min | Beza Min |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Lemah | Seder-hana | Baik | Sangat Baik | | Lemah | Seder-hana | Baik | Sangat Baik | | |
| Penggunaan aplikasi Google membantu dalam proses perancangan program yang lebih tersusun | 4 (14.3%) | 11 (39.3%) | 11 (39.3%) | 2 (7.1%) | 2.39 | 0 (0%) | 2 (7.1%) | 6 (21.4%) | 20 (71.4%) | 3.64 | 1.25 |
| Penggunaan aplikasi Google membantu dalam proses | 4 (14.3%) | 11 (39.3%) | 12 (42.9%) | 1 (3.6%) | 2.36 | 0 (0%) | 1 (3.6%) | 6 (21.4%) | 21 (75.0%) | 3.71 | 1.35 |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| pelaksanaan program yang dinamik | | | | | | | | | | | |
| Penggunaan aplikasi Google membantu dalam proses pemantauan program yang sistematik | 5 (17.9%) | 11 (39.3%) | 10 (35.7%) | 2 (7.1%) | 2.32 | 0 (0%) | 1 (3.6%) | 7 (25%) | 20 (71.4%) | 3.68 | 1.36 |
| Penggunaan aplikasi Google membantu dalam penilaian prestasi unit yang efektif | 3 (10.7%) | 13 (46.4%) | 11 (39.3%) | 1 (3.6%) | 2.36 | 0 (0%) | 2 (7.1%) | 7 (25%) | 19 (67.9%) | 3.61 | 1.25 |
| Penggunaan aplikasi Google menyokong penambahbaikan proses kerja ke arah mencapai objektif perkhidmatan organisasi | 3 (10.7%) | 14 (50%) | 10 (35.7%) | 1 (3.6%) | 2.32 | 0 (0%) | 1 (3.6%) | 9 (32.1%) | 18 (64.3%) | 3.61 | 1.29 |
| Penggunaan aplikasi Google menyokong proses pengurusan ke arah mencapai objektif perkhidmatan organisasi | 3 (10.7%) | 14 (50%) | 10 (35.7%) | 1 (3.6%) | 2.32 | 0 (0%) | 0 (0%) | 11 (39.3%) | 17 (60.7%) | 3.61 | 1.29 |
| Min Keseluruhan | | | | | 2.32 | | | | | 3.61 | 1.29 |

## 5.0 KESIMPULAN

Kesimpulannya, fenomena Covid-19 pada tahun 2020 telah menuntut amalan proses kerja baru, penggunaan teknologi melalui aplikasi atas talian telah dilihat sebagai satu inisiatif terbaik bagi melaksanakan sebarang tugasan dan proses kerja tersebut telah menjadi budaya kerja baru yang digunakan secara berterusan sehingga hari ini. Penggunaan aplikasi dalam talian melalui aplikasi Google secara keseluruhannya telah dapat membantu meningkatkan mutu penyampaian perkhidmatan di Kolej Komuniti Bandar Penawar sebagai sebuah institusi kerajaan yang bertanggungjawab memberikan perkhidmatan terbaik kepada masyarakat bermula dari proses perancangan, pemantauan dan penilaian aktiviti. Selain itu, pelaksanaan pengurusan aktiviti tahunan melalui aplikasi dalam talian secara tidak langsung telah membantu pihak pengurusan merancang segala aktiviti tahunan secara sistematik dengan pengurangan kos yang signifikan dan pengurusan masa yang efektif. Walau bagaimanapun, penggunaan aplikasi atas talian didapati memberikan kesan yang minimum terhadap peningkatan kemahiran interpersonal dan kepimpinan secara individu. Penggunaan aplikasi yang lebih dinamik mungkin diperlukan bagi memudahkan lagi komunikasi semua pegawai yang terlibat semasa pembangunan, pelaksanaan serta pemantauan takwim berlangsung. Oleh itu, banyak lagi ruang penambahbaikan yang boleh dilakukan pada masa akan datang bagi memantapkan lagi Pengurusan Aktiviti Tahunan KKBP.

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# WACANA FENOMENA KEMUNDURAN KAMPUNG TRADISIONAL DI PINGGIR BANDAR: SATU SOROTAN LITERATUR

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**ABSTRACT**

The developmental objective for a country is to fulfill the needs and desires of its population through comprehensive and balanced planning of development programs in social, economic, and physical aspects. However, achieving holistic and balanced development is a highly challenging and complex process. Consequently, traditional villages on the outskirts of urban areas have been left behind, experiencing a phenomenon of regression in various developmental aspects. The lack of clear understanding of the regression in traditional village communities on the outskirts of urban areas has often resulted in the neglect of their welfare. Therefore, this study aims to gain an understanding of the phenomenon of regression in traditional villages on the outskirts of urban areas. This qualitative study utilizes discourse analysis methodology, drawing on secondary data from previous studies. Discourse analysis is deemed suitable for this research due to its nature of exploring concepts, requiring in-depth investigation into issues and problems related to the subject under study. In summary, the phenomenon of regression in traditional villages on the outskirts of urban areas exists in Malaysia. Hence, the researcher recommends that comprehensive studies be conducted by local authorities to understand the issues and problems of traditional village development on the outskirts of urban areas within their respective administrative regions. This is because each area has unique issues and problems that cannot be generalized.

***Keywords:*** *Discourse, Regression, Traditional Village, Outskirts of Urban Areas*

**ABSTRAK**

Matlamat pembangunan bagi sesebuah negara ialah memenuhi keperluan dan kehendak penduduk melalui perancangan program-program pembangunan dari aspek sosial, ekonomi dan fizikal yang menyeluruh dan seimbang. Namun begitu, pembangunan yang menyeluruh dan seimbang merupakan satu proses yang sangat sukar dan kompleks. Lantaran itu, telah menyebabkan terdapat kampung-kampung tradisional di pinggir bandar yang ketinggalan dan telah mengalami fenomena kemunduran di dalam pelbagai aspek pembangunan. Kegagalan memahami dengan jelas terhadap kemunduran masyarakat kampung tradisional di pinggir bandar telah menyebabkan kebajikan masyarakat ini sering kali terabai. Justeru, kajian ini bertujuan untuk mendapatkan kefahaman berkaitan fenomena kemunduran kampung tradisional di pinggir bandar. Kajian ini berbentuk kualititatif menggunakan metodologi analisis wacana (*discourse analysis*) dengan memanfaatkan data-data sekunder daripada kajian-kajian lepas. Metodologi analisis wacana sesuai dipilih bagi sifat kajian mengenai konsep, yang memerlukan penelitian mendalam terhadap sesuatu isu dan masalah yang berkaitan dengan perkara yang dikaji. Secara rumusannya, wujud fenomena kemunduran kampung tradisional di pinggir bandar di Malaysia. Sehubungan itu, pengkaji mencadangkan kajian yang komprehensif dapat diadakan oleh pihak berkuasa tempatan (PBT) bagi memahami isu dan masalah pembangunan kampung tradisional di pinggir bandar dalam kawasan pentadbiran masing-masing. Ini kerana setiap kawasan mempunyai isu dan masalah yang berbeza dan tidak boleh digeneralisasikan.

***Kata Kunci:*** *Wacana, Kemunduran, Kampung Tradisional, Pinggir Bandar*

## 1.0 PENDAHULUAN

Matlamat pembangunan bagi sesebuah negara ialah memenuhi keperluan dan kehendak penduduk melalui perancangan program-program pembangunan dari aspek sosial, ekonomi dan fizikal yang menyeluruh dan seimbang. Namun begitu, pembangunan yang menyeluruh dan seimbang merupakan satu proses yang sangat sukar dan kompleks. Tambahan pula dengan situasi sosiobudaya dan kemajuan yang berbeza akibat bahang kepesatan pembangunan yang dialami di negara ini. Ia turut disebabkan oleh pembangunan kawasan bandar berbeza penekanan dan pendekatannya mengikut lokaliti. Lantaran itu, telah menyebabkan terdapat kampung-kampung tradisional di pinggir bandar yang ketinggalan dan telah mengalami fenomena kemunduran di dalam pelbagai aspek pembangunan.

## 2.0 PERMASALAHAN KAJIAN

Menurut Noor Sharipah & Mohd Noor (1999), kampung tradisional di pinggir bandar sering menghadapi masalah kualiti hidup yang rendah terutamanya berpunca dari masalah kemiskinan, sistem perhubungan yang tidak memuaskan, kekurangan kemudahan masyarakat dan masalah pencemaran alam sekitar. Selain itu dapatan kajian Dahlia (1977) dan Mohd Azmi (1987) telah merumuskan bahawa kelazimannya kampung tradisional di pinggir bandar merupakan kawasan yang kurang pesat pembangunannya selain mempunyai kualiti perumahan, infrastruktur dan kemudahan asas yang rendah berbanding bandar. Manakala kajian oleh Norlizah (1991) telah mengenal pasti masalah-masalah yang berlaku di kampung tradisional di pinggir bandar iaitu setinggan, kegiatan industri dan bengkel haram, kekurangan kemudahan awam serta tahap penglibatan penduduk kampung di dalam aktiviti perbandaran yang rendah. Dapatan kajian Mohd Razaini (1991) pula telah merumuskan bahawa antara faktor penghalang pembangunan kampung tradisional di pinggir bandar adalah melibatkan sikap dan nilai masyarakat kampung yang berada di tahap yang rendah, motivasi diri penduduk juga didapati rendah serta kepimpinan organisasi penduduk kampung yang lemah. Menurut Katiman (1988), berdasarkan pengalaman masa lalu maka dapat diperhatikan bahawa masyarakat yang paling banyak akan menerima akibat daripada perubahan struktur bandar adalah mereka yang paling tidak berdaya membuat perubahan atau dengan kata lain masyarakat mundur. Maka kampung tradisional di pinggir bandar yang mundur akan memberikan kesan kepada masyarakat kampung itu sendiri. Golongan ini sendiri tidak pasti sampai bilakah mereka harus kekal di dalam kampung tersebut sedangkan tekanan pembangunan yang pesat berlaku di sekitar mereka. Keadaan ini sekiranya dibiarkan berterusan akan mewujudkan sebuah bandar moden yang di dalamnya terdapat kelompok-kelompok kampung yang mundur dari arus pembangunan. Di negara-negara maju, kawasan yang didiami oleh masyarakat mundur biasanya dikenali sebagai *slum area*. Permasalahan turut berlaku di kebanyakan negara-negara sedang membangun.

Manakala Dahlan (1983) menyatakan bahawa trend pembangunan kawasan bandar semakin lama semakin berkembang seiring dengan kemajuan ekonomi negara. Pada masa kini corak pembangunan adalah merebak ke arah pinggir bandar dan tidak lagi bertumpu kepada kawasan pusat bandar. Penyelerakan dan penumpuan pembangunan ke arah kawasan pinggir bandar dapat dilihat jelas dengan pembinaan pembangunan yang berskala besar di kawasan tersebut kerana faktor nilai hartanah yang rendah berbanding pusat bandar. Akibatnya banyak kampung-kampung tradisional di pinggir bandar kian tersepit di tengah-tengah tekanan pembangunan akibat fenomena di atas. Selain itu, ianya juga disebabkan penduduk di kawasan tersebut masih terbelenggu di dalam sistem-sistem tradisional.

## 3.0 OBJEKTIF KAJIAN

Mendapatkan kefahaman berkaitan fenomena kemunduran kampung tradisional di pinggir bandar.

## 4.0 METODOLOGI KAJIAN

Kajian ini berbentuk kualititatif menggunakan metodologi analisis wacana (*discourse analysis*) dengan memanfaatkan data-data sekunder daripada kajian-kajian lepas. Metodologi analisis wacana sesuai dipilih bagi sifat kajian mengenai konsep, yang memerlukan penelitian mendalam terhadap sesuatu isu dan masalah yang berkaitan perkara yang dikaji.

## 5.0 DEFINISI DAN KONSEP UMUM KAMPUNG TRADISIONAL DAN KAWASAN PINGGIR BANDAR

Pengkaji mendapati bahawa adalah sukar untuk memberikan definisi yang tepat dan menyeluruh bagi kampung tradisional di pinggir bandar. Ini kerana tiada definisi khusus mengenainya berdasarkan kajian-kajian literatur yang lepas. Tambahan pula, rebakan bandar (*urban sprawl*) telah merubah ciri-ciri kampung tradisional di pinggir bandar dari masa ke semasa. Walau bagaimanapun, pembentukan definisi tersebut adalah gabungan dua pengertian iaitu ‘kampung tradisional’ dan ‘pinggir bandar’. Secara umumnya, kampung tradisional di pinggir bandar merupakan kawasan petempatan tetap yang telah wujud sejak sekian lama, dihuni oleh masyarakat yang masih menjalani kehidupan dengan mengamalkan corak sosiobudaya tradisional, mendiami persekitaran fizikal rumah bercirikan tradisional dan terletak di perantaraan kawasan bandar dan luar bandar iaitu perubahan daripada tanah pertanian kepada guna tanah yang tidak bercorak pertanian.

## 6.0 KONSEP PEMBANGUNAN

Penjelasan terhadap definisi dan konsep tentang pembangunan adalah penting kerana ia dapat menjadi asas kepada sebarang pembangunan yang dilaksanakan. Ini adalah kerana pembangunan dan kemunduran adalah saling berkaitan antara satu sama lain. Pada peringkat awal ramai sarjana mengaitkan pembangunan sebagai pertumbuhan ekonomi seperti dengan definisi Gharse (1977) iaitu pembangunan adalah perkembangan ekonomi secara kuantitatif dan kualitatif dari sesuatu yang mundur kepada sesuatu yang lebih baik. Ia berlaku berkadaran positif dan seimbang ke seluruh kawasan. Gharse (1977) juga berpandangan bahawa sekiranya kemajuan ekonomi tidak dicapai maka bermakna berlaku kemunduran. Walaupun perkembangan ekonomi bertambah dan berkembang, didapati masyarakat masih mundur. Ramai yang menyalahkan sistem kapitalis iaitu ekonomi yang dikuasai golongan atasan sebagai punca pembangunan ekonomi gagal diagihkan secara seimbang. Para pengkaji dalam bidang sains sosial semakin lama mula tidak menyempitkan definisi pembangunan kepada ekonomi semata-mata. Mereka mula memandang perkembangan positif dalam aspek sosiopolitik adalah definisi yang tepat untuk menjelaskan pembangunan. Banyak kajian yang membuktikan bahawa perkembangan ekonomi tidak mencerminkan pembangunan masyarakat terutamanya di negara-negara maju di Barat pada zaman perindustrian dan negara-negara yang sedang membangun di kebanyakan benua Asia, Amerika Selatan dan Afrika.

Selain itu, Gharse (1977) turut berpandangan bahawa pembangunan adalah peningkatan dalam kebolehan untuk mengawal perubahan di dalam struktur sosial dengan menyatakan bahawa peralihan dari pergantungan ke arah yang bebas adalah satu langkah ke arah pembangunan. Menurut beliau, pembangunan harus berbentuk menyeluruh dan seimbang iaitu dinikmati oleh semua golongan masyarakat. Walaupun banyak definisi dibuat bagi menjelaskan pembangunan dan kemunduran namun jelas bahawa kemunduran dan kemajuan adalah sesuatu yang saling kaitan dan saling memberikan kesan yang besar. Ini jelas di mana kemunduran adalah menjurus kepada sesuatu yang negatif dan menyebabkan terdapat sebahagian ahli di dalam masyarakat yang tidak dapat menikmati hidup dengan selesa dan kemajuan pula adalah menjurus kepada sesuatu yang positif.

Gharse (1977) juga menyatakan bahawa satu kesilapan besar yang sering dilakukan ialah dengan menyamakan pembangunan dengan pertambahan di dalam pengeluaran negara, kenaikan dalam per kapita negara dan pertambahan dalam jumlah eksport. Lebih dari itu, pembangunan juga sering disamakan dengan bangunan-bangunan yang besar dan termoden, bandar-bandar yang semakin besar, sesak dan unsur-unsur sosiologi seperti bersikap lebih moden, kebaratan dan lain-lain. Pembangunan hanya dihubungkan dengan perkembangan ekonomi yang disamakan dengan pertambahan di dalam pengeluaran atau pendapatan per kapita, kita sebenarnya telah gagal untuk membicarakan tentang perkara-perkara yang bersangkutan dengan kualiti kehidupan manusia. Justeru itu, kita gagal untuk memandu arahkan matlamat pembangunan untuk kebaikan manusia. Pembangunan adalah suatu proses yang sentiasa bergerak dan di sini terletak perkaitan dengan perubahan, pertumbuhan atau kemajuan. Seandainya dihalusi satu persatu daripada proses di ataş, pembangunan lebih mempunyai perkaitan dengan proses kemajuan. Perubahan biasanya memberikan kesan positif juga kesan negatif sama ada memperbaiki sesuatu keadaan atau sebaliknya ataupun kedua-duanya. Pertumbuhan pula mencerminkan perkembangan atau pertambahan sesuatu mengikut masa seperti pertumbuhan penduduk atau ekonomi sedangkan kemajuan adalah satu pergerakan yang berhaluan dan bertujuan untuk membentuk suatu perubahan yang lebih menghasilkan kesan yang bercorak positif. Secara keseluruhan, kesemua proses di atas mempunyai hubungan dengan pembangunan tetapi kemajuan mempunyai perkaitan yang paling rapat. İni disebabkan kerana unsur utama yang terlibat di dalam proses pembangunan adalah perubahan yang mengujudkan kesan positif, dengan kata lain ialah kemajuan.

Manakala menurut Seers (1977), pembangunan adalah merupakan *normative term* yang merangkumi keperluan mutlak dan tujuan yang boleh diterima secara universal. Maksud keperluan mutlak adalah keperluan-keperluan asas yang diperlukan di dalam peringkat awal pembangunan seperti bahan makanan, tempat berlindung dan pakaian. Kekurangan keperluan asas terutamanya bahan makanan menyebabkan seseorang itu kekurangan tenaga, kesihatan dan minat untuk menjalankan tanggungjawab. Keperluan asas yang lain ialah pekerjaan yang boleh menghasilkan pendapatan. Dari hasil tersebut, seseorang itu akan dapat membeli makanan, pakaian dan menyediakan tempat tinggal. Kenyataan di atas memberikan gambaran nyata dari mana pembangunan itu bermula dan ianya mengaitkan antara manusia dengan kehendak-kehendak asas untuk pembangunan personaliti manusia kerana ini satu-satunya cara mengubah keadaan manusia dari peringkat awal pembangunan personaliti. Di peringkat seterusnya wujudnya peringkat di mana pembangunan telah dikaitkan dengan pembangunan *non spiritual* dan bertitik-tolak dari sinilah mula wujudnya pengertian pembangunan yang lebih menyeluruh. Manakala Ponsioen (1968) pula berpandangan bahawa pembangunan merupakan proses yang berterusan dan bergerak ke beberapa arah di dalam satu jangka masa tertentu. Jelas sekali apabila diteliti dari pengertian tersebut, maka dapatlah dikatakan bahawa pembangunan melibatkan keseluruhan pergerakan yang positif di dalam ketiga-tiga aspek iaitu ekonomi, sosial dan fizikal. Dengan ini bererti apabila membincangkan mengenai pembangunan ekonomi, secara tidak langsung akan rangkumi aspek lain seperti sosial, moral, kebudayaan dan lain-lain. Pengertian ini diperkuatkan lagi dengan hujah Gunnar (1973) bahawa definisi pembangunan adalah *a total upward movement of the whole population*. Manakala Syed Husin (1976) berpendapat bahawa pembangunan perlu dijalankan di dalam semua lapangan dengan penuh tumpuan dan dengan mementingkan soal-soal yang asas dan bukan soal-soal lambang. Soal asas di sini bermaksud soal-soal pokok atau realiti yang perlu diselidiki sebelum merumuskan apa-apa program yang bersangkutan dengan pembangunan dan bukannya berdasarkan kepada perkara-perkara yang dapat dilihat secara fizikal seperti bangunan-bangunan tinggi, kompleks-kompleks perniagaan ataupun lebuhraya. Pendapat beliau itu tidak dapat dinafikan kebenarannya kerana perkara-perkara berbentuk lambang sering kali mengelirukan manusia terhadap realiti yang dihadapi.

Menurut Mohd Razali & Fashbir (2000), semasa merumuskan sebarang program pembangunan, maka perkara-perkara yang sebenar perlulah diselidiki supaya pembangunan dapat dicapai. Huraian pembangunan sebenarnya berhubung rapat dengan kualiti kehidupan sesebuah masyarakat. Pembangunan sering dilabelkan sebagai economic-centric kerana pelbagai pendekatan dan pengiraan yang bersifat ekonomi dan teknikal dari segi kewangan. Konsep ini meletakkan falsafahnya kepada pertumbuhan ekonomi yang terancang di mana segala kesan yang dihasilkan secara automatik diharapkan dapat menggerakkan perubahan sosioekonomi dan sosiobudaya. Walaupun telah wujud kesedaran tentang keperluan pembangunan modal insan (human capital), termasuk dalam konteks pelaburan sumber manusia namun aplikasinya selalu berlandaskan prinsip asas ekonomi sehingga di katakan pendekatan pembangunan sebagi terlalu condong kepada kepentingan ekonomi sahaja. Kekeliruan tersebut bukan sahaja kerana pemikiran ekonomi terlalu kuat atau pemikiran bukan ekonomi terlalu lemah. Namun terlihat sebagai sebuah keadaan yang sudah mekanistik. Sebagai gambaran pelbagai petunjuk ekonomi sentiasa digunakan pakar ekonomi dalam menentukan sesuatu keadaan seperti Kadar Keluaran Dalam Negara Kasar (KDNK) dan kalaupun ada ukuran-ukuran lain sebagai alternatif, ternyata tidak memadai untuk memastikan kedudukan kesejahteraan dan kehidupan insan. Bagaimanapun, ini bukan suatu kesalahan beşar kerana konsep pembangunan walaupun berasaskan kerangka pembangunan ekonomi yang berdimensi politik-ekonomi namun dimensi sosioekonomi dan sosiobudaya sering dijadikan laluan untuk menyeimbangkan keadaan.

Matlamat pembangunan dikaitkan sebagai berdimensi yang pelbagai dengan fokus kepada kemakmuran suatu bangsa dan masyarakat. Dalam matlamat tersebut kita membuat dua sasaran, ibarat pisau bermata dua iaitu sasaran ekonomi untuk meningkatkan pertumbuhan dan sasaran sosial untuk meningkatkan pemberatan dalam erti yang luas dan dalam. Sebagai gambaran, peningkatan pendapatan dan produktiviti pada hujungnya akan berpengaruh kepada kenaikan taraf kehidupan dan seterusnya mengukuhkan kestabilan dari segi sosiopolitik. Pembangunan sentiasa diharapkan sebagai sebuah perubahan dari segi kualitatif dan struktural dengan dilandaskan oleh pertumbuhan ekonomi yang pesat. Kemakmuran bangsa tidak akan berjaya apabila segala perbezaan dari segi wilayah, struktural dan sosial tidak semakin mengecil. Ertinya, pertumbuhan harus dapat mengurangi ketempangan dalam pengagihan sumber-sumber atau faktor-faktor pengeluaran. Senario pembangunan perlu meletakkan transformasi sosial pada landasan yang kukuh di mana perubahan sikap dan mentaliti sosial termasuk pola-pola kerja institusi berserta jentera pentadbiran merupakan faktor utama kepada pembangunan (Mohd Razali & Fashbir 2000).

Konsep ini menjelaskan bahawa pembangunan hanya akan berlaku seandainya ketiga-tiga aspek tersebut dipertimbangkan dengan adil. Ketiga-tiga aspek tersebut perlu diberikan penekanan yang seimbang dan diintegrasikan di dalam merumuskan apa-apa program yang berkaitan dengan pembangunan. Berasaskan pada huraian di atas adalah aspek-aspek ekonomi, sosial dan fizikal merupakan angkubah kepada pembangunan. Ketidakseimbangan di dalam ketiga-tiga angkubah ekonomi, sosial dan fizikal boleh menyebabkan berlaku kemunduran. Lantaran itu konsep pembangunan juga berkait rapat dengan kemunduran. Pembangunan merupakan pergerakan ke arah perubahan yang positif terutamanya dari segi ekonomi, sosial dan fizikal. Sedangkan kemunduran menghasilkan kesan-kesan bercorak negatif dan kesan-kesan negatif ini boleh dijadikan positif sekiranya aspek-aspek ekonomi, sosial da fizikal diperbaiki. Ini kerana angkubah-angkubah yang mempengaruhi pembangunan adalah juga angkubah-angkubah yang menyebabkan fenomena kemunduran berlaku. Maka untuk mewujudkan pembangunan di samping menghapuskan kemunduran maka ketiga-tiga angkubah ekonomi, sosial dan fizikal perlulah menghasilkan nilai-nilai positif melalui program-program yang berkesan, teratur dan dapat menyelesaikan masalah masa kini dan masa hadapan. Pembangunan tidak akan wujud meskipun hanya satu aspek sahaja yang ketinggalan. Ini bermakna pembangunan melibatkan keseluruhan pergerakan ke atas dan merangkumi *multidimentional* (Mohd Razali & Fashbir 2000).

## 7.0 KESIMPULAN

Kegagalan pihak-pihak yang bertanggungjawab untuk memahami dengan jelas terhadap kemunduran masyarakat kampung tradisional di pinggir bandar telah menyebabkan kebajikan masyarakat ini sering kali terabai. Maka perkara ini perlu diambil perhatian oleh pengurus bandar (*city manager*) dan jururancang bandar (*town planner*). Namun sekiranya pengurus bandar dan jururancang bandar kurang memberikan penekanan kepada strategi untuk menangani kemunduran secara amnya kepada penduduk kampung tradisional di pinggir bandar dalam penyediaan pelan perancangan maka sudah pasti masyarakat tersebut akan merasai kesan yang negatif dari arus pembangunan. Maka itu, pengurus bandar dan jururancang bandar perlu mengetahui sesuatu pembangunan membawa kesan baik atau buruk pada masyarakat kerana mereka bertanggungjawab mewujudkan persekitaran pembangunan yang mampan dan baik di dalam kawasan mereka. Kegagalan memahami fenomena kemunduran akan menyebabkan pengurus bandar dan jururancang bandar gagal menyelesaikan masalah itu dengan berkesan dan menyebabkan keadaan menjadi lebih buruk pada masa yang akan datang. Ini kerana tanpa pengetahuan tentang fenomena kemunduran akan menyebabkan pengurus bandar dan jururancang bandar menjadi kurang peka pada kebajikan masyarakat termasuklah masyarakat kampung tradisional di pinggir bandar. Oleh kerana dalam membincangkan aspek pembangunan dan kemunduran, maka kita tidak boleh elak untuk melihat dari segi komprehensif iaitu ekonomi, fizikal dan sosial.

Secara rumusannya, wujud fenomena kemunduran kampung tradisional di pinggir bandar di Malaysia. Oleh itu, bagi membentuk suatu masyarakat yang harmoni dan mampan maka fenomena kemunduran tersebut perlu diberi perhatian yang sewajarnya terutama dari segi pendekatan perancangan bandar terutamanya perancangan guna tanah dalam rancangan pemajuan. Sehubungan itu, pengkaji mencadangkan supaya kajian yang komprehensif dapat diadakan oleh pihak berkuasa tempatan (PBT) bagi memahami isu dan masalah berkaitan pembangunan kampung tradisional di pinggir bandar dalam kawasan pentadbiran masing-masing. Ini kerana setiap kawasan mempunyai isu dan masalah yang berbeza dan tidak boleh digeneralisasikan.

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# PEWARISAN NILAI DALAM TRADISI BANGGAI

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**ABSTRACT**

**Aim of the research.** This research paper aims to discuss the value inheritance in the Banggai tradition.

**Theory implemented**: The theory used in this research is the Cultural Heritage Theory, developed by Salvador-Munoz-Vinas, in the category of intangible cultural heritage (ICH).

**Research Method:** This research employed an Ethnographic approach, through the Ethnography method.

**Research findings.** This research found that one manifestation of Banggai cultural values is through Banunut, which is considered as one of the Intangible Cultural Heritage (IHC). *Banunut* is categorized as part of folklore. *Banunut* is usually narrated by Banggai parents to their children before napping or sleeping at night. The categories of stories in *Banunut* are: [1] Mites or Myths; [2] Legends; [3] Epics; [4] Fairy Tales; [5] Humor. *Banunut* is also performed in elementary schools, under the guidance of the teachers. The uniqueness of the *Banunut* tradition is that some of the stories are classified as myths, which is only done at certain times, because it is considered taboo and will have a bad impact on society as a whole. The myth of Boki Sea, about the origin of the "Banggai people", is one of the stories that Banggai people believe is not part of the story like any other fairy tales.

**Novelty**. This research discusses the inheritance of values in the Banggai tradition using an ethnographic approach.

***Keywords**: Value Inheritance, Traditions, Banggai, Banunut, Intangible Cultural Heritage (ICH)*

**ABSTRAK**

**Tujuan Penelitian**: Penelitian ini bertujuan untuk membahas tentang pewarisan Nilai dalam tradisi Banggai.

**Teori yang digunakan**: Teori yang digunakan dalam penelitian ini adalah teori Budaya sebagai Sistem Pengetahuan menurut Ward Goodenough.

**Metode Penelitian**: Penelitian ini menggunakan pendekatanEtnografi, melalui metode Etnografi Baru.

**Temuan Penelitian**: Penelitian ini menemukan, salah bentuk pewarisan nilai Budaya Banggai, adalah melalui Banunut, yang merupakan salah satu warisan tak benda atau Intangible Cultural Heritage (IHC). Banunut, dikategorikan sebagai bagian dari cerita rakyat. Banunut biasanya dilakukan orang tua Banggai kepada anaknya menjelang tidur siang atau tidur di malam hari. Kategori cerita dalam Banunut adalah: [1] Mite atau Mitos; [2] Legenda; [3] Epik/Epos; [4] Dongeng; [5] Humor. Banunut juga dilakukan di Sekolah Dasar, dalam bimbingan Bapak dan Ibu Guru. Keunikan dari tradisi Banunut, beberapa cerita yang termasuk dalam kategori mite atau mitos, hanya dilakukan pada waktu tertentu, karena dianggap tabu dan akan memberikan dampak buruk bagi masyarakat secara keseluruhan. Mitos Boki Sea, tentang asal mula “orang Banggai”, adalah salah satu cerita yang dipercaya oleh masyarakat Banggai untuk tidak menjadi bagian cerita seperti dongeng lainnya.

**Kebaruan Penelitian**: Penelitian ini membahas tentang pewarisan Nilai dalam Tradisi Banggai dengan menggunakan pendekatan Etnografi

***Kata Kunci**: Pewarisan Nilai, Tradisi, Banggai, Banunut, Intangible Cultural Heritage (ICH).*

## 1.0 PENDAHULUAN

Banggai, saat ini menjadi nama yang digunakan untuk beragam makna: nama untuk 3 Kabupaten; Banggai, Banggai Kepulauan dan Banggai Laut; nama pulau, yakni Pulau Banggai, nama kota, nama Etnis, dan nama Kerajaan, yakni Kerajaan Banggai, yang eksis sejak akhir abad ke 16 (1571 M) (Madina, et al 2012), hingga pasca Kemerdekaan Republik Indonesia, Pada tanggal 12 Desember 1959 (Website Pemerintah Kabupaten Banggai, t.th.), dan dikeluarkannya Undang-Undang Nomor 29 Tahun 1959 tentang Pembentukan Daerah Tingkat II di Sulawesi, wilayah onderafdeling Banggai yang meliputi seluruh bekas wilayah Swapraja Banggai sebagai bagian dari daerah afdeling Poso, dinyatakan berdiri sendiri sebagai daerah swatantra tingkat II, dengan nama "Daerah Tingkat II Banggai" dengan kedudukan pemerintahan berada di Luwuk. Pada tanggal 12 Desember 1959 dilakukan serah terima pemerintahan dari raja terakhir Kerajaan Banggai, Syukuran Aminuddin Amir selaku Pejabat Kepala Pemerintahan Negeri Banggai di Luwuk kepada Bidin selaku bupati pertama Daerah Tingkat II Banggai. Dengan demikian, pusat pemerintahan ikut pindah, dari Kota Banggai yang berada di Pulau Banggai saat masa Kerajaan selama lebih kurang 400 tahun, ke Banggai Daratan, dan Kota Luwuk menjadi Ibukota baru dari Kabupaten Banggai.

Sejak kepindahan tersebut, dengan sendirinya Kota Luwuk yang dahulu merupakan bagian dari Kerajaan Banggai yang berpusat di Kota Banggai (saat ini menjadi Ibukota Kabupaten Banggai Laut), menjadi pusat kemajuan baru dari daerah bekas Kerajaan Banggai, sementara pusat Kerajaan Banggai sendiri hanya menjadi salah satu Kecamatan dari Kabupaten Banggai. Selama masa pemindahan ibukota tersebut, pusat kemajuan dan peradaban Banggai, dengan sendirinya bergeser ke Luwuk, dan Banggai sebagai Ibu Kota Kerajaan Banggai yang eksis selama 4 Abad, nyaris terlupakan.

Pergeseran ini juga menyebabkan berbagai warisan kebudayaan, baik kebudayaan yang berbentuk benda dan Kebudayaan Tak Benda, menjadi terabaikan. Puluhan tahun masyarakat Banggai berjuang untuk mengembalikan supremasi, baik pusat kekuasaan maupun supremasi Etnis Banggai yang semakin memudar. Saat berada di Luwuk, seolah Etnis Banggai tidak lagi menjadi etnis pelopor, dan hanya menjadi pengikut. Pergeseran ini juga menyebabkan memudarnya berbagai budaya benda maupun tak benda, dan luput dari perhatian pemerintah maupun masyarakat Adat. Beberapa tradisi masih dapat ditemukan, namun berbagai budaya, terutama budaya tak benda, cenderung memudar, tidak mendapat perhatian—terutama dari pemerintah, dan hanya dapat dijumpai di pedesaan, jauh dari pusat kekuasaan. Di desa-desa, tradisi ini tetap terjaga, menjadi pengantar tidur anak-anak Banggai, yang kala itu belum juga tersentuh teknologi.

Dongeng yang dulunya juga kurang mendapat tempat istimewa di dalam masyarakat, karena dianggap kegiatan mendongeng hanyalah kegiatan orang-orang kampung, ternyata memiliki nilai penting bagi pertumbuhan anak, sebagaimana dalam analisis Shofwan, mendongeng memberikan banyak manfaat: antara lain adalah: [1] memberikan rasa senang; [2] mengembangkan imajinasi; [3] belajar bahasa; [4] memberikan motivasi dan [5] menumbuhkan keberanian dan rasa percaya diri.

Banggai sebagai etnis, memiliki berbagai warisan budaya, baik warisan budaya benda maupun tak benda. Salah satu warisan tak benda dalam Budaya Banggai adalah Banunut atau mendongeng, kegiatan bercerita yang menjadi kebiasaan dalam masyarakat Banggai, sebagai salah satu bentuk pewarisan nilai. Penelitian ini bertujuan untuk menelaah Bentuk Pewarisan Nilai pada masyarakat Banggai melalui kegiatan mendongeng atau Banunut.

## 2.0 KAJIAN TEORI

### 2.1 Budaya Takbenda

Warisan Budaya Takbenda atau intangible cultural heritage bersifat tak dapat dipegang (intangible/abstrak), seperti konsep dan teknologi; dan sifatnya dapat berlalu dan hilang dalam waktu seiring perkembangan zaman seperti misalnya bahasa, musik, tari, upacara, serta berbagai perilaku terstruktur lain (Sedyawati, 2002).

Warisan Budaya Takbenda berdasarkan Konvensi 2003 UNESCO Pasal 2 ayat 2:

"Warisan Budaya Takbenda adalah berbagai praktik, representasi, ekspresi, pengetahuan, keterampilan – serta instrumen, obyek, artefak dan ruang-ruang budaya terkait dengannya-bahwa masyarakat, kelompok dan, dalam beberapa kasus, perorangan merupakan bagian dari warisan budaya tersebut. Warisan Budaya Takbenda ini diwariskan dari generasi ke generasi, yang secara terus menerus diciptakan kembali oleh masyarakat dan kelompok dalam menanggapi lingkungan sekitarnya, interaksi mereka dengan alam dan sejarah mereka, dan memberikan rasa identitas yang berkelanjutan, untuk menghargai perbedaan budaya dan kreativitas manusia. Untuk tujuan Konvensi ini, pertimbangan akan diberikan hanya kepada Warisan Budaya Takbenda yang kompatibel dengan instrumen hak asasi manusia internasional yang ada, serta dengan persyaratan saling menghormati antar berbagai komunitas, kelompok dan individu, dalam upaya pembangunan berkelanjutan).

### 2.2 Domain Warisan Budaya Takbenda di Indonesia

Konvesi UNESCO tahun 2003 tentang Safeguarding of Intangible Cultural Heritage, Warisan Budaya Takbenda dibagi atas lima domain: a) Tradisi Lisan dan Ekspresi; b) seni pertunjukan; c) adat istiadat masyarakat, ritual, dan perayaan-perayaan; d) pengetahuan dan kebiasaan perilaku mengenai alam dan semesta; dan/atau e) keterampilan dan kemahiran kerajinan tradisional. Dari pembagian tersebut, mendongeng masuk dalam kategori Tradisi Lisan dan Ekspresi.

### 2.3 Tradisi Lisan dan Ekspresi

Budaya Takbenda yang termasuk ke dalam Tradisi Lisan dan Ekspresi adalah:

1) Bahasa: dialek, tindak tutur, dan tingkatan berbahasa;
2) Puisi: isi syair, rima syair, tata bahasa yang diucapkan, kapan dibacakan, aturan membacanya, lokasi, siapa yang membacakan, tujuan dibacakan, berbentuk gurindam, syair, tembang, sajak, pantun, *pujian* (puji-pujian religius), syi'ir (nyanyian religius), kidung;
3) Cerita Rakyat: isi cerita, tata bahasa, dan moral serta makna cerita yang terkandung di dalamnya, berbentuk dongeng, mite, legenda, epos;
4) Mantra (pengaruh dari budaya lokal): bahasa yang diucapkan, kapan dibacakan, aturan membacanya, lokasi, siapa yang membacakan, pantangan dan anjuran, tujuan;
5) Doa (pengaruh dari agama): bahasa yang diucapkan, kapan dibacakan, aturan membacanya, lokasi, siapa yang membacakan, pantangan dan anjuran, tujuan
6) Nyanyian Rakyat: bermain, kapan, siapa (jenis kelamin usia, stata), lokasi, syair lagu, musik pengiring dan akapela, urutan penyajian.
7) Peribahasa:
8) Teka-teki rakyat:
9) Pertunjukan dramatik: seni teater yang bersifat spontan seperti Dul Muluk, Lenong, *Balatindak* dalam tradisi Banggai

### 2.4 Dongeng

Mendongeng merupakan salah satu bentuk tradisi lisan sebagai sarana komunikasi (Rukiyah, 2018). Tradisi lisan ini terus berkembang, dan pernah menjadi primadona sebagai pengantar tidur (Rukiyah, 2018) bagi ibu atau nenek dalam mengantar tidur anak atau cucu mereka.Dongeng merupakan salah satu media Komunikasi yang berisikan pesan berbentuk cerita. Cerita yang indah akan masuk dalam jiwa dan ingatan sehingga membentuk karakter yang baik. Pesan tersebut nantinya akan disampaikan oleh storyteller. Storyteller yaitu Seseorang yang membawakan cerita dalam sebuah pertunjukan dongeng atau bisa juga disbut pendongeng. Agar pesan yang terkandung dalam dongeng tersampaikan, maka seorang storyteller harus bisa menyampaikan cerita tersebut dengan baik.

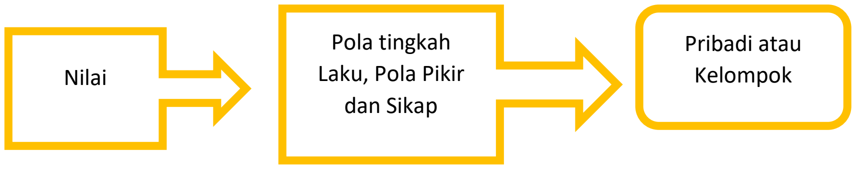
Dongeng adalah cerita pendek kolektif kesustraan lisan. Dongeng juga merupakan cerita prosa rakyat yang tidak dianggap benar-benar terjadi. Dongeng diceritakan terutama untuk hiburan, walaupun banyak juga yang melukiskan kebenaran, berisikan pelajaran (moral) atau sindiran (Danandjaja, 1991). Dongeng biasanya mempunyai kalimat pembukan dan penutupan yang klise (Rukiyah, 2018), sesuai dengan kebiasaan suku bangsa tersebut.

Proses mendongeng identic dengan proses komunikasi. Komunikasi merupakan salah satu unsur terpenting dalam penyampaian pesan, dengan berkomunikasi manusia akan menerima berbagai macam informasi. Komunikasi dalam kajian Mulyana, merupakan interaksi antara komunikator dengan komunikan sehingga memunculkan sebuah aksi dan reaksi (Mulyana, 2008). Komunikasi sebagai interaksi, dalam arti sempit interaksi berarti saling mempengaruhi (mutual influence). Pandangan komunikasi sebagai interaksi menyetarakan komunikasi dengan proses sebab-akibat atau aksi- reaksi. Dalam dongeng, ketika pendongeng menceritakan tentang kisah kepahlawanan, pendengarnya akan mengeluarkan reaksi khidmat. Saat pendongeng membawakan kisah jenaka, maka pendengar akan bereaksi dengan tertawa. Hal inilah yang merupakan proses sebab-akibat atau aksi-reaksi di dalam dongeng.

Dongeng tidak hanya berkisah tentang manusia, namun bisa kisah tentang binatang, tanaman, dan sebagainya. Pada dasarnya semua yang ada di sekitar kita dapat diangkat menjadi dongeng. Menarik tidaknya dongeng tergantung dari kreativitas pendongeng. Beberapa ahli mengolongkan jenis dongeng menjadi beberapa kelompok. Salah satunya pengolongan jenis dongeng oleh Anti Aarne dan Stih Thompson (dalam Danunjaya, 1994) yang membagi jenis dongeng ke dalam empat golongan besar, yaitu: 1) dongeng binatang (animal tales), 2) dongeng biasa (ordinary folktales), 3) lelucon dan anekdot (jokes and anecdotes), dan 4) dongeng berumus (formula tales).

## 2.5 Pewarisan Nilai

Nilai merupakan sesuatu yang abstrak, tetapi secara fungsional mempuuyai ciri mampu membedakan antara yang satu dengan yang lain. Suatu nilai jika dihayati oleh seseorang, maka akan sangat berpengaruh terhadap cara berpikir, cara bersikap maupun cara bertindak dalam mencapai tujuan hidupnya (Ahmadi dan Uhbiati, 1991). Scheler (dalam Franz Magnis Suseno, 2000) mengatakan hahwa nilai adalah kualitas atau sifat yang membuat apa yang bernilai menjadi bernilai. Misalnya, nilai “jujur” adalah sifat atau tindakan yang jujur. Jadi, nilai (weit, value) tidak sama dengan apa yang bernilai (gutter, goods). Oleh karena itu nilai selalu menjadi ukuran dalam menentukan kebenaran dan keadilan sehingga tidak akan pernah lepas dari sumber asalnya, yaitu berupa agama, logika dan norma yang berlaku dalam masyarakat umum. Yvon Ambroise(1993) menjelaskan bahwa nilai merupakan realitas abstrak. Nilai yang dirasakan dalam diri berfungsi sebagai daya pendorong atau prinsip-prinsip yang menjadi pedoman hidup. Sebab itu, nilai menduduki tempat paling penting dalam kehidupan seseorang. Pada suatu tingkat, orang akan lebih siap untuk mengorbankan diri daripada mengorbankan nilai. Nilai yang menjadi realitas abstrak dapat dilacak dari tiga realitas berikut:




Sesuai dengan sifatnya sebagai makhluk sosial, nilai yang dimiliki atau diyakini seseorang umumnya merupakan pancaran nilai bersama tempatseseorang hidup. Hal tersebut tidak mengherankan, sebab “kelainan” yang dilakukan oleh seseorang dari lingkungannya akan menyebabkan orang tersebut terisolasi, yang merupakan keadaan yang tidak pernah diinginkan oleh siapa pun.

Menurut Koentjaraningrat(1977) tiap sistem nilai budaya dalam setiap kebudayaan berkaitan dengan lima masalah dasar kehidupan manusia. Kelima masalah dasar tersebut ialah; (1) Masalah yang berkaitan dengan hakikat hidup manusia; (2) Masalah yang berkaitan dengan hakikat karya manusia; (3) Masalah yang berkaitan dengan kedudukan manusia dalam ruang dan waktu; (4) Masalah yang berkaitan dengan hubungan manusia dengan manusia yang lain; dan (5) Masalah hakikat hubungan manusia dengan alamnya. Nilai budaya merupakan salah satu unsur dan hakikat kebudayaan. Oleh karena itu ciri-ciri kebudayaan melekat pula pada ciri-ciri itu antara lain; (a) milik masyarakat, (b) pemilikannya melalui proses belajar, (c) merupakan suatu konfigurasi, dan (d) dapat mengalami pergeseran.

## 2.6 Manfaat Dongeng sebagai Medium Pewarisan Nilai

Dongeng memiliki beberapa manfaat bagi anak, dapat dijelaskan sebagai berikut:

1. Mengajarkan budi pekerti pada anak

Cerita dongeng yang dapat memberikan teladan bagi anak serta mengandung budi pekerti, misalnya dalam dongeng Banggai terdapat cerita (mitos yang didongengkan), tentang asal mula Ubi Banggai, dari seorang Perempuan muda Banggai saat masa paceklik kemudian mengorbankan diri untuk sinapal dan dipidok, dan kemudian tumbuh menjadi Ubi rambat yang dikenal dengan Ubi Banggai. Saat ini menjadi makanan khas Banggai dan menjadi tanaman andalan di Banggai. Budi pekerti yang ditanamkan antaranya adalah agar anak-anak tidak membuang-buang makanan, menghargai makanan karena keberadaannya dikaitkan dengan pengorbanan seorang putri Banggai untuk mengeluarkan Masyarakat Banggai dari paceklik yang saat itu melanda.

2. Membangun budaya membaca pada anak.

Anak-anak yang gemar mendengarkan orang tua mendongeng, biasanya saat mampu membaca sendiri, ia akan mencari berbagai literatur tentang dongeng dari berbagai sumber, dan akan terbangun budaya membaca pada anak sejak kecil. Karena anak yang tertarik dengan dongeng yang sering disampaikan kepadanya sebelum tidur, akan memberikan rangsangan untuk terus mencari sumber yang dapat membuatnya mendapatkan dongeng baru.

3. Mengembangkan imajinasi

Manfaat mendongeng, salah satunya adalah membangun imajinasi anak. Epos tentang Raja Banggai, atau dongeng tentang Boloki Toboson sebagai bagian dari dongeng atau nunuton dalam Tradisi Banggai, akan membangun imaginasi anak tentang kedigdayaan Raja Banggai, serta kekuatan dan keperkasaan Perempuan Banggai. Imaginasi yang akan terbentuk pada anak, adalah terbentuknya imaginasi tentang keberadaan dirinya sebagai anak seorang Banggai, yang Rajanya sangat sakti, berjiwa social, melindungi Masyarakat, dan juga Perempuan Banggai yang sakti dan dapat diandalkan. Dengan internalisasi melalui dongeng tersebut, anak-anak akan belajar karakter baik dan membentuk nilai kebaikan dalam dirinya.

### 2.7 Teori Budaya Kognitif

Teori Budaya Kognitif, masuk dalam kajian Etnografi Baru, dalam prakteknya "etnografi baru" ini pada dasarnya adalah satu pengkajian terhadap sistem klasifikasi penduduk setempat (folk classification). Salah satu pandangan tentang budaya dalam konteks kajian Etnografi Baru, adalah kajian oleh Ward Goodenough, yang disebut sebagai Teori Budaya Kognitif (Martin & Moorman, 1988) Budaya dipandang sebagai sistem pengetahuan. Sebagaimana dikemukakan Ward Goodenough (dalam Keesing, 1974):

Kebudayaan suatu masyarakat terdiri atas segala sesuatu yang harus diketahui atau dipercayai seseorang agar dia dapat berperilaku dalam cara yang dapat diterima oleh anggota-anggota masyarakat tersebut. Budaya bukanlah suatu penomena material: dia tidak berdiri atas benda-benda, manusia, tingkah laku atau emosi-emosi. Budaya lebih merupakan organisasi dari hal-hal tersebut. Budaya adalah bentuk hal-hal yang ada dalam pikiran (mind) manusia, model-model yang dipunyai manusia untuk menerima, menghubungkan, dan kemudian menafsirkan penomena material di atas.

Menurut Goodenough (Martin dan Moorman, 1988), dasar dari antropologi kognitif adalah gagasan bahwa budaya dipandang sebagai sistem pengetahuan. Menurut Goodenough (1981), budaya masyarakat mewakili "apa yang harus diketahui, atau mengaku dipercaya, untuk beroperasi dengan cara yang dapat diterima oleh anggotanya dalam setiap peran yang mereka terima untuk salah satu dari diri mereka sendiri". Bahwa studi budaya tidak dapat dipisahkan dari proses mental individu dilihat oleh Keesing (1981) sebagai prinsip sentral teori budaya. sebagai prinsip utama teori budaya. Dalam antropologi kognitif, struktur sistem budaya diciptakan, dibentuk, dan dibatasi oleh apa yang dapat dipikirkan, dibayangkan, dan dipelajari individu. Oleh karena itu, untuk memahami budaya, seseorang harus menyadari isi dan struktur pengetahuan yang dipelajari oleh anggota masyarakat (Goodenough 1957).

## 3.0 METODOLOGI

Metode yang digunakan dalam penelitian ini adalah Metode Etnografi Baru (Samatan, 2018), melalui paradigma Interpretive (Samatan, 2018) Interpretivisme. Adapun inti gagasan interpretivisme adalah bahwa anggota-anggota masyarakat saling membagikan (mutually shared) suatu simbol dan makna (yang disebut kebudayaan). Pandangan interpretivisme mengenai ilmu pengetahuan adalah: (a) bahwa dasar untuk menerangkan kehidupan sosial dan untuk memahami manusia bukanlah ilmu pengetahuan dalam arti positivisme, tetapi akal sehat yang di dalamnya mengandung makna-makna yang digunakan orang untuk membuat hidupnya berarti, (b) bahwa pendekatannya adalah induktif, (c) sifatnya historis dan idiografis, (d) mengeksplorasi pengetahuan yang berasal dari pemahaman makna dan interpretasi, (e) Tidak bebas nilai.

Langkah-langkah penelitian, sebagaimana dikemukakan Spradley (1997), terdapat 12 langkah pokok dalam teknik wawancaraetnografis. Langkah-langkah tersebut adalah sebagai berikut: (1)menetapkan informan, (2) mewawancarai informan, (3) membuatcatatan etnografis, (4) mengajukan pertanyaan deskriptif, (5) menganalisis wawancara etnografis, (6) membuat analisis domain, (7) mengajukan pertanyaan struktural, (8) membuat analisis taksonomik,(9) mengajukan pertanyaan kontras, (10) membuat analisis komponen,(11) menemukan tema-tema budaya, dan (12) menulis suatu etnografi.

## 4.0 HASIL DAN PEMBAHASAN

*Banunut* dalam Bahasa Indonesia adalah “mendongeng”, yang biasanya dilakukan pada waktu senggang, siang hari sebelum tidur siang dan juga pada malam hari sebelum tidur. Mendongeng merupakan tradisi hampir di seluruh etnis di Indonesia, dan juga di luar negeri. Dongeng biasanya akan menceritakan tentang kepahlawanan, kebaikan dan nilai-nilai yang baik.

**Jenis-jenis *Nunuton* dalam Masyarakat Banggai**

*Banunut* menceritakan banyak hal, antara lain (Samatan, 2023):

1) *Boboloki Toboson*, menceritakan tentang seorang perempuan yang sangat rajin, dapat melakukan apa saja, mulai dari memasak, menyiapkan makanan dan minuman kebutuhannya di rumah, dan juga pergi mencari ikan di laut. *Boboloki Toboson* juga bekerja di kebun, dan juga akan menyelesaikan banyak hal untuk keperluan rumahnya, dan juga mencari nafkah. Inilah gambaran perempuan Banggai yang tangguh, tidak hanya bekerja di dalam rumah, tapi juga membantu mencari nafkah penghidupan di luar rumah bagi keluarga. *Boloki Toboson*, menurut pendapat Tadeko (2022, *FGD*), salah satu *nunuton* yang menggambarkan kedigdayaan perempuan Banggai. Seorang perempuan mandiri, hidup sendiri, tanpa pasangan, menyiapkan kehidupannya sendiri, baik di rumah, di kebun dan juga menangkap ikan di laut. Tidak hanya itu saja, *Boloki Toboson* juga ahli berperang, menguasai bela diri. Gambaran ini, menurut Tadeko(2022, FGD), merupakan representasi kemandirian dan kekuatan Perempuan Banggai, berjaya dalam segala hal: di rumah, di darat dan laut, serta menjadi panglima perang yang tangguh, tak terkalahkan.

2) Tentang mitos Raja Banggai (dikenal dengan Raja Ali Banggai); asal-usul Raja Banggai; Kesaktian Raja Banggai, kepemimpinan, dan kejadian-kejadian luar biasa yang menyertainya. Ceritera tentang Raja Ali Banggai juga menceritakan tentang kebaikan Raja kepada rakyatnya, membantu dan memberikan jalan keluar dari masalah yang dihadapi rakyatnya, menjadi pemimpin yang adil dan bijaksana, serta gagah berani dalam peperangan ketika ada perompak atau kekuatan asing yang ingin menguasai Kerajaan Banggai yang dikenal kaya dengan hasil alamnya. Para orang tua dahulu, jika *banunut* tentang Raja Ali Banggai, juga disertai dengan syair(Abuhajim, *FGD,* 2022), yang keseluruhan menggambarkan tentang proses perjuangan pada saat Raja Ali Banggai membangun Kerajaan Banggai dengan segala kesaktian dan kebersahajaannya. Ceritera Raja Ali Banggai juga salah satu bagiannya menceritakan tentang kesaktian Raja Banggai yang dapat terbang, dan juga menggunakan sejenis pesawat terbang, melintasi wilayah kota dan kampung, yang dalam ceritera tersebut, kendaraan yang dapat terbang tersebut digambarkan terbang sangat rendah, seolah-olah berada di atas pohon kelapa dan sang Raja Ali Banggai dapat terlihat di dalam kendaraannya atau pesawatnya. Ini menunjukkan, daya imajinasi leluhur Banggai yang sangat tinggi, sehingga bisa menggambarkan kalau Raja Ali Banggai telah menggunakan kendaraan yang dapat terbang di udara, sementara pada saat itu, nenek moyang Bangsa Banggai masih menggunakan perahu layar tanpa motor untuk berlayar mengarungi samudra, dan sama sekali belum mengenal kendaraan udara seperti pesawat, atau helicopter. Luar biasa ya, imajinasi nenek moyang kita yang telah mampu membayangkan suatu hari orang dapat terbang untuk berpindah dari satu wilayah ke wilayah lainnya, satu daerah ke daerah lainnya, dan menghubungkan seluruh dunia saat ini.

3) Anekdot atau cerita lucu (misalnya cerita tentang keluarga tikus yang kehilangan sang ayah dan meminta bantuan *talapu* atau tukang *nujum*; lengkap dengan syair yang menggambarkan kondisi sang ayah tikus. Cerita ini berawal dari keluarga tikus, ada ayah tikus, ibu tikus dan anak-anak tikus. Suatu waktu, ayah tikus pamit pergi untuk mencari makanan, dan sebagaimana kebiasaan tikus, ia selalu mencuri makanan manusia. Nah, orang kemudian memasang perangkap untuk tikus yang senang mencuri makanan itu. Tibalah ayah tikus ke tempat biasanya ia mencuri makanan tersebut, dan yang terjadi adalah dia masuk dalam perangkap, terjepit dan menemui ajal alias mati, karena terjepit perangkap. Anak dan ibu tikus, kemudian berusaha mencari ayah mereka, yang telah beberapa hari belum kembali ke rumah dan membawa makanan untuk anak dan isterinya. Karena sudah berhari-hari tidak pulang, anak dan ibu tikus memutuskan untuk menanyakan kepada *talapu* atau tukan nujum, atau juga dikenal dengan supranatural. *Talapu* kemudian mulai melakukan ritual, dan dia kemudian menjelaskan dalam syair seperti berikut:

   *nye nye nye nye; tamamiu nda doya; bonggo bonggo pesayaomo; sulapit dapitemo; ngolingo tundengo; tau tabuno mbeeso* (*nye nye nye nye*, papa kamu itu ada di situ, alu sudah menindihnya, sulapit (alat penjepit) sudah menjepitnya; giginya sudah tonggos; “burung” atau alat kelaminnya sudah lunglai). Walaupun cerita ini terkesan lucu, namun memberikan pesan moral kepada anak agar tidak mengambil barang yang bukan kepunyaan mereka, karena bisa berakibat fatal seperti ayah tikus yang menemui ajalnya karena mengambil makanan yang bukan miliknya dan tanpa sepengetahuan pemiliknya alias mencuri.

4) Ada juga cerita tentang seorang pemuda lugu yang selalu salah menerjemahkan perintah mamanya; ketika disuruh untuk mencari seorang isteri yang pendiam, dia malah menikah dengan seorang perempuan yang telah meninggal. Karena bagi pemuda itu, perempuan yang pendiam adalah perempuan yang tidak memberikan jawaban ketika ditanya, karena kalau menjawab berarti perempuan itu bukan perempuan pendiam. Akhirnya, dari banyak perempuan yang pemuda itu temui dalam perjalanan mencari jodoh, ia bertemu dengan perempuan yang telah menjadi mayat dan sedang bersandar di pohon pisang. Saat pemuda itu bertanya namanya, tempat tinggalnya, dan pertenyaan lain, perempuan itu sama sekali tidak

menjawab. Pemuda itu menyimpulkan, bahwa perempuan inilah yang sesuai dengan keinginan mamanya, yakni perempuan pendiam. Nah, dari situlah banyak masalah timbul, yang diakibatkan salah dalam menerima pesan. Olehnya itu, pesan yang disampaikan dari orang tua, atau dari guru kalian, harus didengarkan dengan seksama, dan jika belum dimengerti, tentunya harus ditanyakan untuk lebih diperjelas agar tidak salah dalam mengambil langkah atau tidak salah mengerti pesan atau perintah orang tua atau guru. Jika salah mengerti, bisa terjadi seperti pemuda lugu yang akhirnya menikah dengan gadis yang ternyata sudah jadi mayat.

5) *Mitos* tentang Raksasa (*Alakasing*) yang memakan anak-anak; Raksasa yang memiliki satu mata; pencuri anak-anak di tepi pantai yang suka bermain-main di pantai seorang diri. Kemungkinan cerita ini adalah imaginasi dari seseorang, atau sekelompok orang, yang mengaitkan isu penculikan anak di masa lalu yang dilakukan orang di tepi pantai, atau Raksasa *Alakasing* yang digambarkan bermata satu dengan mata yang bersinar di malam hari, datang menculik anak-anak yang masih berada di luar rumah menjelang atau setelah magrib.

6) Cerita tentang Nabi dan sahabat-sahabatnya (dikaitkan dengan dakwah Nabi Muhammad SAW--karena Kerajaan Banggai Modern adalah Kerajaan Islam yang didirikan oleh Adi Cokro yang diangkat oleh *Basalo Sangkap* untuk memakmurkan Kerajaan Banggai. Cerita Nabi Muhammad SAW dan empat sahabat beliau yakni Abu Bakar, Umar, Utsman dan Ali, merupakan sahabat besar beliau, dan sering adik-adik mendengarkan kisahnya. Cerita tentang kelahiran beliau, kisah hidup Nabi Muhammad SAW, perilaku terpuji, pernikahan dengan Khadijah, pengangkatan sebagai Nabi dan Rasul, pertemuan dengan Jibril, serta perjuangan Nabi Muhammad SAW dalam mendakwahkan Islam. Dalam riwayat perjuangan Nabi, beliau dibantu oleh sahabat-sahabat beliau yang sangat luar biasa dalam banyak hal. Sahabat-sahabat Nabi merupakan contoh teladan bagaimana proses mereka memeluk Islam, perjuangan, dan pembelaan mereka kepada Agama Islam.

7)

8) Beberapa *nunuton* yang diadaptasi dari daerah lain, misalnya Malin Kundang yang juga sering menjadi pengantar tidur anak-anak etnis Banggai, yang berisi pesan-pesan moral agar anak tidak durhaka terhadap orang tua, dan tidak melupakan dari mana ia berasal. Cerita Malin Kundang sangat terkenal dalam beberapa dekade, terutama setelah buku bacaan dari berbagai daerah, dan juga di Banggai. Dongeng Internasional juga dikenal dan masuk di Banggai melalui pengadaan buku Kementrian Pendidikan dan Kebudayaan Republik Indonesia.

## 5.0 PENUTUP

Salah satu jenis pewarisan nilai dalam Tradisi Banggai adalah Banunut. Banunut atau mendongeng, merupakan tradisi lisan Etnis Banggai yang hingga saat ini, masih hidup di tengah-tengah masyarakat Banggai & merupakan salah satu warisan budaya tak benda Budaya Banggai. Banunut dalam tradisi Banggai, dikenal dalam beberapa tema: [1] Sejarah Para Nabi dan Raja Banggai; [2] Anekdot; [3] Mitos Asal-usul Banggai Mian Banggai; & Asal Mula Tanaman Ubi Banggai; [4] Dongeng Binatang (Animal Tales).

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# PENGARUH TERPAAN IKLAN DAN HUMOR IKLAN YOUTUBE TERHADAP BRAND AWARENESS GENERASI Z KOTA BOGOR (STUDI PADA PANTENE AMIRACLE HAIR SUPPLEMENT BYE #RambutCapek, Hello #RambutKeCharged)

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**ABSTRACT**

**Research Objective**: The purpose of this study is to determine the influence of Pantene advertising exposure on brand awareness of Generation Z Bogor City, To determine the influence of Pantene advertising humor on brand awarenessGeneration Z Bogor City. To find out the influence of advertising exposure and humor of Pantene advertisements on the brand awareness of Generation Z Bogor City.

**Research Method**: This research method uses a quantitative research approach using data collection techniques in the form of questionnaires. The data collection method in this study was using a questionnaire distributed to 400 respondents selected using the type of non-probability sampling technique used, namely purposive sampling using the slovin formula and analyzed using the SPSS application version 26.

**Findings**: Based on what researchers have done in a study on the influence of exposure to pantene youtube ads and humor on brand awareness of Generation Z in Bogor City, the results show that exposure to pantene youtube ads and humor has a significant effect on brand awareness among Generation Z in Bogor City.

**Novelty to the study:** This study focuses on the influence of exposure and humor of youtube ads on public awareness within Generation Z of Bogor City.

***Keywords***: *Ad Exposure, Ad Humor, Brand Awareness, Generation Z, Bogor City.*

**ABSTRAK**

**Tujuan Penelitian**: Tujuan dari penelitian ini adalah Untuk mengetahui pengaruh terpaan iklan Pantene terhadap brand awareness Generasi Z Kota Bogor,Untuk mengetahui pengaruh humor iklan Pantene terhadap brand awarenessGenerasi Z Kota Bogor. Untuk mengetahui pengaruh terpaan iklan dan humor iklan Pantene terhadapbrand awareness Generasi Z Kota Bogor.

**Metode Penelitian**: Metode penelitian ini menggunakan pendekatan penelitian kuantitatif dengan menggunakan teknik pengumpulan datanya berupa kuesioner. Metode pengumpulan data pada penelitian ini adalah menggunakan kuesioner yang disebar kepada 400 responden yang dipilih menggunakan jenis teknik non probability sampling yang digunakan yaitu purposive sampling dengan menggunakan rumus slovin dan dianalisis menggunakan aplikasi SPSS versi 26.

**Temuan**: Berdasarkan apa yang sudah dilakukan peneliti dalam sebuah penelitian mengenai pengaruh terpaan iklan dan humor iklan youtube pantene terhadap kesadaran merek (brand awareness) Generasi Z di Kota Bogor, hasil penelitian menunjukkan bahwa terpaan iklan dan humor iklan youtube pantene berpengaruh signifikan terhadap brand awareness di kalangan Generasi Z Kota Bogor.

**Kebaruan pada penelitian**: Penelitian ini berfokus pada pengaruh terpaan dan humor iklan youtube terhadap kesadaran masyarakat di dalam Generasi Z Kota Bogor.

***Keywords***: *Terpaan Iklan, Humor Iklan, Brand Awareness, Generasi Z, Kota Bogor*

## 1.0 PENDAHULUAN

Media dalam kehidupan manusia menjadi hal yang penting seiring dengan banyaknya media yang hadir di tengah masyarakat. Saat ini media massa sebagai bentuk alat komunikasi yang semua orang sudah memakainya di kehidupan sehari-hari. Adapun media cetak yang mencakup surat kabar dan majalah, media elektronik dan juga multimedia atau biasa disebut media dot com atau internet (Zuhri, 2020). Media massa dianggap sebagai sumber berita dan hiburan yang membawa pesan persuasi. Pesan media yang paling jelas dimaksudkan untuk keperluan persuasi adalah iklan.

Iklan adalah bentuk nyata dari komunikasi massa yang menghasilkan berbagai macam kreativitas sperti iklan elektronik (audio visual) maupun iklan cetak (visual) yang berisi berbagai jenis informasi dengan tujuan untuk menarik perhatian khalayak. Iklan merupakan salah satu media penyampaian informasi disukai oleh masyarakat, Iklan tidak hanya sebagai sumber informasi, iklan juga dianggap sebagai media hiburan dan media komunikasi massa yang efektif untuk menjangkau target pasar terutama jika ditayangkan di televisi maupun dimedia sosial (Wahyuningsih, 2019).

Iklan dilakukan dengan tujuan untuk mempengaruhi perasaan, pengetahuan, makna, kepercayaan, sikap, dan citra konsumen yang berkaitan dengan suatu produk atau merek.

Iklan yang bagus yaitu iklan yang dibuat kreatif dan inovatif serta mampu menjelasakan pesan dan menggambarkan keunggulan sebuah produk di dalam benak audiens (Chevotabella, 2022). Suatu periklanan bisa dikatakan efektif apabila pesan yang disampaikan dapat dimengerti oleh masyarakat serta mempunyai kebenaran informasi.

Humor untuk sebagian kalangan praktisi periklanan dipandang memiiki kelucuan dalam naskah iklan, tidak jarang pengiklan menggunakan pelawak sebagai model iklan, yang nantinya diharapkan pelawak melahirkan banyolan-banyolan segar yang merangsang perhatian konsumen. Daya tarik dari iklan humor juga diharapkan dapat disukai pada semua kalangan (Syofyan, 2018).

Dalam dunia periklanan juga mengikuti perkembangan yang ada karena tidak lepas dari media yang berfungsi sebagai wadah dari iklan tersebut. Saat ini pilihan media yang digunakan semakin banyak dan bervariatif dengan munculnya suatu “media baru” yaitu media dalam jaringan atau internet. Menurut Denis McQuil dalam (Trenggono et. al, 2020) mendefinisika “media baru” merupakan perangkat media elektronik baru yang mencakup beberapa sistem teknologi diantaranya yakni sistem transmisi, sistem miniaturisasi, sistem penyimpanan dan pencarian informasi, sistem penyajian gambar, dan sistem pengendalian oleh komputer.

Setiap iklan mempunyai tujuan utama yaitu dapat menanamkan kesadaran pada merek (brand awareness). Dalam persaingan yang ketat untuk menguasai pasar, peran sebuah mereka akan sangat penting karena atribut-atribut kompetisi lainnya relatif mudah ditiru oleh pesaing. Kesadaran terhadap sesuatu merek secara spesifik (brand awareness) adalah kapabilitas yang dimiliki suatu merek agar dapat muncul di dalam benak konsumen saat konsumen selagi memikirkan golongan sesuatu produk dengan mudah maupun tanpa nama tersebut bisa muncul (Ferdy, 2020).

Pada penelitian ini mengambil sasaran pada kalangan Generasi Z di Kota Bogor. Menurut Tapscott dalam (Fitriyani, 2018) Generasi Z adalah generasi dengan golongan yang dilahirkan tahun 1998- 2009. Generasi Z adalah generasi teknologi yang telah mulai mengenal internet sejak masih kecil dan orang yang lahir ketika teknologi telah menguasai dunia sehingga generasi ini dikenal dengan sebutan the silent generation, generasi senyap dan generasi internet (Fitriyani, 2018).

Pada tahun 2022 lalu, Pantene menghadirkan supplement rambut pertama untuk rambut di Indonesia yang berfungsi memberikan nutrisi bagi rambut dan mengajak khalayak untuk menjadi orang yang pertama kali hype the trend dengan Charged Rambut Capek dengan melakukan perawatan rutin Harian dan Mingguan menggunakan produk Miracles Hair Supplement. Pantene Indonesia yang mempunyai ciri khas yang classy, edgy dan elegant meluncurkan iklan yang berbeda, unik, menarik dan mengandung unsur humor.

Peneliti menggunakan penelitian terdahulu yang memiliki penelitian yang sejenis dengan peneliti yang digunakan sebagai bahan referensi dalam menyusun penelitian yaitu seperti penelitian terdahulu milik Syofyan (2018) mahasiswa Ilmu Komunikasi Universitas Brawijaya, dengan judul “Pengaruh Iklan Humor Terhadap Brand Awareness (Studi Iklan Televisi Sprite Versi Nyatanya Pas). Lalu penelitian terdahulu milik Astiti (2019) mahasiswa Fakultas Ilmu Sosial dan Ilmu Politik Universitas Udayana, dengan judul “Pengaruh Terpaan Iklan Shopee Baby shark Versi Prilly “Ada Shopee, Selalu Di Hati” Terhadap Brand Awareness Shopee. Dari dua penelitian terdahulu tersebut memiliki jenis variabel yang sama dengan peneliti, sehingga dapat digunakan sebagain bahan referensi dari penelitian ini.

Dari penjelasan latar belakang tersebut, peneliti tertarik untuk mengambil judul penelitian “Pengaruh Terpaan Iklan dan Humor Iklan Pantene Miracle Hair Supplement! Bye #RambutCapek, Hello #RambutKeCharged berpengaruh terhadap sebuah *brandawareness.*

## 2.0 TINJAUAN PUSTAKA

### 2.1 Komunikasi

Secara etimologis, istilah komunikasi berasal dari bahasa latin communication, akar kata communis adalah comunico yang berarti berbagai. Dalam hal ini yang dibagi adalah pemahaman bersama melalui pertukaran pesan. Jadi komunikasi berlangsung apabila antara orang-orang yang terlibat terdapat kesamaan makna mengenai suatu hal yang dikomunikasikan. Dengan kata lain hubungan antara mereka bersifat komunikatif.

Menurut Harold Lasswel dalam (Samatan, 2014) komunikasi dapat digambarkan dengan pertanyaan who,says what, in which channel, to whom, with what effect? Atau siapa mengatakan apa melalui media apa kepada siapa dengan pengaruh bagaimana.

### 2.2 Komunikasi Massa

Dalam Kamus Besar Bahasa Indonesia (KBBI), humor adalah sesuatu yang lucu atau keadaan yang membuat hati tergelitik, atau sesuatu yang jenaka. Humor dapat dikaitkan pada ransangan yang dapat memancing senyum ataupun tawa secara spontan. Jadi, humor dapat dikatkan ransangan yang cenderung secara spontan dapat memancing senyum ataupun tawa.

Komunikasi massa yaitu proses komunikasi yang terjadi antarmanusia dengan menggunakan bantuan media massa yang menjadi alat komunikasi. Komunikasi massa memiliki peranan yang kuat untuk memberikan perubahan sosial di masyarakat sebagai salah satu konteks komunikasi antarmanusia (Nurani Soyomukti, 2017).

### 2.3 Periklanan

Orang-orang yang terlibat dalam komunikasi pemasaran sangat penting mengetahui persoalan tentang periklanan, maupun dalam bidang industri ataupun orang-orang yang terlibat didalamnya. Pasar yang terus berubah mengharuskan pengiklan untuk melakukan kreatifitas yang lebih baik pada iklan-iklannya agar dapat berkomunikasi dengan konsumen dengan baik (Syofyan, 2018). Menurut George E, Belch & Michael Bleach dalam (Samatan, 2016) . Iklan adalah setiap bentuk komunikasi non personal mengenai suatu organisasi, produk, servis, atau ide yang dibayar oleh satu sponsor yang diketahui.

Iklan saat ini sangat banyak digunakan dalam mempromosikan suatu produk ke khalayak luas. Menurut Kasali dalam (Chasanah, 2013) iklan adalah bagian dari bauran pemasaran yang secara sederhana iklan digunakan sebagai pesan yang menawarkan produk melalui media yang ditujukan kepada masyarakat. Iklan juga termasuk kedalam faktor yang penting dalam meningkatkan penjualan suatu produk. Melalui iklan produk dapat di promosikan kepada khalayak sekaligus membujuk khalayak untuk membeli produk tersebut secara tersirat maupun tersurat yang disampaikan melalui media elektrik maupun media cetak dan juga membangun kesadaran (awareness) terhadap keberadaan produk yang ditawarkan. Seperti yang dikatakan Jefkins dalam (Surajiwo, 2011) advertising aim persuade people to buy (periklanan bertujuan untuk membujuk orang- orang untuk membeli).

Menurut Kasali dalam (Surajiwo, 2011) periklanan memiliki tujuan umum dimana periklanan adalah komunikasi massa yang dibayar untuk menarik kesadaran, menanamkan informasi, mengembangkan sikap, atau mengharapkan adanya tindakan pembelian produk yang dapat menguntungkan pengiklan. Dari banyaknya tujuan iklan yang dibuat, iklan memiliki beberapa jenis. Terdapat 3 jenis iklan menurut (Purwaningwulan, 2016) yaitu:

1) Iklan Komersial, iklan yang memiliki tujuan untuk mendukung kampanye suatu produk atau jasa.
2) Iklan Corporate, iklan yang memiliki tujuan untuk membangun citra suatu perusahaan yang diharapkan dapat membangun citra-citra positif terhadap produk atau jasa perusahaan tersebut.
3) Iklan Layanan Masyarakat, Iklan ini merupakan bagian dari kampanye sosial, yang bertujuan untuk menjual gagasan atau ide untukk kepentingan dan pelayanan masyarakat. Biasanya iklan ini berupa ajakan atau himbauan terhadap masyarakat untuk melakukan atau tidak melakukan ssuatu demi kepentingan umum.

Perusahaan bisnis ataupun perusahaan non-profit memiliki keyakinan pada periklanan. Menurut Shimp (2014) Periklanan dianggap meyakinkan oleh perusahaan karena memiliki 5 fungsi didalamnya, yaitu:

1) Memberikan informasi
Fungsi utama dari iklan adalah memberitahukan atau mempulikasikan merek. Hal tersebut dapat membuat konsumen mengenali merek dari produk. Iklan pun dapat menjangkau luas konsumen dan memudahkan meningkatkan kesadaran merek terhadap merek yang lama maupun baru.

2) Memberi pengaruh
Iklan yang efektif dapat berpengaruh terhadap konsumen untuk mencoba produk atau jasa yang diiklankan. Iklan pun terkadang mempengaruhi permintaan dasar, yaitu menciptakan permintaan atas seluruh kategori produk.

3) Meningkatkan kesadaran merek
Iklan dapat membuat merek perusahaan dapat diingat dalam fikiran konsumen, hal itu terbukti ketika permintaan pada suatu produk meningkat terkait yang diiklankan. Iklan yang efektif pun dapat meningkatkan ketertarikan konsumen terhadap merek produk tersebut.

4) Memberi nilai tambah

   Ada tiga cara perusahaan dalam menambah nilai penawaran pada produk, yaitu:

   -Inovasi

   -Meningkatkan kualitas

   -Mengubah persepsi konsumen

   Tiga penambahan tersebut bersifat saling ketergantungan satu sama lain seperti yang diungkapkan oleh Shrimp (2014) , "inovasi tanpa kualitas hanya kesengan belaka. Persepsi konsumen tanpa kualitas dan/atau inovasi adalah omong kosong. Dan inovasi dan kualitas, jika tidak diwujudkan ke dalam persepsi konsumen, maka seperti kata pepatah pohon jatuh ke hutan kosong".Tiga penambahan tersebut bersifat saling ketergantungan satu sama lain seperti yang diungkapkan oleh Shrimp (2014) , "inovasi tanpa kualitas hanya kesengan belaka. Persepsi konsumen tanpa kualitas dan/atau inovasi adalah omong kosong. Dan inovasi dan kualitas, jika tidak diwujudkan ke dalam persepsi konsumen, makaseperti kata pepatah pohon jatuh ke hutan kosong".

5) Membantu upaya lain perusahaan
Iklan memudahkan melakukan elemen pemasaran lainnya. Contohnya iklan memudahan untuk memberitahukan adanya diskon atau sesuatu yang dapat menarik konsumen pada produk tersebut melalui media yang digunakan pada iklan.

### 2.3 Humor

Dalam Kamus Besar Bahasa Indonesia (KBBI), humor adalah sesuatu yang lucu atau keadaan yang membuat hati tergelitik, atau sesuatu yang jenaka. Humor dapat dikaitkan pada ransangan yang dapat memancing senyum ataupun tawa secara spontan. Jadi, humor dapat dikatkan ransangan yang cenderung secara spontan dapat memancing senyum ataupun tawa.

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Weinberger & Gulas (2013) mengatakan bahwa humor pada dasar nya adalah aktivitas komunikatif yang mana pesan pada humor yang disengaja atau dianggap lucu atau membangkitkan tawa.

Dapat diartikan bentuk terciptanya humor dapat terjadi kapan saja, bisa berupa kata-kata, sesuatu yang menyimpang, kegagalan dalam suatu hal, hal yang tidak cocok yang membuat pendengar dan yang melihat dapat merasakan kelucuan dan tertawa.

### 2.4 Terpaan Iklan

Menurut Shimp (2003), terpaan ialah ketika konsumen berinteraksi dengan pesan dari pemasar (mereka melihat iklan majalah, mendengar iklan radio, dan lain-lain). Terpaan merupakan kesempatan bagi pembaca, pemirsa, atau pendengar untuk melihat atau mendengar iklan. Yang berarti bahwa dilihat, atau didengar adalah tujuan penting perencana media yang mencoba cara terbaik untuk memaparkan audiens sasaran terhadap pesan dari iklan tersebut. Berikut beberapa indikator iklan dari (Well et. al, 2000) & (Chaplin, 2006) yaitu:

1) Frekuensi
Frekuensi dalam iklan adalah seberapa sering iklan dilihat atau didengar oleh audience. Semakin tinggi frekuensi iklan tersebut maka pesan yang disampaikan akan semakin di inga oleh konsumen.

2) Intensitas
Intensitas dari iklan yaitu sebagai suatu kekuatan yang mendukung suatu pendapat atau suatu sikap.

3) Durasi
Durasi pada iklan adalah seberapa lama audience memperhatikan iklan. Pemilihan durasi memiliki beberapa faktor yaitu melalui anggaran, siklus konsumen, dan strategi bersaing.

### 2.5 Iklan Humor

Salah satu pesan iklan yang seringkali digunakan oleh praktisi periklanan dalam membuat iklan agar dapat menarik perhatian khalayak adalah menggunakan pendekatan humor. Shimp (2014) menyatakan bahwa harapan dari iklan menggunakan humor menghasilkan adanya keuntungan berupa mendapatkan perhatian, membimbing pemahaman konsumen klaim produk, mempengaruhi sikap konsumen, meningkatkan ingatan pada produk, dan pada akhirnya menciptakan tindakan pembelian.Pengiklan biasanya menggunakan pelawak yang terkenal sebagai model pada iklan untuk mendapatkan sensai humor.

Iklan dengan pendekatan humor adalah iklan yang dibuat untuk memberikan informasi mengenai suatu produk dengan menyisipkan suatu hal yang lucu secara jelas maupun terselubung baik pada kata-kata, jalan cerita, ataupun pemilihan model iklan yang lucu sehingga orang tersenyum atau tertawa ketika melihat iklan tersebut.

Iklan dengan pendekatan humor adalah iklan yang dibuat untuk memberikan informasi mengenai suatu produk dengan menyisipkan suatu hal yang lucu secara jelas maupun terselubung baik pada kata-kata, jalan cerita, ataupun pemilihan model iklan yang lucu sehingga orang tersenyum atau tertawa ketika melihat iklan tersebut.

Ada beberapa keuntungan lain yang didapat dengan menggunakan humor dalam pesan iklan (Syofyan, 2018):

1) Humor menarik perhatian.
2) Humor dapat meningkatkan daya ingat dari pesan iklan (pada khalayak).
3) Kredibilitas dari sumber (pengiklan) dapat ditingkatkan dengan humor.
4) Dengan humor, sikap yang diharapkan terjadi dari sebuah iklan dapat ditingkatkan.
5) Dengan humor, dapat meminimalisir argumen balik (yang merugikan) darikhalayak, karena humor berperan mengalihkan perhatian khalayak dalam memproses respon kognitif.

Menurut Speck dalam (Mustikasari, 2016) menjelaskan bahwa ada 3 tipe iklan yang menggunakan humor:

1. Arousal – Safety (menggetarkan)
Jenis iklan humor ini melibatkan seluruh konten pada iklan yang melibatkan emosi yang memuncak dengan atau tidak tanpa pemecahan ataujalan keluar.

2. Incongurity (keganjilan)
Keganjilan digunakan pada iklan lelucon yang menggunakan permainan kata-kata yang membutuhkan upaya untuk memecahkan suatu masalah ataumemecahkan makna pada iklan.

3. Disparagement (penghinaan)
Penghinaan merupakan bentuk iklan yang digunakan menggunaan umpatan atau penghinaan untuk mendapatkan sensasi humor.

Berikut Iklan humor digunakan pada penelitian (Chang & Bandyopdhyay, 2014) yang menyatakan bahwa humor ads memiliki indikator didalamnya yaitu:

1) Humor Appeal
   Digunakan untuk hal yang berkaitan dengan mekanisme dalam iklan, apakah iklan dianggap lucu, iklan memiliki selera humor yang baik,menyenangkan, tidak menjengkelkan, menarik, asli, dan mudah dimengerti Iklan lucu dapat membuat penontonnya tertawa, seperti yang dikatakan oleh Eysenck dalam (fitriani dan hidayah, 2012) secara sederhanahumor dapat didefinisikan sebagai sesuatu yang lucu dan respon yang didapatkan adalah tersenyum dan dapat juga menimbulkan tawa.

2) Quality Appeal
   Digunakan untuk hal yang berkaitan dengan kualitas iklan yang mana iklan ini apakah menyinggung, ramah, memiliki ekspresi yang baik, tidak diskriminatif, dan tidak sarkastik.

3) Positivity Appeal
   Digunakan untuk hal yang berkaitan dengan seberapa positif iklan yang akan dirasakan seperti sebagai inspirasi, dan superior (Chang&Bandyopdhyay, 2014).

### 2.6 Brand Awareness

Brand awareness dapat diartikan dengan bagai-mana sebuah brand bisa muncul pada benak konsumen. Selain itu sebuah brand awareness merupakan kunci bagi sebuah branduntuk dapat berada pada posisi brand equity. Menurut Aaker dalam (Kurniawan, 2011) terdapat ada empat tujuan utama brand awareness yaitu:

1) Anchor to which other association can be attached, brand awareness akan menimbulkan efek asosiasi pada sesorang, dengan memperkuat asosiasi tersebut nama brand atau produk tersebut akan semakin kuat pada memori konsumen
2) Familiarity/ Liking, secara umum orang lebih menyukai produk yang sudah familiar. Salah satu contohnya dalah produk low involvement seperti kertas tisu atau permen karena sudah familiar pada produk tersebut.
3) Substance/ commitment, semakin tinggi konsumen mengenali merek produk tertentu maka semakin tinggi pula commitment akan brand tersebut, hal itu karena pengiklan selalu mempromosikan produknya secara terus-menerus.

Aaker dalam (Mustikasari, 2016) menyatakan bahwa terdapat tingkat terendah sampai tingkat tertinggi untuk mengukur brand awareness yaitu:

1) Top of mind
   Apabila seseorang ditnaya secara langsung tanpa diberi bantuan pengingatan dan ia dapat menyebutkan satu merek, maka merek yang paling banyakdisebutkan pertama kali merupakan puncak pikiran. Dengan kata lain, merek tersebut merupakan merek utama dari berbagai merek yang ada di dalam ingatan konsumen
2) Brand Recall
   Pengingatan kembali terhadap merek didasarkan pada permintaan seseorang untuk menyebutkan merek tertentu
3) Brand Recognition
   Tingkat minimal dari kesadaran merek. Hai ini penting pada saat seseorang konsumen memilih suatu merek pada saat pada saat melakukan pembelian.
4) Unware Brand
   Merupakan tingkat konsumen yang paling rendah dalam piramida kesadaran merek, dimana konsumen tidak menyadari akan adanya suatu merek.

Dapat disimpulkan bahwa *brand awareness* atau pengenalan merek merupakan suatu yang dialami oleh calon konsumen atau konsumen yang dihadapkan dengan suatu kesanggupan atau kemampuan dalam mengenali, mengingat kembali suatu merek. *Brandaware*ness berada pada rentang antara perasaan yang tidak pasti terhadap pengenalan suatumerek sampai dengan perasaan yakin bahwa produk tersebut merupakan salah-satu dalamkelas produk yang bersangkutan.

## 3.0 METODOLOGI PENELITIAN

Pada penelitian ini, penulis menggunakan jenis penelitian kuantitatif. MenurutKriyanto dalam (Samatan, 2018) penelitian kuantitatif adalah penelitian yang menggambarkan atau menjelaskan suatu masalah yang hasilnya dapat digeneralisasikan. Dengan menggunakan paradigma positivism yang bertujuan untuk menentukan kebenaran dan realitas objek dari hasil yang diperoleh. Menurut Sugiyono (2019) positivisme melihat gejala, realitas dan fenomena yang dapatdigambarkan secara terpisah, relatif tetap dan spesifik, terstruktur, serta memiliki hubungan sebab-akibat.
Menurut Sugiyono (2018) sampel adalah bagian dari jumlah dan karakteristik yangdimiliki oleh populasi tersebut. Sampel yang dari populasi harus betul-betul representatif atau mewakili populasi yang diteliti. Teknik pengambilan sampel yang digunakan dalam penelitian ini menggunakan *Non-Probability Sampling* dengan metode *Purposive Sampling* yaitu teknik sampling dengan memasukan pertimbangan dalam pengambilan sampelnya melalui penetapan kriteria tertentu yang dianggapmewakili populasi. Adapun kriteria penelitian ini adalah generasi z Kota Bogor yang pernah melihat iklan Pantene Miracle Hair Supplement! - Bye #RambutCapek, Hello #RambutKeCharged di Youtube.
Ukuran sampel yang diperlukan dari penelitian ini diperoleh dengan rumus slovin. Rumus solvin dijabarkan sebagai berikut:

$$n = \frac{N}{1+Ne^2}$$

n = Ukuran sampel

N= Ukuran populasi

$\alpha$ = Tingkat kesalahan dalam pengambilan sampel (%)

## 3.1 DEFINISI OPERASIONAL VARIABEL

Sugiyono (2015) mendefinisikan variabel penelitian adalah segala sesuatu yang mempunyai berbagai bentuk dipilih oleh peneliti untuk dipelajari sehingga diperoleh informasi tentang hal tersebut, kemudian ditarik kesimpulannya. Terdapat dua variabel dalam sebuah penelitian, yaitu variabel bebas (Independent) dan variabel terikat (Dependen).

Tabel 1. Tabel Operasional Variabel

Tabel 1. Tabel Operasional Variabel

| Variabel | Indikator | Dimensi | Skala |
|---|---|---|---|
| Terpaan Iklan (X1)<br><br>Wells, Burnett dan Moriarty, 2000 & Chaplin, 2006 | Frekuensi | 1. Saya sering melihat iklan Pantene Miracle Hair Supplement di youtube.<br>2. Banyaknya tayangan iklan Pantene Miracle Hair Supplement membuat saya mengenal Pantene.<br>3. Saya sering melihat tagline Pantene Miracle Hair Supplement "Bye #RambutCapek, Hello #RambutKeCharged. | **likert** |
| | Intensitas | 1. Tagline iklan Pantene Miracle Hair Supplement "Bye #RambutCapek, Hello #RambutKeCharged" menarik dan unik sehingga melekat dalam ingatan.<br>2. Model iklan yang dipakai dalam iklan Pantene Miracle Hair Supplement ini dapat menarik perhatian.<br>3. Konsep iklan Pantene Miracle Hair Supplement | **likert** |

| | | | |
|---|---|---|---|
| | | dalam promosinya menarik perhatian saya. | |
| | Durasi | 1. Saya melihat iklan Pantene Miracle Hair Supplement setidaknya dua kali dalam seminggu.<br>2. Tayangan iklan Pantene Miracle Hair Supplement tidak menyita waktu saya.<br>3. Saya tidak melewati tayangan iklan Pantene Miracle Hair Supplement ketika sedang berlangsung. | **likert** |
| Humor Iklan (X2)<br><br>Chang & Bandyopdhyay, 2014 | Humor Appeals | 1. Saat menonton iklan Pantene Miracle Hair Supplement , iklan tersebut membuat saya tertawa.<br>2. Iklan Pantene Miracle Hair Supplement yang ditampilkan memiliki selera humor yang baik.<br>3. Saya suka melihat iklan Pantene Miracle Hair Supplement karena jalan ceritanya yang mengandung unsur humor. | **likert** |
| | Quality Appeals | 1. Saya tidak menemukan hal yang mengandung unsur SARA dalam iklan Pantene Miracle Hair Supplement .<br>2. Saya tidak menemukan hal yang mengandung pelecehan terhadap merk/brand lain pada iklan Pantene Miracle Hair Supplement.<br>3. Saya melihat aktor dalam iklan Pantene Miracle Hair Supplement dapat mencerminkan bahwa iklan ini menggunakan unsur humor. | **likert** |
| | Positivity Appeals | 1. Iklan Pantene Miracle Hair Supplement ini dapat menginspirasi brand lain untuk membuat iklan yang menggunakan iklan humor.<br>2. Iklan Pantene Miracle Hair Supplement sangat kreatif dalam pembuatan iklan.<br>3. Iklan humor Pantene Miracle Hair Supplement sangat menginspirasi dibanding iklan humor lainnya. | **likert** |

| | | | |
|---|---|---|---|
| Brand Awareness (Y)<br><br>Aaker dalam Mustikasari, 2016 | Top of Mind | 1. Merek shampoo yang muncul dalam pikiran saya pertama kali adalah Pantene.<br>2. Apabila saya diminta memilih produk perawatan rambut, maka produk perawatan rambu dari Pantene akan menjadi salah satu alternatif pilihan saya.<br>3. Saya lebih mengingat iklan Pantene Miracle Hair Supplement yang ada di youtube dibandingan dengan iklan Pantene di media lain. | **likert** |
| | Brand Recall | 1. Saya langsung mengenali brand Pantene Ketika hanya melihat symbol, logo, atau atribut lainnya.<br>2. Saya memilih pantene sebagai shampoo terlaris untuk perawatan rambut.<br>3. Menjaga kesehatan rambut identik dengan Pantene. | **likert** |
| | Brand Recognition | 1. Saya familiar (tidak asing) dengan brand Pantene.<br>2. Saya menyadari keberadaan brand Pantene karena banyak muncul di media apapun.<br>3. Saya mengetahui tagline #Rambut Capek yang merupakan tagline Pantene Miracle Hair Supplement. | **likert** |
| | Unware of Brand | 1. Pantene adalah produk perawatan rambut yang bagus.<br>2. Pantene adalah produk perawatan rambut yang paling unggul dibanding produk lainnya.<br>3. Pantene merupakan salah satu merek dari PT. Procter and Gamble (P&G) yang meproduksi berbagai produk yang bagus dari shampo, kondisioner dan hairmask. | **likert** |

(Sumber: Data Olah peneliti, 2023)

### 3.2 HASIL UJI VALIDITAS

Uji validitas adalah sebuah situasi yang mendeskripsikan instrumen peneltian yangdigunakan mampu mengukur apa yang akan diukur dengan melihat hasil dari suatu alat ukur yang digunakan valid atau tidak. Menurut Azwar 1987 dalam (Samatan, 2017) Validitas mempunyai arti sejauh mana ketepatan dan kecermatan suatu instrumen pengukur dalam melakukan fungsi ukurnya.

Kriteria pengujian validitas yang akan menjelaskan korelasi antara masing-masing skor item indikator dengan total skor konstruk yaitu:

1) Ha diterima apabila r hitung > r tabel , (alat ukur yang digunakan valid atausahih)
2) H0 ditolak apabila r statistik ≤ r tabel. (alat ukur yang digunakan tidak validatau sahih)

Dengan tingkat signifikansi yang digunakan adalah 0,05 dan cara menentukan besar nilai R tabel:

*R tabel = df (N-2), tingkat signifikansi uji dua arah. Misalnya R tabel = df (13-2, 0,05).Untuk mendapatkan nilai R tabel kita harus melihat ditebal R.*

| Pertanyaan | r Hitung | r Tabel | Keterangan |
|---|---|---|---|
| 1. | 0,728 | 0,361 | **Valid** |
| 2. | 0,583 | 0,361 | **Valid** |
| 3. | 0,630 | 0,361 | **Valid** |
| 4. | 0,628 | 0,361 | **Valid** |
| 5. | 0,533 | 0,361 | **Valid** |
| 6. | 0,556 | 0,361 | **Valid** |
| 7. | 0,596 | 0,361 | **Valid** |
| 8. | 0,511 | 0,361 | **Valid** |
| 9. | 0,618 | 0,361 | **Valid** |

(Sumber: Data Olah peneliti, 2023)

Tabel 3. Hasil Uji Validitas X2 (Terpaan Iklan)

| Pertanyaan | r Hitung | r Tabel | Keterangan |
|---|---|---|---|
| 1. | 0,674 | 0,361 | **Valid** |
| 2. | 0,710 | 0,361 | **Valid** |
| 3. | 0,678 | 0,361 | **Valid** |
| 4. | 0,709 | 0,361 | **Valid** |
| 5. | 0,605 | 0,361 | **Valid** |
| 6. | 0,661 | 0,361 | **Valid** |
| 7. | 0,851 | 0,361 | **Valid** |
| 8. | 0,653 | 0,361 | **Valid** |
| 9. | 0,703 | 0,361 | **Valid** |

(Sumber: Data Olah peneliti, 2023)

Tabel 4. Hasil Uji Validitas Y (Brand Awareness)

| Pertanyaan | r Hitung | r Tabel | Keterangan |
|---|---|---|---|
| 1. | 0,567 | 0,361 | **Valid** |
| 2. | 0,667 | 0,361 | **Valid** |
| 3. | 0,526 | 0,361 | **Valid** |
| 4. | 0,405 | 0,361 | **Valid** |
| 5. | 0,727 | 0,361 | **Valid** |
| 6. | 0,659 | 0,361 | **Valid** |
| 7. | 0,658 | 0,361 | **Valid** |
| 8. | 0,640 | 0,361 | **Valid** |
| 9. | 0,650 | 0,361 | **Valid** |
| 10. | 0,516 | 0,361 | **Valid** |
| 11. | 0,680 | 0,361 | **Valid** |
| 12. | 0,482 | 0,361 | **Valid** |

(Sumber: Data Olah peneliti, 2023)

Berdasarkan tabel 2, tabel 3, dan tabel 4 dapat diketahui bahwa hasil uji validitas semua pernyataan dari variabel Terpaan Iklan (X1), variabel Humor Iklan (X2), dan variable Brand Awareness (Y) dinyatakan valid karena nilai r hitung pada setiap pernyataan bernilai positif dan lebih besar dari nilai r tabel yaitu 0,361.

### 3.3 UJI RELIABILITAS

Uji reliabilitas adalah sejauh mana sebuah tes atau prosedur melahirkan hasil yang sama sesuai persyaratan yang tetap pada semua kesempatan (Samatan, 2017). Perhitungan reliabilitas dilakukan terhadap butir pertanyaan atau pernyataan yang sudah valid. Pengujian reabilitas dapat dilakukan dengan teknik *cronbach's alpha* dikarenakan instrumen penelitian menggunakan kuesioner dan menggunakan skala likert. Pengujian ini dinyatakan reliabel apabila nilai *cronbach's alpha* > 0,60.

Tabel 5. Hasil Uji Reliabilitas Variabel X1, X2, Y

| Variabel | Cronbach Alpha | Koefisien Reliabilitas | N of Items | Keterangan |
|---|---|---|---|---|
| Terpaan Iklan (X1) | 0.768 | 0.60 | 9 | Reliabel |
| Humor Iklan (X2) | 0.864 | 0.60 | 9 | Reliabel |
| Brand Awareness | 0.833 | 0.60 | 12 | Reliabel |

| | | | | |
|---|---|---|---|---|
| (Y) | | | | |

(Sumber: Data Olah peneliti, 2023)

Berdasarkan tabel 5 dapat diketahui bahwa hasil uji reliabilitas dalam penelitian ini dinyatakan reliabel karena nilai Cronbach's Alpha dari ketiga variabel lebih besar dari 0,60.

### 3.4 UJI NORMALITAS

Menurut Ghazali (2011), Uji normalitas yaitu sebuah pengujian datayang bertujuanuntuk menilai sebaran data pada sebuah kelompok data atau variabel berdistribusi normalatau tidak. Uji normalitas bertujuan untuk menguji model regresi, variabelatau residual mempunyai distribusi normal atau tidak. Data yang berdistribusi normal akan memperkecil kemungkinan terjadinya bias. Dalam penelitian ini, cara untuk mengetahuikenormalan distribusi data menggunakan Kolmogorov-Smirnov Test melalui program SPSS 26.

Apabila nilai Asymp. Sig. Suatu variabel lebih besar dari Level Of Significant 5% (> 0,050) maka variabel tersebut mempunyai distribusi yang normal, Apabila nilai Asymp. Sig. Suatu variabel lebih kecil dari Level Of Significant 5% (< 0,050) maka variabel tersebut tidakmempunyai distribusi dengan normal.

| | | |
|---|---|---|
| N | | 400 |
| Normal Parameters[a,b] | Mean | .0000000 |
| | Std. Deviation | 3.63261641 |
| Most Extreme Differences | Absolute | .045 |
| | Positive | .032 |
| | Negative | -.045 |
| Test Statistic | | .045 |
| Asymp. Sig. (2-tailed) | | .054[c] |

Tabel 6. Hasil Uji Normalitas

(Sumber: Data Olah peneliti, 2023)

Berdasarkan tabel di atas, hasil uji normalitas menggunakan *Kolmogorov- Smirnov* didapatkan nilai *Asymp. Sig.* (2-*tailed*) sebesar 0,054. Hasil tersebut menandakan 0,54 > 0,05 yang berarti data tersebut berdistribusi normal.

### 3.5 UJI HETEROSKEDASITAS

Menurut Ghazali (2011) uji heteroskedasitas mempunyai tujuan untuk melihat apakah dalam model regresi terjadi ketidaksamaan varian dari satu residual pengamatan satu ke pengamatan lain. Model regresi yang baik harus bebas dari heteroskedastisitas. Salah satu cara untuk mendekteksi ada tidaknya heteroskedasitas adalah dengan melakukan uji Glejser dengan cara meregresikan variabel independen dengan nilai absolut residualnya. Dasar pengambilan keputusannya sebagai berikut:

1) Jika ada pola seperti titik membentuk pola tertentu teratur (bergelombang, melebur kemudian menyempit), diindikasi telah terjadi heteroskedastisitas.

2) Jika tidak ada pola yang jelas, titik-titik menyebar diatas dan dibawah angka 0pada sumbu Y, maka

tidak terjadi heteroskedastisitas.

| Model | | Unstandardized Coefficients B | Std. Error | Standardized Coefficients Beta | T | Sig. |
|---|---|---|---|---|---|---|
| 1 | (Constant) | 2.545 | 1.105 | | 2.303 | .022 |
| | TERPAAN IKLAN | -.087 | .042 | -.135 | -2.082 | .038 |
| | HUMOR IKLAN | .090 | .044 | .132 | 2.040 | .042 |

Tabel 7. Hasil Uji Heteroskedasitas

(Sumber: Data Olah peneliti, 2023)

Berdasarkan tabel di atas, hasil uji heteroskedastisitas menggunakan program SPSS dan uji *Glejser* pada variabel X1 (Terpaan Iklan) mendapatkan nilai *Sig.* 0,038, sedangkan pada variabel X2 (Humor Iklan) mendapat nilai *Sig.* 0,042. Maka dapat disimpulkan model regresi bebas dari gejala heteroskedastisitas,karena nilai *Sig.* lebihdari 0,05.

### 3.6 UJI MULTIKOLINIERITAS

Uji multikolinieritas ini bertujuan untuk menguji apakah sebuah model regresi ditemukan adanya korelasi antar variabel bebas atau independen. Jika terjadi korelasi, maka dapat disebut terdapat problem multikolinieritas. Karena model regresi yang baiktidak terjadi korelasi diantara variabel independen. Dikatakan bebas multikolinieritas adalah model regresi mempunyai angka tolerance mendekati 1. Implikasinya jikaasumsi multikolinieritas terpenuhi maka dari variabel independen tidak ada keterikatan(Syofyan, 2018).

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 12.550 | 1.769 | | 7.094 | .000 | | |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| TERPAAN IKLAN | .523 | .067 | .402 | 7.795 | .000 | .591 | 1.693 |
| HUMOR IKLAN | .371 | .070 | .272 | 5.280 | .000 | .591 | 1.693 |

Tabel 8. Hasil Uji Multikolinieritas

(Sumber: Data Olah peneliti, 2023)

Berdasarkan tabel di atas, dapat dilihat bahwa *Tolerance* pada variabel X1 (Terpaan Iklan) dan X2 (Humor Iklan) adalah 0,591 yang berarti lebih besardari 0,10 dan nilai VIF sebesar 1.693 yang berarti lebih kecil dari 10. Hasil ini mengindikasikan bahwa tidak terdapat gejala multikolinear dari model regresi yang dibuat.

**3.7 ANALISIS REGRESI LINIER BERGANDA**

Analisis ini digunakan untuk menghitung besarnya pengaruh antara dua variabel bebas, yaitu terpan iklan dan humor iklan serta variabel terikat yaitu *brand awareness*. Analisis regresi linier berganda merupakan regresi yang memiliki satu variabel dependen dan dua variabel independen (Sugiyono, 2017).

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | T | Sig. |
|---|---|---|---|---|---|---|
| 1 | (Constant) | 12.550 | 1.769 | | 7.094 | .000 |
| | TERPAAN IKLAN | .523 | .067 | .402 | 7.795 | .000 |
| | HUMOR IKLAN | .371 | .070 | .272 | 5.280 | .000 |

(Sumber: Data Olah peneliti, 2023)

Tabel 9. Hasil Uji Analisis Regresi Linier Berganda

Berdasarkan perhitungan diatas, didapatkan hasil persamaan regresi sebagaiberikut :

$$Y = a + b_1X1 + b_2X2 + e$$

$$Y = 12.550 + 0,523X1 + 0,371X2 + e$$

Kesimpulan dari hasil persamaan diatas, yaitu :

1) Nilai dari konstanta (a) sebesar 12.550 yang berarti terpaan iklan (X1) dan humor iklan (X2) youtube Pantene berpengaruh positif karena terdapatpengaruh terhadap *Brand Awareness* (Y)

2) Nilai koefisien regresi terpaan iklan ($b_1$) memiliki nilai sebesar 0,523 yang berarti terpaan

iklan (X1) youtube Pantene mengalami peningkatan terhadap*Brand Awareness* sebesar 0,523.

3) Nilai koefisien regresi humor iklan(b2) memiliki nilai sebesar 0,371 yang berarti terpaan iklan (X1) youtube Pantene mengalami peningkatan terhadap *Brand Awareness* (Y) sebesar 0,371.

### 3.8 UJI KOEFISIEN DETERMINASI

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .613[a] | .376 | .373 | 3.642 |

a. Predictors: (Constant), HUMOR IKLAN, TERPAAN IKLAN

Tabel 10. Hasil Uji Koefisien Determinasi
(Sumber: Data Olah peneliti, 2023)

Berdasarkan data di atas, untuk melihat pengaruh variabel X1 yaitu Terpaan Iklan danX2 yaitu Humor Iklan terhadap variabel Y yaitu Brand Awareness, dapat diketahui bahwa nilai R = 0,613 yang dimana artinya, hubungan terpaan dan humor iklan youtube Pantene terhadap brand awareness dinyatakan saling berhubungan sebesar 0,613 atau jika dipersentasekan sebanyak 61,3% yang masuk dalam kategori kekuatan hubungan dua variabel memiliki hubungan yang kuat.

Nilai R Square yang didapat yaitu 0,376 yang jika dipersentasekan menjadi 37,6%. Halini menunjukan hubungan terpaan iklan dan humor iklan youtube Pantene memberikandampak ataupun pengaruh sebesar 37,6% terhadap *Brand Awareness* sedangkan sisanya 62,4% dipengaruhi oleh penelitian lain di luar penelitian ini.

### 3.9 UJI HIPOTESIS

#### 3.9.1 UJI T

Uji t atau bisa disebut parsial berguna unutk mengetahui apakah variabel independensecara parsial memiliki pengaruh yang signifikan terhadap variabel dependen atau tidak. Maksud dari signifikan adalah nyata, yaitu dapat diberlakukan untuk populasi. Uji t dilakukan dengan membandingkan antara nilai signifikansi (Sig.) dengan tingkat keyakinan (α) yang ingin dicapai, yaitu sebesar 0,05 (α=5%) atau membandingkan antara nilai thitung dan ttabel. Kriteria pengambilan keputusan dalam uji t adalah:

1) Jika nilai signifikansi t >0,05 atau nilai t hitung < t tabel, maka Ho diterima. Artinya,variabel independen tersebut tidak mempunyai pengaruh signifikan terhadap variabel dependen
2) Jika nilai signifikansi t ≤0,05 atau nilai t hitung > t tabel, maka Ho ditolak dan Ha diterima. Artinya, variabel independen mempunyai pengaruh signifikan terhadap variabel dependen.

**Coefficients[a]**

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | T | Sig. |
|---|---|---|---|---|---|---|
| 1 | (Constant) | 12.550 | 1.769 | | 7.094 | .000 |
| | TERPAAN IKLAN | .523 | .067 | .402 | 7.795 | .000 |
| | HUMOR IKLAN | .371 | .070 | .272 | 5.280 | .000 |

Tabel 11. Hasil Uji T

(Sumber: Data Olah peneliti, 2023)

**3.9.2 UJI F**

Uji F dilakukan dengan membandingkan anatara nilai signfikansi (Sig.) dengan tingkat keyakinan yang ingin dicapai (α), yaitu sebesar 0,05 atau membandingkan nilaiF hitung dan F tabel. Kriteria pengambilan keputusan dalam uji F adalah:

1) Jika nilai signifikansi dari F >0,05, artinya Ha diterima. Secarasimultan variabel independen tersebut tidak mempunyai pengaruh yangsignfikan terhadap variabel dependen. Sebaliknya, jika nilai signifikansi dari F ≤0,05,artinya Ho ditolak dan Ha diterima. Dengan secara simultan variabel independen mempunyai pengaruh signifikan terhadap variabeldependen.

2) Membandingkan nilai Fhitung dan Ftabel. Jika nilai Fhitung lebih besar daripada nilai Ftabel, maka Ho ditolak dan Ha diterima. Cara untuk menentukan Ftabel = (df1 ; df2) atau (k ; n-k-1), yang mana (k) adalah jumlah dari variabel independen dan (n) adalah jumlah sampel.

**ANOVA[a]**

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 3173.633 | 2 | 1586.816 | 119.648 | .000[b] |
| | Residual | 5265.165 | 397 | 13.262 | | |
| | Total | 8438.797 | 399 | | | |

a. Dependent Variable: BRAND AWARENESS

b. Predictors: (Constant), HUMOR IKLAN, TERPAAN IKLAN

Tabel 12. Hasil Uji F

(Sumber: Data Olah peneliti, 2023)

Berdasarkan hasil uji F, diperoleh nilai F sebesar 119.648 dengan nilai signifikansi 0,000. Oleh karena nilai signifikansi lebih kecil dari 0,05 (0,000 < 0,05), maka dapatdisimpulkan bahwa terdapat pengaruh terpaan iklan dan humor iklan youtube Pantene terhadap Brand Awareness. Dengan demikian, H03 ditolak dan Ha3 diterima.

## KESIMPULAN

i. Terpaan iklan Pantene berpengaruh terhadap *brand awareness* GenerasiZ Kota Bogor.
ii. Humor iklan Pantene berpengaruh terhadap *brand awareness* Generasi Z Kota Bogor.
iii. Terpaan iklan dan humor iklan Pantene berpengaruh terhadap *brandawareness* Generasi Z Kota Bogor.

## SARAN

Berdasarkan hasil-hasil yang sudah didapatkan, peneliti mempunyai saran ataumasukan-masukan sebagai berikut :

1. Saran Akademis

Hasil penelitian ini diharapkan dapat meningkatkan pengetahuan mahasiswa secara akademis mengenai sebuah penelitian tentang terpaan iklan dan humor iklan youtube Pantene terhadap kesadaran merk (*brand awareness*) dan untuk penelitian selanjutnya diharapkan mampu melakukan penelitian lebih lanjut diluar faktor terpaan iklan dan humor iklan youtube Pantene terhadap kesadaran merk (*brand awareness*).

2. Saran Praktis

Diharapkan pihak perusahaan dapat mempertahankan serta meningkatkan pembuatan iklan terhadap Iklan Humor, dengan cara menggunakan dan memilah iklan apa yang harus menggunakan iklan humor. Karena variabel Iklan Humor mempunyai pengaruh dalam mempengaruhi Brand awareness pada produk Pantene.

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# REPRESENTASI KESENJANGAN SOSIAL DALAM SERIAL NETFLIX LITTLE WOMEN (ANALISIS SEMIOTIKA CHARLES SANDERS PEIRCE)

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**ABSTRACT**

**Research Objective**: The goal that researchers want to achieve in this study is to describe and describe the signs that indicate social inequality using Charles Sander Peirce's semiotic analysis.

**Research Method**: This research method uses a qualitative approach, namely in the form of observation, documentation, and interviews with two speakers, and Charles Sander Peirce's semiotic model data analysis technique which examines the meaning of icons, indexes, symbols.

**Findings**: The results found that icons, indexes, and symbols depict social inequality in scenes from the Netflix series Little Women that represent social inequality. Social disparities found include housing gaps, socio-economic disparities, opportunity gaps, and treatment gaps. The housing gap shows the difference in housing eligibility between financially good and financially poor families. Socio-economic inequality shows differences in the level of economic stability of a family. Opportunity gap is the difference in opportunities obtained by families with good finances and families with bad finances. The treatment gap is a visible difference between families with good financial conditions and families with poor financial situations.

**Research Novelty:** This research focuses on the semiotic study of social inequality contained in the Netflix series Little Women through the semiotic perspective of Charles Sanders Peirce.

***Keywords***: *Semiotics, Charles Sander Peirce, Social Inequality, Series, Netflix*

**ABSTRAK**

**Tujuan Penelitian:** Adapun tujuan yang ingin peneliti capai pada penelitian ini adalahmendeskripsikan dan menjabarkan tanda-tanda yang menunjukkan kesenjangan sosial menggunakan analisis semiotika Charles Sander Peirce.

**Metode Penelitian:** Metode penelitian ini menggunakan pendekatan kualitatif yaitu berupa observasi, dokumentasi, dan wawancara dengan dua narasumber, dan teknik analisis data model semiotika Charles Sander Peirce yang mengkaji makna ikon, indeks, simbol.

**Temuan:** Hasil penelitian mendapati ikon, indeks, dan simbol menggambarkan kesenjangan sosial dalam adegan-adegan serial Netflix Little Women yang merepresentasikan kesenjangan sosial. Kesenjangan sosial yang ditemukan antara lain kesenjangan tempat tinggal, kesenjangan sosial-ekonomi, kesenjangan kesempatan, dan kesenjangan perlakuan. Kesenjangan tempat tinggal menunjukkan perbedaan kelayakan tempat tinggal antara keluarga dengan finansial yang baik dan finansial yangburuk. Kesenjangan sosial-ekonomi menunjukkan perbedaan tingkat kemapanan ekonomi sebuah keluarga. Kesenjangan kesempatan merupakan perbedaan kesempatan yang didapatkan oleh keluarga dengan finansial yang baik dan keluarga dengan finansial yang buruk. Kesenjangan perlakuan adalah perbedaan yang nampak terhadap keluarga dengan finansial yang baik dan keluarga dengan situasi finansial yang buruk.

**Kebaruan Penelitian:** Penelitian ini berfokus pada kajian semiotika mengenai kesenjangan sosial yang terdapat dalam serial Netflix Little Women melalui perspektif semiotika Charles Sanders Peirce.

***Kata Kunci:*** *Semiotika, Charles Sander Peirce, Kesenjangan Sosial, Serial, Netflix*

## 1.0 PENDAHULUAN

Film adalah salah satu sarana komunikasi yang dibuat melalui elemen audio dan visual ini juga berperan sebagai media untuk menyampaikan pesan atau informasi pada khalayak (Asri, 2020). Teknologi yang dimiliki pada zaman modern ini memungkinkan khalayak sebagai penerima pesan dan informasi untuk menonton film tidak hanya dengan datang ke bioskop, tetapi menonton film menggunakan ponsel yang sudah mempunyai akses internet di dalamnya. Teknologi dengan perkembangannya membuat khalayak mampu menonton film dimana pun dan kapan pun mereka berada dengan berbagai aplikasi layanan penyedia film. Salah satu aplikasi yang menyediakan film adalah Netflix berasal dari Amerika Serikat.

Seiring perkembangan teknologi audio dan visual pada film yang semakin maju, berbagai karya film diproduksi dengan menceritakan berbagai fenomena dan realita sosial yang terjadi di masyarakat.Salah satu dari realita sosial yang diceritakan ke dalam karya film adalah kesenjangan sosial. Fenomena sosial seperti kesenjangan yang masih terjadi di dalam masyarakat hingga kini merupakan realita yang masih menjadi perhatian sehingga layak untuk dibahas dalam sebuah film. Pada film, kesenjangan sosial digambarkan dengan orang-orang yang dibagi ke dalam masyarakat kelas bawah dan masyarakat kelas atas. Masyarakat kelas bawah digambarkan sebagai mereka yang tidak memiliki kemampuan finansial yang baik, sehingga mereka hidup dalam keadaan tidak berdaya. Sedangkan mereka yang memiliki kemampuan finansial yang baik dan mempunyai daya kuasa lebih tinggi dikategorikan sebagai masyarakat kelas atas. Kedua kelas masyarakat dalam film tersebut digambarkan secara berbeda sehingga terlihat kesenjangan sosial secara jelas terjadi dalam masyarakat sebagai realita.

Salah satu film yang merepresentasikan kondisi kesenjangan sosial adalah Little Women. Film bersambung yang disiarkan di portal over-the-top Netflix. Serial Little Women tayang di portal Netflix pada 3 September 2022. Little Women ditayangkan berdurasi kurang lebih 60 menit dengan 12 episode. Little Women bercerita tentang kehidupan tiga orang saudara perempuan yang saling bergantung satu sama lain serta tidak memiliki cukup uang, berada di dalam konspirasi yang berhubungan dengan orang-orang kaya dan berkuasa. Pemeran utama dalam drama ini, Oh In-joo diceritakan sebagai seorang karyawan sebuah perusahaan, namun sering dikucilkan karena berasal dari keluarga dan pendidikan yang dimiliki oleh yang rendah. Oh In-kyeong adalah saudara kedua yang bekerja sebagai reporter untuk program berita pada salah satu stasiun televisi. Mereka berdua mempunyai adik, atau saudara ketiga yang masih belajar di sekolah menengah dan ahli dalam melukis. Ketiga saudara tersebut tinggal dalam keadaan yang tidak memiliki cukup uang.

Penggambaran kesenjangan sosial di Korea Selatan pada serial Netflix Little Women merupakan realita yang dibahas ke dalam sebuah film. Data yang diolah oleh Badan Statistik Korea yang menunjukkan bahwa pada kuartal kedua tahun 2023 terdapat perbedaan rasio distribusi pendapatan antara masyarakat kelas atas dengan masyarakat kelas bawah. Masyarakat yang memiliki 20% pendapatan tertinggi di Korea Selatan menerima pendapatan yang 5,34 kali lebih besar dibandingkan masyarakat dengan 20% pendapatan terbawah. Meskipun pada tahun sebelumnya masyarakat kelas atas menerima pendapatan 5,6 kali lebih besar, penurunan kesenjangan tidak menunjukkan peningkatan dalam distribusi kekayaan.

Dari penggambaran kesenjangan sosial pada serial Little Women dan korelasinya dengan data-data yang telah dijabarkan, maka film ini menarik untuk dijadikan sebagai objek penelitian. Melalui serial Little Women diperlihatkan bagaimana perbedaan yang terjadi antara masyarakat yang kelas bawah dengan msyarakat kelas atas dalam kehidupan sehari-hari. Peneliti ingin mengetahui lebih lanjut bagaimana kesenjangan sosial ditampilkan pada Little Women.

Peneliti melakukan penelitian sebelumnya yang berkaitan dengan kesenjangan sosial. Penelitian kesenjangan sosial pada film Korea Selatan oleh Patmawati dan tim peneliti lain (2020) yang berjudul Representasi Kesenjangan Sosial Dalam Film Parasite (Analisis Semiotika Roland Barthes) membahas berbagai kesenjangan sosial yang tergambar dalam bentuk kesenjangan jenis kesenjangan pendidikan, kesenjangan lingkungan tempat tinggal, dan kesenjangan kesempatan. Kesenjangan sosial yang terjadi karena perbedaan kelas sosial pada masyarakat di Korea Selatan menjadi fokus pada penelitian Ayu Widiastuti (2022) yang berjudul “Representasi Kelas Sosial Dalam Drama Korea Squid Game Karya Hwang Dong Hyuk”.

## 2.0 TINJAUAN PUSTAKA LITERATURE REVIEW

### 2.1 Film

Definisi film menurut KBBI (Kamus Besar Bahasa Indonesia) merupakan selaput tipis terbuat dari seluloid yang berfungsi sebagai tempat gambar negatif (yang akan dibuat potret) maupun gambar positif (yang akan dimainkan di bioskop).Film dalam pengertian sempit merupakan sebuah proses penyajian gambar lewat layar lebar, tetapi dalam pengertian lebih luas penyajian gambar lewat televisi juga termasuk film (Fathoni, 2020). Definisi dari drama adalah semua bentuk tontonan yang mengandung cerita yang dipertunjukan di depan orang banyak. Drama televisi yang ditayangkan atau dipentaskan melalui televisi. Kelebihan drama televisi mampu mendramatisir ketika melukiskan adegan masa lalu (flashback). Film diproduksi dalam beberapa jenis, yaitu film dokumenter yang diproduksi tanpa menggunakan plot sehingga jenis film ini tidak menciptakan suatu peristiwa, melainkan merekam peristiwa yang sungguh terjadi berupa fakta. Film fiksi merupakan jenis film yang diproduksi mengikat terhadap plot cerita, serta pada umumnya menggunakan cerita diluar kejadian nyata namun memiliki pola pengembangan yang jelas. Drama televisi berbentuk skenario cerita ditampilkan dalam film, sinetron atau telenovela. (Fachrudin, 2015).

### 2.2 Kesenjangan Sosial

Kesenjangan sosial diartikan sebagai keadaan dimana terdapat perbedaan, jurang pemisah, dan ketidakseimbangan di dalam lapisan atau tatanan masyarakat (KBBI). Ketidakseimbangan yang dimaksud adalah kondisi yang terdapat dalam kehidupan sosial masyarakat, baik individu maupun kelompok, dimana terjadi ketidakadilan atau ketidaksetaraan distribusi hal-hal yang dianggap penting dalam suatu masyarakat (Syawie, 2011: 213). Adanya kesenjangan sosial di masyarakat dapat dilihat

dari keberadaan peluang dan manfaat yang tidak sama untuk posisi sosial yang berbeda dalam masyarakat.

Secara umum kesenjangan sosial dikasifikasikan dalam tiga jenis utama. Pertama, kesenjangan sosial informasional yakni kesenjangan berdasarkan tingkatan pendidikan formal yang diraih oleh seseorang. Kedua, kesenjangan sosial politik yang diukur melalui tingkat kekuasaan yang dimiliki dalam hal ini bisa dicontohkan pada tingkat jabatan seseorang. Ketiga adalah kesenjangan sosial ekonomi yakni tingkatan dimana seseorang diukur berdasarkan harta kekayaan yang dimiliki seperti kepemilikan barang atau jasa (Svalastoga, 1989: 39-43).

### 2.3 Teori Semiotika

Semiotika berasal dari kata Yunani, yaitu Semeion yang berarti tanda. Tanda didefinisikan sebagai sesuatu yang dapat dianggap mewakili sesuatu yang lain. Secara terminologi, semiotika dapat diidentifikasikan sebagai ilmu yang mempelajari objek-objek, peristiwa-peristiwa, seluruh kebudayaan sebagai tanda. Berdasarkan terminologinya semiotika diidentifikasi sebagai ilmu yang mempelajari sederetan luas objek-objek, peristiwa-peristiwa, seluruh kebudayaan sebagai tanda (Wibowo: 2013).

### 2.4 **Semiotika Charles Sander Peirce**

Charles Sander Peirce melakukan identifikasi terhadap partikel dasar tanda dan menggabungkannya kembali dalam suatu komponen struktur tunggal. Peirce melakukan klasifikasi terhadap tanda menjadi tiga jenis tanda, yaitu:

1) Ikon
Ikon adalah tanda yang mengandung kemiripan rupa sehingga tanda itu mudah dikenali oleh para pemakainya. Hubungan represetamen dan objek dalam ikon berwujud adanya kesamaan dalam beberapa kualitas.

2) Indeks
Indeks merupakan tanda yang terkait dengan unsur fenomenal atau eksistensial diantara representamen dan objeknya. Hubungan tanda dan objek dalam indeks bersifat kongkret, aktual, dan biasanya melalui suatu cara yang sekuensial atau kausal.

3) Simbol
Simbol adalah tanda yang bersifat arbiter dan konvensional sesuai kesepatan atau konvensi sejumlah oang atau masyarakat. Tanda-tanda kebahasaan pada umumnya adalah simbol-simbol.

## 3.0 METODOLOGI

Subjek penelitian dalam metode penelitian kualitatif berperan sebagai pemberi informasi atau informan. Peran informan dalam penelitian ini adalah sesuatu yang dapat memberikan informasi mengenai latar penelitian (Moleong, 2010:132). Pada penelitian ini, subjek penelitian adalah film serial berasal dari Korea Selatan yang tayang pada portal Netflix, berjudul *Little Women*, karena serial ini digunakan peneliti sebagai informan untuk menggali masalah yang ingin diteliti. Kemudian, narasumber adalah Pak Tjutju Sutedja, dosen Fakultas Ilmu Komunikasi Universitas Gunadarma.

Objek penelitian menurut Sugiyono (Sugiyono, 2002) adalah sesuatu yang menjadi pemusatan dalam kegiatan penelitian, atau segala sesuatu yang menjadi target penelitian. Dalam penelitian ilmiah ini, pusat dalam kegiatan penelitian adalah mencari adegan-adegan dan tanda-tanda lain yang mewakili salah satu fenomena sosial, yaitu kesenjangan sosial sebagai target dari penelitian. Adapun adegan-adegan atau tanda-tanda tersebut diteliti oleh peneliti melalui film serial Netflix berjudul *Little Women*.

Penelitian menggunakan paradigma konstruktivisme. Guba (1990:25) berpendapat para ahli-ahli filsafat ilmu pengetahuan percaya bahwa fakta hanya berada dalam kerangka kerja teori, sehingga basis untuk menemukan “sesuatu benar-benar ada” dan “benar-benar bekerja adalah tidak ada. Realitas hanya ada menurut konteks kerangka kerja mental (konstruk) untuk berpikir tentang realitas tersebut yang berarti realitas ada sebagai hasil konstruksi dari kemampuan berpikir seseorang (Hesse, 1980 dalam Samatan, 2017).

Pada tahap pengumpulan data dalam penelitian ini peneliti memaparkan langkah yang dilakukan peneliti dalam melakukan penelitian secara operasional. Maka dari itu, dalam penelitian ini peneliti menggunakan tiga tahapan dalam mengumpulkan data untuk penelitian, yaitu sebagai berikut:

1) Observasi

Observasi merupakan kegiatan yang dilakukan oleh peneliti dimana peneliti datang ke lokasi penelitian untuk melihat secara obyektif apa dan bagaimana sebuah obyek yang sedang diteliti sebagaimana adanya. Observasi dalam penelitian kualitatif dilakukan dalam dua bentuk (Samatan, 2018), yaitu:

a) Observasi di Awal Penelitian

Observasi awal dilakukan guna memetakan dan menentukan kelayakan masalah yang diangkat benar-benar dapat diteliti dan data benar-benar dapat ditemukan di lapangan. Proses pengamatan atau observasi awal pada umumnya tidak dilakukan dalam waktu terlalu lama karena bersifat memastikan agar subyek dan obyek dapat diobservasi.

b) Observasi Saat Penelitian

Kegiatan pengamatan dilakukan saat penelitian berlangsung berguna untuk:

- Mencari data langsung denan mendatangi obyek dan subyek penelitian
- Mendapatkan pengalaman langsung di lingkungan yang sama dengan subyek maupun obyek penelitian
- Menggunakan instrument penelitian seorang peneliti secara lebih utuh
- Melakukan konfirmasi langsung bila ada data yang harus dikonfirmasi
- Menangkap fenomena yang tidak didapatkan saat wawancara.

2) Wawancara

Wawancara adalah kegiatan bertanya jawab dengan informan yang terkait dengan penelitian. Tahapan wawancara berguna untu mendapatkan data primer penelitian. Guna mendalami data yang dibutuhkan, seorang peneliti biasanya melakukan proses tanya jawab secara mendalam dengan informan kunci. Proses wawancara juga berguna bagi peneliti untuk melihat dan merasakan secara langsung apa yang diharapkan dan diinginkan oleh informan terkait penelitian. Wawancara juga dilakukan pada proses pengecekan atas data lapangan, misalnya wawancara yang dilakukan terhadap orang lain kemudian melakukan proses pengecekan kembali pada informan lainnya, atau umumnya disebut dengan *triangulasi data*.

3) Dokumentasi

Dokumentasi atau dinamakan merekam data merupakan proses penting dalam penelitian kualitatif yang mencakup suara maupun gambar pada obyek dan subyek penelitian. Proses

dokumentasi diperlukan sebagai keabsahan data dan bukti riil dari penelitian, sehingga diharapkan akan meminimalisir kesalahan dalam interpretasi. Dokumentasi dibutuhkan dalam penelitian sebagai bukti autenti dari proses lapang yang dilakukan, serta kebutuhan penympanan data dan hasil dokumentasi dapat dipertanggungjawabkan secara ilmiah untuk menjaga profesionalitas dari peneliti.

## 4.0 HASIL

Hasil analisis berupa temuan mengenai *ikon, indeks,* dan *simbol* kesenjangan sosial dalam serial Little Women. Berikut ini analisis yang peneliti temui:

### 1.1 Kesenjangan Perlakuan

**Tabel 1**: **Adegan Oh In-joo Bercerita Tentang Ulang Tahunnya**

| | | |
|---|---|---|
| Scene | 1:25<br>*In-joo* (kanan) *menceritakan masa kecilnya pada In-kyung* (kiri) | 1:30<br>*In-kyung* (kiri) *bertanya pada In-joo* (kanan) |


1:27
*In-joo menjawab In-kyung dengan melanjutkan ceritanya*


1:31
*In-joo merayakan ulang tahunnya saat 2SD*

Ikon (Oh In-joo): Ada dua hal yang aku ingnkan waktu kecil

merayakan ulang tahun dengan potong kue,

meniup lilin bersama teman-teman

(Oh In-kyeong): Ibu membelikan kue ulang tahun?

(Oh In-joo): Ibu membuka kulkas cukup lama, lalu merebus

semua telur.

Kemudian adegan menunjukkan Oh In-joo pada masa kecilnya yang meniup lilin yang diletakkan di atas telur-telur yang sudah direbus tersebut.

Indeks Indeks tanda pada adegan ini menunjukkan keluarga Oh In-joo pada adegan ini yang tidak bisa membelikan anak kue ulang tahun, sehingga menggunakan telur sebagai pengganti dari kue ulang tahun.

Simbol Adegan ini memiliki arti bahwa keluarga Oh In-joo mengalami kesenjangan perlakuan. Biasanya, keluarga lain memiliki materi untuk membeli kue ulang tahun untuk anak mereka, sedangkan anak dari keluarga yang ada pada adegan ini mempunyai kondisi finansial yang mengurungkan mereka untuk merayakan ulang tahun dengan kue.

**Tabel 2: Adegan Perayaan Ulang Tahun Oh In-hye**

Simbol

02:46
*In-hye berjalan dengan seragam sekolah dan tasnya*

02:49
*In-hye berjalan melewati perumahan*

02:53
*In-hye menaiki tangga menuju rumahnya*

02:55

*In-hye sampai di tempat Tinggalnya*

02:58

*In-hye dikejutkan In-joo dan In-kyung di rumah*

03:00

*In-hye merayakan ulangtahun bersama In-joo dan In-kyung*


03:04
*In-hye meniup lilin kue ulang tahunnya*

| | |
|---|---|
| Ikon | Scene ini menampilkan Oh In-joo dan Oh In-kyeong merayakan ulang tahun adiknya, Oh In-hye. Mereka merayakan ulang tahunnya saat Oh In-hye datang ke rumah, sepulang dari sekolah dan masih mengenakan baju seragam. Oh In-joo dan Oh In-kyeong merayakan ulang tahun Oh In-hye dengan memberikan kejutan berupa kue ulang tahun dengan lilin-lilin diatasnya. Oh In-hye terlihat senang menerima kejutan ulang tahun dari kedua kakaknya dan merayakan ulang tahunnya dengan meniup lilin yang sudah disiapkan diatas lilin. |
| Indeks | Indeks tanda pada adegan ini menunjukkan keluarga Oh In-hye dan Oh In-joo pada adegan ini membelikan kue ulang tahun sehingga Oh In-hye bisa merayakan ulang tahunnya dengan meniup lilin dan memakan kue ulang tahun. |
| Simbol | Adegan ini memiliki arti bahwa keluarga Oh In-joo mengalami kesenjangan perlakuan. Pada tabel sebelumnya keluarga Oh In-joo dan Oh In-hye tidak mempunyai kondisi finansial untuk merayakan ulang tahun dengan kue, sekarang mereka merayakan ulang tahun dengan kue. |

(Sumber: Peneliti, 2023)

**Tabel 3: Adegan In-kyeong Bercerita Tentang Pengalamannya Mendapatkan Perlakuan Diskriminasi**

| | | |
|---|---|---|
| Scene | 01:03:34<br>*In-kyung bercerita saat dia tinggal di rumah nenek* | 01:03:39<br>*In-kyung bercerita ia sering dituduh mencuri* |


01:03:43
*In-joo terkejut dengan perkataan In-kyung*


01:03:45
*In-kyung benci dituduh sebagai pencuri*


| | | |
|---|---|---|
| Ikon | (Oh In-kyeong) : | Saat aku tinggal di rumah nenek, semua orang di sekitarku kaya dan hanya aku yang miskin. Aku sering dituduh mencuri, padahalaku tak tak pernah melakukannya. Aku benar-benar sangat membencinya. |
| Indeks | Tanda indeks adegan ini adalah In-kyeong bercerita dituduh sebagai pencuri ketika mereka mengetahui hanya In-kyeong yang berasal dari keluarga miskin. In-kyeong sangat membenci dituduh sebagai pencuri. | |
| Simbol | Adegan ini menunjukkan adanya kesenjangan perilaku antara In-kyeong dengan orang-orang disekitarnya. Orang lain sering menuduh In-kyeong mencuri dengan anggapan In-kyeong adalah orang yang paling membutuhkan di lingkungannya. | |

(Sumber: Peneliti, 2023)

**Tabel 4: Adegan In-joo Dipukul Agar Mendapatkan Uang**

Simbol

| 35:02 | 35:07 | 35:12 |
|---|---|---|
| *In-joo berusaha meminjam uang pada Go Sun-mi* | *Go Sun-mi (kiri) tertarik meminjamkan uangnya* | *In-joo menjawab Go Sun-mi* |




| 35:17 | 35:23 |
|---|---|
| *In-joo dipukul oleh Sun-mi* | *Go Sun-mi bilang pukulan akan ditambah untuk uangnya* |



**Ikon**
(Oh In-joo): Permisi, Bu. Tapi apa kau bisa meminjamkan hanya 100 Juta Won saja?
(Go Sun-mi): Aku, yang sangat penasaran tiba-tiba ingin tahu apa yang akan kamu lakukan demi uang
(Oh In-joo): Kau bisa mengujiku
(Go Sun-mi):Sepuluh pukulan termasuk yang tadi Jika kau sanggup menerimanya, aku akan meminjamkanmu 100 Juta won.

**Indeks**
Indeks pada adegan ini adalah In-joo yang dipukul wajahnya oleh Go Sun-mi. Ia berkata pada In-joo jika sanggup menerimanya (pukulan), Go Sun-mi akan meminjamkan In-joo 100 juta won.

**Simbol**
Adegan ini menyimbolkan kesenjangan perilaku, dimana Go Sun-mi sebagai pemilik uang melakukan kekerasan fisik pada Oh In-joo untuk meminjamkannya 100 juta won.

(Sumber: Peneliti, 2023)

**Tabel 5: Adegan Won Sang-ah Masuk Mobil**

**Simbol**

| 11:31 | 11:36 | 11:41 |
|---|---|---|
| *Won Sang-ah* (kiri) *pergi dari rumah bersama In-joo* (kanan) *dengan mobil* | *Won Sang-ah meminta In-joo segera masuk mobil* | *In-joo menurut Won Sang-ah* |



**Ikon**
Adegan menunjukkan Won Sang-ah masuk ke dalam mobil dengan pintu yang sudah dibuka oleh seorang pekerja dengan setelan jas. Oh In-joo mengikuti dibelakang dengan memegang dua botol minum. Won Sang-ah sudah di dalam mobil meminta Oh In-joo untuk segera naik karena tidak ada waktu dan akan berbicara dalam perjalanan.

**Indeks**
Indeks dalam adegan ini menunjukkan bahwa Won Sang-ah mendapatkan perlakuan yang baik dari pekerjanya. Mereka membuka pintu mobil untuk Won, sementara Oh In-joo sedikit bingung karena ia berpikir Sang-ah akan berbagi kursi dengannya, sehingga In-joo harus masuk mobil dari pintu sisi lain.

**Simbol**
Adegan ini menyimbolkan kesenjangan perlakuan, dimana Oh In-joo tidak diperlakukan sama dengan Won Sang-ah. Won Sang-ah masuk dalam mobil terlebih dahulu dengan pintu yang sudah siap terbuka, sedangkan Oh In-joo harus berjalan ke sisi mobil yang lain untuk masuk.

(Sumber: Peneliti, 2023)

**Tabel 6: Adegan In-joo Masuk Mobil**

| | | | |
|---|---|---|---|
| Simbol | 11:49<br>*In-joo masuk ke mobil dengan dua botol minuman*<br> | 11:51<br>*In-joo membuka pintu mobil*<br> | 11:53<br>*In-joo masuk ke mobil*<br> |
| Ikon | Oh In-joo membuka pintu mobil seorang diri sembari menggenggam dua botol minum. Pada adegan ini terlihat pekerja dari Won Sang-ah yang mengenakan setelan jas berdiri di depan mobil. | | |
| Indeks | Indeks pada adegan ini menunjukkan bahwa pekerja dari Won Sang-ah tidak membuka pintu untuk Oh In-joo. Padahal, Oh In-joo sedang dalam situasi yang sulit untuk membuka pintu. | | |
| Simbol | Adegan ini menyimbolkan kesenjangan perlakuan, dimana Oh In-joo tidak diperlakukan sama dengan Won Sang-ah. Won Sang-ah masuk dalam mobil terlebih dahulu dengan pintu yang sudah siap terbuka, sedangkan Oh In-joo terlihat sulit untuk membuka pintu mobil sendirian sembari memegang dua botol minum. | | |

(Sumber: Peneliti, 2023)

**1.2 Kesenjangan Kesempatan**

**Tabel 7: Adegan In-hye Ditanya Tentang Darmawisata**

| | | |
|---|---|---|
| Simbol | 05:28<br>*Keluarga In-hye makan malam bersama*<br> | 05:30<br>*In-hye bilang ingin hadiah operasi hidung*<br> |
| | 05:33<br>*In-kyung bertanya apa In-hye ingin pergi darmawisata ke Eropa* | 05:36<br>*In-hye menjawab tidak akan bisa pergi darmawisata* |

| | |
|---|---|
| | <br> <br> |
| Ikon | (Oh In-kyeong): Apa kamu menginginkan sesuatu?<br>(Oh In-hye): Operasi hidung. Aku ingin hidung yang kokoh seperti bangsawan.<br>(Oh In-kyeong):Bukankah kau ingin ikut darmawisata ke Eropa?<br>(Oh In-hye): Bagaimanapun, aku tak akan bisa pergi |
| Indeks | Indeksial pada scene ini menandakan In-hye yang paham situasi finansial keluarganya yang kesulitan untuk membiayai kebutuhan In-hye untuk darmawisata ke Eropa. |
| Simbol | Scene ini menunjukkan kesenjangan sosial yang dialami oleh In-hye sebagai kesenjangan kesempatan. In-hye kehilangan kesempatan untuk mengikuti darmawisata karena masalah finansial keluarganya. |

(Sumber: Peneliti, 2023)

**Tabel 8: Adegan In-kyeong Bertanya Pada In-hye Tentang Lukisan Hyo-rin**

| | | | |
|---|---|---|---|
| Simbol | 02:31<br>*In-kyung melihat sesuatu* | 02:33<br>*In-kyung melihat Park Hyo-rin diberi penghargaan* | 02:46<br>*In-kyung bertanya apa In-hye menerima uang dari Hyo-rin* |
| |  | <br> | <br> |
| | 02:50<br>*In-kyung menerima uang untuk lukisannya dari Hyo-rin* | 02:53<br>*Imbalannya In-hye akan disekolahkan di luar negeri* | 03:03<br>*In-kyung (kanan) bilang hal tersebut adalah kriminal* |
| | <br> | <br> | <br> |

03:08
*In-hye membuat lukisan berpikir sebagai Hyo-rin*


03:14
*In-hye bercerita tentang Hyo-rin*


03:20
*In-hye bercerita tentang Hyo-rin*


**Ikon**

Adegan ini menunjukkan percakapan antara Oh In-hye dan Oh In-kyeong.
(Oh In-kyeong): Apa kamu berteman dengan Park Hyo-rin?
Apa dia mengganggumu?
Apa kamu diberi uang untuk lukisan itu?
(Oh In-hye): Aku akan memakai uangnya untuk belajar ke luar negeri. Ibu Hyo-rin akan menyekolahkanku di SMA Seni Boston bersama Hyo-rin jika aku membuat beberapa lukisan untuk portofolionya.
(Oh In-kyeong): In-hye, itu tindakan kriminal
(Oh In-Hye): Aku membuat sambil berpikir Park Hyo-rin yang melukisnya. Park Hyo-rin sudah mengunjungi museum Eropa sejak masih bayi. Pernah ke desa kecil di Prancis tempat tinggal Van Gogh.

**Indeks**

Indeks dalam adegan ini ditunjukkan dengan In-hye membicarakan Hyo-rin yang sedari kecil mampu mengunjungi museum di Eropa dan mengunjungi desa kecil di Prancis dimana pelukis Vincent Van Gogh pernah tinggal.

**Simbol**

Simbol dalam adegan ini adalah kesenjangan kesempatan yang dimiliki oleh Oh In-hye dan Park Hyo-rin. Oh In-hye tidak mendapatkan kesempatan untuk mengunjungi museum di Eropa dan mengunjungi desa kecil di Prancis dimana perlukis Van Gogh tinggal karena masalah kuangan. Hal ini kontras dengan Park Hyo-rin yang mampu pergi ke tempat-tempat tersebut karena ia berasal dari keluarga dengan kondisi finansial yang baik.

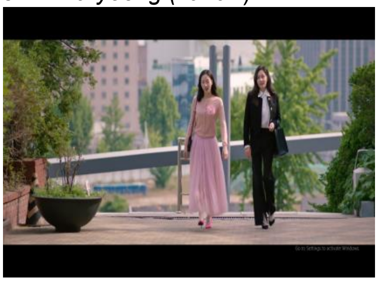
(Sumber: Peneliti, 2023)

### 1.3 Kesenjangan Sosial-Ekonomi

**Tabel 9: Adegan Sepatu In-joo Patah**

**Scene**

26:23
*Oh In-joo (kiri) berjalan bersama Jin Hwa-yeong (kanan)*



26:25
*Sepatu In-joo patah*

26:27
*In-joo mengeluhkan sepatunya yang patah*

26:35
*Hwa-yeong (kiri) memberikan sepatunya pada In-joo*


26:37
*Hwa-yeong meminta In-jo mengenakan sepatunya*

26:40
*In-joo berterima kasih pada Hwa-yeong*



| | |
|---|---|
| Ikon | (Oh In-joo): Astaga. Bagaimana ini?<br>Aku baru memakainya dua kali.<br>(Jin Hwa-yeong): Pakai ini<br>(Oh In-joo): Terima kasih<br><br>Jin Hwa-yeong pada adegan ini melihat sepatu Oh In-joo yang sudah lepas pada bagian hak. |
| Indeks | Indeks tanda dari adegan ini adalah kondisi sepatu yang dikenakan In-joo. Sepatu yang rusak setelah dua kali pemakaian. |
| Simbol | Adegan ini memberikan simbol kesenjangan finansial. Sepatu yang rusak setelah dua kali pemakaian menandakan kualitas yang rendah dengan kemungkinan harga yang rendah. Sepatu tersebut pada akhirnya membuat Oh In-joo tidak nyaman. |

(Sumber: Peneliti, 2023)

**Tabel 10: Adegan In-joo Disapa Seseorang**

Scene

29:10
*In-joo masuk ke sebuah Restoran*

29:13
*seorang wanita memperhatikan In-joo*

29:15
*Wanita tersebut memperhatikan sepatu In-joo*

29:17
*Wanita tersebut terus memperhatikan In-joo*

33:20
*Wanita terseut menyapa In-joo*

33:22
*In-joo bertanya apa ia mengenalnya*



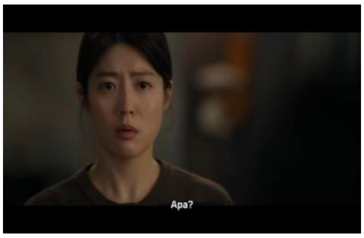
| 33:25 | 33:28 | 33:30 |
|---|---|---|
| *Wanita tersebut memakai sepatu sama dengan In-joo* | *Wanita itu bilang sepatu tersebut hanya dijual 3 pasang* | *Wanita tersebut bicara tentang sepatu In-joo* |

| | |
|---|---|
| Ikon | (Wanita) : Halo<br>(Oh In-joo): Apa kamu mengenalku?<br>(Wanita): Sepatu kita sama.<br>Hanya ada tiga pasang yang dijual di Korea. |
| Indeks | Indeks pada adegan ini ditunjukkan dengan In-joo yang mendengar wanita tersebut mengatakan sepatu yang dikenakannya sekarang hanya dijual tiga pasang di Korea. |
| Simbol | Adegan ini memberikan simbol kesenjangan finansial. Oh In-joo harus meminjam sepatu agar bisa berjalan menggunakan alas kaki dengan nyaman. Sepatu yang nyaman bagi Oh In-joo ternyata adalah sepatu mahal dan berharga serta hanya dijual tiga pasang di Korea. |

(Sumber: Peneliti, 2023)

**Tabel 11: Adegan In-joo Bercerita Tentang Adiknya pada In-kyung**

| Scene | 01:01:02 | 01:01:03 | 01:01:05 |
|---|---|---|---|
| | *In-joo* (kiri) *berkata pada In-kyung*(kanan) *mereka mempunyai adik* | *In-kyung terlihat terkejut* | *In-joo bercerita tentang adik perempuannya pada In-kyung* |




| 01:01:10 | 01:01:15 | 01:01:20 |
|---|---|---|
| *Adik perempuan mereka sakit* | *Adik mereka yang sakit tidak bisa diselamatkan* | *Adik mereka meninggal karena tidak punya uang* |


Ikon (Oh In-joo): Kita punya adik waktu itu

(Oh In-kyeong): Apa?

(Oh In-joo): Kita punya adik waktu itu, anak perempuan umur umur 2 tahun. Sejak beberapa hari sebelumnya dia bilang seperti akan pingsan. Lalu tiba-tiba ia tidak sadarkan diri. Dokter bilang sudah terlambat dan tidak bisa diselamatkan. Kita tidak punya uang. Dia meninggal karena tidak diobati

Indeks Tanda indeks pada adegan ini adalah Oh In-joo memberi tahu Oh In-kyung bahwa keluarga mereka pernah kehilangan anggotanya karena sakit yang tidak bisa ditangani dengan baik karena kondisi finansial.

Simbol Adegan ini menunjukkan adanya kesenjangan finansial antara keluarga mereka dan keluarga lain. Keluarga lain mungkin memiliki keuangan yang cukup untuk mengobati anggota mereka yang sakit, tetapi keluarga In-joo dan In-kyeong tidak memiliki keuangan yang cukup untuk mengobati adik mereka.

(Sumber: Peneliti, 2023)

**Tabel 12: Adegan Won Sang-ah dan Oh In-joo Berbicara Dalam Mobil**

Scene

12:21
*Won Sang-ah bilang ia harus segerapergi*

12:26
*Sang-ah bilang ia lupa memberi tahu ayah Hyo-rin*

12:31
*In-joo* (kiri) *bertanya apakah ayah Hyo-rin akan marah*


12:33
*Sang-ah berkata Hyo-rin ketakutan jika ayahnya marah*

12:38
*Sang-ah* (kiri) *menitipkan obat Hyo-rin pada In-joo* (kanan)

12:44
*Sang-ah* (kiri) *menitipkan obat Hyo-rin pada In-joo*(kanan)

| | |
|---|---|
| |      <br>12:47<br>*Sang-ah* (kiri) *menitipkan obat untuk Hyo-rin pada In-joo*(kanan)<br>  |
| Ikon | Di dalam mobil, Won Sang-ah berbicara dengan Oh In-joo sambil memberikan obat untuk diminum oleh anaknya, Park Hyo-rin yang menurutnya pasti akan ketakutan.<br><br>(Won Sang-ah): Aku tiba-tiba harus pergi ke Singapura. Temanku membuka pusat perbelanjaan, dan memintaku untuk datang. Urusan rumah tangga akan baik tanpa aku, masalahnya aku lupa memberi tahu ayahnya Hyo-rin.<br>(Oh In-joo): Apa ia akan marah?<br>(Won Sang-ah): Hyo-rin pasti akan ketakutan jika ayahnya marah. Dia mungkin tidak bisa bernapas, tidak bisa tidur. Jika Hyo-rin mengalami hiperventilasi, tolong berikan ini, dan berikan ini sebelum tidur. Jika Hyo-rin mengalami serangan panik dan bilang Rasaya mematikan, berikan obat ini dua butir. |
| Indeks | Indeks dalam adegan ini mengartikan bahwa Won Sang-ah mempersiapkan obat Hyo-rin ketika ia kesulitan bernapas dan kesulitan tidur. |
| Simbol | Adegan ini menyimbolkan kesenjangan finansial bagi keduanya. Oh In-joo berasal dari keluarga dengan kondisi finansial yang kurang baik akan kesulitan untuk menyiapkan obat-obatan tersebut. Hal yang sebaliknya pada situasi Won Sang-ah terjadi karena ia memiliki finansial yang cukup untuk membelinya. |

(Sumber: Peneliti, 2023)

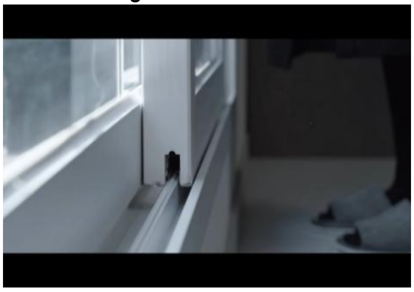
### 1.4 Kesenjangan Tempat Tinggal

**Tabel 14: Adegan In-joo Mengunjungi Sebuah Apartemen**

| | | |
|---|---|---|
| Scene | 4:14<br>*In-joo* (belakang) *masuk apartemen dengan neneknya* (depan) | 4:17<br>*In-joo membuka jendela apartemen* |


4:19
*Jendela apartemen tersebut terbuka dengan mudah*

4:22
*In-joo menikmati suasana apartemen*




| | |
|---|---|
| Ikon | Scene ini menunjukkan dua kehidupan yang berbeda. In-joo sedang membuka sebuah pintu balkon apartemen. |
| Indeks | Indeks tanda dari adegan ini adalah antara kondisi rumah apartemen yang dikunjungi In-joo. Pintu tersebut mudah dibuka oleh In-joo. |
| Simbol | Adegan ini menunjukan kesenjangan tempat tinggal, ditandai dengan gambar-gambar yang menunjukkan kemudahan mengakses fasilitas apartemen. |

(Sumber: Peneliti, 2023)

**Tabel 14: Adegan Hyo-rin Mengunjungi Rumah In-hye**

Scene

04:37
*Hyo-rin mencoba membuka jendela rumah In-hye jendela*

04:39
*Hyo-rin terlihat kesulitan membuka jendela rumah In-hye*

04:41
*In-hye (kanan) memberi tahu Hyo-rin (kiri) tidak membuka*




04:44
*yo-rin berhasil membuk jendela rumah*

04:47
*In-hye berkata jendela tersebut In-hye tidak bisa ditutup lagi*

| | |
|---|---|
| Ikon | Scene ini menunjukkan kehidupan yang berbeda. Hyo-rin membuka jendela rumah In-hye dengan kesulitan. |
| Indeks | Indeks tanda dari adegan ini adalah kondisi rumah yang ditinggali In-hye dan kedua saudaranya. Kondisi jendela pada rumah tersebut sulit dibuka, dan membutuhkan trik khusus untuk menggunakan *shower*. |
| Simbol | Adegan ini menunjukan kesenjangan tempat tinggal, ditandai dengan gambar-gambar yang menunjukkan rumah biasa keluarga Oh yang tidak memiliki kualitas tinggal yang bagus. |

(Sumber: Peneliti, 2023)

## 5.0 PEMBAHASAN

Melalui serial Netflix "Little Women" peneliti menganalisis adegan-adegan yang mewakili fenomena kesenjangan sosial. Berdasarkan analisis adegan yang dilakukan dengan teori semiotika Charles Sander Peirce, tanda-tanda kesenjangan sosial yang terdapat pada serial "Little Women" meliputi:

1) Kesenjangan Perlakuan
Adegan yang mewakili kesenjangan sosial berupa perlakuan pada serial Netflix "Little Women" ditunjukkan melalui adegan Oh In-joo meniup lilin yang diletakkan diatas telur yang direbus, sedangkan Oh In-hye menitup lilin yang diletakkan diatas kue.

Adegan yang menunjukkan In-kyeong mendapat perlakuan tidak menyenangkan, dituduh sebagai pencuri hanya karena ia adalah anak dari keluarga miskin. Kemudian perilaku tidak menyenangkan juga dialami oleh In-joo harus menerima pukulan bila ingin mendapat pinjaman uang.

Adegan Won Sang-ah masuk ke dalam mobil dengan kondisi pintu sudah dibuka oleh karyawannya. Adegan ini mewakili perlakuan yang diterima Won Sang-ah sangat baik, karena ia adalah atasan dari karyawan tersebut. Oh In-joo harus membuka pintu mobil seorang diri sambil memegang dua botol minum.

2) Kesenjangan Kesempatan
Adegan dimana In-kyeong dan In-joo bertanya kepada In-hye tentang darmawisata sekolahnya ke Eropa. In-hye menjawab bahwa bagaimanapun In-hye tidak akan bisa pergi mengikuti darmawisata ke Eropa. Kemudian Oh In-hye yang menceritakan situasi keluarga Park Hyo-rin pada Oh In-kyeong. In-hye menjelaskan bahwa sedari kecil Park Hyo-rin sudah bepergian keluar negeri, mengunjungi museum kesenian dan tempat tinggal Vincent Van Gogh.

3) Kesenjangan Sosial-Ekonomi
Adegan menunjukkan sepatu In-joo rusak setelah dua kali pemakaian, sedangkan pada tabel Oh In-joo memakai sepatu yang hanya ada tiga pasang dijual di Korea dan sepatu dengan penampilan yang bagus serta hanya dijual tiga pasang di Korea. Adegan ini merupakan simbol kesenjangan finansial, sebab sepatu yang rusak setelah dua kali pemakaian menandakan kualitas yang rendah dengan kemungkinan harga yang rendah pula, sementara sepatu yang hanya dijual tiga pasang di Korea menandakan kualitas yang sama dengan harga karena stok yang terbatas tersebut.

Adegan In-joo memberi tahu In-kyeong salah satu adik mereka meninggal karena telat menerima pengobatan akibat kondisi finansial keluarga yang kurang, berlawanan dengan In-joo yang ditugaskan untuk memberikan obat-obatan tertentu oleh Won Sang-ah untuk diminum oleh Park Hyo-rin.

4) Kesenjangan Tempat Tinggal
Adegan menunjukkan In-joo membuka sebuah pintu balkon apartemen dengan mudah. Situasi berlawanan dengan Hyo-rin membuka jendela rumah In-hye dengan kesulitan. Makna dari adegan ini adalah perbedaan kondisi rumah antara apartemen yang dikunjungi In-joo dengan rumah yang ditinggali In-hye dan kedua saudaranya.

## 6.0 KESIMPULAN

Berdasarkan uraian hasil penelitian dan pembahasan yang telah Peneliti lakukan maka dalam bab ini peneliti menghasilkan kesimpulan sebagai berikut:

Makna ikon yang terdapat dalam serial Netflix Little Women yang direpresentasikan dengan kesenjangan sosial antara keluarga dengan kemampuan finansial baik dengan keluarga dengan kemampuan finansial buruk. Makna indeks digambarkan dengan kesenjangan sosial yang terjadi antara keluarga kaya dan keluarga miskin seperti perbedaan perilaku terhadap keluarga kaya dengan perilaku terhadap keluarga miskin, perbedaan kesempatan yang diperoleh terhadap keluarga kaya dengan kesempatan yang didapatkan oleh keluarga miskin, perbedaan tempat tinggal yang dimiliki oleh keluarga kaya dan tempat tinggal yang dimiliki oleh keluarga miskin, dan perbedaan taraf finansial dan keuntungan yang didapat oleh keluarga kaya dengan taraf finansial dan keuntungan yang didapat oleh keluarga miskin.

Serial Netflix Little Women juga menunjukkan simbol dengan realita yang terjadi terhadap ketimpangan perlakuan, ekonomi, kesempatan, dan tempat tinggal yang dimiliki oleh keluarga kaya dan keluarga miskin.

## SARAN

Setelah melakukan serangkaian penelitian, yang menjadi saran dari peneliti dalam penelitian yang bertujuan agar adanya perbaikan di masa selanjutnya dan saran acuan bagi peneliti selanjutnya sebagai berikut:

1) Bagi peneliti selanjutnya yang hendak melakukan penelitian sejenis diharapkan dapat menelusuri lebih dalam sumber data, mencari referensi lain yang beragam dan berasal dari berbagai sumber yang terpercaya.
2) Diharapkan peneliti selanjutnya dapat mengangkat tema serupa melalui berbagai jenis film.

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