

**THE PUSH AND PULL FACTORS THAT MOTIVATE LOCAL PEOPLE TO
INVOLVE IN CRAFT AND LOCAL PRODUCT BUSINESS IN SIBU, SARAWAK**

WILSON MULING ANAK JOHN SENABONG



FACULTY OF TECHNOLOGY MANAGEMENT AND TECHNOPRENEURSHIP

2023

**THE PUSH AND PULL FACTOR THAT MOTIVATE LOCAL PEOPLE TO
INVOLVE IN CRAFT AND LOCAL PRODUCT BUSINESS IN SIBU, SARAWAK**

WILSON MULING ANAK JOHN SENABONG



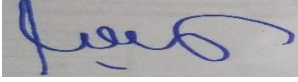
This thesis is submitted in fulfilment of the requirements for the award of Bachelor of
Technology Management and Technopreneurship

FACULTY OF TECHNOLOGY MANAGEMENT AND TECHNOPRENEURSHIP

2023

DECLARATION OF ORIGINAL WORK

“I certify that I have read this thesis and agree that it meets the standards for the degree or honor it was intended to provide of Bachelor of Technology Management”

SIGNATURE : 

NAME : WILSON MULING ANAK JOHN SENABONG

MACTRIC NO : B062010434

DATE : 20 JANUARY 2024



SUPERVISOR'S APPROVAL

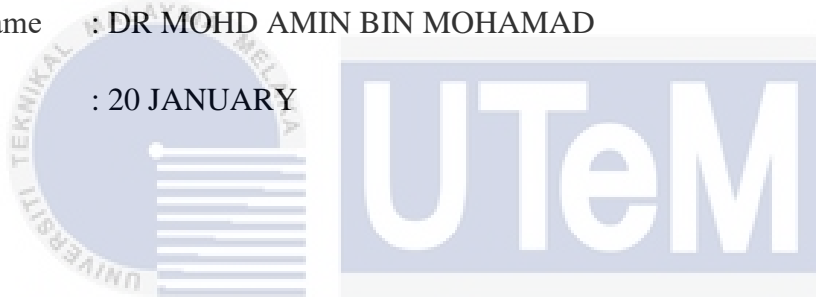
‘I hereby declared the work I am submitting for assessment contains no section copied in whole or in part from any other source unless explicitly identified in quotation marks and with detailed, complete and accurate referencing.’

Approved by,

Signature : 

Supervisor's name : DR MOHD AMIN BIN MOHAMAD

Date : 20 JANUARY



Signature : 

Panel's Name : EN. ALBERT FEISAL @ MOHD FEISAL BIN ISMAIL

Date : 20 JANUARY

DEDICATION

I would like to dedicate the appreciation to beloved parents who supported me from spiritually and financially. A special thanks to my supervisor who guided me throughout this research and even thanks to my friends that helped and assisted me through the journey of research. To Allah SWT, the Almighty and Muhammad SAW, the best teacher and messenger.



ACKNOWLEDGEMENT

I would like to express my deepest gratitude and appreciation to all those who have contributed to the completion of this thesis. It is with great pleasure that I acknowledge their invaluable support, guidance, and encouragement throughout this journey.

First and foremost, I am profoundly grateful to my supervisor, Dr Mohd Amin Bin Mohammad for their unwavering guidance, expertise, and patience. Their insights, constructive feedback, and constant support have been instrumental in shaping the direction and quality of this thesis. I am truly fortunate to have had the opportunity to work under their mentorship. Besides, I am sincerely grateful and appreciate for the other lectures and staff at FPTT that providing valuable information throughout the research.

Additionally, I would like to acknowledge the support and understanding of my family. Their unconditional love, encouragement, and belief in my abilities have been a constant source of inspiration.

Last but not least, I would like to express my deepest gratitude to all the authors, researchers, and scholars whose works have served as a foundation for this thesis. Their pioneering contributions and insightful studies have provided the necessary theoretical framework and context for my research. Thank you all once again for being an integral part of my academic journey and for helping me realize this milestone.

ABSTRACT

The craft industry has emerged as a promising sector for economic growth and entrepreneurship. This study aims to examine the push and pull factors that motivate local people to engage in craft businesses in Sibul, Sarawak, Malaysia, using a quantitative research approach. By analyzing data collected through surveys, this study seeks to gain insights into the factors that drive local people involvement in the craft industry and inform targeted strategies to support their entrepreneurial endeavors. A quantitative research design was employed, utilizing survey questionnaires administered to a sample of local people involved in the craft business in Sibul, Sarawak. The survey included questions on various push and pull factors, allowing for a systematic analysis of the motivations and influences behind their engagement in the craft industry. Preliminary findings indicate the presence of both push and pull factors that motivate local people to participate in the craft business. Push factors encompass limited job opportunities, the desire for autonomy, and the need for income generation. Pull factors include the preservation of cultural heritage, passion for craftsmanship, and the perceived potential for business success. The quantitative analysis also explores the impact of additional factors such as educational background, access to resources, and market conditions on local people involvement in the craft industry. By examining these variables, policymakers and stakeholders can gain a comprehensive understanding of the complex dynamics that shape youth participation in the craft business. The results of this study will contribute to the existing body of knowledge by providing quantitative evidence on the specific push and pull factors influencing local people engagement in the craft industry in Sibul, Sarawak. These findings will have practical implications for policymakers, educators, and industry stakeholders, enabling them to develop targeted programs and initiatives that address the identified factors and support local people entrepreneurs in the craft sector. By utilizing a quantitative research approach, this study offers valuable insights into the motivations and drivers behind local people involvement in the craft business in Sibul, Sarawak. It highlights the importance of understanding the push and pull factors that influence local people decision-making and provides a foundation for future research in this field. Ultimately, nurturing entrepreneurial opportunities for youths in the craft industry can contribute to local economic development and cultural preservation in the region.

Keyword: Craft industry, Economic growth, Entrepreneurship, Youths, Push and pull factors

ABSTRAK

Industri kraf telah muncul sebagai sektor yang menjanjikan pertumbuhan ekonomi dan keusahawanan. Kajian ini bertujuan untuk mengkaji faktor tolakan dan tarikan yang mendorong penduduk tempatan melibatkan diri dalam perniagaan kraf di Sibul, Sarawak, Malaysia, menggunakan pendekatan penyelidikan kuantitatif. Dengan menganalisis data yang dikumpul melalui tinjauan, kajian ini bertujuan untuk mendapatkan pandangan tentang faktor-faktor yang mendorong penglibatan penduduk tempatan dalam industri kraf dan memaklumkan strategi yang disasarkan untuk menyokong usaha keusahawanan mereka. Reka bentuk penyelidikan kuantitatif telah digunakan, menggunakan soal selidik tinjauan yang diberikan kepada sampel belia yang terlibat dalam perniagaan kraf di Sibul, Sarawak. Tinjauan itu termasuk soalan mengenai pelbagai faktor tolakan dan tarikan, membolehkan analisis sistematik tentang motivasi dan pengaruh di sebalik penglibatan mereka dalam industri kraf. Penemuan awal menunjukkan kehadiran kedua-dua faktor tolak dan tarikan yang mendorong belia untuk menyertai perniagaan kraf. Faktor pendorong merangkumi peluang pekerjaan yang terhad, keinginan untuk autonomi, dan keperluan untuk menjana pendapatan. Faktor tarikan termasuk pengekaln warisan budaya, minat terhadap ketukangan, dan potensi yang dilihat untuk kejayaan perniagaan. Analisis kuantitatif juga meneroka kesan faktor tambahan seperti latar belakang pendidikan, akses kepada sumber dan keadaan pasaran terhadap penglibatan penduduk tempatan dalam industri kraf. Dengan meneliti pembolehubah ini, penggubal dasar dan pihak berkepentingan boleh memperoleh pemahaman yang komprehensif tentang dinamik kompleks yang membentuk penyertaan penduduk tempatan dalam perniagaan kraf. Hasil kajian ini akan menyumbang kepada badan pengetahuan sedia ada dengan menyediakan bukti kuantitatif mengenai faktor tolakan dan tarikan khusus yang mempengaruhi penglibatan penduduk tempatan dalam industri kraf di Sibul, Sarawak. Penemuan ini akan mempunyai implikasi praktikal untuk penggubal dasar, pendidik dan pihak berkepentingan industri, membolehkan mereka membangunkan program dan inisiatif yang disasarkan yang menangani faktor yang dikenal pasti dan menyokong usahawan penduduk tempatan dalam sektor kraf. Dengan menggunakan pendekatan penyelidikan kuantitatif, kajian ini menawarkan pandangan berharga tentang motivasi dan pemacu di sebalik penglibatan penduduk tempatan dalam perniagaan kraf di Sibul, Sarawak. Akhirnya, memupuk peluang keusahawanan untuk belia dalam industri kraf boleh menyumbang kepada pembangunan ekonomi tempatan dan pemeliharaan budaya di rantau ini.

TABLE OF CONTENT

TITLE PAGE	I-II
DECLARATION	III
APPROVAL	IV
DEDICATIONS	V
ACKNOWLEDGEMENTS	VI
ABSTRACT	VII
ABSTRAK	VIII
TABLE OF CONTENT	IX-XII
LIST OF TABLES	XIII
LIST OF FIGURES	XIV
LIST OF SYMBOL AND ABBREVIATIONS	XV
LIST OF APPENDICES	



اونیورسیتی تکنیکل ملیسیا مالاکا
 UNIVERSITI TEKNIKAL MALAYSIA MELAKA

No	Description	Page
	CHAPTER 1 INTRODUCTION	
1.1	Introduction	1
1.2	Background of Study	1-2
1.3	Problem Statement	3-4
1.4	Research Question	4
1.5	Research Objectives	4
1.6	Scope and Limitation 1.6.1 Scope of Study 16.2 Limitation of Study	5
1.7	Significance of Study	5-6
1.8	Structure of Research	6-7
1.9	Summary	7
	CHAPTER 2 LITERATURE REVIEW	
2.1	Craft Business 2.1.1 Target Market 2.1.2 Product Selection	8-9
2.2	Push Factors 2.2.1 Heritage Tradition 2.2.2 Passion and Interest 2.2.3 Desire for Social Impact	9-11
2.3	Pull Factors 2.3.1 Economy Necessity 2.3.2 Entrepreneurial Opportunities 2.3.3 Unique and Customizable Product	11-13
2.4	Theoretical Framework	14
2.5	Conceptual Framework	14-15
2.6	Summary	15
	CHAPTER 3 RESEARCH METHODOLOGY	
3.1	Introduction	16
3.2	Research Design	16
3.3	Methodology Choices	17
3.4	Data Source of Primary and Secondary Data	18

3.5	Research Sampling 3.5.1 Define of Population 3.5.2 Convenience Sampling 3.5.3 Data Collection	19
3.6	Location Research	20
3.7	Research Strategy	20-23
3.8	Time Horizon	23
3.9	Summary	23
CHAPTER 4: RESULT AND DISCUSSION		
4.1	Introduction	24
4.2	Case Study Background 4.2.1 Respondent Details 4.2.1.1 Case Study 1: Tubai Buah 4.2.1.2 Case Study 2: Sibú's town	24-26
4.3	To Evaluate the Specific Push Factors That Motivate Local People to Involve in The Craft and Local Product Business in Sibú, Sarawak	26-33
4.4	To Address the Pull Factors That Motivate Local People to Involve the Craft and Local Product Business in Sibú, Sarawak	34-40
4.5	Point Out the Key Success of Push and Pull Factors That Motivate Local People to Involve in the Craft and Local Product Business in Sibú, Sarawak	41-46
4.6	Summary	46-47
CHAPTER 5: CONCLUSION AND RECOMMENDATION		
5.1	Introduction	48
5.2	Discussion 5.2.1 Research question 1: What are the specific push factors that motivate local people to participate in the craft and local product business in Sibú, Sarawak? 5.2.2 Research question 2: What are the significant pull factors that motivate local people to the craft business in Sibú, Sarawak? 5.2.3 5.2.3 Research question 3: What are the key success of push and pull factors that motivate local people to involve in the craft and local product business in Sibú, Sarawak?	48-52

5.3	Conclusion	52-53
5.4	Limitation of Research	53-54
5.6	Recommendation for Further Studies	54



LIST OF TABLES

Table	Title	Page
1	Structure of Research	6
2	Research strategies based on inductive approach	21
3	Research strategy based on deductive approach	22
4	Research strategy based on mixed approach (deductive and inductive approach)	22



LIST OF FIGURES

Figure	Tittle	Page
1	Push factor that involve in craft business	9
2	Pull factor that involve in craft business	11
3	Theoretical Framework	14
4	Conceptual Framework	15



LIST OF SYMBOL AND ABBREVIATIONS

Abbreviation	Meaning
RCT	Randomized Controlled Trial



CHAPTER 1

INTRODUCTION

1.1 Introduction

The craft industry has gained significant recognition as a potential driver of economic growth and entrepreneurship in recent years. This study focuses on examining the push and pull factors that motivate youths to participate in the craft business in Sibul, Sarawak. By understanding the factors that drive their involvement, policymakers and stakeholders can develop targeted strategies to support and nurture the craft industry among local people entrepreneurs. In this chapter, the researcher discussed about the background of the study, problem statement, research objective, research questions, the scope and limitation of the study, the significance of the study, structure of proposal, and followed by the overall summary of Chapter One.

1.2 Background Study

The craft sector has garnered recognition as a potential engine of global economic expansion and entrepreneurship. Due to its rich cultural legacy and traditional craftsmanship, the craft sector is particularly significant in Sibul, Sarawak, Malaysia. Sibul is recognised for producing a wide variety of crafts, such as ceramics, weaving, wood carving, and traditional textiles. The distinctive cultural identities of the local communities are reflected in these crafts, which help support the tourism sector by drawing both domestic and foreign tourists.

Nevertheless, despite Sibul's extensive craft traditions, it is important to comprehend the driving forces behind local people involvement in the craft industry. It is critical to pinpoint

the push reasons that encourage people to start their own businesses in the craft sector as well as the pull factors that entice them to do so. Policymakers, educators, and industry stakeholders can create focused policies and efforts to encourage and promote people's involvement in the craft industry by looking at this push and pull elements.

For several of reasons, it is crucial to comprehend the causes of and factors that influence local people people's involvement in the craft business. First off, it can aid in addressing the difficulties associated with the region's local people population's lack of job prospects. Sibulike many other communities, may not have many opportunities for employment, particularly for young people. Appropriate interventions can be devised to empower local people through craft entrepreneurship by investigating the push factors, such as the scarcity of work opportunities, the desire for autonomy, or the requirement for money production. This may open up different avenues for generating revenue and achieving economic empowerment.

Second, identifying the pull factors can help stakeholders capitalise on these motivations and develop an atmosphere that draws and keep peoples in the craft industry. Pull factors include the desire to preserve cultural heritage, a passion for craftsmanship, or the possibility of commercial success. A solid foundation for promoting crafts as a means of conserving traditions and cultural identity is provided by the rich cultural legacy of Sibulike many other communities, may not have many opportunities for employment, particularly for young people. Appropriate interventions can be devised to empower local people through craft entrepreneurship by investigating the push factors, such as the scarcity of work opportunities, the desire for autonomy, or the requirement for money production. This may open up different avenues for generating revenue and achieving economic empowerment.

Additionally, taking into account the factors that encourage local people participation in the craft sector, such as family support, availability of training and opportunities for skill development, or market demand, can offer insights into the resources and support systems required to do so. Local people ability to pursue entrepreneurial endeavours is greatly aided by family support. Local people who have access to mentorship opportunities, workshops, and training programmes may be better prepared to succeed in the craft industry. Local people craft entrepreneurs can also design their business operations by comprehending market demand and recognising prospective niches, ensuring that their items are in line with trends and the consumer preferences.

1.3 Problem Statement

Sibu, Sarawak, Malaysia's craft industry has a lot of promise for both economic development and cultural preservation. To maintain and grow this industry, local people participation in the craft industry is essential. Despite the benefits, little is known about the precise push and pull factors that encourage young people to work in the craft business. The creation of focused strategies and activities to draw and keep young entrepreneurs in the craft business is hampered by this knowledge gap. In order to foster an atmosphere that supports local entrepreneurs, it is crucial to recognise and address the elements that motivate youth involvement.

The lack of career prospects for local people in Sibu is one of the key issues. Lack of diversified career opportunities may encourage local people to look for alternate means of making a living, such as opening up their own creative companies. In order to create policies that foster entrepreneurship and promote the craft industry as a viable career path, legislators need to be aware of the specific push factors, such as unemployment and poor career prospects.

Additionally, it's important to pinpoint the pull factors that entice local people to work in the craft industry. Local people might be inspired to work in the craft industry by potential pull factors such as the need to preserve cultural heritage, a love of workmanship, and the chance to succeed in business. To effectively promote and use these variables as incentives for young people to pursue craft entrepreneurship, a thorough understanding of these factors and their relative significance is required.

Local people may also be discouraged from entering the craft industry by difficulties and barriers. Lack of access to resources like training and skills development programmes, financial support, or market information may be one of these difficulties. It is essential to remove these obstacles in order to foster and support young people's involvement in the craft industry. It will need a concentrated effort by governments, academic institutions, business stakeholders, and the general public to identify and remove these barriers.

Last but not least, local entrepreneurs' active involvement is crucial to the viability and continued expansion of Sibuh's craft industry. Local people can help preserve traditional crafts, cultural history, and the local economy by getting involved in the craft industry. However, it can be difficult to create policies and programmes that successfully serve their needs and goals without a comprehensive knowledge of the push and pull factors that inspire them. Therefore, research into the specific elements that affect young people's involvement in the craft industry is crucial to ensuring the success and expansion of this sector in Sibuh, Sarawak.

1.4 Research Question

The following below showed research questions for this research: -

- i. What are the specific push factors that influence local people to participate in the craft and local product business in Sibuh, Sarawak?
- ii. What are the significant pull factors that motivate local people to the craft and local product business in Sibuh, Sarawak?
- iii. What is the key success of push and pull factors that motivate local people to involve in the craft and local product business in Sibuh, Sarawak?

1.5 Research Objective

This research targets to access the push and pull factor that motivate local people to involve in craft business in Sibuh, Sarawak. The following below showed the main objectives of the research: -

- i. To evaluate the push factors that motivate local people to involve in the craft and local product business in Sibuh, Sarawak.
- ii. To identify the pull factors that local people to involve in the craft and local product business in Sibuh, Sarawak.
- iii. To point out the key success of push and pull factors that motivate local people to involve in the craft and local product business in Sibuh, Sarawak.

1.6 Scope Study

1.6.1 Scope of Study

This study focuses on analysing the push and pull factors that motivate local people in Sibul, Sarawak, to get involved in the craft business. Sibul, a city renowned for its rich cultural heritage and traditional craftsmanship, will be the site of the investigation. The study will cover a wide range of crafts, such as weaving, pottery, traditional textile production, and woodcarving. Through in-depth interviews and survey questions, it will analyse the inspirations, experiences, and difficulties that local people entrepreneurs in the craft business confront. The study's objectives also include examining the factors that encourage adolescent involvement, such as parental support, availability of education and training opportunities, and market demand.

1.6.2 Limitation of Study

A relatively modest sample size, which can restrict the generalizability of the results, is one of the study's limitations. Furthermore, using data that was self-reported might cause response biases. The study ignores the opinions of other stakeholders in favour of concentrating only on local people entrepreneurs. Additionally, the results might only apply to the particular cultural and socioeconomic environment of Sibul, Sarawak, limiting their relevance to other areas. Despite these drawbacks, the study offers insightful suggestions for future studies and programmes promoting local people 's involvement in the craft industry.

1.7 Significance of Study

The craft business in Sibul, Sarawak, has a variety of stakeholders, and this study has major implications for them all. First and foremost, the research's findings will shed important light on the push and pull forces that motivate local people to pursue careers in the crafts sector. For policymakers and industry participants to design focused policies and programmes that support and encourage local people entrepreneurship in the craft sector, they must have a thorough understanding of these aspects. Policymakers can devise policies and programmes that address the problems faced by local people entrepreneurs and foster an enabling environment for their success by identifying the specific motivations and influencers.

Second, the results of the study will help Sibuh's craft industry survive and expand. The study will also shed light on the significance of cultural heritage preservation and the possible economic advantages connected with the craft industry, inspiring stakeholders to invest in the promotion and development of traditional crafts in Sibuh, Sarawak.

1.8 Structure of Research

Table 1.1 Structure of Research

Chapter	Description
Chapter 1	This chapter discussed the research issue, which included the background of the study, the problem statement, the research objectives and research questions, the scope and limitations, and the importance of the study.
Chapter 2	This chapter focused on identifying the dependent and independent variables with the goal of explaining and achieving the study objectives.
Chapter 3	This chapter stated the method that researcher applied in the research
Chapter 4	The data will be evaluated in this chapter in order to meet the study objectives set forth in Chapter 2.
Chapter 5	The findings of this research will be summarise in this chapter.

Definition of Term

- i. Pull Factor: A push factor refers to a social, economic, political, or environmental condition that influences or compels individuals or groups to leave their current location or country and migrate to another. Push factors are characterized by the negative aspects or challenges present in the original location that prompt individuals to seek better opportunities, safety, or living conditions elsewhere.

- ii. Push Factor: A push factor refers to a circumstance or condition that compels individuals or groups to leave their current location or country and seek opportunities or refuge elsewhere.

1.9 Summary

This chapter covers the problem statement, research questions, research objectives, and research background. The scope and constraints of the research, as well as its relevance and the format of the proposal, were all described in this chapter. The research's goal was to assess the elements that push and pull factor that motivate local people to involve in the craft business.



CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The descriptive review of the push factor and the pull factor that motivate local people business was provided in this chapter. This chapter covers the theoretical rationale for the push (economic necessity, passion and interest and desire for social impact) and pull (economic necessity, entrepreneurial opportunities and unique and customizable products) factor that motivate local people. The study framework is also made to illustrate how the push and pull factors that influence local people businesses interact. In this chapter, hypothesis testing is also covered in order to predict the expected result.

2.1.1 Craft Business

All Asian nations, including Malaysia, still rely heavily on their handicraft industries for their financial well-being. In addition to being small business activities in and of themselves, they are generally the only accessible method of increasing employment and the standard of living for rural populations. It is not necessary for the handicraft sector to provide traditional and cultural aspects to the community and the country as a whole. However, creating economic possibilities for artisans and rural communities so they can support themselves is more crucial.

2.1.2 Target Market

In general, a handicraft business appeals to those who respect distinctive, artisanal objects as well as the skill and personal touch that go into creating them. The target market for a handicraft

business can vary based on the exact products being offered. A specific market that values authenticity, quality, and a personal connection to the maker is often drawn to handcrafted goods. This market includes consumers that place a high priority on supporting regional craftsmen and small enterprises as well as those who appreciate environmentally friendly and sustainable goods.

Additionally, gift buyers looking for unique, thoughtful presents for special occasions might be included in the target market for a handicraft business. Gifts that are made by hand are sometimes seen as heartfelt and sentimental presents that are ideal for birthdays, anniversaries, weddings, and other significant occasions. Customers in this market category value the option to personalise and adjust their purchases, which makes gifts feel special and considerate.

2.1.3 Product Selection

It's critical to choose goods for a youth-focused handicraft business that not only appeal to their interests but also foster creativity and involvement. With that in mind, DIY slime kits can be a terrific product choice. Making slime has become extremely popular among kids because it enables them to explore sensory play and experiment with various colours, textures, and additives. These kits, which might include different slime bases, colours, glitters, and interesting add-ons along with simple instructions, let kids express their creativity while still being amusing and educational.

2.2 Push Factors

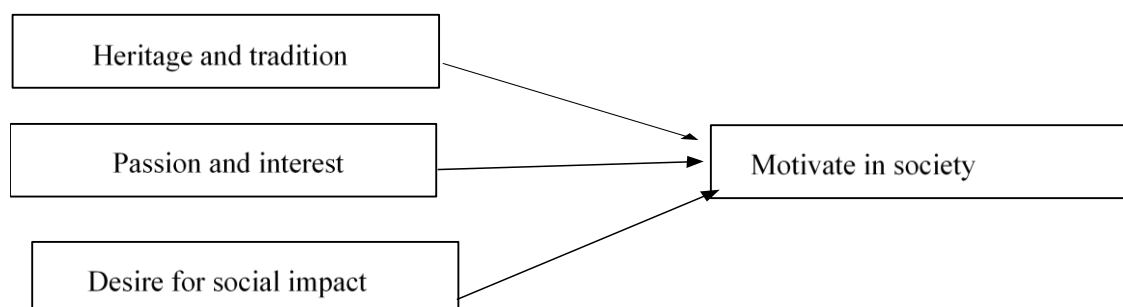


Figure 1: Push Factors

2.2.1 Heritage and Tradition

The examined of the role of cultural heritage, specifically traditional crafts, in motivating local people entrepreneurship according to (Song & Yang 2018). The researchers found that a strong connection to heritage and tradition serves as a significant push factor for individuals to engage in business ventures. local people can express their cultural identity, contribute to the sustainability of cultural heritage, and find satisfaction and meaning in their commercial activities by supporting traditional crafts. The study's findings demonstrate how tradition and heritage can inspire and motivate local people entrepreneurs to start businesses that are deeply based in their cultural history.

The researcher completed a comparative study to assess the goals and tactics of local people entrepreneurs operating heritage-based enterprises. They discovered that the urge to maintain cultural traditions and heritage drives youth people (Grobar, 2017). Local people also may pair each other of their cultural heritage with knowledge of finance through heritage-based entrepreneurship, to helping to protect and keep on cultural methods. The researcher (Grobar 2017) highlight that value of cultural pride and a sense of respect to heritage as major motivators for local people to participate in entrepreneurial activities connected to legacy and tradition.

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

2.2.2 Passion and Interest

The literature focuses on the role of passion and interest as important push factors inspiring local people to start their own businesses. Numerous studies have highlighted the importance of passion in motivating local people entrepreneurial objectives and their actions. In entrepreneurial goals, commitment, hard work, and the ability to overcome challenges are all built by passion, which has been identified as an important motivating factor (Neneh, 2020). Which are personal interests play an important role in shaping entrepreneurial pursuits as they align individuals' work with their intrinsic desires, resulting in higher levels of motivation and satisfaction (Neneh, 2020). The literature consistently suggests that when local people are driven by their passions and interests, they are more likely to pursue business opportunities, motivate their efforts into entrepreneurial activities, and achieve long-term success.

2.2.3 Desire for Social Impact

Most local people are motivated to start businesses by their motivation of having a positive social influence. This characteristic shows an ambition to improve society and assist in the solution of important social and environmental issues. According to (Che Nawi & Ismail, 2021), local people entrepreneurs often prioritize social and environmental sustainability alongside financial success. They focus on that local people are increasingly driven by a sense of responsibility and a desire to create social change through their business efforts.

Not only that, according to by (Luc, P. T. 2020) suggests that the desire for social impact among local people entrepreneurs is motivated in their values and belief systems. Issues over topics including unemployment, inequalities, global warming, and growth in communities are top-of-mind for a lot of local people. They think that entrepreneurship is a potent tool for resolving these issues and that business can be an impact for good in society.

Moreover, a study conducted by (Barberá-Tomás & Zietsma, 2019) highlights the role of social entrepreneurship education in shaping local people 's desire for social impact in business. According to the authors, a formal educational exposure to social entrepreneurship concepts and practises can have a big impact on local people's interest to start businesses with a social goal in mind. Such education develops a mindset which puts social impact at the centre of their entrepreneurial objectives in addition to providing students with the required skills and knowledge.

2.3 Pull Factors

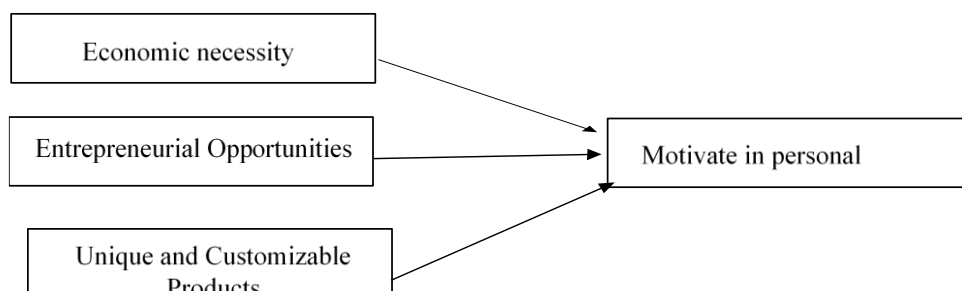


Figure 2: Pull Factors

2.3.1 Economy Necessity

One key pull factor that motivates local people to engage in business as an economic necessity is the desire for financial independence and self-sufficiency. Youth's personal mostly aspire to achieve financial stability and self-sufficiency, which drives them to explore entrepreneurial opportunities. Economic necessity is a key motivator for local people participation in business (Ivasciuc, & Ispas, 2023). According to the journal (Ivasciuc, & Ispas, 2023), local people who want to secure their financial future often start their own businesses. They get attracted to the opportunity for higher earnings and the chance to build their own wealth through business. Changes in social and cultural standards that support entrepreneurship and encourage self-employment often have an impact on this aspect.

The potential for success is another attraction that draws local people to business as an important economic activity. Local people can overcome socioeconomic challenges and create their own paths to success through entrepreneurship. According to the journal (Javeed & Wali 2022), it was found that many local people entrepreneurs perceived business ownership as a means of achieving social and economic mobility. By starting their own ventures, they can overcome barriers associated with traditional employment and make their aspirations for success carrier.

2.3.2 Entrepreneurial Opportunities

The last few years have shown an incredible rise in interest in entrepreneurship, particularly among local people. Sereval studies have looked into what motivates local people to start their own businesses and engage in entrepreneurship. The desire for independence and autonomy has been noted as one of the main pull factors in the published material. Research by (Olugbola, 2017) found that local people entrepreneurs are driven by the freedom to make their own decisions, set their own goals, and control their destiny. This pull factor aligns with the strong motivation of many local people individuals who seek to break free from traditional employment structures and explore their own path in business.

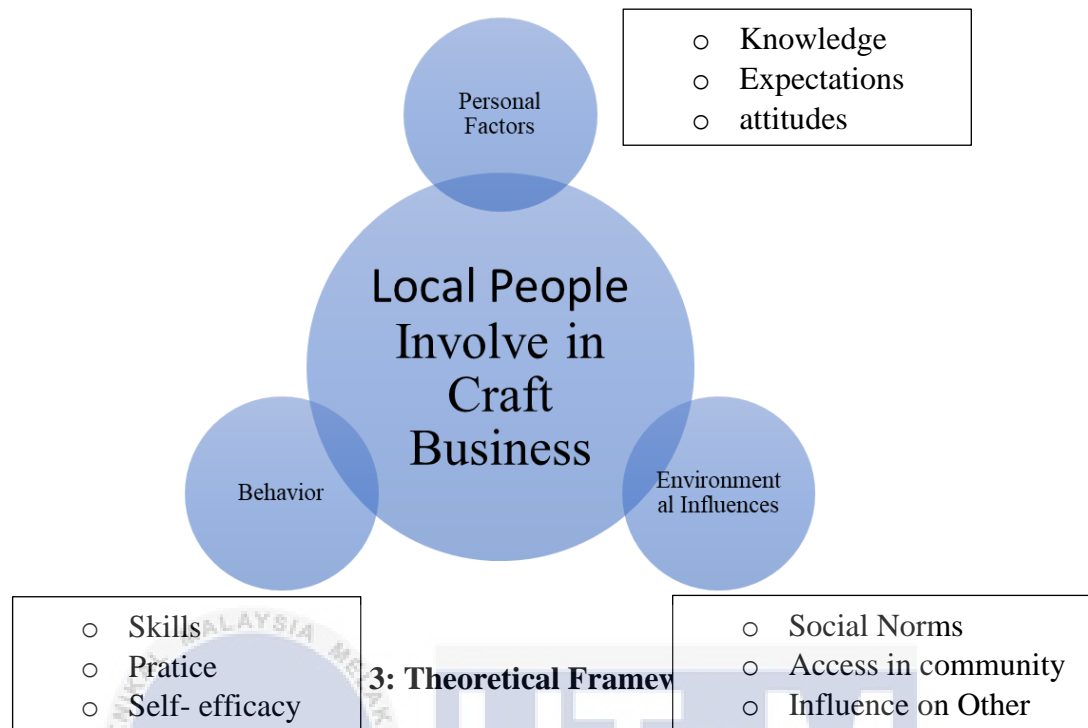
Another research conducted focused on the pull factors that drive local people towards opportunity of entrepreneurship (Yin, L. 2022). The study emphasized the importance of personal growth and self-development as influential factors in motivating local people to become entrepreneurs. It highlighted how entrepreneurship offers a platform for individuals to learn and develop new skills, enhance their creativity, and expand their knowledge base. The possibility of having a positive effect on society and helping to bring about social change was another finding of this research. Local people entrepreneurs are driven to perform commercial works by the ambition to provide original solutions to solve societal problems and bring about positive changes.

2.3.3 Unique and Customizable Products

One significant pull factor that motivates local people to involve in business is the appeal of unique and customizable products. In recent years, there has been a growing trend towards personalized and customized products across various industries. This trend is particularly motivated to the local people who value self-expression and individuality. Research by (Olsson, & Bernhard, I. 2020) highlights that youth entrepreneurs are attracted to the idea of creating and offering products that allow customers to create their own design product according to the preferences and needs. This customization aspect provides a sense of ownership and exclusivity, which appeals to both the local people entrepreneurs and their target market.

The attractiveness of unique and customizable products as a pull factor for youth involvement in business has gained attention in recent journalism. According to (Yururi, M. 2021), customization is perceived as a crucial strategy for attract consumers and cultivating brand loyalty. The authors emphasize that local people entrepreneurs are mostly motivated to create products that stand out from the main options that available in the market. They could benefit on consumer need for custom and give something different to their target market by offering unique and flexible products. Local people entrepreneurs understand the value of involving their target market and see co-creation as a way to build trusting relationships with consumers that will eventually encourage their involvement in the marketplace.

2.4 Theoretical Framework



A researcher with expertise in the topic stated that "Social cognition theories provide valuable insights into how people perceive and interpret their social environment, which in turn shapes their behaviour.". This theoretical framework can direct efforts to boost local people involvement in the craft business by acknowledging the dynamic interplay between personal variables, environmental effects, and behaviour.

2.5 Conceptual Framework

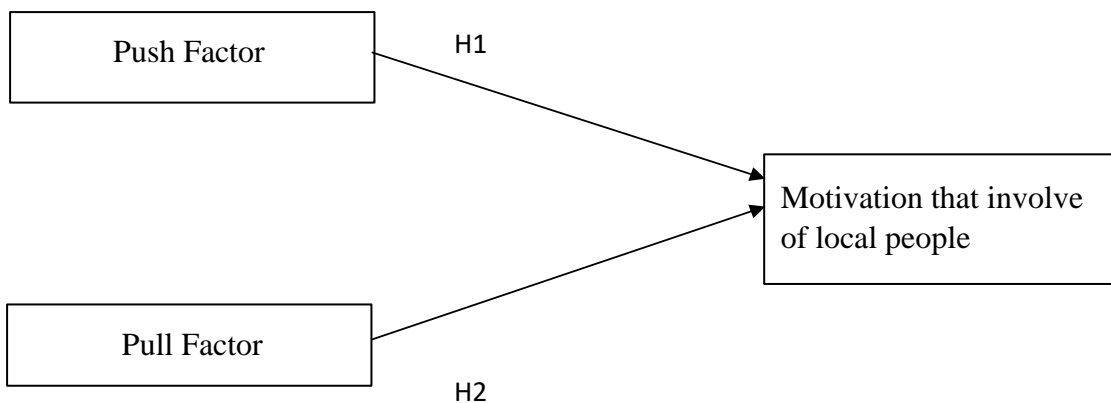
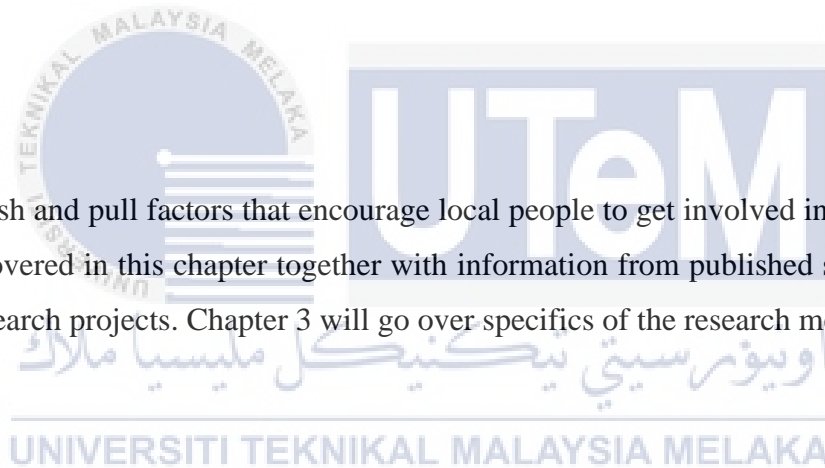


Figure 4: Conceptual Framework

In studying the push and pull factors that motivate local people to involve in the craft business, the dependent variable is the level of local people involvement in the craft business. This can be the factors such as the number of local people actively participating, their level of commitment, sales or revenue generated, and overall satisfaction and success in the craft business. The push and pull elements that are the independent variables. Push factors include things like a need for creative self-expression, a discontent with established professional routes, and a lack of employment options. Opportunities for self-employment, artistic satisfaction, financial success, and a sense of community within the craft business are all pull factors. Researchers can learn more about the causes of interest local people in the craft industry by analysing the link between these variables and local people involvement.

2.6 Summary

The push and pull factors that encourage local people to get involved in the handicraft industry are covered in this chapter together with information from published secondary data and earlier research projects. Chapter 3 will go over specifics of the research methodology.



CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter described the methodology the researcher used to conduct the study and collect the data. The process of choosing, gathering, and analysing information on a subject is known as research technique. (Chien, & Del Bino, 2020) Research technique enables researchers to learn more about the values, decisions, or characteristics of a specific group of people. Surveys can be carried out in a variety of ways, including face-to-face interviews, online questionnaires, and phone surveys. While surveys offer a quantitative method of gathering data, enabling statistical analysis and extrapolation of results to a wider population. The methodological section of this chapter focused on the selection of a study design, methodology, data sources, research strategy, data analysis tools, and time horizon. In general, using the right research methodology is essential to achieving the research's goals.

3.2 Research Design

According to (Siedlecki, 2020), research design is the blueprint or design plan for conducting research, which contains the particular steps required to gather the data required to formulate or analyse research questions. (Headley, & Plano Clark, 2019) Research design is the overarching strategy for how the researcher responds to the research questions, the particular method for gathering and analysing the data, and discussion of the constraints, such as time constraints, that the researcher must work within. Exploratory study, a type of research design used in this study, uses research to investigate a condition or issue that is not yet fully characterised.

In this instance, the goal is to obtain a thorough understanding of the push and pull factors that motivate local people to be involved in the craft business. Exploratory research will help identify and investigate local people involved in the craft industry.

3.3 Methodology Choice

The methodological choice in research frequently entails choosing between the qualitative and quantitative approaches. The objective of the qualitative approach is to offer in-depth insights into the complexity of a phenomenon. It focuses on analysing subjective meanings, experiences, and perspectives using techniques including interviews, observations, and textual analysis. The quantitative approach, in contrast, uses statistical analysis and numerical data to find patterns, connections, and generalisations within a wider population. It places a strong emphasis on objectivity and strives for breadth and generalizability. The choice between these methods depends on the research problem, the type of phenomenon, and the objectives of the study. To benefit from the advantages of both methodologies, researchers may choose to use a mixed-methods approach that combines qualitative and quantitative methods.

Data gathering techniques used in qualitative research include observations, focus groups, document analysis, and interviews. Focus groups facilitate group conversations to acquire various viewpoints, whereas interviews provide in-depth exploration through open-ended questions. Observations offer first-hand knowledge, whereas document analysis looks at already published materials. These techniques guarantee a thorough comprehension of the research topic.

This research uses qualitative approach to study the push and pull factor that motivate local people to involve in craft business. As for qualitative methodology, this research collects primary data from respective respondents through observation, interview session, and a case study. The observation and interview session will be carried through the respondents within the craft business by narrowing the scope of respondents through case study selection. The data collected from the respondents of the selected case study through the interview session will be analysed using thematic analysis.

3.4 Primary and Secondary Data

Primary data is a type that is compiled by the researcher specifically for a study topic through first-hand experience. This implies that it has never been assembled or published previously. When evaluating primary data, the hypotheses of the scientific process are usually used as a guide. To learn about something unique that can be decided by others while letting go of personal prejudices is the ultimate purpose of acquiring primary data (Putra, 2023). The techniques used to gather primary data include interviews, questionnaire surveys, experiments, focus groups, and observations. The researcher employed a questionnaire survey as the primary mode of data gathering for this study.

Primary Sources: Primary data is collected by internal report and data of craft business in Sibul, Sarawak.

Secondary data is information that has already been compiled, published, and made available from other sources. Researchers can utilise this kind of data as a guide when working on their projects. According to (Showkat & Parveen 2017), utilising secondary data to do research is more efficient and affordable than using original data. In order to find information connected to the research's title, secondary data is also used in this study. (McNabb, 2020) defines secondary data analysis as the utilisation of current data by academics who were not engaged in the original work's data collection. Furthermore, secondary data analysis is a flexible technique that may be applied in a number of different contexts. Additionally, it involves planned and assessment processes in a hands-on activity. Secondary material can be acquired from a variety of sources, such as encyclopaedias, books, the internet, journals, articles, and newspapers. Typical examples of secondary data include government reports, demographic data, departmental records, for instance.

Secondary Sources: The secondary data is data, which is collected and compiled from different sources and are used in research for this study. The secondary data include material collected from

- Journal
- Website
- Newspaper

3.5 Research Sampling

The research aims to explore the push and pull factors that motivate local people to involve in the craft business in Sibul, Sarawak. Understanding the push and pull factors will provide valuable insights into the motivations of local people in Sibul and help in developing strategies to support and nurture their involvement in the craft business. The criteria to be considered as local people in the craft business in Sibul, Sarawak are as stated below as follows:

3.5.1 Define of Population

Start by defining the population of local people that involve in craft businesses in sibul, sarawak. This may include designing, creating, marketing, and selling handmade products and other relevant to youths that involved in craft business in Sibul, Sarawak.

3.5.2 Convenience Sampling

Start by selecting a few craft businesses in Sibul and approach the local people involved in those businesses for data collection. This method allows for easy access to participants who are actively engaged in the craft business.

3.5.3 Data Collection

Determine the most suitable data collection methods for researcher objectives, such as surveys, interviews, or a combination of both. Consider the feasibility of data collection methods within the context of local people that involve in craft business in Sibul, Sarawak.

The research sampling for the potential respondents of local people is chosen based on the involvement in craft business. The selection of the probable responders will be based on whether or not they meet the above-mentioned study requirements. The selected candidates are from Sibul, Sarawak. The criteria strategy was employed as the sampling technique in this study. Criterion strategy describes case studies where each instance satisfies a specific criterion. The approach is applied in this situation depending on the criteria.

3.6 Location of Research

The location of data collection will focus on the location of the craft business in Sibul, Sarawak.



Table 1: Sibul, Sarawak's map

3.7 Research Strategy

The researcher introduced the Randomized Controlled Trial (RCT) as a research method (Monti, S. 2018). Using a strict experimental design known as the RCT, participants are randomly assigned to experimental and control groups. By reducing bias and confounding factors, this strategy enables researchers to assess the causal consequences of an intervention or treatment. Research strategy comprised of seven types which are experiments, surveys, case studies, ethnography, grounded theory, action research, and archival research.

Inductive method, deductive approach, and mixed approach (combination of inductive and deductive approach) are three categories for the seven different types of research technique. The seven types of research strategy are structured and described according to its approach as follows:

Research Strategy	Explanation

Action research	<p>It is designed to help develop solutions to real organisational problem. It is based on four themes which are:</p> <ol style="list-style-type: none"> 1. Purpose of research 2. Role of researcher within the research study 3. Process of diagnosing, planning and taking action 4. Action research should have implications beyond the immediate research
Ethnography	<p>In-depth understanding of the cultural, social, and behavioural dynamics of a particular group or society is the goal of ethnography. To gain a deeper understanding of human diversity and social phenomena, ethnographers seek to grasp the distinctive viewpoints, practises, and meanings within a cultural setting by methodical observation and interaction.</p>
Archival research	<p>It is focused on the methodical inspection and analysis of historical documents and records. To recreate historical events and acquire insights into historical contexts and narratives, researchers comb archives, libraries, and other repositories for primary and secondary sources like letters, diaries, government records, pictures, and newspapers.</p>

Table 2: Research strategies based on inductive approach.

Research Strategy	Explanation
Experiment	<p>In experiment strategy, influencing factors are controlled for while independent variables are changed to see how they affect dependent variables. It seeks to establish cause-and-effect</p>

	linkages and is frequently carried out in controlled environments using concepts of randomization and experimental design.
Survey	A structured questionnaire or interview is used to obtain data from a sample group as part of survey research. In order to gain understanding and establish generalisations about a wider population, it seeks to collect data about the attitudes, behaviours, opinions, or other traits of certain people or groups.

Table 3: Research strategy based on deductive approach

Research Strategy	Explanation
Case study	An extensive examination of a particular person, group, or phenomena within its practical setting is a case study. According to (Verbeke, A. 2022), it often uses a variety of data sources to obtain rich and detailed information, including interviews, observations, documents, and artefacts.
Grounded theory	A qualitative research technique known grounded theory focuses on creating theories from evidence. To produce notions and theories that are generated from the data itself rather than being preset, it entails iterative data collecting and analysis. It provides a methodical process for developing theories in social science.

Table 4: Research strategy based on mixed approach (deductive and inductive approach)

Case study is the type of research methodology employed in this research. It concentrates on a thorough analysis of a single instance or a small group of cases, and in this study, it concentrates on the craft business. In case study research, information is generally gathered from several

sources and through the use of various forms of data, including observations, surveys, interviews, and document analysis.

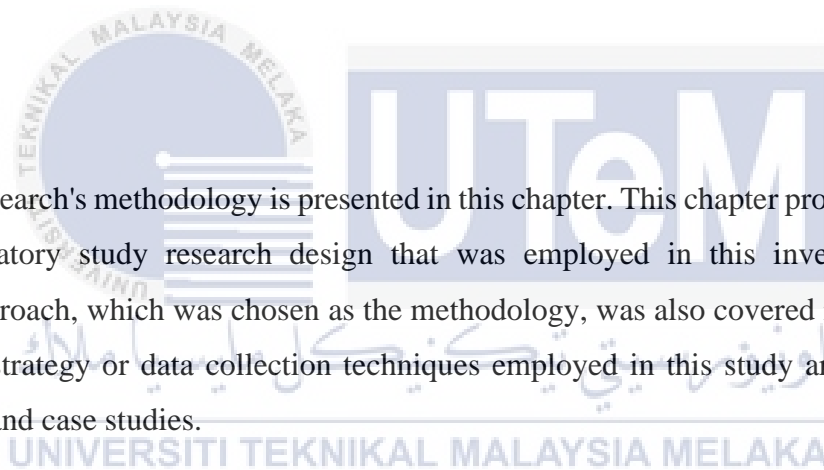
3.8 Time Horizon

Time horizon is the term used to identify the length of time a research is carried out. Cross-sectional and longitudinal time horizons are the two categories of time horizons. Cross-sectional research uses snapshots taken at a single point in time and only collects data at that one period in order to answer a research question, whereas longitudinal research uses constructions assessed over numerous times in time.

This research uses cross-sectional time horizon, lasting for a 6 months period starting March until June 2023

3.9 Summary

The research's methodology is presented in this chapter. This chapter provided a review of the explanatory study research design that was employed in this investigation. The qualitative approach, which was chosen as the methodology, was also covered in this chapter. The research strategy or data collection techniques employed in this study are observation, interviewing, and case studies.



CHAPTER 4

RESULT AND DISCUSSION

4.1 Introduction

The results from the case study will be discussed in this chapter. The data was collected through an interview session with the local people that are involved directly in the craft and local product business which is in rumah Panjang Tubai Buah and Sibul Town. The obtained results will include the examination of the framework suggested in Chapter Two as well as the three study objectives that were emphasized in Chapter One. The data were collected through qualitative method which is an interview session involving the respondents from rumah Panjang Tubai Buah and Sibul's Town, the justification of the selection of case study is provided in section 4.2.

4.2 Case Study Background

The case study was carried out using the qualitative method which is interview that involves 15 respondents working in rumah Panjang Tubai Buah and Sibul's Town. The respondents are built up of the local people from the owner business of the craft and local product as rattan basket, traditional costumes and accessories, parang-making craft which consists of the of the respective case study which in the rumah Panjang Tubai Buah and Sibul's Town.

4.2.1 Respondent Detail

The respondents are built up of the local people that were directly involved with the craft and the local product business from rural area or Sibul's Town. The respondents for this case study

were selected based on their business involvement with craft or local product. The respondents' details are shown in Table 4.1.

Respondent	Designation
Bana	Rumah Panjang Tubai Buah
Lidang	Rumah Panjang Tubai Buah
Lucyana	Rumah Panjang Tubai Buah
Ayum	Rumah Panjang Tubai Buah
Satik	Rumah Panjang Tubai Buah
Gundai	Rumah Panjang Tubai Buah
Ulas	Sibu's Town
Victoria	Sibu's Town
Sijah	Sibu's Town
Pauline	Rumah Panjang Tubai Buah
Jenny	Rumah Panjang Tubai Buah
John	Sibu's Town
Nit	Sibu's Town
Sampang	Rumah Panjang Tubai Buah
Selia	Rumah Panjang Tubai Buah

Summarized by the researcher (2023)

4.2.1.1 Case Study 1: Tubai Buah

Rumah Panjang Tubai Buah was located in Sibu's rural area which is it will take about 45 minutes to go there. The population of Rumah Panjang Tubai Buah around 115 people and 47 family. Historically, Rumah Panjang Tubai Buah was established since 1957 were their decided to settle in the present area. At that time, that place was used to be a place for farm but as the village head founded that the place was strategic because the placed position was high than the water sources to prevent flooding. Now it normal for every single resident in the area engage in handicrafts to improve the family's economy in addition to finding forest products.

4.2.1.2 Case Study 2: Sibu's town

Sibu is one of the oldest towns in Sarawak. The district of Sibu covers 2,230 square kilometres with a population of 247, 995 (Jabatan Perangkaan Malaysia, 2020). Historically, the town of Sibu was developed rapidly during the ruling of Rajah Brooke and the migration of the Foochow clan. At that time, Sibu was the gateway to the logging camps in Central Sarawak. The logging industry has contributed to the rapid development of Sibu. Today, Sibu is still the main gateway to the central region of Sarawak, providing logistic and administrative services to those living in this region. Sibu has attracted many migrants from other rural vicinities, such as from Kapit, Song, Kanowit, Sarikei, Bintangor, and even from the Melanau coastal areas of Mukah Division

4.3 Evaluate the specific pull factors that motivate local people to involve in the craft and local product business in Sibu, Sarawak

The first objective of the study is to evaluate the specific push factor that motivate local people to involve in the craft and local product business in Sibu, Sarawak. Throughout this section, the push factor that motivate local people by the selected case study and the involved of craft and local product business in Sibu, Sarawak on the case study will be represented.

The decision to involve into this business was initially fueled by a lack of affordable and high-quality materials, prompting local people in rumah Panjang Tubai Buah to start on the journey of crafting the product themselves. The inspiration grew as local people found joy in collaborating with experienced individuals, learning the unintentionally trade, and developing a genuine passion for it. The historical resonance of individuals making these products in the past further motivated our entrepreneurial spirit. However, problem surfaced as local people in rumah Panjang Tubai Buah initiated the business, particularly in balancing personal interests and economic demands. Despite these obstacles, the unwavering commitment to staying on track reflects a deep-seated motivation to turn this passion into a successful work, respecting tradition, craftsmanship, and modern challenges.

“That the reason why I want to start to make this product by myself. ‘Klau ada yg lebih tu sya akan jual’. That why it inspires myself to do it. Doing this job also inspire myself because I love to do it with the old people from learn by accidently then I start to love it. It also motivated

us to start the business because long time ago, there is stall that sell this item, people long time ago just made the product themselves.”

(Bana anak Kasa, Tubai Buah)

“Not only that, what I have done so far was all done by myself with getting help from outside support such as government or swasta. Not only that, the reason I still keep run on this business so that young people in the future can see the handiwork that I made myself.”

(Gundai, Tubai Buah)

“So, like me because I didn’t get help from any party, I started this business by myself because the capital used was only on a small scale.”

(Pauline, Tubai Buah)

Other than that, when their child started going to school, the locals of Tubai Buah started to get involved in crafting because they wanted to help maintain their family and supplement their husband's salary by helping pay for the children's education. As time went on, they became genuinely passionate about this task, driven by their personal interest in handicrafts as well as their love of gardening and the practical necessity to supplement our money in Tubai Buah. Local people in Tubai Buah interest in making wicker baskets, mats, and other handcrafted goods was further stoked by the support and advice that received from the locals in Tubai Buah and Sibu's town. Their deep interest in the technique is the foundation of their unwavering dedication to weaving despite outside influences, making it a rewarding endeavor that has persisted from its beginning to the present.

“the reasons why I start in this field start from when my child start school, I want to gain the side come to help my husband income, help with children's school expenses and until now I love to do this job.”

(Lidang, Tubai Buah)

“I want to be in this business to gain side income from what I sell. Not only that, the reason I still keep run on this business so that young people in the future can see the handiwork that I made myself”

(Gundai, Tubai Buah)

“So, I'm selling this item because I want to increase my family's economy more than selling other items. So, I still keep on run this business because there is only me who sell the “tuak” apart from bringing more profits.”

(John, Tubai Buah)

Driven by the desire to establish a source of income at a difficult time of employment shortage, the local people of Tubai Buah started this entrepreneurial journey. Although their initial motivation was based on passion, the idea to officially start the business came together when they realized that investing the time to produce the products brought them fulfillment. In regard to the difficulties that come with managing an independent business without outside assistance, Tubai Buah's local people have no opinions toward the public or private sectors. Despite the fact that their business is an extra income to their main job, they handle it with passion and dedication, determined to keep it going by always coming up with new ideas and adjusting to market trends.

“I start this business start when it was hard to find a job in my day, that's why I chose this path to start selling ‘senapang Ikan’. Yes, make or produce this product is start from the interest but aftar that the idea to start the business is come because I can spend my day to make more ‘senapang ikan’ for selling.

(Ayum, Tubai Buah)

“It also motivated us to start the business because long time ago, there is stall or kedai that sell this item, people long time ago just made the product themselves.”

(Bana, Tubai Buah)

The locals of Tubai Buah are driven by a passionate desire to enter the market for handmade goods and local products. The dangerous passion and enduring affection for their

artisanal skills and cultural heritage serve as powerful motivators in the lively community. The inhabitants' passion to maintain and highlight their distinct identity is fueled by the exquisite crafts and locally sourced goods, which together represent a rich tapestry of tradition, history, and interpersonal connection. Their joy comes from a natural need to tell their stories, honor their heritage, and support Tubai Buah's sustainable growth.

“Doing this job also inspire myself because I love to do it with the old people from learn by accidently then I start to love it. The problem always come when we start doing the business but the interest, as well as daily spending or economic income force to keep on the track.”

(Bana, Tubai Buah)

“That also come from my interest is the reason why start doing this job other than gardening, I will divide my time between gardening and making handicrafts before selling handicraft products. The reason why is still doing this job from then until now because I really have an interest in weaving.”

(Lidang, Tubai Buah)

“From myself, interest in weaving the mats and baskets since young encouraged myself to start the business as a small entrprenuer. Even though there are many challenges that I face such as get the material to the wildness forest but it not breaks my desire to stop from weaving.”

(Satik, Tubai Buah)

“The interest in weaving is indeed one of the factors to engage in business. without interest, it is difficult for a person to produce quality sales products because in my place there are rarely people who buy other people's handiwork to be their sales products.”

(lucyana, Tubai buah)

“then passion because without passion we cannot craft the product and you should love your work before success and that the factor why people start join the craft business. Additionally, before you want to start the craft business, you should know how to craft the product.”

(Sijah, Sibul's Town)

“the way I can still survive in this business is because of my interest in making this handicraft so I can still survive because of my interest.”

(Pauline, Tubai Buah)

“so, I've been interested in this work since I was a child because I sat with my grandmother and I always helped my grandmother make handicrafts, causing me to become interested in the field of handicrafts before starting to venture into the handicraft business.”

(Selia, Tubai Buah)

The government and handicraft corporations' involvement in Tubai Buah and Sibul's Town acts as a strong push element, encouraging the locals to actively participate in the craft and local product industry. These organizations are essential in fostering the entrepreneurial spirit in the community since they offer vital support and motivation. On the flip side, handicraft companies make a difference by supporting and exhibiting regional talent and providing venues for craftspeople to display their abilities and wares. In addition to giving the locals a sense of pride and confidence, this cooperative effort between the government and handicraft corporations lays the groundwork for the thriving local product and craft businesses in Tubai Buah and Sibul's Town.

“In my place is also always visited by Malaysian handicrafts corporation (Kraftangan Malaysia) in Kuching that want to buy our goods such as baskets, “sintung”, “lanji” and mats that made from rattan.”

(Satik, Tubai Buah)

“Besides that, the government sector or handicraft corporation such as Malaysian handicrafts corporation (Kraftangan Malaysia) in Kuching always boost our spirit or provide encouraging support in this field.

(Lucyana, Tubai Buah)

Table 4.3: The summary of case study (List of common the push factor that motivate local people to involve in craft and local product business in Sibul. Sarawak)

Research Objective	Interview data from respondents															
	R 1	R 2	R 3	R 4	R 5	R 6	R 7	R 8	R 9	R 10	R 11	R 12	R 13	R 14	R 15	R 16
The push factor that motivate local people																
Independent	/					/				/						
Gain side income		/				/						/				
Unemployment	/		/													
Passion	/	/		/	/				/	/						/
Government support				/	/											

Summarize by researcher (2024)

Indicators

R1: Bana, Tubai Buah

R2: Lidang, Tubai Buah

R3: Ayum, Tubai Buah

R4: Satik, Tubai Buah

R5: Lucyana, Tubai Buah

R6: Gundai, Tubai Buah

R7: Ulas, Sibú's town

R8: Victoria, Sibú's town

R9: Sijah, Sibú's town

R10: Pauline, Tubai Buah

R11: Jenny, Tubai Buah

R12: John, Sibú's town

R13: Nit, Sibú's town

R14: Sampan, Tubai Buah

R15: Selia, Tubai Buah

The study focuses on evaluating the push factors that motivate local individuals to engage in the craft and local product business in Sibú, Sarawak, with a particular emphasis on the case study of Tubai Buah and Sibú's Town. The initial motivation for entering this business arose from a lack of affordable and high-quality materials, prompting residents of rumah Panjang Tubai Buah and Sibú's Town people to start crafting products themselves. The inspiration grew as respondents collaborated with experienced individuals, learned the trade unintentionally, and developed a genuine passion for it. Historical resonance further fueled their entrepreneurial spirit.

"The thing that make me love to involve in this business is from start I don't have any material or knowledge, if want to buy the material is too expensive and the quality is not confirm 100% satisfy my desire."

(Bana, Tubai Buah)

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

Despite facing challenges in balancing personal interests and economic demands, the respondent commitment to turning this passion into a successful business remained unwavering. Participants highlighted their motivation, including the joy of collaboration, love for the craft, and the desire to preserve tradition. Some mentioned the lack of outside help, emphasizing the personal and small-scale nature of their ventures.

"From myself, interest in weaving the mats and baskets since young encouraged myself to start the business as a small entrprenuer. Even though there are many challenges that I face such as get the material to the wildness forest but it not breaks my desire to stop from weaving."

(Satik, Tubai Buah)

As their children started attending school, residents of Tubai Buah turned to crafting to help maintain respondent's families and supplement their husbands' incomes for education expenses. Over time, they developed a genuine passion for crafting, driven by personal interest, love of gardening, and the practical need to supplement income. Support and advice from locals in Tubai Buah and Sibul's town further stoked their interest in making handcrafted goods.

Driven by the need for income during employment shortages, the researcher believes that the locals of Tubai Buah embarked on this entrepreneurial journey. Although initially motivated by passion, the decision to start the business officially came when they realized it brought them fulfillment. Despite facing difficulties managing an independent business, they handled it with passion and dedication, adapting to market trends.

The locals of Tubai Buah are passionate about entering the market for handmade goods and local products, driven by a desire to maintain their cultural heritage. Their dedication stems from a natural need to tell their stories, honor their heritage, and support Tubai Buah's sustainable growth.

“For my own knowledge, the first reason why I start this business because hobby and then passion because without passion we cannot craft the product and you should love your work before success and that the factor why people start join the craft business. Additionally, before you want to start the craft business, you should know how to craft the product.”

(Sijah, Sibul's Town)

The study also teaches the research to emphasize the role of interest and passion in motivating individuals to engage in the craft business. Quotes from participants highlight the significance of interest, passion, and love for the work in overcoming challenges and sustaining the business. The government and handicraft corporations play a crucial role in supporting and motivating the locals, providing essential support for the thriving local product and craft businesses in Tubai Buah and Sibul's Town.

“Besides that, the government sector or handicraft corporation such as Malaysian handicrafts corporation (Kraftangan Malaysia) in Kuching always boast our spirit or provide encouraging support in this field. Every business has their own problem, but for the problem that I always face is not enough time to weaving the product or craft rattan's basket because it takes time to craft, find the good material and customer request problem.”

(Lucyana, Tubai Buah)

4.4 To address the pull factors that motivate local people to involve the craft and local product business in Sibul, Sarawak?

The second objective of the study is to significant the push factors that motivate local people to involve in the craft and local product business in Sibul, Sarawak. The town of Tubai Buah and Sibul is proud of its unique cultural tapestry, which skillfully weaves the traditions and legacy of its surrounding towns. Not only that, the global demand for craft business with the global handicrafts market size reached US\$ 830.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 1,864.1 Billion by 2032, exhibiting a growth rate (CAGR) of 9.2% during 2024-2032. This show that the opportunities for the craft business to growth their business. It includes the craft and local product business in Tubai Buah and Sibul's town. Besides that, almost all especially at Sibul's town not only use stall to promote their product but also use the e-commerce such as Tiktok, Facebook and other online platform to increase their income.

The biggest concern when it comes to craft and local product business is technology adoption. The adoption of technology for production, marketing, and sales can be a stumbling block for some craft businesses (Tran, T. H., Lau, K. H., & Ong, C. E., 2021). Embracing modern tools and platforms is essential for staying competitive in today's digital marketplace. It especial to the rural area business which is it hard for them to expand their business due to the lack exposure product. Navigating these concerns requires a thoughtful and gradual integration of technology, coupled with strategic investments in training and maintaining a strong online presence, ensuring that the adoption process aligns with the values and identity of the craft business.

For few craft business, they may though that the craft business is just for the job or to gain the income. But not at all the craft business think through that way because for them who consider that by involve in this field, they can develop their skill on crafting the local product such sword that call as "ilang". Crafting this good need experience and skill that handed down from ancestors because every detail of the material is important to maintain the authenticity of the good. Not only that, some respondent also agrees that the fact that make them to involve in this business because it was their cultural or define as knowledge is passed down to relatives. It was the respondent tradition that every one of their parents will teach the kid about how to craft or making the local product especially about weaving, embroider, carpentry or handicrafts.

“since I was child, my parent was teaches me how to make a machete or “ilang” because I am the only boy out of all of us siblings. That is the reason why I still manufact the product and sell it”

(Bana, Tubai Buah)

“the making of traditional musical instruments such as gongs, tawak and bebendai is deeply rooted in our bloodline and it is my duty to bear the responsibility so that the long tradition of making musical instruments does not die out while maintaining the quality of the instruments. While making this as a tradition, I also sell the product because now a day the product is in high demand in the market”

(Gundai, Tubai Buah)

“for my opinion, it was our responsible by exposure new generation by allows them to showcase and pass down cultural practices, skills, and artistry to future generations”

(Sijah,Sibu’s town)

Besides that, other respondent also admit that they motivate to involve in this business through their tradition and culture because many traditional crafts tell stories or convey specific meanings. Engaging in craft business allows individuals to be storytellers, sharing the narrative behind their creations and connecting with customers on a deeper level. Some respondent think that this tradition and culture is because Many crafts have been passed down through generations, forming an integral part of a community's heritage. Participating in the craft business allows individuals to contribute to the preservation of traditional skills and techniques, ensuring that they are not lost over time.

“Absolutely. I come from a community with a rich cultural heritage. Growing up surrounded by these artistic expressions, I felt a deep connection to our heritage.”

(Pauline, Tubai Buah)

“Through my craft business, I aim to capture and share the essence of our traditions, hoping to evoke the same sense of wonder and appreciation that I experienced as a child.”

(Jenny,Tubai Buah)

“Each piece I create tells a story about the fusion of different traditions. It's not only a way for me to connect with my roots but also to celebrate the beauty of cultural diversity through the product that I sell.”

(John, Sibú's town)

“I felt a responsibility to revive and sustain these crafts, not just for personal fulfillment but also to contribute to the preservation of our cultural heritage.”

(Nit, Sibú's town)

“I have friend that has a long history of engaging in a particular craft. When we gatherings, we were always centered around crafting, and I found immense joy in it. So, when I decided to start my own craft business”

(Sampan, Tubai Buah)

“The craft business for me is a medium to narrate the tales of our culture. Each piece I create carries a piece of our history and traditions.”

(Selia, Tubai Buah)

According to the data provided by the respondents, the importance of community identity as a driving force behind local participation in handicraft and locally produced goods businesses highlights the significant influence of common cultural values and history. Overall respondent understand that a strong sense of communal identification encourages a shared willingness to support the celebration and preservation of distinctive customs. Their agreement is a reflection of their knowledge that operating craft and locally produced goods enterprises enables them to actively contribute to their community's cultural narrative and ensures that unique customs and practices are not only maintained but also handed down to future generations.

“Being part of a Tubai Buah community has always emphasized the importance of handmade local product. It's a reflection of our shared values and traditions, which motivated me to start my own craft business to contribute to the community.”

(Bana, Tubai Buah)

“In Tubai Buah, craftsmanship is deeply tighter with our cultural identity. I wanted to preserve and promote our unique traditions through my craft business. It's not just a business for me but it's a way of preserving our heritage.”

(Lidang, Tubai Buah)

“This value motivated me to focus on eco-friendly crafts, aligning with our shared commitment to the environment. It's a collective effort that goes beyond individual businesses.”

(Gundai, Tubai Buah)

“Knowing that my craft business contributes to the local economy especially in Sibul town gives me a sense of purpose. It's more than just selling product but it's about building a thriving community in Sibul.”

(Ulas, Sibul town)

“People in Tubai Buah has a strong tradition of craftsmanship, and it's a source of inspiration for me. The shared stories and experiences have shaped my creative process, making my crafts resonate with the local culture.”

(Ayum, Tubai Buah)

Furthermore, those who agree that community identity is a draw factor recognise that locally owned businesses that are deeply rooted in the town's culture not only create jobs but also operate as representatives of culture. They admit that these businesses grow to be a source of happiness because the crafts and goods they make capture the spirit of their local area. By participating in such ventures, these respondents express a commitment to the sustainability of their community's identity, recognizing the role of local businesses in shaping and maintaining the unique character of their surroundings.

“community in Sibul has events and festivals such as ‘Gawai Dayak’, Borneo Culture Festival and any other festival are a big part of who we are. Participating in these events through my craft business allows me to connect with my neighbors on a personal level.”

(Victoria, Sibul town)

“Knowing that my crafts are appreciated by my neighbors and friends adds a personal touch to my creations. It's fulfilling to create something that resonates with those around me.”

(Jenny, Tubai Buah)

“Our community celebrates uniqueness, and that has translated into my craft. I found inspiration in the diversity around me, and my business reflects the rich tapestry of our community. It's a way to connect with others through art.”

(John, Sibú's Town)

Tourism and its positive impact on the local economy serve as compelling pull factors that motivating local people in Tubai Buah and Sibú's town to actively engage in craft and local product businesses. As tourists flock to an area, they contribute to the local economy by spending on accommodations, dining, and souvenirs. This entry of revenue creates opportunities for local business in Tubai Buah and Sibú's town to showcase their craftsmanship and local products.

Besides that, there is more to the relationship between tourism and the local economy than just financial benefits. Supporters of this viewpoint acknowledge the cultural exchange that takes place when visitors interact with regional handicrafts and goods. In addition to enhancing a lively and diversified marketplace, these exchanges help the neighbourhood feel proud of its character. Locals celebrate and maintain their cultural history while also improving their economic status by presenting their distinctive items.

“I decided to dive into the craft business because of the increased tourism in our area. Visitors are always looking for unique, locally-made souvenirs such as rattan mats, hand-woven basket and tradisional accessories. It not only fulfills their demand but also injects money into the local economy especially for people around Tubai Buah.”

(Lidang, Tubai Buah)

“seeing how tourism was growing in Tubai Buah lately, I saw an opportunity to showcase our local culture through handmade crafts. It's not just about the sales but also it's about sharing 'iban' traditions and contributing to the economic growth of Tubai Buah community.”

(Satik, Tubai Buah)

motivate local people															
Tradition and cultural	/					/			/	/	/	/	/	/	/
Communi ty Identity	/	/	/			/	/	/			/	/			
Tourism and Local Economy Boost		/		/	/		/	/							/

Summarize by the researcher (2024)

Indicators

R1: Bana, Tubai Buah

R2: Lidang, Tubai Buah

R3: Ayum, Tubai Buah

R4: Satik, Tubai Buah

R5: Lucyana, Tubai Buah

R6: Gundai, Tubai Buah

R7: Ulas, Sibú's town

R8: Victoria, Sibú's town

R9: Sijah, Sibú's town

R10: Pauline, Tubai Buah

R11: Jenny, Tubai Buah

R12: John, Sibú's town

R13: Nit, Sibú's town

R14: Sampan, Tubai Buah

R15: Selia, Tubai Buah



اونيورسيتي تيكنيكل ماليزيا ملاك

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

4.5 Point out the key success of push and pull factors that motivate local people to involve in the craft and local product business in Sibul, Sarawak?

The third objective is to point out the key success of push and pull factors that motivate local people to involve in the craft and local product business in Tubai Buah and Sibul's town based on the selected case study. Throughout this section, the researcher presents the benefits of push and pull factor that motivate local people to involve in the craft and local product business in both Tubai Buah and Sibul's town.

Cultural Connection and Heritage

Both of respondent in Tubai Buah and Sibul's town' agree that implementing the push and pull factors motivate local people to involve in the craft and local product business. One of the most obvious and significant key success of the push and pull factors is the cultural connection and heritage. This is because the dynamic interplay of cultural connection and heritage emerges as a cornerstone for the success of the craft and local product businesses in Tubai Buah and Sibul's town. So, there will be the key success for both selected case study.

Both of Tubai Buah and Sibul's town are rich in cultural heritage, and this cultural connection plays a pivotal role in motivating local people to engage in the craft and local product business. The deep-rooted traditions and customs in Tubai Buah and Sibul's town are not only a source of pride but also serve as a strong incentive for individuals to contribute to the preservation and promotion of their cultural identity. Craftsmanship often becomes a means through which locals can express and celebrate their unique cultural heritage. A sense of pride and belonging can be developed among individuals engaged in the local craft and product businesses by the elaborate patterns and techniques that have been passed down through the centuries as a monument to the history and traditions of the community that based on the case study.

“I think that cultural connection and heritage is the important key success because it was inspiring me to see how the deep-rooted traditions and customs serve as a driving force for local people around me that actively participate in the craft and local product businesses.”

(Jenny, Tubai Buah)

“if you asking me, it because the preservation of heritage in Tubai Buah through crafts creates a lasting legacy for future generations, ensuring that the rich cultural tapestry continues to thrive that connected between our cultural and heritage.”

(Gundai, Tubai Buah)

There are reasons other than just financial gain for local people in Tubai Buah and Sibú’s town to engage in these businesses. Both people and visitors who value and seek for authentic, culturally woven experiences are drawn to Tubai Buah and Sibú's town by the crafts and goods produced there due to their cultural relevance. Demand for locally produced goods is driven by the appeal of traditional workmanship, which draws buyers who respect the authenticity and cultural tales that are infused into each piece. This, in turn, becomes a key factor in the success of local businesses of the respondent, as the market for these culturally rich products expands beyond the immediate community to regional.

“In Sibú’s town, our community takes immense pride in our cultural heritage. This cultural connection serves as a powerful motivator for us to participate in these businesses that may the reason for my success”

(Sijah, Sibú’s town)

“In our community, there’s a deep connection to our cultural heritage, and this connection serves as a powerful motivator for local people including me to participate in craft and local product businesses. As more individuals recognize the significance of my crafts, the success of my businesses grows.”

(Pauline, Tubai Buah)

“So far, I think cultural connection is key success for a powerful motivator for me as a craft businessman. Our people take pride in preserving and showcasing our heritage through crafts and local products.”

(Nit, Sibú’s town)

As local people in Tubai Buah and Sibú’s town engage in the craft and local product business, they become active contributors to the sustainable development of their towns. The

preservation of cultural practices and the promotion of locally made products serve as a source of communal pride and unity. The harmonious balance that is created when cultural heritage and economic goals are integrated guarantees that Tubai Buah and Sibul's town's rich cultural weaving will continue to inspire future generations, which in turn supports the sustained existence and sustainability of the local craftspeople and product business.

“For me, the only one thing that make me still able to survive in this field was my craft business in Tubai Buah is deeply intertwined with the cultural heritage of the Tubai Buah’s community. Maybe because the authenticity and traditional workmanship are key elements that attract both locals and visitors”

(Sampan, Tubai Buah)

Economic Empowerment

One of the many keys success of push and pull factor is economic empowerment. This is due to the fact push and pull that motivate local people in Tubai Buah and Sibul's town to involve in these businesses. People are more likely to participate when they see tangible benefits for themselves and their community.

In order to encourage local communities in Tubai Buah and Sibul's Town to participate in the crafting and production of indigenous goods, economic empowerment is important. People are motivated to actively participate in these economic endeavours by the complex interplay of push and pull considerations. On the one side, push factors can be things like poor income, few work possibilities, or economic challenges that force people to look for other ways to make ends meet. Conversely, pull factors such as the potential for increased income, improved financial stability, and the prospect of community development draw individuals towards the thriving craft and local product industry.

“I think the main point of my key success could be economic empowerment because it creates a ripple effect. It becomes a cycle of positive motivation where success stories encourage more locals people around me to join the entrepreneurial landscape.”

(Ayum, Tubai Buah)

“In Sibú’s town, the sense of economic empowerment has been a significant pull factor. The community takes pride in preserving traditional craftsmanship, and this cultural motivation often leads to economic success.”

(Ulas, Sibú’s town)

Conversely, pull factors are those that draw people to the local product and craft sectors. These could include the region's distinct cultural legacy, the possibility of expansion and financial gain in these fields, and the maintenance of customary workmanship. The attraction of producing goods that highlight regional identity and abilities can serve as a strong incentive. Engaging in these businesses provides individuals with economic empowerment that not only improves their financial security but also advances Tubai Buah and Sibú's Town's general economic development.

“In my opinion, economic empowerment plays a crucial role in motivating locals to get involved in the craft and local product business. Sibú's Town and Tubai Buah have a rich cultural heritage, and by participating in these businesses, individuals can not only preserve their traditions but also generate income for themselves and their communities.”

(Bana, Tubai Buah)

“The economic aspect is a significant for my success. In Sibú’s town, for instance, many locals have realized the potential of their traditional crafts in the market. By empowering themselves economically through these businesses, they not only improve their own financial status but also contribute to the overall economic growth of the community.”

(John, Sibú’s town)

“I would like to tell that economic empowerment acts as a key success for my business. This because engaging in local businesses becomes a way for them to take control of their economic destinies and contribute to the development of our own town.”

(Victoria, Sibú’s town)

“should I say that the economic empowerment is not just about financial gains, it's also the reason why I can keep survive in this industry. In Tubai Buah, i seen how individuals, when economically empowered, not only improve for my own financial well-being but also contribute to the overall development and sustainability of the communities.”

(Lidang, Tubai Buah)

“Economic empowerment haved played a vital role for my business so far. It because this key success was a growing appreciation for handmade crafts and indigenous products, creating a demand that further motivates individuals to engage in my businesses.”

(Lucyana, Tubai Buah)

Community Pride and Recognition

The prosperity of regional craft and product enterprises in Tubai Buah and Sibul's Town is mostly driven by a sense of pride in the community and recognition. Related to the data that researcher get from the respondent is there is only two respondent that state the community pride and recognition.

Sibul's town and Tubai Buah have emerged as thriving hubs for craft and local product businesses, with community pride and recognition playing pivotal roles as key success factors. The essence of community pride is deeply embedded in the rich cultural heritage of these regions, fostering a sense of belonging and identity among the local residents. The vibrant history and traditions of Sibul's town and Tubai Buah have become sources of inspiration for the craftsmen and entrepreneurs, motivating them to preserve and showcase their unique cultural offerings.

The success of these businesses is greatly influenced by the desire of the locals to be acknowledged for their skill and respect. The community's commitment to maintaining its cultural past is reflected in the intricate skills and craftsmanship used in the creation of local goods. The attention that these crafts receive, both locally and internationally, gives the artists a sense of pride and inspires them to continue improving and innovating their creations. The community's sense of pride in their heritage is enhanced by this recognition, which also helps the local craft industry remain financially viable.

“For me, community pride plays a crucial role in motivating myself to participate in craft and local product businesses. When I feel a sense of pride in Tubai Buah community's heritage and cultural identity, it becomes a driving force for me to contribute and showcase the unique crafts and products that represent my town, like Tubai Buah.”

(Satik, Tubai Buah)

In addition, a major contributing reason to the local population's decision to start artisan and locally produced goods companies is the push factor of economic empowerment. People are becoming more entrepreneurial in Sibul town and Tubai Buah as they realise the potential market for their distinctive crafts. This economic push combined with pride and support from the community fosters a business environment that is favourable to long-term success.

Recognition and pride in the community have a cascading effect that benefits not just individual artists but the entire community. The town as a whole benefit from more tourists, economic possibilities, and a heightened feeling of cultural appreciation as local items gain prominence. The prosperity of local product and craft enterprises fosters a sense of pride among the community's residents, encouraging the next generation to continue the history of fine craftsmanship. Essentially, the combination of local pride and recognition serves as a driving force behind the craft and local product enterprises in Tubai Buah and Sibul town, ensuring their long-term prosperity.

“Community Pride creates a sense of myself and a desire to uplift the community's economic prospects. When I take pride in Tubai Buah town's unique offerings, I will naturally become ambassadors for local products. Recognition, whether through word of mouth, social media, or formal accolades, not only boosts the self-esteem of local entrepreneurs.”

(Selia, Tubai Buah)

4.6 Summary

In this chapter, the researcher has discussed and analysed the data from the case study Tubai Buah and Sibul town. Through the primary and secondary data obtained from the selected case study, the push factors that motivate local people to involve in craft and local product business has been able to be identified and evaluated, the pull factors that motivate local people to involve in craft and local product business has been addressed, and the key success of the push and pull factors has been pointed out.

To summarize, research objective 1 used the interview method and official document from the selected case study to evaluate the push factors that motivate local people to involve in craft and local product. The research objective 2 used the interview method to address the push factors that motivate local people to involve in craft and local product. The research objectives

3 used the interview method to point out the key success of push and pull factors that motivate local people to involve in the craft and local product business.

Next, Chapter 5 will outline the conclusion of the research, where the findings from the study will be summarized.



CHAPTER 5

RESULT AND RECOMMENDATION

5.1 Introduction

In this chapter, the study aims to present the findings, research evaluation and conclusion derived from the whole research process. This chapter will also discuss on the research limitations and the recommendation for future studies on the push and pull factors that motivate local people to involve in craft and local product business. As such, the conclusion of each research objective is highlighted and discussed accordingly with the findings from Chapter 4. Initially, the research objectives of this study are:

- i. To evaluate the pull factors that motivate local people to involve in the craft and local product business in Sibul, Sarawak.
- ii. To identify the push factors that motivate local people to involve in the craft local product business in Sibul, Sarawak.
- iii. To point out the key success of push and pull factors that motivate local people to involve in the craft and local product business in Sibul, Sarawak.

These research objectives are discussed accordingly and the findings are concluded in this chapter.

5.2 Discussion

The key aim of this research is to evaluate the, pull factors that motivate local people to involve in the craft and local product business, identify the push factors that local people to involve in the craft local product business and to point out the key success of push and pull factors that motivate local people to involve in the craft and local product business in Sibul, Sarawak.

The researcher starts the research with the question of, what are the specific push factors that motivate local people to involve in the craft and local product business in Sibul, Sarawak?

An initial broad literature review and interview were conducted on the push factors that motivate local people to involve in the craft and local product business as discussed on Section 4.3 in Chapter 4 to answer the first research question. To better answer the key research question, the researcher had conducted an interview with case study selected based on the criteria which is Tubai Buah and Sibul's town as listed in Section 3.6, in Chapter 3.

Through the study on Tubai Buah and Sibul's town and the push factors that influence youths to participate in the craft business, summarization on the push factors that motivate local people to involve in craft and local product in both selected case study is shown in Table 4.3 in Chapter 4.

The findings in this research are discussed based on the related research objective. The study intends to present the major findings as far as the objective is concerned. As such, the discussions and findings are explained and elaborated in three parts; Section 5.2.1 is the first research objective, to evaluate the pull factors that motivate local people to involve in the craft and local product business. Section 5.2.2 is the second research objective, to identify the pull factors that local people to involve in the craft local product business. Section 5.2.3 is the third research objective, to point out key success of push and pull factors that motivate local people to involve in the craft and local product business in Sibul, Sarawak.

5.2.1 Research question 1: What are the specific push factors that motivate local people to participate in the craft and local product business in Sibul, Sarawak?

From the analysis discussed in this study, it is proven that all the identified the push factors that motivate local people to involve in craft and local product selected case study, Tubai Buah and Sibul's town are independence, gain side income, unemployment, passion and government support.

By analysis through the table in 4.3 that mostly respondent was motivated to involve in this business was by the passion. Meanwhile for the second factors with three of each respondent was independence and gain side income. For the last factor that motivate by respondent are government support. This show that mostly people that motivate themselves to engage in craft and local product was because their passion whether they like doing business

or crafting products. Not only that, some respondent involved in this field because they want to be more independence by selling product that crafting with handmade beside to gain the side income. sometimes unemployment can also be a factor to inspire them to involve in this business other than government support.

5.2.2 Research question 2: What are the significant pull factors that motivate local people to the craft business in Sibul, Sarawak?

Although the push factor was the motivate local people to involve in craft ad local product business, there seems to be other factors that motivated the respondent by the pull factor. Based on the findings, there are several pull factors which had been discussed previously in Chapter 4. The pull factors are tradition and cultural, community identity, tourism and local economy boast.

Tradisional and culture

According to the data collection, the profound impact of traditional and cultural elements as pull factors for local people to involve in craft and local product businesses cannot be overstated. The rich tapestry of traditions woven into the fabric of a community serves as a powerful motivator for respondent, driving individuals to preserve and perpetuate their heritage through entrepreneurial endeavors. By promoting traditional crafts, the respondent contributed to the sustainability of their cultural heritage while simultaneously creating opportunities for economic empowerment within their communities.

Community identity

Community identity is a strong pull factor in Tubai Buah and Sibul's town, encouraging the respondent to involved in local product and craft businesses. These communities' shared history and unique cultural heritage foster a strong sense of pride and belonging that motivates people to support the economic and cultural life of their towns. The rich tapestry of Tubai Buah and Sibul's local identities becomes not just a source of inspiration local people but a driving force behind business endeavors. As they involve in and promote local crafts and products, they not only stimulate economic growth but also strengthen the unique character of their

towns, fostering a resilient that thrives on the preservation and celebration of its distinctive identity.

Tourism and local economy boost

The symbiotic relationship between tourism and the local economy serves as a compelling pull factor, driving local people in Tubai Buah and Sibul town to invest in craft and local product businesses. In addition to creating a greater market for unique and real local goods, the entry of tourists also instills a sense of pride and the business spirit in the respondent. Local business owners such as respondent find many possibilities to exhibit and sell their handcrafted goods as tourists look to immerse themselves in the region's rich cultural diversity, which boosts the area's overall economic development. This win-win relationship celebrates and protects cultural heritage while promoting economic growth and fostering a thriving, long-lasting local business community.

5.2.3 Research question 3: What are the key success of push and pull factors that motivate local people to involve in the craft and local product business in Sibul, Sarawak?

The key success of push and pull factors that motivate local people to involve in craft and local product business are discussed previously in Section 4.5, Chapter 4. The key success of push and pull factors that motivate local people to involve in craft and local product business is culture connection and heritage, economic empowerment and community identity and recognition.

Cultural connection and heritage

Craft and local product's business man in Tubai Buah and Sibul town has the intricate interplay between cultural connection and heritage emerges as the linchpin propelling the success of local craft and product businesses. The rich tapestry of traditions woven into the fabric of these communities serves as a compelling pull factor, drawing respondent into the realm of craftsmanship and local entrepreneurship. The preservation and celebration of cultural identity become not only a source of pride but a driving force behind the creation and promotion of indigenous products. Moreover, the deeply rooted cultural connections foster a sense of

belonging and collective purpose, acting as a potent push factor that motivates local people that involve in craft and local product business to actively engage in businesses that not only sustain local heritage but also contribute to the socio-economic vitality of Tubai Buah and Sibul's town.

Economic empowerment

Economic empowerment emerges the respondent engagement in craft and local product businesses in Tubai Buah and Sibul's town. The synergy of push and pull factors, encompassing both external and internal motivators for local people on the overarching goal of economic advancement. Push factors such as for gain side income and propel them to seek alternative avenues, while pull factors such as cultural and heritage preservation and market demands attract them towards the craft and local product business. Through economic empowerment, these respondents gain not only financial independence but also contribute to the socio-economic vibrancy of their communities, thereby establishing a sustainable foundation for local businesses and fostering overall community development

Community Pride and Recognition

The combination of external recognition and local pride manifests itself as a potent catalyst in Tubai Buah and Sibul's town, encouraging people to actively engage in local product and craft companies. The strong sense of community pride in maintaining cultural legacy serves as a powerful motivator for residents to support the survival of traditional crafts. A synergistic link is created when the pull component of external acknowledgment is combined with intrinsic motivation. Acknowledgment from the neighbourhood and outside markets confirms the importance of their cultural contributions and increases the marketability of their goods. This twofold incentive, based on a harmony of self-satisfaction and outside validation, creates a strong basis for the prosperity and survival of handicraft and regional goods.

5.3 Conclusion

In Tubai Buah and Sibul's town, the engagement of local people in the craft and local product business is influenced by a various of push and pull factors. Push factors, such as passion and unemployment, drive local people to seek entrepreneurial avenues to sustain their livelihoods. Concurrently, pull factors, including traditional and cultural, community identity, and tourism

and local economy boost attract local people to the vibrant craft and local product industry. The synergy of these factors creates a dynamic ecosystem where economic imperatives converge with cultural heritage, fostering a thriving local business environment. This interplay not only sustains the economic fabric of Tubai Buah and Sibul's town but also contributes to the preservation and celebration of their unique cultural identity through the promotion of indigenous crafts and products.

In order to find out the motivator for local people that involve in these business, the researcher had conducted this study to study the push and pull factor that motivate local people to involve in craft and local product business. In conclusion, with the that motivator, the local people who involve in these businesses can survive even the problem will face them.

5.4 Limitation of Research

A number of limitations were identified in this study, which actually forms the basis for some further studies. The limitations are related to the study's methodology and resources challenges. Overall, addressing these limitations requires a nuanced approach to research design and interpretation to provide a comprehensive understanding of the complex interplay between push and pull factors in local craft engagement.

Methodological limitation

The study is conducted through a combination of semi-structure interview, case study approach, and document analysis. However, there were inadequacies on these data collection methods. Although the study agrees that these methods are complementary and capable of creating a backup for the inadequacies, there are still some challenges in their use that need to be addressed by the researcher. For example, conducting a study within a specific geographic or cultural context may limit the researcher applicability of findings to broader populations. Local nuances and unique socio-economic conditions may vary significantly across regions, making it challenging for researcher to extrapolate results beyond the study's immediate scope.

Resources limitation

One major challenge lies for researcher in accessing comprehensive and up-to-date data on the specific economic, social, and cultural contexts of various local communities. Limited financial resources may constrain the ability of the researcher to conduct extensive fieldwork, interviews, and surveys, potentially limiting the depth of understanding regarding the intricate motivations behind individuals' involvement in these enterprises. In that case, the researcher overcoming these constraints requires innovative research methodologies, collaboration with local communities, and strategic use of available resources to glean valuable insights into the intricate interplay of factors influencing participation in craft and local product businesses.

5.5 Recommendation for further studies

The current study could serve as a starting point for many future studies regarding the the push and pull factors that motivate local people to involve in craft and local product business. Based on the literature review, the results of the current study, the study' limitations and strength, there are recommendation for future studies, including:

- i. Conduct a cross-cultural analysis to explore how push and pull factors vary across different regions or cultural contexts.
- ii. Undertake a longitudinal study to examine how push and pull factors evolve over time in the context of craft and local product businesses.

References

- Al-Marouf, R. A.-E. (2018). Students acceptance of Google classroom: An exploratory study using PLS-SEM approach. *International Journal of Emerging Technologies in Learning (iJET)*, 13(06), 112.
- Ames, H. (2019). Purposive sampling in a qualitative evidence synthesis: A worked example from a synthesis on parental perceptions of vaccination communication. *BMC Medical Research Methodology*, 19(1), 955-960.
- Barberá-Tomás, D. C. (2019). Energizing through visuals: How social entrepreneurs use emotion-symbolic work for social change. *Academy of Management Journal*, 62(6), 1789-1817.
- Casula, M. R. (2020). The potential of working hypotheses for deductive exploratory research. *Quality & Quantity*, 55(5), 1703-1725.
- Che Nawi, N. R. (2021). Challenges faced by youth social entrepreneurs in Malaysia: Career transition to become a social entrepreneur. *European Journal of Training and Development*, 46(3/4), 6778-6785.
- Grobar, L. M. (2019). Policies to promote employment and preserve cultural heritage in the handicraft sector. *International Journal of Cultural Policy*, 25(4), 515-527.
- Headley, M. G. (2019). Multilevel mixed methods research designs: Advancing a refined definition. *Journal of Mixed Methods Research*, 14(2), 145-163.
- Ivasciuc, I. &. (2023). Exploring the motivations, abilities and opportunities of young entrepreneurs to engage in sustainable tourism business in the mountain area. *Sustainability*, 15(1), 54.
- Javeed, A. A. (2022). Factors affecting youth empowerment and entrepreneurial initiatives: Social implications and way forward. *Frontiers in Psychology*, 13, 895432.
- Julius, K. (2021). Using qualitative data analysis software to support learning and teaching of research practices. *International Journal for Cross-Disciplinary Subjects in Education*, 3(1), 657-660.
- Luc, P. T. (2020). The influence of personality traits on social entrepreneurial intention among owners of civil society organisations in Vietnam. *International Journal of Entrepreneurship and Small Business*, 40(3), 291.
- Ly, B. C. (2020). Research techniques made simple: Cutaneous colorimetry: A reliable technique for objective skin color measurement. *Journal of Investigative Dermatology*, 140(1), 3-12.
- Marston, K. (2019). Researching LGBT+ youth intimacies and social media: The strengths and limitations of participant-led visual methods. *Qualitative Inquiry*, 25(3), 278-288.

- Meinke, L. J. (2021). The use of insecticides to manage the western corn Rootworm, *Diabrotica virgifera virgifera*, Leconte. *History, field-evolved resistance, and associated mechanisms. Insects*, 12(2), 112.
- Monti, S. (2018). Randomized controlled trials and real-world data: Differences and similarities to untangle literature data. *Rheumatology*, 57(Supplement_7), vii54-vii58.
- Neneh, B. N. (2020). Entrepreneurial passion and entrepreneurial intention: The role of social support and entrepreneurial self-efficacy. *Studies in Higher Education*, 47(3), 587-603.
- Olsson, A. K. (2022). Keeping up the pace of digitalization in small businesses—women entrepreneurs' knowledge and use of social media. *International Journal of Entrepreneurial Behavior & Research*, 27(2), 378-396.
- Olugbola, S. A. (2019). Exploring entrepreneurial readiness of youth and startup success components: Entrepreneurship training as a moderator. *Journal of Innovation & Knowledge*, 2(3), 155-171.
- Putra, B. A. (2023). Complexities of the ethical dilemmas in qualitative international relations research: Research subjects, ethical codes, and constructing qualitative rigor. *social science*, 157.
- Rahi, S. (2017). Research design and methods: A systematic review of research paradigms, sampling issues and instruments development. *International Journal of Economics & Management Sciences*, 06(02), 76-78.
- Siedlecki, S. L. (2020). Understanding descriptive research designs and methods. *Clinical Nurse Specialist*, 8-12.
- Verbeke, A. (2022). The JIBS 2021 decade award: Theorising from case studies: Towards a pluralist future for international business research. *Journal of International Business Studies*, 53(1), 1-3.
- Wratten, S. (2022). POSB371 patient and physician response scale preferences for clinical outcome assessments in Sjogren's. *A qualitative comparison of visual analogue scale, numerical rating scale, and Likert scale response options. Value in Health*, 25(1), 233.
- Yang, Y. S. (2018). Preservation of cultural heritage embodied in traditional crafts in the developing countries. *A case study of Pakistani handicraft industry. Sustainability*, 1336.
- Yururi, M. (2021). Generating open innovation in secondary education curriculum through cross-boundary Co-creation. *Impact*, 2021(2), 42-44.

APPENDIX

Section A: What are the specific push factors that motivate local people to participate in local people

In your opinion, how does the push factors that influence local people to participate in craft and local product business:

1. In your opinion, what are the the push factors that influence local people in sibu, Sarawak?
2. Did any personal interest and passion contribute to your decision to persue craft and local product business?
3. Can you describe any specific push factor that influence local people to participate in the craft and local product business?

Do you think motivate in society like desire for social impact are playing an important role in the push factors that influence local people to participate in craft and local product business? Why?

1. Can you share any experience where heritage and tradition play significant role in involvement craft and local product business?
2. How do you actively maintain and continue to keep the heritage and tradition in the face of challenge?

Section B: What are the significant pull factors that motivate local people to the craft business in Sibu, Sarawak?

How have pull factor, such as entrepreneurial and business opportunities motivate you to the craft and local product business?

1. How has entrepreneurial and business opportunities motivated you to the craft and local product business? Can you describe any specific or experience with entrepreneurial or business opportunities have shaped your mindset?
2. Have there any challenge for you to become a craft and local product business with the entrepreneurial and business opportunities?

How do Cultural Preservation shaping the behaviour or attitudes of individual to be motivate in craft or local product business?

1. How does the desire to preserve traditional Sarawakian culture influence locals to start craft businesses?
2. Are there specific cultural events or celebrations that drive the demand for local crafts and products?

Section C: What are the key success of push and pull factors that influence local people to participate in the craft and local product business in Sibul, Sarawak?

How do you think the important push and pull factor of local people that involve in craft or local product business? Can you share any experience or example?

1. Have there been any recent changes or developments in the local economy or job market that have increased the push factors influencing people to participate in this industry?
2. What are the key attractions or opportunities that pull local residents towards engaging in the craft and local product business in Sibul, Sarawak?

In your opinion, what role do government, community and cultural and heritage organizations play in shaping you in the craft and local product business?

1. Do community, government or someone that draw inspiration from their cultural and historical roots, and if so, how does this impact the appeal of their products?
2. Are there platforms or events in rural area that help showcase and promote local craft and artistic creations, contributing to their success?

TRANSCRIPT

Bana

“The thing that make me love to involve in this business is from start I don’t have any material or knowledge, if want to buy the material is too expensive and the quality is not confirm 100% satisfy my desire. That the reason why I want to start to make this product by myself. Klau ada yg lebih tu sya akan jual. That why it inspires myself to do it. Doing this job also inspire myself because I love to do it with the old people from learn by accidently then I start to love it. It also motivated us to start the business because long time ago, there is stall or kedai that sell this item, people long time ago just made the product themselves. The problem always come when we start doing the business but the interest, as well as daily spending or economic income force to keep on the track. Being part of a Tubai Buah community has always emphasized the importance of handmade local product. It's a reflection of our shared values and traditions, which motivated me to start my own craft business to contribute to the community. In my opinion, economic empowerment plays a crucial role in motivating locals to get involved in the craft and local product business. Sibul's Town and Tubai Buah have a rich cultural heritage, and by participating in these businesses, individuals can not only preserve their traditions but also generate income for themselves and their communities.

Lidang

“The reason why I start in this field start from when my child start school, I want to gain the side come to help my husband income, help with children's school expenses and until now I love to do this job. That also come from my interest is the reason why start doing this job other than gardening, I will divide my time between gardening and making handicrafts before selling handicraft products. Not only that, the thing that motivate me to involve in this business because people around me start to push me or told me to make the wicker baskets, mats and many other handicrafts. The reason why is still doing this job from then until now because I really have an interest in weaving. In Tubai Buah, craftsmanship is deeply tighter with our cultural identity. I wanted to preserve and promote our unique traditions through my craft business. It's not just a business for me but it's a way of preserving our heritage. I decided to dive into the craft business because of the increased tourism in our area. Visitors are always looking for unique, locally-made souvenirs such as rattan mats, hand-woven basket and

traditional accessories. It not only fulfills their demand but also injects money into the local economy especially for people around Tubai Buah.

Ayum

“I start this business start when it was hard to find a job in my day, that's why I chose this path to start selling “senapang Ikan”. In my opinion, the thing that make myself to start the business is the interest in doing this job. Yes, make or produce this product is start from the interest but after that the idea to start the business is come because I can spend my day to make more “senapang ikan” for selling. I cannot be angry or object to any party whether from the government or the private sector for not helping because this business is just a hobby for my regular job. To keep this business always run, I will keep produce more product either produce more advanced product by follow the trend or time. I think the main point of my key success could be economic empowerment because it creates a ripple effect. It becomes a cycle of positive motivation where success stories encourage more locals people around me to join the entrepreneurial landscape”

Satik

“From myself, interest in weaving the mats and baskets since young encouraged myself to start the business as a small entrepreneur. Besides that, people around me also encouraged I to motivate in this business. Doing this craft also being influenced by my parents made me want to try making handicrafts and when I was good at making these handicrafts, I started selling on a small scale. In my place is also always visited by Malaysian handicrafts corporation (Kraftangan Malaysia) in Kuching that want to buy our goods such as baskets, “sintung”, “lanji” and mats that made from rattan. Even though there are many challenges that I face such as get the material to the wildness forest but it not breaks my desire to stop from weaving. seeing how tourism was growing in Tubai Buah lately, I saw an opportunity to showcase our local culture through handmade crafts. It's not just about the sales but it's about sharing ‘iban’ traditions and contributing to the economic growth of Tubai Buah community. For me, community pride plays a crucial role in motivating myself to participate in craft and local product businesses. When I feel a sense of pride in Tubai Buah community's heritage and

cultural identity, it becomes a driving force for me to contribute and showcase the unique crafts and products that represent my town, like Tubai Buah.”

Lucyana

“I start doing this business was because I follow people around me but I am the only person who is still active in this handicraft business. The interest in weaving is indeed one of the factors to engage in business. without interest, it is difficult for a person to produce quality sales products because in my place there are rarely people who buy other people's handiwork to be their sales products. Besides that, the government sector or handicraft corporation such as Malaysian handicrafts corporation (Kraftangan Malaysia) in Kuching always boast our spirit or provide encouraging support in this field. Every business has their own problem, but for the problem that I always face is not enough time to weaving the product or craft rattan's basket because it takes time to craft, find the good material and customer request problem. For me, the influx of tourists has provided a steady market for our crafts. This has allowed us to expand local craft business, hire more local artisans, and ultimately contribute to the overall economic development of Tubai Buah's town. Economic empowerment haved played a vital role for my business so far. It because this key success was a growing appreciation for handmade crafts and indigenous products, creating a demand that further motivates individuals to engage in my businesses.”

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

Gundai

“I want to be in this business to gain side income from what I sell. Besides that, I also love to craft the product other than making money. Not only that, what I have done so far was all done by myself with getting help from outside support such as government or swasta. Not only that, the reason I still keep run on this business so that young people in the future can see the handiwork that I made myself. the making of traditional musical instruments such as gongs, tawak and bebendai is deeply rooted in our bloodline and it is my duty to bear the responsibility so that the long tradition of making musical instruments does not die out while maintaining the quality of the instruments. While making this as a tradition, I also sell the product because now a day the product is in high demand in the market. This value motivated me to focus on eco-friendly crafts, aligning with our shared commitment to the environment. It's a collective effort

that goes beyond individual businesses. if you asking me, it because the preservation of heritage in Tubai Buah through crafts creates a lasting legacy for future generations, ensuring that the rich cultural tapestry continues to thrive that connected between our cultural and heritage.”

Ulas

“Knowing that my craft business contributes to the local economy especially in Sibú’s town gives me a sense of purpose. It’s more than just selling product but it’s about building a thriving community in Sibú. Tourism has been a game-changer for us. The more visitors we attract, the more they seek authentic local experiences. Crafting unique, handmade items allows us to tap into that demand, and it’s incredibly satisfying to be a part of the local economic growth. In Sibú’s town, the sense of economic empowerment has been a significant pull factor. The community takes pride in preserving traditional craftsmanship, and this cultural motivation often leads to economic success.”

Victoria

“community in Sibú has events and festivals such as ‘Gawai Dayak’, Borneo Culture Festival and any other festival are a big part of who we are. Participating in these events through my craft business allows me to connect with my neighbors on a personal level. Definitely. In our area, tourism has not only boosted our sales but also created a ripple effect. As more people buy our crafts, they become ambassadors, sharing their positive experiences and attracting even more visitors. It’s like a cycle of growth. I would like to tell that economic empowerment acts as a key success for my business. This because engaging in local businesses becomes a way for them to take control of their economic destinies and contribute to the development of our own town.”

Sijah

“For my own knowledge, the first reason why I start this business because hobby and then passion because without passion we cannot craft the product and you should love your work before success and that the factor why people start join the craft business. Additionally, before you want to start the craft business, you should know how to craft the product. For right now,

if you start move solo in this business, you will not get any support from other party but if you are identified from the handicraft party, then you will get support. First, if u want to keep or compete in this business, u should have enough saving. for my opinion, it was our responsible by exposure new generation by allows them to showcase and pass down cultural practices, skills, and artistry to future generations. In Sibú's town, our community takes immense pride in our cultural heritage. This cultural connection serves as a powerful motivator for us to participate in these businesses that may the reason for my success”

Pauline

“For me, I just involve this job because I want to spend free time at home and love to craft especially for accessory product that made for colored thread. So like me because I didn't get help from any party, I started this business by myself because the capital used was only on a small scale. the way I can still survive in this business is because of my interest in making this handicraft so I can still survive because of my interest. Absolutely. I come from a community with a rich cultural heritage. Growing up surrounded by these artistic expressions, I felt a deep connection to our heritage. In our community, there's a deep connection to our cultural heritage, and this connection serves as a powerful motivator for local people including me to participate in craft and local product businesses. As more individuals recognize the significance of my crafts, the success of my businesses grows”

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

Jenny

“First time I see my friend post the picture on social media and then i was attracted see the product that they craft was beautiful either in terms of embroidery or pattern that why I start to do this business. I'm actually not interested in this embroidery job, due to being influenced by my friends on social media, I decided to venture into the field of handicrafts since 2019 until now. I all start because I doing craft then it turns out to be my hobby. Through my craft business, I aim to capture and share the essence of our traditions, hoping to evoke the same sense of wonder and appreciation that I experienced as a child. Knowing that my crafts are appreciated by my neighbors and friends adds a personal touch to my creations. It's fulfilling to create something that resonates with those around me. I think that cultural connection and heritage is the important key success because it was inspiring me to see how the deep-rooted

traditions and customs serve as a driving force for local people around me that actively participate in the craft and local product businesses”

John

“So, I'm selling this item because I want to increase my family's economy more than selling other items. So, I still keep on run this business because there is only me who sell the “tuak” apart from bringing more profits. So far there is no helping from outside source and I done this business just by myself. This "tuak" is indeed quite useful for us as Iban people because every time there is a festival, this "tuak" becomes one of the mandatory items. Each piece I create tells a story about the fusion of different traditions. It's not only a way for me to connect with my roots but also to celebrate the beauty of cultural diversity through the product that I sell. Our community celebrates uniqueness, and that has translated into my craft. I found inspiration in the diversity around me, and my business reflects the rich tapestry of our community. It's a way to connect with others through art. The economic aspect is a significant for my success. In Sibul's town, for instance, many locals have realized the potential of their traditional crafts in the market. By empowering themselves economically through these businesses, they not only improve their own financial status but also contribute to the overall economic growth of the community.”



Nit

“I felt a responsibility to revive and sustain these crafts, not just for personal fulfillment but also to contribute to the preservation of our cultural heritage. So far, I think cultural connection is key success for a powerful motivator for me as a craft businessman. Our people take pride in preserving and showcasing our heritage through crafts and local products.”

Sampan

“Why I started making craft product because I was influenced by the people around me such as "tawak", "gerunung", copper bracelets. reason I don't make this item anymore because I want to make or craft simpler items like ropes bought in the market. if you think it's because of interest, maybe yes because without interest it's really hard to craft items that you want to sell.

first of all, I want to apologize to my grandson because now he is getting older, so there may be a great opportunity to delve deeper into this handicraft just to add a little temporary income as my little hobby. For my hope, I hope the younger generation can continue working in handicrafts in addition to venturing into this business and hope this tradition will not be broken. I have friend that has a long history of engaging in a particular craft. When we gatherings, we were always centered around crafting, and I found immense joy in it. So, when I decided to start my own craft business.”

Selia

“So I've been interested in this work since I was a child because I sat with my grandmother and I always helped my grandmother make handicrafts, causing me to become interested in the field of handicrafts before starting to venture into the handicraft business. Not just from my grandmother, but my mother also sells handicrafts and many other things that motivated me to start this business. I do teach my children to make this handicraft so that my knowledge about this handicraft can be passed down to my children, grandchildren or other people who are interested in this handicraft. because this work is really my interest, in addition my husband always supports me in this handicraft. The craft business for me is a medium to narrate the tales of our culture. Each piece I create carries a piece of our history and traditions.”

Interview Session





Interview session with respondent



Local Product

Gantt Chart for PSM 2

Procedure for PSM 2	Week														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Activities															
PSM Briefing session	■														
Meeting with PSM supervisor		■													
Interview questions development			■	■	■	■									
Meeting with PSM supervisor							■								
Modify interview questions							■	■							
Data collection									■	■	■	■			
Completion of chapter 4													■	■	
Completion of chapter 5													■	■	
Presentation of PSM 2															■
Final correction for thesis															■
Submission of PSM 2															■

اونيور سیتی تکنیکل ملیسیا ملاک

UNIVERSITI TEKNIKAL MALAYSIA MELAKA