

DIGITAL ENTREPRENEURSHIP PROGRAMME FOR THE IMPROVEMENT OF THE QUALITY OF LIFE AMONG ASNAF IN TOURISM ACTIVITIES IN PERLIS

J-KEP23-002-0002



PROJECT MEMBERS

PROJECT OVERVIEW

ACTIVITIES

PROJECT'S SNAPSHOTS

1. IIUM GOMBAK : ASSOCIATE PROFESSOR DR. NURAZZURA MOHAMAD DIAH (PROJECT LEADER)
2. IIUM KUANTAN: DR. AHMAD FAHMI HARUN @ ISMAIL
3. IIUM GOMBAK: DR. FATIN HUSNA SUIB
4. KUIPS: MOHD. ROESFAN SAZZERIN MOHD. SOFI

MyJANA 2023 in Perlis, Malaysia empowers Asnaf entrepreneurs through training in business, finance, and digital marketing. MyJANA 2023 is sponsored by the Jamalullail Knowledge Empowerment Program and Majlis Agama dan Istiadat Melayu Perlis (MAIPs). The project aims to enhance their self-sufficiency, reducing dependency on financial aid. It recognizes entrepreneurship as a means to uplift the Asnaf community and improve their business sustainability.

Project's Objectives:

1. To increase more business outlets around Perlis as tourism attraction operated by Asnaf community.
2. To expose and increase awareness among Asnaf community in Perlis on the importance of digital entrepreneurship skills to sustain tourism initiatives.
3. To impart digital entrepreneurship skills to the Perlis Asnaf community to identify business opportunities in tourism which includes potential areas, activities and facilities for tourism activities.
4. To train the Asnaf community to pitch their business ideas to potential funders and investors in tourism.
5. To train the Asnaf community to become competent in digital entrepreneurship promotion and marketing strategy to generate income.
6. To impart knowledge to the Asnaf community to visualize what is important in their business via the business model canvas.
7. To impart knowledge to the Asnaf community to recognize tourism related opportunities, managing resources and initiate a business venture.

This program is structured into a blend of physical and online modules designed to build entrepreneurial skills, covering mindset development, marketing strategies across various digital platforms, business ethics, and practical consultation and pitching.

Phase 1 (Physical):

- Entrepreneurial Mindset.
- Business Model Canvas.
- Social Media Marketing – Instagram.
- Business Model Canvas
- Copywriting via ChatGpt
- Video Marketing via CapCut.

Phase 2 (Physical):

- MyJANA Modules:
- Designing business advertisement via CANVA
 - Branding.
 - Influencer Live Marketing.
 - Klinik Keusahawanan Digital at KUIPS.
 - Business Ethics from an Islamic Perspective.

Phase 3 (Online):

- Video Marketing via CAPCUT.
- Go – Ecommerce Modules
- TikTok Marketing
- Business Motivational Talk.

Phase 4 (Physical):

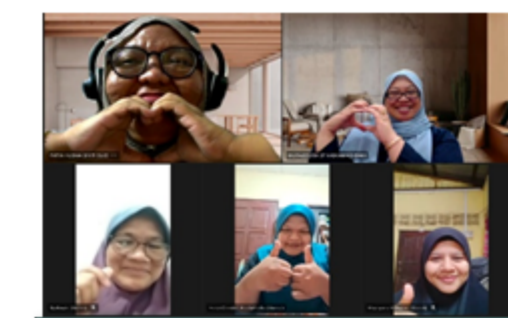
- Business Consultation.
- Business Pitching.
- Entrepreneurs' Premise Visitation.



Business Pitching



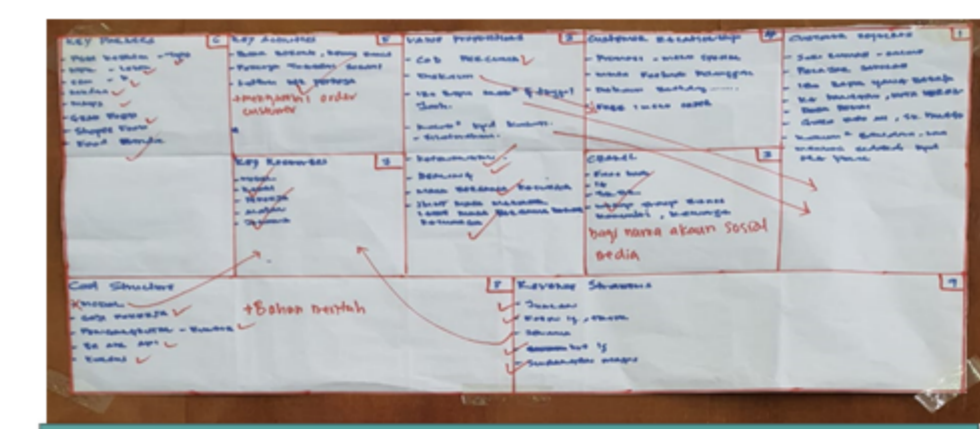
Business Consult



TikTok Marketing



Canva Ads



Business Model Canvas Checkup

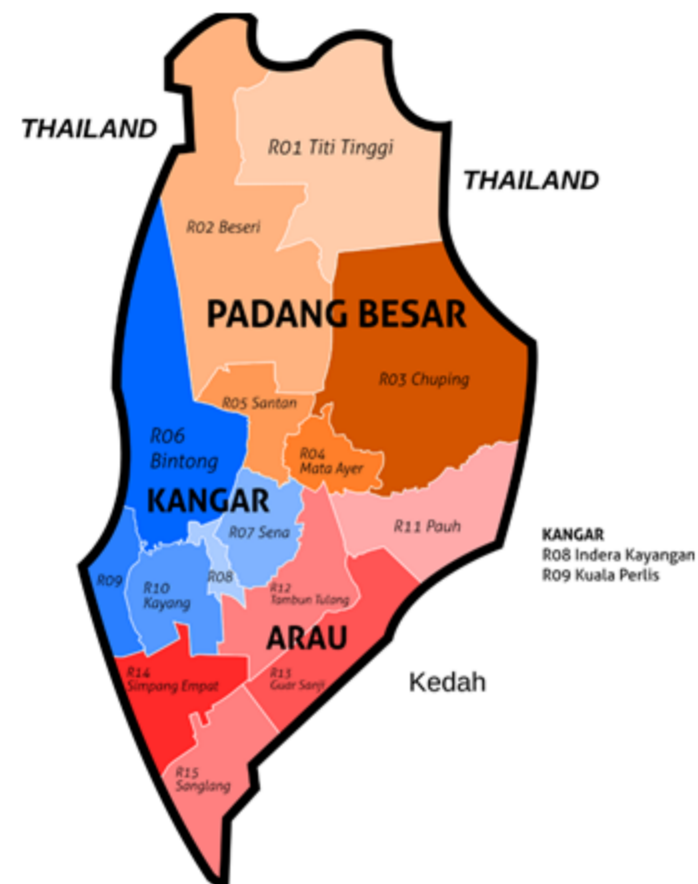


Business Ethics



Entrepreneurs Visitation

LOCATION



Perlis (Kedah Malay (Perlis dialect): Peghelih), also known by its honorific title Perlis Indera Kayangan, is a state of Malaysia in the northwestern coast of Peninsular Malaysia. It is the smallest state in Malaysia by means of area and population, as well as the northernmost in the country. This project held across Perlis to enhance the digital entrepreneurship skills among Asnaf entrepreneurs at this location.



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الجامعة الإسلامية العالمية ماليزيا
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
يُونُسُ بَرَسِيْتِي اسْلَامًا اِنْتَارَا اِبْحْسَابًا مَلِيْسِيَا
Garden of Knowledge and Virtue



CHALLENGES



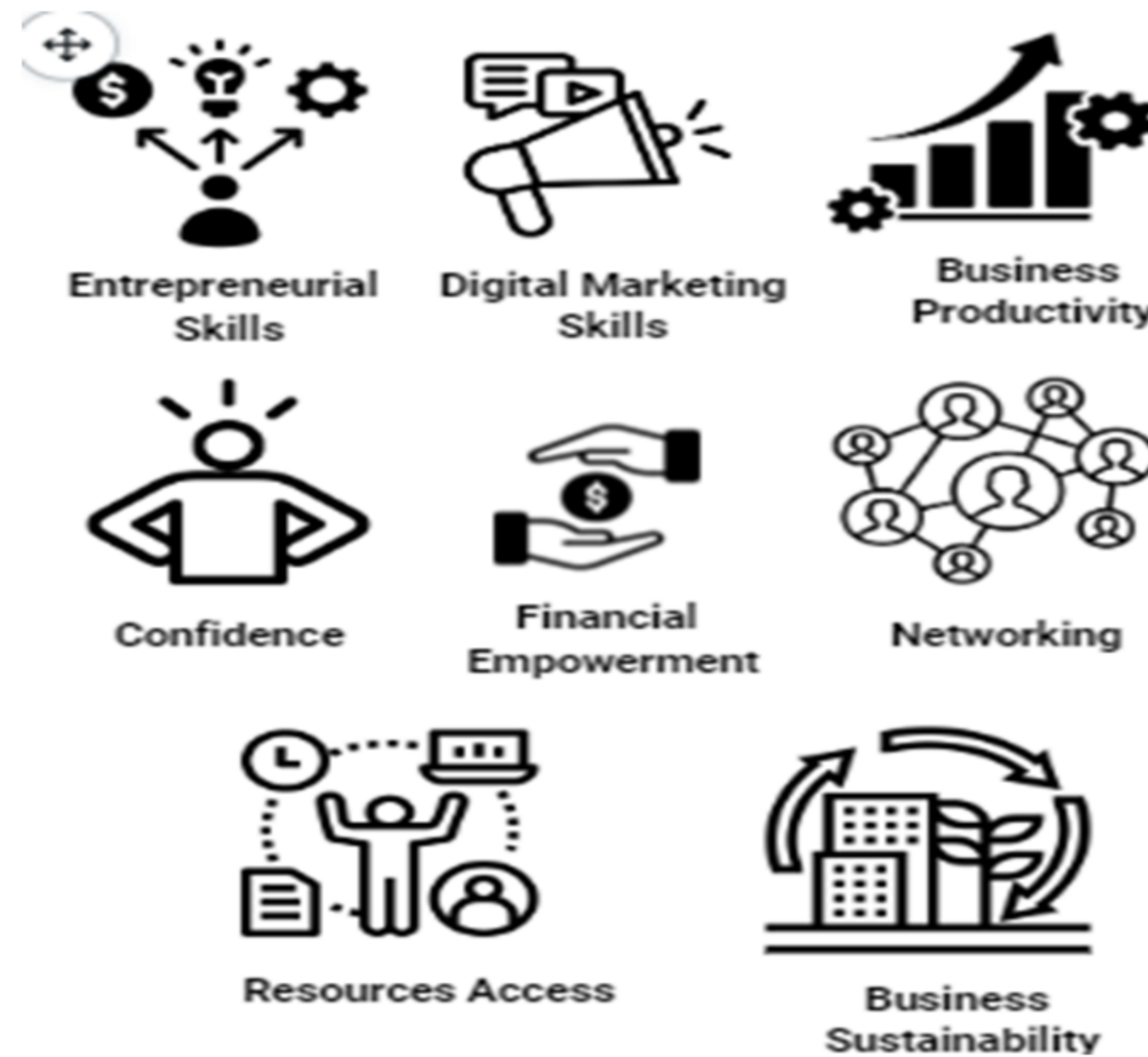
MYJANA 2023 identifies critical challenges among Perlis Asnaf entrepreneurs, including a tendency for passive listening, where engagement and active participation in learning are limited. There's a significant gap in digital skills, which is crucial in today's technology-driven market. Entrepreneurs often adhere to a traditional mindset, resistant to innovative approaches necessary for modern business success. Many are transitioning from conventional methods to digital business, which presents a steep learning curve. Additionally, there's a noticeable lack of hands-on training, which hinders the practical application of business knowledge and skills, an essential component for the effective running and growth of their enterprises in a competitive landscape.

PARTICIPANTS DIGITAL SKILLS OUTPUTS

Participants' Digital Skills Output:

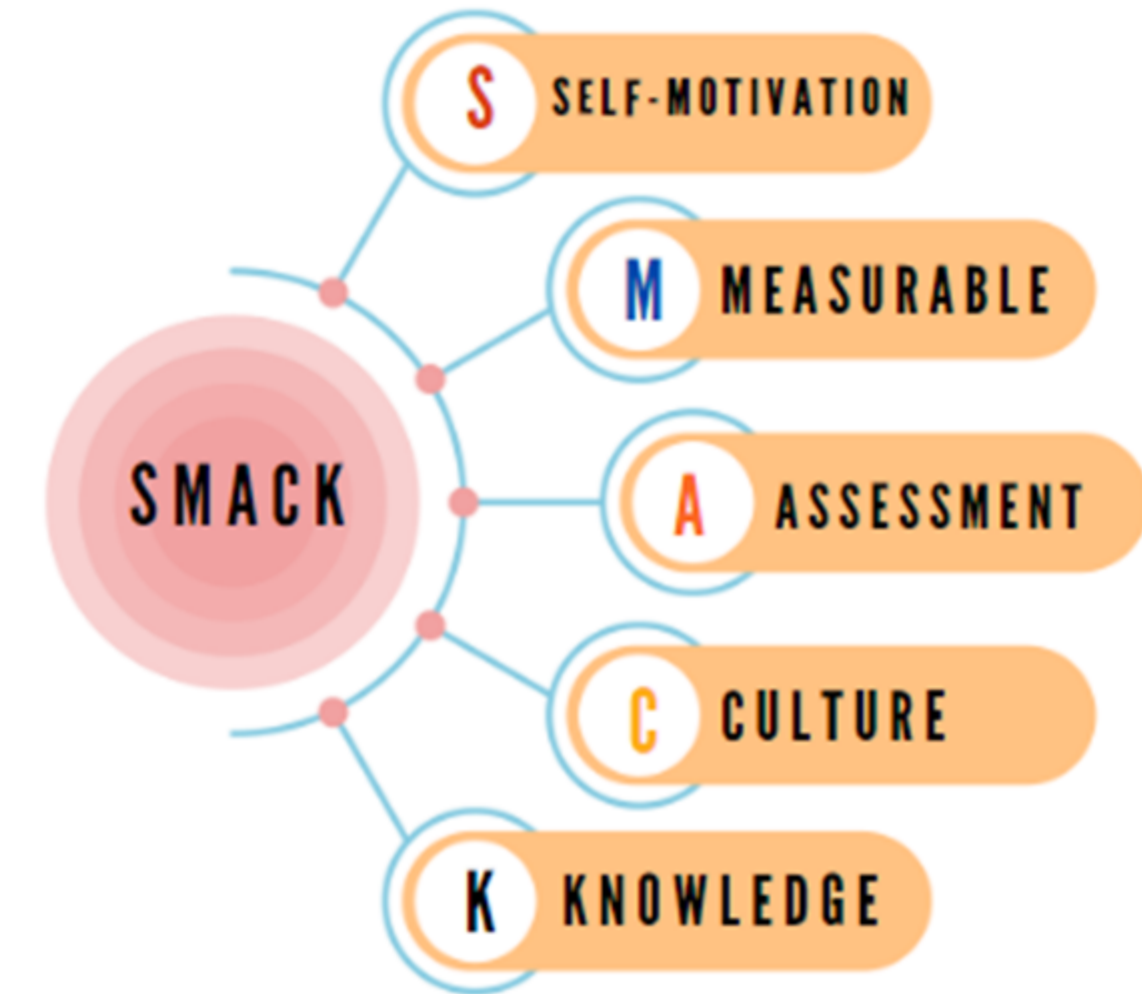


OUTCOME AND IMPACTS



MYJANA 2023 shapes participants into well-rounded business professionals with a comprehensive suite of skills and impacts. The program focuses on developing robust entrepreneurial skills, equipping individuals with the latest digital marketing techniques to enhance business productivity. It instills confidence in budding entrepreneurs and empowers them financially, enabling informed decision-making and fiscal independence. Networking is emphasized as a pivotal tool for professional growth, fostering connections that can lead to collaborative opportunities and support. The program ensures participants have access to critical resources, facilitating smoother business operations. Additionally, it ingrains the principles of business sustainability, ensuring that enterprises built today can thrive in the future, promoting a balance between economic growth and environmental stewardship.

APPROACH



ACKNOWLEDGEMENT

We sincerely acknowledge the Jamalullail Knowledge Empowerment Program (JKEP) for their generous sponsorship and Majlis Agama Dan Istiadat Melayu Perlis (MAIPs) for their unwavering support of the MyJANA 2023 Project. The empowerment of Asnaf entrepreneurs through this initiative would not have been possible without their contribution.

