



**UNIVERSITI PUTRA MALAYSIA**

**THE UNDERSTANDING, PERCEPTION AND RECEPTIVENESS OF  
GLOBALISATION AMONGST RURAL EAST MALAYSIANS**

**ARNOLD PUYOK.**

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GLOBALISATION AMONGST RURAL EAST MALAYSIANS**

**By**

**ARNOLD PUYOK**

**Thesis Submitted to the School of Graduate Studies, Universiti Putra  
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Science**

**December 2004**



**Dedicated to:**

**My beloved grandfather the late Pastor Balang Selutan (1920-1995) from whom I gained an inspiration for being such a persevered, persistent, and consistent person especially in upholding his beliefs and thoughts; my mum for her tenacity in encouraging me to pursue my dream; and dad for the freedom and unwavering supports he has given me**

Abstract of thesis presented to the Senate of Universiti Putra Malaysia in  
fulfilment of the requirements for the degree of Master of Science

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**Chairman** : **Zaid Ahmad, PhD**  
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Globalisation has become an emerging concern to many parties. It is a catch-phrase in the international arena and a rather new phenomenon to local communities. To date, only the urban people have the tenacity and capability in confronting globalisation because they have been exposed to the process almost everyday. For the rural people, globalisation seems to be a new phenomenon. Globalisation is believed to benefit Malaysia in terms of economic development and political stability. This is evident through the massive flow of Foreign Direct Investments (FDIs) and diplomatic ties Malaysia has established with other countries. However, globalisation is also believed to have caused irreparable consequences to certain countries embracing it; and this is equated with the serious damage the process has caused to local cultures and traditional values. The rural people are the ones who will greatly be at the disadvantage. As globalisation becomes inevitable, it is important to determine how far have the

rural people been affected by the process and their responses towards the coming of the global social phenomenon. This study was conducted purposely to determine the rural East Malaysians' understanding, perception and receptiveness towards globalisation. It was also carried out to determine the impacts of the process on the social practices, political and civil rights of the rural people in East Malaysia.

This study had employed multidisciplinary methods in order to collect quantitative and qualitative data from the respondents. Nonprobability sampling method such as purposive sampling was used to gather information from the respondents. This was done through a general survey based on a structured and closed-ended questionnaire. In-depth and casual interviews as well as tape-recorded conversations were also conducted for data collection. All data gathered from the study was analysed by two means: (a) content analysis based on the data derived from taped in-depth interviews, and (b) analysis of data using the standard SPSS (Social Package for Social Science).

This study had managed to conduct a survey on 605 rural East Malaysians from various ethnic backgrounds in Sabah and Sarawak. This study had shown that most of the respondents were familiar with the concept of globalisation and that they understood what the process is meant. However, their understanding was limited or rather influenced by their educational attainment and exposure to the mass media. This probably indicate that they were not able to elaborate and

discuss more about globalisation – such as how the process began and what it really entailed. In terms of perception towards globalisation, most of the respondents seemed to give a very positive response. They agreed that globalisation contributed massively towards Malaysia's economic and socio-cultural progress. Only a small number of the respondents were against the process. Most of the respondents were also receptive towards globalisation. This was shown through their readiness in using global tools, watching global movies and listening to global songs. Apparently, they were also aware of their political and civil rights which must be given due attention by the government. In terms of social practices, globalisation had caused very minimal effects to the respondents. This was due to the fact that the process happened much slower in terms of its intensity, rapidity, multiplicity, and accessibility in the rural areas.

In conclusion, this study had shown that the respondents were willing to learn and be involved in various developments implemented by the government. Moreover, in the name of progress and modernity, the rural people in East Malaysia seemed to give a very important message to convey: They wanted to be involved in globalisation and play their role as well. It is obvious that even though most of the rural people in East Malaysia are not technologically literate but they have the aspiration to develop themselves and contribute something to Malaysia's rapid modernity and progress.



Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk Ijazah Master Sains

**PEMAHAMAN, PERSEPSI DAN PENERIMAAN PENDUDUK LUAR BANDAR  
MALAYSIA TIMUR TERHADAP KONSEP GLOBALISASI**

Oleh

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**Disember 2004**

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Globalisasi pada ketika ini menjadi perhatian pelbagai pihak. Ia merupakan istilah yang begitu popular dalam arena politik antarabangsa tetapi menjadi konotasi yang agak asing bagi komuniti tempatan. Pada ketika ini, penduduk bandar mempunyai keupayaan dan kesungguhan dalam menghadapi cabaran globalisasi memandangkan golongan ini hampir setiap hari terdedah kepada proses tersebut. Bagi penduduk luar bandar, globalisasi merupakan suatu fenomena yang agak baru. Globalisasi dipercayai memberikan banyak faedah kepada Malaysia dari aspek kemasukan pelaburan dari negara asing (FDI) and juga hubungan diplomatik negara tersebut dengan negara luar.

Walaupun bagaimanapun, globalisasi juga dipercayai banyak memberikan kesan yang agak serius kepada negara yang terlibat dengan proses tersebut. Sebagai contoh, kesan dari aspek kemerosotan budaya dan nilai tempatan. Jika ini

berterusan, penduduk luar bandar akan berada pada situasi yang tidak menguntungkan.

Melihat kepada keadaan perkembangan globalisasi sebagai sesuatu yang tidak dapat dielakkan, maka adalah sangat mustahak bagi semua pihak untuk mengetahui sejauhmana proses tersebut telah memberikan kesan kepada penduduk luar bandar and bagaimana pula respon mereka terhadap fenomena ini. Kajian ini dijalankan bertujuan untuk menentukan pemahaman, persepsi dan juga penerimaan penduduk luar bandar di Malaysia Timur terhadap globalisasi. Ia juga bertujuan untuk menentukan kesan globalisasi terhadap perlakuan sosial, hak politik dan juga sivil penduduk luar bandar di Malaysia Timur.

Kajian ini telah menggunakan gabungan metodologi daripada pelbagai disiplin bagi mengumpul data kualitatif dan kuantitatif daripada responden terbabit. Bagi mencapai tujuan ini, kaedah persampelan bertujuan melalui borang soal selidik telah digunakan. Temuduga secara terperinci dan bersahaja serta perbualan yang direkod juga digunakan dalam pengumpulan data. Semua data kajian kemudian dianalisis berdasarkan kepada kaedah berikut: (a) analisis kandungan berdasarkan kepada data yang didapati daripada temuduga yang telah direkod, dan (b) analisis data menggunakan *SPSS (Social Package for Social Science)*.

Kajian ini telah melibatkan 605 penduduk luar bandar Malaysia Timur daripada pelbagai lapisan etnik. Kajian mendapati bahawa kebanyakan daripada



responden pernah mendengar tentang istilah globalisasi dan mereka faham tentang maksud perkataan tersebut. Bagaimanapun, pemahaman responden adalah terhad dan sangat dipengaruhi oleh tahap pendidikan dan pendedahan mereka kepada media massa. Dari segi persepsi, kebanyakan daripada responden memberikan reaksi positif terhadap globalisasi. Mereka bersetuju bahawa globalisasi telah memberikan banyak sumbangan kepada kemajuan ekonomi dan sosio-budaya di Malaysia. Hanya segelintir daripada responden yang memberikan reaksi negatif terhadap globalisasi.

Penerimaan responden terhadap globalisasi juga amat menggalakan. Ini terbukti berdasarkan kepada kesediaan responden menggunakan peralatan global, menonton filem serta mendengar musik global. Mereka juga nampaknya sedar akan hak-hak politik dan sivil mereka. Ini menunjukkan bahawa responden mahu supaya kerajaan sentiasa memberikan perhatian kepada hak mereka. Dari segi perlakuan sosial pula, didapati bahawa globalisasi yang berlaku di kawasan luar bandar tidak memberikan kesan yang ketara kepada responden. Ini kerana, tidak seperti di kawasan bandar, globalisasi yang berlaku di kawasan luar bandar adalah agak perlahan jika dilihat dari aspek kederasan, kekuatan, kepelbagaian serta daya-masuk proses tersebut

Kesimpulannya, kajian ini menunjukkan bahawa penduduk luar Bandar di Malaysia Timur nampaknya rela untuk belajar dan terlibat dalam pelbagai projek pembangunan yang dilaksanakan oleh kerajaan. Tambahan pula, disebalik

kemajuan dan pemodenan yang berlaku, penduduk luar bandar di Malaysia Timur nampaknya ingin menyampaikan mesej penting untuk dihayati: Mereka mahu terlibat dalam arus globalisasi dan memainkan peranan mereka. Walaupun memang agak jelas kebanyakan daripada penduduk luar bandar di Malaysia Timur adalah tidak celik teknologi, mereka mempunyai aspirasi untuk membangunkan diri mereka dan menyumbang kepada kemajuan dan modenisasi negara.

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## LIST OF ABBREVIATIONS

ASEAN	Association of Southeast Asian Nation
ASTRO	All Asia Satellite Television and Radio Services
ATM	Automatic Teller Machine
CD	Compact Disc
CNN	Cable News Network
EU	European Union
FDI	Foreign Direct Investment
FOMCA	Federation of Malaysian Consumers Associations
GDP	Gross Domestic Product
ICT	Information, Communication and Technology
IDS	Institute of Indigenous Studies
IMF	International Monetary Fund
ITU	International Telecommunication Union
KFC	Kentucky Fried Chicken
MNC	Multi National Corporation
MSC	Multimedia Super Corridor
NAM	Non Aligned Movement
NGO	Non Governmental Organisation
OIC	Organisation of Islamic Conference
PDA	Personal Digital Assistant
SMS	Short Message Service

SPSS	Special Package for Social Science
VCD	Video Compact Disc
WTO	World Trade Organisation

Figure 1: Malaysia's Geopolitical Map

