UNIVERSITI PUTRA MALAYSIA

THE UNDERSTANDING, PERCEPTION AND RECEPITIVENESS OF GLOBALISATION AMONGST RURAL EAST MALAYSIANS

ARNOLD PUYOK.

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

By

ARNOLD PUYOK

Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in Fulfilment of the Requirements for the Degree of Master of 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

THE UNDERSTANDING, PERCEPTION AND RECEPTEIVENESS OF GLOBALISATION AMONGST RURAL EAST MALAYSIANS

By

ARNOLD PUYOK

December 2004

Chairman : Zaid Ahmad, PhD
Faculty : Human Ecology

Globalisation has become an emerging concern to many parties. It is a catchphrase 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
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.
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.

Walau bagaimanapun, globalisasi juga dipercayai banyak memberikan kesan yang agak serius kepada negara yang terlibat dengan proses tersebut. Sebagai contoh, kesan dari aspek kerosotan 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 sejauh mana 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

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 kebanyakkan 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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Arnold Puyok
May, 2004
I certify that an Examination Committee met on 27th December 2004 to conduct the final examination of Arnold Puyok on his Master of Science thesis entitled "The Understanding, Perception and Receptiveness of Globalization amongst Rural East Malaysians" in accordance with Universiti Pertanian Malaysia (Higher Degree) Act 1980 and Universiti Pertanian Malaysia (Higher Degree) Regulations 1981. The Committee recommends that the candidate be awarded the relevant degree. Members of the Examination Committee are as follows:

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Date: 12 MAY 2005
DECLARATION

I hereby declare that the thesis is based on my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted for any other degree at UPM or other institutions.

[Signature]

ARNOLD PUYOK

Date: 20/04/2005
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<tr>
<td>ASEAN</td>
<td>Association of Southeast Asian Nation</td>
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<td>ASTRO</td>
<td>All Asia Satellite Television and Radio Services</td>
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<td>ATM</td>
<td>Automatic Teller Machine</td>
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<td>CD</td>
<td>Compact Disc</td>
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<td>CNN</td>
<td>Cable News Network</td>
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<td>EU</td>
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<td>FDI</td>
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<td>FOMCA</td>
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<td>GDP</td>
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<td>ICT</td>
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<td>IDS</td>
<td>Institute of Indigenous Studies</td>
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<td>IMF</td>
<td>International Monetary Fund</td>
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<td>ITU</td>
<td>International Telecommunication Union</td>
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<td>KFC</td>
<td>Kentucky Fried Chicken</td>
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<tr>
<td>MNC</td>
<td>Multi National Corporation</td>
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<td>MSC</td>
<td>Multimedia Super Corridor</td>
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<td>NAM</td>
<td>Non Aligned Movement</td>
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<td>OIC</td>
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