

HOW TO WRITE A
SOCIAL SCIENCE
RESEARCH ARTICLE?
AN EASY GUIDE FOR
BEGINNERS

FARIDAH JAAFAR

**HOW TO WRITE A SOCIAL
SCIENCE RESEARCH ARTICLE?
AN EASY GUIDE FOR
BEGINNERS**

FARIDAH JAAFAR



JABATAN PERDAGANGAN
POLITEKNIK PORT DICKSON
Email: faridahj@polipd.edu.my

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This book is dedicated to my parents Jaafar and Fauziah, my husband M. Tayap, my daughter Adriana, my son Adryan and to all my extended family members and friends for their supports and encouragement.

FARIDAH JAAFAR

PREFACE

Today, educators are encouraged to produce research articles. The aim is to enrich knowledge and make new discoveries in social and technical studies. This action is very important to promote research and development culture among educators in Malaysia. However, among the problems faced by new researchers are that they do not know how to get started to produce a research article, what to write in each sub-topic of a research article, and what is the systematic flow of research paper writing.

This book is published to guide new researchers in understanding the process of writing a research article. The eBook are presented systematically with practical format to follows. Content of this eBook consists of guideline on standard items that are required to produce an article, as prerequisite of many scholarly journals. Appropriate examples are also included to facilitate potential authors. Each step and checklist are provided in detail. There are also tips to help writers to have better understanding in writing a research article. The contents of this book are also useful to students studying Research Paper and Dissertation courses.

Finally, I hope that this eBook will enhance the article writing learning process and serves as preferred companion for both potential researchers and readers.

FARIDAH JAAFAR

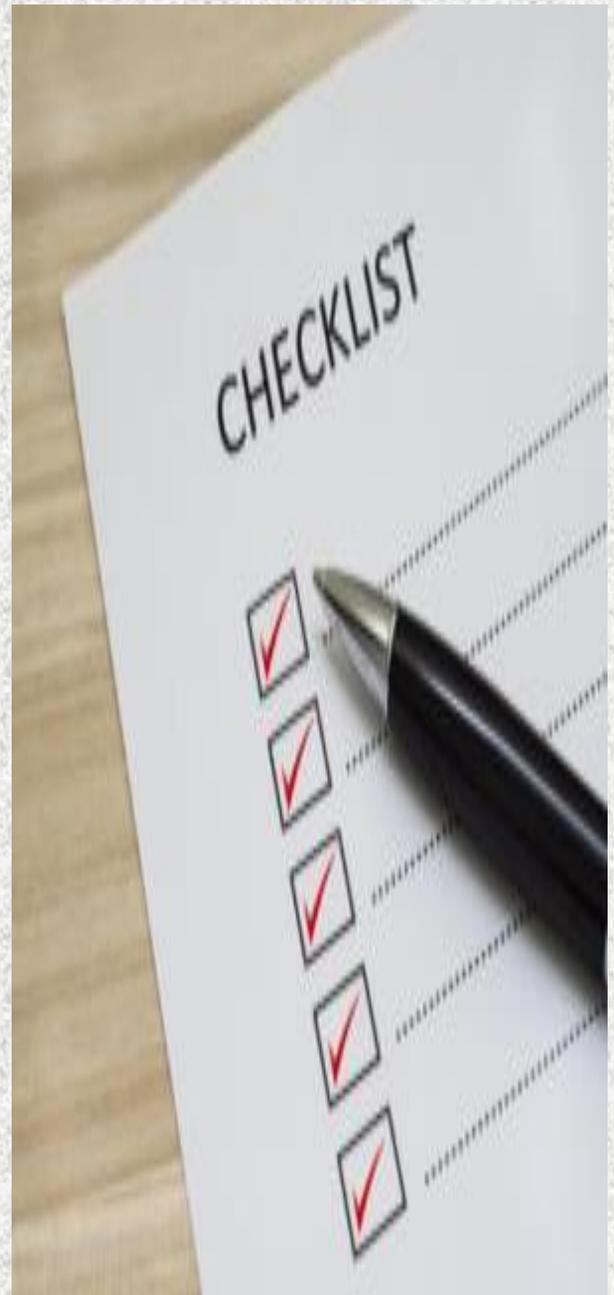


Source Image: Martech (2015)

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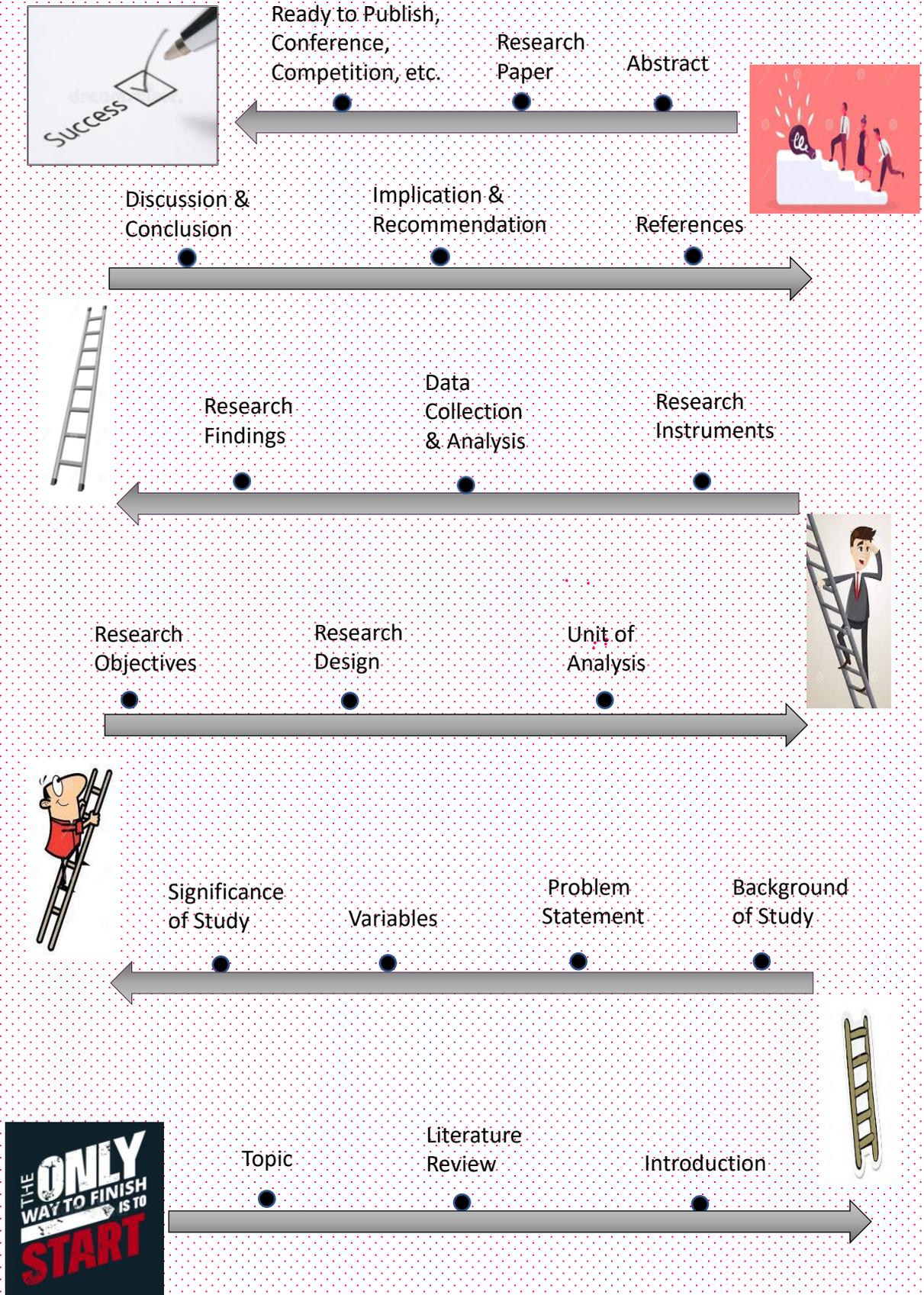
ARTICEL WRITING CHECKLIST

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Source:
National Resident Matching Program (2021)

LADDER OF SUCCESS (GUIDELINE OF ARTICLE WRITING)



TIPS FOR ARTICLE WRITING

TOPIC

Must have at least three elements. *What*: what is the issue or focus of the study; *Where*: where the study was conducted; *Who*: who is the sample for the study.

ABSTRACT

The information provided should be informative and easy to understand. No need to specify reference source. Elements contained in an abstract should include: a brief introduction of the issue to be studied, purpose, problem statement, research objectives, research design, scope of the study, research findings, brief statement of the main findings of the study, conclusions and limitations of the study. Word count should not exceed 300 words.

KEYWORDS

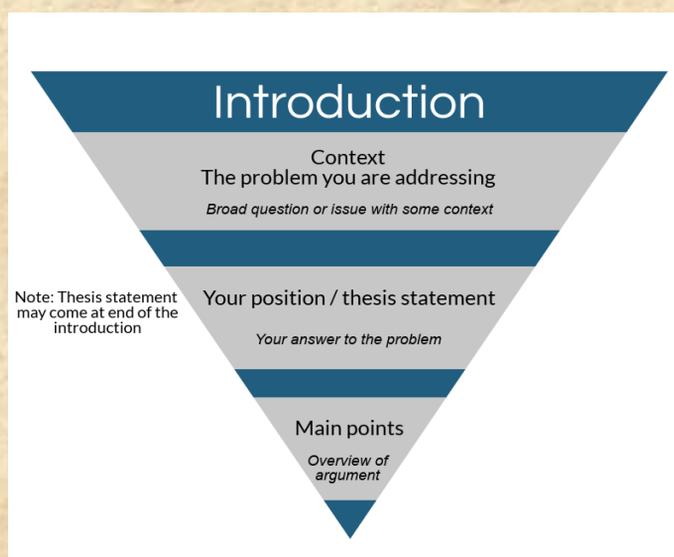
A list of words that describe the topic of the study. Cannot be more than five words



Source: blog.markgrowth.com

INTRODUCTION

Writing an introductory sub-topic is very important because it gives an initial overview of the research issue, general background, scope of the study, purpose of the study or objectives of the study.

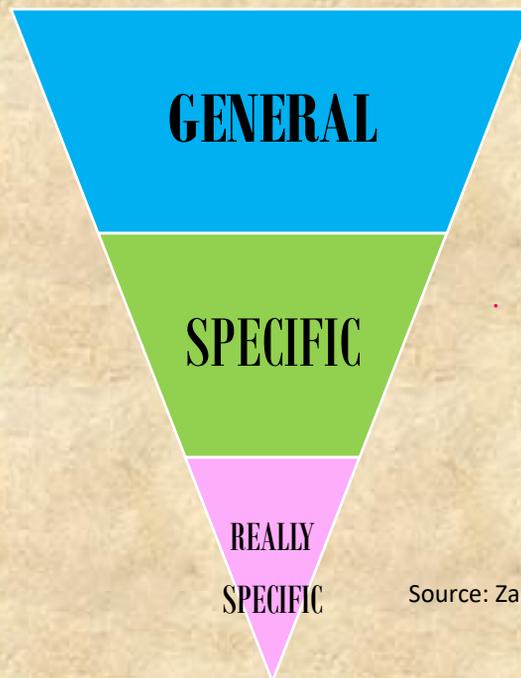


Source: monash.edu (2021)

TIPS FOR ARTICLE WRITING

BACKGROUND

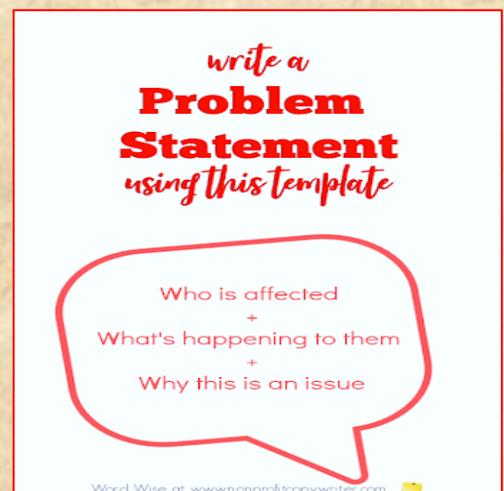
At the beginning of the writing, briefly describe the background of the subject or field of study. Your writing should be based on authentic literature sources. Explain the chronology of research topics (past to present) and theory (if relevant). Attach a statistical data record of your topic (if applicable). The procedure for writing a research study background should begin with a global (general or broad) description. Then, describe specifically the topic or thing you want to study.



Source: ZacScy (2016)

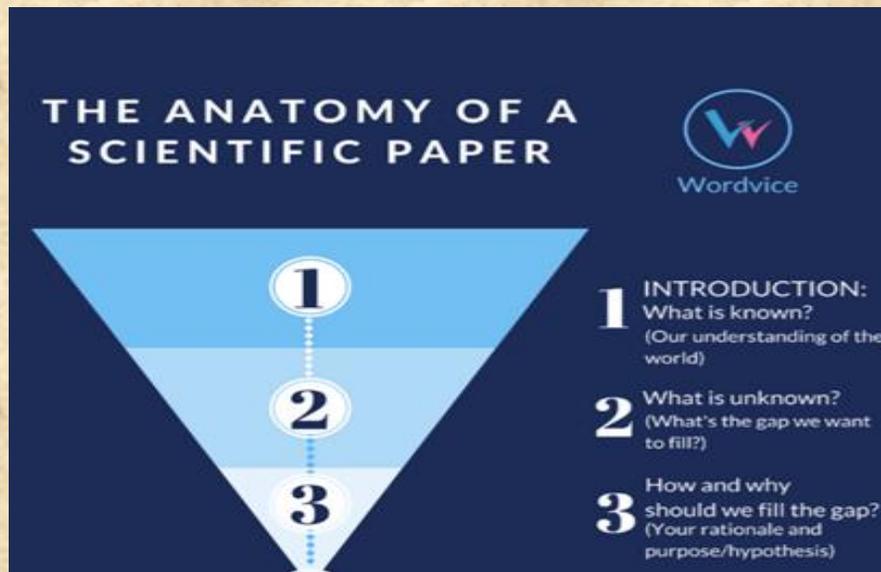
PROBLEM STATEMENT

Problem statement is an important item in a research study because it is the reason why the study is done. Writing a good problem statement should address the "gap" of knowledge in the field to be studied. Sources of research problems are usually based on literature reviews or recent issues occurring in the community. The problem should be important, ideal, feasible and will obtain research findings data within a planned period. Example: failure of Biology subjects among SPM students at Sekolah Menengah Subang Bestari, Shah Alam, Selangor.



Source: Word Wise Tips (2021).

TIPS FOR ARTICLE WRITING



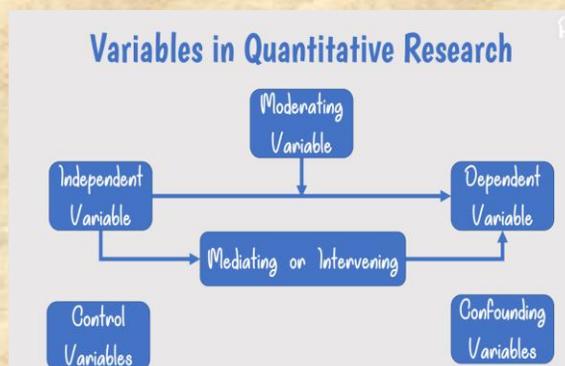
Source:
Wordvice (2021)

SIGNIFICANCE & KNOWLEDGE GAP

Based on the problem statement, identify those that have not been explored in the study. State how your study will be able to bridge this gap and the findings of your research study will contribute to the existing knowledge in the field.

VARIABLES OF THE STUDY

Get to know the variables of your study through literature review and previous studies. Select articles in which their study findings have tested those variables and showed significant results. There are basically 2 types of variables. Namely Independent Variables and Dependent Variables. In addition, there are 3 additional variables (mediator, moderator, extraneous).

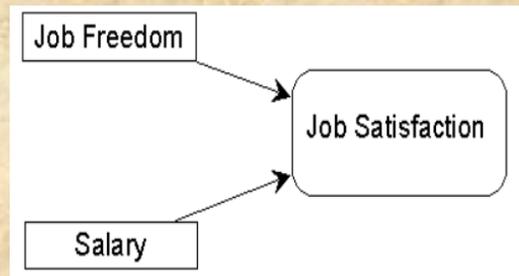


Source: Chitvan, T (2020)

TIPS FOR ARTICLE WRITING

IV (CAUSE)

DV (EFFECTS)



Variable Type	Key Characteristic	Example
Categorical variable	Measure a construct that has different categories	gender, race, religious affiliation, political affiliation
Quantitative variable	Measure constructs that varies by degree of the amount	Weight, height, intelligence scores, age, anxiety
Independent variable (IV)	Measure construct that are considered to be the cause in a theoretical framework	Higher education (IV) leads to higher income (DV).
Dependent variable (DV)	Measure construct that is considered to be the effect in a theoretical framework	Aerobic exercise (IV) will reduce levels of "state anxiety" (DV)
Intervening or Mediating variable (MV)	Measure constructs that intervene, mediate, or stand in between the cause and the effect	Incarcerated individuals are more likely to have psychiatric disorder (MV) which leads to disability in social and economic roles
Moderating variable (MoV)	Moderates the relationship between the two variables	Presence of smartphone (MoV) results in a lower empathy for couples who are close to each other.
Confounding or Lurking variable (CV)	'Rival explanations' that explain the cause and effect relationship	Age (CV) explains the relationship between increased shoe size and increase in intelligence in children
Control variable	Extraneous variables whose influence can be controlled or eliminated	Demographic data such as gender, socioeconomic status, age, race, etc.

Source: Chitvan, T (2020)

RESEARCH OBJECTIVES / QUESTIONS

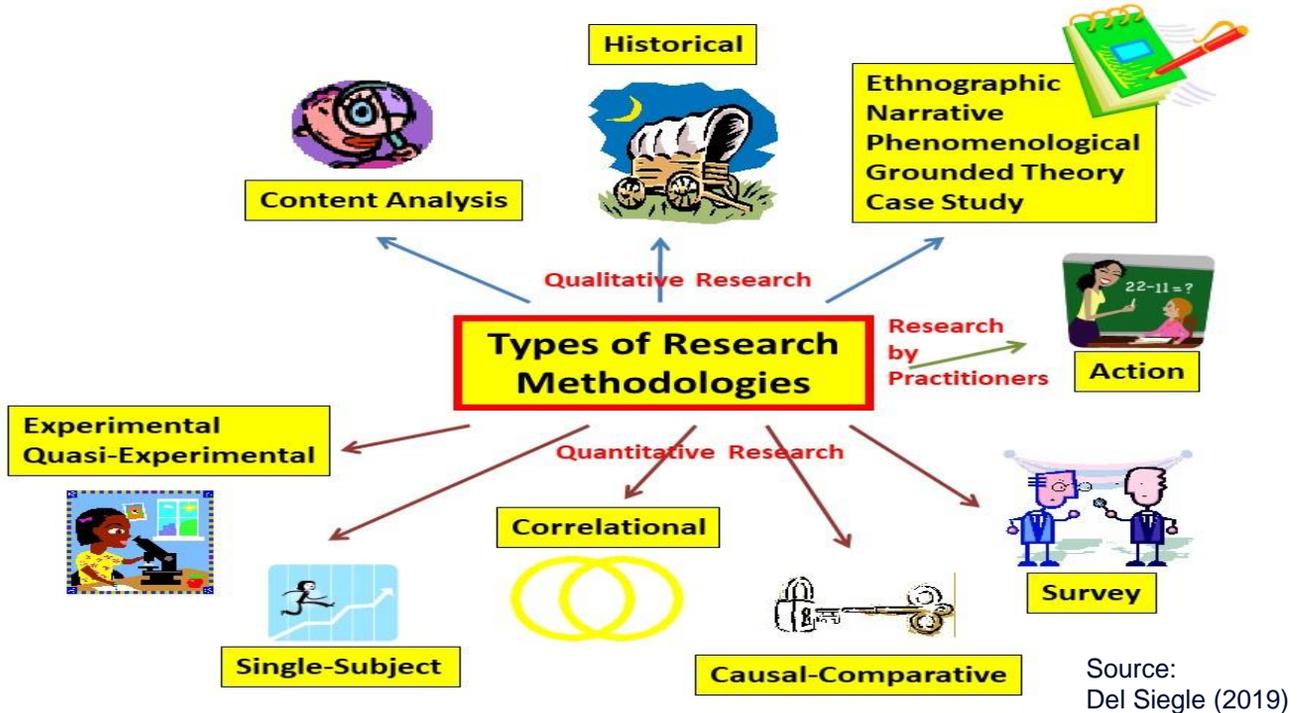
Specify the objectives of the study. If necessary state the research question. Usually in an article has 1 or 2 objectives, but not more than 3 objectives. Construct research hypotheses if relevant.

TYPES OF RESEARCH OBJECTIVES

- 1. GENERAL OBJECTIVES.
- 2. SPECIFIC OBJECTIVES.



TIPS FOR ARTICLE WRITING



RESEARCH METHODOLOGY

Contains information on research design, data collection methods, population, sample, research instruments, research procedures and data collection procedures. Also state how the data is analyzed. Researchers are advised to state the main references of past research articles for which research instruments (examples: questionnaires, interview questions) were adapted or adopted for their research study.

UNIT OF ANALYSIS

Is an entity that is relevant to the research problem. This entity is the "who" or "what" that wants to be investigated in a research study. It is an individual, a group/organization or an item that is the main source of research findings through observations, interviews, survey questionnaires, etc. The selection of the unit of analysis is very important to coincide with the objectives of the study.

<i>Research Problem/ Research Questions</i>	<i>Unit of Analysis</i>	<i>Data Collection</i>	<i>Unit of Observation</i>
To investigate the consumers buying behaviour towards online shopping.	Individuals (Consumers)	Survey of consumers	Individuals (Consumers)
To examine the impact of work team cohesiveness on its performance.	Group (Work Team)	Survey of team members	Individuals (Team Members)
How a company can make good managerial decisions?	Organization	Survey of managers	Individuals (Managers)
How do various organizations address the problem of electronic gadget addiction?	Organizations	Content analysis	Documents
How to make web pages more attractive to its users?	Social Artifacts (Web Pages)	Survey of the users	Individuals (Users)

Source: Samjay, K. (2018).

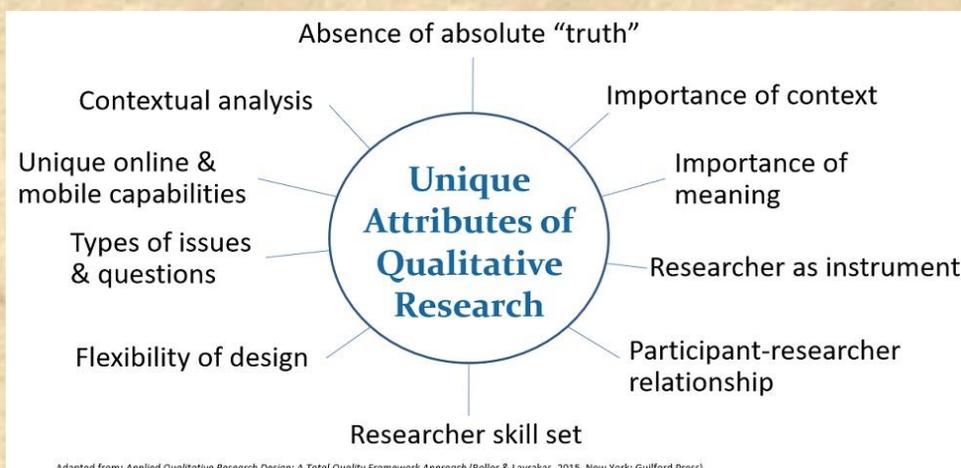
TIPS FOR ARTICLE WRITING

RESEARCH INSTRUMENT

In general, there are two types of data collection styles which are quantitative and qualitative. Each has its own instrument.

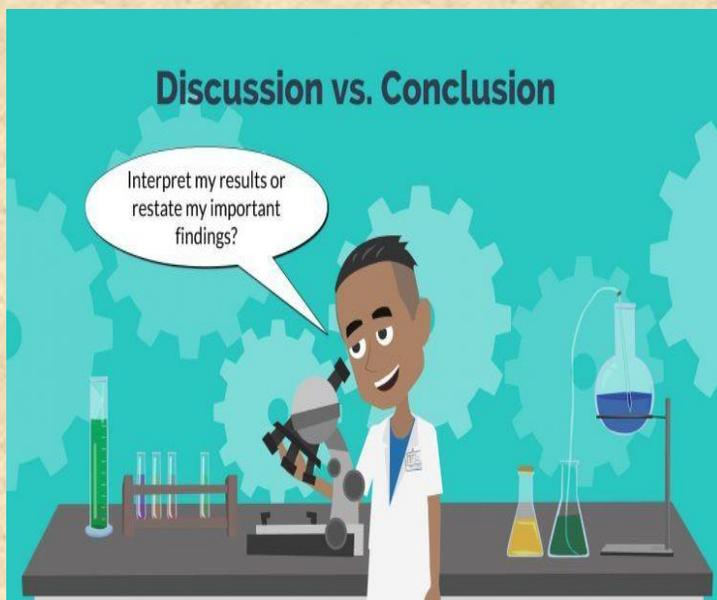


Source: QuestionPro Survey Software (2021)



Source: Roller & Lavrakas (2015)

TIPS FOR ARTICLE WRITING



- Interpret your results
- Compare your results with those from previous studies
- Discuss the limitations of your results
- Highlight unexpected results, if any
- Mention how your results add value to those from previous studies

DISCUSSION VS. **CONCLUSION**

- Restate your hypothesis
- Restate your most important findings
- Highlight limitations of your study
- Highlight the overall significance of your study
- State future direction

enago academy
Learn. Share. Discuss. Publish.

Source: Enago Academy (2021)

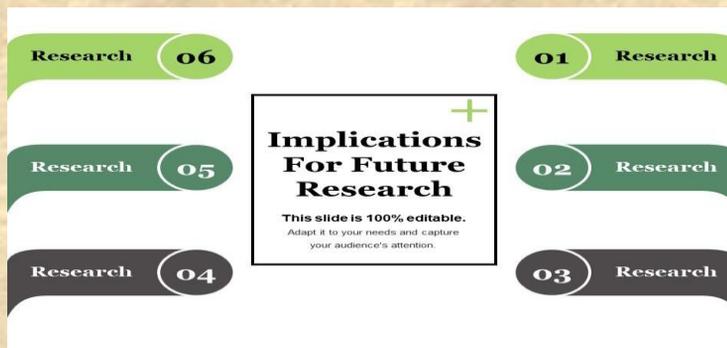
DISCUSSION & CONCLUSION

In the discussion section of an article, should report the significant findings of the study and relate them to the findings of previous studies, whether they are similar (consistent) or otherwise. Also report whether the research questions are answered and the research gaps can be filled. The conclusion of the study should state briefly the overall findings of the study and the benefits that can be derived from the study.

TIPS FOR ARTICLE WRITING

IMPLICATION & RECOMMENDATION

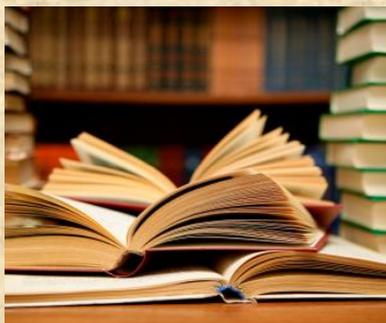
Implications of the findings to institutions or individuals relevant to the scope of the study. Suggestions can be given to improve the current system or appropriate actions can be taken to solve the problem based on the objectives of the study. Next, suggest to the reader further research and topics that can be explored in the future.



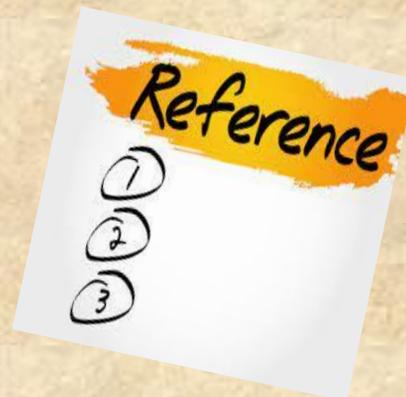
Source: Slideteam.net (2021)

REFERENCES

List all the sources used for writing research articles. The writing format should follow the APA (American Psychological Association) style or the formats set by the publisher of the article.

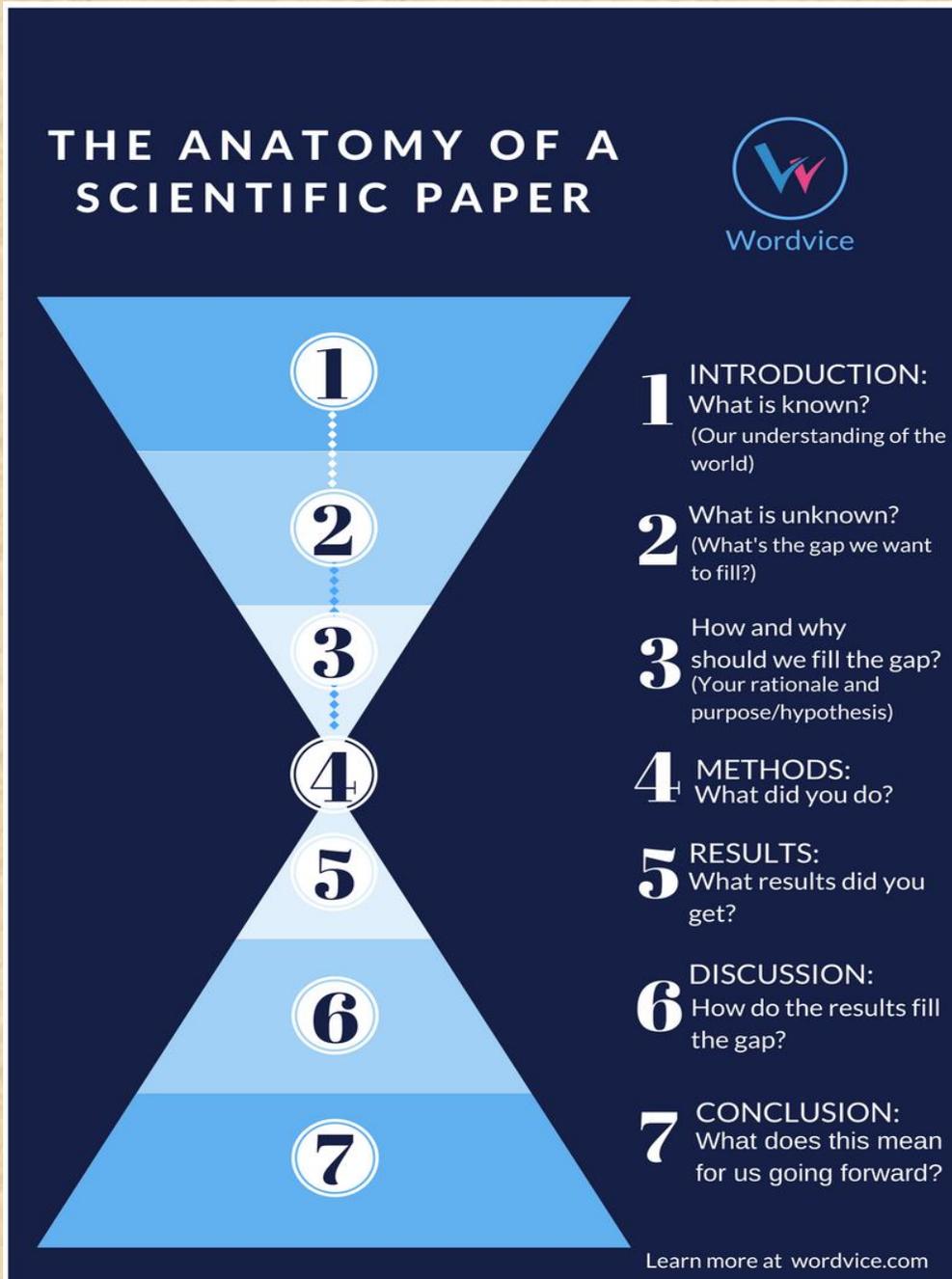


Source: CAGI (2012)



Source: Johnson Search Group (2020)

TIPS FOR ARTICLE WRITING



Source: Wordvice (2021)

ARTICLE 1: WRITING GUIDELINE

	INDICATOR
<p align="center">Success Factors and Business Risks Faced by Pasar Tani Traders at the Pasar Tani Mega in Section 13, Shah Alam, Selangor</p>	Topic
<p align="center">by: Faridah Jaafar</p>	Authors
<p align="center">Abstract:</p>	
<p>Pasar Tani Business is a platform that provides space and opportunities to farmers, ranchers and small traders to market their products directly to customers. The Pasar Tani Business sites are under the management of a government agency known as FAMA (Federal Agricultural Marketing Authority). Various assistance has been channeled by FAMA to Pasar Tani (farmers' market) traders and as a result, many traders have managed to generate a satisfactory business income. A descriptive study was conducted at Pasar Tani Mega, Section 13, Shah Alam, Selangor to determine the success factors and risks faced by Pasar Tani traders. Questionnaires were distributed to Pasar Tani traders. The findings of the study found that four important factors drive the success of the Pasar Tani businesses and few risks faced by small traders at Pasar Tani Mega in Section 13, Shah Alam. The results of this study can provide input to government agencies to help and improve services to Pasar Tani traders. However, findings of this study do not represent the entire Pasar Tani traders in Malaysia. It only represent Pasar Tani traders in Section 13 Shah Alam, Selangor.</p>	Abstract – contains important research information. The word count is not more than 300 words
<p>Keywords: Pasar Tani, FAMA, Small Traders, Business Risk</p>	Keywords
<p>1. INTRODUCTION</p>	
<p>Pasar Tani (farmer's market) business was introduced in Malaysia in 1985, it provides facilities for farmers, ranchers and small traders to introduce and market their products directly to customers without the use of middlemen (Lembaga Pemasaran Pertanian Persekutuan, 2021). Through this method the price of goods can be sold at cheaper and affordable values, indefinitely encourages consumers to come spend at Pasar Tani on getting fresh products from the farm. Currently, the number of Pasar Tani business sites nationwide are 524, of which in Selangor there are 80 sites (MYAgro, 2021). Pasar Tani business sites are not limited to small towns or villages. Even in the city center like Shah Alam, Selangor has the largest Pasar Tani business site known as the Pasar Tani Mega Shah Alam. Definitely doing business in a big city like Shah Alam, Selangor has various challenges and risks. In relation to that, a study was conducted to determine the risks and success factors of Pasar Tani business in Pasar Tani Mega, Shah Alam, Selangor.</p>	Background information – history Scope of study. Purpose / objective of the study
<p>2. BACKGROUND</p>	
<p>The Federal Agricultural Marketing Authority (FAMA) is a government agency that provides places and business licenses for Pasar Tani traders in Malaysia (Federal Agricultural Marketing Authority, 2021). FAMA is a marketing agency under the Ministry of Agriculture and Agro-based Industry. The main task of FAMA is to assist Pasar Tani traders to market agro-food products such as vegetables and fruits as well as agro-based industrial products (FAMA, 2021). The FAMA service scope focuses on the provision of business opportunities in retail, advisory services, business directory courses, business matching, market information, mentor-mentee programs (business matching), easy payment for equipment purchases such as business sites, umbrellas, canopies, baskets, desk, tablecloths, uniforms and secretariat services (FAMA, 2021). Table 1 shows the statistics of Pasar Tani in</p>	Background information – in general

ARTICLE 1: WRITING GUIDELINE

Malaysia totaling 524 business sites.

Table 1: Statistic of Pasar Tani in Malaysia

State	Numbers of Pasar Tani (Farmers' Market)
Perlis	15
Kedah	21
Pulau Pinang	12
Perak	55
Selangor	80
Negeri Sembilan	48
Melaka	28
Johor	67
Terengganu	47
Kelantan	23
Pahang	43
Sabah	23
Sarawak	31
Kuala Lumpur	30
Putrajaya	1

(Source: MyAgro, 2021)

In Shah Alam, Selangor, Pasar Tani Mega was established on 19 September 2004, it was established to enhance the image and business services of Pasar Tani in terms of equipment and sales site layout (FAMA, 2021). According to FAMA, the difference between the concept of Pasar Tani i.e. smaller retail farmers' market and Pasar Tani Mega i.e. bigger retail farmers' market is the use of multi-storey shelves and stainless steel tables to display fruits, vegetables, processed goods, fish, chicken and meat. This is more neat and attractive compared to the use of plywood tables with folded iron feet at the smaller Pasar Tani business sites. Furthermore, a uniform-sized portable canopy of 10 feet x 10 feet were used at Pasar Tani Mega as compared to square umbrella which commonly used at the Pasar Tani business sites (FAMA, 2021). As a result, the Pasar Tani Mega not only features a more tidy and attractive image, but also cleaner, comfortable, cheerful and customer-friendly compared to the smaller Pasar Tani business sites. This program not only raises the image of Pasar Tani Mega business, but it also able to create its own attractions among the public as a 'preferred market' (FAMA, 2021).

3 PROBLEM STATEMENT

FAMA targets that by 2020, the number of Pasar Tani nationwide will be 1,000 business sites (Bernama, 2018). This is because the Pasar Tani's businesses was found to have succeeded in increasing the income of small traders. However, despite the various assistance channeled by FAMA to help traders, it was found that there are still a handful of Pasar Tani's small traders who are less successful. This is because of the various challenges and risks faced by these small entrepreneurs.

There are cases where the increase in population and housing developments, causing Pasar Tani and Night Market traders had to relocate their business sites due to narrow site problems and traffic obstruction. For example, a case in Section 16, Bandar Baru Bangi, Selangor. It was found that the new location of Pasar Tani and Night Market is not strategic due to the small business site and lack of vehicle

Background
- statistic

Background
- specifically
by topic

Problem
statement –
in general

ARTICLE 1: WRITING GUIDELINE

<p>parking area. As a result, customers decreased and caused many small traders went bankrupt and had to close the business (M. Azizul, 2020).</p> <p>Next, the problem faced by Pasar Tani traders is the problem of productivity and cost savings in producing products as they still use traditional methods. This is a major problem of the agricultural sector in Malaysia because the use of new technologies is still low in producing more cost-effective products than traditional methods (TRDI News, 2019).</p> <p>However, the use of new technologies in the agriculture sector needs to be adapted to the target group. This is because if the sophisticated technology system is introduced to aged smallholders, acceptance of technology changes is difficult to accept and well-managed compared to young people, such as managing greenhouse agriculture, fertigation and fast farming using modern gadgets and equipment (TRDI News, 2019). Problems arise when young people are now less interested in venturing into agriculture as a career (TRDI News, 2019). If this situation continues, agricultural products' quality and productivity will still be the same. As a result, Pasar Tani traders' business income will be affected.</p> <p>Subsequently, the problems faced by small traders typically are: (i) insufficient working capital, (ii) insufficient equipment (machines), (iii) lack of technology to expand the products to a wider market due to lifespan of the product, (iv) sales not reaching the targeted volume due to non-strategic location, (v) small domestic market, and (vi) weather factors such as monsoon season affected productivity and sales to customers (Suraiya et., 2012) .</p> <p>Various assistance is provided by FAMA to help Pasar Tani traders, especially during the difficult period in 2020 during the "lockdown" or movement control due to the Covid-19 infectious disease pandemic. Many businesses ceased operations and lost millions of ringgit. To help small traders, government agency such as FAMA has played a major role in marketing agro products. Many plans have been made and were succeed. The sales value of agro products in the Pasar Tani places and FAMA Agrobazaar outlets has reached RM1 billion since the 1.0 Movement Control Order was implemented on 18 March 2020 (Nurul, 2021). It involves 45 controlled Pasar Tani businesses which operate as agricultural marketing channels to avoid product dumping, apart from 321 Kedai Rakyat Agrobazaars and 115 Agrobazaar Rakyat (Mohd Amin, 2020). Other alternative platforms such as the AgroBazaar Online program, which has been operated since December 2016, were found to help Pasar Tani traders market their products (Bernama, 2018).</p> <p>To achieve success in business, a previous study conducted by Nurulhuda & Ramlee (2009) found that business management practices are highly emphasized by Bumiputera traders from small and medium enterprises (SMEs) in Terengganu, namely human resource management, strategic location and friendly customer services.</p> <p>In addition, a study conducted in Klang Valley on the success of small and medium enterprise businesses in MARA Kuala Lumpur Building, found that eight out of fifteen business success determinants based on the Lussier model (1996) showed a high mean score (Faridah et.al., 2018). The eight factors are planning a careful business plans, record keeping and financial control, production trends of products and services according to market demand, current economic factors, marketing skills, loyal and quality workers, extensive experience, and sufficient capital in operating business activities (Faridah et.al., 2018).</p>	<p>Problem – specific</p> <p>Problem – current issue</p> <p>Explain the variables of research studies - business success factors</p>
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ARTICLE 1: WRITING GUIDELINE

Meanwhile, the findings of Azmi et. al. (2012) using the Lussier Model found that the skill factor of planning or building a careful business plan can be considered critical (significant) because it helps entrepreneurs plan and reduce business problems strategically. In addition, the age factor when starting a business, record keeping and financial control, following trends when producing product are also determining factors of a business successor (Azmi et. Al., 2012). In conclusion, there are various ways to conduct a successful business for small and medium traders.

According to M.Nizal, Rodziah & Shelia (2021), risk can be classified into systematic and unsystematic risk. Systematic risk is risk that is influenced by market and economic factors that can not be control by the firm. But unsystematic risk is influenced by the firm's specific or unique factors, these risk in particulars are business risk and financial risk. Factors influencing business risk are sensitivity of demand for a firm's products to generate income; degree of competition, product diversification; cost structure; size of firm; and growth prospects; while financial risk relates to the firm's inability to meet its debt obligations M. Nizal et.al. (2021).

In this regard, this study aims to identify the success factors of Pasar Tani business and the risks faced in operating the business. This study can contribute in providing input on the success and risk factors of Pasar Tani business, especially in large cities such as Shah Alam, Selangor. So far, no literature study has been done on the issue, especially in the Pasar Tani Mega, Shah Alam, Selangor.

4. RESEARCH OBJECTIVES

The objectives of this study were to identify: (i) business success factors, and (ii) the risks faced by Pasar Tani Mega traders, and (iii) factors influencing business risk.

5. RESEARCH METHODOLOGY

Shah Alam was chosen as a research location because in this city there is a Pasar Tani Mega (big farmer market) which is the largest business sites for Pasar Tani in Selangor. This descriptive study have used questionnaire instruments adapted from Azmi et. al. (2012) and Falkner & Heibl (2015). The sample of the study were Pasar Tani Mega traders at Section 13, Shah Alam, Selangor. Questionnaires were distributed directly or face to face to 150 traders who sell various items such as groceries, vegetables, chickens, fish, food and others. The sampling technique used in this research study is purposive sampling. The number of completed questionnaires collected was 73 sets. According to Sekaran (2003, p. 295) sample sizes greater than 30 and less than 500 are appropriate for most social research studies. For this descriptive study, the data obtained were analyzed using median frequency, mean and percentage measurements using SPSS. A five-point Likert scale was used: scale (1) is Strongly Disagree, while scale (5) is Strongly Agree. Findings from SPSS result using median and mean. Mean measurements are interpreted as follows: mean score of 1.00 to 2.39 is categorized as low level; mean scores between 2.40 to 3.79 were categorized as moderate; and mean scores between 3.80 to 5.00 are categorized as high level (Wiersma, W., 1995).

6. RESEARCH FINDINGS

Analysis of the study uses a descriptive method for non-parametric data. Based on demographic analysis of 73 respondents. Age group of respondents: 21-30 years old (41.1%); 31-50 years old (41.1%); over 50 years old (13.7%); and less than 21 years old (4.1%).

Explain the variables of research studies - business risk factors

Purpose and importance of the study. Gap.

Research objectives

Research design, sample, unit of analysis, validity / reliability ([article](#) adopt & adapt), instruments, measurement, data collection & analysis

Demographic findings

ARTICLE WRITING GUIDELINE

Majority of respondents races were Malays (91.8%), Indians (4.1%), 2.7% were Chinese and 1.4% were other races. The experience of trading in the Pasar Tani Mega, Shah Alam are as follows: less than 3 years (28.8%, 21 respondents); 3 to 5 years (35.6%, 26 respondents); 6 to 10 years (21.9%, 16 respondents); and 10 respondents (13.7%) have more than 10 years of business experience. Respondent distribution findings for operating years before earning profit: the first year (35.6%, 26 respondents); second year (11%, 8 respondents); third year (11%, 8 respondents); fourth year (21.9%, 16 respondents); and no profit yet (20.5%, 15 respondents).

The first objective of the study to identify traders' success factors in conducting Pasar Tani Mega business in Section 13 of Shah Alam, Selangor. The findings are as in Table 2.

Table 2: Business Success Factors of Pasar Tani Mega

No.	Business Success Factors	Mean	Median	Mean Interpretation
1	Sell products according to customers demand	3.89	4.0	High
2	Make a business plan	3.89	4.0	High
3	Record business transactions and control finances	3.84	4.0	High
4	Have loyal and dedicated employees	3.80	4.0	High
5	Adequate capital	3.79	4.0	High
6	Get guidance from experts. Example: FAMA, MARA	3.79	4.0	High
7	Economic factors affect profits	3.72	4.0	High
8	Skills in marketing	3.68	4.0	High
9	Experienced in producing products	3.58	4.0	Moderate
10	Experienced in managing a business	3.54	4.0	Moderate
11	Sole proprietorship business	3.41	3.0	Moderate
12	Family owned business	3.38	3.0	Moderate
13	Not facing intense competition	3.12	3.0	Moderate
14	Age when starting a business	2.79	3.0	Moderate
15	Education background	2.78	3.0	Moderate

Table 2 shows nine items indicating for median 4.0. While eight high mean scores for items "sell products according to customer demand" (3.89); "make a business plan" (3.89); "record business transactions and control the financial system" (3.84); "have loyal and dedicated employees" (3.80); "adequate capital" (3.79); "get guidance from experts" (3.79); "economic factors" (3.72); and "skills in marketing" (3.68).

The second objective of the study was to find out the risks that Pasar Tani Mega traders are often faced. The findings indicate that among the risks faced by the respondents were: (i) rising raw material prices (61%); (ii) the risk of Pasar Tani business license not being renewed (53%); (iii) supply chain risk (45%); (iv) employee attitude risk (38%); (v) business growth risk (37%); and (vi) risk of interest loan rate increase (18%).

Next, the third objective of the study was to know factors influencing business risk undergo by respondents as Small Medium Entrepreneurs (SME) or small traders.

Findings - first objective

(Build matrix table, pie chart, picture, graph, bar chart, etc.)

Findings – second objective

Findings – third

ARTICLE 1: WRITING GUIDELINE

Findings are as shown in Table 3. The three highest mean scores were declining demand from customers due to rising sales prices (min 3.71); disruption in product production due to major suppliers failing to provide raw materials (min 3.64); unable to bear operating costs and assets maintenance costs (min 3.53). It was found that three out of five risk items were in the median position of 4.0.

Table 3: Factors Influencing Business Risk

No.	Business Risk Factors	Mean	Median	Mean Interpretation
1	Demand decline from customers because of sales prices increase due to the increase in raw material prices	3.71	4.0	High
2	Product disruption due to major suppliers failing to provide raw materials	3.64	4.0	Moderate
3	Unable to bear operating costs and assets maintenance costs.	3.53	4.0	Moderate
4	Experienced and efficient workers quit their jobs	3.39	3.0	Moderate
5	Unprofitable returns for new products produced	3.38	3.0	Moderate

7. DISCUSSION & CONCLUSION

In conclusion, for the first objective in determining business success factors, findings of the study indicated that good marketing practices such as selling products according to trends or high demand from customers is the key factor in business success for traders at Pasar Tani Mega, Section 13, Shah Alam. This finding is supported by Nurulhuda & Ramlee (2009) which states that management and marketing techniques play an important role to succeed in business i.e. by reaching and meeting customers requirements.

In addition, making business plans before starting a business are consistent with previous studies findings by Azmi et. al. (2012), as this factor contributes positively and significantly to the average level of profit earned. Business plans and accounting records for business transactions play a critical role in financial management which are very much emphasized by success business operators (Nurulhuda & Ramlee, 2009).

Next, factor of having adequate financial capital plays an important role in determining the success of a business. According to Ummi, et. al. (2017), in countries such as Pakistan, a study by Syed Wajahat (2011) found that among the causes of small business failures were capital shortages, ineffective government structural support, poor infrastructure facilities and corruption. However, these factors are not significant for small farmers' traders in Malaysia. This is due to the farmer' traders receive subsidies and capital loans from government agencies such as FAMA, MARDI, Farmers Organization Authority, Ministry of Agriculture and Agro-based Industry, Tekun, AgroBank and others.

As for business risk factors, the price of a product had to be increased due to the increase in the cost of raw materials, resulting in a decrease in sales volume. This is a concern for Pasar Tani traders as it has implications for their business income. This statement is supported by Falkner & Heibl (2015). Therefore, the government should make price controls to help Pasar tani traders.

It is suggested that in order to increase the knowledge of farmers, they need to be

objective

Comment each finding. State if research findings supported by past literatures.

Implication of the findings to relevant entities

ARTICLE 1: WRITING GUIDELINE

given sufficient information and awareness such as entrepreneur development programs. Various strategies and campaigns should be enhanced by government agencies. This is because according to Lussier's (1996) model, among the factors that influence the success of entrepreneurs are empowering knowledge through management experience, industry experience, economic conditions and planning skills.

Overall, results of the study found that there are eight business success factors to be practiced by Pasar Tani traders and a few business risk factors that should be avoided when managing a business. However, findings of this study cannot be generalized or represent all Pasar Tani traders throughout Malaysia. Therefore, further study can be done in other districts and states in Malaysia.

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Limitation of findings
Recommend future topic

7TH APA style or format required by conference secretariat

References - arranged alphabetically

ARTICLE 1: WRITING GUIDELINE

pasar-malam-seksyen-16-ditolak/

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DRAFT FOR ARTICLE WRITING

ITEMS	DRAFT ARTICLE WRITING - GUIDELINE
TOPIC 1. Minimum 3 items WHAT, WHO, WHERE	
AUTHORS 1. max 3 persons	
ABSTRACT 1. max 250-300 words 2. no references 3. informative: (Issue, purpose, problem, objectives, research, scope, findings, main findings, conclusions, limitations of the study)	
KEYWORDS 1. max 5 items (important items related to studies)	

DRAFT FOR ARTICLE WRITING

INTRODUCTION

1. issue of studies
2. general background
3. scope of the study
4. research purpose or objectives

Education can become transformative when teachers and students synthesize information across subjects and experiences, critically weigh significantly different perspectives, and incorporate various inquiries. Educators are able to construct such possibilities by fostering critical learning spaces, in which students are encouraged to increase their capacities of analysis, imagination, critical synthesis, creative expression, self-awareness, and intentionality

(Cite as: Sun, A., & Chen, X. (2016). Online education and its effective practice: A research review. *Journal of Information Technology Education: Research*, 15, 157-190. Retrieved from <http://www.informingscience.org/Publications/3502>)

Tips:

1. Copy paste paragraph from articles that you like to quote. State the references. Paraphrase the statement. Combine your statement with several authors with similar issues.
2. Repeat above tip to other components of sub topics.

DRAFT FOR ARTICLE WRITING

<p>BACKGROUND</p> <ol style="list-style-type: none">1. general2. specific3. really specific4. statistic info (if related)	
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DRAFT FOR ARTICLE WRITING

PROBLEM STATEMENT

- 1. general
- 2. specific
- 3. gap (potential area to explore)
- 4. significant
- 5. references – empirical research literature, newspaper, reports, web, observation, interviews, etc.

DRAFT FOR ARTICLE WRITING

<p>VARIABLES (Briefly explain)</p> <ol style="list-style-type: none">1. theories/Concept2. Factors or3. Independent variable4. Dependent variables5. More variables (if necessary)6. references – empirical research literature, newspaper, reports, web, observation, interviews, etc.	
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DRAFT FOR ARTICLE WRITING

<p>IMPORTANCE OF STUDY</p> <ol style="list-style-type: none">1. contribution to body of knowledge2. benefit of findings to whom	
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RESEARCH METHODOLOGY

- 1. research design
- 2. population/sample
- 3. unit of analysis
- 4. validity/reliability
([article](#) adopt & adapt)
- 5. instruments & Measurement
- 6. data collection & analysis

DRAFT FOR ARTICLE WRITING

<p>RESEARCH FINDINGS Report the findings</p> <ol style="list-style-type: none">1. demographic2. 1st objective3. 2nd objective4. 3rd objective <p>(Build matrix table, pie chart, picture, graph, bar chart, etc.)</p>	
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DRAFT FOR ARTICLE WRITING

DISCUSSION & CONCLUSION

1. report and comments each finding.
2. state if research findings supported by past literatures.
3. Implication of the findings to related entities (individual, organizations, government agencies, etc).
4. recommend future research area or topic
5. state limitation of research findings i.e., cannot be generalize to everybody, entities or places.

DRAFT FOR ARTICLE WRITING

REFERENCES

1. 7TH APA format
2. follow reference format required by conference secretariat

NOTES:

1. Check your spelling, grammar and format.
2. Draft your article in separate file. Then copy and paste your original article content into conference's suggested file format.

Penentu Kejayaan dan Risiko Perniagaan Pasar Tani Mega di Seksyen 13, Shah Alam, Selangor

Faridah Jaafar^{1*}, Wan Khazani Wan Kamarudin² dan Siti Aishah Mohd Yaman³

¹First Author Affiliation,
Politeknik Port Dickson, Si Rusa, 70150, Malaysia
²Second Author Affiliation,
Politeknik Port Dickson, Si Rusa, 70150, Malaysia
³Third Author Affiliation,
Politeknik Port Dickson, Si Rusa, 70150, Malaysia
*Corresponding Author

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Abstrak: Perniagaan Pasar Tani merupakan platform yang memberi ruang dan peluang kepada petani, penternak dan peniaga kecil untuk memasarkan produk yang dihasilkan terus kepada pelanggan. Pengurusan tapak pasar tani ini adalah dibawah kelolaan agensi kerajaan iaitu FAMA. Pelbagai bantuan telah disalurkan oleh FAMA kepada peniaga pasar tani dan hasilnya ramai peniaga yang berjaya menjana pendapatan yang memuaskan. Walaupun masih terdapat segelintir yang kurang berjaya. Oleh itu kajian deskriptif telah dijalankan di Pasar Tani Mega, Seksyen 13, Shah Alam, Selangor. Objektif kajian ini adalah untuk mengetahui penentu kejayaan dan risiko yang dihadapi peniaga Pasar Tani Mega semasa mengendalikan perniagaan. Soal selidik telah diedarkan di kalangan responden iaitu peniaga pasar tani. Dapatan kajian mendapati empat penentu penting mendorong kejayaan perniagaan pasar tani dan beberapa risiko yang dihadapi oleh peniaga Pasar Tani Mega di Seksyen 13, Shah Alam. Hasil kajian ini dilihat dapat memberi input kepada peniaga kecil pasar tani, serta agensi kerajaan agar dapat menambah baik perkhidmatan kepada peniaga pasar tani di seluruh Malaysia. Walaubagaimanapun, dapatan kajian ini tidak mewakili keseluruhan pasar tani di Malaysia. Hanya meliputi kawasan sekitar seksyen 13 Shah Alam, Selangor.

Katakunci: Pasar Tani, FAMA, Peniaga Kecil, Risiko Perniagaan

1. PENGENALAN

Perniagaan Pasar Tani telah diperkenalkan di Malaysia pada tahun 1985, ianya memberikan kemudahan kepada petani, penternak dan peniaga kecil memperkenalkan dan memasarkan produk terus kepada pelanggan tanpa menggunakan khidmat orang tengah (Lembaga Pemasaran Pertanian Persekutuan, 2021). Cara ini dilihat dapat mengawal harga barangan dijual pada nilai yang lebih murah dan berpatutan, secara langsung menggalakkan pengguna datang berbelanja untuk mendapatkan produk yang segar dari ladang.

Selaras dengan objektif Dasar Agromakanan Negara iaitu menjamin bekalan makanan yang mencukupi dan selamat dimakan, menjadikan industri agro makanan sebagai industri yang berdaya saing serta mampan, dan meningkatkan tahap pendapatan usahawan tani (Unit Perancangan Ekonomi, 2021). Penubuhan pasar tani dilihat telah melahirkan ramai usahawan tani yang bersikap responsif, progresif dan secara tidak langsung mempercepatkan proses pembangunan sosio ekonomi masyarakat tani (Lembaga Pemasaran Pertanian Persekutuan, 2021).

*Corresponding author: author@organization.edu.my
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ARTICLE 2 : EXAMPLE

Author 1 et al., Journal of Engineering and Social Sciences Vol. 0 No. 0 (2021) p.xx

Pada masa ini bilangan lokasi Pasar Tani diseluruh negara adalah sebanyak 524 tapak perniagaan, di mana 80 tapak daripadanya terdapat di Selangor (MYAgro, 2021). Tapak perniagaan Pasar Tani tidak dihadkan di bandar kecil atau di kawasan kampung sahaja. Malah di pusat bandar seperti Shah Alam, Selangor terdapat tapak perniagaan Pasar Tani yang paling luas dikenali sebagai Pasar Tani Mega Shah Alam. Pastinya berniaga di bandar besar seperti di Shah Alam, Selangor mempunyai pelbagai cabaran dan risiko. Sehubungan dengan itu, satu kajian dilakukan untuk mengetahui risiko perniagaan dan penentu kejayaan perniagaan dikalangan peniaga kecil atau usahawan tani yang berniaga di Pasar Tani Mega Shah Alam, Selangor.

2. LATARBELAKANG KAJIAN

Lembaga Pemasaran Pertanian Persekutuan (*Federal Agricultural Marketing Authority* atau FAMA) merupakan agensi kerajaan yang menyediakan tempat dan lesen perniagaan tapak Pasar Tani di Malaysia (Lembaga Pemasaran Pertanian Persekutuan, 2021). FAMA merupakan sebuah agensi pemasaran di bawah Kementerian Pertanian dan Industri Asas Tani. Tugas utama FAMA adalah membantu peniaga Pasar Tani memasarkan produk agro makanan seperti sayur-sayuran dan buah-buahan serta produk-produk industri asas tani (Lembaga Pemasaran Pertanian Persekutuan, 2021). Skop perkhidmatan FAMA tertumpu kepada penyediaan peluang perniagaan dalam bidang peruncitan, khidmat nasihat, kursus direktori perniagaan, pepadanan perniagaan, maklumat pasaran, program mentor-mentee (*business matching*), pembayaran secara mudah bagi pembelian peralatan seperti tapak perniagaan, payung, kanopi, bakul, meja, alas meja, pakaian seragam dan khidmat urusetia (Lembaga Pemasaran Pertanian Persekutuan, 2021). Jadual 1 menunjukkan statistik bilangan Pasar Tani di seluruh Malaysia berjumlah 524 tapak perniagaan.

Jadual 1: Statistik Bilangan Pasar Tani Di Seluruh Malaysia

Negeri	Bilangan Pasar Tani
Perlis	15
Kedah	21
Pulau Pinang	12
Perak	55
Selangor	80
Negeri Sembilan	48
Melaka	28
Johor	67
Terengganu	47
Kelantan	23
Pahang	43
Sabah	23
Sarawak	31
Kuala Lumpur	30
Putrajaya	1

Sumber: MyAgro, 2021

Di Shah Alam, Selangor, Pasar Tani Mega telah ditubuhkan pada 19 September 2004, ianya ditubuhkan bagi meningkatkan imej dan perkhidmatan perniagaan Pasar Tani dari segi peralatan dan susun atur tapak jualan (Lembaga Pemasaran Pertanian Persekutuan, 2021). Menurut FAMA, antara perbezaan konsep Pasar Tani Runcit dan Pasar Tani Mega adalah penggunaan rak-rak bertingkat bagi penjualan buah, sayur dan barangan proses, dan meja besi keluli (*stainless steel*) untuk penjualan barangan basah seperti ikan, ayam dan daging. Ini lebih kemas dan menarik berbanding dengan penggunaan meja papan lapis dengan kaki besi berlipat di Pasar Tani Runcit. Kanopi mudah-alih bersaiz seragam sebesar 10 kaki x 10 kaki pula menggantikan payung empat segi yang biasa digunakan di Pasar Tani Runcit (Lembaga Pemasaran Pertanian Persekutuan, 2021). Hasilnya, Pasar Tani Mega bukannya sahaja menampilkan imej yang lebih kemas dan menarik, bahkan lebih bersih, selesa, ceria dan mesra pelanggan berbanding dengan Pasar Tani Runcit.

ARTICLE 2 : EXAMPLE

Author I et al., *Journal of Engineering and Social Sciences* Vol. 0 No. 0 (2021) p.xx

Program ini bukan sahaja menaikkan imej Pasar Tani, malahan berupaya memberi tarikan tersendiri di kalangan orang ramai sebagai 'Pasar Pilihan' (Lembaga Pemasaran Pertanian Persekutuan, 2021).

3. PERNYATAAN MASALAH

FAMA menasaskan pada Tahun 2020 bilangan Pasar Tani diseluruh negara sebanyak 1,000 tapak perniagaan (Bernama, 2018). Ini kerana perniagaan Pasar Tani ini didapati berjaya meningkatkan pendapatan peniaga kecil. Namun, disebalik pelbagai bantuan yang disalurkan oleh FAMA bagi membantu peniaga. Di dapati masih terdapat segelintir peniaga Pasar Tani yang kurang berjaya. Ini kerana pelbagai cabaran dan risiko yang dihadapi oleh usahawan kecil ini.

Antara cabaran yang dihadapi oleh peniaga pasar tani adalah tapak perniagaan yang terpaksa dipindahkan menyebabkan mereka kehilangan pelanggan. Hal ini berlaku disebabkan oleh peningkatan jumlah penduduk dan pembangunan taman perumahan baru menyebabkan tapak asal menjadi sempit dan halangan lalu lintas. Contohnya, kes di Seksyen 16, Bandar Baru Bangi, Selangor. Didapati bahawa lokasi baru Pasar Tani dan Pasar Malam tidak strategik kerana bersaiz kecil, sempit dan kekurangan tempat letak kenderaan. Akibatnya, kunjungan pelanggan menurun dan ramai peniaga kecil menanggung kerugian dan terpaksa menutup perniagaan (Muhammad. Azizul, 2020).

Seterusnya, masalah yang dihadapi oleh peniaga Pasar Tani adalah masalah produktiviti dimana penggunaan kaedah tradisional masih digunakan bagi menghasilkan produk, menyebabkan hasil keluaran kurang berbanding teknologi hybrid. Sekiranya keadaan ini berterusan hasil tani untuk pasaran perniagaan Pasar Tani akan terjejas dan akibatnya kualiti dan produktiviti produk yang dihasilkan masih ditakuk yang sama. Masalah utama sektor pertanian di Malaysia adalah penggunaan teknologi baru yang masih rendah dalam menghasilkan produk yang lebih kos efektif berbanding kaedah tradisional (TRDI News, 2019). Hal ini berlaku kerana golongan muda kurang berminat menceburi bidang pertanian sebagai kerjaya (TRDI News, 2019). Manakala, pekebun kecil yang berumur sukar menerima perubahan teknologi dan diuruskan dengan baik seperti pertanian rumah hijau, fertigasi dan pertanian cepat menggunakan gajet dan peralatan moden (TRDI News, 2019).

Pelbagai bantuan disediakan oleh FAMA bagi membantu peniaga kecil pasar tani terutama dalam tempoh sukar pada tahun 2020 sewaktu "lockdown" atau kawalan pergerakan akibat pandemik penyakit berjangkit Covid-19. Banyak perniagaan terhenti operasi dan kerugian berjuta ringgit disebabkan lambakan hasil pertanian (Samadi, 2020). Bagi membantu peniaga kecil ini, bantuan agensi kerajaan seperti FAMA telah memainkan peranan yang besar dalam memasarkan produk agro. Antaranya jualan di platform AgroBazaar Online didapati telah membantu usahawan tempatan memasarkan produk mereka secara atas talian (Mohd. Amin, 2020).

Masalah seterusnya dalam menguruskan perniagaan pasar tani adalah sikap pemilik peniaga yang malas dan ingin mendapat keuntungan cepat dengan menjual lesen perniagaan kepada pendatang asing, kejadian ini amat dikesali dan bakal di kenakan tindakan undang-undang selain daripada di senarai hitam oleh pihak berkuasa (Bernama, 2020).

Secara amnya, kajian lepas mendapati masalah yang sering dihadapi oleh peniaga kecil seperti peniaga pasar tani merangkumi: modal pusingan yang tidak mencukupi, peralatan (mesin) yang tidak mencukupi, tiada teknologi untuk mengembangkan pasaran produk ke pasaran lebih luas disebabkan tempoh hayat produk tidak tahan lama, jualan yang tidak mencapai jumlah yang disasarkan disebabkan lokasi tidak strategik, pasaran domestik yang kecil, dan faktor cuaca seperti musim tengkujuh menjejaskan produktiviti dan penjualan produk kepada pelanggan (Suraiya et. al., 2012). Kesimpulannya, terdapat pelbagai isu dalam mengendalikan perniagaan Pasar Tani yang perlu dihadapi oleh peniaga kecil tersebut.

4. PENENTU KEJAYAAN & RISIKO PERNIAGAAN

Faktor utama yang menarik pelanggan untuk berbelanja di pasar tani adalah barangan jualan yang segar dan harga yang berpatutan iaitu lebih murah dari harga pasaran (Kosmo, 2021). Menurut Model Lussier (Lussier & Corman, 1996) terdapat lima belas item penentu kejayaan

PENERBIT POLITEKNIK MELAKA/3

ARTICLE 2 : EXAMPLE

Author 1 et al., Journal of Engineering and Social Sciences Vol. 0 No. 0 (2021) p.xx

perniagaan. Maksud kejayaan perniagaan adalah diukur darisegi keuntungan perniagaan dan kelangsungan perniagaan yang berpanjangan.

Kajian lepas oleh Faridah et. al., (2018) mendapati lapan daripada lima belas item Model Lussier menunjukkan skor min yang tinggi bagi peniaga kecil di Bangunan MARA, Kuala Lumpur iaitu merancang pelan perniagaan secara teliti, penyimpanan rekod dan pengawalan kewangan, trend pengeluaran produk dan perkhidmatan mengikut permintaan pasaran, faktor ekonomi semasa, kemahiran dalam pemasaran, pekerja yang setia dan berkualiti, pengalaman yang luas, dan modal yang mencukupi dalam mengendalikan aktiviti perniagaan.

Sementara itu, penemuan Azmi et. al., (2012) menggunakan Model Lussier mendapati bahawa faktor kemahiran merancang atau membina rancangan perniagaan yang teliti sangat penting (signifikan) kerana ia membantu usahawan merancang dan mengurangkan masalah perniagaan secara strategik. Di samping itu, faktor usia ketika memulakan perniagaan, penyimpanan rekod dan kawalan kewangan, mengikut trend ketika menghasilkan produk juga menentukan kejayaan sesebuah perniagaan (Azmi et. al., 2012).

Selain daripada faktor yang menyebabkan perniagaan itu maju, para peniaga kecil perlu juga mempunyai pengetahuan tentang risiko dalam perniagaan, ini kerana setiap perniagaan mempunyai risiko. Menurut Mohd Nizal et.al. (2021), terdapat dua jenis risiko iaitu risiko sistematik dan risiko tidak sistematik. Risiko sistematik adalah risiko yang dipengaruhi oleh faktor pasaran dan ekonomi yang tidak dapat dikawal oleh firma. Tetapi risiko tidak sistematik dipengaruhi oleh faktor khusus atau keunikan sifat syarikat tersebut, seperti masalah pekerja, tempoh hayat produk sudah lapuk, produk tidak lagi pilihan atau bukan tren, faktor cuaca seperti musim tengkujuh menjejaskan produktiviti dan penjualan produk kepada pelanggan (Suraiya et. al., 2012).

Faktor lain yang mempengaruhi risiko perniagaan adalah kelarisan jualan produk untuk menjana pendapatan, persaingan, kepelbagaian produk, struktur kos, saiz firma, dan prospek pertumbuhan; sementara risiko kewangan berkaitan dengan ketidakmampuan syarikat untuk memenuhi kewajipan membayar hutang (Mohd Nizal et.al. 2021).

Terdapat juga risiko lain yang dihadapi peniaga pasar tani iaitu risiko perlucutan lesen perniagaan atas pelbagai sebab, antaranya menjual atau memajak lesen perniagaan kepada pendatang asing untuk mendapat keuntungan cepat (Bernama, 2020). Kesimpulannya semua risiko yang dinyatakan perlu dihadapi oleh peniaga pasar tani tak kira dimana lokasi mereka berniaga.

5. OBJEKTIF & KEPENTINGAN KAJIAN

Terdapat dua objektif kajian: (i) untuk mengetahui penentu kejayaan perniagaan dikalangan peniaga kecil di Pasar Tani Mega di Seksyen 13 Shah Alam, Selangor, dan (ii) untuk mengenalpasti risiko perniagaan yang dihadapi oleh peniaga kecil di Pasar Tani Mega di Seksyen 13 Shah Alam, Selangor. Kajian ini penting kerana boleh memberikan info tentang penentu kejayaan dan risiko perniagaan pasar tani, terutama di bandar besar seperti Shah Alam, Selangor. Selain itu, pada masa ini kajian literatur berkaitan penentu kejayaan dan risiko dihadapi oleh peniaga pasar tani adalah terhad terutama perniagaan yang dilakukan di bandar besar seperti di Pasar Tani Mega, Shah Alam, Selangor. Biharpkan agar info kajian ini dapat dimanfaatkan oleh peniaga kecil pasar tani dan pihak agensi kerajaan seperti FAMA bagi dijadikan panduan.

6. METADOLOGI KAJIAN

Shah Alam telah dipilih sebagai lokasi kajian kerana di bandar ini terdapat Pasar Tani Mega iaitu lapuk perniagaan pasar Tani yang terbesar di Selangor. Kajian linjauan ini menggunakan instrumen soal selidik yang diadaptasikan dari kajian lepas iaitu Model Lussier (Lussier & Corman, 1996), Azmi et. al. (2012), Faridah et.al. (2018) dan Falkner & Heibl (2015). Populasi dan sampel kajian merupakan peniaga kecil di Pasar Tani Mega, Seksyen 13, Shah Alam, Selangor. Borang soal-selidik telah diedarkan secara terus atau bersemuka kepada semua 150 peniaga pasar tani yang berniaga di Pasar Tani Mega Shah Alam, menjual pelbagai barangan seperti barang runcit, sayur-sayuran, ayam, ikan, makanan dan lain-lain. Teknik persampelan yang digunakan pula adalah teknik persampelan bertujuan (*purposive sampling*). Matlamat utama persampelan bertujuan adalah untuk memberi tumpuan kepada ciri-ciri tertentu yang dimiliki oleh populasi yang dikaji bagi mencari jawapan kepada persoalan kajian penyelidikan iaitu "apakah penentu

kejayaan perniagaan dan risiko perniagaan yang dihadapi oleh peniaga kecil di Pasar Tani Mega Shah Alam, Selangor?". Bagi kajian ini ciri-ciri yang dimiliki oleh sampel adalah mereka merupakan peniaga kecil pasar tani yang berniaga di Pasar Tani Mega yang terletak di tengah bandar Shah Alam, Selangor.

Jumlah soal-selidik yang diedarkan adalah sebanyak 150 set, namun hanya 73 set lengkap yang telah berjaya dikumpul. Bilangan ini adalah memadai untuk kajian penyelidikan ini. Menurut Sekaran (2003), saiz sample lebih besar daripada 30 dan kurang dari 500 sesuai untuk kebanyakan kajian penyelidikan sosial. Untuk kajian deskriptif ini, data yang diperoleh di analisa menggunakan pengukuran frekuensi, min, peratusan dan median diproses menggunakan aplikasi SPSS. Skala Likert-lima mata telah digunakan iaitu skala (1) memberi makna Sangat Tidak Setuju, manakala skala (5) Sangat Setuju. Dapatan kajian di analisa dan di tafsirkan seperti berikut: skor min 1.00 hingga 2.39 adalah dikategorikan sebagai tahap rendah; skor min antara 2.40 hingga 3.79 dikategorikan sebagai tahap sederhana; dan skor min antara 3.80 hingga 5.00 dikategorikan sebagai tahap tinggi (Wiersma, W., 1995).

7. DAPATAN KAJIAN

Analisa kajian menggunakan kaedah deskriptif bagi data non-parametrik. Berdasarkan analisis demografik daripada 73 responden: 41.1% adalah dari kelompok usia umur 21-30 tahun, 41.1% lagi dari kelompok usia 31-50 tahun, 13.7% dari kelompok usia lebih 50 tahun, dan 4.1% dari kelompok usia kurang 21 tahun. Majoriti responden (91.8%) adalah kaum Melayu, 4.1% adalah kaum India, 2.7% adalah kaum Cina dan 1.4% adalah lain-lain kaum. Pengalaman berniaga di Pasar Tani Mega, Shah Alam bagi tempoh kurang dari 3 tahun (28.8%, 21 responden), tempoh 3 hingga 5 tahun (35.6%, 26 responden). Manakala tempoh 6 hingga 10 tahun pengalaman berniaga (21.9%, 16 responden) dan sebanyak 13.7% (10 responden) mempunyai pengalaman berniaga lebih dari 10 tahun.

Dapatan bagi tempoh waktu yang diambil sebelum memperolehi keuntungan perniagaan: Tahun pertama perniagaan (35.6%, 26 responden), Tahun kedua (11%, 8 responden), Tahun ketiga (11%, 8 responden), Tahun keempat (21.9%, 16 responden) dan tidak lagi memperolehi keuntungan (20.5%, 15 responden).

Seterusnya, dapatan bagi objektif pertama kajian iaitu untuk mengetahui penentu kejayaan perniagaan dikalangan peniaga kecil di Pasar Tani Mega di Seksyen 13 Shah Alam, Selangor adalah seperti di Jadual 2.

Jadual 2: Penentu Kejayaan Perniagaan Pasar Tani Mega, Shah Alam, Selangor.

Bil	Penentu Kejayaan Perniagaan	Min	Median	Tafsiran Min
1	Menjual produk mengikut permintaan pelanggan	3.89	4.0	Tinggi
2	Membuat perancangan perniagaan	3.89	4.0	Tinggi
3	Merekod urusniaga perniagaan dan kawal kewangan	3.84	4.0	Tinggi
4	Mempunyai pekerja yang setia dan berdedikasi	3.80	4.0	Tinggi
5	Modal yang mencukupi	3.79	4.0	Sederhana
6	Mendapat bimbingan dari pakar. Contoh: FAMA	3.79	4.0	Sederhana
7	Faktor ekonomi pengaruhi keuntungan	3.72	4.0	Sederhana
8	Kemahiran dalam pemasaran	3.68	4.0	Sederhana
9	Pengalaman bekerja hasilkan produk jualan	3.56	4.0	Sederhana
10	Pengalaman menguruskan perniagaan	3.54	4.0	Sederhana

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11	Perniagaan milikan tunggal	3.41	3.0	Sederhana
12	Perniagaan milik keluarga	3.36	3.0	Sederhana
13	Tidak menghadapi persaingan sengit	3.12	3.0	Sederhana
14	Usia sewaktu memulakan perniagaan	2.79	3.0	Sederhana
15	Latar belakang pendidikan	2.76	3.0	Sederhana

Dapatan di Jadual 2 menunjukkan empat skor min tertinggi (min 3.80 – 5.00; Wiersma, 1995) iaitu responden sangat bersetuju terhadap empat penentu kejayaan perniagaan berikut: "menjual produk mengikut permintaan pelanggan" min (3.89), "membuat perancangan perniagaan" min (3.89), "merekodkan urusniaga perniagaan dan mengawal sistem kewangan" min (3.84), dan "mempunyai pekerja setia dan berdedikasi" min (3.80).

Seterusnya, dapatan menunjukkan sepuluh item menunjukkan median 4.0 iaitu setuju. Selain daripada skor min, median adalah satu lagi kaedah yang berkesan untuk membandingkan kumpulan data yang berbeza. Median adalah nilai tengah apabila data disusun dalam urutan berangka, ini bererti separuh daripada skor-skor terletak di atas dan separuh lagi dibawah (Chua, 2012).

Objektif kedua kajian ialah untuk mengetahui risiko perniagaan yang dihadapi oleh peniaga pasar Tani Mega Shah Alam. Hasil dapatan menunjukkan antara risiko yang dihadapi oleh responden adalah: harga bahan mentah meningkat (61%), risiko lesen tapak perniagaan tidak diperbaharu/diperolehi (53%), risiko rangkaian bekalan terjejas (45%), risiko sikap pekerja (38%), risiko mengembangkan perniagaan (37%), dan risiko kadar faedah pinjaman (18%).

Manakala risiko lain yang diadaptasi dari kajian Falkner & Heibl (2015), mendapati lima item risiko menunjukkan tafsiran skor min sederhana (min 2.40 – 3.79) seperti di Jadual 3. Manakala dari pengukuran median, keputusan menunjukkan tiga item memperoleh median 4.0 iaitu risiko penurunan permintaan dari pelanggan disebabkan kenaikan harga jualan, risiko gangguan pengeluaran produk disebabkan pembekal utama gagal sediakan bahan mentah, dan risiko tidak mampu menanggung kos operasi dan aset perniagaan.

Jadual 3: Risiko Dihadapi Usahawan Tani

Bil	Item-Item Risiko Perniagaan	Min	Median	Tafsiran Min
1	Penurunan permintaan dari pelanggan disebabkan kenaikan harga jualan kerana kenaikan harga bahan mentah	3.71	4.0	Sederhana
2	Gangguan pengeluaran produk disebabkan pembekal utama gagal sediakan bahan mentah	3.64	4.0	Sederhana
3	Tidak mampu menanggung kos operasi dan aset perniagaan	3.53	4.0	Sederhana
4	Pekerja yang berpengalaman dan cekap berhenti kerja	3.39	3.0	Sederhana
5	Pulangan tidak menguntungkan bagi produk baru yang dihasilkan	3.36	3.0	Sederhana

8. KESIMPULAN

Kesimpulannya, kejayaan sesebuah perniagaan adalah hasil daripada kerja keras peniaga dan amalan teknik perniagaan yang berkesan, Hasil dapatan kajian menunjukkan amalan pemasaran yang baik seperti menjual produk mengikut trend atau mempunyai permintaan tinggi daripada pelanggan merupakan penentu utama kejayaan perniagaan Pasar Tani Mega, Seksyen 13, Shah Alam. Dapatan ini didukung oleh kajian lepas oleh Nurulhuda & Ramlee (2009) yang menyatakan amalan pengurusan pemasaran memainkan peranan penting untuk berjaya dalam perniagaan dengan cara tarik perhatian dan penuhi kehendak dan keperluan pelanggan.

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Penentu kedua kejayaan peniaga adalah membuat perancangan peniagaan. Kenyataan dapatan ini konsisten dengan penemuan kajian Azmi et. al. (2012) bahawa faktor kemahiran perancangan sebelum memulakan peniagaan memberi sumbangan positif dan signifikan kepada purata tahap keuntungan yang diperolehi.

Selain itu, item penentu kejayaan seperti membuat perancangan peniagaan dan merekod urusniaga kewangan merupakan amalan pengurusan yang dititik beratkan oleh responden. Dapatan ini disokong oleh kajian lepas oleh Nurulhuda & Ramlee (2009).

Dapatan keempat yang dititik beratkan oleh peniaga kecil Pasar Tani Mega Shah Alam adalah mempunyai pekerja yang setia dan berdedikasi. Manakala item mempunyai modal kewangan mencukupi juga memainkan peranan penting dalam menentukan kejayaan peniagaan responden. Kenyataan ini disokong oleh Ummi et. al. (2017). Dicadangkan bagi peniaga pasar tani boleh mendapat bantuan subsidi dan pinjaman modal daripada agensi kerajaan seperti FAMA, MARDI, Lembaga Pertubuhan Peladang, Kementerian Pertanian dan Industri Asas Tani, Tekun, AgroBank dan lain-lain. Di Malaysia, pelbagai kemudahan dan bantuan disediakan oleh kerajaan untuk peniaga kecil bertujuan untuk memacu ekonomi negara.

Risiko sentiasa ada bagi setiap peniagaan yang diceburi. Dapatan kajian menunjukkan risiko yang paling terkesan kepada peniaga pasar tani adalah kenaikan harga bahan mentah yang memberi implikasi kepada peningkatan harga jualan barangan, akibatnya berlaku penurunan permintaan dari pelanggan. Hasil jualan menurun kerana pelanggan tidak membeli atas sebab faktor kewangan. Kenyataan ini disokong oleh Falkner & Heibl (2015). Oleh itu, dicadangkan agensi kerajaan berkaitan membuat kawalan harga bahan mentah untuk membantu peniaga kecil seperti peniaga pasar tani bagi mengawal kenaikan harga barangan, demi membantu kuasa membeli pengguna. Dapatan kajian ini mendapati risiko-risiko lain yang memberi kesan sederhana kepada peniaga pasar tani adalah gangguan pengeluaran produk disebabkan pembekal utama gagal sediakan bahan mentah, tidak mampu menanggung kos operasi dan penyelenggaraan aset peniagaan.

Bagi meningkatkan lagi ilmu pengetahuan peniaga Tani, dicadangkan mereka diberi maklumat dan kesedaran untuk terlibat dalam program pembangunan usahawan melalui pelbagai strategi dan kempen yang disediakan oleh agensi kerajaan. Ini kerana menurut Model Lussier (1996), antara faktor yang mempengaruhi kejayaan usahawan adalah memperkasakan pengetahuan melalui pengalaman pengurusan, pengalaman industri dan kemahiran merancang.

Secara keseluruhan, hasil kajian mendapati bahawa terdapat empat item penting penentu kejayaan peniagaan yang dipraktikkan oleh peniaga pasar tani dan beberapa item risiko peniagaan yang harus diberi perhatian semasa menguruskan peniagaan. Walau bagaimanapun, penemuan kajian ini tidak boleh digeneralisasi atau mewakili semua peniaga pasar tani di seluruh Malaysia. Ini kerana kajian hanya tertumpu kepada responden di Pasar Tani Mega, Seksyen 13, Shah Alam, Selangor. Oleh itu lanjutan kajian ini boleh dilakukan di daerah dan negeri yang lain di Malaysia. Tumpuan kajian akan datang disarankan melihat dari sudut kesan penularan wabak pandemik Covid-19 terhadap pendapatan peniagaan Pasar Tani dan kos produktiviti produk jualan.

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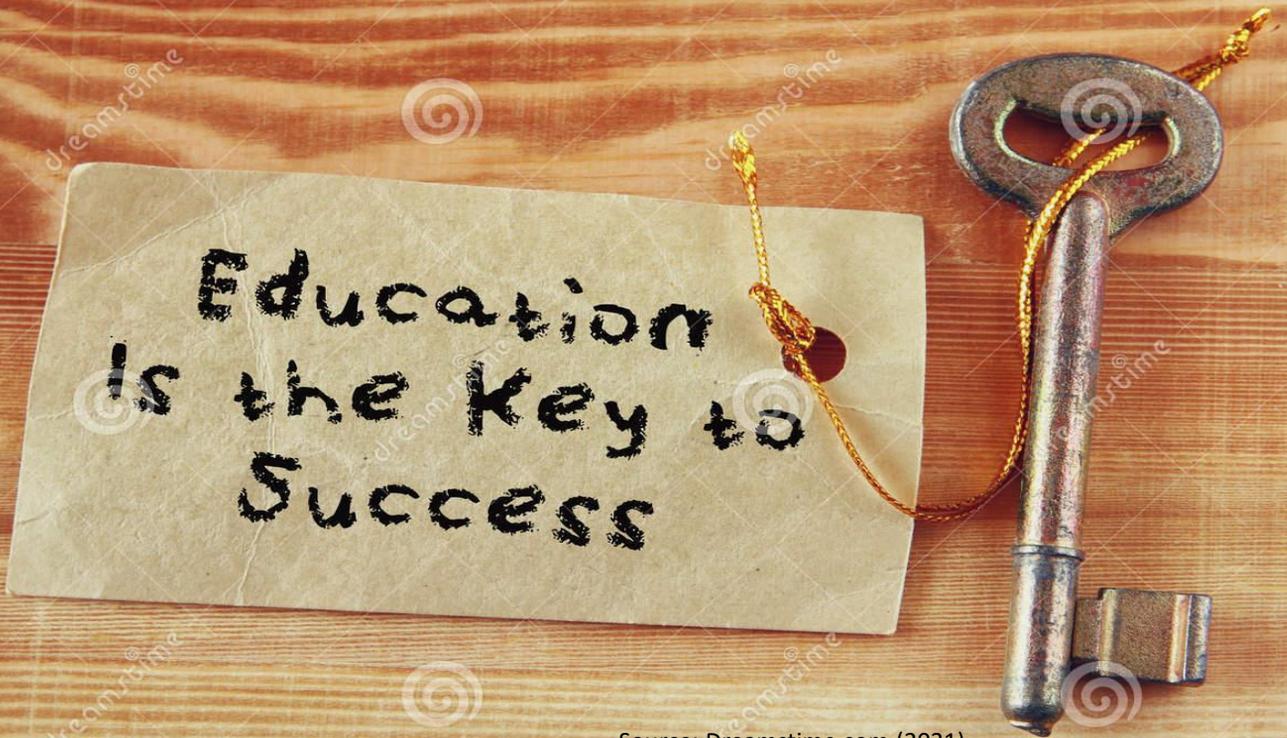
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