

Assessment of My Kampung My Future Program Based on CIPP Assessment Model: Input Dimension

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Abstract

This study aims to evaluate the effectiveness of My Kampung My Future (MKMF) program based on input dimensions of CIPP assessment model. The selection of CIPP assessment model was intended to focus more on the continuous improvement process. Questionnaire instruments were distributed to MKMF participants for data collection. Furthermore, the research data were analysed using SPSS software. In this case, the findings showed that the mean and standard deviation values were moderate. However, understanding of the MKMF role, explanation from MOA officers and the latest facilities elements were at high level. Therefore, improvement process should be present in the input dimension.

Keywords: Evaluate, effectiveness, My Kampung My Future, CIPP Assessment Model, Improvement

Introduction

Based on the report of the Tenth Malaysia Plan (10-MP) of agricultural development launched in 2011 (2011-2015), it states the government's efforts to empower the agricultural sector that is capable of generating national income to produce agricultural entrepreneurs among highly educated youths particularly. This will change the perception of the youth towards agricultural sector. The actual agriculture sector covers a wide range of aspects as it is also closely related to business fields and entrepreneurship as well as food production. In addition, it also covers the rural economy, fisheries sector and livestock sector. (Agriculture Department, 2011).

Nowadays, the aggravation of the agricultural sector is worrisome apart from the agriculture sector which is not heeded by the society, particularly the youth. They also have negative perception (Norhasni Zainal Abiddin, Mohd Ashraff Mohd Anuar and Anzar Abdullah, 2015) towards agricultural sector. However, they are also unaware of the importance of agriculture sector in the distribution of food resources for their daily life needs. Food sources act as contributors to energy generation for human body system. If a human being disconnected from food sources, then a variety of disease will attack the body and depletion of food sources

will occur. Clearly it shows the importance of food sources in continuing the daily life of humans.

As a result, the government has launched the My Save Food campaign in 2016. According to Dr Umar Haiyat Abdul Kohar (2016), the campaign aims to provide awareness, change and educate the community to be more rational in mind regarding food sources. The campaign has been launched globally since 2011 involving 350 organizations and 50 countries. As known, food sources are very important in everyday life. The government had to import food supply sources in order to ensure its adequacy to produce first-class human capital.

According to Noorfazreen Mohd Aris and Asmak Ab Rahman (2011), Islam also emphasizes the importance of agricultural activities which provide human needs for the production of food supply sources. The agricultural sector is synonymous with food production. It is known that staple food for Malaysian society is rice derived from paddy crops. However, farmers must do all the process starting with the cultivation process of paddy crops until rice harvesting. It is clear that if the agricultural sector is wiped out, all food supplies in the world will be cut off. Therefore, efforts to uphold the agricultural sector are pertinent to ensure sustainable and adequate supply of food sources in the future for survival which requires adequate employment. Hence, it is able to generate capital intelligence and vibrant first-class people.

The agricultural sector acts as the backbone of the country and always relevant in the current development trend (Bezu and Holden, 2014). The pace of economic development in the country is strongly influenced by the agricultural sector. Although the technology era is spearheaded by all the individuals particularly the youth, the agricultural sector has never been neglected. It even serves as a major source of economic development for a country. The agriculture sector acts as the most important sector in the country in ensuring the adequacy of food supply sources. In addition, the agricultural sector is capable of generating youth development which is a major asset of the nation and thus raising the nation's income.

According to MOA (2012), they have successfully organized an MKMF program for farming entrepreneurs. In addition, the program is also able to attract youths to venture into the agricultural sector. The MKMF program is also able to highlight the livestock sector, fisheries sector, food industry and Small Medium Enterprise (SME). This program also encourages youths to stay in the village, but they are still able to generate high-impact income.

The Success of My Kampung My Future Program

Various successes that have been achieved by the participants of the program were proved by MOA (2013). Previous MKMF participant named Encik Sharizad Shahrul Asmawi has been working on ornamental fish projects. He has now managed to own the Arowana fish ponds and Amazon rays that have been successfully marketed to China. He also has managed to have ten mentees under his supervision. Currently ornamental fish has been greatly successful in interior decoration and landscape industries. His selection to venture in such business is a correct step to be taken. (MOA, 2012).

Another youth entrepreneur from Kampung Gajah, Perak, named Encik Ahmad Fauzi Md Salleh has been working on "asam gelugur". Prior to joining the MKMF program, he had "asam gelugur" plantation and focused only on the sale of sliced "asam gelugur". However, his sales depended only on the demand. Now that he has joined the MKMF program, he has succeeded in producing 13 types of downstream "asam gelugur" products, such as "asam gelugur" juice, jams and sweets that have been successfully marketed at the farmer's market and carnival organized by FAMA and Agro Bazar at RTC Perak. Now he has managed to earn a profit of

RM20 000 within three months. He also has expanded his business by opening a cordial juice workshop in order to obtain halal certificates, MeSTI (Eating Industry Technology) and certified by Ministry of Health Malaysia for the purpose of product packaging in order to ensure and maintain the authenticity and quality of the product. (MOA, 2012).

As the MKMF has received a very encouraging response from the village involved, there are many requests from youths who hope the MKMF program can be carried out in their village. However, the MOA is in the effort to expand the MKMF program to other states in Malaysia, namely Pulau Pinang, Kelantan and Perlis. Furthermore, it is expected that the MKMF program will be able to increase the yields of the agricultural sector and SME in the development of rural youths that are capable of generating economic growth besides focusing on the aspects of rural development (MOA, 2012). Nevertheless, the process of appraising the effectiveness of the MKMF program based on input dimensions and CIPP model is desirable for continuous improvement and benefits.

CIPP Assessment Model

The CIPP assessment model was an idea of Danial L. Stufflebeam in 1970. This assessment model represents C (Context), I (Input), P (Process), and P (Product). This assessment model was derived from Stufflebeam's experience in managing education assessment projects at the Ohio Public Schools District. This assessment model has been widely used in many educational institutions such as the Southwest Regional Education Laboratory, Austin, National Center for Technical and Vocational Education, United State Office in Education and the school districts in Columbus, Ohio, Toledo, Dallas, Cincinnati and more. In addition, this assessment model is also a subject of research and development which is followed by many educational and non-educational experts. (Guba and Stufflebeam, 1970).

This model is intended to evaluate the program in order to obtain more structured information. It is usually related to the activities, features and outcomes of the program to be practiced more specifically, to eliminate the uncertainty and to control negative decisions. (Patton, 2002).

Input Dimension Assessment

Input assessment is the capability of a system to operate programs or activities based on their own resources and strategies. Input dimension is also used by researchers in conducting preliminary actions to enhance strategies by reorganizing existing decisions. Assessment of inputs is intended to transform existing strategies into better ones; thus, fulfilling planning and procedures. It is even able to determine more positive level of use to achieve success.

Assessment of input dimension is also effective and able to achieve high success. For example, in terms of PdP (Teaching and Learning) applicable in schools, teachers are input dimensions. This is because teachers have their own characteristics, expertise and abilities. As a conclusion, teacher's expertise is able to maximize the performance of a school.

Research Objective

The objective of this study is to evaluate the effectiveness of input dimensions in terms of role of participants, equipment, facilities and financial allocation and achievement of goals in the MKMF program.

Research Question

The question of this study is as follows:

How far does the input dimension in terms of the role of participants, equipment, facilities and financial allocations and achievement of goals in the MKMF program are based on the KIPP evaluation model?

Research Methodology

This study has been conducted at several locations which involved with the MKMF program. Questionnaire instrument was developed for data collection. Subsequently, the CIPP assessment model used in this study was verified with two MOA officers and three experts of the model. The questionnaire instrument was validated and the reliability was determined by obtaining the Alpha Cronbach value. Participants of the MKMF were given 10 minutes to answer all questions in the questionnaire. After completing the questionnaire, SPSS software was used to analyze the research data.

Findings

According to Pallant (2013), the mean values are categorized into three main groups. The mean values of 1.00 to 2.33 are in the low category. While the mean values of 2.34 to 3.66 are in the moderate category. Next 3.67 to 5.00 is categorized as height as shown in Table 8.1.

Table 8.1

Mean value categories

| Mean value | Description |
|--------------|----------------|
| 1.00 to 2.33 | Low level |
| 2.34 to 3.66 | Moderate level |
| 3.67 to 5.00 | High level |

Source: Adopted from Pallant (2013)

Assessment of input dimension contained nine questionnaire items. Table 8.2 shows the total mean value of 3.57, while total value of the standard deviation was 0.60. However, understanding of the MKMF role, explanation from MOA officers and the latest facilities were high. Even so, the input dimension has moderate mean value.

Table 8.2

Role of participants, equipment, facilities, financial allocations and achievement of goals in MKMF program based on KIPP assessment model.

| No. | Role of participants, equipment, facilities, financial allocations and achievement of goals | Mean value | Standard deviation | Level of mean value |
|-----|---|------------|--------------------|---------------------|
| 1. | Participants understand role of MKMF program | 4.00 | 0.555 | High |
| 2. | Explanation from MOA officers related to roles in MKMF program | 4.07 | 0.730 | High |
| 3. | Adequate facilities to start MKMF program | 3.29 | 0.469 | Moderate |

| | | | | |
|--------------|--|-------------|-------------|-----------------|
| 4. | Facilities are suitable to start MKMF program | 3.57 | 0.514 | Moderate |
| 5. | Facilities based on latest technology | 3.71 | 0.726 | High |
| 6. | Damage incurred by MOA | 3.29 | 0.611 | Moderate |
| 7. | Loss incurred by MOA | 3.36 | 0.745 | Moderate |
| 8. | Source of financial easily obtained | 3.43 | 0.514 | Moderate |
| 9. | Source of financial given is sufficient to start project | 3.42 | 0.514 | Moderate |
| TOTAL | | 3.57 | 0.60 | Moderate |

Discussion

Input dimensions included the role of participants, equipment, facilities and financial allocations as well as achievement of goals in the MKMF program. In relation to the role of participants, various knowledge related to MKMF program has been exposed to the participants by the officers involved. Participants of the MKMF are also responsible for conveying the knowledge they have gained to their mentee to ensure that the knowledge can be practiced by all MKMF participants. In this study, the mean and standard deviation values were at moderate level. Therefore, improvement process should be present in the input dimension.

Researchers believe the equipment and facilities required by the MKMF participants should be also provided by the agencies involved according to their needs even though the participants need to wait for a while following the delivery process. In this case, the authorities should take a positive step in order to expedite the processes related to the delivery of equipment required by the MKMF participants. Researchers also view that MKMF participants also need to meet customer demand. If the delivery of equipment and facilities is slow, it will affect the demand for MKMF products. In this case, the MKMF participants were also given exposure on the procedures related to the equipment delivery process required. At the same time, it is able to enhance the understanding of MKMF participants in relation to the processes involved in the order process until direct delivery to them. This is in line with Bezu and Holden (2014) who emphasize the agricultural sector is the backbone of the country and is still relevant in the current development trend. The agricultural sector is able to accommodate the needs of the state and society. However, in order to venture into the agricultural sector commercially it requires great knowledge, expertise and capital. It is clear that authorities need to work together to ensure that the youth will engage and be interested with the agricultural sector through the provision of start-up capital of businesses, tools and advisory services.

In relation to financial allocation, the authorities only provide all the requirements of the MKMF participants according to the suitability of the activities they are conducting. However, there are no financial facilities provided by the authorities to avoid any untoward incidents. Researchers believe that financial allocations are appropriate if MKMF participants want to make financial loans according to their respective needs. The researchers also consider that the financial allocation is less appropriate if given to the MKMF participants.

In the context of the achievement of goals, the objective of the MKMF program has been achieved. The main objective of the MKMF program is to encourage youths to stay in the

village and carry out activities that can generate high-impact income. Moreover, it empowers the agricultural sector to be followed by the livestock sector, fisheries sector, food industry and SME. The researchers found that the participation of youths in the MKMF program has increased; thus, showing a positive impact. In this case even though the achievement of goals in the MKMF program, mean value and standard deviation values were at moderate level, but shows clearly the MKMF program has been achieved year by year. According to MOA (2013), youths assume that the agricultural sector suits the older, poor and uneducated groups and without the application of modern technology. Therefore, the government works hard in changing the perception and expecting that the youth will know that agriculture is now has emerged as a career in the modern world. In developed countries such as Japan, Netherlands and Korea, agricultural sector is pioneered by high-income and successful people. Thus, the government has also implemented various programs related to the agricultural sector at the university level in collaboration with youth associations and relevant parties. The government also develops human capital and produces local skilled manpower in addressing problems in the food industry. Among other factors contributing to the decline in youth involvement in the agriculture sector are the non-conducive working environment, limited work opportunities, low wages and negative perceptions and dependency on foreign workers. Hence, the government strives to improve the infrastructure of training institutions and increases the recruitment of trainees according to their needs.

In the researchers' point of view, this program should be continued and enhanced to improve the agricultural sector as the most important sector of the country. The agriculture sector also seeks to increase revenue and even use the natural resources more effectively. A study conducted by Rafiqah Mat and Aziz Abdul Majid (2015) reported farmers face problems such as small land area, lack of vacant land resources, less suitable land for agriculture and land rent. Consequently, small size of land is only able to produce a slight production and sales activity only in small markets or nearby retail stores. In this regard, the authorities need to look into the problems faced by the MKMF program to add more locations for MKMF program.

From the point of view of education, researchers believe that agriculture has contributed positively to the students in this field. For example, students in the field of agricultural science not only obtain agriculture-related knowledge, but they also explore biology, chemistry and physics in agricultural science. At the same time, it also involves knowledge related to management in the agricultural sector which clearly reveals the diversity of knowledge contained in agricultural science. This is in line with the study by Faridah Ahmad (2001) in the concepts adopted by Malaysia under the three key concepts. Existing concepts are such as sustainability in the economy and profits, environmental awareness and social acceptance. In this context, sustainability models in organic-based agriculture sectors can safeguard land resources from the use of chemical fertilizers and insecticides and diseases that have negative impact on the environment. This clearly demonstrates that sustainable agriculture is capable of enhancing high quality and production of agricultural product and reducing use of chemical fertilizers.

Conclusion

In conclusion, input dimensions also have a positive impact on MKMF program assessment. In relation to the role of MKMF participants, they have been exposed to various knowledge on input dimensions such as the role of MKMF participants in the MKMF program and the facilities provided by the authorities in accordance with the requirements and financial

provisions. In fact, the responsibilities of authorized officers in the MKMF program are also explained. The total mean value and standard deviation values were also at moderate level. However, understanding of the MKMF role, explanation from MOA officers and the latest facilities were high. Even so, the input dimension has moderate mean value. Therefore, improvement process should be present in the input dimension. In addition, it is able to highlight the uniqueness and diversity inherent in the agricultural sector similarly with other sectors such as livestock sector, fishery sector, food industry and SME.

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