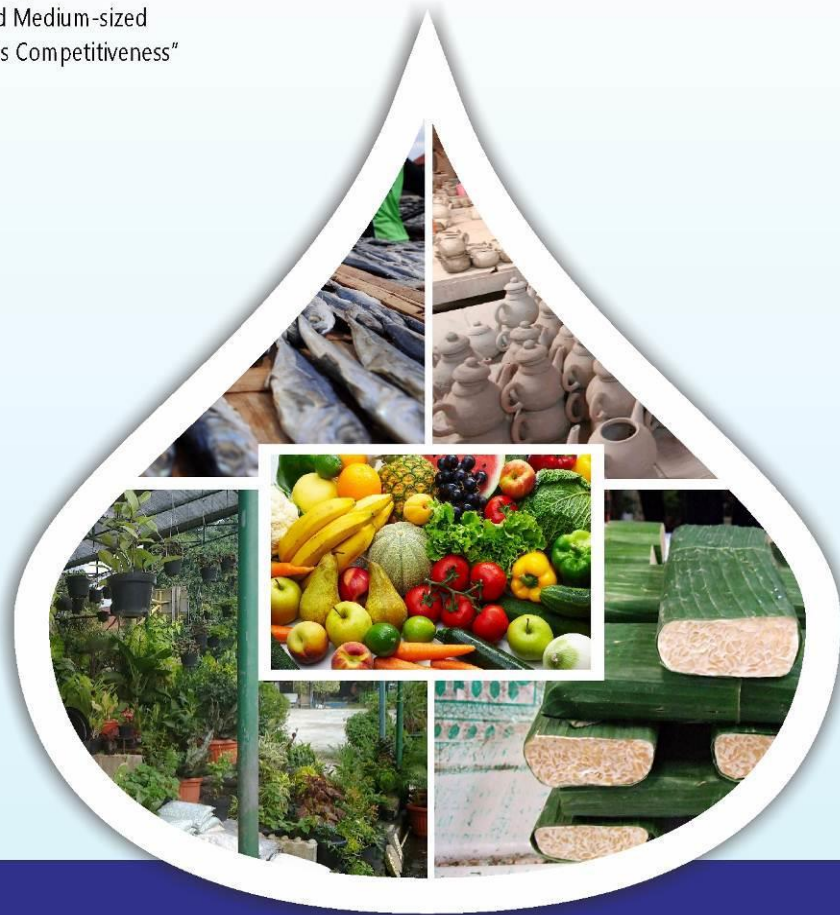




2016

"Small and Medium-sized  
Enterprises Competitiveness"

ISBN 978-602-7577-70-1



# PROCEEDING

## INTERNATIONAL CONFERENCE

Agribusiness Development for Human Welfare



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Yogyakarta

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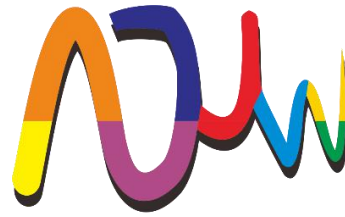
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AGRIBUSINESS  
DEVELOPMENT FOR  
HUMAN WELFARE

*“Small and Medium-sized  
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Agribusiness Development  
for Human Welfare

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## **EDITOR FOREWORD**

The economic integrations by ASEAN certainly have given a major influence on Small and Medium-sized Enterprises (SMEs). Beside economic integration in the form of free trade area (FTA) that has been going on since the early 2000s, economic integration in the form of ASEAN Economic Community (AEC) has been ongoing since the beginning of 2016. Through this integration, SMEs have opportunity to expand access to markets, technology, and capital. But at the same time SMEs are required to improve their competitiveness in order to survive in the market.

In order to explore ideas, concept, and innovations related to the competitiveness of SMEs, International Conference on Agribusiness Development for Human Welfare (ADHW 2016) was held in Yogyakarta on May 14, 2016. The conference organized by Department of Agribusiness Universitas Muhammadiyah Yogyakarta, in collaboration with Department of Agribusiness and Information System Universiti Putra Malaysia, Department of Agro-Industrial Technology Kasetsart University, Department of Agriculture Socio-Economics Universitas Gadjah Mada, Department of Agriculture Socio-Economics of Universitas Brawijaya, Indonesian Society of Agriculture Economics, Agribusiness Association of Indonesia. Hopefully proceedings of ADHW 2016 provide stimulus for increasing competitiveness of SMEs in ASEAN, especially in Indonesia.

Furthermore, we are grateful to Allah, the Sustainer of all word, who always makes it easy for our affairs. We would like to acknowledge with thanks to all the institution and individual who joined with resources and efforts in organizing the conference that resulted in the papers which are published in this proceeding. Special thanks to all authors and discussants who contributed with their intellectual capital and responded to our call papers. Thanks and acknowledgment are also due to all reviewers of the conference who helped in evaluating submitted papers; and to the members of the Organization Committee, who ensured smooth execution of the event.

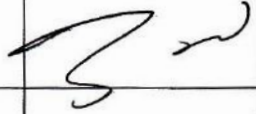
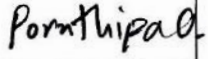


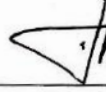

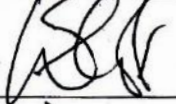
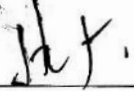
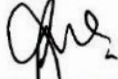

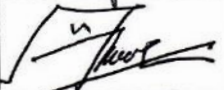
May 30, 2016

**Editor**

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11	Ir. M. Kismuntono	LIPI	

## PREFACE

Assalaamualaikum, Warahmatullaahi., Wabarakaatuh.  
Dear Honorable Governor of Yogyakarta Special Province  
Dear respectable Prof. Dr. Zainal Abidin Mohamed  
Dear respectable Asist. Prof. Pornthipa Ongkunaruk  
Dear respectable Rector of UMY Prof. Dr. Bambang Cipto, MA.  
Dear all invited Guests, Speakers, and Participants of International seminar of ADHW 2016.

Alhamdulillah, all praise be to the Almighty God, so that we can be gathering here today at Muhammadiyah University of Yogyakarta in order to attend the Conference on Agribusiness Development for Human Welfare (ADHW) 2016.

Ladies and Gentlemen,

On behalf of the committee, I would like to say welcome to this International Conference on ADHW 2016 and thank you for attending our invitation.

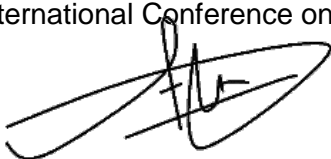
Especially, we are grateful to invited speakers, Prof. Zainal Abidin Mohamed and Asist. Prof. Pornthipa Ongkunaruk, for their willingness to share information and thoughts in this conference. As a bit report, that this conference has been attended by 85 speakers coming from five countries.

This conference entitled "Small and Medium-sized Enterprise Competitiveness". ASEAN Economic Community is the largest economic integration that is going to be implemented at the beginning of 2016 (December 31, 2015). Through this integration, SMEs will have opportunity to expand access to markets, technology, and capital. But at the same time SMEs are required to improve their competitiveness in order to survive in the market. We expect that this seminar is capable of producing thoughts building SMEs within ASEAN, especially Indonesia, to face the free trade.

This event can be done by support and efforts from all sides. Therefore, I would like to say thank you to all committee members having worked hard to conduct this event. We, as the organizer committee, do apologize when there is a shortage in conducting this event.

Wassalamualaikum, Warahmatullaahi., Wabarakaatuh.

Chairman  
International Conference on ADHW 2016



Dr. Aris Slamet Widodo, SP., MSc.

## **WORDS OF WELCOME**

Assalamu'alaikum warahmatullahi wabarakatuh

Alhamdulillah, all praise be to Allah SWT, who has given us His blessings so that this International Seminar of Agribusiness Development for Human Welfare (ADHW) 2016 entitled "Small and Medium-sized Enterprises Competitiveness" can be conducted. This International Conference is held in cooperation among Agribusiness Study Program of Muhammadiyah University of Yogyakarta with Putra University of Malaysia (UPM), Kasetsart University (KU), Association of Indonesian Agricultural Economy (PERHEPI), and Agribusiness Association of Indonesia (AAI), Universitas Gadjah Mada (UGM) and Universitas Brawijaya (UB).

Countries of ASEAN members like Indonesia, Malaysia, and Thailand have more than 90% Small and Medium-sized Enterprises (SMEs). In general, SMEs play important role in economic developments such as in terms of employment, added value, improve foreign exchange, and economic growth. For Indonesia, the role of SMEs is limited to employment and added value, while the foreign exchange from SMEs is still low. According to the General Director of SMEs of Industrial Ministry, in 2013 the total SMEs being able to pass through export market is just under 5 percent. For that required many breakthrough and innovation so that the role of SMEs becomes real economic development, especially in Indonesia, and generally in ASEAN countries.

On behalf of Agribusiness Department of Universitas Muhammadiyah Yogyakarta, we would like to express our gratitude Putra University of Malaysia (UPM), Kasetsart University (KU), Association of Indonesian Agricultural Economy (PERHEPI), Agribusiness Association of Indonesia (AAI), Universitas Gadjah Mada (UGM) and Universitas Brawijaya (UB) for all supports, sponsors, and all committee members having worked so hard that this International Conference can be conducted.

Hopefully, these synergies coming from various parties can provide contribution for developing SMEs in Indonesia and other ASEAN countries as well.

Wassalamu'alaikum warahmatullahi wabarakatuh

Head of Agribusiness Department  
Universitas Muhammadiyah Yogyakarta



Ir. Eni Istiyanti, MP.



**Gubernur**

**Daerah Istimewa Yogyakarta**

**Sambutan**

**KONFERENSI INTERNASIONAL**

**“AGRIBUSINESS DEVELOPMENT FOR HUMAN WELFARE”**

**Yogyakarta, 14 Mei 2016**

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Assalamu'alaikum Wr. Wb.

Salam sejahtera untuk kita semua.

Yang Saya hormati :

- Rektor Universitas Muhammadiyah Yogyakarta;
- Para Narasumber;
- Hadirin dan Para Peserta yang berbahagia,

Puji dan syukur marilah kita panjatkan kehadirat Allah SWT karena hanya atas limpahan rahmat serta karunia-Nya, kita dapat hadir pada kesempatan acara **Konferensi Internasional “Agribusiness Development For Human Welfare”** ini dalam keadaan sehat wal’afiat.

Pada kesempatan kali ini, secara ringkas Saya akan menyampaikan mengenai industri kecil menengah nasional yang menjadi tema pada pembukaan Seminar Internasional “Agribusiness Development For Human Welfare” ini.

**Hadirin dan Saudara-saudara sekalian yang Saya hormati,**

Berdasarkan data BPS, pertumbuhan industri pengolahan nonmigas pada tahun 2015 secara kumulatif sebesar 5,04%; lebih tinggi dari pertumbuhan ekonomi (PDB) pada periode yang sama sebesar 4,79%. Pada periode Januari-Desember 2015, nilai ekspor produk industri pengolahan nonmigas mencapai USD 106,63 Milyar, dan nilai impor mencapai USD 108,95 milyar, sehingga neraca perdagangan industri pengolahan nonmigas pada periode yang sama sebesar USD 2,32 milyar (neraca defisit).

Usaha pemerintah untuk memperkecil defisit di atas, salah satunya dengan cara memberdayakan Industri Kecil dan Menengah (IKM) yang merupakan bagian penting dalam perkembangan industri nasional. Sampai saat ini, Industri Kecil dan Menengah



telah berkontribusi sebesar 34,82% terhadap pertumbuhan industri pengolahan nonmigas secara keseluruhan.

Angka ini dapat tercapai karena dukungan lebih kurang 3,6 juta unit usaha, yang merupakan 90 persen dari total unit usaha insutri nasional. Jumlah unit usaha tersebut telah mampu menyerap tenaga kerja sebesar 8,7 juta orang, yang tentunya berdampak pada meningkatnya ekonomi nasional serta mengurangi kemiskinan.

Industri Kecil dan Menengah (IKM) memiliki peran yang strategis dalam perekonomian nasional. Hal ini sejalan dengan Visi Pemerintah dalam Rencana Pembangunan Nasional Jangka Menengah (RPJMN) 2015-2019 yaitu *“Terwujudnya Indonesia yang berdaulat, mandiri, dan berkepribadian berlandaskan gotong royong”*.

Untuk lebih meningkatkan peran tersebut, Penumbuhan dan Pengembangan Industri Kecil dan Menengah diarahkan untuk memiliki tujuan jangka menengah guna mewujudkan industri kecil dan industri menengah yang berdaya saing, berperan signifikan dalam penguatan struktur industri nasional, pengentasan kemiskinan dan perluasan kesempatan kerja, serta menghasilkan barang dan/atau jasa Industri untuk keperluan ekspor.

#### **Hadirin dan Saudara-saudara sekalian,**

Awal tahun ini, kita telah memasuki era Masyarakat Ekonomi ASEAN (MEA). Dengan demikian, perekonomian nasional akan langsung bersaing dengan para pelaku pasar di kawasan ASEAN. Produk dan jasa termasuk investasi negara-negara anggota telas bebas memasuki pasar di kawasan ASEAN.

Dalam rangka menghadapi hal tersebut, Pemerintah mengambil langkah-langkah strategis berupa peningkatan daya saing industri dan mendorong investasi di sektor industri; di mana peningkatan daya saing industri itu sendiri dilakukan melalui penguatan struktur industri dengan melengkapi struktur industri yang masih kosong serta menyiapkan strategi ofensif dan defensif dalam akses pasar.

Pemerintah telah melakukan Penguatan Sektor IKM dengan strategi ofensif dan defensifnya melalui beberapa program pelaksanaan, diantaranya antara lain: Penumbuhan Wirausaha Baru; Pengembangan IKM melalui Pengembangan Produk IKM serta Peningkatan Kemampuan Sentra dan UPT; Pemberian Bantuan Mesin dan Peralatan Produksi; Perluasan Akses Pasar melalui Promosi dan Pameran; Fasilitasi Pendaftaran Hak Kekayaan Intelektual; Fasilitasi Sertifikasi Mutu Produk dan Kemasan; serta Fasilitasi Pembiayaan melalui Skema Kredit Usaha Rakyat (KUR).

Saya berharap agar berbagai program-program pemerintah tersebut dapat didukung secara sinergis oleh seluruh komponen masyarakat. Untuk itu, Saya berpesan kepada Saudara-saudara sekalian agar semua program pemerintah dalam bidang

Industri, khususnya dalam program pemberdayaan Industri Kecil dan Menengah, didukung dengan sepenuh hati, agar dapat lebih bermanfaat bagi masyarakat dalam rangka pengembangan industri kecil menengah.

**Hadirin dan Saudara-saudara sekalian yang Saya hormati,**

Demikian beberapa hal yang dapat Saya sampaikan. Akhirnya dengan memohon ridho Allah Subhanahu Wata'ala, seraya mengucap "*Bismilahirrahmanirrahim*", **Konferensi Internasional "Agribusiness Development For Human Welfare"** dengan ini secara resmi Saya nyatakan dibuka. Semoga Allah SWT memberikan petunjuk, bimbingan, perlindungan dan kemudahan dalam setiap langkah dan upaya kita. Amien.

Sekian dan terima kasih.

Wassalamu'alaikum Wr. Wb.

Yogyakarta, 14 Mei 2016  
GUBERNUR  
DAERAH ISTIMEWA YOGYAKARTA



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## URBAN DWELLER PERCEPTION TOWARDS URBAN AGRICULTURE

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### ABSTRACT

Urban agriculture has been popular among urban dwellers since the issues of food security and the migration of rural people to the urban areas cropped up. As in most part of the world, urban farming in Asia is also becoming an important activity among the urban dwellers. It is not only to ensure full utilization of the available space for agriculture but also for sustaining the food needs of the urban dwellers. In Japan, for example, urban agricultural practices include planting on the top of buildings and on the periphery of household with limited pieces of land. Thus, urban households are encouraged to practice urban agriculture in their own way in order to be subsistence in some food items and be involved in the urban agriculture campaign stipulated by the City Council and government in particular. Since the campaign and concept of urban agriculture are quite new in Malaysia, the objective of this study is to determine urban dwellers intention towards practicing urban agriculture especially among the strata households in selected areas around Putrajaya Federal Territory and its periphery. Multi-stage sampling technique involving stratified sampling and simple random sampling was used to select the respondents residing in the strata house. Face to face interview was carried out using structured questionnaire among four hundred (400) respondents. In this study, the descriptive analysis and factor analysis were applied to analyze the data. The finding of the study shows that majority of the respondents were female (69%). Most of the respondents were Malay (83%) followed by Indian (9.5%), Chinese (3.6%) and others. Also, Most of the respondent were married and have a household size between 4 to 6 people. In term of income distribution, most of the respondents earn less than three thousand ringgit (RM3000). The factor analysis generated four (4) latent factors that prescribed respondent intention towards practicing urban agriculture in surrounding areas within their household vicinity. These factors were positive perception towards the urban agricultural concept, confidence in practicing urban agriculture, influence by societal environment, and role model. These factors accounted for 67.45% of the variance in explaining the perception of respondents to practice urban agriculture. Hence, these factors can be used as campaign strategies to enhance urban agriculture practices among the dwellers in strata housing unit.

**Keywords:** urban agriculture, strata household, government, campaign, Putrajaya

### INTRODUCTION

Urbanization is a phenomenon that occurs throughout the world. This trend has a major impact on the food system, resulting in changes in the patterns of nutrition and also the environment (Godfray et al., 2010). Other than that, urbanization also influences all aspects of food production and food security applicable to the urban context that include the necessity to purchase most of the food needed by the household. Therefore, the opportunity to grow or

acquire food produce locally becomes a critical component necessary for survival in the city. Thus, urban agriculture plays a significant role in contributing to the urban welfare especially to the poor urban residents (Nugent, 2000).

Urban agriculture can be described as crop and livestock production within cities, towns, and surrounding areas. It can involve anything from small vegetable gardens in the backyard of one house to farming activities on community lands by certain association or neighborhood group

(FAO, 2010). Globally, about 800 million people are engaged in urban agriculture and has helped low-income residents save money on food purchase (Mougeot, 2000). Food and Agricultural Organization promotes policies that recognize urban food production as a legitimate land use and economic activity (FAO, 2015).

Urban population growth in Malaysia, especially in Kuala Lumpur, is expected to increase from 1.6 million to 2.2 million by the year of 2020 (Economic Planning Unit, 2005). Mok et al. (2007) also noted that urban poverty and food scarcity are increasing along with the unemployment rate and air and water pollution. The land available for agriculture has also declined due to rapid conversion of land into housing, industrial development and also building of highways. Furthermore, Malaysia is now facing increasing food importation compared to last few decade and the deficit in food balance of trade keep on increasing every year (National Agriculture and Food Policy (2011-2020). In most cases the self-sufficiency level of most food including vegetables are less than 100%. Therefore, urban agriculture is bound to become increasingly important in addressing urban poverty and food scarcity and security problems in Malaysia. This research sets to identify the perception of urban dweller's living in strata housing towards urban agriculture and its impact on social, economic and food security.

Many researchers have defined urban agriculture and outlined its benefits. Mbiba (1995) defines urban agriculture as the production of crops and livestock on land which is administratively and legally zoned for urban uses. Bailkey and Nasr (2000) defined urban agriculture as an industry that produces, process and market food and other output in response to the demand of people that live in the metropolitan city. Kekana (2006) viewed urban agriculture as an informal set of activities focusing on farm production in an urban setting. Mougeot (2005) on the other hand defines urban agriculture as an industry located within (intra-urban) or in the (suburban) city which produces,

process and distributes food or non-food products. Among others, Aubry (2012) defines urban agriculture as socio-economic activities that involve the planting of crop and rearing of livestock in intra-urban open spaces and suburban areas.

One of the benefits of urban agriculture is its effectiveness in raising environmental awareness, entrepreneurial traits, and social justice among urban youths participating in the activity (White, 2010). Urban agriculture can also be an effective way to secure and access food easily (Colasanti et;al 2012). Holland indicated that by participating in urban agriculture the urban dwellers are aware of their skills and talent which can influence them to carry out such activities as their future career (Holland, 2004). Furthermore, the presence of urban agriculture in society develops physical hobbies by reducing stress and improving mental health as people spend their time to plant something that can be converted into food and consumed safely (Teig et;al 2009). A study by Kremer and DeLiberty (2011), pointed out that the expansion of the market for urban agriculture serves as income generation not only for farmers but also for well-off households.

The concern about the positive impact of urban agriculture has led to the development of policies to encourage Malaysians to participate in urban agriculture. However, the extent in which Malaysians are aware of the benefits of urban agriculture remains unknown. This study was conducted to investigate the urban dwellers perception towards urban agriculture in Malaysia. The objective of this study is to identify the factors influencing urban dwellers perception and their intention to practice urban agriculture in Malaysia.

## **METHODOLOGY**

This study was conducted in selected areas around Putrajaya Federal Territory. A total of 305 respondents were selected using simple and stratified random sampling technique. The survey



was conducted among strata housing dwellers such as flat and condominium. The questionnaire was purposely design based on the research objective. Respondents were interviewed face to face during data collection. Descriptive Analysis and Factor analysis were used to accomplish the objectives of this study.

Exploratory factor analysis was used to group the set of variables into major underlying factors that influence the urban dweller's perception towards urban agriculture. In the factor analysis model,  $p$  denotes the number of variables ( $X_1, X_2, \dots, X_p$ ) and  $m$  denotes the number of underlying factors ( $F_1, F_2, \dots, F_m$ ).  $X_j$  is the variable represented in latent factors.

$$X_j = a_{j1}F_1 + a_{j2}F_2 + \dots + a_{jm}F_m + e_j$$

Where  $j = 1, 2, \dots, p$ .

## RESULTS AND DISCUSSION

### Socio-Demographic Profile

Descriptive analysis was used to discuss the results of the socio-demographic profile of the respondents. The socio-demographic characteristics such as age, gender, education level, income, marital status, and household were analyzed using descriptive analysis. Table 1 shows the demographic profiles of the respondent. Most of the respondents were female (62%) with 38% male. More than half of the respondents were married (62.6%) while 37.4% were single. The largest age group were between 18-30 years old (47.5%). The results also show that 162 respondents (53.1 %) attended tertiary education, 126 respondents (41.3%) received secondary education and 17 respondents (5.6%) received primary education. About 110 respondents (36.1%) earn below RM 1000 per month, 152 respondents (49.8%) earn between RM 1001-3000 per month, 39 respondents (12.8%) earn between RM 3001-5000 per month and 4 respondents (1.3%) earn more than RM5000 per month. Furthermore, most of the respondents have 4 to 6 household members (52.5%), followed by 1 to 3

household members (35.1%) and 7 to 9 household members (12.5%)

Table 1: Socio demographic profile of respondent  $N = 305$

Characteristics	Number	Percentage
<b>Age</b>		
18-30	145	47.5
31-40	63	20.7
41-50	51	16.7
>50	46	15.1
<b>Gender</b>		
Male	116	38.0
Female	189	62.0
<b>Education level</b>		
Primary Education	17	5.6
Secondary Education	126	41.3
Tertiary Education	162	53.1
<b>Income</b>		
<1000	110	36.1
1001-3000	152	49.8
3001-5000	39	12.8
>5000	4	1.3
<b>Marital Status</b>		
Single	114	37.4
Married	191	62.6
<b>Household Size</b>		
1-3	107	35.1
4-6	160	52.5
7-9	38	12.5

### Results of Factor Analysis

The result of the Keiser-Meyer-Olkin (KMO) sampling adequacy test was 0.918 and the Bartlett's test of sphericity was significant at the 0.00 level, which indicates that the factor analysis is appropriate for this study. The factor loading from the principal component analysis was obtained after varimax rotation was performed on the urban dweller's response to the 21 statements regarding their prior knowledge and perception towards urban agriculture. In total, four factors were identified as important dimensions of respondent's perception, and they account for 67.449% of total variance, as summarized in Table 3. While Table 2 shows the reliability test for each factor. The statistical results show that Malaysian urban dwellers place a relatively high importance on these factors which are positive perception

towards the urban agricultural concept, confidence in practicing urban agriculture, being influenced by social environment and role models.

*Table 2: Reliability Test*

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin		.918
Measure of Sampling Adequacy.		
	Approx. Chi-Square	3893.589
Bartlett's Test of Sphericity	Df	210
	Sig.	.000
Factor	Cronbach's Alpha Score	Number of Item
Confidence in Practicing Urban Agriculture	0.939	7
Positive towards Urban Agriculture	0.901	8
Influence by Role Model	0.768	3
Influence by Societal Environment	0.739	3

Table 3: Dimensions of Urban Dweller Perception towards Urban Agriculture

ITEMS	F1	F2	F3	F4
<i>Confidence in practicing Urban Agriculture</i>				
<i>Urban agriculture can be practiced in my leisure time</i>	.846			
<i>I'll able to practice urban agriculture if I exposed to it</i>	.836			
<i>Due to economic advantage, I am able to practice urban agriculture</i>	.639			
<i>I am confidence that I am able to practice Urban Agriculture if I have chance to attend a demonstration on UA planting practice.</i>	.799			
<i>Practicing UA makes me feel good, by harvesting my own vegetable</i>	.773			
<i>I' am able to practice urban agriculture although my house has a limited space</i>	.734	.789		
<i>I am confident that I could practice Urban Agriculture if my house has suitable area</i>		.771		
		.762		
		.754		
<i>Positive towards Urban Agriculture</i>				
<i>Urban agriculture is environmental friendly</i>		.745		
<i>I believe in consuming home based product than import product</i>			.841	
<i>Involving in Urban Agriculture will create good feeling in producing own food</i>		.736		
<i>By practicing Urban Agriculture, we can utilize the organic waste material as organic fertilizer</i>		.673	.754	
<i>I am able to control what kind of production system I used (organic or conventional)</i>		.644		.802
<i>If all Malaysian practice Urban Agriculture it can help to increase certain food self-sufficiency level</i>			.747	.782
<i>To me practicing Urban Agriculture can reduce cost from buying fresh food</i>				.704
<i>Urban Agriculture can promote healthy eating</i>				
<i>Influence by Role Model</i>				
<i>Public figure involve in Urban Agriculture encourage me to practice the UA activities.</i>				
<i>Government effort in encouraging Urban Agriculture practices by carrying out campaign and show casing influences me to practice UA.</i>				
<i>Environmental idea of creating Urban Agriculture among starta dweller encourages me to get involve in UA</i>				
<i>Influence by Societal Environment</i>				
<i>My neighbor influences me to practice Urban Agriculture</i>				
<i>Some of my family who practices Urban Agriculture encourages me to do so</i>				
<i>My friends influence me in practicing Urban Agriculture.</i>				

*Confidence in practicing urban agriculture.*

This factor has a total variance of 23.930% and consists of seven sub-variables. The first one is I am able to practice urban agriculture to fill in my leisure time (0.846). This is followed by I'll

be able to practice Urban Agriculture if I am exposed to it (0.836). Then, due to economic advantage, I am able to practice urban agriculture (0.799). I am confident that I will practice Urban Agriculture (0.789). It makes me feel good if I can harvest and consume my own vegetable (0.783). Followed by, I am able to practice

urban agriculture although my house has a limited space (0.773) and lastly I am confident that I can practice urban agriculture if my house has a suitable area (0.734).

### **Positive Perceptive**

This factor consists of seven sub-variables and has a total variance of 23.199%. Urban agriculture is environmentally friendly (0.789). This is followed by, I believe in consuming home based product than imported product (0.771). Involving in Urban Agriculture will prompt the society health (0.762). By practicing Urban Agriculture, we can utilize the organic waste material as compose (0.754). I am able to choose the kind of production system I want to use (0.745). If all Malaysians practice urban agriculture it can increase certain food self-sufficiency level (0.736). To me practicing Urban Agriculture can reduce the cost of buying fresh food (0.673) and lastly urban Agriculture can promote healthy eating (0.644).

### **Influence by Role model**

This factor has a total variance of 10.276% and has three sub-variances. Public figure involvement in urban agriculture encourages me to practice (0.841). Government effort in urban agriculture encourage me to practice (0.754) and lastly, environmentalist idea encourages me to get involve in urban agriculture (0.747)

### **Influence of Societal Environment**

This factor has three sub variances with a total variance of 10.044%. My neighbour influences me to practice urban agriculture (0.802). My friends influence me in practicing urban agriculture (0.782) and lastly my family encourages me to practice urban agriculture (0.704).

## **CONCLUSION**

The study revealed that urban dweller's perception towards urban agricultural practices is greatly shaped by positive perception, confidence in

practicing urban agriculture, influence by the societal environment, and influence of role models. This study identified urban agriculture as a social component with economic benefits both for public and the individual. Therefore, urban agriculture has a potential to gain ground in Malaysia and the policy makers should consider a number of principles to make this activity meaningful. Societal influences such as family and friends and also influence by role models such as government, public figure, and environmentalist play an important role in creating positive perception towards urban agriculture among urban dwellers. Finally, practicing urban agriculture can build a strong and convincing foundation for Malaysians to minimize the impact of food scarcity and also the climate change.

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**DISCUSSION FROM PARALLEL SESSION**

<b>PAPER TITTLE</b>	Urban Dweller PerceptionToward Urban Agriculture
<b>AUTHOR</b>	Ida Naziera N, Rika Terano, Zainalabidin Mohamed, Juwaidah S.
<b>DISCUSSION</b>	
<b>QUESTION</b>	<ol style="list-style-type: none"> <li>1. Why don't the author expose explicitly the writing variable instead of conceptual variable?</li> <li>2. It's suggested to provide suggestions after the conclusion explicitly?</li> <li>3. Not reliability (Table 2)</li> <li>4. Findings show that 69% are females?</li> </ol>
<b>ANSWER</b>	Females are more into gardening esp. flower and not vegetable
<b>SUGGESTION</b>	<ol style="list-style-type: none"> <li>1. It's needed to expose explicitly the working variable instead of conceptual variables in the factor analysis model</li> <li>2. Reliability test (Table 2) is suggested to be put in the appendix</li> <li>3. Term is not reliability but reliability</li> <li>4. Please provide suggestions more elaborative</li> </ol>



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