

Conference Name: SSHRA 2025 – Social Science & Humanities Research Association International
Conference, 09-10 September, London
Conference Dates: 09-Sep- 2025 to 10-Sep- 2025
Conference Venue: The Tomlinson Centre, Queensbridge Road, London, UK
Appears in: PEOPLE: International Journal of Social Sciences (ISSN 2454-5899)
Publication year: 2025

Sendera Mohd Yakin et.al, 2025

Volume 2025, pp. 416-417

DOI- <https://doi.org/10.20319/icssh.2025.416417>

This paper can be cited as: Sendera Mohd Yakin, H., Lynn Abu Bakar, A., Kassim, N.(2025). *The Model of Cultivation, Innovation, and Marketing Module Development: A Case Study on 'Bawing' Herb in East Malaysia*. SSHRA 2025 – Social Science & Humanities Research Association International Conference, 09-10 September, London. *Proceedings of Social Science and Humanities Research Association(SSHRA)*, 2025, 416-417

THE MODEL OF CULTIVATION, INNOVATION, AND MARKETING MODULE DEVELOPMENT: A CASE STUDY ON 'BAWING' HERB IN EAST MALAYSIA

Halina Sendera Mohd Yakin

*Centre for the Promotion of Knowledge and Language, Universiti Malaysia Sabah, 88400
Kota Kinabalu, Sabah, Malaysia*
sendera@ums.edu.my

Anna Lynn Abu Bakar

*Centre for the Promotion of Knowledge and Language, Universiti Malaysia Sabah, 88400
Kota Kinabalu, Sabah, Malaysia*
annalynn@ums.edu.my

Noorafini Kassim

*Centre for the Promotion of Knowledge and Language, Universiti Malaysia Sabah, 88400
Kota Kinabalu, Sabah, Malaysia*
noorafini@ums.edu.my

Abstract

The uniqueness of 'bawing' coupled with the declining involvement among youth, the contemporary national agenda and the scarcity of module development model related to the agricultural sector have sparked the research idea. This paper is inspired to explicate the development of modules on cultivation, innovation and marketing of an herbal plant that is synonymous with the Sabahan of East Malaysia, namely 'bawing'. The modules were developed

based on a questionnaire analysis on KASA (Knowledge-Attitude-Skill-Aspiration) aspects rooted in three learning domains, namely cognitive, affective and psychomotor (CAP) as well as contributing factors pertaining to the challenges of fostering a commercial agricultural culture among the community. The development and combination of the 3-in-1 modules is relevant and significant as 'bawing' possesses countless commercial benefits that are not confined to gastronomic and culinary aspects only. The modules can be utilized in various activities such as Knowledge Transfer Programme (KTP), Teaching of Trainers (ToT), Research and Development (R&D), Teaching & Learning as well as the production of bawing-based prototypes or products. Based on the combination and improvisation of ADDIE and SMDM models as well as SPSS analysis, a model pertaining to the module development process involving four main phases is designed. The Cultivation, Innovation and Marketing Module Development Model (MCIM) which focuses on 'bawing' herb is suitable for modules development purposes inspired to assess the success of KTP or other similar program particularly those that are affiliated with social transformation aspects as well as cultivation of commercial agricultural culture.

Keywords:

ADDIE, Bawing, KASA, KTP, MCIM, Social Transformation, SMDM