

**A CASE STUDY FOR E- READINESS AMONG THE COMMUNITY  
OF KG. LEMBAH PALAS**



Graduate School  
Universiti Utara Malaysia

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of Kg. Lembah Palas**

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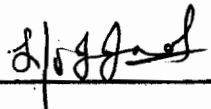
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## ABSTRAK

Malaysia telah melalui perubahan yang drastik dalam aspek teknologi maklumat sepanjang dekad yang lalu. E-kerajaan dan e-perkhidmatan lain yang sehaluan dengannya telah menjadi realiti sejak 4-5 tahun yang kebelakangan ini. Rancangan Malaysia ke-9 pula telah menggariskan pelbagai kemudahan yang telah disediakan oleh pihak kerajaan untuk mengurangkan jurang ilmu dalam teknologi maklumat. Bagi kebanyakan warga kota penggunaan teknologi maklumat sudah menjadi sebahagian daripada hidup mereka tetapi bagi masyarakat di kawasan luar bandar, ini masih menjadi tanda tanya. Namun adakah masyarakat di kawasan luar bandar sudah bersedia untuk menerima perkembangan ini dan mengaplikasikannya dalam kehidupan mereka? Sebarang penglibatan dalam bidang elektronik memerlukan kesediaan di pihak masyarakat terlebih dahulu. Kajian kes ini bertujuan mengenalpasti setakat manakah kesediaan masyarakat luar bandar iaitu di Kg. Lembah Palas dalam mengintegrasikan teknologi maklumat dalam kehidupan mereka. Kajian ini turut akan membandingkan kesediaan masyarakat yang dikaji dengan kesediaan negara seperti mana yang dinilai oleh Unit Kecerdasan Ahli-ahli Ekonomi (EIU).

## **ABSTRACT**

Malaysia has evolved drastically in the electronic field over the last decade. E-government and its partner in the electronic age, e-participation, have over the course of the past decade moved from concept to reality, at least at some level, and in the last 4-6 years. In the Ninth Malaysian Plan, many benefits in bridging the digital divide among the rural community have been outlined. Though there is a question of whether the rural communities are actually enjoying the benefits of this so called digital channel to further economic and social development. For any electronic participation to happen, the community has to be e-ready first. This is a case study involving the community of Kg. Lembah Palas , a small village nearby the town of Changlun in the State of Kedah. A study of e-readiness will provide a better understanding as to why e-participation of the rural community is still in the miniature proportion in comparison to their urban counterparts. The e-readiness of this community is in comparison to the e-readiness of the nation by the Economist Intelligence Unit.

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## **LIST OF ABBREVIATIONS**

EIU	-ECONOMIST INTELLIGENCE UNIT
GITR	-GLOBAL INFORMATION TECHNOLOGY REPORT
ICT	-INFORMATION AND COMMUNICATION TECHNOLOGY
NGO	-NON GOVERNMENTAL ORGANIZATION

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 OVERVIEW**

In the advent of the computer age, people living in developing countries are becoming increasingly aware of the powerful role that new information and communication technologies (ICT) can play in providing opportunities in education, democracy, economic and social development. Its vital role as an instrument for dissemination of information for socioeconomic development is undeniable. The Internet for one has become inevitably important in people's life and not being able to use the Internet is known to be a deficiency. It is undeniable that technology has brought about much change to people's life that distance is only a matter of how fast your fingers work. "However, with six billion people on the planet and only about 800 million telephone lines, more than half of the world's population have not yet made a telephone call, let alone accessed the Internet" (Harris, 2001). This is the fearsome fact about the usage of ICT among people in rural areas, known as the digital divide. The discrepancy of ICT diffusion between the rural folks

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