



Faculty of Social Sciences and Humanities

Uses and Gratification Theory: A Study on Annah Rais Homestays

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Uses and Gratification Theory: A Study on Annah Rais Homestays

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2018

DECLARATION

I, Catohrinner Joyce Guri (14020108, Faculty of Social Sciences and Humanities) hereby declare that the work entitled “Uses and Gratification Theory: A Study on Annah Rais Homestays” is my original work. I have not copied from any other student’s work or from any other sources where due reference or acknowledgement is made explicitly in the text, nor has any part been written for me by another person. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

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Date : _____

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ABSTRACT

Tourism in Sarawak has steadily increased especially in terms of ethnic tourism. This is because ethnic tourism has its own charm and uniqueness such as cultural events, arts and environment. Besides that, other than these factors, it is believed that ethnic tourism increased because of internet accessibility as communication medium. Going forward, the researcher saw this as an opportunity to leverage Annah Rais Homestay in Padawan, Kuching by studying their websites. This study is done by using quantitative method by applying Uses and Gratification Theory on visitors' satisfaction quality before (perceived) and after (actual) visiting the homestay. A total of 100 questionnaires were distributed to the visitors. This is line with the research objective to study the Uses and Gratification by visitors before and after visiting the homestays, when they are looking for information in the respective homestay's website. It is also used to evaluate their level of satisfaction before and after visiting the premises. Data showed that Uses and Gratification are high after visiting the homestays compared to before visiting the premises and this can be seen through the two hypotheses. Research implications stated that research before or perceived in Uses and Gratification Theory should be explored, website is one of media tools that can be study and behaviour is linked to media uses effect and this research can be used in exploring tourism sectors.

Keywords: Perceived, actual, Uses and Gratification, seeking information, website and homestay.

Teori Kegunaan dan Kepuasan: Kajian Terhadap Inap Desa Annah Rais

ABSTRAK

Industri pelancongan di Sarawak kian tumbuh khususnya dalam pelancongan etnik. Hal ini terjadi berikutan pelancongan etnik mempunyai daya tarikan dan keunikan seperti acara kebudayaan, kesenian dan persekitaran. Selain daripada itu, dipercayai pelancongan etnik melonjak berikutan adanya kemudahan internet sebagai medium komunikasi. Justeru, pengkaji melihat ini sebagai suatu peluang lantas mengetengahkan inap desa Annah Rais di Padawan, Kuching dengan mengkaji laman sesawangnya. Kajian menggunakan kaedah kuantitatif dengan mengaplikasi teori kegunaan dan kepuasan dalam aspek sebelum dan selepas melawat inap desa itu. Sebanyak 100 borang soal selidik diedarkan kepada pengunjung. Ini selaras dengan objektif kajian untuk mengkaji kegunaan sebelum dan selepas pengunjung ke inap desa yang diperoleh ketika mencari maklumat dalam laman sesawang yang dikendalikan oleh pengurus inap desa. Kemudian, objektif kajian juga untuk menilai kepuasan yang diterima sebelum dan selepas pengunjung ke inap desa. Data menunjukkan bahawa kegunaan dan kepuasan selepas pengunjung ke inap desa adalah tinggi berbanding sebelumnya iaitu ketika pengunjung masih mencari maklumat. Perihal ini dapat diperhatikan menerusi dua hipotesis berkaitan. Implikasi kajian menyatakan bahawa aspek sebelum dalam teori ini boleh diterokai dengan lebih mendalam, laman sesawang antara alat media yang dapat dikaji, tingkah laku berkaitan dengan kesan penggunaan media dan kajian ini dapat digunakan dalam bidang pelancongan.

Kata kunci: *Sebelum, selepas, kegunaan dan kepuasan, mencari maklumat, laman sesawang dan inap desa.*

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This section deliberates on the problem statement of this research. The research objectives, research questions and hypothesis are also discussed. The scope and rationale for the study are also presented. The chapter closes with the operationalisation of terms used in this research.

1.2 Research Problem

Media is a mean of communication between ‘sender’ (the one who send message) and ‘receiver’ (the one who receive message). There are seven types of media that can be categorised into print media (alternative media) and electronic media (mainstream media). Print media consist of newspaper, magazine and book while electronic media are television, radio, music and movie. Yet, not to forget, new media: the internet also part of mass media. According to Sorlin (1994: 28), “What are media used for? A standard answer would be that they attempt at informing, entertaining and convincing”. In as much as its role in informing, entertaining and convincing, it is also part of communication process. Media, precisely internet is discussed here as it will be emphasised and become core of the study to understand communication as whole.

To begin, in communication studies, Uses and Gratification Theory is the idea that the audience use what the media offer to satisfy their needs. Despite of numerous research conducted revolving this theory, the researcher notice that there is a room of improvement

in the theory. This is due to, most of the comparison studies in the theory related with “experience before” against “experience after”. “In addition, to date the most studies in the field of U&G theory have focused on obtained gratifications, while they have neglected to explore motivations to start using a new medium” (Karimi et al., 2014: 54).

Besides that, most of the latest studies on the theory especially the study of new media such as internet tend to focus on the Social Network Site, SNS such as Facebook, Twitter and Instagram. “Despite the increased interest, most studies have focused on SNSs users in general” (Karimi, Khodabandelou, Ehsani & Ahmad, 2014: 54). “In this regard, researchers are using the U&G theory to provide an explanation on what makes this new form of media to be so enticing, what motivated users to join in SNSs and the gratifications received from ongoing use” (Karimi et al., 2014: 54). In addition, specifically on Uses and Gratification, U&G Theory is used in a study by Abang Hashim. He stated that, “User demographics has been highlighted in numerous studies on the computer” (Abang Hashim, 2000: 21). He used the Uses and Gratification Theory to study internet used among student in selected secondary school in Sarawak.

In relation to that, the Annah Rais Village under Padawan District in Kuching is chosen as locality for the fieldwork. Annah Rais was selected due to its ability in promoting ethnic tourism using media. Furthermore, their services also is trusted due to their long service in the tourism industry. In the communication studies, research on Annah Rais is also lacking, thus this study will bring new evidence that may be useful for future reference.

To date, there are only a handful of research studies that has been conducted regarding Annah Rais as homestay and tourist attraction. Most of the study covers on its economic, history, culture, tradition, handicraft, hot spring, language and environment.

Songan and his co-researchers, Chin, Lo and Nair (2014) did mention on Annah Rais Longhouse Homestay in term of rural tourism destination competitiveness. “This study highlights the important of environmental constructs, namely, cultural heritage attractions and of key competitiveness for a rural tourism destination from communities’ perspective” (Songan et al., 2014: 40).

Another researcher, Wahipin (2014) in her research entitled *Perbandingan Impak Pelancongan terhadap Budaya Masyarakat Bidayuh di Kampung Annah Rais dan Kampung Darul Islam Belimbing Sarawak* (Tourism Impact Differences between Bidayuh Culture in Annah Rais and Kampung Darul Islam Belimbing Sarawak) supported this statement by saying;

Original Malay passage:

“Industri pelancongan dapat membantu masyarakat Bidayuh di Kampung Annah Rais dengan menggalakkan mereka untuk melakukan aktiviti jualan. Mereka juga mempunyai peluang pekerjaan dalam pengurusan homestay” (Wahipin, 2014: 100).

Translated quotation that appeared in the paper:

“Tourism industry can help the Bidayuh of Annah Rais Village by encouraging them to do sales activities. It also creates job opportunities for the people in doing homestay management” (Wahipin, 2014: 100).

Ramaban (2015) in his final year project said, other than the longhouse attraction and the Bidayuh culture, Annah Rais is also popular with its Hot Spring which is located near to the longhouse. “Community-based tourism and homestay proprietors play crucial roles in

perpetuating and ensuring the survival of Bidayuh performing arts (Samat, Samani, Marwan & Maliki, 2016: 3)”.

According to Siang (2016) in her research on Pengurusan Kraftangan Tikar Kasah (Management of Tikar Kasah (traditional woven mat) handicraft);

Original Malay passage:

“Institusi homestay dapat membantu mengembangkan pemasaran Tikar Kasah disamping dapat membantu mempromosikan kesenian yang dimiliki oleh tikar tersebut” (Siang, 2014: 5).

Translated quotation that appeared in the paper:

Homestay industry can help promote Tikar Kasah sales and also promote the artistic value of the mat (Siang, 2014: 5).

“Their longhouse lifestyle and culture is preserved as the key tourism product in the village” (Samat, 2012: 20).

Eventhough researches was conducted in highlighting Annah Rais, the perspective of Uses and Gratification Theory in website usage to promote ethnic tourism in Sarawak remains unclear. Therefore, it is imperative to study this properly as this will be the benchmark which later can be used for future research.

“There is a need for a well-structured Information System or Intelligent System technologies in tourism industry to facilitate the access of tourist information by the users. The current ICT system has certain limitations. For instance, accessing information through Internet and www is an intelligent mean of getting the information, but many a times, the information is highly fragmented” (Miraz, Ramli, Ku Mahamud & Albarune, 2015: 35).

Moreover, to connect ethnic tourism in Annah Rais with communication field, the researcher will study on the websites provided by the homestay operators in the village. It is done to see how successful is the communication between the homestay operators in promoting ethnic tourism with the potential visitors. For information, the homestay operators use internet due to its potential, ability and opportunities to connect with the world, easier and faster not just profit gaining. “Information is easily stored, manipulated, processed and delivered to the user on demand in as fast, accurate and responsive manner” (Abang Hashim, 2000: 1). Furthermore, the internet also allows the users to become the producer.

“The internet has been celebrated by many for flattening all of the traditional structures around media ownership; bringing about economic transformation; allowing just anyone to be a media producer; and having huge significance in terms of democratic dialogue and political actions. On the face of it, the internet seems to offer almost utopian possibilities,” (Devereux, 2014: 263).

Here, it clearly stated that the internet revolution is making a big difference on ethnic tourism. To undertake this study, the researcher will use, the Uses and Gratification Theory as the grounding theoretical framework. For this purpose, the study analyses ethnic tourism in Annah Rais to seek whether the perceived uses of website obtained while seeking information from the websites of homestay operators is similar or different compared to the actual visit. Then, the study also aims to explore the perceived gratifications obtained is similar or different compared to actual gratification when they have visited or stayed at the homestays. This study draws on the Uses and Gratifications perspectives in mass communication to examine audience experience associated in their information seeking process. The method utilised for this study is based on a survey amongst tourists that visited and stayed at the homestay in Annah Rais.

1.3 Research Questions

Based on the information provided, the following research questions were examined:

- A. What were the perceived uses of information provided in the websites developed by homestay operators and actual uses of information after visiting the homestay?
- B. What were the perceived and actual gratifications that visitors to the homestays obtained before and after they visit or stay at the homestays?

1.4 Research Objectives

The research objectives are:

- A. To investigate the perceived and actual uses that visitors to the homestays obtained while seeking information from the websites of homestay operators.
- B. To evaluate the perceived and actual gratifications that visitors to the homestays obtained after they have visited or stayed at the homestays.

1.5 Hypothesis

Based on the research objective and research questions, two hypotheses were constructed:

- H₁ The actual uses of information is higher than the perceived uses of information after visiting the homestays.
- H₂ The actual gratification is higher than the perceived gratification after visiting the homestays.

1.6 Scope of study

This study focuses on three websites which are Longhouse Adventure, Borneo Sarawak: Annah Rais Bidayuh Homestay and Macheree's Homestay. Thus, the findings of this research cannot be generalized to the rest of the websites in this country. It also cannot be generalized to other honestay use of websites. Any findings will be restricted to the three websites alone.

1.7 Significant of Study

Uses and Gratification study is one of the famous theory in communication field. However, most of the previous study focused on whether the individual using the media achieved their needs or not. Apart from that, most of the researches were conducted on new media such as Facebook and Twitter and also in-depth studies on devices usage. Thus, there are just few researches that focus on website content. Moreover, this theory has gap which mentioned earlier in this chapter where it apply more gratification sought and gratification obtained. The Uses and Gratification study on gratification sought and gratification obtained both seeing the actual situation as it based on experience of user. The researcher see this as an opportunity to go further by replacing both term with perceived and actual study. Due to this fact, the researcher believed that using the perceived and actual term can contribute to the enhancement of the theory validity, making it more concrete especially in technology era. In other words, this study believed to create a new milestones in the theory.

Nonetheless, this study will prove that there is a lot of other aspects that can be study in Annah Rais other than its culture heritage. This is because most researchs were done where it concentrated on that areas.

Sarawak, specifically Kuching is known for its richness in ethnic tourism. Hence, this research will become the pioneer and benchmark for future research. These future research can be conducted using the same instrument and method on the homestay providers.

In other hand, tourism is widely recognised that have contributed to the development of the state and country. Usually, the tourism linked with cultural, economic and intellectual potential of a country on how they manage their natural resources. Therefore, the study can help in providing information on how the internet especially websites play their role in attracting tourist to visit tourist attraction. Indirectly, it contributes to the economic which can be seen through foreign exchanges, business opportunities, employment and revenues to the state and provinces.

1.8 Definition of Concepts

According to King (2008: 326) in her book *The Science of Psychology: An Appreciative View*, “Concepts are mental categories that are used to group objects, events, and characteristics”. Concepts are part of thinking and it is important because concepts allow the researcher to understand and generalise things, to associate experiences and objects, aid memory and provide clues. In this study, concepts are important for the reason that it allows the researcher to understand the research better and also to explain the research with more details. There are six operationalisation concepts that needs to be defined such as perceived uses, actual uses, perceived gratification, actual gratification, seeking information and websites of homestays.

1.8.1 Perceived uses

According to *Oxford Advanced Learner's Dictionary*, perceive can be define as “to notice or become aware of something or to understand or think of something in a particular way” (Philips, Francis, Webb & Bull, 2010: 1125). Uses derive from the root word, “use” which means “to do something with a machine, a method, an object” (Philips et al., 2010: 1703). In simple explanation, perceived uses are to notice of something from an object or machine. Perceived uses is defined as the use of media to seek for information. The media in question for this study is the internet. In this study, perceived uses is before uses.

1.8.2 Actual uses

Actual in dictionary is known as “real, true, genuine, authentic, verified, attested, confirmed, definite, hard, plain, veritable, existing, existent, manifest, substantial, factual, de facto, bona fide, informal real live” (Hawker & Waite, 2007: 13). Meanwhile for uses definition is similar as mentioned above. Therefore, actual uses in this study can be defined as the actual experience the visitors had after visiting the websites and the homestay. In this study, actual uses is also known as after uses.

1.8.3 Perceived Gratification

Perceived gratification is best known as seeking satisfaction. Traditional media used to recognise it as gratification sought. According to Lee, Hoe, Chua & Ang (2009), “Beyond ubiquitous content creation, context-aware, location- based information services are also now possible in mobile content sharing, allowing users to associate digital content with

physical objects and locations in the real world, as well as receive content tailored to their specific needs”. Meanwhile, Berger (1995: 132) in his book entitle, *Essentials of Mass Communication Theory* stated that perceived gratification is “...the text carried by mass media, mass culture, or whatever you wish to call it – for their own purposes, often subverting the content of the text.”. In this study, perceived gratification is best to be define as visitors looking for information of the homestay; location, type of transportation, packages and picture in the homestay websites to satisfy their needs. In short, perceived gratification is how the users of media see media to fulfill their needs. For this study, perceived gratification can be understand as before gratification.

1.8.4 Actual Gratification

Actual gratification is usually described as gratification obtained. It is satisfaction after experiencing certain situation or events. In this study, the actual gratification can be translated to their feedback. These are agreed by Lo (2006: 20), by saying that, “In sum, the traditional approach of using gratification obtained in the study of motives in the adoption and use of media put much emphasis on the user’s perspective and paid less attention on the attributes of the medium”. “Gratifications obtained refer to those gratifications that audience members actually experience through the use of a particular medium. By contrast, gratifications sought (also often referred to as “needs” or “motives”) refer to those gratifications that audience members expect to obtain from a medium before they have actually come into contact with it” (Karimi et al., 2014: 55). In this study, actual gratification is defined as the satisfaction that visitors achieved after using the homestay websites and visited or stayed at the homestay. For this study, actual gratification is is also knon as after gratification.

1.8.5 Seeking Information

According to Shah and Sonne (2015), seeking information is best defined as “When people search for an answer to a question, they use all known available resources to find the answer most quickly”. This mean an individual search out for an answer to solve problem in their mind which happen in their daily life. In olden days, before the technology was there, people seeked information by going to the library, but with the technology advancement, most information can be found online through the website. In this study, seeking information is defined as the visitor used websites as a medium to search for information they need to plan their holiday to Annah Rais.

1.7.6 Websites of homestay

“Internet based homestay is a chain that shows homestay promotion and marketing dependence on internet protocol” (Miraz et al., 2015: 33). The marketing process in blog is bringing dramatic changes to tourism and homestay (Miraz, 2015: 34). In this study, websites of homestay is defined as the three websites that each belong to Annah Rais homestay operators to promote their ethnic tourism to the world.

1.9 Summary

Chapter 1 is an introduction of the study. Considering it as welcoming remarks in an event, this chapter has introduce and explain on its research problem, research questions, research objectives and hypothesis. Furthermore, the definition of concepts explained in this chapter is to enable full understanding of the study. All theses was construct from the weakness found in Uses and Gratification Theory which will be deliberate more in Chapter 2.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

In this chapter, the researcher will discuss the background of the study apart from the various researches being conducted on internet usage especially for tourism purpose in communication terminology. With the literature review, an analysis will be more manageable and can determine the correct position of research in the study. Besides that, the researcher will be comprehend more about what to study through its literature review. Therefore, this chapter is very significant as it will be discussing about previous studies and related theory that had been chosen. Literature review is done to identify, collect and review information to investigate this case.

2.2 Background of study

The Bidayuh is the second largest ethnic group in Sarawak after Iban. Based on 2017 data given by Department of Statistics Malaysia, Sarawak, Bidayuh is estimated at 217, 800 whereas Iban is at 797, 700. The data reveals an increasing number of Bidayuh population compared to the year 2013 which only about 205, 400 Bidayuh population. Table 2.1 shows the Bidayuh population in each district.

Table 2.1: The Bidayuh Population in each district by Department of Statistics Malaysia, Sarawak

Administrative District	Grand Total/ Thousand ('000)	Malaysian Citizens				
		Malay	Iban	Bidayuh	Melanau	Other Bumiputera
SARAWAK	1976.0	639.4	797.7	217.8	142.2	179.0
Kuching	420.8	247.7	75.3	83.6	4.6	9.6
Bau	47.8	4.7	1.6	40.9	0.1	0.5
Lundu	31.5	12.9	5.0	13.2	0.1	0.3
Samarahan	78.2	47.5	20.9	6.5	0.9	2.4
Serian	89.5	12.6	16.7	59.4	0.2	0.7
Simunjan	41.4	23.6	17.0	0.4	0.1	0.3
Sri Aman	64.2	19.1	43.8	0.5	0.2	0.5
Lubok Antu	29.1	0.9	27.7	0.2	0.0	0.2
Betong	66.5	41.4	24.4	0.2	0.2	0.3
Saratok	48.3	20.7	26.9	0.3	0.2	0.2
Sarikei	38.2	10.7	21.4	0.6	4.7	0.8
Meradong	21.6	5.1	14.1	0.3	1.8	0.4
Daro	31.9	2.6	4.2	0.1	24.4	0.6
Julau	17.2	0.3	16.6	0.1	0.1	0.1
Sibu	128.5	28.0	77.8	2.0	16.8	3.9
Dalat	20.2	0.6	1.8	0.1	16.9	0.8
Mukah	40.1	3.3	13.7	0.4	20.9	1.7
Kanowit	29.0	1.3	26.9	0.1	0.3	0.3
Bintulu	142.6	22.9	83.7	2.5	20.2	13.3
Tatau	27.5	1.1	20.9	0.2	1.8	3.5
Kapit	57.6	2.4	51.5	0.3	0.9	2.5
Song	21.9	0.8	20.4	0.1	0.2	0.3
Belaga	33.1	1.0	4.4	0.2	0.3	27.1
Miri	212.0	61.5	98.7	4.2	10.7	37.0
Marudi	62.3	5.3	22.7	0.4	0.3	33.5
Limbang	45.3	14.9	13.7	0.4	0.3	15.9
Lawas	37.1	14.7	1.2	0.1	0.3	20.7
Matu	18.8	0.7	3.1	0.1	14.3	0.6
Asajaya	33.4	30.1	2.9	0.2	0.1	0.1
Pakan	17.0	0.2	16.5	0.1	0.1	0.2
Selangau	23.5	0.7	22.1	0.1	0.3	0.3

Source: Department of Statistics Malaysia, Sarawak 2017

The Bidayuh is also known as Land Dayak. “During the Brooke Regime and Colonial Era, Dayak Bidayuh was known as “Land Dayak”, meaning “the Dayak of the hill country” (Chang, 2002: 18). Yet, following the passing of the interpretation (Amendment) Bill 2002 at the August House in Kuching on 6 May 2002, the Bidayuh was no longer denoted or indicated as “Land Dayak” but Bidayuh. This was supported by Rensch and friends in the book entitle, *The Bidayuh Language, Yesterday, Today and Tomorrow, Revised and Expanded*, “Since 1955, the majority of the Land Dayak Leaders have preferred the term ‘Bidayuh’ for themselves, rather than ‘Land Dayak’ (Rensch et al., 2012: 5). In Bidayuh language, “Bi” means, “people” while “Dayuh” means land. Therefore, Bidayuh means “people of the land”. The name fits with the Bidayuh people as they can mostly be found staying on the hillside and mountain areas. This is especially true in Padawan area where most of the Bidayuh village located at hilly areas such as Kampung Kiding and Kampung Semban (before the government move them to new resettlement area).

The Bidayuh is understood to be one of earliest indigenous communities to inhabit Borneo, mostly Sarawak. According to Chang (2004: 6), “Most of them came from Sungkung, Bugau and other parts along Kalimantan Barat, Indonesia about twenty generations ago before Karakatao eruption on 27-8-1883”. This clearly indicates that Bidayuh community has settled down in Sarawak earlier on; sometime in the 1380s. “It was believed that the Bidayuh were one of the original people of Borneo and they most probably settled in Sarawak “before any other tribes now found among them” (Staal, 1940). They were the principal inhabitants of the original territory acquired by James Brooke (Roth, 1869),” (Chang, 2002: 18). Initially, they stayed at Kuching area but later moved after they were attacked by another stronger ethnic group. They moved and relocated to the hilly area in Kuching and Samarahan division and resides there until today.

2.2.1 Bidayuh Settlements

The Bidayuh first resident is in Kuching district. According to Chang (2002: 24) again, “When the Bidayuh came to Sarawak, they build longhouses and settled in the regions around Gunung Penrissen especially at Rabak Mikabuh in Kuching District, at Gunung Serembu, Gunung Singai and Bung Bratak in Bau District and around the present Kampung Gahat Mawang and Kampung Kujang Mawang area (formerly known as Tembawang Rutoi) in Serian District”. Hence, from there, the Bidayuh started to spread all around Kuching and Samarahan Divisions which is also known as First Division.

In the earliest centuries, this ethnic group used to stay in longhouses, next door to each other. However, due to slavery and headhunting practices by stronger tribes such as the Iban from Sri Aman, also known as Second Division, and pirates from the Sulu Sea, they separated and split from their community and make their own house apart from their longhouses. They act in such way to avoid the other tribes as the Bidayuh is known to be friendly, pacific and timid manner. For instance, Roth (1896: 20) considered them “too far oppressed ... to recover their manliness and independence, so to succeed and multiply”, and was uncertain whether they would survive many more generations”. Their attitudes make them the victim to the aggressive neighbor and this are the reason that brought them to move from the longhouse and build their homes on higher grounds. Chang concurs and states that, “Ultimately, many build their houses on the mountains such as Gunung Singai, Gunung Landar, Gunung Jagoi, Gunung Serembu in Bau District, Gunung Penrissen, Gunung Siburan (Sintah) and Tibiah, Ulu Padawan in Kuching District as well as the mountains areas of Ulu Sadong in Serian District” (Chang, 2002: 24).

However, this indigenous community did not only stay there permanently but once again moved due to religion. When the First Rajah of Sarawak, Sir James Brooke, came in 1841, he brought together Christian missionaries to preach in Sarawak. Some of the Bidayuh accepted and converted to Christian whereas the rest still uphold their pagan beliefs. The Christianity teaching becomes a symbol of modernization, and with education, it opened the mind of the Bidayuh people. Consequently, due to this, those who cannot receive the teaching are considered as primitive and uncivilized and the different idea on religion caused some of the Bidayuh to leave their village and open new residences. “However, those who had accepted Christianity had no other alternative but to leave the pagan villages and build new villages elsewhere in order to avoid conflict and disagreement with pagan elderly” (Chang, 2002: 24).

This situation shows that, there are two main factors that cause the Bidayuh settlement moved from places to places. Firstly, it is due to slavery and headhunting. Secondly, due to religion factor. The moving around phenomena makes the Bidayuh scattered in every corner in Kuching district. Hence, as the Bidayuh start to live separately from its original home, the tradition and culture element start to diminish. It can be seen in terms of the people now no longer staying in longhouses and they started to build their own home in certain area, isolate from the longhouse.

Therefore, the Bidayuh belt spans the district in Kuching Division covering Lundu and Bau and also other Kuching area such as Padawan and Siburan apart from Serian and Samarahan District.



Figure 2.1: Map showing Bidayuh Settlements in Sarawak

Source: Department of Statistics Malaysia, Sarawak 2017

Nowadays, Bidayuh not only stay in those area or known as rural area but also move to town due to high demand in job and income offered aside from mix marriage with other races. Some ended working in the civil service whereas the rest work with private sector. “Since 1980’s, the Bidayuh school leavers have moved to the urban areas in search for jobs and a better life for their families” (Minos, 2000: 155). Today, Bidayuh can be found throughout the state and some are making their settlement in West Malaysia and Sabah, the neighboring state.

2.2.2 Bidayuh Language/Dialects

The Bidayuh in Kalimantan Barat, Indonesia speak only one dialect whereas in Sarawak, the Bidayuh speak four dialects based on their settlements. The dialects are “Bukar/Sadong” for Serian area, “Biatah” near Penrissen and Padawan area, “Jagoi/Singai” at Bau area and last “Selakau/Lara” at Lundu area. Each dialect has different pronunciation, style, meaning and sound. For example, eat in Bukar/Sadong-ma-an, Biatah-ma’an, Jagoi/singai-man and Selako/lara-uman. Thus, the same word is pronounced totally different. With the mixing of neighboring ethnic groups with the coming of colonialism, the Bidayuh languages expanded and adopted some of Malay and English words. For example, Bidayuh also say ‘terima kasih’ or thank you like Malay did and as for English words, they say, “book” too. Table 2.2 display that, there are a few words that prove the dialects in each area are dissimilar.

Table 2.2: Bidayuh dissimilar Dialects/Language

English	Bukar/Sadong	Biatah(Penrissen)	Jagoi/Singai	Selako/lara
Drink	Nyihup	Mo-ok	Nuok	Man pain
Rice	Sungkoi	Tubi	Tubi	Nasi
Don't have	Anyap	Mating/dagi	Do-i'	Kati
Speak	Nyanda	Miyu	Sinda	Kasena
Village	Binua	Rais	Kupuo	Kampung

Source: Dr. Chang Pat Foh (2002: 26)

2.2.3 Beliefs/Religions of Bidayuh

The Bidayuh traditionally is animist or pagan. Thus, when James Brooke, arrived to Sarawak, he started to send his missionary of the Roman Catholic and Anglican denomination out to preach the local people about Christianity. “By the late 1890s, the Roman Catholic had established a mission at Singgai when the first priest Father Felix Westerwoudt was sent there in 1867” (Chang, 2002: 273). Meanwhile, for Anglican, the first church was established in Saint James Mission in Kampung Quap, 10 miles. There are some Bidayuh belong to other Christian churches such as Borneo Evangelical Mission, BEM or also known as SIB, Methodist and Seventh Day Adventist, SDA. Because to that, most of the Bidayuh people believed in Jesus Christ and converted to Christianity. Reverend William Chalmers is among the earliest missionaries that came to Sarawak. Furthermore, some Bidayuh people converted to Islam. For example, Kampung Abang in Padawan and Kampung Segubang in Bau are known as settlements for Bidayuh that embrace the Islam.

2.2.4 Celebrations/Ceremony/Festivals

The most well-known festival celebrated by the Bidayuh is Gawai Dayak that fall on 1st and 2nd June every year. During the ancient time, this festival was celebrated by the Dayak to commemorate the end of the paddy harvest season, to show their appreciation to their God on their bountiful paddy harvest and they hope that the next year will bring more returns. Usually, dance, ritual and drinking 'boram' or 'tuak' which is wine made from rice, are some of the common customs during the festival apart from wearing traditional clothes. With most of the Bidayuh converted to Christianity way of life, they begin to celebrate Christmas at the end of the year. Therefore, in a year, Bidayuh will have more than one celebration that is the Gawai Festival and Christmas celebration. Normally, during this festive season, the Bidayuh that stay in urban areas will come back to their respective hometown to celebrate Gawai Dayak or Christmas together with their families. Thus, for those who has converted to Islam, they will celebrate Hari Raya Puasa dan Hari Raya Haji, while those who married with other races might celebrate other celebrations such as Chinese New Year and Deepavali.

2.2.5 Economy

Traditionally, most of the Bidayuh people live their life as a farmer and hunter in the forest. As a farmer, the Bidayuh usually plant paddy, fruits, tapioca, vegetables, terung assam and corn to support the family living. However, from the year of 1960s, this ethnic group started to plant cash crop such as rubber, pepper and cocoa that provide them with more cash. In the early 1970s, as more and more Bidayuh became educated, they started to look for other jobs in the government and private sectors.

“The community is still economically backward compared to the major races in Malaysia. Only about 10 percent (167, 756) of the Bidayuh who have education and expertise are working as civil servants in the various Government ministries, departments, statutory bodies and other agencies and in the private sector companies and enterprises throughout the country, mainly Sarawak. Only a handful of them are professional doing their own practices as doctors, lawyer and accountants in the urban areas” (Minos, 2000: 44).

2.2.6 Bidayuh Groups in Sarawak

In Sarawak, generally, there are six main Bidayuh groups altogether that can be differentiated through their localities. According to Chang (2002: 26), “However, there are six main Bidayuh groups who are commonly known in Sarawak”. These groups are Bisadong, Bibukar, Biatah, Bijagoi, Bisingai, Dayak Selako or Lara. Each group settled in different areas. For example, Bisadong and Bibukar can be found in Serian district, while Biatah in Kuching area especially from Kuching to Siburan area, whereas Bijagoi and Bisingai in Bau and last Dayak Selako or Lara in Lundu district.

According to Chang (2002: 29), “Today, there are 29 Bidayuh Groups in Sarawak”. Chang (2002) mentioned that these 29 Bidayuh Groups are under 4-main district like Kuching, Serian, Bau and Lundu.

Kuching has 11 Bidayuh Groups, follow by Serian-10, Bau five and Lundu three. Kuching has the most Bidayuh Groups as the district is big and divided into three main areas such as Penrissen, Siburan and Padawam. Table 2.3 demonstrate the further details.

Table 2.3: The 29 Bidayuh Group in Sarawak

Kuching District	Serian District	Bau District	Lundu District	Sarawak
<u>Penrissen</u> 1)Benuk group 2)Peroh group 3)Sitang group <u>Siburan</u> 4)Biatah group <u>Padawan</u> 5)Penyawa group 6)Biannah group 7)Tibiah group 8)Braang group 9)Simpok group 10)Bengoh group 11)Semban group	1)Bukar group 2)Sambat group 3)Mentu group 4)Sumpas group 5)Temong group 6)Taup group 7)Engkeroh group 8)Riih group 9)Gahat (Semabang) group 10)Suntas Group	1)Singai group 2)Jagoi group 3)Serembu group (Birois) 4)Gumbang group 5)Tringgus group	1)Selako (Selakau Gajing group) 2)Selako (Selakau Sengkuku Pueh group) 3)Rara (Lara) group 4)Undu group (already extinct)	
11 groups	10 groups	5 groups	3 groups	29 groups

Source: Dr. Chang Pat Foh (2002: 29)

Thus, this study will focus on the Biannah group that mostly stayed in Kampung Annah Rais or Annah Rais Longhouse Village, Padawan. This is because the Biannah in Bidayuh means “People of Annah Rais” with the word “Bi” means “people” and “Annah” means the name of Annah Rais. Apart from Annah Rais, the Biannah group also can be found in Kampung Sungan, Rayang, Semeru, Simuti, Sidos, Merakep and other small villages.

2.2.7 The Bidayuh of Annah Rais

In the olden days, Annah Rais is known as Kampung Sennah or Sennah Negeri. “In 1854, when Alfred Russel Wallace, a naturalist, visited Sennah Village (Kampung Annah Rais), he said, “The Senna Dayaks were mountaineers who had come down to the valley about 20 years before...” (Chang, 2002: 120). The sentence clearly mentioned that this village already exists since 1854. Based on my interview with one of the homestay operator, Jenny Dudu, she said it was right then that Annah Rais was addressed as Sennah before and was established somewhere around 200 years ago. Stating more, she said, “annah” in Bidayuh means “valley” whereas “rais” means “village”. Therefore, Annah Rais means “a village in a valley”, which is very strategic with its location in the valley, surrounded by beautiful mountains.

Most of the villagers are farmers and some are working with the government department in various agencies, some work with private sector and some is running their own homestay. The people in the village speak the Biatah and categorized into Biannah group with majority of them are Christian. “Early 1950, the Anglican Christianity had penetrated into Kampung Annah Rais and many Biannah were converted into Christianity” (Chang, 2002: 121). The movement of the Anglican Christianity also brought to the temporary building for St Philip’s Primary School, which was, built in 1956.

Located about 65 kilometers east from Kuching City, hidden away from the big city, estimated at one hour and 45 minutes’ drive, Annah Rais, living by eight generations, is a village surrounded by beautiful paddy field, mountains, rivers and trees. Annah Rais is one of the most famous Bidayuh longhouse in the state, splendid architectures that was built mostly using bamboo. Outstanding to this, Bidayuh is synonym as “Engineer of bamboo”.

Besides the splendid architecture, Annah Rais also popular among the tourist with plenty other attractions that include homestays, the baruk or known as the head house, the hot spring, traditional music made from bamboo, traditional food, clothes and lifestyles, the nature and also, not to forget the Annah Rais tea known as Bakah Baras. Owning this, Annah Rais was fully connected with the tourism industry especially in ethnic tourism.

2.2.8 Ethnic Tourism in Annah Rais

Since decade, Annah Rais has already offering accommodation for people who travel from places to places to stay. This is in line with what the history wrote about the Bidayuh characteristic which is friendly in nature.

Due to that, ethnic tourism in Annah Rais is not a new dogma as per its olden practice. However, to gain correct information, the researcher did ask the homestay operator regarding its history. Jenny Dudu, the homestay operator and is responsible at tourist information center said Annah Rais is populated with 137 families under Ketua Kampung, Alex Man Anak Nya. Divided into three sections of longhouses known as Kupo Saba, Kupo sijo and Kupo Trakan, there are 36 longhouse doors that e still exist up to this day. In terms of homestay, the operation was first established in 1990 but officially operated under Tourism Ministry in 2006. Currently, there are about 12 homestays operated and out of that number, only three homestays promote their homestays through the internet using website as its communication tools.

Grunewald (2006: 5) in his paper defined ethnic tourism as, “in terms of situations where the role of culture is contextual, where its role is to shape the tourist’s experience of a situation in general without a particular focus on the uniqueness of specific cultural

identity”. In short, ethnic tourism is somewhat about travelers that choose to experience the actual culture and lifestyle which may involve performance by small isolated aboriginal community. In line, the native has to act and interact with the tourist by changing his behavior accordingly to gain the benefit. This was supported by Rodrigo again in his paper stating that, “In ethnic tourism, the native is not simply ‘there’ to serve the needs of tourist, he himself ‘on show’, a living spectacle to be scrutinized, photographed...” (Grunewald, 2006: 5). For illustration, the native has to fake their art, clothing, music, dance and even religion to show the ethnic tourism. Therefore, ethnic tourism industry somehow creates beyond just economic changes. It can affect wide range of changes for local, national and international social hierarchies and relationships.

Additionally, Annah Rais offer ethnic tourism package like others that includes the daily lives of the Bidayuh, showcase the culture, tradition, handicraft and old stories and also arts. Here Bidayuh daily lives for instance are farming crops, planting and harvest paddy, process sugar cane into sugar, bamboo rafting and hunting. Culture traits involving the traditional clothes whereas tradition is like serving the “rice wine” and “Bakah Baras Tea”. Other than that, for handicraft, apart from the use of beads in everyday life, this place is also popular with its woven traditional mats or called as “Tikar Kasah”. According to Siang (2014: 1), “Tikar Kasah is a rattan mats woven by Bidayuh community. Tikar Kasah is a legacy that is still used in everyday life of the Bidayuh community”. Regardless, ethnic tourism at Annah Rais should be explored.

The New Sarawak Tribune, in its news dated on 19 May 2017, mentioned that “Sarawak recorded 4.66 million tourist arrivals in 2016, bringing estimated tourism receipt of RM8.37 billion”. This data was supported by Sarawak Tourism Board, STB statistics. However, up to November last year, only 4,427,539 tourist arrivals recorded to the state.

Table 2.4: Tourist Arrivals to Sarawak from 2011-2017

No	Year	Total
1	2011	3,795,373
2	2012	4,069,023
3	2013	4,371,748
4	2014	4,857,867
5	2015	4,517,179
6	2016	4,661,100
7	2017	4,856,888

Source: Sarawak Tourism Board, STB

Out of the figure, a sum of 8964 tourist visited Annah Rais Longhouse Village in 2017.

Table 2.5 and Table 2.6 show the visitors arrivals to Annah Rais gathered by its tourist information center.

Table 2.5: Tourist Arrivals Yearly to Annah Rais

No	Year	Total Tourist Arrivals to Annah Rais Village (January to December)
1	2010	14430
2	2011	19231
3	2012	16167
4	2013	14711
5	2014	15170
6	2015	8964
7	2016	10298
8	2017	8964

Table 2.6: Tourist Arrivals from June to October 2017 (Research Period)

No	Month	Tourist Arrivals to Annah Rais Village (Total)
1	June	575
2	July	1129
3	August	1169
4	September	669
5	October	643

The data collected indicates ethnic tourism has become part of mushrooming tourism segmentation too. It is believed that representation of ethnicity attracted tourist visits to Annah Rais homestays as there exist diverse ethnics and exotic cultural elements includes cultural events, arts and environment that the ethnic tourism offers. Hence, it is far more than that. It is also something that related with marketing; how the homestay operators promoted their homestay through internet: website. So, this study is conducted to seek for answers to the research questions.

2.3 Uses and Gratification Theory

2.3.1 Introduction

For decades, the Uses and Gratification Theory (U&G) is familiar among the communication researcher. This is due to its approach as “influential traditional” in media research. The Uses and Gratification were originally introduced to explain media contents. Basic knowledge on this theory is the audience know the media contents and the types of media to use and fulfill their needs. Therefore, in mass communication process, Uses and Gratification approach placed connection between the need for gratifications and media choice clearly. Hence, this theory sided more on audience members. Katz (1959) mentioned that Uses and Gratifications approach is more concerned with “what people do with media”.

The usage of media is determined by social and psychological background. For instance, a teacher uses books to teach, children watch cartoon show to watch due to their age and those who seeks for information will read newspaper. In short, this theory enables the audience to fill their personal needs by using and respond to the media.

Furthermore, Katz, Blumler and Gurevitch (1974a) disclosed that Uses and Gratifications approach also postulates that the media compete with other information sources for audience's need satisfaction. Here, old media and new media continue their function by providing a wide range of media platforms and content to the audience.

Thus, the essence of Uses and Gratification Theory is, the approach still emphasizes on the audience choice in selecting the media for their needs. Severin and Tankard (1997) did identify in their study that the approach emphasizes audiences' choice by assessing their reasons for using a certain media to the disregard of others, as well as the various gratifications obtained from the media, based on individual social and psychological requirements. The social and psychological requirement is for example the background and education of the individuals.

Overall, the Uses and Gratification Theory are an approach to understand “why” and “how” people actively seek out specific media to satisfy specific needs. The theory is known as audiences centralize approach and was created to understand mass communication. This is due to fact that, this theory focuses on “what people do with the media” instead of other theory that focuses on “what media do to people”. It is a positive approach, focus on communication at the mass media scale and construct based on socio-psychological communication tradition. As the audience is not passive, they are actively participating in interpreting their own media consumption. In mass media today, the theory has heuristic value in three main point. The first one is in media choice, second: consumption and third: the impact.

So, this is what Uses and Gratification Theory is.

2.3.2 Origin and History

It is well known that communication theories have been established and developed in the psychology and the sociology field since 100 of years ago. In esteeming ideas, exploring and fill update on this discipline, the researcher elicits a series of higher conception to understand media. Blumler and Katz (1974) said that as a sub-tradition of media effects research, Uses and Gratifications approach is suggested to be originally stemmed from a functionalist paradigm in the social sciences. This is especially in terms of media function, usage, effectiveness, audience response and validity. It happened due to movement from old media to new media.

A. Elihu Katz-Famous Scholar in the Uses and Gratification Theory

Uses and Gratification Theory was developed by Elihu Katz in 1959 who was an American Israeli sociologist. Talked about his background, Elihu first gained his Ph. D in sociology in 1956 from the Columbia University. Right after that, he began teaching at the University of Chicago. His career in the university ends in 1963. After that, he moved to the Hebrew University of Jerusalem and taught in the Department of Sociology and Communication for 30 years. During his time in Jerusalem, Katz headed the task forced on television broadcasting under the Government of Israel. His experience in television broadcasting has later led to academic work on it in 1970s and 1990s. In 1992, he moved back to America and become a Distinguished Trustee Professor of Communication at the Annenberg School for Communication, University of Pennsylvania. He spent most of his time doing research on communication where his main concern was the interplay between media, conversation, opinion, and action in the public sphere. He believed that by studying it, the entire field of

communication can be saved. This is because, by understanding the Uses and Gratification mechanism, the reason for media consumption will be clearer. Therefore, Katz is recognized in both sociology and communication research.

During his study, Katz's mentor at Columbia University is Paul Lazarsfeld. Lazarsfeld is one of the pioneers in gratification research. Their cooperation has contributed to the concept of gratification and functional model.

Thus, in a study by Katz, Gurevitch and Haas (1973), Uses and Gratification research was explored. They concluded that individuals connect and disconnect themselves with media to fulfill their needs rather than the media control them.

His study continued again with his colleague, Gurevitch and Blumler. Together with these two, they produce an essay in 1974 entitled *The Uses of Mass Communication*. Their studies have brought to five basic assumptions and also provide a framework for understanding the correlation between media and audience.

1. The audience is conceived as active, i.e., an important part of mass media use is assumed to be goal oriented ... patterns of media use are shaped by more or less definite expectations of what certain kinds of content have to offer the audience member.
2. In the mass communication process much initiative in linking need gratification and media choice lies with the audience member. This places a strong limitation on theorizing about any form of straight-line effect of media content on attitudes and behavior.
3. The media compete with other sources of need satisfaction. The needs served by mass communication constitute but a segment of the wider range of human needs, and the degree to which they can be adequately met through mass media consumption certainly varies.
4. Methodologically speaking, many of the goals of mass media use can be derived from data supplied by individual audience members themselves- i.e., people are sufficiently self-aware to be able to report their interests and motives in particular cases, or at least to recognize them when confronted with them in an intelligible and familiar verbal formulation.

5. Value judgments about the cultural significance of mass communication should be suspended while audience orientations are explored on their own terms. (Katz, Blumler and Gurevitch, 1974: 15-17).

Their studies had successfully addressed the connection between audience and media, which previous research did not detect. Due to that, this study later contributes to the building of Uses and Gratification approach. In brief, Uses and Gratification approach are based on the idea where people use the media for their own purposes. “In uses and grats, audiences are seen as anything but passive. They decide which media they want to use and what effects they want the media to have” (Sparks, 2012: 358).

B. U&G Theory Research in 1940s

The studies on the Uses and Gratification started in the 1940s. In support, McQuail (1983) revealed that the exploration of gratifications that motivate people to be attracted to certain media is almost as old as empirical mass communication research itself. During this period, the researcher becomes interested in finding reasons for media usage like radio, books and newspapers. For example, audience views on radio program such as soap operas and quizzes, children’s use of comic as well as absence of newspaper during newspaper strike. The study discovered that the media satisfy the audience.

C. U&G Theory Research in 1950s and 1960s

There is a disagreement in terms of the Uses and Gratification precise origin approach during the year of 1950 to 1960. At this 10-year gap, the researcher still explored many social and psychological variables that associate with gratification. If in the 1940s, the media was

focused to radio and newspaper, in the late 1950s up to 1960s, media usage started to change. Here, the Uses and Gratification approach become prevailing with the invention of television.

Few studies were conducted regarding television. Schramm, Lyle and Parker (1961) did their research on children, use of television was to relate with individual ability and relationships with parents and peers. Greenberg and Domminick (1969) disclosed that race and social class indicated how the television was used as a way of learning by teenagers. Both studies concluded that the focus of research is changing from traditional “media effects” to the practical paradigm of social sciences. Hence, the research should focus on functional analysis of the Uses and Gratification studies. As the study of these researchers can help audience play active role in mass media than just being passive role.

Fundamentally, the earlier studies display that the users of media are passive, and everything was decided by the producer or editor of the media. The audiences just satisfy their needs based on the available media.

D. U&G Theory Research in 1970s

Rayburn (1996) reveals that Uses and Gratification research mostly focused on gratification sought instead of the outcomes before 1970s. Due to this phenomenon, the researcher during this period changed their direction in studying the Uses and Gratification studies. They started to give attention to audience motivations and how the audiences use certain media to satisfy their needs especially in the social and psychological background.

The revolution of direction happened to answer the critics from other scholars about the Uses and Gratification approach has conceptual problems challenge.

Ruggiero (2000) cited Elliott, Swanson, Lometti, Reeves and Bybee that emphasized on four serious conceptual problems in this approach that are vague conceptual framework, lack of precision in major concepts, a confused explanatory apparatus and failure to understand audience's perception of media content.

Yet, several researchers on Uses and Gratification responded to it. Katz, Gurevitch, and Haas (1973) listed the social and psychological needs that satisfied by exposure to mass media. Rosengren (1974) on the other hand mentioned that audiences use media for particular needs that is related to their personal character and the social environment with different motive produce in different behaviour after using the media. Ruggiero (2000) cited on Palmgreen and Rayburn studied the reason for audience' viewing television and concluded that the U&G approach served as another important factor, apart from media availability, work schedules, and social conditions. Palmgreen and Rayburn supported that the fundament task in front of the researchers was to "integrate the roles played by both gratifications and other factors into a general theory of media consumption" in response to earlier researchers' call to investigate gratification sought and gratifications received.

Thus, another associated theoretical development was the recognition that various cognitive or affective statements promote the use of the media. In supporting so, Blumber (1979) introduced that cognitive motivation promoted information gain and that the diversion of motivation promoted the audience perceptions of the entertainment programs in terms of the accuracy of social portrayals. For instance, Mcleod and Becker (1981)

discovered that individuals with advanced notice that they would be tested will make better use of public affairs magazines.

E. U&G Theory Research in 1980s and 1990s

In the 1980s and 1990s, the researchers became more open minded to discuss further regarding the theory. They started to participate actively in response to the comments and critiques by other scholars. Among the researchers who responded to this are Rubin (1980) and Windahl (1981).

Rubin (1983) exposes that researchers were seeking to make in-depth analysis of modified repeated or extended studies, to refine the methodology, comparatively analyze the findings of separate investigations, and treat the use of mass media as a cohesive communication and social phenomenon.

Meanwhile, Windahl (1981) in his studies entitled *Uses and Gratifications at the Crossroads* agreed that the primary differences between the traditional media effects approach and the U&G approach is that a media effects researcher usually studies mass communication from the perspective of the media, not from the perspective of the audience. Due to that, he firmly believed that it was more beneficial for researchers to emphasize on the similarities than differences. He even coined the term “conseffects” and supported the combination of the two approaches. Lastly, he recommends that, observations from media itself and the use of media would serve as a more useful perspective. Windahl’s approach had moved the earlier U&G approach to the current research.

2.3.3 Uses and Gratifications Research in a New Era

New media reflects the Internet. Since the internet is a communication tools under mass media, the Uses and Gratification Theory is still suitable and reliable to study it affect and significant towards the public. Hence, compare new media with old media, the Internet has been widely used and its engaging active audience compares to traditional media that consist of both passive and active audiences. Therefore, Ruggiero (2000) mentioned that in the Internet environment, users are more actively engaged communication participants, compared to other traditional media.

Some surveys have shown that users have little trouble verbalizing their needs when using the Internet (Eighmey & McCord, 1997; Lillie, 1997; Nortey, 1998; Piirto, 1993; Ryan, 1995). The internet also enables the individuals to choose freely the medium that could satisfy their needs. This is because, in the modern era, the audience is capable of recognizing their own needs. Dissimilar with previous studies, the producer or editor controls the media content for the audience. Yet, in new media, the audience also controls the media. Despite the robustness of this, Angleman (2000) stated that history has shown that new media often create new gratifications and new motivations among various audience groups. In conjunction to that, Uses and Gratification approach need to be studied as different motivations for Internet use may vary among individuals, phenomenon, and media vehicles.

There are several studies conducted regarding internet using Uses and Gratification Theory. Most of the study encountered that the audiences use media in their daily life for entertainment and information. According to Lin (1996), internet use is linked with a series of instrumental as well as entertainment-oriented gratification. Maddox (1998) on the other

hand discovered that most important reason why people use the internet is to gather various types of information.

Furthermore, this is not the only need satisfy in new media. As the internet started to grow with multiple function from normal desktop to online books, move to online television, email and to chat room, where the needs of the audience are expanded too. At this stage, as the audience goes online, they are empowered to act. This scenario brought to interpersonal communication. A study conducted by James, Wotring and Forrest (1995) supported this fact by notifying that “learning” and “socialization” are among motivation that led to the internet use. Other than that, Eighmey and McCord (1998) mentioned about “personal involvement” and “continuing relationship” also identified. Tossberg (2000), revealed that the Internet can provide a relatively safe venue to exchange information, give support, and serve as a meeting place without fear of persecution. In simple explanation, internet as new media allows interpersonal communication aside from entertainment and seeking for information. This can be seen in terms of giving personal support, exchange information, build relationship and socialize.

In brief, three main things can be found in studying the Uses and Gratification Theory in internet. First, the content which is in terms of findings or researching on certain information on certain topic, second: gain experience and third: social. The social is where the uses encompass wide range of forming and deepening the social ties.

Whether it is true or not, further studies are needed.

2.3.4 Needs and Gratification

The Uses and Gratification emphasise on motive and perceived needs of the audience towards media habit. In support, Blumler and Katz (1974) concluded that individuals use the same communication medium for a very different purpose. Here, the same media content may gratify different needs for different people. Precisely, there are several factors that determine the motive and needs which are basic needs, background, experience, interest and education. McQuail, Blumler, and Brown (1972) proposed a model of “media-person interactions” to classify four important media gratifications: (1) Diversion: escape from routine or problems; emotional release; (2) Personal relationships: companionship; social utility; (3) Personal identity: self-reference; reality exploration; value reinforces; and (4) Surveillance (forms of information seeking).

McQuire (1974) added another version of audience’s motivation in using media based on general theory of human needs. First, he distinguished between “cognitive and affective needs”, then introduced three dimensions about it which are “active versus passive” initiative, “external versus internal” goal oriented and emotion stability of “growth and preservation”.

Furthermore, Katz, Gurevitch and Haas (1973) has developed 35 needs taken from the social and psychological functions of the mass media and put them into five categories:

1. Cognitive needs, including acquiring information, knowledge and understanding;
2. Affective needs, including emotion, pleasure, feelings;
3. Personal integrative needs, including credibility, stability, status;
4. Social integrative needs, including interacting with family and friends; and
5. Tension release needs, including escape and diversion.

Meanwhile, McQuail (1983) classification of the following common reasons for media use into four main dimensions.

Information

- finding out about relevant events and conditions in immediate surroundings, society and the world
- seeking advice on practical matters or opinion and decision choices
- satisfying curiosity and general interest
- learning; self-education
- gaining a sense of security through knowledge

Personal Identity

- finding reinforcement for personal values
- finding models of behavior
- identifying with valued others (in the media)
- gaining insight into oneself

Integration and Social Interaction

- gaining insight into the circumstances of others; social empathy
- identifying with others and gaining a sense of belonging
- finding a basis for conversation and social interaction
- having a substitute for real-life companionship
- helping to carry out social roles
- enabling one to connect with family, friends and society

Entertainment

- escaping, or being diverted, from problems
- relaxing
- getting intrinsic cultural or aesthetic enjoyment
- filling time
- emotional release
- sexual arousal

(Cited from McQuail, 1983: 73)

The dimension shows that audience as active as they are able to make motivated choices. Move forward, McQuail (1994) once again added another dimension to Uses and Gratification approach on understanding the needs and gratification. He defined;

“Personal social circumstances and psychological dispositions together influence both ... general habits of media use and also ... beliefs and expectations about the benefits offered by the media, which shape ... specific acts of media choice and consumption, followed by ... assessments of the value of the experience (with consequences for further media use) and, possibly ... applications of benefits acquired in other areas of experience and social activity” (McQuail, 1994: 235).

2.3.5 Active Audience

First of all, what is audience? An audience is a group of people that consume similar media in a certain way. In studying communication, active audience used to be related with media audience whereby they are not just receiving the information passively but also involve in it. This audience are often unconscious in interpreting the message conveyed by the media within their personal and social context. “One of its central features is its focus on how various types of audience members (made) sense of specific forms of content” (Baran & Davis, 2011: 257). Littlejohn (1999) further explain that there are five characteristics of active audience. The first one is selectivity mean selective in the media they choose to use, second; utilitarianism which they use media to meet particular need and goals, third; intentionality that implies the purposeful use of media content, fourth; involvement or effort and last impervious to influence, or not very easily persuaded by the media alone.

It is quite common that in studying active audience in communication field, it is either connected with encoding or decoding model and Uses and Gratification Theory. Thus, for this study, the researcher is focusing on the Uses and Gratification approach by centralising the active audience which states that audience are actively involved in choosing their media consumption. Here, the audience engaged with the media to gratify their needs and desires. In simplest understanding, active audience focus on assessing what people do

with media. Littlejohn (1999) suggest that people make more active decisions about how to use the media.

Active audience is relevant with Uses and Gratification theory in studying internet because the audience are freely select their media usage and they even have the right to control the media. This fact was supported by Kaye and Johnson (2001) who stated that internet users are more actively involved and engaged in using the Internet because of its interactivity. Undoubtedly, in modern era, the audiences are not just reading text, message or information by media but rather had an active role in the meaning created by the text.

There are five interesting facts to make the statement more concrete about active audiences. The first one; active audiences form option; second, paying full attention; third, playing a game; fourth, in control and lastly free willed. In simple context, if compare, active audiences respond to an event while passive audiences just observe. Passive audiences are in traditional media. This is in line with the study since the researcher is studying about perceived and actual in Uses and Gratification Theory on visitors to Annah Rais Homestays using their websites. In conclusion, active audiences are also known as powerful audiences in the current society.

2.3.6 Gratification Sought (GS) and Gratification Obtained (GO)

Gratification sought (GS) and gratification obtained (GO) are similar in terms of Uses and Gratification Theory. This is because personal motivation for media use suggests that the media offer gratification which are expected by the audiences. Then, this gratification can be thought as an experienced psychological effect. However, several studies argue about its functions. Palmgreen and Rayburn (1985) in an expectance-value model of media

gratifications sought and obtained, discovered that there is difference between GS and GO. McQuail (1983) noticed that GO is higher than GS when dealing with situations of high audience satisfaction and high ratings of appreciation and attention. Wenner (1982) further showed that audiences may obtain different levels of gratifications from what they seek when they are exposed to evening news programs. This indicates that a study on gratifications sought and obtained found that audience gratifications when seeking for media are not always the same as the gratifications they obtained. Thus, in order to avoid conflict in understanding these two terms, gratification sought in simplest is “what you are seeking from experience” versus gratification obtained that is “what you actually got from the experience”. Gratification obtained will bring outcomes that whether the individual is satisfied from the experience or not. Usually, GS is negative while GO is positive.

2.3.7 Criticisms of Uses and Gratifications

Several studies condemn Uses and Gratification Theory is not valid to stand as a theory.

Among those who stated that including McQuail (1994) that commented the approach has not provided much successful prediction or casual explanation of media choice and use. Since it is indeed that much media use is circumstantial and weakly motivated, the approach seems to work best in examining specific types of media where motivation might be present. The researcher Ien Ang also criticised Uses and Gratifications approach in three aspects:

1. It is highly individualistic, taking into account only the individual psychological gratification derived from individual media use. The social context of the media use tends to be ignored. This overlooks the fact that some media use may have nothing to do with the pursuit of gratification - it may be forced upon us for example.

2. There is relatively little attention paid to media content, researchers attending to why people use the media, but less to what meanings they actually get out of their media use.
 3. The approach starts from the view that the media are always functional to people and may thus implicitly offer a justification for the way the media are currently organized.
- (Cited by CCMS-Infobase, 2003).

So, is this theory still valid or not in this study?

2.3.8 Uses and Gratification Theory in the study of Annah Rais

In his seminal work, *The Effects of Mass Communication*, Klapper (1960) reviewed decades of research on mass communication concluded that first, the mass media appeared to have less power than the average citizen, second, that media effects are of a minor nature, and third, that the actual process of media effects is far more complex and a function of many factors. Klapper's conclusions were not dismissive of all media effects. Rather, they were directed towards effects of an indirect, long term, and complex texture, which could vary based on a combination of psychological and social factors. The work marked a departure from hypodermic effect assumptions, World War II propaganda research, and short-term effect studies that had considered direct and immediate media effects. Uses and Gratifications emerged as an alternative perspective that could study and understand media effects as a result of more complex processes.

However, based on McQuail et al., (2005: 55), "Uses and gratification may be said to have developed in four phases, moving from prima-facie descriptions, to typological efforts building on systematic operationalizations of central variables, to efforts at explanation, to systematic theory building (Palmgreen et al., 1985)".

In this study, the theory applied is Uses and Gratification, U&G. This is in line with the research objective. Uses and Gratification in complex is to understand why the people used the media and what the media affect towards them. “At the core of the theory is the aim to understand how, why, and with what purpose people use the media in their everyday lives” (Liu, 2015: 71).

History shared a great information about the theory. In recap, before 1940s, the study is more into gratification, yet started to change to the Uses and Gratification in 1940s. At this period, Uses and Gratification is still not known as a theory, but the scholars used it to study on radio programs and newspaper. In 1950s up to 1960s, with the emerged of television apart from deeper research done by Elihu Katz, Uses and Gratification stand as an approach. However, it was only focused on gratification sought rather than the outcomes. This later brought to critics in 1970s where most studies questioned the reliability of the Uses and Gratification as an approach. Few scholars came out with solution about it and in 1980s to 1990s, more researchers became actively involved in strengthening the theory. Compared with 1940s to today’s situation, there is a transformation in studying the theory which is the transformation of mass media from traditional media to new media. From radio and newspaper to television broadcast and to the internet. As can be seen, nowadays, the internet usage has become very overwhelming and substantial substance. Even big electronic companies like Apple and Samsung began to create and produce internet-based products due to the public demand. This phenomenon has made the Uses and Gratification Theory more interesting to study.

As discussed earlier, the study will be conducted in Annah Rais Homestays with website as mass media under new media; the internet. The study aims to understand the reason why the visitors to Annah Rais used the websites and what is the effect of the websites

towards them. In brief, to study audience and media relationship, Uses and Gratification approach is most suitable theory to study it.

Here, there are two major aspects that the researcher will study, which are first, the needs and motive in perceived as well as actual in Uses and Gratification approach and; second, the outcomes later are to compare the perceived and actual in Uses and Gratification.

Before moving further, it is good to specify once again what is needs and motives. Just as people wants a slim body by exercising, Uses and Gratification Theory set that people use media to fulfill or meet their needs. According to Sparks (2012: 359), “The deliberate choices people make in using media are presumably based on the gratifications they seek from those media”. For this study, the needs and motives of the audience refer as the visitors are to experience the ethnic tourism, entertainment and leisure. To do so, the visitors will be seeking information at the homestay websites.

The earlier information they received is known as perceived Uses and Gratification. In internet study, this early stage is known as content where the visitors did some research regarding their places of interest. Then, in the process, the visitors will gain experience from the information they found. From here, they will do their decision. Once they set their mind to visit and stay at the Annah Rais Homestay, their reaction will be identified as the outcomes or known as actual Uses and Gratification.

Stating this, any content brought by media is perceived differently by different people on the type of needs they must fulfill. Sparks (2012: 360) disclose that, “One of the core concepts of uses and grats is that the same media messages doesn’t necessarily affect everyone the same”. That is because, audiences made up their minds and ideas that are different from each other. Therefore, the researcher aims to study the comparison between

perceived and actual in Uses and Gratification approach. In this study also, the researcher is aiming to see whether the information offered by the three websites satisfy the visitors to Annah Rais homestays. In conclusion, even though these two aspects are the key discussion in this topic, the researcher will also check on the theory literature to see how reliable the approach in internet consumption by individuals in the modern era. As such, to investigate whether the media still controls by producers, editors or gatekeepers, Uses and Gratification approach effects in behaviour (negative to positive) and the theory centralized audience not the media.

Moreover, applying Uses and Gratification Theory in this study is important because the researcher wants to understand whether the media and audiences relation are still valid and reliable as argued by previous studies. This is the term of studying its theoretical framework. Besides that, the researcher also wants to clarify on both perceived and actual in this approach. This is in terms of its results. In contrast, the study is also done to examine whether gratification sought, GS and gratification obtained, GO is still effective. The study is also significant in new media study especially for website. The Annah Rais Homestays were chosen as the location for the study of the theory as the visitors that visited there are the actual audience, which are actively engaging themselves in using internet. Due to that, the researcher will come out with new theoretical framework as illustrate in Figure 2.3. Figure 2.3 is design to oppose the traditional Uses and Gratification approach shown in Figure 2.2 that used in the previous studies. New theoretical framework in this theory is introduce to due to the utilization of internet, where actual study in new media is not relevant since there is seeking information involvement. Therefore, the best to conduct the research is to analyze the usage in two way which is before and after or known as perceived and actual study.

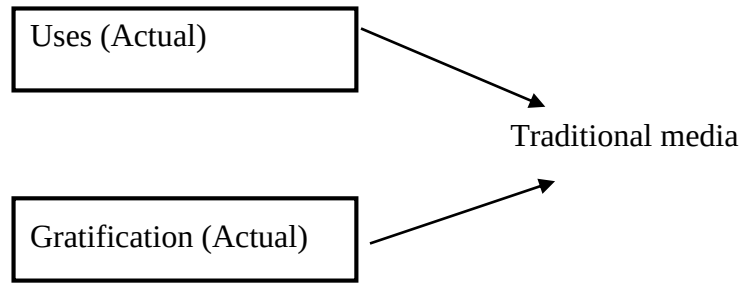


Figure 2.2: Uses and Gratification Framework

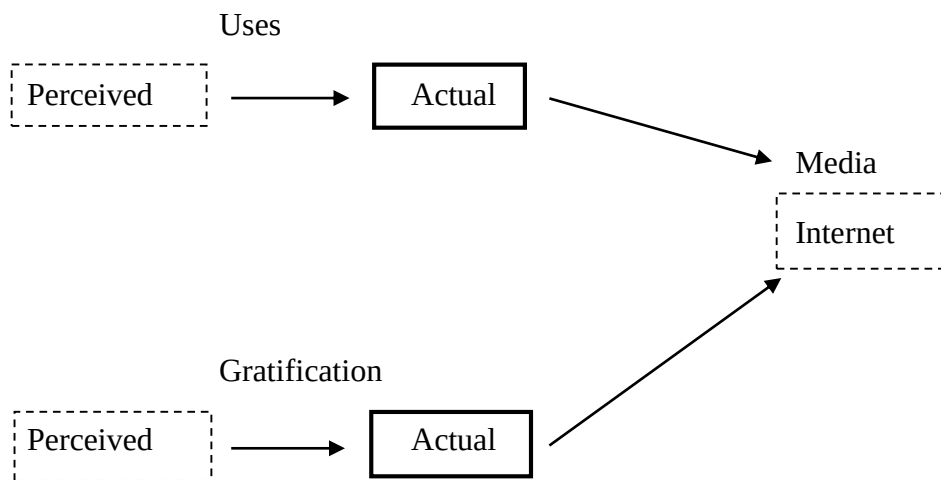


Figure 2.3: The modified Uses and Gratification Framework

2.4 Previous Research

As mentioned in Chapter 1, the studies on Uses and Gratification is quite broad. It started in 1940s on the use of radio and up to today to new media. "...according to McQuail (2010), the theory could be traced from the early 1940's when researchers started investigating why people listen to popular radio programmes and why they read newspapers daily" (Musa, Azmi & Ismail, 2016: 85). Uses and Gratification Theory is an important topic in communication theory as it involves media role on behaviour without the media user being conscious.

In studying this theory, there are four elements that have been considered. First, in the Uses and Gratification Theory, people use media for their own purpose, media effects different people differently, stress on description rather than explanation and measuring audiences use on media. Hence, to understand the study as whole, past studies are necessarily and worthwhile.

Usually to test a specific hypothesis, test of the theory and answer specific research questions. For this study, the researcher will be focusing on five aspects which are the internet, website, seeking information, GS and GO versus Perceived and Actual Study and homestays.

A. Internet

Internet is just a word or perhaps a term but has greater impact in human daily life and in many study fields especially in communication study. It is a recent explosion and keep on growing in communication field. "The Internet has revolutionized the computer and

communications world like nothing before. The invention of the telegraph, telephone, radio, and computer set the stage for this unprecedented integration of capabilities” (Leiner, Cerf, Clark, Kahn, Kleinrock, Lynch, Poster, Roberts & Wolff, 1997: 2). Roy supports Leiner and his co-researchers statement by mentioning that, “The Internet provides a wide range of networked telecommunications and media content delivery capabilities. The utility of the Internet as a powerful telecommunications medium is compelling, and the Internet is far more than just a conglomeration of web sites selling goods” (2008: 77). Originally, internet is known as global system of interconnected computer networks that use Internet Protocol Suite (TCP/IP) to link devices worldwide. The internet carries a vast range of information resources and services such as inter-linked hypertext documents and applicants of World Wide Web (www), electronic mail, telephony and file sharing.

Historically, the internet was commissioned by the United States Federal Government to build robust, fault-tolerated communication via computer networks in 1960s. Then, in the 1990s, it was marked as the beginning of the transition to the modern internet where there is a rapid growth as institutional and mobile computer. Afterwards, in the 2000s, its services and technology had been incorporated into virtually every aspects of human lives.

Associate Professor of Computer Science, Harding University, Frank McCown mentioned in his slide shows that the history of internet and web itself started in 1945.

1945 -Vannevar Bush writes about “memex”, a futuristic, automatic, personal library system.

1960 -Advanced Research Projects Agency (ARPA) does research on “internetwork”, connecting small and large networks.

- 1968 -Doug Engelbart demonstrates NLS, a hypertext system that uses a “mouse”.
- 1969 -ARPANET goes online with four nodes.
- 1969 -Request for Comments (RFC) created for quickly disseminating ideas with other network researchers.
- Telnet allows user to login to a remote computer (RFC 15).
- 1971 -Ray Tomlinson sends first e-mail (sent to himself and probably read “QWERTYUIOP”).
- FTP (File Transfer Protocol) allows files to be transferred between computers (RFC 114).
- 1981 -ARPANET (Internet) has 200 nodes.
- 1982 -ARPANET standardizes its use of TCP/IP (Transmission Control Protocol/Internet Protocol) to send data packets across the network.
- 1983 -Domain Name System (DNS) developed.
- 1985 -NSFNET established, would later become major part of the Internet backbone.
- 1986 -Over 10,000 nodes on ARPANET. US military portion of ARPANET splits off into MILNET (military-only network).
- 1988 -Over 100,000 nodes on Internet.
- 1988 -First Internet worm by Robert Tappan Morris crashes 6% of servers on Internet.
- IANA established to oversee global IP address allocation (and other).
- 1990 -Tim Berners-Lee and others at CERN develop the WorldWideWeb (WWW), HTML documents transmitted over the Internet by a web server to web browsers using URIs and HTTP (1st web page online on Aug 6, 1991).
- 1992 -Viola WWWbrowser for UNIX.
- 50 web servers.

- 1993 -500 web servers.
 - Mosaic web browser –multi-platform and 1st browser to display inline images, written by Marc Andreessen.
- 1994 -2,500 web servers.
 - WWW Consortium (W3C) began.
 - Netscape 1.0.
 - Yahoo! Web directory started by Jerry Yang and David Filo.
- 1995 -Netscape 2.0 –Supported plug-ins, frames, Java applets, JavaScript.
- 1995 -Internet Explorer 1.0 released by Microsoft.
- 1996 -Macromedia Flash 1.0 (previously called FutureSplash Animator).
 - Internet Archive begins archiving the Web.
- 1997 -HTML 4.0 de facto standard.
 - Browser Wars I: Netscape vs. IE.
- 1998 -Network Solutions registers 2 millionth domains name.
 - Emergence of <XML>.
 - ICANN created to manage IP address space and DNS root zone.
- 1998 -Google founded by Larry Page and Sergey Brin.
- 2000 -Napster sued over music sharing.
 - Web size estimates by NEC-RI and Inktomi surpass 1 billion indexable pages.
 - XHTML 1.0 recommended by W3C.
- 2001 -Wikipedia: encyclopedia that can be edited by anyone.
- 2002 -Blogs become popular.
- 2003 -iTunes comand other legal Internet music downloading services appear. iTunes.com registers 25th million song download in Dec (“Let It Snow! Let It Snow! Let It Snow!” by Frank Sinatra).
- 2003 -Security problems.
 - SQL Slammer worm -largest and fastest spreading distributed denial

of service (DDoS) attacks ever.

-Sobig.Fvirus -the fastest spreading virus ever.

-Blaster (MSBlast) worm –one of the most damaging worms ever.

2004 -MySpace and Facebook popularize online social networks.

2005 -YouTube founded by three former PayPal employees and sold to Google the next year for \$1.65B.

2006 -Twitter launches 140 character limit micro-blogging service.

-Time Magazine's person of the year: You. Acknowledges significance of user-generated content (Web 2.0).

2007 -One of the first massive cyberattacks: Estonian websites attacked by Russian hackers after relocating the Bronze Soldier of Tallinn monument.

2008 -Firefox 3 sets Guinness World Record for the "largest number of software downloads in 24 hours." (8M downloads).

2008 -Google releases the Chrome web browser.

2008 -W3C releases First Public Working Draft of HTML5 spec.

2012 -ICANN reveals 1,410 new generic top-level domains (gTLDs) like .apple, .catholic, and .dad.

2013 -Mobile devices account for 18% of all web page views (StatCounter).

(Cited from McCown, 2017)

The history shown that internet has long fundamental history. Going forward, most of traditional media function including telephony, radio, television and newspaper are being reshaped and redefine or even bypassed by the internet with the production of email, internet television, online music, digital newspaper and video streaming websites. Even the print media like books and newspapers are adapting to website technology mainly into blogging,

web feeds and online news aggregations. For instance, The Borneo Post established in 1978, is the largest and widest read English newspaper daily in East Malaysia is adapting into internet to share the news online. The company are now using website through its portal name BorneoPost Online. This situation shows how powerful the internet effect to the modern society.

However, not media only affected by the movement of internet. The internet also accelerated new form of personal interactions through instant messaging and internet forum. In term of business, internet also allows businesses to utilise the internet by promoting their product and this brought to online shoppers too.

Furthermore, the internet carries many network services. The most popular one is mobile apps such as social media apps and the World Wide Web (www) or just web. For World Wide Web, the well-known browser software is Microsoft's internet explorer/edge, Mozilla Firefox, Opera, Apple's Safari and Google's Chrome. These webs main benefit is, first it allows users navigate from one web page to another via hyperlinks embedded in the documents that contains of graphics, sounds, text, video, multimedia and interactive content. Second, these webs also permit users which is individuals' organizations to publish ideas and information. The ideas later convey to potentially large audience online without delay in time and cost reduce. The person who use the internet services is identified as users. "According to the ITU, the Internet passed the 3 billion user milestone in 2015, with just over 3.2 billion users worldwide by the end of the year" (Kende, 2016: 32). Figure 2.4 shows that the statistics on the internet users increase from year to year.

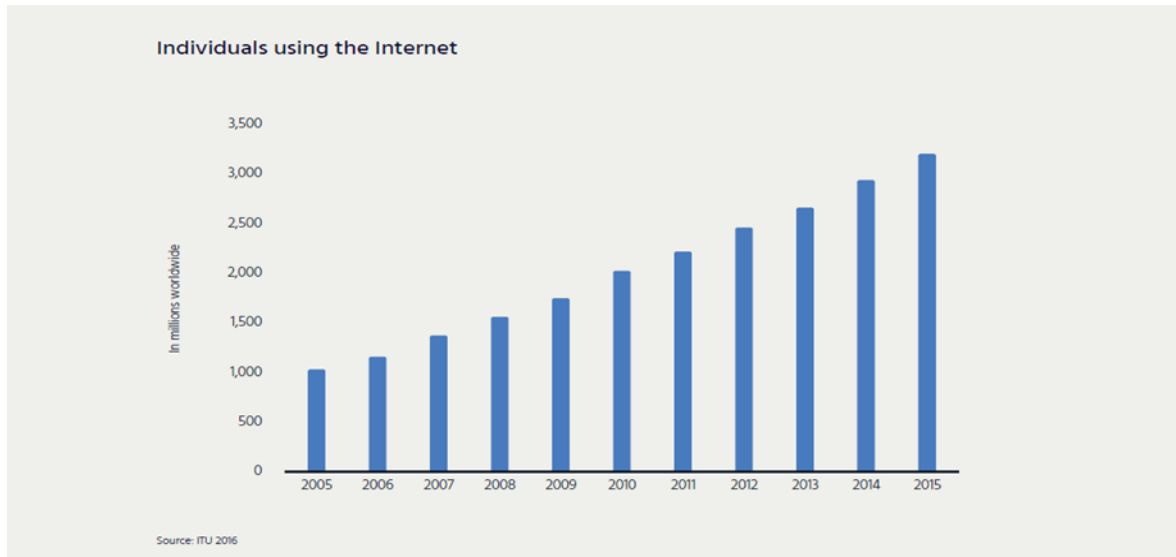


Figure 2.4: Individuals Using the Internet Worldwide

Meanwhile, for Malaysia, former Minister in the Prime Minister’s Department, Datuk Seri Nancy Shukri revealed in New Strait Times Online on 2nd February 2018, stating that internet users in the country have increased to 24.5 million people last year compared to 2.5 million people in 2006. Nancy adds, “...76.1 per cent of the internet users are youths between the age 20 and 49 while 5.8 per cent comprises of those aged 18 and below” (Povera, 2018). This data clearly shows that the internet is no longer a facility but a necessity.

Datuk Seri Nancy statement was supported by Malaysian Communications and Multimedia Commission, MCMC study. MCMC (2017) in internet users survey, IUS has highlighted several scopes to measure and understand users’ behaviour and uncover opportunities present in the emerging market which are online activities, consumers e-commerce participation, online security and privacy, child online parental control and demographic of Internet users and non-users. The sample involves 3,469 respondents that are divided into 2,402 Internet users and 1,067 non-users from 14 November 2016 to 10 February 2017. The survey was administrated using a Computer Assisted Telephone

Interview system operating out of MCMC CATI Centre in Cyberjaya. The findings of the study found that “Smartphone or mobile phone remained the most popular means for users to access the Internet (89.4%) making the country a mobile-oriented society” (MCMC, 2017: 10). This follows by laptop or notebook, pc/desktop, tablet, feature phone, smart TV, TV streaming box and game console. In term of users’ online activities, the survey encountered that the Internet remained as an important source of information for 86.9% users. “The Internet has certainly transformed our way of getting information, socialising, entertaining ourselves and even participating in economics activity. The survey found that Internet has become a pivotal medium in social engagement and leisure activities amongst Internet users in Malaysia” (MCMC, 2017: 12). In addition, the survey also discover that 67.2% internet users reside in urban area and 32.8% in rural area of Malaysia. The study concluded that users trust the information sought online.

For this, internet study is best to be conducted. Then, the best theory to studies on internet is the Uses and Gratification. This probably because whoever uses the internet and whatever they do with it, the root of study still Uses and Gratification approach. For that reason, this section will deal more on the Uses and Gratification approach on the Internet.

Hence, before going further, the question whether this theory is suitable or appropriate in studying the internet, should be emphasized. According to Morris and Ogan in their paper which positioned the Internet as a mass medium and strongly encouraged mass communication researchers to examine the internet in order to evaluate existing questions of communications research, noted that Uses and Gratifications Theory, “May help provide a useful framework from which to begin the work on Internet communication” (1996: 46). This is due to users activity in using the internet is still related with communication.

Meanwhile, Newhagen and Rafaeli (1996), in their dialogue on why the Internet should best studied by the communications discipline, noted that Uses and Gratifications as a logical paradigm to apply in doing a research on information transfer and the participation of users on the internet. Both of the scholars adds, it was foreseen that the Internet and its various uses would likely rejuvenate the scholarly application of Uses and Gratifications in scholarly research. This especially in term of information and participants of users. Moreover, Lin (1996) distinguished that the emergence of the personal computer, and the manner in which the personal computer has been utilised by individuals, has been linked to a wide variety of need fulfilments commonly cited in Uses and Gratifications research. These gratifications included, “Social identity, interpersonal communication, para-social interaction, companionship, escape, entertainment, and surveillance” (Lin, 1996: 559). This proved that the Uses and Gratification in studying internet question would be definitely answer with yes as it is still related to media function and interpersonal interaction.

Furthermore, Ruggiero (2000) in a review of future development of the Uses and Gratification Theory, agreed that the Internet and related technologies were a logical genre for the paradigm to explore, and that the emergence of these new technologies may have revived Uses and Gratifications Theory from dormancy. He suggested that the Uses and Gratification Theory is well-suited to explore three data attributes that is not found in traditional media such as: interactivity, demassification and asynchronicity. He explained interactivity refers to the level of control that participants in the communication process own while demassification is a degree to which users have right to control over the medium itself. Then, asynchronicity is the notion of messages being both sendable and retrievable at different times.

To make it more concrete, “Song et al. (2004) reviewed previous studies and concluded that there is no essential difference between the basic uses and gratifications that audiences seek from traditional media and from the Internet” (Yuan, 2011:11). The reason probably due to internet is still known as media. It is advancement of old technology in form of its function similar with traditional media by sharing most ultimate information and visual. However, Slot and Frissen (2008), opposed the idea that there is a differences as internet can be controlled by users whereas traditional media like television, newspaper and radio is control by certain people which is also known as gatekeeper.

“Web 2.0 services exploit connections between users, as these connections provide manifold opportunities for users to innovate. Not only are users actively consuming content, users also take on distribution roles in peer-to-peer (P2P) file sharing networks, and content creation roles in the case of user-generated content” (Slot & Frissen, 2008: 195).

This statement indicates that people are no longer consumed by media but also has the rights to control it and this diversification of media use is what encourages Uses and Gratification Theory. “Uses and gratifications theory has changed and matured in response to the development of new technologies, and what applies to traditional media does not necessarily apply to new media (Johnson, 2009)” (Yuan, 2011:11). Ballard (2011: 5) supporting by stating that, “...scholars who believed in the power of the audience to select and filter messages ultimately challenged the reigning ideology of the time and contested the widely accepted powerful-effects perspective society held regarding media messages”. Due to this, internet study is more challenging and appealing.

Kraut, Kiesler, Boneva, Cummings and Helgeson (2001) pointed out that internet has the power to facilitate or discouraged the person using it depending on “how they use the media”. “Whether the Internet will have positive or negative social impact, however, may

depend upon the quality of people's online relationships and upon what people give up to spend time online” (Kraut et al., 2001: 4). In this case study, the user can feel encouraged or discouraged to visit Annah Rais Longhouse after they visit the websites.

In general, applying the Uses and Gratification theory in internet studies is of great importance because these new forms of mass media are somewhat new unlike old media that provided users with limited choices apart from to explain the users’ needs and the gratifications achieved. Overall, this theory is an ideal way to identify and analyse the reasons why individual use the internet.

B. Website

According to Larose and Eastin (2004), numerous studies on Uses and Gratification applied in the internet. Email, chatroom and social media are common modes of internet usage.

“Social media become an area of interest to researchers, marketers, students, celebrities, and many other economic and socio-political institutions. This has to do with the belief that the power of globalisation has forced many people to be online in order to cope and survive with the demand of the 21st century technology” (Musa et al., 2015: 84).

For instance, a study by Quan-Haase (2012), on the Uses and Gratification approach on social media which is Facebook and Instant Messaging is still relevant in digital society noted that the approach indeed continues to play a unique and important role in studying the communication, sociability, information and journalism. She added, the approach seems promising in providing a theoretical framework, a methodology from which user preferences and satisfactions can be compared across social media sites and in the end will help to better understand users’ motivation to spend large amount of time on these sites.

However, Musa and co-researcher (2015) in exploring the Uses and Gratification Theory in the use of social media among 111 final year diploma students of mass communication, Kano State, Polytechnic in Nigeria rejected that social media is not an informative medium. Using survey questionnaires and descriptive statistics, they found out that Facebook and Whatsapp is the highest use among other social media and majority of the respondents were not using it to get news or information. Their study reveals that social media were not truly functioning as information agent. Thus, a website does function as information agent.

So, what is website and how does it work? According to Jankowski, Jones, Foot, Howard, Mansell, Schneider and Silverstone (2004: 22), “Web sites related to the object or theme of the sphere are identified, captured in their hyperlinked context, and archived with some periodicity for contemporaneous and retrospective analyses”. Meanwhile, Germonprez and Zigurs (2005: 107) said “Web sites—the collection of web pages that make up the World Wide Web—are the fundamental means by which that information is retrieved and distributed”. Ruggiero (2000: 20) suggested that “...the Web as the ultimate in community building and enrichment, through which users can create relationships online in ways that have never been possible through traditional media”. Back to its history, a website was created by Tim Berners-Lee in 1990 and established in 1993 by The European Organisation for Nuclear Research (CERN). It is a collection of related web pages and multimedia contain, has domain name and published under at least one web server. A website can be access by public via Internet Protocol (IP) network such as Internet or private Local Area Network (LAN) through a uniform resource locator (URL). Normally, all publicly website constitute the World Wide Web (WWW) and written in Hyper Text Markup Language (HTML). Sandbothe (1996) revealed that hypertextuality which constitutes the

core of Internet documents, is created by the simple HTML, so that the text represents not affixed linear sequence, but performs as a network to be actively composed. Then, every building block of text (node) contains an abundance of keywords, pictograms, and pictures that can be clicked on with a mouse; these are the links. Next, a website can be view using all communication devices such as desktop computers, laptops or notebook, tablet computers and smartphones. There are many types of website exist. Some are fashion website, personal website, commercial website and corporate website which used by government, company, organization and non-government. Most these websites function as entertainment and social networking space to provide news and education but primarily open to cater information to public.

Several scholars on website revolves around commercial website that applied on Uses and Gratification approach believed that website plays the dominant role in terms of sharing and seeking information. Ferguson and Perse (2000) supporting this statement in their studies on whether Internet usage motivations predicted certain types of website visit. Their findings exposed that the search engine sites were strongly connected to the information motivation and the interactive sites were linked to the entertainment motivation. Meanwhile, Eighemy (1997) and Eighemy & McCord (1998) studied users of commercial websites and profiled the users on the basis of the motivations obtained encounter three major motivations for browsing through commercial websites. The three motivations are personal relevance, information involvement and entertainment value. In addition, Kargaonkar and Wolin (1999) also applied the Uses and Gratification Theory to improve the understanding of web usage by exploring web users' motivations and concerns. They used a 41-item scale to identify the motivations for Internet use. Their survey also collected information on respondents' views on advertising on the web and the type of website they

visited. Authors obtained seven factors: social escapism, transactional security and privacy, information, interactive control, socialization (non-transactional), privacy, and economic motivation. The study also investigated the relationship between the seven motivational factors and the three usage contexts, namely total time spent on the Internet, time spent on the Internet for business and personal factors and time spent for purchase from a website. “Furthermore, the Web tends to favour the possibilities for shopping and seeking information from a vast number of dispersed vendors over the building of a reservoir of experience based on longstanding collaboration and communication with a few partners” (Hertzum, Andersen, Andersen & Hansen, 2002: 13).

Moving further, Stafford and Stafford (2001) explored on this by mentioning that in user’s motivations for visiting and using commercial websites with the application of Uses and Gratification Theory found that two general dimensions of Uses and Gratification in previous studies are accepted which are content gratification and process gratification. They added that social gratifications exist as third. Stafford et al. (2004) follow up by study deeper in these three dimensions. They defined that process gratification involve search engine, technology and website use while for content gratification there will be loading of knowledge and information. Then, for social gratification, interaction and chat will take place. All those previous studies provided opportunities for the advancement of internet access services.

In the past, most studies related to website are focusing on marketing and advertising. “Most institutions incorporate study of the Internet into existing research agendas (e.g., departments of marketing focus on the marketing aspects made available within regions of the Internet, journalism departments consider provision of news via online channels)” (Jankowski et al., 2004: 29). Preceding scholars also stated that website itself play important

role in giving information. Still, it is depending on the user to decide whether the website they browse to get information is related to their needs or not. “Information on the web is different things to different people, relevant to some and not others, competitively advantageous to some, but not others, and so on” (Germonprez & Zigurs, 2005: 108). Then, the three dimensions on internet which are process, content and social are suitable for website study.

Therefore, further studies on website needed to check on its credibility especially in communication studies. “Web-based media require new methods of analyzing form and content, along with processes and patterns of production, distribution, usage and interpretation” (Jankowski et al., 2004: 20).

C. Seeking Information

Internet through website makes it easy for individual to search and share information that they could not get somewhere else. Singer inform that the Internet as the ultimate in individualism, “a medium with the capability to empower the individual in terms of both the information he or she seeks and the information he or she creates” (1998: 10). As compared to back then where there is no existence of internet, for individual to look for information they needed, they must go to the library. Now, with the technology advancement and with just one click on the mouse, the information just appears. “The Internet is fundamentally information medium, and most businesses operating online are providing information designed to improve visitors’ ability to make decisions” (Hasley & Gregg, 2010: 28).

According to LaRose and Eastin (2004) individuals or people use internet by accessing search engines to more conventional information seeking and entertainment

gratifications. Sangwan (2005: 4) defined, “Information for knowledge and understanding is gained through surveillance or participant and leads to learning, better decision making and improved time management”. “Using media purposely for information enhances the credibility of the Media Information Utility Theory, which argues that people rely on media for information” (Musa et al., 2016: 87). “Information needs — the type, coverage, depth - of a user may differ considerably depending upon the his/her activity at the moment...” (Kuruppu, 1999: 54). All the statements from the past study clearly show that individuals use the internet for information as the information they gain allow them to learn something new. This situation leads to users’ ability to make a wise and clever decisions. However, the need to seek information is up to the individual’s needs at the particular time and activity.

As mentioned in chapter 1, under definition of concept, seeking information is the act of user using certain medium of media to look for the information they need. According to Hertzum et al. (2002: 1) “The factors that enter into people’s assessment and choice of information sources include whether the source is oral or written, human or virtual, in-house or external, lay or authoritative, easily accessible or hard to get at, and whether the source contains information or pointers to information”. This imply that some rely on the information they got, while some not. Hertzum et al. (2002) also noted that individuals who spend more time communicating perform better as they get input and output. This is because due to information seeking and sharing. Normally, the individual that use and rely on the information online has the trust on it especially when involve exchange information.

“While an information source – the trusted party – may have a moral responsibility toward an information seeker – the trusting party – there is a risk that the source is not able or willing to live up to this responsibility. To the information seeker trust involves an assessment of whether the other person possesses the required knowledge and skills (does she know?) and is likely to give a truthful and unbiased account of what she knows (will she tell?). Further, the decision to place trust in something requires that the

information seeker has confidence in his ability to correctly interpret the communicated message (do I understand?)” (Hertzum et al., 2002: 2).

Seeking information in internet especially website study cannot be separated. There are several studies that admitted to this in studying internet. Papacharissi and Rubin (2000) applied Uses and Gratification to internet usage to locate that primary motive of using the internet and their studies reveal five primary motive which one of it is information seeking apart from interpersonal utility, pass time, convenience and entertainment. This is in line with Hertzum et al. (2002: 3) that stated, “When people look for information they are not looking for any kind of information but for information relevant to their problem or information need”. LaRose and Easin (2004) found that expected activity outcomes and social outcomes were both related to internet usage. Both of them noted that the internet as medium that allow the user to have social interaction, enjoyment, self-reactive, monetary, information and status incentives.

Here, most of the visitors are seeking the information to feed their needs which is to experience the ethnic tourism in first hand. This is just suitable with the study as the visitor use the website to seek for information, later to fulfil their needs.

D. GS and GO versus Perceived and Actual Study

Most of the earlier studies agree that in investigating the user behaviour especially on how the perceived and act after using media is by using the Uses and Gratification Theory. “When it comes to user behavior and motivation, the U&G theory has been the most common approach, explaining “why” certain media behavior occurs” (Karimi, 2014: 55). This is because media affect different people differently.

Larose and Eastin (2004: 359) explained that uses, “Collectively these studies upheld one of the models basic propositions (Palmgreen, Wenner&Rasengren, 1985), that gratification sought explain individual media exposure”. In brief, in previous study, how user encounter about the media is identified as gratification sought (GS). Again, Larose and Eastin (2004) reveal that gratification obtained (GO) or known as actual gratification or delayed gratification can be understood through outcomes. Here, the outcome can be seen from experience and behaviour which is best describe after media exposure. Usually, there is change in behaviour.

Due to this, Larose and Eastin (2004) further stated that gratification sought and gratification obtained is dissimilar, somehow related. Further explained that GS is reflecting to wished outcome meanwhile GO not necessarily achieving the outcome through present behaviour. “Comparing gratifications sought with those obtained reflects the outcomes achieved in the past but not necessarily the likelihood that they will repeated in present by engaging in further media consumption” (Larose & Eastin, 2014: 361). The GS outcome will update the experiences and behavioural consequences. Normally, GS could be negative predictors of media behaviour if the users did not achieve their goals and needs and positive predictors of media if the users achieve their needs. Their behaviour can be seen through their feedback. In this term, GS and GO is different. Keppler (2014) when studying on Facebook and the Church: Gratification Sought and Gratification Obtained say, GS and GO are umbrellas under Uses and Gratification Theory on why people seek certain media and how they act. Thus, there is vast difference between these two: GO and GS.

Overall, Ballard (2011: 8) shared that, “This extension of the theory suggests that whatever gratifications users expect to receive from a media may be different than what they

actually receive”. Ballard (2011) believed gratification obtained is better predictor of media use during gratification sought. Usually, once if the needs meet, the use will be repeated.

Despite, there is gratification sought and gratification obtained studied by previous scholars in Uses and Gratification approach, most studies have focused on the satisfaction after, lack on before. This fact was supported by Quan-Haase (2012: 3), “The study of gratification has primarily focused on those gratification obtained after adoption”. She stresses that in Uses and Gratification, motivating user is the difficulty and GS should be study.

So, the previous studies indicated that gratification sought and gratification obtained is not new in Uses and Gratification Theory research. It is true these two factors (GS and GO) study the differences on before and after media consumption by the user. It is also undeniable that previous study prioritises the uses of media after or known as outcomes. Yet, both GS and GO are not relevant in this study as both factors studied on actual phenomena. Unlikely, the researcher wants to study on both perceived and actual in Uses and Gratification Theory, not just actual. Perceived is related with observe or see thing while actual is something that already happened.

The term perceived in studying Uses and Gratification Theory is suitable to replace the common gratification sought as the researcher is studying about a website which is a new media. According to Germonprez and Zigurs (2005: 109), “The dimensions of the framework suggest that web site complexity is both a perceived and objective construct”. They again stated that “Web site complexity can take on different levels for different individuals, based on how an individual ultimately perceives the web site or what the individual expects from the web site” (2005: 109). In brief, to study about a website, the

best term is perceived. In this study context, perceived here is a term to indicate before using the website, where the user looks and search for the information. Actual is somewhat where the user or visitor to Annah Rais Homestay already use the website, get the information, visit the homestay and experience the whole package or programme. In short, perceived is before while actual is after.

Therefore, for this study perceived gratification suggested that the visitors to Annah Rais use website to seek information to achieve their needs which is to get leisure and entertainment. Leisure and entertainment fall under actual gratification which is after the visitor visited or stayed at Annah Rais Homestay. In between perceived and actual in Uses and Gratification, there is a website as media types.

E. Homestays

Homestay is a place where the owner of the house give their space to visitors to stay. In between, they also promote their culture, tradition and environment. Therefore, homestay is known with many types of name in the whole world.

“Some other terms used for the homestay concept include “cultural stay”, “host families”, “farm stay”, “bed and breakfast”, “guest house”, “self-catering”, “small hotels” and “united states bed and breakfasts”. In addition, there are several other concepts involving homestay such as cultural homestay, heritage homestay, educational homestay, leisure stay, culture stay, volunteer stay and urban stay” (Mapjabil et al., 2015: 2).

“A homestay programme gives tourists the opportunity to stay with a chosen family, interact and experience the daily life of their homestay family and learn the culture and lifestyle of the rural community in Malaysia. A homestay programme cannot be classified as a lodging facility. It focuses more on lifestyle and experience, including cultural and economic activities” (Cited from Ministry of Tourism and Culture Malaysia).

Each homestay offers different types of programme and attraction depending on culture, food and economic. In brief, homestay has few elements such as culture and lifestyle, economic activity, recreation and environmental preservation. Culture and lifestyle involve history, traditional dance and culture while economic activity is something to do with fish breeding or agriculture. Then, recreation is such as sightseeing and jungle trekking and environment preservation where tourists are encouraged to plant trees at the homestays with the aim of preserving the environment and further beautifying the landscape of the homestays. Many examples of famous homestay activities in Malaysia, for instance Kelantan is famous with nasi kerabu, Sabah is well-known with the highest mountain in Malaysia, Mount Kinabalu, apart from Tarian Sumazau and Sarawak is popular with its longhouses. Moving further, the homestay package in Malaysia especially Sarawak, the case study area price range is between RM150 and RM250 inclusive of accommodation, food and activities.

Homestay programme or known as Community Based Tourism, CBT has started in Malaysia since 1970s. According to Pusiran and Xiao (2013), the announcement regarding homestay as an official tourism product in Malaysia was made in 1995 as a catalyst for the rural development. This due to the government realised the important role play by homestay in showcasing local culture, tradition and heritage of a diversity of communities in nationwide to tourist and in exchange, benefited the rural community by giving them income, employment opportunities and at once economic development. This was supported by Mapjabil et al. (2015) that mentioned the homestay program has contributed significantly to development of local communities and their economy since 1995. Due to that, in order to strengthen the homestay programme or CBT in Malaysia, the government through the

Ministry of Tourism and Culture has implement several rules and regulations to ensure the success of a homestay.

1. Residential location: The location must be in a suitable area in terms of transportation. It should be free from pollution and have a suitable environment besides displaying the lifestyle of Malaysian society.
2. Basic facilities: The residential unit designated as a homestay should be of an appropriate size, with visitors housed in separate rooms. To ensure the comfort of the host's family members and guests, the maximum number of rooms permitted for visitors is limited to three decent sized bedrooms. The visitors' comfort should be prioritised and the premises must have proper bathrooms, toilet facilities, dining and living room as well as other basic amenities. The host should also supply meals, towels, mosquito coils, mosquito nets and kain sarong upon the visitors' request. Basic facilities should be well maintained to ensure the cleanliness of the premises and the comfort of the visitors.
3. Cleanliness: The home environment should be clean and clear of rubbish so that it does not become a breeding ground for mosquitoes and flies. Efficient waste disposal and drainage should be ensured to avoid unpleasant odours.
4. Safety: Insurance coverage is necessary to protect visitors and all parties in the event of an accident. For tour groups brought in by travel agencies, insurance coverage should be handled by the tour company. The host is advised to take out an insurance policy from any registered insurance company for the protection of individual visitors. Attention should also be paid to safety measures such as fire prevention.
5. Guidelines for food preparation: The storage and handling of food and running of food premises must be paid close attention. The cleanliness of these premises needs to be maintained and all unused containers (boxes, cans, bottles, etc.) which can become a breeding ground for 'vermin' such as mice and insects should be disposed of properly. Garbage must also be collected and disposed of frequently while waste disposal areas and containers must be cleaned regularly.
6. Equipment and appliances: All equipment and appliances used in the preparation and handling of food should be appropriate to prevent food poisoning. Equipment and appliances should be washed after use and kept in sanitary conditions" (Mapjabil et al., 2015: 4).

According to homestay statistic released by Ministry of Tourism and Culture, Malaysia, as of December 2017, there is 206 homestay with 3,994 homestays' operator all over the country. From that data, 41 homestay operated in Sarawak under 594 homestay

operators. If compared to previous year, the number is increase, as 2016 recorded 193 homestays and for Sarawak only 35 homestays operated.

The increase in statistics of homestay number in the country is not merely due to government initiative alone but also due to the awareness by homestay operators that the generation nowadays are into exploring and adventure apart from relaxing. According to Lin and Yeh (2013), recently, tourism experienced tremendous growth as visitors are seeking few places to relax and release their stress. This situation brought to new insight that in studying homestay, a perception from tourist should not be neglected. Following this, homestay and visitors are interconnected as the tourists contribute to the benefits of tourism.

Speaking of that, it is believed that the relation between homestay and tourist can be strengthen through the use of technology. Miraz et al. (2015) said that the use of technology such as internet, blog and website is needed in bringing tourist as it can contribute to develop homestay. This is because the technology allows the visitor to communicate directly with the homestay operator compared to manual way, where the visitors must deal with travel agent. “Previously the system does not help the user to view their choice. But web recommended system helps users to view and recommend sites of homestay” (Miraz et al., 2015: 33). Miraz et al. (2015) again mentioned that in order to gain users attention to seek for the homestay information and details, blogging or website is better.

So, for this study, the researcher is focusing on three Annah Rais Homestays. All these homestays have their own website that share information regarding their package and activities. Usually, a homestay promotes eco tourism but Annah Rais Homestay promotes the ethnic tourism by giving the visitors the opportunities to experience the famous and authentic longhouse stay. If in Kelantan famous with nasi kerabu, Annah Rais in Sarawak

also not lacking by serving the Ayam Pansuh, tuak (rice wine) and traditional tea from tree bark (bakah baras). Generally, to know about the society or a place, it is believed that staying in the homestay perhaps one of the fastest and easiest ways to get to know it.

2.5 Summary

In general, Chapter 2 has informed about background of the study which focusing on Uses and Gratification Theory by making Annah Rais as subject of the study. Here, the researcher explained the background of the study by introducing Bidayuh in Sarawak, its population, history, language or dialects, religion, economy, celebration up to Bidayuh at Annah Rais itself. The researcher also touched on ethnic tourism aspect. The main point of this chapter is on Uses and Gratification Theory; its development and history from year to year up to creating new theoretical framework to support the study. The chapter ends with literature review on theory, website and homestay studies in the past.

CHAPTER 3

METHODOLOGY

3.1 Introduction

Method is a very important part in this research study. It is important because method refers to the techniques to carry out the research. Normally, method is an approach for clarification about certain issues that arise aside from finding the solution for the problems. In this study, to find the solution of the problem, the analysis of three websites need to be operated to get the answer. In this section, the researcher will provide the location of the study, determine the design used during the review, and also state the number of populations. It is also a method to collect and analyse data. Pilot study and ethical issues also discussed here. Therefore, the approach used in this research is quantitative approach; survey.

3.2 Population and Sampling

The population of this study is the visitors who used the websites and obtained gratification after visiting the homestays. There are three websites altogether which are Longhouse Adventure by the Mr. Edward Gunui, Borneo Sarawak: Annah Rais Bidayuh Homestay operated by Madam Jenny, Madam Valarie and Madam Karum and Macheree's Homestay by Madam Macheree and Mr. Ringgin.

For the sampling, purposive sampling under non-probability sampling is preferred. Purposive sampling is known as "hand picked" or "exclusive" in the research. According to Wimmer and Dominick (2014), purposive sampling is frequently used when mass media researchers are looking for respondents to answer some specific questions on how they use

medium of communication. This due to, the researcher already knows certain people they want to choose for their research that are likely produce most important data. In this study, the purposive sampling used as the respondent only converge the visitors that used the website continue by already visit or stayed in Annah Rais. “In effect, they are selected with a specific purpose in mind, and that purpose reflects the particular qualities of the people or events chosen and their relevance to the topic of the investigation” (Denscombe, 1998: 15). The advantages of using this sampling is allowing the researcher to meet directly with the person they wanted, giving full concentration in this study. Therefore, questionnaires are best to be conducted in studying the differences between perceived and actual in Uses and Gratification. This is important because of the subjective nature of perception. People may have different perception of the uses of website as information tool based on their exposure, interest and previous knowledge.

Stating this, 100 visitors who have stayed at the Annah Rais Homestay will be selected for this research. The 100 respondents includes both local and foreigner age around 16 and above who have been using the website and have experience with the homestay. The idea of selecting 100 respondents is due to average number of tourist per day as per advice by the homestay operators. The homestays received an average of 100 visitors per day.

As the actual population of those people staying at these homestays is not easily verifiable, the researcher has chosen to do a purpose sample of those individuals that visited and stayed at these homestays from the June to October 2017 which later will be divided to peak and low season. According to one of the homestay’s operator, Madam Jenny, low season is during the weekdays and when there is no celebration or festival going on. Meanwhile, for peak season, it falls during weekend, school holidays and whenever there is festival or celebration happening. This year around, the celebration that falls between June

to October includes; Gawai Dayak Celebration, Hari Raya Aidilfitri, National Day, Malaysia Day and Awal Muharram (Maal Hijrah). Not to forget, the prestigious event like World Harvest Festival and Rainforest World Music Festival (RWMF) too fall around that period.

Overall, the months of June, July and August are known as peak seasons whereas September and October are the low season. The reason is as explained above, from June to August, there are a lot of public holiday nationwide. Meanwhile, on the other hand, July and August are recognized as summer holiday season in Europe. September and October is known as low season as there is less holiday and it is also typically monsoon season in Malaysia, restraining tourists from much activities.

3.3 Research Design

A research design is an efficient plan to study a problem statement in the research project. It is designed to be clear on the role and purposes of research design whether it fits into the whole research process from framing a question to the last part analyzing and present the data. Usually in this section, social researchers will ask two fundamental types of research question which is “what is going on” (descriptive) and “why is it going on” (explanatory). Yet, don’t be confuse, research design is different with the method as any research design can, in principle, use any type of data collection method along with use either quantitative or qualitative data that are refers to structure of an enquiry.

For this paper, quantitative approach will be utilized. According to Aliaga and Gunderson (2000), quantitative research is “Explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics)”. Creswell (2014) explained that the used of quantitative research is introduced in late 19th and

throughout the 20th century mainly in psychology field. It is design to apply behavior analysis, usually to compare two or more groups in term of cause. “Another nonexperimental form of research is the correlational design in which investigators use the correlational statistic to describe and measure the degree or association (or relationship) between two or more variables or sets of scores” (Creswell, 2014: 41).

Meanwhile, Cohen, Manion and Morrison (2000) said, quantitative approach was established after qualitative design to review basic descriptive statistics. “Researchers typically select the quantitative approach to respond to research questions requiring numerical data...” (William, 2007: 65). It is believed that quantitative approach is suitable to test hypothesis and theories as it looked for the cause and effect.

Therefore, survey method is the best to conduct quantitative research as it provides numerical description on attitude and opinion. A survey is an appropriate method for this study because it allows largest number of participants to take part in the study. In addition, survey data enable holistic understanding of uses and gratification. “A survey design provides a quantitative or numeric description of trends, attitudes, or opinions of a population by studying a sample of that population” (Creswell, 2014: 201). “Survey research uses scientific sampling and questionnaire design to measure characteristics of the population with statistical precision” (Sukamolson, n.d.). Ahmad and Usop (2011: 135) mentioned that, “A questionnaire is a predetermined set of questions designed to capture data from respondents”. “Questionnaires enable the researcher to elicit detailed information from respondents who may not be accessible otherwise (homebound, rural, etc.)” (Sukamolson, n.d.). Here, survey allows the researcher to collect or gather information from a particular sample using questionnaires. The questionnaires are conducted to obtain large data and it is in form of numeric.

3.4 Research Instrument

Since the research used large-scale numbers of respondent, questionnaires is a collection instrument that is going to be use. A questionnaire is a set of systematically stuctured questions that is used by the researcher to get relevant information needed for the study. Normally, there are two types of questionnaires when using this instrument, which is open-ended and close-ended questions. Among the example of close-ended questions is likert scales where the respondents is expected to rate.

Likert scale is applicable for this study as the researcher is measuring respondent attitude and opinion about certain subject which in line with the subject is Uses and Gratification Theory. This idea was supported by John (2010: 4) who mentioned that, “The key point is that Likert items are intended to capture the extent of agreement or disagreement with an idea, and not to measure some sort of quantity or ‘hidden variable’”. “The points between ‘Strongly agree’ and ‘Strongly disagree’ are simply given numerical labels” (John, 2010: 6). In this research, the researcher uses close-ended question that uses likert scale, five point version, rating from strongly disagree to strong agree and neural midpoint. Furthermore, apart from numerical rating scales, there are also true and false items, mutltiple choice and rank. Yet, for open-ended question is more on giving the respondent to express their opinion and thought.

The questionnaires will be distributed to the 100 respondents that visited the website and homestay itself. The reason is because the study tends to focus on the Uses and Gratification which is the people’s satisfaction after using the website and find out their experience after visiting the homestay. In brief, it is likely about before and after the use of the website.

Regardless the kinds of data involve, this questionnaire contains of “open-ended” and “close-ended” questions, acquired and construct from the research questions. The questionnaire is constructed by the resaercher based on the U&G theory and website information. There are six main categories in the questionnaire which are listed as;

- (i). Category A: Demographic information
- (ii). Category B: Level of Internet Usages
- (iii). Category C: Internet Function
- (iv). Category D: The Three Websites Familiarity
- (v). Category E: Perceived and Actual Uses of Information Obtained from The Websites
- (vi). Category F: Perceived and Actual Gratification After The Visitors Have Visited or

Stayed at The Homestays

Category A to D is more on knowing the respondent behaviour. Meanwhile, Category E and F is in-depth towards the study which is to investigate and test the two hypotheses construct from the research questions.

3.5 Reliability of Research Instrument

This section discusses on the reliability of the instrument is tested using Cronbach’s Alpha. According to Tavakol and Dennick (2011: 53) in journal entitle *Making sense of Cronbach’s alpha*, “Alpha was developed by Lee Cronbach in 1951 to provide a measure of the internal consistency of a test or scale; it is expressed as a number between 0 and 1”. Each cluster of items was analyzed. The clustering of these items were created using factor analysis.

3.5.1 The reliability of information on the websites before visiting the homestays

Table 3.1: Cronbach's Alpha for information before

Statement	Cronbach's Alpha is item is deleted
The information in the website is accurate	0.925
The information in the website is complete	0.935
The information in the website is interesting	0.907
The information in the website is helpful	0.920
The information in the website is relevant	0.927

3.5.2 The reliability of information on the websites after visiting the homestays

Table 3.2: Cronbach's Alpha for information after

Statement	Cronbach's Alpha is item is deleted
The information in the website is accurate	0.947
The information in the website is complete	0.949
The information in the website is interesting	0.945
The information in the website is helpful	0.950
The information in the website is relevant	0.948

3.5.3 The reliability of reservation on the websites before visiting the homestays

Table 3.3: Cronbach's Alpha for reservation before

Statement	Cronbach's Alpha is item is deleted
The reservation process is easy	0.970
The reservation process is helpful	0.960
The reservation process is reliable	0.964
The reservation process is fast	0.959
The reservation process is valid	0.957

3.5.4 The reliability of reservation on the websites after visiting the homestays

Table 3.4: Cronbach's Alpha for reservation after

Statement	Cronbach's Alpha is item is deleted
The reservation process is easy	0.956
The reservation process is helpful	0.963
The reservation process is reliable	0.957
The reservation process is fast	0.961
The reservation process is valid	0.960

3.5.5 The reliability of package on the websites before visiting the homestays

Table 3.5: Cronbach's Alpha for package before

Statement	Cronbach's Alpha is item is deleted
The package is interesting	0.938
The package is value for money	0.929
The package suit my need	0.930
The package suit my budget	0.941
The package catches my attention	0.947

3.5.6 The reliability of package on the websites after visiting the homestays

Table 3.6: Cronbach's Alpha for package after

Statement	Cronbach's Alpha is item is deleted
The package is interesting	0.955
The package is value for money	0.952
The package suit my need	0.952
The package suit my budget	0.958
The package catches my attention	0.960

3.5.7 The reliability of transportation on the websites before visiting the homestays

Table 3.7: Cronbach's Alpha for transportation before

Statement	Cronbach's Alpha is item is deleted
It is easy to travel to the destination	0.932
It is cheap to travel to the destination	0.919
It is safe to travel to the destination	0.917
It is comfortable to travel to the destination	0.916
It is pleasant to travel to the destination	0.927

3.5.8 The reliability of transportation on the websites after visiting the homestays

Table 3.8: Cronbach's Alpha for transportation after

Statement	Cronbach's Alpha is item is deleted
It is easy to travel to the destination	0.949
It is cheap to travel to the destination	0.948
It is safe to travel to the destination	0.943
It is comfortable to travel to the destination	0.947
It is pleasant to travel to the destination	0.945

3.5.9 The reliability of location on the websites before visiting the homestays

Table 3.9: Cronbach's Alpha for location before

Statement	Cronbach's Alpha is item is deleted
The location is easily located	0.929
The location is suitable	0.930
The location is near	0.936
The location is strategic	0.920
The location is appropriate	0.933

3.5.10 The reliability of location on the websites after visiting the homestays

Table 3.10: Cronbach's Alpha for location after

Statement	Cronbach's Alpha is item is deleted
The location is easily located	0.925
The location is suitable	0.921
The location is near	0.928
The location is strategic	0.916
The location is appropriate	0.922

3.5.11 The reliability of tour and activities on the websites before visiting the homestays

Table 3.11: Cronbach's Alpha for tour and activities before

Statement	Cronbach's Alpha is item is deleted
The tour and activities is interesting	0.950
The tour and activities is informative	0.957
The tour and activities is relevant	0.948
The tour and activities is adventurous	0.962
The tour and activities is organized	0.956

3.5.12 The reliability of tour and activities on the websites after visiting the homestays

Table 3.12: Cronbach's Alpha for tour and activities after

Statement	Cronbach's Alpha is item is deleted
The tour and activities is interesting	0.936
The tour and activities is informative	0.940
The tour and activities is relevant	0.944
The tour and activities is adventurous	0.944
The tour and activities is organized	0.934

3.5.13 The reliability of homestays on the websites before visiting the homestays

Table 3.13: Cronbach's Alpha for homestays before

Statement	Cronbach's Alpha is item is deleted
The homestay is clean	0.951
The homestay is unique	0.939
The homestay is beautiful	0.938
The homestay is traditional	0.949
The homestay is comfortable	0.949

3.5.14 The reliability of homestays on the websites after visiting the homestays

Table 3.14: Cronbach's Alpha for homestays after

Statement	Cronbach's Alpha is item is deleted
The homestay is clean	0.940
The homestay is unique	0.936
The homestay is beautiful	0.935
The homestay is traditional	0.945
The homestay is comfortable	0.951

3.5.15 The reliability of local food on the websites before visiting the homestays

Table 3.15: Cronbach's Alpha for local food before

Statement	Cronbach's Alpha is item is deleted
The local food is delicious	0.975
The local food is interesting	0.965
The local food is well present	0.964
The local food is unique	0.961
The local food is palatable(eatable)	0.961

3.5.16 The reliability of local food on the websites after visiting the homestays

Table 3.16: Cronbach's Alpha for local food after

Statement	Cronbach's Alpha is item is deleted
The local food is delicious	0.960
The local food is interesting	0.951
The local food is well present	0.953
The local food is unique	0.963
The local food is palatable (eatable)	0.955

3.5.17 The reliability of environment on the websites before visiting the homestays

Table 3.17: Cronbach's Alpha for environment before

Statement	Cronbach's Alpha is item is deleted
The environment is clean	0.967
The environment is beautiful	0.961
The environment is green	0.961
The environment is breathtaking	0.965
The environment is pleasant	0.955

3.5.18 The reliability of environment on the websites after visiting the homestays

Table 3.18: Cronbach's Alpha for environment after

Statement	Cronbach's Alpha is item is deleted
The environment is clean	0.921
The environment is beautiful	0.918
The environment is green	0.926
The environment is breathtaking	0.914
The environment is pleasant	0.908

3.5.19 The reliability of the homestay operators on the websites before visiting the homestays

Table 3.19: Cronbach's Alpha for the homestay operators before

Statement	Cronbach's Alpha is item is deleted
The homestay operator is friendly	0.972
The homestay operator is helpful	0.971
The homestay operator is warm	0.966
The homestay operator is easy going	0.968
The homestay operator is kind	0.979

3.5.20 The reliability of the homestay operators on the websites after visiting the homestays

Table 3.20: Cronbach's Alpha for the homestay operators after

Statement	Cronbach's Alpha is item is deleted
The homestay operator is friendly	0.959
The homestay operator is helpful	0.958
The homestay operator is warm	0.959
The homestay operator is easy going	0.954
The homestay operator is kind	0.961

3.5.21 The reliability of the Annah Rais people on the websites before visiting the homestays

Table 3.21: Cronbach's Alpha for the Annah Rais people before

Statement	Cronbach's Alpha is item is deleted
The Annah Rais people is friendly	0.967
The Annah Rais people is helpful	0.966
The Annah Rais people is warm	0.967
The Annah Rais people is easy going	0.964
The Annah Rais people is kind	0.971

3.5.22 The reliability of the Annah Rais people on the websites after visiting the homestays

Table 3.22: Cronbach's Alpha for the Annah Rais people after

Statement	Cronbach's Alpha is item is deleted
The Annah Rais people is friendly	0.941
The Annah Rais people is helpful	0.948
The Annah Rais people is warm	0.946
The Annah Rais people is easy going	0.941
The Annah Rais people is kind	0.953

3.5.23 The reliability of the amenities on the websites before visiting the homestays

Table 3.23: Cronbach's Alpha for the amenities before

Statement	Cronbach's Alpha is item is deleted
The electricity is reliable	0.924
The water supply is sufficient	0.925
The road connection is accessible	0.922
The signboard is accurate/helpful	0.932
The tourist information centre is helpful	0.955

3.5.24 The reliability of the amenities on the websites after visiting the homestays

Table 3.24: Cronbach's Alpha for the amenities after

Statement	Cronbach's Alpha is item is deleted
The electricity is reliable	0.909
The water supply is sufficient	0.905
The road connection is accessible	0.915
The signboard is accurate/helpful	0.902
The tourist information centre is helpful	0.925

3.6 Collecting Data or Data Gathering

Collecting data or known as data gathering is the core of the study as without this procedure, the study is not feasible. For this study, the quantitative data collection method relies on paper-pencil-questionnaires that can be sent to at a large number of people which can help to save time and money. In generally, people are more truthful while responding to this style especially on controversial issues in particular as their responses is anonymous.

During this time, the researcher will explain on the question from section to section to the respondent so that they are clear and understand the research motive. The format of the questions determine the type of data generated. For example, close-ended questions use single choice response (yes or no), multiple choice response, rating levels (likert scale) and exact figure whereas for open-ended questions tend to be a written text response.

The collection data in this research is using questionnaires as the response can be analysed using quantitative method which is related to numerical values in likert scales. The result is easier to analyse from pretest or posttest and can be compared as well analysed.

3.7 Data Analysis

The data that going to be analyse will used quantitative approach. Therefore, concept of the analysis is more towards, the uses of the website itself and the people perceived after the visit. Among the statistic procedure to do this study is mode, mean, mid-point, median and standard deviation. For this research, the researcher will used T-test in Data Analysis Guide known as Statistical Package for the Social Sciences-SPSS system to analyze the variable.

3.8 Pilot Study

The researcher conducted a pilot study on the reliability and validity of the questionnaire for the study. The test was done in the month of May 2017. The researcher distributed the formulated questionnaires to 10 respondents who visited the homestays at Annah Rais. Based on the feedback, the researcher made a slight modification to the questionnaire.

The changes made to the questionnaire in Section E which originally contain and combine of both perceived and actual in Uses and Gratification. However, the researcher think this can create confusion especially to run the test and thereby, change the Section E by divided it into two section. It's become Section E and F. Section E is on perceived and actual uses of information obtained from the website while Section F is on perceived and actual gratification after the visitors have visit or stayed at the homestays. Then, the researcher divided 12 subject matter related to the webiste which is information, reservation, package, transportation, location, the tour and activities, homestay, local food, environment, homestay operator, the Annah Rais people and the amenities into these two section. The information, reservation, package, transportation, location and the tour and activities

included in Section E. This is because these six subject is mostly on uses of information meanwhile the rest subject is more towards gratification.

3.9 Ethical Issues

In conducting social sciences research ethical issues is one of the major concern. This is because, social sciences study normally involves human as its subject. The researcher is ethically guided to ensure that the information given by the respondents are used only for this research. The researcher is also reminded of the need to ensure that no harm or discomfort occur on respondents participating in the study.

Firstly, for this study, among the ethical issues that are taken into account is the privacy of respondents detail and information. The researcher ensures this by ensuring that the respondents do not provide their names or other information in the distributed questionnaire. The researcher only request for age, gender, religion and nationality of the respondents. The demographic data given is important for the analysis in this research.

Secondly, the researcher maintains objectivity in conducting this research. Objectivity is maintained through the use of standardized questionnaire to all the respondents participating in the survey. Before administering the questionnaire, each respondent were informed of the purpose of this research. They were also informed that all the data collected in the research will only be used for the purpose of this study. The respondents were free to voluntarily give all related information relating to the study as set in the questionnaire. The researcher was present when the respondents are answering the questionnaire. They were free to ask if they do not understand any questions.

Thirdly, the researcher had also ensure that issues of cultural sensitivity were taken into consideration in the formulation of the questionnaire. This is because Annah Rais homestays are visited by people from various cultures and nationalities. Thus, issues relating to cultural sensitivity were taken into consideration during the formulating of the research questionnaires.

Lastly, the interest of vulnerable group was also safeguarded. The research was open to all visiting tourists to Annah Rais homestays. On this note, the researcher was aware of the possibility of teenagers participating in the research. The consent of the parents is sought before teenagers were called to answer the questionnaire. With the expressed consent given, the researcher gave the questionnaire to teenagers to answer it. The researcher was well aware of the vulnerability of young people participating in research. Thus, all necessary precaution were taken to ensure that no private information was divulged by teenagers.

3.10 Methodology Issues

Methodology issue is the main obstacle faced by the researcher. For this research the main issue faced by the researcher is lack of resources regarding perceived uses and perceived gratification. As most of the researchers were focusing on actual in Uses and Gratification which is known as gratification sought, GS and gratification obtained, GO. Thus, in new media, many researchers gave priority study on social media such as Facebook and Twitter. There is less research on website user. Even if there is research on website, researchers only look at the gratification obtained. Not to mention, studies on website tend to involve marketing services and less on ethnic tourism. Therefore, this is one of the problems faced by the researcher.

Lack of research conducted in Annah Rais area is also one of the hindrance faced by the researcher. There are only a couple of researches conducted in the area and most of the studies are done on cultural, heritage and environment aspects. There is also no research done on media tools in Annah Rais.

Uncooperativeness is also the hindrance faced by the researcher during the study. This is because, not all people want to answer the questionnaires as they find it not related to them. Apart from that, for certain people, spending few minutes is just like wasting their time.

This uncooperativeness brings to third difficulty to the study. It is void questionnaires. Like explained earlier, 100 questionnaires are targeted. Yet, in actual, more than 100 questionnaires delivered to the visitors of the homestays. In this term, for instance, the respondent only answered half of the questionnaires.

Other issues for this research is most of the tourist visit Annah Rais Homestay with a travel agent. With the travel agent, the package is already well prepared and the visitor does not even have to visit the website to get information. Normally travel agent will only share certain details based on the package that they have crafted for the tourist. Due to that, not all visitors can answer the questionnaires.

Lastly, another interference to this study is that it is time and money consuming. Time is wasted especially when the respondent does not understand certain part in the questionnaires and the researcher must take time to explain. Money is wasted when the researcher must be at the location to get the respondent to answer. It is sometimes costly for the researcher to be in the location most of the time.

3.11 Summary

In conclusion, Chapter 3 provides an insight on the procedure of how the researcher conducts its study. The population and sampling procedure undertaken is also described in detail. The study involves three Annah Rais homestays websites. A total of 100 respondents who visited Annah Rais homestays took part in this research. For this research, the collected data was analyzed and tested for statistical significance. The reliability of the research questionnaire is determined using the Cronbach's Alpha testing. A pilot study was also carried out. This chapter concludes by exploring the ethical and methodological issues relating to social sciences research protocols.

CHAPTER 4

DATA ANALYSIS

4.1 Introduction

The general objective of this study is to identify the Uses and Gratification Theory on the three websites operated by the homestay operators in Annah Rais Village. Therefore, in this chapter, there are two parts to be discussed which is descriptive analysis and inferential analysis. Descriptive analysis will summarize the data collection. In this case, it refers to profile of respondent or visitor, level of internet usage, internet function and the three websites familiarity. In addition, inferential analysis is more in-depth on result of the hypothesis. There are two main hypotheses which involving subject like information, reservation, package, transportation, location, tour and activities, homestays, the local food, environment, homestay operators, Annah Rais people and amenities. Overall, this chapter will discuss the analysis on the data obtained from the fieldwork.

4.2 Descriptive Analysis

4.2.1 Demographic Information

The profile of respondent or visitor is described in this section. The profile of respondent involves gender, religion, nationality, income and education as labeled in the table below. The collated of data from the fieldwork indicate the age range of visitors who visited the homestay was from 16 up to 59 years old.

Table 4.1 shows that most of the visitors' gender are female, with male frequency is 43 (43.0 percent) and female is 57 (57.0 percent). This data shows that female are more attracted to visit the Annah Rais Homestay. In addition, majority who came to visit the homestay are Christians with a frequency of 49 visitors, followed by Islam-29, Buddha-18,

Hindu-1 and others-3. Referring to Table 4.1 the multiple visitors' religion revealed that there were no religious related issues arise even though these three homestays are operated by non-Muslim. This also strongly indicate that food prepared by these homestays can be accepted by the community as a whole. In terms of nationalities visited the homestay, most of them were Malaysian with frequency of 73 and the balance is non-Malaysian, 27. The data stated that, Malaysian from all over the country mainly from Sarawak, highly attracted to visit Annah Rais compare to non-Malaysian. This indicates that Malaysian actually appreciate their unique and diversity of culture. Foreign visitors were mostly from Netherland, Germany, United State, Australia, Korea, China and Italy.

From Table 4.1 also, the researcher concluded that most of the visitors can afford to pay for the packages. This illustrated by the income frequency where the highest is at the salary level at 'more than RM5000'. Meanwhile, the rest of the visitors' salary are under RM1000-RM2000 range at the reading of 16, RM3000-RM4000 and RM2000-RM3000 each at 15, RM4000-RM5000-10 and no salary at eight respectively. Students and unemployed are under the 'no salary' category.

The highest education qualification most visitors have are Bachelor degree with the frequency of 43, second STPM/Diploma at 25, secondary school/PMR/SPM at 16, Master degree at 14 and PHD at 2 respectively. This indicate that, most of the visitors are educated, can read and able to seek information. Generally, the respondents of Annah Rais are equal in terms of gender, religion is not an obstacle to visit the establishments and highest nationality is Malaysian. The respondents also have the resources to visit the establishments with most of them having salary above RM5000. Lastly most of these respondents are educated with the highest education level is bachelors degree eventhough some only study up to secondary school level. However, this is not an indication that they are not educated.

Table 4.1: Demographic of Respondent

Gender	Frequency	Percentage
Male	43	43.0
Female	57	57.0
Religion	Frequency	Percentage
Islam	29	29.0
Christian	49	49.0
Buddha	18	18.0
Hindu	1	1.0
Others	3	3.0
Nationality	Frequency	Percentage
Malaysian	73	73.0
Non-Malaysian	27	27.0
Income	Frequency	Percentage
None	8	8.0
Less than RM 1000	1	1.0
RM 1000-RM 2000	16	16.0
RM 2000-RM 3000	15	15.0
RM 3000-RM 4000	15	15.0
RM 4000-RM5000	10	10.0
More than RM 5000	35	35.0
Education	Frequency	Percentage
Secondary School/PMR/SPM	16	16.0
STPM/Diploma	25	25.0
Bachelor Degree	43	43.0
Master	14	14.0
PHD	2	2.0

4.2.2 Level of Internet Usages

Table 4.2 : Amount of time spent browsing internet in a day

Amount of Time browse internet	Frequency	Percentage
1-4 hours	47	47.0
5-8 hours	40	40.0
9-12 hours	10	10.0
13 hours and more	3	3.0

Based on the study, most of the respondents spend their time browsing the internet around 1-4 hours. This can be seen from the Table 4.2 that shows 47 % respondents using internet during this duration. Meanwhile for 5-8 hours is about 40 %, followed by 9-12 hours and 13 hours and more each at 10 % and 3 %. This study indicate that respondents is not internet heavy user. Furthermore, from the findings, it is also encounter that 48 % of the respondent using smart phone to access the internet, while 24 % using computer, 23 % laptop and 5 % tablet. The factor that brought to this data is due to the fact that every respondents own a smart phone and it is easily to carry compare to other devices.

4.2.3 Internet Function

Table 4.3: How the respondents first encountered about Annah Rais Longhouse Homestay

Type of Sources	Frequency	Percentage
Internet	29	29.0
Magazine	6.5	6.5
Newspaper	7.5	7.5
Television	5.5	5.5
Family	6	6.0
Friend	27.5	27.5
Radio	2.5	2.5
Pamphlet	4	4.0
Banner	1	1.0
Others	10.5	10.5

Table 4.3 shows that most of the respondents' first encounter about Annah Rais homestay from the internet with the data of 29 % followed by friend 27.5 % and others 10.5 %. According to the respondents, other sources which recorded the third highest data in the study is from the travel agent. However according to the respondents, even though they find out about the homestay from many sources, they still used internet to find further information. From the result above, internet is most attractive and trustworthy source for the respondents.

Table 4.4: Type of information the respondents search

Type of Information	Frequency	Percentage
Location	7	7.0
Estimate Time from time and airport	5	5.0
Distant from town and airport	6	6.0
Type of transportation	4	4.0
Package offered	11	11.0
Promotion	5	5.0
Activities Offered	9	9.0
Contact Details	6	6.0
History and background	5	5.0
Currency Exchange	2	2.0
Language	3	3.0
Map	3	3.0
Weather	2	2.0
Food	6	6.0
Amenities	6	6.0
Time Zone	1	1.0
Culture	6	6.0
Reservation	5	5.0
Picture	8	8.0

There is 12 types of information the respondents used while browsing the website offered by the homestay operator. Among the information the respondents looking for is location, distance, contact details and picture. Table 4.4 indicates that type of information the respondents' search most is the package offered by the homestay (11 %), activities offered (9 %) and picture (8 %). This inform that respondents is more into ethnic tourism.

4.2.4 The three website familiarity

Table 4.5: Website Preference

Website preference	Frequency	Percentage
Longhouse Adventure	43	43.0
Borneo Sarawak: Annah Rais Bidayuh Homestay	38	38.0
Macheree's Homestay	19	19.0

Table 4.5 shows that the respondents' website preference is Longhouse Adventure (43 %) which belong to Mr. Edward Gunui. This probably due to fact that the website contain is much attractive and informative.

Table 4.6: Package Preference

Package Preference	Frequency	Percentage
Half day trip	30	30.0
2 days and 1 night	51	51.0
3 days 2 nights	19	19.0

Most of the respondents stay at Annah Rais Longhouse homestay for 2 days and 1 night. Table 4.6 reveals that 51 out of 100 respondents choose this due to the time flexibility to do the village tour and experience the lifestyle of Bidayuh people. Then, the package offered is fix with multiple of activities can be done.

Table 4.7: Visiting Purpose

Visiting Purpose	Frequency	Percentage
Holiday	73	73.0
School or University Visit	15	15.0
Work Purpose	5	5.0
Others	7	7.0

Table 4.7 display that visitors to Annah Rais purpose if for holiday. This supported from data collected that mentioning 73 % respondents' response to holiday, 15 % for school and university visit, 5 % work purpose and others 7%. Others in this study refer to following friends. This data proven that it is undeniable that Annah Rais which surrounded by nature and rich in culture is most suitable place for holiday.

Table 4.8: Month of Visit

Month	Frequency	Percentage
June	16	16.0
July	30	30.0
August	21	21.0
September	24	24.0
October	9	9.0

Based on the study, the researcher choose five months to conduct the research which from June upto July 2017. Table 4.8 shows that most of the visitors to Annah Rais pick July followed by September. According to the homestay operator, this because during July, in Europe, it is summer holiday while in September it is school in the nation.



Figure 4.1: The visitors from Kuching at Mr. Edward Homestay



Figure 4.2: Rafting Activity

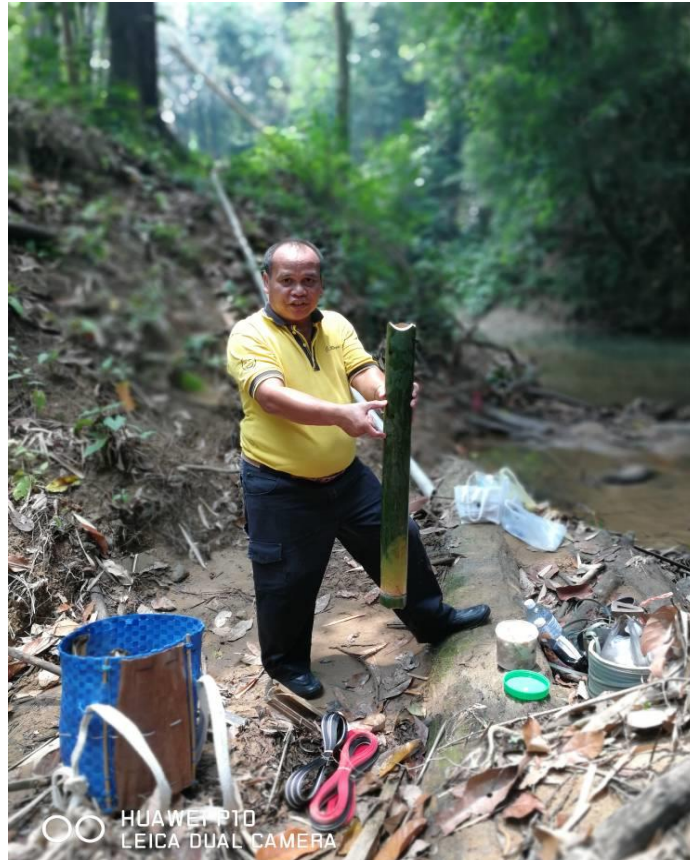


Figure 4.3: Teaching “Pansuh” Cooking in the Bamboo



Figure 4.4: Singaporean School Children and teachers learn to make handicraft



Figure 4.5: Mr. Thomas from Italy learn to play “Pra-Tu’ong”



Figure 4.6: Madam Karum show traditional Bidayuh tea “Bakah Baras” from tree bark

4.3 Inferential Analysis

This section discusses on the various analyses done on the constructed hypothesis. The discussion is divided into two parts. The first part is on the perceived and actual uses of information obtained from the websites which stated in Hypothesis 1 (H_1). The second part is the perceived and actual gratification after the visitors have stayed at the homestays which stated in Hypothesis 2 (H_2). Under H_1 , on perceived and actual uses of information, there are six sub-hypotheses tested which are on information, reservation, package, transportation, location, tour and activities. Meanwhile, under H_2 , the six sub-hypotheses such as homestays, local food, environment, homestay operators, Annah Rais people and the amenities.

4.3.1 Perceived and actual uses of information

H_{1a} The actual uses of information is higher than the perceived uses of information on the homestay websites

The variables tested for this hypothesis is the actual uses of information before and after visiting Annah Rais Longhouse Homestays derived from using the homestay's websites. The null hypothesis states that the actual and perceived uses of information is equal or less. The paired t-test was used to test the significance. The degree of significance is 0.05. The calculated mean for information after the visit is 8.73 and the mean before the visit is 7.29. The calculated t of 10.065 is significant at 0.000 (refer to Table 4.9). The null hypothesis is rejected. The mean for information after visiting Annah Rais is higher than the perceived uses of information on the homestay websites.

Table 4.9: Paired sample t-test on information on websites before and after visiting the homestays

Information	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 After information – Before information	1.44000	1.43069	.14307	1.15612	1.72388	10.065	99	.000

This indicates that the visitors to Annah Rais Longhouse homestay are satisfied with the information gathered after their visit as compared to before their visit. This is probably because pre-information obtained before their visit was obtain through reading from the websites.

Basically, talking about travelling to places of interest, the first thing that will appear into mind is getting the information of the place. The information is highly important as it gives an indication of the destination they are visiting. In short, information is facts provided or known as “what is conveyed”. For this study, the visitors looked for the information on the website provided and the findings revealed that, they are truly satisfied with what they have gained. The information gathered include location, distance, estimate time from town or airport, mode of transportation, package, promotion, activities, history and background, currency exchange, language, weather, food, amenities, culture, picture, contact details and reservation. This brings to a deeper understanding that information provided by the homestay operators in the website is fully utilize and bring great impact. Therefore, the visitors believed the information they received after visiting this homestay is more accurate, complete, interesting, helpful and relevant.

H_{1b} The actual uses of reservation is higher than the perceived uses of reservation on the homestay websites

The variables tested for this hypothesis is the actual uses of reservation before and after visiting Annah Rais Longhouse Homestays derived from using the homestay's websites. The null hypothesis states that the actual and perceived uses of reservation is equal or less. The paired t-test was used to test the significance. The degree of significance is 0.05. The calculated mean for reservation after the visit is 8.80 and the mean before the visit is 7.55. The calculated t of 9.355 is significant at 0.000 (refer to Table 4.10). The null hypothesis is rejected. The mean for reservation after visiting Annah Rais is higher than then perceived uses of reservation on the homestay websites.

Table 4.10: Paired sample t-test on reservation on websites before and after visiting the homestays

Reservation	Paired Differences					t	Df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 After Reservation – Before Reservation	1.25000	1.33617	.13362	.98487	1.51513	9.355	99	.000

It shows that visitors to Annah Rais Longhouse homestay are satisfied with the reservation process after visiting the homestay. Main reason is because the homestay operators provided and fulfilled their needs and wants as per request in their reservation. Furthermore, the reservation not only mentioned about getting the package but the whole process as well. This process involves commitments and trust between two parties. The visitors commit by paying for the package and the homestay operators commit by preparing all the necessities

requested as per agreed. The finding indicates that visitors are satisfied with the services provided thus illustrates with a high number in 'after reservation' data.

This statistics also indicates that the commitment bind by these two parties is valid and legit and fulfil the expectation of both with mutual understanding. Another reason is due to the ease of check in arrangement via valid contact number and email provided. Prior to visitor arrival, pre check-in arrangement was done by the homestay operators thus making the stay much more appealing. Overall, the visitors are more satisfy with the 'after reservation' as they managed to did their arrangements prior to the visit and enjoy the whole experience.

H_{1c} The actual uses of package is higher than the perceived uses of package on the homestay websites

The variables tested for this hypothesis is the actual uses of package before and after visiting Annah Rais Longhouse Homestays derived from using the homestay's websites. The null hypothesis states that the actual and perceived uses of package is equal or less. The paired t-test was used to test the significance. The degree of significance is 0.05. The calculated mean for package after the visit is 8.77 and the mean before the visit is 7.56. The calculated t of 7.698 is significant at 0.000 (refer to Table 4.11). The null hypothesis is rejected. The mean for package after visiting Annah Rais is higher than then perceived uses of package on the homestay websites.

Table 4.11: Paired sample t-test on package on websites before and after visiting the homestays

Package	Paired Differences					T	Df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 After Package – Before Package	1.21000	1.57182	.15718	.89812	1.52188	7.698	99	.000

The visitors were satisfied with the package after visiting the homestay compared to before visit. Before the visit, visitors are more likely to obtain only information rather than experience. Even though there is a comment or review written in websites, yet it is not similar from experiencing everything first hand. This brought to result that they are more satisfy after the package. One of the reason being that there are several packages that they can choose from based on their preferences. Not only that, the visitors also can extend their stay up to a week. It can be seen in three homestay websites. For instance, in Mr. Edward homestay, the package contains of multiple choices from two days and one night stay to four days and three nights stay. For two days and one night stay, the rates for adult is RM298 per person and children rate is RM 198 per person. Meanwhile for three days and two nights stay, it costs at RM 398 per adult and RM 258 per children and for four days and three nights, it is price at RM 498 per adult and RM 318 per children. The extension for stay per night for adult is RM 100 whereby children RM 60 per night. The rate inclusive of longhouse accommodation (homestay concept), daily traditional meals, beverages, all jungle activities and tours with local guide, indoor activities, free laundry service, free loan of traditional costume for dancing and photographing, free loan of various jungle tools and wine tasting.

The package excludes Annah Rais Village's entrance fee of RM8 per person (adult) and RM5 per person (children). This is collected by the longhouse's committee as a village community fund that will be used to maintain the Annah Rais longhouse original structure and to preserve the Bidayuh's cultures. All this information can be obtained in the website, but in actual there is extra package included without charge and prices for people who are travelling in group and/or staying more than a couple of days in Mr. Edward's homestay is negotiable.

For Borneo Sarawak, Annah Rais Bidayuh Homestay, they offer several package including day trip to the homestay and accommodation to people who opt to stay from three days and two nights. The day trip visit rate is RM 88 per adults and RM 44 for children with a minimum of four persons in a group. For two days and one night, the package price is RM 298 per adult and RM 149 per children whereas for three days and two nights, the package each for adult and children are RM 340 and RM 170 respectively. The price is excluded of return transfer ride to and from the homestay but includes local meals, full board (Breakfast, Lunch, Dinner), welcome drink, serve with local tea or coffee and local snacks, jungle activities with experience tour guide, picnic lunch with bamboo cooking lesson, learning the history of the longhouse and visit the villagers to learn about the local culture and cultural show. The two days and one night is minimum for two adults. Here, it didn't mention that the visitors can extend their stay, but this homestay would mostly have welcomed those who wants to stay longer than in the packages. This is the result of meeting the homestay operator in actual.

Furthermore, for Macheree's Homestay, the package is unlike the two homestays as it has a variety of package apart from the usual two day up to four days and three nights stay. The homestay also offer student group package and budget package. For student group

package, the package is divided into two which is the day trip and two days and one night with a minimum of 20 students and five teachers at reasonable price. For budget package consists of two days and one night stay is price at RM190 with the minimum of two adults. All the packages from two days and one night up to four days and three nights includes transportation. There are no transportation services for student group package and budget package. However, Mr. Ringin, one of the homestay operators, said that for the student package, if there are more than 20 pax, the price could be lowered, and he did in actual which brought to satisfaction of the visitors.

Overall, the after package is much satisfying the visitors as in actual, the visitors can negotiate and get extra packages include compare to before package which they can only get the information.

H_{1d} The actual uses of transportation is higher than the perceived uses of transportation on the homestay websites

The variables tested for this hypothesis is the actual uses of transportation before and after visiting Annah Rais Longhouse Homestays derived from using the homestay's websites. The null hypothesis states that the actual and perceived uses of transportation is equal or less. The paired t-test was used to test the significance. The degree of significance is 0.05. The calculated mean for transportation after the visit is 8.64 and the mean before the visit is 7.30. The calculated t of 9.235 is significant at 0.000 (refer to Table 4.12). The null hypothesis is rejected. The mean for transportation after visiting Annah Rais is higher than then perceived uses of transportation on the homestay websites.

Table 4.12: Paired sample t-test on transportation on websites before and after visiting the homestays

Transportation	Paired Differences					T	Df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 After Transportation – Before Transportation	1.34000	1.45102	.14510	1.05209	1.62791	9.235	99	.000

The visitors are satisfied with the transportation after visited the homestay. Transportation in this context not only pertaining of transportation to Annah Rais from the airport or Kuching City but also taken into consideration throughout the trip. In the website, only Macheree's Homestay inform in their package about transportation which can be find in their common package. However, this does not mean, the transportation is a problem. As from the findings the after transportation is higher than before. The reason is that, as the visitors arrived in the homestay, the owner did give a guide regarding that matter. Some of them even helped in booking the transportation. Besides, during the stay, the homestay owner is responsible in preparing transport to places for activities. For instance, riding motorcycle to the rafting area and this indirectly excite the visitors by giving them the village experience. Due to this, the mean after transportation is higher than before. Before visiting the homestay, the gratification is low because visitors especially those who are not from Kuching have low knowledge on the transportation system in Sarawak. However, after reaching Annah Rais, most visitors shared same opinion that it is safe, easy, cheap and pleasant to travel to destination.

H_{1e} The actual uses of location is higher than the perceived uses of location on the homestay websites

The variables tested for this hypothesis is the actual uses of location before and after visiting Annah Rais Longhouse Homestays derived from using the homestay's websites. The null hypothesis states that the actual and perceived uses of location is equal or less. The paired t-test was used to test the significance. The degree of significance is 0.05. The calculated mean for location after the visit is 8.52 and the mean before the visit is 3.62. The calculated t of 40.426 is significant at 0.000 (refer to Table 4.13). The null hypothesis is rejected. The mean for location after visiting Annah Rais is higher than then perceived uses of location on the homestay websites.

Table 4.13: Paired sample t-test on location on websites before and after visiting the homestays

Location	Paired Differences					T	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 After Location – Before Location	4.90000	1.21208	.12121	4.65950	5.14050	40.426	99	.000

This specify that the visitors are satisfy with the location after visiting the homestay. The before visit mean is low as the visitor think the location is far since it's located about 60 kilometers away from city as stated in the website. They indeed agree the location is easily located, suitable, near, strategic and appropriate.

As a flashback, three websites did state about their location in their webpage:

“Annah Rais Bidayuh Longhouse, which is one of the oldest Bidayuh longhouses, is located about 60km or approximately 1.5 hours drive from Kuching passing through the beautiful limestone formation view, scenic countryside fringed by hills and farms, mountain ranges, palm oil estate and etc. It is a popular tourist’s destination and one of the nearest and easiest longhouses to access. Annah Rais Bidayuh Longhouse has been developed into a Homestay Programme, which includes varieties of activities providing visitors with a chance to stay overnight in a place where the traditional and communal ways of living have remained untouched by modern development. Most of the villagers here do farming, paddy planting, cocoa and pepper harvesting and fishing”. (Cited from Madam Jenny homestay’s website)

“Annah Rais is located about 60 km from Kuching City. It is situated on both banks of Sarawak River. The longhouse itself consists of about 80 doors, while the remaining of about 70 units are scattered single houses. Estimated around 1000 populations of the longhouse folks live harmoniously under the leadership of a headman/ chief (Ketua Kaum). About 60% of the populations are farmers. They plant padi, pepper, rubber and other cash crops. Another 40% moved to cities for career-call in government departments and private sectors”. (Cited from Mr. Ringgin homestay’s website)

“Annah Rais Longhouse is located at about 60 km away from Kuching City, Sarawak, or better known as Borneo Island in the western world. It is a large and old Bidayuh Tribe’s Longhouse that houses over 80 families. Majority of the villager there are still live in a traditional way of longhouse’s living. They plant paddy, cocoa, pepper, rubber & etc. for living”. (Cited from Mr. Edward homestay’s website)

The information on the website clearly explain that the location is quite a distance with the emphasize on the beauty of Annah Rais along with it to attract the visitors. The information somehow is just a perceive uses. The visitors have not experience the reality. So, the situation is vague. They just can expect that the journey will be long and not easy. However, after following their respective transportation from town, the realization of the actual panorama of green mountains and clean air along the way soothe their concerns and therefore, this bring higher mean after using the websites. Mr. Thomas from Italy is one of the respondent of this research. When he first browsed the website on Madam Jenny homestay, he thought that the journey will make him feel uncomfortable. However, as he followed his friend all the way to Annah Rais, he was mesmerized with the location that covered with greens; mountains and paddy field, river and clean air. He thinks the journey worth it.

H_{1f} The actual uses of tour and activities is higher than the perceived uses of tour and activities on the homestay websites

The variables tested for this hypothesis is the actual uses of tour and activities before and after visiting Annah Rais Longhouse Homestays derived from using the homestay's websites. The null hypothesis states that the actual and perceived uses of tour and activities is equal or less. The paired t-test was used to test the significance. The degree of significance is 0.05. The calculated mean for tour and activities after the visit is 8.79 and the mean before the visit is 7.50. The calculated t of 8.681 is significant at 0.000 (refer to Table 4.14). The null hypothesis is rejected. The mean for tour and activities after visiting Annah Rais is higher than then perceived uses of tour and activities on the homestay websites.

Table 4.14: Paired sample t-test on tour and activities on websites before and after visiting the homestays

Tour and Activities	Paired Differences					T	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 After Tour and Activities – Before Tour and Activities	1.29000	1.48593	.14859	.99516	1.58484	8.681	99	.000

With its written history of 175 years old and over 500 years of unwritten history, it is undoubtful that Annah Rais homestay has a lot of amazing tour and activities to share. The mean value for after tour and activities after visiting the homestay is higher compared to before. This indicates that the visitors satisfy with the tour and activities after visiting the Annah Rais Longhouse Homestay. Here, the reason they are satisfied with it is due to the interesting, informative, relevant, adventurous, organized, authentic tour and activities organized along the stay. Adding to that, reading give information, hence following the tour and activities not only giving information but also meaningful experience that cannot be replace despite time.

The tour and activities as shown in the website is according to the selected package. Hence, the visitors can request and cancel some of it as per their request. This is not informed in the website but once meeting with the homestay operators, they can consider it. Among the well-known tour and activities program are jungle hiking in the tropical rainforest to the waterfall, Rafflesia trekking, picnic with bamboo cooking lesson, bamboo rafting, kayaking, paddy harvesting, hunting with the blowgun, soaking in natural hot spring, cultural shows,

basket weaving and crafting, try Bidayuh bamboo bridge, learn Bidayuh traditional music, local wine (boram or tuak), traditional tea (bakah baras) testing and not to forget exploring the longhouse to get to know its history.

Mr. Thomas, 50 years old, once again mentioned that he is satisfied with the tour and activities after he arrived and followed the trip. All these while, he just imagined what he read about online. He likes the jungle trekking to waterfall activity, the natural hot spring, rice wine and the traditional tea. He added that, the local tea is not in the website and he was surprise when he found out about it especially when he was told that the tea was made from tea bark and exist since hundreds of years ago. The tea is believe to benefit those who has high blood and diabetes. Moreover, since it was his first time, he said, he will repeat the trip and would follow other tour and activities which he cannot do so this time.

4.3.2 Perceived and actual gratification after staying at the homestays

H_{2a} The actual gratification of homestays is higher than the perceived gratification of homestays

The variables tested for this hypothesis is the actual gratification regarding homestays before and after visiting Annah Rais Longhouse Homestays derived from using the homestay's websites. The null hypothesis states that the actual and perceived gratification regarding homestays is equal or less. The paired t-test was used to test the significance. The degree of significance is 0.05. The calculated mean for homestays after the visit is 8.83 and the mean before the visit is 7.49. The calculated t of 8.671 is significant at 0.000 (refer to Table 4.15). The null hypothesis is rejected. The mean for homestays after staying at Annah Rais is higher than then perceived gratification of homestays on the homestay websites.

Table 4.15: Paired sample t-test for homestays on websites before and after visiting the homestays

Homestay	Paired Differences					T	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 After Homestay – Before Homestay	1.34000	1.54541	.15454	1.03336	1.64664	8.671	99	.000

The visitors are satisfied with the homestay after visiting it. This is because, the website only offers picture. For example, like the longhouse picture that full of woods and bamboo in brown colour and room's picture. This situation makes the visitor only wonders in the perceived gratification. It makes them to rate low for it. As the visitors arrived at the homestays, they found out it is amazing compare to their initial thought. The homestay is clean, unique, beautiful, traditional and comfortable.

H_{2b} The actual gratification of local food is higher than the perceived gratification of local food

The variables tested for this hypothesis is the actual gratification of local food before and after visiting Annah Rais Longhouse Homestays derived from using the homestay's websites. The null hypothesis states that the actual and perceived gratification of local food is equal or less. The paired t-test was used to test the significance. The degree of significance is 0.05. The calculated mean for local food after the visit is 8.86 and the mean before the visit is 7.41. The calculated t of 10.234 is significant at 0.000 (refer to Table 4.16). The null

hypothesis is rejected. The mean for local food after staying at Annah Rais is higher than then perceived gratification of local food on the homestay websites.

Table 4.16: Paired sample t-test on local food on websites before and after visiting the homestays

Local Food	Paired Differences					T	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 After Local Food – Before Local Food	1.45000	1.41689	.14169	1.16886	1.73114	10.234	99	.000

The Bidayuh like other ethnic in Sarawak, has a lot of delicious cuisine that are hidden from the world. Not to mention the beverages too. Among the famous local food are bamboo chicken, pumpkin cook with shrimps, cassava leaves, ‘pekasam ikan’, boiled fish filling or meat with sambal belacan cucumber leaves and many more. Meanwhile, for beverages are rice wine and traditional tea ‘bakah baras’. All of these are mentioned in the website. Thus, once the visitors stay in the homestay, they will encounter this local food. Consequently, before visiting, the perception on the local food is quite vague compare to after visit. This is because visitors have the opportunity to taste the dishes themselves instead of just looking at the pictures and reading about local food. In general, the visitors seem satisfied with the local food after visiting the homestay. This is probably because the local food is delicious, interesting, well present, unique and palatable.

H_{2c} The actual gratification of environment is higher than the perceived gratification of environment

The variables tested for this hypothesis is the actual gratification of environment before and after visiting Annah Rais Longhouse Homestays derived from using the homestay's websites. The null hypothesis states that the actual and perceived gratification of environment is equal or less. The paired t-test was used to test the significance. The degree of significance is 0.05. The calculated mean for environment after the visit is 8.92 and the mean before the visit is 7.53. The calculated t of 10.258 is significant at 0.000 (refer to Table 4.17). The null hypothesis is rejected. The mean for environment after staying at Annah Rais is higher than then perceived gratification of environment on the homestay websites.

Table 4.17: Paired sample t-test on environment on websites before and after visiting the homestays

Environment	Paired Differences					T	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 After Environment – Before Environment	1.39000	1.35509	.13551	1.12112	1.65888	10.258	99	.000

Most of the visitors are satisfied with Annah Rais environment after visiting the place. They think it is mostly clean, green, the view is breathtaking and pleasant. The thought came as they have experienced the scenario in first hand.

Prior to this, the website states a lot about the environment through the package, tour and activities. This can be seen in jungle trekking and hot spring activities. Yet, it is only

information whereby the visitors perceived it to fill in their curiosity. Once, they visited Annah Rais and joined its programs, then only they realize its attraction.

Situated at the valley, surrounded by green trees and bamboo, with dew fill in the morning, the sound of birds chirping and clean air breeze, Annah Rais is totally admirable and beautiful in its environment.

This situation changed the visitors mind and answered their curiosity on the environment part. As a result, they are satisfied with the environment more after visiting and staying at the homestay.

H_{2d} The actual gratification regarding the homestay operators is higher than the perceived gratification regarding the homestay operators

The variables tested for this hypothesis is the actual gratification regarding the homestay operators before and after visiting Annah Rais Longhouse Homestays derived from using the homestay's websites. The null hypothesis states that the actual and perceived gratification regarding the homestay operators is equal or less. The paired t-test was used to test the significance. The degree of significance is 0.05. The calculated mean for the homestay operators after the visit is 9.13 and the mean before the visit is 7.46. The calculated t of 12.666 is significant at 0.000 (refer to Table 4.18). The null hypothesis is rejected. The mean regarding the homestay operators after staying at Annah Rais is higher than then perceived gratification regarding the homestay operators on the homestay websites.

Table 4.18: Paired sample t-test on homestay operators on websites before and after visiting the homestays

Homestay Operators	Paired Differences					T	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 After Homestay Operators – Before Homestay Operators	1.67000	1.31852	.13185	1.40838	1.93162	12.666	99	.000

Based on this analysis, it suits one of Malay proverb, Tak kenal maka tak cinta, loosely translated as, “Because you do not know, you do not love”? It’s the same in this situation. Before visiting Annah Rais Homestay, the visitors can only predict how the homestay operators would be like. Eventhough the operators can be contacted through phone, the visitors can only draw assumptions based on the way the operator handle the calls. This description causes the visitors could not figure out the homestay’s operator behaviour and what will be the actual treatment towards them. After communicating with homestay operator, only then the visitors can see what type of person the homestay operator is. Based on this research, the visitors commented that all the homestay operators are friendly, helpful, warm and kind. For instance, Mr. Edward would not mind fulfilling his visitor’s request by bringing them to the other homestay in Sadir Village operate by Madam Saloma, eventhough not feeling well. This situation displayed how warm and kind Mr. Edward was. To add, the warm and friendliness in these homestay operators can also be seen by the way they are talking. In such a way, the visitors are satisfied with the homestay operators’ hospitality and attitude after visit the Homestay.

H_{2e} The actual gratification about Annah Rais people is higher than the perceived gratification about Annah Rais people

The variables tested for this hypothesis is the actual gratification about the Annah Rais People before and after visiting Annah Rais Longhouse Homestays derived from using the homestay's websites. The null hypothesis states that the actual and perceived gratification about the Annah Rais People is equal or less. The paired t-test was used to test the significance. The degree of significance is 0.05. The calculated mean for the Annah Rais People after the visit is 9.14 and the mean before the visit is 7.52. The calculated t of 12.097 is significant at 0.000 (refer to Table 4.19). The null hypothesis is rejected. The mean about the Annah Rais People after staying at Annah Rais is higher than then perceived gratification about the Annah Rais People on the homestay websites.

Table 4.19: Paired sample t-test on the Annah Rais People on websites before and after visiting the homestays

Annah Rais People	Paired Differences					T	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 After People – Before People	1.62000	1.33923	.13392	1.35427	1.88573	12.097	99	.000

Those who visited Annah Rais Homestay for the first time will go through the Tourist Information Center located at the main entrance of the longhouse. The tour guide in the the tourist center will greet them by serving rice wine. In Bidayuh culture, rice wine is a symbol of welcome hence it is a must to drink. However, it is only applicable to those who can drink and not allow to serve to non-Muslim. After the longhouse area, visitors will be greeted by

the villagers in a welcoming ceremony. This already an indication that the villagers are amicable and kind.

Compared to searching information about Annah Rais online, they can only have a glimpse of the experience. This can be seen through pictures as well as the activities displayed on the website. For instance, in hiking, weaving and dance activities.

So, after visiting and staying at the homestay, the visitors are pleased with the Annah Rais people's treatment. The reason behind this is due to the one way communication by the website where it only gives out information, but engage and knowing the people in reality is different. Many agree that the people in Anah Rais are warm, friendly and kind as they read about online on webistes.

H_{2f} The actual gratification on homestays' amenities is higher than the perceived gratification on homestays' amenities

The variables tested for this hypothesis is the actual gratification on homestays amenities before and after visiting Annah Rais Longhouse Homestays derived from using the homestay's websites. The null hypothesis states that the actual and perceived gratification on homestays amenities is equal or less. The paired t-test was used to test the significance. The degree of significance is 0.05. The calculated mean for homestays amenities after the visit is 8.82 and the mean before the visit is 3.63. The calculated t of 45.382 is significant at 0.000 (refer to Table 4.20). The null hypothesis is rejected. The mean on homestays amenities after staying at Annah Rais is higher than then perceived gratification on homestays amenities on the homestay websites.

Table 4.20: Paired sample t-test on the Amenities on websites before and after visiting the homestays

Amenities	Paired Differences					T	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 After Amenities – Before Amenities	5.19250	1.14419	.11442	4.96547	5.41953	45.382	99	.000

In the modern era, the amenities like electricity, water supply and road connectivity are one of the main concern. This is true especially in the less developed countries. In Malaysia, especially Sarawak, some of the areas in rural are not fully equipped with these basic needs and it brings a great concern among the visitors. This is because, in the modern society, the new generation in particular are accustomed and pampered with technology.

With that in mind, the visitors perceive the gratification rate as low. Hence, after they arrived and stayed at the homestay, they realize it should not be an obstacle in enjoying ethnic tourism. Chan Chee Wen, from Kota Bahru who visited the homestays informed that he was satisfy with the homestays after he has visited the area rather than before where he just assumed. In general, the other visitors also have for same satisfaction with the amenities after visiting the homestay. The amenities provided includes electricity, water supply, road connection and signboard. The tourist information also very helpful as it welcomes them with their well-known brand of rice wine.

4.4 Summary

In this chapter, descriptive statistics and paired-samples T test after compute variable were used to test the hypothesis. A total of two hypotheses were tested and both the alternate hypotheses were accepted. The result of this study clearly adds to our understanding that Uses and Gratification Theory is a relevant tool for understanding how individual connects with new media such as website. This clarifies that people do seek media to fulfill certain needs and for this case study, it is entertainment and relaxing. Thus, the evidence collected from the fieldwork has potential to contribute theoretically that human is more satisfy with what they have seen in reality compared to just visualizing it.

In brief, the findings answer all the research questions and the two hypotheses supporting it. The first two questions were;

- A. What were the perceived uses of information provided in the websites developed by homestay operators and actual uses of information after visiting the homestay?
- B. What were the perceived and actual gratifications that visitors to the homestays obtained before and after they visit or stay at the homestays?

Meanwhile, two hypotheses that answering the research questions are as follows;

- H₁ The actual uses of information is higher is hiher than the perceived uses of information after visiting the homestays.
- H₂ The actual gratification is higher than the perceived gratification after visiting the homestays.

In short, the findings support the theory literature. Primary, the data exposes that in new media, the audience or individuals are aware and in control to select their own media consumption based on their needs and goals. There is dissimilarities in perceived and actual in Uses and Gratification with actual Uses and Gratification is higher compared to perceived. This phenomenon shows that behaviour is affected from negative to positive traits. Furthermore, the study also centralized the users of website, not the website.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

In this chapter, the emphasis is on the theoretical implications of findings, conclusion of the study and its recommendations. First of all, the researcher will present the discussion on the study that relates the Uses and Gratification Theory on the three websites. Thus, the central discussion will be based on the discovery of the findings especially in relation to the two hypotheses before proceeding with the conclusion. Finally, suggestions for future studies will be exposed or covered in the last section of this chapter. Overall, this chapter will discuss the implications of the findings on the theoretical framework.

5.2 Theoretical Implication of Findings

The findings show that the actual Uses and Gratification of medium on gratification is higher than perceived Uses and Gratification. Therefore, the two hypotheses constructed from the research questions is accepted. For the first hypothesis, the actual uses of information are higher than the perceived uses of information after visiting the homestays. The perceived uses is lower because theory is assuming the information of the website are real and factual. It is hard for the visitors to predict the actual situation. Once the visitors arrived at Annah Rais Homestay, they started to explore, partake in activities, resulting in a higher score being recorded after experiencing the homestays in Annah Rais. The first impression changes accordingly. This brought to higher results after visiting the homestay.

Secondly, the actual gratification is higher than the perceived gratification after visiting the homestays. This is because before visiting and staying at Annah Rais, the visitors

solely depend on the information and pictures provided by the homestay on their websites. Thus, after the visit, they started to experience the actual situation.

In short, actual Uses and Gratification is higher than perceived Uses and Gratification due to the fact that perceived is a step to achieve the target meanwhile actual is where the goals are obtained or fulfilled. Overall, the visitors to Annah Rais are satisfied with the information, reservations, packages, transportation, location, tour and activities, homestays, local food, environment, homestay operators, Annah Rais people and the amenities.

Studies on Uses and Gratification, (U&G theory) have always assumed that the media fulfills certain needs of the audience. The mass media perceived these needs and offered various content for the readers or audiences of mass media. The notion of needs is rather questionable because it is in the minds of the editors or producers of mass media. It does not necessarily reflect the needs of the audience. This is different in the study because the users are actually looking for information on the homestay. Consequently, the results generates the need. The producers of the website can assume the needs, but the actual people will determine whether the information will fulfill the needs.

Most studies on Uses and Gratification assumed that the mass media fulfills these needs. Cantril (1942) stated that Uses and Gratification in early of its history was developed to study the gratifications that attract and hold audience to the kind of media and the types of content that satisfy their social and psychological needs. Klapper (1960) also agreed that in early effect researches, communication conditions were manipulated in search of several lesson and how to better communicate, or about the unintended consequences of message. “Accordingly, Schramm, Lyle and Parter (1961) concluded that children’s use of television was influenced by individual mental ability and relationships with parents and peers” (Ruggiero, 2000: 5). Ruggiero (2000) response to the early research on Uses and

Gratification in 1950s and 1960s is more on the way of how humans interact with the media other than the user choose only what the gatekeepers, editors or producers of media has chosen for them. Therefore, Klapper (1963: 527), called for a more functional analysis of U&G studies that would restore the audience member to “his rightful place in dynamic, rather than leaving him in the passive, almost inert, role to which many other studies relegated him”. Functional perspective means that the media is fulfilling certain needs. The users have no freedom in choosing the media content and thus are unable to satisfy their need for information at the moment of using the media. The need for information actually comes from the needs of the producer.

In actual fact, the need is rather arbitrary. In order, to show that there is a need, researchers ought to study a phenomenon from the perspective of user’s needs. Thus, a study on a tourism website offers on actualities compare to the traditional media studies because the research emphasize on internet study, not television or other form of old media in the search for particular information. This is the actual needs as envisioned by the mass media producers. This is not prevalent in the study by Ruggiero (2000: 6), which stated that, “During the 1970s, U&G researchers intently examined audience motivations and developed additional typologies of the uses people made of the media to gratify social and psychological needs”. Ruggiero (2000: 7) further explained that “...different cognitive or affective states facilitate the use of media for various reasons, as predicted by the U&G approach”. Katz, Gurevitch and Haas (1973) assembled a comprehensive list of social and psychological needs said to be satisfied by the exposure of mass media. For example, the need to travel and experience other cultures can be satisfied by looking for information related to it. Take the Annah Rais Homestay case as an example whereby the visitors want to learn about the Bidayuh culture by searching for particular information through the

website and their needs were actually fulfilled once they set their foots at the homestay. Bryant and Zillmann (1984) discovered that stressed individuals watched more tranquil programs while bored participants opted for a more exiting fare. Windahl (1981) stated that a synthesis between Uses and Gratification besides needs, is motivation derived from interest and externally imposed constraints. Furthermore, since the needs is decided by the audience, individuals are free to select the media fare and interpretations that they want. “The notion of activeness leads a picture of the audience as superrational and very selective, a tendency which invites criticism” (Windahl, 1981: 176). In brief, users are the gatekeepers as they have the power to choose what they want to fulfill their needs or goals. “Users are taking over the role of gatekeeping from media and decide themselves what is newsworthy to them” (Shivarudrappa, 2014: 15).

Nevertheless, earlier research lies from the 1940s to the 1960s is controled by producers. In studying consequence, starting from the 1970s, there is a slight change where the audience start to realize their role of choosing their media preference. The audience in the early stage of communication is known as passive whereas the period after the 1970s is recognized as active audience. This is due to the limited availability of media during the early period. The media is controlled by producers or editors.

Most of the earlier studies on the Uses and Gratification Theory are mostly concerned with two aspects; the actual Uses and Gratification obtained or the actual gratification after using mass media. The old media did mention this frequently. The old media or also known as the traditional media such as books, magazines, newspapers, radios and televisions are seeking to classify the response of audience after using the media, ignoring the fact of perceived Uses and Gratification. Wimmer and Dominick (1994) suggested that U&G

which began in 1940s curious on how audiences engage in various forms of media behavior, such as listening to the radio or reading the newspaper.

Regardless, in this study, the researcher is not only looking at the response or actual Uses and Gratification on visitors to Annah Rais Homestay but also focuses on the perceived U&G before their visit. Even though some of the early researchers did study on gratification sought like Cantril and Allport (1935) on radio audience; Berelson (1949) on the functions of newspaper reading and Wolfe and Fiske (1949) on children's interest in comics, it is still lacking. All these studies assumed that the media are fulfilling certain needs of the audience. However, none of the studies ever discussed or combined both gratification sought (GS) and gratification obtained (GO) like the researcher on Annah Rais Homestay. For example, Quan-Haase and Young (2010) compared GO from Facebook and instance message. Roy (2008: 78) emphasized that scholar study on GO as, "The concept of gratification is concerned with the types and degree of gratifications obtained from media exposure which fulfills the original needs initiating from the whole process of media use". These researchers focused on gratification obtained after using the media but did not measure before and after the Uses and Gratification.

Moving forward, Ruggiero (2000: 7) cited, "McLeod, Bybee, and Durall (1982) theoretically clarified audience satisfaction by concluding that gratifications sought and gratifications received were two different conceptual entities that deserved independent treatment in any future U&G research". In response, Rubin (1994b) notified that in the 1980s, some researchers reiterated that although both uses and effects sought to explain the outcomes or consequences of mass media, they did so to recognize the audience activities and initiatives. Ruggiero (2000: 8), "More succinctly, different individuals tend to display

different types and amounts of activity in different communication settings and at different times in the communication process”.

“In its most complex form, the theory predicts that media-consumption gratifications are influenced by culture, social institutions, media opportunities, circumstances, personal traits, needs, beliefs, and values. In turn, one’s beliefs about what media can provide are influenced by the gratifications one experiences by using those media” (Littlejohn and Foss, 2009: 979).

Thereby, it is known as perceived uses and perceived gratification. In order to avoid any misunderstandings, Quan-Haase (2012: 3) defined that, “the distinction between gratification sought prior to employing the medium for the first time and those are obtained after having adopted the medium”. Gratification sought assumes that the media fulfills certain needs. Therefore, it implies that the gratification sought, still glances at the actual not perceived in Uses and Gratification.

This study moves beyond old media with the advent of the internet. The study focuses on websites that were created to cater to tourists who will be visiting Annah Rais. Ruggiero (2000: 22) revealed that, “...the Web site not only provided far more reliable basic information than any conventional mass media source, it also allowed individuals to e-mail queries and get answers”. Therefore, the significance of studying Annah Rais Homestay website is because it enabled the researcher to study both the perceived and actual in U&G theory. Besides that, all the while, most of the studies on websites revolve around marketing agendas rather than on the field of communication. With that, this study proves that U&G theory can be used to study websites for the communication field.

This study added the notion that the users of the website experienced perceived uses and gratification while surfing the internet. According to Kraut, Kiesler, Boneva, Cummings and Helgeson (2001), communication dominates the use of internet for the majority of its

users. This is because the Internet permits social interaction between people despite the difference in time, distance and personal circumstances. Hence, it enables business platform communications to take place even if it is with a stranger. This scenario is similar with this study as the visitor is considered as a stranger who is trying to fulfill their needs by contacting a homestay (a stranger) to experience the ethnic tourism package advertised in the website. In abutment to this, Jackson (1997) claimed that this is because the internet has made things easier through its ability to access information where it subsists to three means; entering the address of a location that the user already knows, scrolling through a single document, and following a hypertext link. “Improved compression algorithms now allow for the compression of video data for online transmission down telephone copper wire, coaxial, fiber optic cable, and by broadcast satellite, cellular, and wireless technologies” (Chamberlain, 1994: 279). In backing this, Littlejohn and Foss (2009: 980) said, “An educated person with a computer and Internet access will have a variety of functional alternatives other than television for news gathering and entertainment”. This was indicated as the internet is considered as a new media which contains and provides information and entertainment which is comparable and similar to the television, magazines, newspapers, radio and books can provide. In other words, the internet nowadays can function as an old media. “Furthermore, new media like the Internet possess at least three attributes of data not commonly associated with traditional media: interactivity, demassification, and asynchronicity” (Ruggiero, 2000: 15). In this study, the visitors used the internet mainly for the website to seek for information as it is much easier and faster compared to searching for information using old forms of media. By using the internet, the visitors can also exchange information and build relationships with the homestay’s owner as the internet is known as a

venue to share similarities, interest and goals. “It stands to reason that in the information age, media users will seek information” (Ruggiero, 2000: 13).

Furthermore, the study done by (Roy, 2008 and Hasley & Gregg, 2009) agreed that the Uses and Gratification on website revolves around marketing agendas thus, resulting in marketing behaviour. There is a lack of study on website effects or website functions using the same theory. Even if there is a study conducted based on websites, it is more towards online marketing which is basically using the website to test its abilities and success as a media tool. According to Roy (2008: 77), “The utility of the Internet as a powerful telecommunications medium is compelling, and the Internet is far more than just a conglomeration of web sites selling goods”. Hasley and Gregg (2009: 29) shared that “Website quality and information quality have been found to play an important role in user perceptions of the abilities and trustworthiness of the eBusinesses”. “Thus, U&G research may well play a major role in answering initial Web-use questions of prurience, curiosity, profit seeking, and sociability” (Ruggiero, 2000: 23). The studies of the theoretical framework are from a marketing perspective. This is due to the ability of the internet to actually promote products from the producer progressively, which in turn is not favoured or desirable to be promoted by the other forms of media. In contrast,

“...the real advantage to interactivity for individual users is not simply multimedia videos, online shopping, or obtaining information on demand. Just as the Lotus 1-2-3 spreadsheet allowed users to create their own business plans and models, interactivity may offer users the means to develop new means of communication (Dyson, 1993) and greatly increase user activity” (Ruggiero, 2000: 15).

As an example, Eighemy (1997) study of commercial website and it leans more towards advertising. This establishes that the study of Annah Rais homestay is indirectly open to new insights of U&G, and can be used to study websites in the communication field.

It is by looking at the motive of the user for using the website, and therefore to check on the websites content and how it affects the users and whether or not their needs and goals are satisfy. Studies on the website indicates the the communication field is still very broad and there is still space to freely explore the field.

For that reason alone, this study will be going beyond the field of communication which has led to the awareness that U&G can be used to study the information being sought which are offered on the website. This indicates that the Internet allows U&G to be used as theoretical framework to study the effect of mass media. The new theoretical framework display that perceived and actual can be used to study Uses and Gratification Theory.

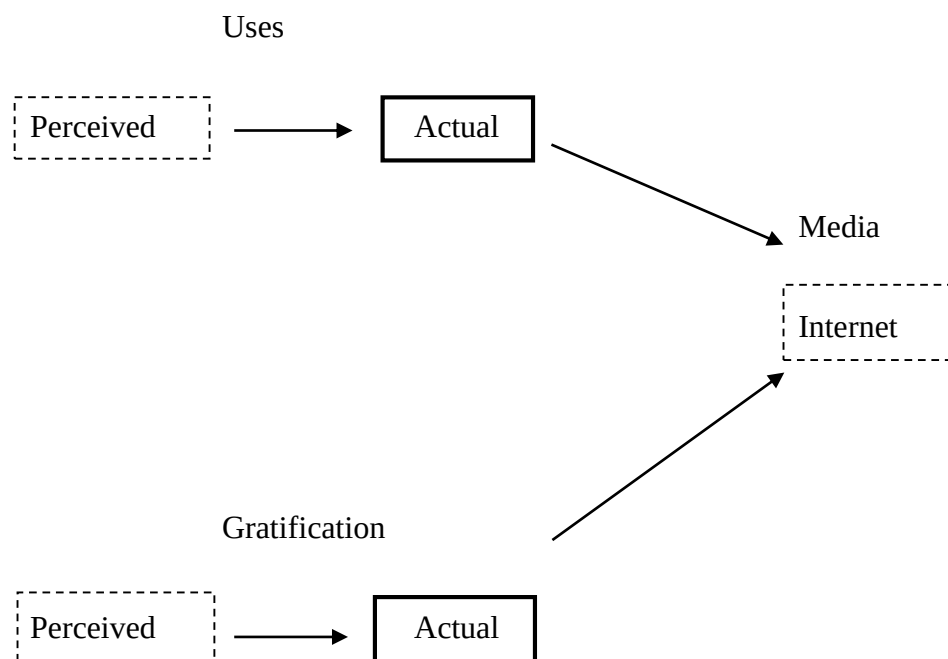


Figure 5.1: The New Modified Uses and Gratification Framework

Yet, this study extends the research on Internet used. Other research on Internet has always focused on the old theoretical framework. This was supported by McQuail (1994) who has revealed that, most early scholars agreed that early research had little theoretical coherence. Here, as demonstrated earlier, the previous study is only focused on actual in both Uses and Gratification Theory. Even though some scholars study on the gratification sought perspective while others delved deeper into the gratification obtained, they still remained focused only on actual U&G. This is because both gratification sought and gratification obtained already experienced psychological effects.

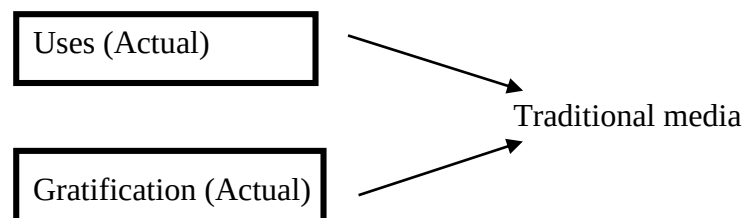


Figure 5.2: The Old Uses and Gratification Framework

The findings of the study also differs from other studies that used Uses and Gratification Theory because of the methods used in conducting this study. Here, the study on Annah Rais Homestay website is using Quantitative methodology with survey as a research design and questionnaires as the research instrument. Ruggiero (2000) expressed that most of the previous researches have always shared qualitative approaches and often failed to research for the interrelations among the various media functions, either qualitatively or conceptually, in a manner that led to the detection of the latent structure of media gratifications. For example, Abdul Rahman (2017), whom while studying the travel blogs and tourists' perspective applies Uses and Gratification perspective. She focused on

studying phenomenon by using the qualitative research approach in order to understand the underlying components of the tourist's expectation and experiences. She interviewed 19 blog owners whereby, the blog owners were asked to share their blogging experience and an in-depth interview was conducted. The method has its limitation because the study is concerning actual gratification.

In comparison, some researchers select quantitative methodology. For instance, Bluebond (1982) used surveys: questionnaires in his Uses and Gratification research on public radio. He did it by distributing 389 questionnaires through email to relevant departments but only 192 questionnaires were returned to him. Then, Kraut and his co-researcher (2001), studying on internet paradox using quantitative methodology, survey methods with recruited participants.

Coherently with other researches, the study on Annah Rais website also used the quantitative approach. In this method, the questionnaires were distributed to a number of respondents provided from June up to October 2017. The representation is from the actual population who has visited the Annah Rais homestay. The Jensen and Jankowski (1991) strongly supported to use quantitative methodologies indicating that qualitative methodologies are used in studying social phenomenon because qualitative methodology have certain weakness.

The only limitation of this study is that the number of respondents are low at an approximate figure of 100 respondents. Despite the limitation in size, the fact is that they are actual visitors and not assumed visitors to Annah Rais. So, the response from the visitors reflect their true needs and gratification obtained after visiting the homestay. This approach has not yet been used by any other researchers on the applied Uses and Gratification framework.

As they are also the actual uses of the homestay, it offers the researcher the opportunity to ask them to reflect on the actual Uses and Gratification while surfing the internet. The other researchers on gratification has neglected to place the importance on this while conducting their studies.

Furthermore, in previous studies, it's found that perceive U&G were only applied on media instrument or gadgets such as mobile phones and computers. It can be seen through the study done by Lee and the co-researchers in "*Understanding Perceived Gratifications for Mobile Content Sharing and Retrieval in Game-Based Environment*". Lee et al. (2009) stated that "Mobile devices also add a new aspect to play". Yet, Lee's study focused on simply mobile devices contains. He explored using perceived Uses and Gratification but his study neglected the users' behavior. Therefore, indicating that his study actually ignore the actual phenomenom.

U&G theory, was used in a studies of new media like the internet. However the researcher tends to prioritize on the study of social media like Facebook and Twitter instead or other mediums. As an example, Quan-Haase (2012) and Musa et al. (2015) looked into details on social media; Ballard (2011) on twitters and Keppler (2014) on Facebook. All of these research adopts the U&G theory. Likewise, Rui and Stefanone (2016) also uses the U&G theory to study on how users disclosed information about themselves to the public using social media. "As social media networks continue to grow, evolve, and emerge in today's world, studies like this one become crucial to scholar's understanding of how people communicate in new, dynamic ways" (Ballard, 2011: 46).

Apart from the above, this study also reflects on the behaviour of the users or visitors to Annah Rais homestay. From the process of perceived U&G to the actual of U&G, the user's behaviour changed accordingly. This is in accordance with the theory where it

stresses that media does affect the user's behaviour. Hence, it is considered not only as satisfying people's needs by using the media but it also involves the attitudes of the users towards the medium and its contents (Fagerlind and Kihlman, 2000). Also agreeing with this point of view, Windahl (1981) listed that in Uses and Gratification synthesis of general viewpoints would be most productive and one of it is that media perceptions and expectations guide people's behavior. Rosengren (1974) refine U&G theory is suggesting that certain basic needs interact with personal characteristics and social environment of the individuals to produce perceived problems and solutions. Later, these perceived problems and solutions constitute different motives for gratification behavior that appears after using the media. In this study, user action before and after visiting or staying in Annah Rais homestay is significantly different. From the observations, before visiting or staying, the user is more likely to be excited, eager to travel and explore with a high level of curiosity and some may want to escape from the bustling city life to be surrounded by nature. Some of them may be influenced by friends or family to visit while some others may also be wondering about what Bidayuh ethnicity is and how they live their lives? With this act, the user indirectly used the internet which is the website to find out or seek about the information in order to feed their curiosity. Once the user gets the information that they need, they become aware of what they want, and this leads them to book for the trip. The moment they arrived at Annah Rais homestay and follow all the activities offered as per request, they will experience it. Here, they will be influenced by the culture, history and lifestyle of Bidayuh. At the end, before they go home, they will learn new things which later, will contribute to shaping their behavior. For example, Karen Goh from Kuching, one of the visitors to Annah Rais Homestay, thought that Annah Rais was just a village that surrounded by nature. However, after she used the media and visited the Annah Rais Homestay last September

2017, she realized that it exceeded her assumptions. She learnt about rafting, bamboo cooking, the history of Bidayuh in Annah Rais, cultural performances and handicrafts and believes that there is more to see. In believing so, she informed her friend to visit Annah Rais apart from planning for second trip to Annah Rais. She even like the beads and bought some of it. Her behavior shows changes after using the website and experiencing the Bidayuh culture. Same goes to Mr. Thomas Gennaro from Italy, he plans to repeat his visit as the tour and activities were so interesting that he wanted to follow all of it.

Furthermore, for the record, most of the study in regards with U&G theory done in Europe or America. Roy (2008: 78) assumed and explained “Most of the studies done on the U&G in the Internet are situated in American and European contexts”. For example, Scott (1982) conduct on “*A Uses and Gratification Study of Public Radio Audiences*” is doing his study in Northern Colorado in America. Ballard (2011) on Kentucky, America and Alemdar and Koker (2013) in Turkey. Thus, this statement is doubtful as U&G can also be used for study out of this countries including Malaysia. For example like Mondy, Woods and Rafi (2007) studying U&G in Malaysia; Quan-Haase (2012) in Ontario, Canada; Musa et al. (2015) in Nigeria and Malaysia; Roy (2008) in India; Jere and Davis (2011) in South Africa and Tai (2014) in Taiwan. These studies indicate that Roy’s assumption on the Uses and Gratification study can only be studied in America and Europe is highly debatable as in this study of Uses and Gratification can be used to study anywhere including in Sarawak.

According to Roy (2008), U&G theory can compare genders in using the media. He added that females and males differ in using media where the males are more into entertainment whereas the females are more into seeking information. The study is in terms of attitude towards computer. For instance, males prefer to play online games while females prefer to find out about latest recipe or novel online. Littlejohn and Foss (2009: 428) agreed

that female and male is believed to “...starts shedding light on the role the mass media—news, magazines, movies, books, music, advertising, television programs (to name a few)...”. In this study, the difference between genders would not be studied because it only involves a certain number of respondents. Perhaps, future studies on gender could be done when there is a larger scaled of respondents present.

The implication of this study not only affects the communication field but also the tourism field. The findings display that the website is successful in bringing in tourists to the state. This is because homestay websites can be considered a tourism strategy in promoting ethnic tourism especially in rural areas around the world. So, by investigating its effect in the tourism field, the government especially can plan various activities in the future besides improving the use of existing websites. Besides that, the study on behavior of visitors to Annah Rais can also be used to improve the existing packages and assist in promoting ethnic tourism as a whole. Up to date, most of the studies on homestay focuses more towards economic, social and cultural traits. Some are in-depth on sustained tourism and studies on community development brought by it. Here, it shows that, it is less on homestay website study. This was supported by the research made by Abdul Rahman who studied travel blogs using U&G. “Although U&G theory is prolific in communication studies and has been applied to different types of social media, including blogs, to date, little research has specifically examined the motivation of travel blogs through the U&G perspective” (Abdul Rahman, 2017: 15). Miraz et al. (2015: 35) stated, “There is a need for a well-structured Information System or Intelligent System technologies in tourism industry to facilitate the access of tourist information by the users. The current ICT system has certain limitations”.

Generally, all of this happened due to the lack of concern about the worldwide possibilities on the internet phenomenons. The phenomenon here is the growth of internet that has replaced the old media. The Uses and Gratification Theory must adjust to fit the new media like internet.

5.3 Conclusion

The title for this study is “Uses and Gratification Theory: A Study on Annah Rais Homestays”. The objective of this study is divided into two parts, which is to investigate the perceived and actual uses that visitors to the homestays have obtained while seeking information from the websites of homestay operators and the second part is to evaluate the perceived and actual gratifications that visitors to the homestays obtained after they have visited or stayed at the homestays. The study was conducted at Annah Rais Village at Padawan area, in Kuching, Sarawak.

The results from the findings clarify that actual Uses and Gratification obtained after seeking information and stayed at these homestays is higher than perceived Uses and Gratification before that. This indicates that the visitors are more likely to be satisfied with the actual scenario after they arrived and stayed at Annah Rais homestay. This is probably due to fact that the visitors have already experience the whole program compared to before that, where they only had information from reading the website. Therefore, the three main aspects used in studying the Uses and Gratification approach in internet, which are content, process and social is valid.

As a theoretical framework Uses and Gratification Theory was applied to understand the act of media consumption. In this study, the implication of the theory towards the research is that the user motive in using these three websites is understood. It is to seek for

the information to fulfill their needs. These needs have been framed on entertainment and leisure.

As shown in the findings, the visitors are more satisfied with using the websites after they have visit and stayed at the homestay. This finding indicates that, the visitors' needs have been fulfilled after they have experienced everything said to be provided as indicated in the website.

Other implications of this research is that the websites also successfully promote ethnic tourism to the world. The websites does not merely function as an information tools but also creates social connection among users and homestays owner. This happened the moment the visitors started to interact with homestay operators.

Other significance of the study is that the Uses and Gratification which is perceived and actual can be studied and both are suitable for new media such as the internet. New frameworks can be constructed from this study as compared to before this, Uses and Gratification only applied to actual situations. Even the researchers who studied gratification sought, cannot run from the actual situation that motivates the users to use media. This is actual that comes from gratification obtained. In comparison, this study modified its Uses and Gratification framework by focusing on both perceived and actual experiences. In terms of methodology, most U&G studies on media neglected actual users while this study prioritizes it. Apart from this, the U&G study on Annah Rais opens a new door for other researchers that findings should not solely be analyzed based on social media. LaRose and Eastin (2004) indicates that people in using media tend to portray negative attitudes about a phenomenon before actually experiencing it. Thereafter, portraying positive attitudes only after engaging in the phenomenon surrounding.

Moreover, the visitors are active audience and after using the website, it brings them positive vibes on ethnic tourism. It is found that this result is the same for people of different genders. Usually, different gender impacts media use differently. This study is not ascertain as the notion of the study shows equal in gender. Furthermore, many studies on U&G was conducted in America and Europe. So this study proves that the notion is not relevant or accepted. Moreover, since the website is to attract the tourist to Annah Rais, the findings of the study can be applied in the tourism industry.

The limitation of the study is that only three websites operated in Annah Rais were discussed. Future researchers should look at the homestays website in the state of Sarawak. If bigger areas, there is a possibility to increase the number of respondents for the study. In order to access more information, the future researcher should opt to study the phenomenon by using qualitative methods.

In simplest terms, this study indicates that the U&G theory is still relevant and valid despite many arguments in the modern era. In reflection, Elihu Katz first introduced the theory while studying on radio in 1970s with the notion that people use the media to fulfill their own needs. In comparison to the study back in 1970s, this study supports the theory by actual respondents that are using the homestay's website to fulfill their needs. The needs for actual leisure and merely for experience the ethnic tourism. Spring (2002) mentioned the Uses and Gratifications Approach views the audience as active, meaning that they actively seek out specific media and content to achieve certain results or gratifications that satisfies their personal needs.

Besides that, many have commented that this theory is not befitting because it does not meet the standards due to criticisms in various aspects. Common criticisms of the theory is that it is too dependable on the researchers input rather than on the subject. For instance,

the television channel is not suitable for different type of ages. Thus, this study was on new media and not the traditional media. U&G is more useful and relevant as there are three websites for the respondent to choose from to satisfy their curiosity on ethnic tourism. So, this study helps to improve the theory.

Moreover, Uses and Gratification is also relevant in terms of understanding how individuals connect with the technology. U&G theory emphasizes that visitors seek a number of gratifications from the Annah Rais homestay operator's websites.

In conclusion, the actual change of the theory is that there is perceived Uses and Gratification. Perceived Uses and Gratification is a better concept rather than uses sought and gratification sought. This is due to the fact that Uses and Gratification sought both see the actual, not perceived. It is in terms of 'uses sought and gratification sought' study experiences by using the media, yet perceived sees thing from its starting: the content.

5.4 Suggestion for future research

The current findings on the study provide actual evidence of Uses and Gratification Theory can be applied on new media, the internet: websites.

Firstly, this study manifests a new milestone in the theory, but further research is needed to be done to strengthen the study. This means that a study based on a bigger scale population is needed within a longer amount of period. It is important to test or check the accuracy of this study especially the hypothesis. What can be done here, is to increase the sample size. The instrument constructed in this research can be used as a guideline for future studies.

Secondly, replication of this study with different homestays would be beneficial. This is because for this research, the researcher only conducted the survey among Annah

Rais homestay operator who established the homestay website. This means, the study does not represent the whole of Kuching homestay operators in Kuching or specifically Padawan area. Sampling of other homestay operators that have websites would increase the potential generalization of the finding to a new level or new insight and this could help improve the research and the findings will benefit the people and nation.

The government can also use the findings of the research to help preserve and maintain the activities in the homestay. This can be done by providing free website pages to the homestay operator apart from free teaching class on how to operate it. As mentioned earlier on in the chapter, out of 16 homestay operators, only three homestay operators manage a server or website. Stating this, it is obvious that most of the homestay operators do not have any knowledge in using new media to promote ethnic tourism. They lack the skills in managing new technology. This in fact, indirectly causes them to earn less revenue compared to those who have the websites. Stating this, if the government takes this matter seriously, it could at least help to boost their income while reducing poverty and generating national economy through tourism industry.

Furthermore, from the data collected, the researcher realizes most of the data is in favor of after visit or actual Uses and Gratification. Therefore, it is recommended that the operator of these three websites need to be creative in making their website more attractive. This can be done through improving certain parts of the website content such as putting more pictures and videos of activities. In addition to that, the younger generation appreciates visualization of the information rather than the normal text reading.

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APPENDICES



Uses and Gratification Theory: A Study on Annah Rais Homestays.

I am Catohrinner Joyce Guri and currently a master's degree student from Universiti Malaysia Sarawak (UNIMAS). I would like to take your valuable time to fill up these questionnaires for my thesis. The questionnaires examine the Uses and Gratification Theory in Annah Rais Longhouse homestay's websites. Your response will contribute greatly towards meeting this objective and shall be used only for the purpose of this study. The confidentiality of your responses is assured.

Thank you.

Catohrinner Joyce Guri
Matric No: 14020108
Master Student
Faculty of Social Sciences and Humanities
Universiti Malaysia Sarawak



Teori Kegunaan dan Kepuasan: Kajian Terhadap Inap Desa Annah Rais.

Saya, Catohrinner Joyce Guri merupakan calon master dari UNIVERSITI MALAYSIA SARAWAK (UNIMAS) ingin menjalankan kajian untuk menganalisis tentang kegunaan dan kepuasan laman sesawang yang disediakan oleh Pengurus Inap Desa di Kampung Annah Rais. Dengan ini, kerjasama daripada pihak tuan/puan amat dihargai untuk menjayakan kajian berkenaan. Hasil kajian ini hanya digunakan atas tujuan akademik.

Sekiranya anda mempunyai sebarang pertanyaan atau komen mengenai soal selidik ini, sila hubungi saya melalui telefon: 0178094053 atau emel: catohrinner.jg@gmail.com.

Sekian, terima kasih.

Catohrinner Joyce Guri
No pelajar: 14020108
Calon Master
Fakulti Sains Sosial dan Kemanusiaan
Universiti Malaysia Sarawak

CATEGORY A: DEMOGRAPHIC INFORMATION
KATEGORI A: MAKLUMAT DEMOGRAFIK

1. Age/*Umur*:

2. Sex/*Jantina*:

(Please tick (/) in the box below)

(*Sila tanda (/) dalam ruangan yang disediakan*)

Male/ <i>Lelaki</i>	
Female/ <i>Perempuan</i>	

3. Religion/*Agama*:

(Please tick (/) in the box below)

(*Sila tanda (/) dalam ruangan yang disediakan*)

Muslim/ <i>Islam</i>	
Christian/ <i>Kristian</i>	
Buddha	
Hindu	
Sikh	
Others/ <i>Lain-lain</i> Specify/ <i>Nyatakan</i>	

4. Status:

(Please tick (/) in the box below)

(*Sila tanda (/) dalam ruangan yang disediakan*)

Single/ <i>Bujang</i>	
Married/ <i>Berkahwin</i>	
Divorced/ <i>Janda/Duda</i>	
Others/ <i>Lain-lain</i>	

5. Nationalities/*Warganegara*:

(Please tick (/) in the box below)

(*Sila tanda (/) dalam ruangan yang disediakan*)

Malaysian	
Non-Malaysian/ <i>Bukan Malaysia</i> Specify/ <i>Nyatakan</i>	

6. If Malaysian, which state? /Jika Warganegara Malaysia, sila nyatakan negeri anda?
 (Please tick (/) in the box below)
 (Sila tanda (/) dalam ruangan yang disediakan)

Sarawak	
Sabah	
Wilayah Persekutuan Labuan	
Wilayah Persekutuan Kuala Lumpur	
Perak	
Negeri Sembilan	
Kedah	
Pulau Pinang	
Perlis	
Melaka	
Johor	
Pahang	
Terengganu	
Kelantan	

7. Occupation/Pekerjaan:

8. Income per month/Pendapatan Sebulan (RM-Ringgit):
 (Please tick (/) in the box below)
 (Sila tanda (/) dalam ruangan yang disediakan)

None/Tiada Pendapatan	
Less than/Kurang daripada RM 1000	
RM 1000-RM 2000	
RM 2000-RM 3000	
RM 3000-RM 4000	
RM 4000-RM5000	
More than/Lebih daripada RM 5000	
Specify/Nyatakan	

9. Education Level/Tahap Pendidikan:
 (Please tick (/) in the box below)
 (Sila tanda (/) dalam ruangan yang disediakan)

Never been to school/Tidak pernah bersekolah	
Secondary School/Sekolah Menengah-PMR/SPM	
STPM/Diploma	
Bachelor Degree/Ijazah Sarjana Muda	
Master/Ijazah Sarjana	
PHD/Doktor Falsafah	
Others / Lain-lain- Specify/Nyatakan	

CATEGORY B: LEVEL OF INTERNET USAGES**KATEGORI B: TAHAP PENGUNAAN INTERNET**

10. How often do you browse the internet in a day?

Berapa kerapkah anda menggunakan kemudahan internet dalam sehari?

(Please tick (/) in the box below)

(Sila tanda (/) dalam ruangan yang disediakan)

1-4 hours/ <i>Jam</i>	
5-8 hours/ <i>Jam</i>	
9-12 hours/ <i>Jam</i>	
13 hours and more/ <i>13 Jam dan Lebih</i>	

11. What are the devices use to browse the internet?

Apakah alat yang digunakan untuk melayari internet?

(Please tick (/) all the relevant choices)

(Sila tanda (/) dalam ruangan yang disediakan)

Computer/ <i>Komputer</i>	
Laptop/ <i>Komputer Riba</i>	
Smart Phone/ <i>Telefon Pintar</i>	
Tablet/ <i>Tab</i>	
Others/ <i>Lain-lain</i> Specify/ <i>Nyatakan</i>	

CATEGORY C: INTERNET FUNCTION**KATEGORI C: FUNGSI PENGGUNAAN INTERNET**

12. How did you first find out about the Annah Rais longhouse and its homestay?

Bagaimanakah anda pertama kali mendapat tahu tentang Rumah Panjang Annah Rais dan inap desa yang ditawarkan?

(Please tick (/) all the relevant choices)

(Sila tanda (/) mana-mana jawapan yang berkaitan)

Internet	
Magazines/ <i>Majalah</i>	
Newspaper/ <i>Akhbar</i>	
Television/ <i>Televisyen</i>	
Family/ <i>Keluarga</i>	
Friend/ <i>Kawan</i>	
Radio	
Pamphlet/ <i>Risalah</i>	
Banner/ <i>Kain Lentang</i>	
Others/ <i>Lain-lain</i> Specify / <i>Nyatakan</i>	

13. From that information, do you search about this longhouse and its homestay in the internet?

Daripada maklumat itu, adakah anda mencari maklumat mengenai Rumah Panjang ini bersama dengan inap desanya di laman sesawang?

(Please tick (/) in the box below)

(Sila tanda (/) dalam ruangan yang disediakan)

Yes/Ya	
No/Tidak	

14. If no, why? / Kalau tidak, kenapa?

.....

.....

.....

15. If yes, what type of information did you seek about this longhouse and its homestay?

Apakah jenis informasi yang anda cari tentang Rumah Panjang dan inap desa ini?

(Please tick (/) all the relevant choices)

(Sila tanda (/) mana-mana jawapan yang berkaitan)

Location/Lokasi	
Estimate time from town and airport/Jangka masa dari bandar dan lapangan terbang	
Distant from town and airport/Jarak dari bandar dan lapangan terbang	
Type of Transportation available/Jenis pengangkutan yang sedia ada	
Package Offered/Pakej yang ditawarkan	
Promotion/Promosi	
Activities offered/Aktiviti yang ditawarkan	
Contact details/Maklumat Pihak untuk dihubungi	
History and background/Sejarah dan latar belakang	
Currency exchange/Pertukaran matawang	
Language/Bahasa	
Map/Peta	
Weather/Cuaca	
Food/Makanan	
Amenities/Kemudahan	
Time Zone/Zon waktu	
Culture/Budaya	
Reservation/Tempahan	
Picture/Gambar	

CATEGORY D: THE THREE WEBSITES FAMILIARITY**KATEGORI D: KELAZIMAN PENGGUNAAN KETIGA-TIGA LAMAN SESAWANG**

16. Among the three websites offered by the local people in Annah Rais in the internet, which homestay do you choose to visit or stay?

Daripada tiga laman sesawang yang ditawarkan oleh penduduk Annah Rais dalam internet, inap desa yang manakah anda pilih untuk lawat atau tinggal?

(Please tick (/) in the box below)

(Sila tanda (/) dalam ruangan yang disediakan)

Longhouse Adventure	
Borneo Sarawak: Annah Rais Bidayuh Homestay	
Macheree's Homestay	

17. Why/*Kenapa?*

Answer/Jawapan:

.....
.....
.....

18. What type of package do you choose?

Apakah pakej yang anda pilih?

(Please tick (/) in the box below)

(Sila tanda (/) dalam ruangan yang disediakan)

Half day trip/ <i>Lawatan separuh hari</i>	
2 days 1 night/ <i>2 hari 1 malam</i>	
3 days 2 nights/ <i>3 hari 2 malam</i>	
4 days 3 nights/ <i>4 hari 3 malam</i>	

19. Are you here alone?

Adakah anda datang bersendirian?

(Please tick (/) in the box below)

(Sila tanda (/) dalam ruangan yang disediakan)

Yes/ <i>Ya</i>	
No/ <i>Tidak</i>	

20. If no, who are you coming with to the trip?

Jika anda bukan bersendirian, dengan siapakah anda datang untuk lawatan atau percutian ini?

**Ignore this question if your answer for question number 19 is 'yes'.*

Jangan jawab soalan ini jika jawapan anda bagi soalan nombor 19 ialah 'ya'.

(Please tick (/) in the box below)

(Sila tanda (/) dalam ruangan yang disediakan)

Spouse/Pasangan	
Friend/Kawan	
Family/Keluarga	
Colleague/Rakan sekerja	
Delegates/Rombongan	

21. How many are coming with you?

Berapa ramaiakah yang datang bersama dengan anda?

**Ignore this question if your answer for question number 19 is 'yes'.*

Jangan jawab soalan ini jika jawapan anda bagi soalan nombor 19 ialah 'ya'.

Answer/Jawapan:

22. What is your visiting purpose?

Apakah tujuan kedatangan anda?

(Please tick (/) in the box below)

(Sila tanda (/) dalam ruangan yang disediakan)

Holiday/Bercuti	
School or university visit/Lawatan sekolah atau university	
Work purpose/Atas urusan kerja	
Others/Lain-lain Specify/Nyatakan	

23. What month did you visit or stay in this Annah Rais Longhouse/homestay this year?

Bulan apakah, anda datang melawat atau tinggal di Rumah Panjang Annah Rais/Inap Desanya tahun ini?

June/Jun	
July/Julai	
August/Ogos	
September/September	
October/Oktober	

CATEGORY E: PERCEIVED AND ACTUAL USES OF INFORMATION OBTAINED FROM THE WEBSITES

KATEGORI E: PEROLEHAN MAKLUMAT SEBELUM DAN SELEPAS MELAYARI WEBSITE

Instruction

Arahan

For questions number **24 to 53**, do circle/mark your answer according to number **1 up to 5** to indicate your perceived and actual uses of information obtained from the websites.

Bagi soalan nombor 24 hingga 53, sila bulat/tandakan jawapan anda di ruang yang disediakan merujuk kepada nombor 1 hingga 5 untuk menyatakan perolehan maklumat sebelum dan selepas melayari laman sesawang.

R-rating

- | | |
|--|---|
| 1. Strongly disagree/Sangat tidak bersetuju | 2. Disagree/Tidak bersetuju |
| 3. Neither agree nor disagree/Antara bersetuju dengan tidak bersetuju | |
| 4. Agree/Setuju | 5. Strongly agree/Sangat bersetuju |

The Information/Informasi:

No	R-Before Sebelum					Statement/Pernyataan	R-After Selepas				
24	1	2	3	4	5	The information in the website is accurate <i>Informasi yang terdapat di laman sesawang tepat</i>	1	2	3	4	5
25	1	2	3	4	5	The information in the website is complete <i>Informasi yang terdapat di laman sesawang lengkap</i>	1	2	3	4	5
26	1	2	3	4	5	The information in the website is interesting <i>Informasi yang terdapat di laman sesawang menarik</i>	1	2	3	4	5
27	1	2	3	4	5	The information in the website is helpful <i>Informasi yang terdapat di laman sesawang bermanfaat</i>	1	2	3	4	5
28	1	2	3	4	5	The information in the website is relevant <i>Informasi yang terdapat di laman sesawang relevan</i>	1	2	3	4	5

The Reservation/Tempahan:

No	R-Before Sebelum					Statement/Pernyataan	R-After Selepas				
29	1	2	3	4	5	The reservation process is easy <i>Proses tempahan ialah mudah</i>	1	2	3	4	5
30	1	2	3	4	5	The reservation process is helpful <i>Proses tempahan adalah membantu</i>	1	2	3	4	5
31	1	2	3	4	5	The reservation process is reliable <i>Proses tempahan boleh dipercayai</i>	1	2	3	4	5
32	1	2	3	4	5	The reservation process is fast <i>Proses tempahan ialah cepat</i>	1	2	3	4	5
33	1	2	3	4	5	The reservation process is valid <i>Proses tempahan ialah tepat</i>	1	2	3	4	5

The Package/Pakej:

No	R-Before Sebelum					Statement/Pernyataan	R-After Selepas				
34	1	2	3	4	5	The package is interesting <i>Pakej adalah menarik</i>	1	2	3	4	5
35	1	2	3	4	5	The package is value for money <i>Pakej berbaloi dengan duit</i>	1	2	3	4	5
36	1	2	3	4	5	The package suits my need <i>Pakej menepati keperluan saya</i>	1	2	3	4	5
37	1	2	3	4	5	The package suits my budget <i>Pakej sesuai dengan bajet saya</i>	1	2	3	4	5
38	1	2	3	4	5	The package catches my attention <i>Pakej menarik perhatian saya</i>	1	2	3	4	5

The Transportation/Pengangkutan:

No	R-Before Sebelum					Statement/Pernyataan	R-After Selepas				
39	1	2	3	4	5	It is easy to travel to the destination <i>Ianya mudah untuk mengembara ke destinasi</i>	1	2	3	4	5
40	1	2	3	4	5	It is cheap to travel to the destination <i>Ianya murah untuk mengembara ke destinasi</i>	1	2	3	4	5
41	1	2	3	4	5	It is safe to travel to the destination <i>Ianya selamat untuk mengembara ke destinasi</i>	1	2	3	4	5
42	1	2	3	4	5	It is comfortable to travel to the destination <i>Ianya selesa untuk mengembara ke destinasi</i>	1	2	3	4	5
43	1	2	3	4	5	It is pleasant to travel to the destination <i>Ianya menyenangkan untuk mengembara ke destinasi</i>	1	2	3	4	5

The Location/Lokasi:

No	R-Before Sebelum					Statement/Pernyataan	R-After Selepas				
44	1	2	3	4	5	The location is easily located <i>Lokasi senang dicari</i>	1	2	3	4	5
45	1	2	3	4	5	The location is suitable <i>Lokasi memang sesuai</i>	1	2	3	4	5
46	1	2	3	4	5	The location is near <i>Lokasi adalah dekat</i>	1	2	3	4	5
47	1	2	3	4	5	The location is strategic <i>Lokasi sangat strategic</i>	1	2	3	4	5
48	1	2	3	4	5	The location is appropriate <i>Lokasi adalah bertepatan</i>	1	2	3	4	5

The tour and activities/Aktiviti dan Lawatan:

No	R-Before Sebelum					Statement/Pernyataan	R-After Selepas				
49	1	2	3	4	5	The tour and activities is interesting <i>Aktiviti dan lawatan adalah menarik</i>	1	2	3	4	5
50	1	2	3	4	5	The tour and activities is informative <i>Aktiviti dan lawatan adalah berinformasi</i>	1	2	3	4	5
51	1	2	3	4	5	The tour and activities is relevant <i>Aktiviti dan lawatan adalah relevan</i>	1	2	3	4	5
52	1	2	3	4	5	The tour and activities is adventurous <i>Aktiviti dan lawatan adalah menyeronokkan</i>	1	2	3	4	5
53	1	2	3	4	5	The tour and activities is organized <i>Aktiviti dan lawatan adalah teratur</i>	1	2	3	4	5

CATEGORY F: PERCEIVED AND ACTUAL GRATIFICATION AFTER THE VISITORS HAVE VISITED OR STAYED AT THE HOMESTAYS

KATEGORI F: KEPUASAN YANG DIPEROLEHI SEBELUM DAN SELEPAS MELAWAT KE INAP DESA

Instruction

Arahan

For questions number **54 to 83**, do circle/mark your answer according to number **1 up to 5** to indicate your perceived and actual gratification after the visitors have visited or stayed at the homestays.

Bagi soalan nombor 54 hingga 83, sila bulat/tandakan jawapan anda di ruang yang disediakan merujuk kepada nombor 1 hingga 5 untuk menyatakan kepuasan yang diperolehi sebelum dan selepas melawat ke inap desa.

R-rating

- | | |
|--|---|
| 1. Strongly disagree/Sangat tidak bersetuju | 2. Disagree/Tidak bersetuju |
| 3. Neither agree nor disagree/Antara bersetuju dengan tidak bersetuju | |
| 4. Agree/Setuju | 5. Strongly agree/Sangat bersetuju |

The Homestay/Inap Desa:

No	R-Before Sebelum					Statement/Pernyataan	R-After Selepas				
54	1	2	3	4	5	The homestay is clean <i>Inap Desa adalah bersih</i>	1	2	3	4	5
55	1	2	3	4	5	The homestay is unique <i>Inap desa adalah unik</i>	1	2	3	4	5
56	1	2	3	4	5	The homestay is beautiful <i>Inap Desa adalah cantik</i>	1	2	3	4	5
57	1	2	3	4	5	The homestay is traditional <i>Inap Desa adalah tradisional</i>	1	2	3	4	5
58	1	2	3	4	5	The homestay is comfortable <i>Inap Desa adalah selesa</i>	1	2	3	4	5

The Local Food/Makanan Tempatan:

No	R-Before Sebelum					Statement/Pernyataan	R-After Selepas				
59	1	2	3	4	5	The local food is delicious <i>Makanan tempatan adalah sedap</i>	1	2	3	4	5
60	1	2	3	4	5	The local food is interesting <i>Makanan tempatan adalah menarik</i>	1	2	3	4	5
61	1	2	3	4	5	The local food is well present <i>Makanan tempatan disajikan dengan baik</i>	1	2	3	4	5
62	1	2	3	4	5	The local food is unique <i>Makanan tempatan adalah unik</i>	1	2	3	4	5
63	1	2	3	4	5	The local food is palatable(eatable) <i>Makanan tempatan boleh dimakan</i>	1	2	3	4	5

The Environment/Alam Sekitar:

No	R-Before Semasa					Statement/Pernyataan	R-After Selepas				
64	1	2	3	4	5	The environment is clean <i>Alam sekitar adalah bersih</i>	1	2	3	4	5
65	1	2	3	4	5	The environment is beautiful <i>Alam sekitar adalah cantik</i>	1	2	3	4	5
66	1	2	3	4	5	The environment is green <i>Alam sekitar adalah hijau</i>	1	2	3	4	5
67	1	2	3	4	5	The environment is breathtaking <i>Alam sekitar mengamit pemandangan mata</i>	1	2	3	4	5
68	1	2	3	4	5	The environment is pleasant <i>Alam sekitar adalah menyenangkan</i>	1	2	3	4	5

The homestay operator/Pengurus Inap Desa:

No	R-Before Sebelum					Statement/Pernyataan	R-After Selepas				
69	1	2	3	4	5	The homestay operator is friendly <i>Pengurus Inap desa peramah</i>	1	2	3	4	5
70	1	2	3	4	5	The homestay operator is helpful <i>Pengurus Inap desa banyak membantu</i>	1	2	3	4	5
71	1	2	3	4	5	The homestay operator is warm <i>Pengurus Inap desa adalah menyenangkan</i>	1	2	3	4	5
72	1	2	3	4	5	The homestay operator is easy going <i>Pengurus Inap desa seorang yang mudah didekati</i>	1	2	3	4	5
73	1	2	3	4	5	The homestay operator is kind <i>Pengurus Inap desa adalah baik hati</i>	1	2	3	4	5

The Annah Rais People/Penduduk Annah Rais:

No	R-Before Sebelum					Statement/Pernyataan	R-After Selepas				
74	1	2	3	4	5	The Annah Rais people is friendly <i>Penduduk Annah Rais peramah</i>	1	2	3	4	5
75	1	2	3	4	5	The Annah Rais people is helpful <i>Penduduk Annah Rais mudah membantu</i>	1	2	3	4	5
76	1	2	3	4	5	The Annah Rais people is warm <i>Penduduk Annah Rais menyenangkan</i>	1	2	3	4	5
77	1	2	3	4	5	The Annah Rais people is easy going <i>Penduduk Annah Rais mudah didekati</i>	1	2	3	4	5
78	1	2	3	4	5	The Annah Rais people is kind <i>Penduduk Annah Rais baik hati</i>	1	2	3	4	5

The Amenities/Kemudahan:

No	R-Before Sebelum					Statement/Pernyataan	R-After Selepas				
79	1	2	3	4	5	The electricity is reliable <i>Kemudahan bekalan elektrik mencukupi</i>	1	2	3	4	5
80	1	2	3	4	5	The water supply is sufficient <i>Kemudahan bekalan air mencukupi</i>	1	2	3	4	5
81	1	2	3	4	5	The road connection is accessible <i>Kemudahan jalan yang sempurna</i>	1	2	3	4	5
82	1	2	3	4	5	The signboard is accurate/helpful <i>Kemudahan papan tanda yang betul/membantu</i>	1	2	3	4	5
83	1	2	3	4	5	The tourist information centre is helpful <i>Pusat Informasi Pelancong adalah membantu</i>	1	2	3	4	5

84. Would you like to visit/stay in Annah Rais in the future?

Adakah anda ingin melawat/tinggal sekali lagi ke Annah Rais di masa hadapan?

(Please tick (/) in the box below)

(Sila tanda (/) dalam ruangan yang disediakan)

Yes/Ya	
No/Tidak	

85. Why? Kenapa?

.....

.....

.....

Thank you for answering all the question.
Terima kasih kerana menjawab semua soalan.