

GENDER, SPACE AND ENTREPRENEURSHIP: A CASE STUDY OF FELDA WOMEN ENTREPRENEURS IN JOHOR, MALAYSIA

Nor Hafizah Selamat^{*}, Farah Syazwani Hayrol Aziz, Adzam Anuar, Zaireeni Azmi
and Noraida Endut

Centre for Research on Women and Gender (KANITA), Universiti Sains Malaysia

^{*}Corresponding author's e-mail: hafiz@usm.my

ABSTRACT: Since the establishment of FELDA (Federal Land Development Authority) in 1956, a series of entrepreneurship programs and incentive have been introduced through its Entrepreneur Development Department with the objective to improve and strengthen the knowledge and skills of entrepreneurs and potential entrepreneurs in FELDA. It is estimated that there are 1.97 million women in FELDA throughout Malaysia and 4,725 of them are women's entrepreneurs, involving in various business sectors. Several studies have been done on women entrepreneurship in FELDA, however, knowledge about the places from which women entrepreneurs operate and its relations to gender roles is still under research. The ability of entrepreneurs to establish a productive business is very much determined by factors such as who they are, where they are located, and how they interact within space. By using gender analyses, this paper will be examining women entrepreneurs' lived experiences, how entrepreneurship space is created and how women's use of space as a survival strategy through entrepreneurship. Using in-depth interviews and observation, 16 women entrepreneurs were selected in FELDA Ulu Tebrau to share their entrepreneurship activities and experiences. The preliminary finding shows that most women entrepreneurs locate their businesses close to home either inside the house, in the house compound or just beside the roadside in front of their houses as they are not being relieved from the household work. Gender roles are likely inhibiting women entrepreneurs' spatial range and therefore their business location. The existing government policies may not capture all of the impediments to women's business growth. Therefore, more attention is needed to understand and address the gendered role of place and space to ensure that women entrepreneurs have equal opportunity to expand their business's growth.

Keywords: gender, space, entrepreneurship, FELDA women entrepreneurs, Malaysia

INTRODUCTION

In Malaysia, small-scale food enterprises have played an important role in the Malaysian economy and out of more than 9000 processing factories in Malaysia (Chee, 1986), 95 percent are categorized as small-scale enterprises. However, the rate of women in entrepreneurship is quite low when only 16 percent of businesses in Malaysian SMEs in 2005 are owned by women entrepreneurs (Ministry of International Trade and Industry, 2009). For women, embarking into business has different motivations. To many women, particularly vulnerable and poor women, entrepreneurship is a vehicle to respond to their poverty situations and as a livelihood strategy to sustain their lives. Although there is an increase number of vulnerable women participating in micro-businesses, only a small number actually succeed in developing their enterprise and generating sustainable living from it (Pingle, 2005). Study on the performance of micro-enterprises has shown that majority of micro-entrepreneurs were in the category of 'survivalist' (Pingle, 2005; Nor Hafizah, 2011).

With the aim of improving the quality of life and the socio-economic condition of the settlers, FELDA (Federal Land Development Authority) as one of the Malaysian government agencies is taking the initiative to transform the FELDA community into entrepreneurial community. As part of the effort, FELDA has been actively offering loans particularly to the new generation of FELDA to expand businesses under the FELDA Entrepreneur Incentive Scheme. To date, there are around 2,000 new generations involved in various fields such as farming, plantation, manufacturing, aquaculture, trading and crafts. Since the establishment of FELDA in 1956, a series of entrepreneurship programs and incentive have been introduced through its Entrepreneur Development Department with the objective to improve and strengthen the knowledge and skills of entrepreneurs and potential entrepreneurs in FELDA. It is estimated that there are 1.97 million women in FELDA throughout Malaysia and 4,725 of them are women's entrepreneurs, involving in various business sectors (FELDA, 2011).

Several studies have been done on women entrepreneurship in FELDA, however, knowledge about the places from which women entrepreneurs operate and its relations to gender roles is still under research. The ability of entrepreneurs to establish a productive business is very much determined by factors such as who they are, where they are located, and how they interact within space. By using gender analyses, this paper will be examining women entrepreneurs' lived experiences, how entrepreneurship space is created and how women's use of space as a survival strategy through entrepreneurship among women entrepreneurs in FELDA Ulu Tebrau, Johor. This paper argues that space and place will enable and constrain entrepreneurship activities that lead to the creation of gendered spaces

FELDA SETTLEMENT AND ENTREPRENEURSHIP ACTIVITIES

FELDA was formed in 1956 and the first FELDA settlement was launched in 1957 in Kelantan. The main objective of FELDA was to develop rural areas as a viable agricultural areas and resettlement of poor and landless into newly developed areas where 94 per cent of FELDA population in 1970 were Malays (Abdul Hamid et al., 1987). It is a scheme to ensure an improved living and economic conditions of the settlers (Golam Hassan et al., 1999; Sutton, 2001). By 2000, FELDA had cultivated 9,000 square kilometres of land, mostly oil palm plantations. There are about 112, 635 settlers all around Malaysia which involved 11 states (FELDA, 2011). In Johor, the number of settlers is 28,971 with women settlers is only 5,591 compared to men settlers, 23,380. The gap is not surprising considering the nature of the scheme which prioritized men to be selected and acknowledged as settlers and owners of the land at the beginning of the programme (Jamilah, 1992). Basic amenities and facilities that are available in FELDA also include 24-hour electricity, water supply, community halls, sports facilities, schools and tele-centre.

In terms of entrepreneurship development, FELDA management has started the FELDA Entrepreneurship Incentive Scheme (SIUF) for the younger generation of FELDA settlers to encourage them to get involved in non-farm activities such as processing or manufacturing poultry, seafood, fruits or vegetable businesses. To date 34,029 entrepreneurs have participated in the businesses involving RM46.48 million pay-out (Media Relations and event Management, 2015). This involvement has provided additional revenues varying from RM 500-2000 month per settler. In March 2013, the FELDA Women's Association (WADA) was also established as a platform to mobilize transformation and to empower FELDA women through entrepreneurship. As a business spatial environment, FELDA is a unique spatial environment for settlers to embark into business as huge number of settlers has created a big demand on various products.

FELDA ULU TEBRAU (FUT): THE STRUCTURE AND THE SOCIETY

In terms of structural organization, FELDA community is organized and arranged based on several layers of *peringkat* (phase). FELDA Ulu Tebrau is divided into 6 phases (*peringkat*), and each of the phases is headed by a Phase Leader (*Ketua Peringkat*). Each phase consists of 2–8 blocks and each one of them is headed by a Block Chief (*Ketua Blok*). Each block has around 15–20 households. There are a total of 624 households in FUT. Among the six phases, the phase C is considered to be the most systematic in terms of its arrangement as it has proper signboard at the entrance and exit of the blocks. The list of FELDA settlers' name is written on the signboard together with a map showing the structure of the block. According to one of the resident interviewed, it was the Phase C that initiated the construction of the signboard at every house in FUT. There is one police station and one mosque at FUT that has become the centre of cultural and religious activities particularly in organizing various religious talks and ritual and hosting a national-level Ramadhan event for FELDA's committee.

RESEARCH METHODOLOGY

Using in-depth interviews and observations, 16 women micro-entrepreneurs, aged between 25–60, were selected in FELDA Ulu Tebrau, Johor to share their entrepreneurship activities and experiences. Respondents of this study were selected through snowballing technique. 9 respondents are involved in

food and pastries businesses, 4 in clothing businesses, 2 of them own grocery stores and 1 is involved in transportation business. The observation was carried out to analyse the spaces used by the women entrepreneurs, and how the structure of FELDA affected the entrepreneurship activities at the village. A mapping out of entrepreneurship activities were also carried out in FELDA Ulu Tebrau which consists of 624 households. The instruments used in this study are interview guide. Data from the survey was analysed using SPSS software and the qualitative data of IDI was analysed using thematic analysis. During the research process, ethical conduct were observed and considered and the informed consent was obtained from all participants.

LITERATURE REVIEW

There have been substantial studies on women entrepreneurship in general including studies on the factors that influence their participation. Although, there are quite a number of studies have been done on women in FELDA (Zaireeni, 2014; Ahmad Rozelan et al., 2014; Idris, et al., 2014) only a small number of studies are basically looking at gender and women entrepreneurship in FELDA. Even these studies are mainly focusing more on the motivational factors such as the effect of person-environment on entrepreneurial success among FELDA youth (Ahmad Rozelan et al., 2014). Meanwhile a study by Siti Normala (2012) surveyed the levels of entrepreneurship knowledge based on the perception of women entrepreneurs in FELDA Ulu Tebrau. The study reported that majority of the entrepreneurs have not attended any course related to entrepreneurship. One significant aspect that is lacking in the literature of women and entrepreneurship in FELDA is gender analysis and sex disaggregated data on entrepreneurship.

Gender differences can especially be seen in entrepreneurship activities. Female entrepreneurs have different motivations in involving in businesses from male entrepreneurs. Among the main factors women embarking into businesses are self-fulfilment, autonomy, pursuit of social missions as main factors women embarking into business (Bruni et al., 2004). Others such as Teasdale et al. (2011) cite tackling social issues, meeting local needs and 'making a difference' are all gendered attributes 'associated with women'. Study on gender differences in entrepreneurial activity have been explored, for example, by Pfefferman and Frenkel (2001). Gendered business activities are also described in the study of family farm forestry. Based on the work of Umaerus et al. (2013), traditional forestry is the main task for both male and female Family Farm Forestry owners, however, women engage more often than men in service-oriented business activities. In terms of business survival, study by Kalleberg and Leicht (1991) in South Central Indiana, found that businesses headed by women were not more likely to go out of business, nor less successful, than those owned by men.

According to Hovorka (2005), entrepreneurs' ability to create a productive business is premised on who they are, where they are located, and how they interact within space. Möller (2012) explores women's livelihood strategies and the economic and lifestyle-oriented motives in embarking into entrepreneurship within tourism in Latvia. Her study illustrates women's day-to-day livelihood practices and how they organize their lives in time and space and reveals how women negotiate their 'livelihood action space', which includes a number of paradoxes between the quest for independence while facing both economic and social restrictions. Study by Noritake (2008) examine how spatial, social and gender relations affect the emplacement and process of place making among female street entrepreneurs, and how they negotiate space and gender in everyday life in contemporary Seoul, Korea. Gender concerns need to be brought more explicitly into the sustainable livelihoods approach as the term 'sustainable livelihoods' is itself both a space that women gained and then lost over the years (Harcourt, 2012). It has been argued that women's participation in self-employment generally is still under-theorised (Blake, 2006; Ahl, 2006; Lewis, 2006) and therefore effort need to be done to consider within this, the social construction of gender, time, space, economy and culture (Buzar et al., 2005)

FINDINGS AND ANALYSIS

Profile of Respondents

Age of respondents

Majority of respondents (50 percent) are between the ages of 31 – 40 years old while 25 percent of them are between the ages of 41 – 50 years old. The youngest respondents are between the ages of 21 – 30 years old (18.8 percent).

Types of Businesses

There are 56.3 per cent of respondents involved in food production business which is mainly in food and pastries. Second popular business among the respondents is in clothing business (25 per cent) while 12.5 per cent of them are operating grocery shop. Meanwhile, 6.3 percent of the women entrepreneurs are in transportation industry.

Main Factor to Embark into Entrepreneurship

More than 50 per cent of respondents decided to get involved in entrepreneurship due to family commitment. The decision to become micro entrepreneur is very much influenced by the gender roles of the respondents who are housewives. Majority of them prefer to do business so that they have more flexible time with their families particularly in managing the household chores and taking care of their children. Meanwhile, 25 per cent of them choose to become entrepreneurs due to personal interest in the business industry.

Technology Used in Entrepreneurship Activities

The two most important technology used for entrepreneurship activities are Whatsapp (the most popular) 56 per cent and Facebook (50 per cent), followed by Instagram (37.5 per cent) and 31 per cent of the respondents prefer to use just phone call. Twitter is being the least popular of social media used for entrepreneurship. Only 6 per cent of entrepreneurs do not use any kind of social media and their business marketing is mostly done through the 'word of mouth'.

Business location

In terms of location, most of the business premises owned by women are located either within their homes (in the house or at the balcony area), within the house compound, at the roadside in front of the house or within the close proximity of the house. They are basically involved in home-based enterprise such as producing frozen food (such as frozen samosa and currypuff) and various types of crisp such as banana crisp. The farthest businesses premises are about 5-10 mins from their houses. For women entrepreneurs, business location is an important aspect in ensuring the sustainability of the business. In this case, gender roles and expectation have been the main factors that influence the selection of business location and also the level of their business performance. These two aspects can be best described by the two case studies as presented below.

Case study 1: Sumi Enterprise

Sumi Enterprise is run by a dedicated housewife, Ros, who wanted to establish her own business with her husband. Ros has been in the business for almost 6 years. According to Ros, doing business is one of the best way to strengthen her family's income while at the same time be able to take of her own children without depending on her parents for child care. That was why she chose to have her business production in her own house. Based on observation, there were several important equipment including fridges and a big table for the women to produce the samosas/currypuff that were being placed in area of her living room. She has a total of six women workers who were also staying in her

own neighbourhood. They would usually start the production process from 10 am until 4 pm everyday. Although, the room seemed to be a bit crowded with household stuff and at the same time have to make some space for her six workers, Ros felt that was the best option rather than to have her business premise away from her home. The workers were also seemed to be happy to work at Ros's house as they have flexible working hours and they can go back to their houses to check on their families as most of their houses are just within walking distance. Interestingly, although all the production are carried out in her own home, her products have been marketed to overseas such as Singapore.

Case study 2: Waffles Shop

Hamidah, the owner of a waffle shop, was a former factory worker who decided to quit her job after getting married to her husband. At first, she opened a toy store at one of the business premises about 20 minutes from her house. Everyday, she would ride her motorbike to her shop and then she also needed to travel back and forth to pick up her children from school, to prepare lunch and to make sure that her children were safe at home. During this time, she would leave her shop and let her friend to look after the shop. However, this routine work has some impact on her business performance when she was often not around at the shop. She was then decided to sell off the shop and later opened a new stall selling waffles, located in front of her house. Based on the interview, Hamidah was glad with her decision as she felt that she finally be able to "become a full time housewife". Hamidah often used the word "*sambil-sambil*" or more like "hobby" several times to describe her business activities. She admitted that she was not in a desperate need for money and the waffle business was only a temporary (*sambil-sambil*) business because she knew that she could not go beyond her house to expand her business as she is tied with family commitment. She said, "*...it is much easier to open a shop in front of my house as I can watch my children while I'm serving my customer*".

ANALYSIS

Based on the case above, it shows that women entrepreneurs have strategically chosen a location that is convenient to them, while taking care of their families and children. Literature review on women entrepreneurship has discussed in length the challenges faced by women entrepreneurs. Ekinsmyth (2012), for example, argues that business creation, embedded in family spaces and borne out of desire to manage work and life balance is a growing phenomenon. Meanwhile study by Palanivelu and Jahan (2014), emphasis the great responsibility for women to maintain both business and family. They argue that since the boundaries between the business and the family tend to be vague, women operating family businesses face a unique set of issues related to personal identity, role conflict, loyalties, family relationships, and attitudes towards authority.

Business Marketing and the Use of Social Media

Despite the fact that many of the women businesses are homebased, some of their products are being marketed to outside FELDA. The marketing of the products are beyond the FELDA area. For example, Sumi Frozen Curry Puffs are exported to Singapore and received high demand from supplier outside FELDA. Almost all of the respondents are using social media as part of their promotion strategies. Whatsapp, Facebook and Instagram are being the most popular social media used to promote and market their products. FELDA provides computer and multi media technology such as Pusat Komputer 1 Malaysia (PK1M) for entrepreneurship activities but the respondents prefer to use their own smartphone for their businesses. According to Ekinsmyth (2012), business creation embedded in family spaces are increasingly made possible by information and communication technologies that expand the boundaries of business possibility to a new level.

Women mobility

Majority of women entrepreneurs are quite mobile in their business activities. They are able to meet customers or sell product using several type of transport, motorcycles being the most popular transport among the respondents, other than buses and cars. Women entrepreneurs are mainly multi-tasker as they have to do all the housework, caring for the children while dealing with the business matters. For

example, all respondents shared the same view that they have to do all the business transactions and they have to take around 30 mins to get to the nearest ATM machine to withdraw or deposit money. Therefore buying groceries or business materials will require these women to be mobile as the nearest supermarket is located outside the FUT, about 30 minute drives from the FUT. Although in other countries such as in India, Muslim women entrepreneurs has been subjected to extreme restriction due to traditional religious and caste institutions and has impacted on their business activities (Field et al., 2015), the case is different in FELDA Ulu Tebrau. All of the respondents are free to go about doing their businesses, provided that are able to perform their gender roles expectation at home. The study above shows that the type of business and business location are very much influenced by the gender roles and expectation. It also shows that women's businesses are different to men's (Ahl, 2006; Hanson, 2003; Hanson and Blake, 2005) in terms of their nature, location, type and the way that business is done.

CONCLUSION

The two cases provided above highlight important aspects in an area that has been under researched. The study shows that most women entrepreneurs locate their businesses close to home as they are not being relieved from the household work. Downing and Daniels (1992) argue that women locate their businesses close to home as a consequence of their spatial entrapment. Such location constraints can entail a double marginalization reality: a peripheral location within a peripheralized community. Gender roles likely inhibit women entrepreneurs' spatial range and therefore their business location. It shows that space and place will enable and constrain entrepreneurship activities that lead to the creation of gendered spaces. Only a small percentage of women entrepreneurs have the motivation to market their products beyond FELDA while majority of them still considered their business as "temporary" business (*niaga sambilan*). The existing government policies may not capture all of the impediments to women's business growth. Therefore, more attention is needed to understand and address the gendered role of place and space to ensure that women entrepreneurs have equal opportunity to expand their business's growth. From a policy perspective, it is important to understand how best to ensure that mundane family and neighbourhood spaces provide the breeding ground, support and resources necessary for entrepreneurial imagination, new business formation and local economic growth.

Acknowledgement

This study is funded by the Research Council of Norway. It is a part of a bigger project: Revisiting Gender in Development: Complex Inequalities in a Changing Asia, aimed to revisit the concept of gender in a rapidly changing Asia. The first part of this study was conducted in FELDA Ulu Tebrau, Johor and supervised by Prof. Ragnhild Lund (Department of Geography, Norwegian University of Science and Technology) and Prof Merete Lie (Department of Interdisciplinary Studies of Culture, Norwegian University of Science and Technology). This paper is based on the second part of the study, focusing on how women embark into micro-entrepreneurship as a survival mechanism to sustain their livelihoods. All the researchers involved in the second phase are from the Centre for Research on Women and Gender (KANITA) and supervised by Associate Professor Dr. Nor Hafizah Selamat.

REFERENCES

- Abdul Hamid, A., Rahimah, A. A. & Sulong, M. (1987). Development and Socio-Cultural Changes in Rural Malaysia. *Akademika*, 30, 29-48.
- Ahl, H. (2006). Why Research on Women Entrepreneurs Needs New Directions. *Entrepreneurship: Theory & Practice*, 30(5), 595 - 621.
- Ahmad Rozelan, Y., Aris, A & Abdul Majid, I (2014) *FELDA Youth Entrepreneurs and Personality Environment Congruency*. Faculty of Technology Management and Technopreneurship, Universiti Teknikal Malaysia Melaka.

- Blake, M. (2006). Gendered lending: gender, context and the rules of business lending. *Venture Capital*, 8(2), 183-201.
- Bruni, A., Gherardi, S. & Poggio, B (2004). Doing gender, doing entrepreneurship: an ethnographic account of intertwined practices. *Gender, Work & Organization*, 11, 406 - 429.
- Buzar, S., Ogden, P. & Hall, R (2005). Households matter: the quiet demography of urban transformation. *Progress in Human Geography*, 29, 413 - 436.
- Chee, P. (1986). *Small Industry in Malaysia*. Kuala Lumpur: Berita Publishing Sendirian Berhad
- Downing, J. & Daniels, L. (1992). The Growth and Dynamics of Women Entrepreneurs in Southern Africa. GEMINI Technical Report No. 47, Washington, DC: United States Agency for International Development
- Ekinsmyth, C. (2012) *Family-friendly entrepreneurship: new business formation in family spaces*. Urbani Issiv, 23 (Supp 1). S115-S125. ISSN 0353-6483.
- FELDA (2011). *Laporan Tahunan 2011*. Laporan Tahunan. Lembaga Kemajuan Tanah Persekutuan (FELDA).
- Field, E., Jayachandran, S., Pande, R. & Rigol, N. (2015). Friendship at Work: Can Peer Effects Catalyze Female Entrepreneurship. National Bureau Working Paper Series. NBER Massachusetts. Massachusetts Avenue Cambridge, MA 02138.
- Golam Hassan, H., Mahani, M., Noor Al-Huda, A. & Hassan, A. (1999). *Kemiskinan dan agihan Pendapatan di Tanah Rancangan Felda*. Kedah: Universiti Utara Malaysia Press.
- Hanson, S. (2003) Geographical and feminist perspectives on entrepreneurship. *Geographische Zeitschrift*, 91, 1-23.
- Hanson, S. & Blake, M. (2005) Changing the gender of entrepreneurship. In L. Nelson & J. Seager (Eds). *A Companion to Feminist Geography*. Oxford: Blackwell, 179 -193.
- Harcourt, W. (2012) *Women reclaiming sustainable livelihoods: Spaces lost, spaces gained*. NY: Palgrave Macmillan.
- Hovorka, A. (2005). The (re)production of gender positionality in Botswana's commercial urban agriculture. *Annals of the Association of American Geographers*, 95, 294-313.
- Idris, N., Salleh, N. & Endut, W. (2014) Downstream Activities at the Felda Land Development Scheme: Analysis on Motivational Factors of Women's Participation in Business. *Asian Social Science*, 10(15), 143 – 152.
- Jamilah, I. (1992). *Women and Development in Malaysia*. Selangor: Pelanduk Publications
- Kalleberg, A. L. & Leicht, K. T. (1991) Gender and Organizational Performance: Determinants of Small Business Survival and Success. *Academy of Management Journal*, 34(1), 136-161.
- Lewis, P. (2006). The quest for invisibility: Female entrepreneurs and the masculine norm of entrepreneurship. *Gender, Work & Organization*, 13, 453- 469.
- Media Relations and Event Management (MREM).(2015), Press Release - Bernama. Retrieved from <http://mrem.bernama.com/viewsm.php?idm=23511>, October 2015.
- Ministry of International Trade and Industry (2009). Malaysia International Trade and Industry Report 2009, Retrieved from <http://www.miti.gov.my/miti/resources/auto%20download%20images/55555e1816f94.pdf>
- Möller, C. (2012). Transforming geographies of tourism and gender: Exploring women's livelihood strategies and practices within tourism in Latvia. *Karlstad University Studies*, 2009, 9 - 450
- Nor Hafizah et al. (2011). Survival through entrepreneurship: Determinants of successful micro-enterprises in Balik Pulau, Penang Island, Malaysia. *British Journal of Arts and Social Sciences*, 3(1), 23-37.
- Noritake, A. (2008). Negotiating Space and Gender: Female Street Entrepreneurs in Seoul. *Intersections: Gender and Sexuality in Asia and the Pacific*, 17, 75 – 107.
- Palanivelu, V.R. & Jahan, M.R. (2014). Women Entrepreneurship in the Context of Gender Competitiveness, Opportunities, and Hurdles. *International Conference on Arts, Economics and Management (ICAEM'14)*. March 22-23, 2014 Dubai (UAE).
- Pfefferman, T. & Frenkel, M. (2001). The Gendered State of Business: Gender, Enterprises and State in Israeli Society. *Gender, Work and Organization*, 22 (6), 535.
- Pinglé, V. (2005). *Micro- Business and Sustainable Livelihoods*. Paper presented at World Bank Conference "New Frontiers of Social Policy", Arusha, Nigeria, December 12-15.

- Siti Normala, J. (2012) *Tahap pengetahuan keusahawanan dari persepsi usahawan di salah satu tanah rancangan FELDA di Johor Darul Takzim*. Tesis Master, Fakulti Pendidikan, Universiti Teknologi Malaysia.
- Sutton, K. (2001). Agribusiness on a Grand Scale – FELDA's Sahabat Complex in East Malaysia. *Singapore Journal of Tropical Geography*, 22, 90 - 10.
- Teasdale, S., McKay, S., Phillimore, J. & Teasdale, N. (2011). Exploring gender and social entrepreneurship: women's leadership, employment and participation in the third sector and social enterprises. *Voluntary Sector Review* 2(1), 57-76.
- Umaerus, P., Lidestav, G., Eriksson, L., & Nordin, M (2013). Gendered business activities in family farm forestry: From round wood delivery to health service. *Scandinavian Journal of Forest Research*, 28(6), 596 – 607.
- Zaireeni, A. (2014). The Concept of Gratitude (*Budi*) in Women's Political Participation: The Case Study of Women in FELDA Ulu Tebrau, Johor. *International Journal of Arts and Sciences*, 7(5), 525 – 535.