General

# UMP MyPerahu app empowers fishermen’s socioeconomic and ecotourism activities

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PEKAN, 7 September 2022 – A group of lecturers from the Faculty of Computing (FK), Universiti Malaysia Pahang (UMP) has developed the MyPerahu mobile app as one of the measures to empower socioeconomic and ecotourism in the fishing community.

The Mobile Recreational Fisheries Application for Fishermen (MyPerahu) is currently being used by fishermen in Setiu as one of the pilot projects of the University for Society (KPT-U4S) programme by the Ministry of Higher Education (KPT-U4S).

The programme also involves three IPTs on the East Coast, namely Universiti Malaysia Terengganu (UMT), Universiti Malaysia Kelantan (UMK) and Universiti Sultan Zainal Abidin (UniSZA) in an effort to help the locals.



The MyPerahu app has advantages involving the management of local fishermen’s data profile, the use of cloud computing, fishing boat booking services, recreational fisheries package information and a smart feedback integration system.

This rapid function makes it easier for fishermen to improve the operations and activities of recreational fisheries that have been carried out manually and less effectively.

This project is led by FK lecturer, Dr. Jamaludin Salim and also joined by Dr. Rozlina Mohamed, Dr. Yusnita Mohammad Noor, Dr. Suraya Abu Bakar and Dr. Suhaila Abdul Hamid.

According to Dr. Jamaludin, the MyPerahu project was developed two years ago by UMP researchers at the cost of RM40,000 from the KPT-U4S grant.

“The main framework of MyPerahu covers the needs of the local fishing community which involves recreational fishing activities in the waters and islands of Setiu, Terengganu such as Pulau Redang, Bidong, Perhentian and several nearby river estuaries,” he said.

According to the Assistant Vice-Chancellor, Industrial and Community Collaboration Division, Associate Professor Ir. Dr. Nurul Hazlina Noordin, in particular, the objective of MyPerahu achieves the targets and initiatives developed by the Division of Industry and Community Collaboration (BKIM), MoHE in collaboration with BKIM UMP.

She hoped that sharing expertise among university researchers in this community would open up more opportunities and potential to enhance the socioeconomic and ecotourism for local fishermen to benefit from, including expanding into other localities.

Meanwhile, the Chairman of the Setiu Fishermen’s Association, Omar Ismail said MyPerahu has shown very positive signs in using a mobile app known as a touch screen by local fishermen.



In addition, MyPerahu facilitates recreational fisheries activities and can enhance the mastery of ICT skills and literacy for fishermen.

The same goes for Salleh Yaakob, one of the active fishermen in Setiu.

He thought that MyPerahu exists on time as most fishermen are now exploring opportunities in the tourism sector at attraction locations with the presence of many tourists from within and outside the country.

MoHE has also introduced the IPT For Society@Keluarga Malaysia (UniTY) programme by offering funds for researchers to enable universities to develop areas of expertise according to the university's thrust of developing local communities based on social innovation approaches.

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