

# International Service Innovation Design Conference

# ISIDC 2018

## PROCEEDING

### AGENDA

- 01 / Regional design to think about  
strategic service innovation
- 02 / Regional service design  
convergence research

10.17. Wed ~ 10.19. Fri

Venue National Intangible Heritage Center

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## Attitudinal Factors in Hindering Community and Service Design Development in Suburban Village, Sarawak.

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**Abstract :** In developing countries, pockets of extreme poverty still exist. This research established the service design development in improving livelihood of suburban village, *Kampung Pinggan Jaya*, Kuching Sarawak. The team from UNIMAS and Non-governmental organization identified executed various projects including improving economic and sustainable the livelihood of the people in the suburban village. The research discovered attitude determinants which based commitment, anticipation and feedback from villagers. The project selected 7 participants with home-made food products, range from cakes, chips, biscuits, and frozen food. The participants then exposed with marketing skills, includes food preparation process and packaging design enhancement. Based on the results, the research distinguished 6 attitude avoidances, and it is recommended in selecting villagers with the right attitude to anticipate for future entrepreneurship development. In conclusion, in executing their livelihood projects, the education level of participants is vital, to enhance of their own product. The necessity of education is crucial to eradicate poverty among villagers.

### Background

The research focuses on sustainable livelihood of suburban village, *Kampung Pinggan Jaya* by assisting the villagers to elevated their income with the new connectivity with the city by a new road build by the government. Service design provided created extensive solutions for the *Kampung Pinggan Jaya* villagers from education, cleanliness, food preparations, ICT skills to marketing skills for sustainable the means of support.

### Method

The participants considered as a sample, based on workshop, observation during visits, design consultations monitoring way of food preparations. The approach by adapting factor personality attitude of *prudence, impatience or laziness* by (Devaine & Daunizeau, 2017). Based on initial findings from the interview and visits to the village, are interaction; Miscommunication between participants in handling projects. The identifiers are: *Lack of cooperation, Illiteracy, Lackadaisical, Spoon-feed, and Unhygienic.*

### Findings

The delivery of all labels made in late March 2018, with 10 items of various products for the villagers in (Table 1). The handouts of deliverables required of all 7 participants to be presents on the day of delivery for audit purposes. Unfortunately, delivery of the label package was received by only two (2) participants out of seven (7) participants in this project.

### Implications

Policy should be selective in identifying participants that required assistance, also create ways and should function to exist side by side with the community. The need of awareness among villagers on fundamental skillset; food preparations, basic education, marketing skills to eradicate poverty. Therefore, the local authority to implement plans to enhance physical positive landscape for suburban community to grow. This paper suggested the local government should enhance authorities-citizen relations and promote civil society and to help citizens to help themselves, especially in deprived communities.

**Key words:** Attitude, Service Design, Community, Suburban, Illiteracy.