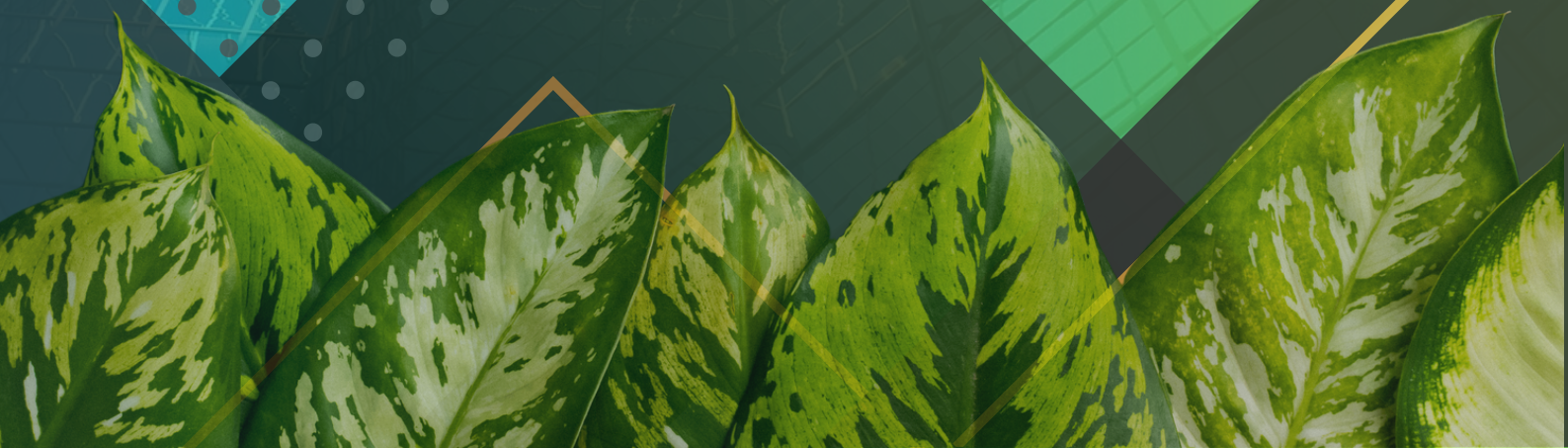




# E-PROCEEDING HOTWEC 7.0

**SUSTAINABLY NURTURING  
TOURISM,  
HOSPITALITY AND WELLNESS INDUSTRY  
FOR A BRIGHTER TOMORROW**



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# PREFACE

In the dynamic landscape of today's global economy, the fields of tourism, hospitality, and wellness are experiencing unprecedented growth and evolution. This compendium represents a convergence of innovation and academic rigor, providing a platform for students to showcase their scholarly contributions. E-proceedings encapsulate a collection of research projects, and insights that underscore the diverse dimensions of tourism, hospitality, and wellness. It is a testament to the curiosity, dedication, and intellectual prowess of our undergraduate scholars. In the pages that follow, readers will find a rich tapestry of research articles that reflect the tourism, hospitality, and wellness disciplines.

Students, lecturers, and industry partners collaborative efforts signify a commitment to advancing knowledge and fostering a community of learners who are well-equipped to navigate the complexities of the modern tourism, hospitality, and wellness sectors. May this collection inspire further exploration, dialogue, and innovation among the next generation of leaders in these dynamic fields.

Therefore, this book summarizes the selected papers of student conference focused on the current issues in tourism, hospitality and wellness field. Presented papers deal with investigation of issues and challenges of tourism, hospitality and wellness to make the industries more sustainable and adapt with the changes in the environment. Presented paper bring a wide database of issues and challenges in the field which could be used in the future researcher and industries players in the future.

Ataul Karim Patwary, PhD

Muhamad Nasyat Muhamad Nasir, PhD

Nurul Aziah Binti Ahmad

Mohd Firdaus Bin Mohd Nasir

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Roslizawati Binti Che Aziz, PhD  
Khairil Wahidin Bin Awang, PhD  
Mohd Fadil Bin Mohd Yusof, PhD  
Hasif Rafidee Bin Hasbollah, PhD  
Ruzanifah Binti Kosnin, PhD  
Ahmad Fahme Bin Mohd Ali, PhD  
Nik Alif Amri Bin Nik Hashim, PhD  
Nurul Hafizah Binti Mohd Yasin, PhD  
Derweanna Binti Bah Simpong, PhD  
Normaizatul Akma Binti Saidi, PhD  
Nor Dalila Binti Marican, PhD  
Marlisa Binti Abdul Rahim, PhD  
Nur Hafizah Binti Muhammad, PhD  
Siti Fatimah Binti Ab Ghaffar, PhD  
Aifa Rozaini Binti Mohd Radzol, PhD  
Suchi Binti Hassan, PhD  
Siti Salina Binti Saidin, PhD  
Aikal Liyani Binti Mohd Rasdi, PhD  
Nur Dalila Binti Mat Yusoff, PhD  
Nor Syuhada Binti Zulkefli, PhD  
Muhamad Nasyat Bin Muhamad Nasir, PhD  
Ataul Karim Patwary, PhD  
Adeneye Yusuf Babatunde, PhD  
Norizan Binti Musa, PhD

Mohd Hakam Bin Nazir, PhD  
Nur Ida Fatihah Binti Che Shalifullizam, PhD  
Norsyamlina Binti Che Abdul Rahim, PhD  
Norsuriani Binti Samsudin, PhD  
Nur Farihin Binti Abd Hadi Khan  
Mohd Firdaus Bin Mohd Nasir  
Mazne Binti Ibrahim  
Raja Norliana Binti Raja Omar  
Nurul Aziah Binti Ahmad  
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We would also like to acknowledge the excellent work of our conference reviewers of the original abstracts and the papers submitted for consideration in this volume for having so generously shared their time and expertise. Along with these individuals, we wish to thank our local colleagues and students who contributed greatly to the organization and success of the colloquium.

# **Awareness and Knowledge of Social Protection Among Gig Economy Workers in Kota Bharu, Kelantan.**

**Siti Aisyah Binti Azman, Siti Farzzanah Binti Kader Ibrahim, Siti Sarah Aqilah Binti Rudisham, Harini a/p Harikrishnan & \* Muhammas Firdaus Bin Bidin**

*Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan*

*Corresponding email: [mfirdaus.b@umk.edu.my](mailto:mfirdaus.b@umk.edu.my)*

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## **ABSTRACT**

*This study was conducted to analyze the awareness of social protection among the gig economy workers Kota Bharu, Kelantan. The primary purpose of this research is to examine the knowledge of social protection of gig economy workers in Kota Bharu, Kelantan. The selected qualitative analysis approach and the data collection method used was a personal semi-structured interview and eight respondents were involved. That is the main source of data used in the data collection method for this research. It is the easiest way to collect and gather the honest information from respondents for this research paper. The number of respondents is eight food delivery riders in the personal semi-structured interviews. Thus, this study can help other researchers in the future when they want to examine the knowledge of social protection of gig economy workers in Kota Bharu, Kelantan.*

**Keywords: Awareness, Knowledge, Social Protection, Gig Economy, Kota Bharu**

---

## **INTRODUCTION**

In a gig economy, independent workers are hired by business to fulfill temporary tasks rather than filling permanent positions. Transactions are task-ached, and the service industry employs the majority of people. Furthermore, signing long-term contracts is optional for the employees. Other names for the gig economy include peer, network, and on demand economies. On the surface, e-hailing and start-ups are critical in the gig economy. It compels many people to look for other jobs, especially in the gig economy. One of the best ways for unemployed people to make extra money or temporary income while they wait for permanent employment or for their country's economy to revive is through the gig economy platform. An autonomous or short-term contract labor market known as the "gig economy" is one in which individuals work for themselves and are aided by digital technologies.

Advertising by companies in the gig economy ecosystem is gaining popularity. P-hailing companies are creating various job opportunities, such as part-time advertising positions, contracts, and economic gigs during the Movement Control Order (MCO) period. The P-Hailing industry, similar to mushrooms sprouting after rain, has experienced significant growth due to

the pandemic. Malaysian P-Hailing market is flooded with companies like Food panda, Grab food, Bungkusit, Lalamove, and others. The Malaysian Ministry of Transport has registered over ten (10) P-Hailing companies recently, indicating a rapid increase in demand for the P-Hailing industry in Malaysia, especially during the pandemic, as stated in the TERAJU report (2021).

Social protection refers to the measures and policies put in place by governments and organizations to support individuals and communities in times of need or vulnerability. It aims to provide financial security, access to healthcare, and other social benefits to ensure the well-being of workers and their families. Furthermore, workers in the gig economy lack social protection, which encompasses various benefits such as pensions, social security, and access to programs like the Employees Provident Fund (EPF), Employment Insurance System (EIS), and medical coverage provided by the Social Security Organization (SOCSO). They are also excluded from entitlements like maternity leave and public holidays. Moreover, the prospect of being terminated without justification or not receiving severance pay is particularly distressing for these workers (Adzee Amir, 2022).

This chapter begins by providing an overview of Chapter 1, followed by an exploration of the study's background. Additionally, Chapter 1 delves into the problem statement related to the selected topic and highlights the necessity for conducting this research. Furthermore, it addresses the research questions and objectives. Subsequently, the chapter proceeds to outline the study's scope, significance, and the structure of the report. Finally, Chapter 1 concludes with a summary of the report.

This study aims to examine the level of awareness and knowledge of social protection among gig economy workers in Kota Bharu, Kelantan. The objectives of this research are:

4. To analyze the level of awareness of social protection among gig economy workers in Kota Bharu, Kelantan.
5. To examine the level of knowledge of the social protection of gig economy workers in Kota Bharu, Kelantan.
6. To propose recommendations for the gig economy workers in Kota Bharu, Kelantan.

## **Significance of the Study**

### **Gig Economy Workers**

With a focus on gig economy workers, specifically food delivery riders, we aim to examine the level of awareness and understanding regarding social protection among these workers. Additionally, we will underscore the significance of social protection for gig economy workers. For example, while the Social Security Organization (SOCSO) does not extend legal protection to gig workers, the Self-Employment Social Security (SESS) does provide such coverage. Contributions to the Employment Provident Fund (EPF) are not made by employers,

and gig workers are required to make voluntary contributions to the retirement incentive program. However, the nature of their work exposes them to various risks, including workplace accidents and injuries. Consequently, gig workers should remain vigilant and aware of their rights and responsibilities during their working hours.

## **LITERATURE REVIEW**

### **Gig Economy**

A "gig" is the colloquial term for work held for a specific period. Musicians have long used the expression to describe live performances. Gig workers include individuals who work as project-based workers, impermanent or part-time labor, independent contractors, and freelancers employees. Gig applications and other digital technology frequently connect customers and gig workers stated by Amanda Yeo (2021). In the gig economy, there are employers, employees, and clients. Not every gig worker is created equally. Other compensated employees include part-time employees who are not employed full-time, self-employed individuals who complete tasks and deliver them under contract, and freelancers paid per task. Some temporary employees, independent contractors, project-based workers, and contractors may get project-by-project compensation as reported by Awani (2021).

According to the Awani (2021), the gig economy can enhance work-life balance from the employee's viewpoint compared to many traditional occupations. Freelance tasks that meet their tastes and schedules, give fresh prospects, and are attracted to them can be chosen by self-employed employees. They avoid being forced into a full-time position that doesn't suit them or offer the freedom they require. Additionally, these employees can choose their hours in the freelance economy, which keeps them from being dependent on a single employer.

### **Social Protections**

Social protection aims to reduce the impact of risks and vulnerabilities on individuals and households. It involves implementing critical health services and providing cash transfers worldwide. The term refers to a set of national guarantees that address poverty, vulnerability, social exclusion, and inequality. It includes both monetary and non-monetary benefits such as pensions, job perks, and assistance with expenses. In addition to financial aid, there are various measures like tax exemptions, Social Security payments, salary subsidies, and worker loans that improve access to social and health services. In-kind assistance and other benefits are also provided to enhance access to healthcare services.

### **Awareness of Social Knowledge Gig Workers Protection**

Awareness of social protection for gig workers, particularly those in the knowledge-based gig economy, is crucial. These workers often lack access to basic employment benefits like sick pay, paid vacation, and health insurance. They are vulnerable to exploitation and face challenges in negotiating fair compensation and working conditions. Raising awareness about the need for

social protection, advocating for policy changes, and educating gig workers about their rights and available resources are essential steps to address these issues and create a fair and inclusive work environment.

Additionally, because they are not eligible for sick pay, self-employed people may be pushed to labor through illness. Self-employment is therefore viewed as a milder variety of work. Self-employed people either may not qualify for certain job benefits like paid vacation and sick time or are not protected by work-related social protection programs like health insurance and pension insurance. According to the Department of Labour and Statistics (2021), there are four types of employment in the nation: salaried employees or people who work for others for money. Self-employed people, or people who work on their dime, unpaid contributing family members, or people who work in family businesses without getting paid, and employers who run companies with at least one employee (Department of Statistics of Malaysia, 2021).

Gig economy workers who are self-employed can relate to institutions such as the Employees Provident Fund (EPF) and the Social Security Organization (SOCSO) in terms of social security and insurance programs. However, there is a need for thorough studies and evaluations of the current programs to enhance social welfare among self-employed individuals while ensuring their protection. The existing legislation, such as the Self-Employed Social Security Act of 2017 (Act 789) and the Employment Insurance Scheme Act of 2017 (Act 800), should be revised to provide adequate safeguards for self-employed workers in the event of work-related accidents, illnesses, or loss of employment. Additionally, it is important to address the bureaucratic obstacles that prevent independent contractors from accessing essential benefits. By collaborating with government institutions like EPF and SOCSO, comprehensive reforms can be implemented to improve the social security and insurance coverage for gig economy workers who are self-employed, removing barriers and ensuring their well-being.

## **METHODOLOGY**

### **Research Design**

The research design informs the nature of the study and its organizational structure. The researcher will use a descriptive research approach to analyze the awareness and knowledge of social protection among gig workers in Kota Bharu, Kelantan. A qualitative research strategy will be employed to evaluate respondent perspectives and explore unique ideas more thoroughly. This approach is suitable for determining gig workers' awareness of their social rights and their actions in this study's context. Qualitative research focuses on understanding and explaining social processes, including meanings, motives, ambitions, beliefs, values, and attitudes. It encompasses a wide range of interactions, procedures, and events, going beyond operationalizing variables (Grossoehme, 2014).



## **Data Collection**

Data collection involves intentionally obtaining information on a specific subject, emphasizing the importance of ensuring the reliability and ethical compliance of the gathered data. The integrity of a study depends on the unique methods employed to collect quantitative or qualitative data, which can involve utilizing appropriate data-gathering tools and following precise instructions to minimize errors (Pritha Bhandari, 2020). Gathering data is a vital phase in any research project, and in this study, both primary and secondary data collection methods were employed. Primary data was obtained through personal semi-structured interviews with eight gigworkers in Kota Bharu, Kelantan, using open-ended questions. This data collection process lasted approximately three weeks. Additionally, secondary data from various sources, such as magazines, websites, books, journal articles, and newspapers, had already been collected and published.

## **Sampling**

In this study, a group of participants will be selected using a purposive sampling technique to gather data. The researcher will use their judgment to choose participants based on specific criteria. The focus of the study is on food delivery riders, specifically eight individuals, who work in the gig economy in Kota Bharu, Kelantan. By narrowing down the participants to food delivery riders, the research aims to gain in-depth insights into their experiences, challenges, and perspectives. The study intends to utilize personal semi-structured interviews as an effective method to collect qualitative data from these selected food delivery riders. This approach ensures that the study captures valuable information and provides a comprehensive understanding of the gig work in the context of food delivery in Kota Bharu, Kelantan. The sampling technique helps optimize the study's efficiency, accuracy, and cost-effectiveness, ultimately contributing to the overall quality of the research findings.

## **Data Analysis**

Data analysis involves collecting, manipulating, cleaning, and modeling data to uncover the desired information. Sharing the results facilitates interpretation and decision-making, often through data visualization. The terms "data analysis" and "data modeling" are interchangeable. The reliability of research depends on collecting reliable data, regardless of the subject or the chosen quantitative or qualitative data definition methods. Using appropriate data collection technologies and clear instructions helps reduce errors. Data collection is a crucial phase in any research endeavor.

In a study on social protection awareness and knowledge among gig workers in Kota Bharu, Kelantan, eight gig economy employees were interviewed in person using semi-structured interviews. Four students conducted these interviews, which took approximately one week to complete and provided valuable insights into gig workers' understanding of social protection. Primary data was collected directly from the participants through experiments, surveys, interviews, and observations. Primary data offers advantages as it is specific and aligns

with the researchers' needs, allowing them to clarify their objectives, goals, and justifications. Semi-structured interviews allowed researchers to gather additional information about respondents' daily activities related to the topic. Primary research provides more control, including decisions about study participants, recruitment practices, sample size, and sampling techniques.

## FINDINGS

### Analysis of Theme 1

Table 1 below shows the Analysis Theme 1

Table 1: Analysis of Theme 1

Respondent Question	Interview's Transcription (8 respondents)	Theme
<p>What is social protection and how related to food delivery rider?</p>	<p><b>R1:</b> Social protection is essential for food delivery riders because we don't have a fixed salary or benefits like sick leave or health insurance. We are often classified as independent contractors.</p> <p><b>R2:</b> I think social protection is very important especially for female gig workers. The purpose is to protect our rights and ensure our well-being in this employment sector.</p> <p><b>R3:</b> If we apply for social protection, we can guarantee to get money for treatment and compensation in the event of an accident involving the loss of life. social protection also provides additional benefits such as financial assistance for rehabilitation costs and emotional support.</p> <p><b>R4:</b> Protection in the event of an accident is essential because the consequences of an accident can disrupt the family's income. Having social protection measures in place becomes crucial as it ensures a safety net, offering financial support and assistance during these challenging circumstances.</p>	<p>The level of awareness of social protection among gig economy workers</p>

	<p><b>R5:</b> Social protection, such as life insurance, is an invaluable safeguard for someone like me. It would provide crucial assistance to not only myself but also my family.</p> <p><b>R6:</b> In my view, social protection serves as a contingency plan for individuals confronted with unexpected emergencies. Consequently, I do not believe it necessary to acquire social protection, such as insurance, as I have diligently saved funds and possess greater confidence in my own ability.</p> <p><b>R7:</b> These highly delivery riders think that they did not have any social security coverage and aren't aware of all of their rights. They do not have any form of social safety net, be it life and health insurance, emergency savings, insurance against social setbacks or retirement savings.</p> <p><b>R8:</b> They work under vulnerable conditions and suffer from a lack of comprehensive social protection mechanisms while at work. These gig workers are not covered by the existing employment-related social protection system.</p>	
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## Analysis of Theme 2

Table 2 below shows the analysis theme 2

Table 2: Analysis of Theme 2

<b>Respondent Question</b>	<b>Interview's Transcription (8 respondents)</b>	<b>Theme</b>
<p>Steps can you take to ensure you are enrolled in the social protection programs that meet your specific needs as a food rider?</p>	<p><b>R1</b> : The first step is to research and identify the most relevant programs to our needs. Once we've identified these programs, we should check if we meet the eligibility criteria and apply accordingly.</p> <p><b>R2</b> :The first step is addressing the situation. We can initiate networking with fellow food riders, participate in training sessions or workshops that offer insights on social protection, and actively seek information from relevant government agencies. Additionally, joining or establishing associations can facilitate negotiations for improved terms and conditions with food delivery platforms and provide collective bargaining power.</p> <p><b>R3</b> : Although I am unsure about the specific steps I should take, I can consult the Food panda application to gather the relevant information needed.</p> <p><b>R4</b> : The company imposes certain obligations and requirements on all workers, including safety protocols, service standards, and compliance with company</p> <p><b>R5</b> : It is crucial to choose a policy that offers comprehensive</p>	<p>The level knowledge of social protection among gig economy workers</p>

	<p>coverage and brings advantages in multiple aspects, all while remaining affordable.</p> <p><b>R6 :</b> The first step I can begin, by establishing connections with other food riders, participating in training sessions or workshops that educate participants about social protection, and proactively requesting information from pertinent government authorities.</p> <p><b>R7 :</b> These benefits include the SOCSO work accident insurance, participation in a voluntary retirement savings program through i-Saraan under the EPF, and a housing credit guarantee.</p> <p><b>R8 :</b> I am determined to actively explore and collect information regarding social protection policies and what they provide. I am motivated to delve into this subject and conduct thorough research in order to gain a better understanding</p>	
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**Finding Theme 1**

Table 3 below the result Findings of Theme 1

Table 3: Findings of Theme 1

No	Finding of Awareness of social protection among gig economy workers	Interviewer's Transcription
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1	What is social protection and how related to food delivery riders?	<i>Respondent 7 is a male food rider in the age range of 25 to 34 years old, working full-time. His monthly income is approximately between RM 2000 and RM 2499, and he has previously received benefits from social protection. Social protection is playing a big role in gig riders who work permanently. I think the most delivery riders are</i>
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		<p><i>the most exposed and have the least protection. These highly delivery riders think that they did not have any social security coverage and aren't aware of all of their rights. They do not have any form of social safety net, be it life and health insurance, emergency savings, insurance against social setbacks or retirement savings.</i></p> <p>Researchers choose respondent 7 because this respondent answers the question more accurately and clearly. This respondent better understands the Awareness of social protection among gigeconomy workers by answering what is social protection and how related to food delivery riders and this respondent also answered all questions about this theme with more confidence. This respondent was very clever. Researchers gain a better grasp of this respondent's opinions and experiences through in-depth interviews.</p>
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## **Finding Theme 2**

Table 4 below the result Findings of Theme 2

Table 4: Findings of Theme 1

No	Finding of Knowledge of social protection among gig economy workers	Interviewer's Transcription
1	Steps can you take to ensure you are enrolled in the social protection programs that meet your specific needs as a food rider?	<i>Respondent 1, a 25-34-year-old male food rider with a full-time job, earns a monthly income between RM 1000 and RM 1499 and has not received any social protection before. I think it's crucial to stay informed about the social protection programs available to us. The first step is to research and identify the programs that are most relevant to our needs, such as healthcare coverage, unemployment benefits, or retirement savings options. Once we've identified these programs, we should check if we meet the eligibility criteria and then apply accordingly. It's important to keep track of the application deadlines and document requirements to avoid any delays or issues in the application process. Lastly, we can seek assistance from relevant government agencies or NGOs if we face any challenges in accessing social protection programs.</i>

		<p>Researchers choose respondent 1 because this respondent answers the question more accurately and clearly. This respondent better understands the Knowledge of social protection among gig economyworkers by answering the Steps you can take to ensure you are enrolled in the social protection programs thatmeet your specific needs as a food rider in terms of viewpoint food rider, attitude, food rider’s real life circumstance, and personal experiences. Researchers gain a better grasp of this respondent’s opinions and experiences through in-depth interviews. Researchers are acquiring a deeper understanding of this respondent 1 and learning more from this respondent. The answers from this respondent to the research questions fulfil the research objectives with more information. This was thereason researchers chose respondent 1 to do theresearch findings.</p>
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## LIMITATIONS AND RECOMMENDATIONS

During our research on social protection awareness among gig economy workers, we, as both researchers and students with packed schedules, managed to find time to pursue this study. However, we encountered limitations when interviewing eight food delivery respondents in Kota Bharu. One significant constraint was their limited time due to strict work regulations. These workers faced the risk of being banned if interviews exceeded a 15-minute limit while not actively taking or delivering orders, which greatly hindered our ability to gather information. To enhance awareness and knowledge on social protection for gig workers in Kota Bharu, it is recommended to develop targeted information campaigns. These campaigns should educate gig workers about their rights and the available social protection schemes, emphasizing benefits and eligibility criteria. This will enable gig workers to make informed decisions and access the support they are entitled to.

To enhance awareness and knowledge on social protection for gig workers in Kota Bharu, it is recommended to develop targeted information campaigns. These campaigns should educate gig workers about their rights and the available social protection schemes, emphasizing benefits and eligibility criteria. Additionally, the campaigns should provide practical guidance on how to navigate the application process and access the support they are entitled to. By doing so, gig workers will be empowered to make informed decisions and effectively utilize social protection programs tailored to their needs.



## CONCLUSION

In conclusion, this study aimed to assess the awareness and knowledge of social protection among gig economy workers in Kota Bharu. The findings of this study can serve as a valuable reference for future research on this topic. The results indicate that gig economy workers in Kota Bharu have a certain level of awareness and knowledge regarding social protection. However, they do not consider it a priority. It is hoped that the information presented in this study will be useful to researchers conducting further investigations in this area.

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