Malaysia Indicator

Reviving **Rural** **Transformation**

Monitoring Kuala Terengganu's Livelihoods
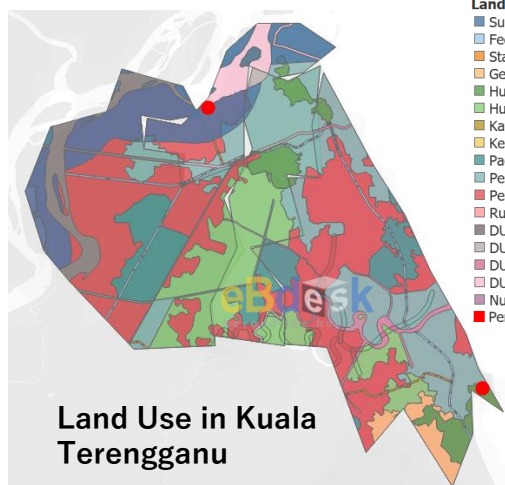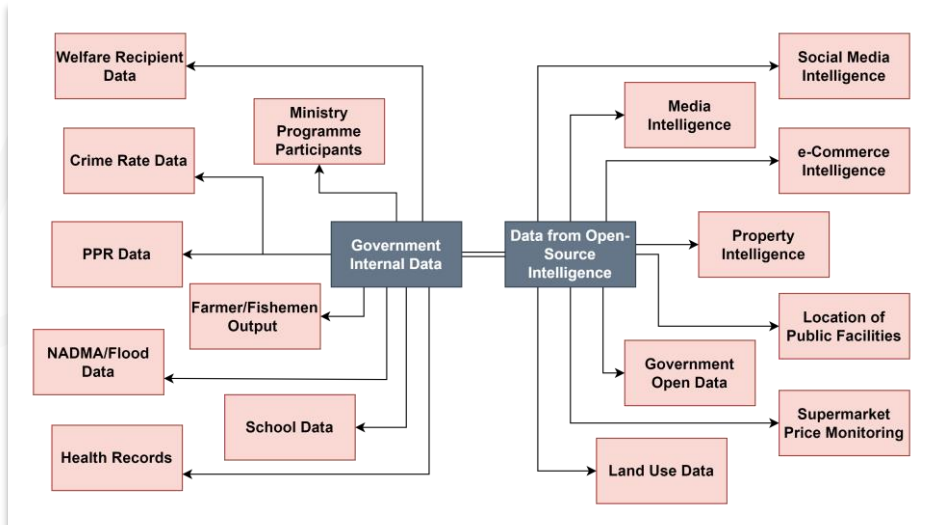
Spatial Planning Intelligence

February 2023

Dynamic Synergy

In line with the 12th Malaysia Plan which emphasizes bridging the digital divide, Malaysia needs to reassess its strategies to tighten this gap.


Land Use in Kuala Terengganu

As Kuala Terengganu has become the central focus when it comes to aquaculture in Malaysia, evaluation of **external factors** such as public facilities, safety facilities and other business opportunities from tourism to e-commerce should also be **monitored holistically** whether their development is **uplifted parallelly**.

Hence, it has created a need to monitor the development of rural areas. **By combining internal data with Open-Source Intelligence (OSINT) data**, the government's data bank can be enriched with boundless data that can be used as indicators to improve government municipal efficiency.
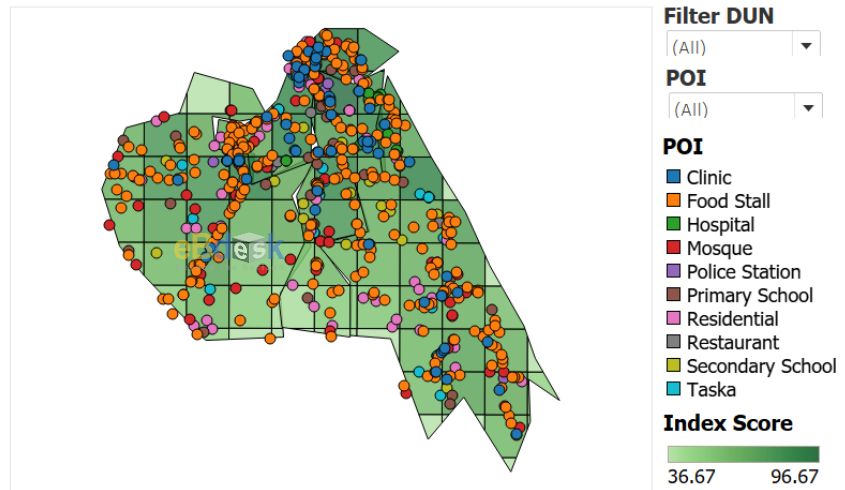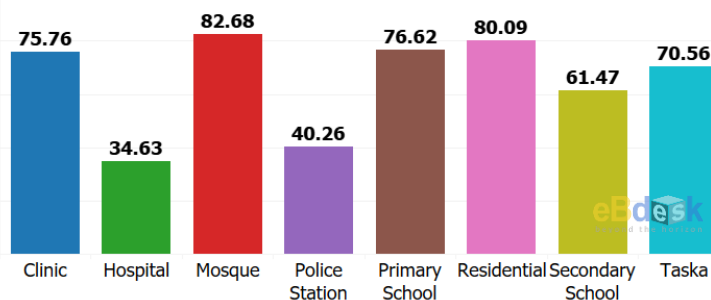
Demographic Profile

0.28%
11.22%
0.59%
87.91%

Ethnic
- Chinese
- Indian
- Malay
- Others
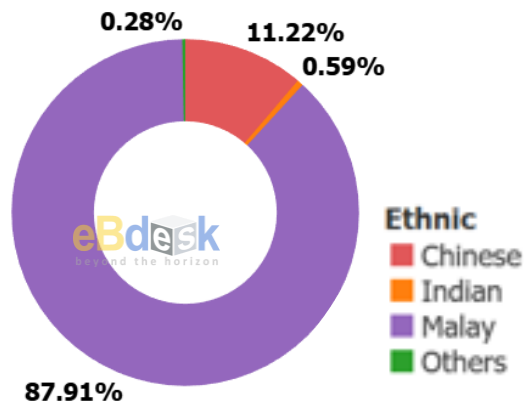
Looking at the livelihoods in the district, food stalls are seen as saturated throughout the district. However, **Bandar Kuala Terengganu** is slightly **more saturated** than other areas.

Standard of Living Index by Township

Filter DUN
(All) ▼

POI
(All) ▼

POI
- ■ Clinic
- ■ Food Stall
- ■ Hospital
- ■ Mosque
- ■ Police Station
- ■ Primary School
- ■ Residential
- ■ Restaurant
- ■ Secondary School
- ■ Taska

Index Score
36.67 ▬ 96.67

Average of Standard of Living Score

Clinic	Hospital	Mosque	Police Station	Primary School	Residential	Secondary School	Taska
75.76	34.63	82.68	40.26	76.62	80.09	61.47	70.56

*The Standard of Living Score is measured by the distance between selected public facilities and the residential areas.

As shown, Kuala Terengganu has more mosques scattered throughout the district. Nonetheless, the distribution of basic facilities such as residential properties, clinics and educational institutions is sufficient scoring more than 50%. However, hospitals and police stations have lesser distribution.

With a proper monitoring dashboard, relevant stakeholders can examine whether or not the area has sufficient public facilities. On top of that, this will also be beneficial for town planners and policymakers to assess which area has the potential for other informal businesses.

Housing Outlook

Since the mean household income in Terengannu is approximately RM6,000 according to the Department of Statistics Malaysia (DOSM) and most properties are priced at RM300,000 on average, it can be concluded that properties in Terengganu are slightly more expensive than in Kedah, Negeri Sembilan and Melaka.

Average price of Residential Property and Mean Household Income by State
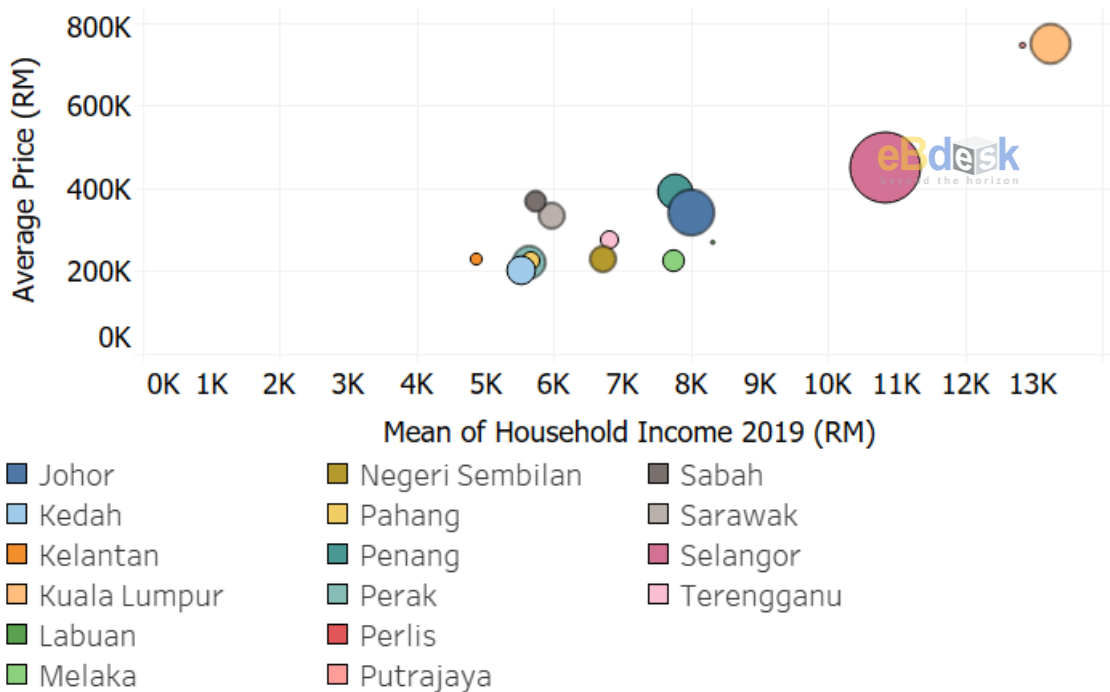
However, there are more properties priced at RM300,000 to RM599,000 with most properties ranging within this price being bungalows, semi-d's and terrace houses.

Price Range by Residential Property Type
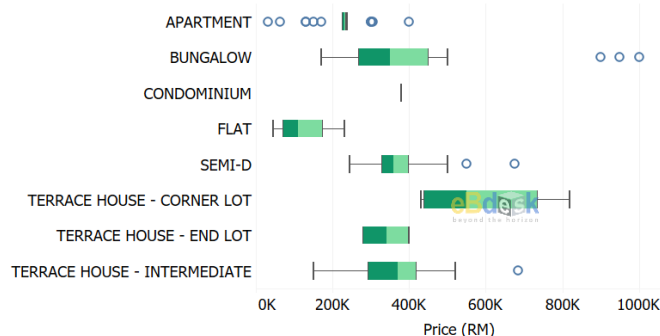
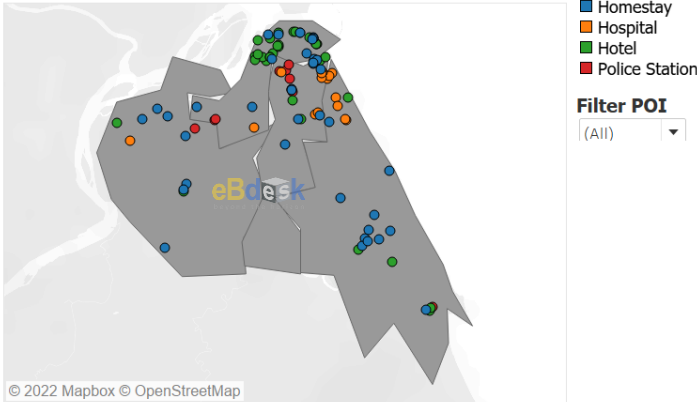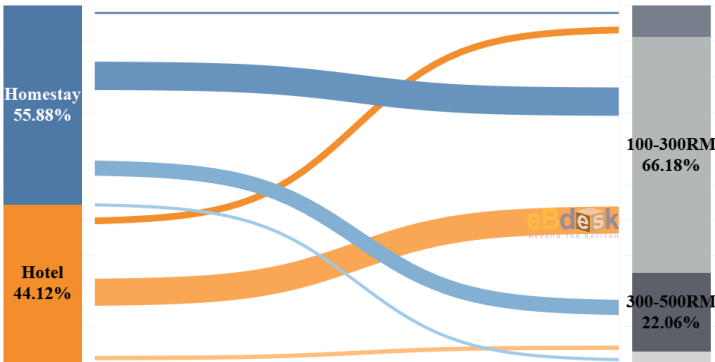## Kuala Terengganu Economic Distributions by Dun

POI
- Homestay
- Hospital
- Hotel
- Police Station

Filter POI
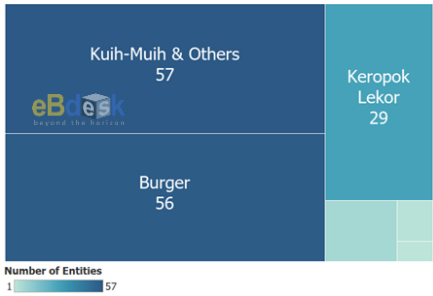(All)

© 2022 Mapbox © OpenStreetMap

Taking a closer look at the Bandar area in Kuala Terengganu, it is no surprise that it would be more concentrated seeing that it is a tourist spot. Hence, hospitals and police stations are also more concentrated within that area.

Throughout the district, Kuala Terengganu has slightly more homestays than hotels. However, it can be seen that most homestays of the properties are priced at RM100,000-RM300,00, thus indicating a lot of budget homestays in the district.

Price Range by Homestays and Hotels

Homestay 55.88%

Hotel 44.12%

100-300RM 66.18%

300-500RM 22.06%

Number of Informal Sector in Kuala Terengganu

Kuih-Muih & Others 57

Keropok Lekor 29

Burger 56

Number of Entities
1 — 57

Category
- Burger
- Healthcare
- Keropok Lekor
- Kuih-Muih & Others
- Nasi Dagang
- Police Station
- Residential
- Restaurant
- Satar
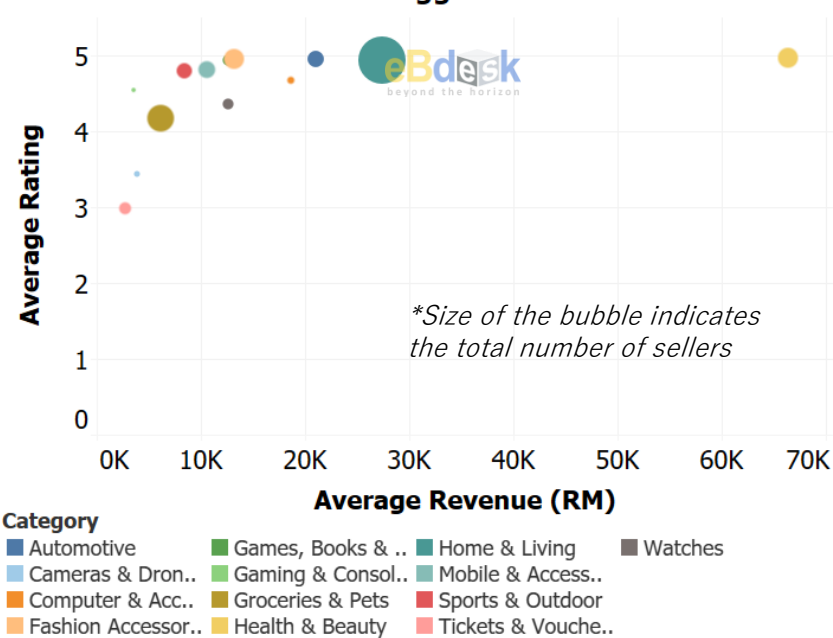
Food Stalls in Kuala Terengganu

Since Kuala Terengganu is also saturated with food stalls, this has been bogged down further to see their informal sector focus. As shown in the analytics, most food stalls in Kuala Terengganu are either concentrating on kuih-muih or burgers despite being popularly known for its local delicacies such as keropok lekor and satar.
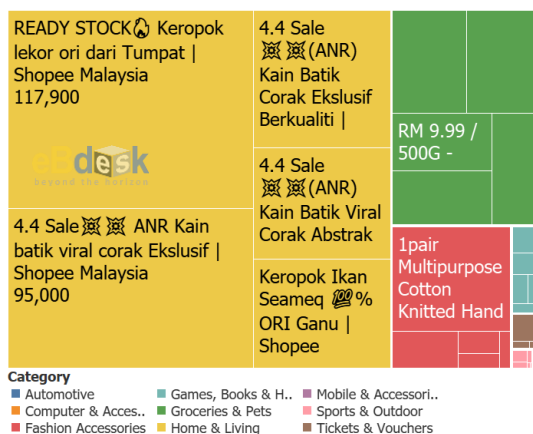
Contrasting Focus

In terms of its e-commerce, the most sold items in Terengganu are products from the Home & Living category even though sellers selling Health & Beauty products have much higher average revenue.
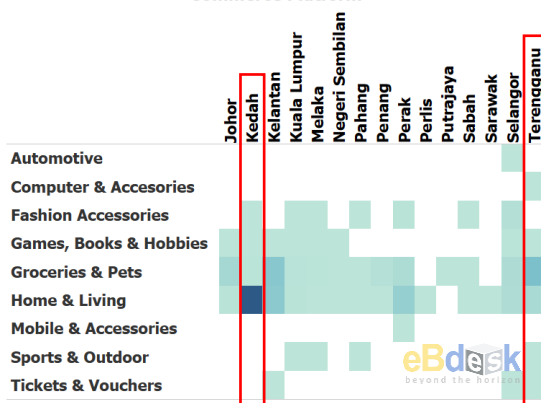
Average Rating and Revenue by e-Commerce Category in Terengganu

*Size of the bubble indicates the total number of sellers

Average Rating (y-axis: 0 to 5)
Average Revenue (RM) (x-axis: 0K to 70K)

Category
- Automotive
- Cameras & Dron..
- Computer & Acc..
- Fashion Accessor..
- Games, Books & ..
- Gaming & Consol..
- Groceries & Pets
- Health & Beauty
- Home & Living
- Mobile & Access..
- Sports & Outdoor
- Tickets & Vouche..
- Watches

Top 5 Terengganu Specialty Products Sold in Malaysia

READY STOCK🔥 Keropok lekor ori dari Tumpat | Shopee Malaysia
117,900

4.4 Sale🎀🎀 ANR Kain batik viral corak Ekslusif | Shopee Malaysia
95,000

4.4 Sale 🎀🎀(ANR) Kain Batik Corak Ekslusif Berkualiti |

4.4 Sale 🎀🎀(ANR) Kain Batik Viral Corak Abstrak

Keropok Ikan Seameq 💯% ORI Ganu | Shopee

RM 9.99 / 500G -

1pair Multipurpose Cotton Knitted Hand

Category
- Automotive
- Computer & Acces..
- Fashion Accessories
- Games, Books & H..
- Groceries & Pets
- Home & Living
- Mobile & Accessori..
- Sports & Outdoor
- Tickets & Vouchers

Top State Selling Terengganu Specialty Products on e-Commerce Platform

Columns: Johor, Kedah, Kelantan, Kuala Lumpur, Melaka, Negeri Sembilan, Pahang, Penang, Perak, Perlis, Putrajaya, Sabah, Sarawak, Selangor, Terengganu

Rows:
- Automotive
- Computer & Accesories
- Fashion Accessories
- Games, Books & Hobbies
- Groceries & Pets
- Home & Living
- Mobile & Accessories
- Sports & Outdoor
- Tickets & Vouchers

*Terengganu's local specialty products are queried by keywords such as keropok lekor, satar or batik on prominent e-commerce platforms.

When it comes to Terengganu's speciality products such as keropok lekor, satar and batik, sellers from Kedah are more focused on these products under the Home & Living category. Nonetheless, in Terengganu, keropok lekor and batik are sold the most in the state.
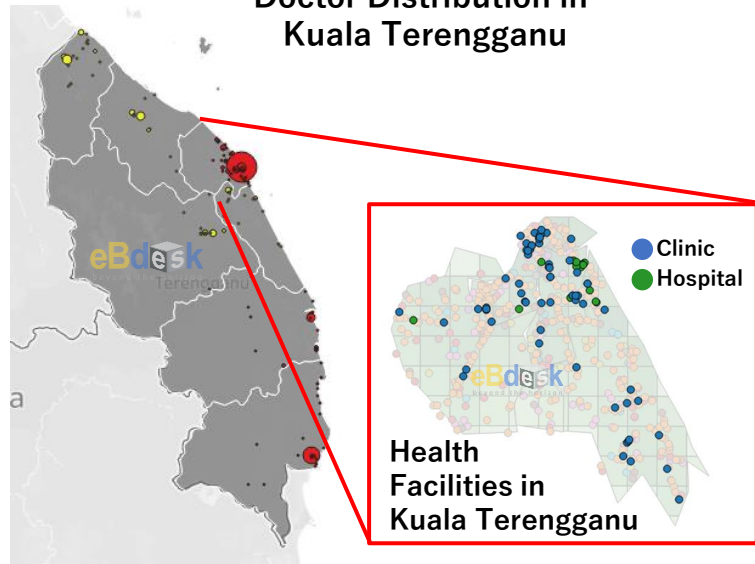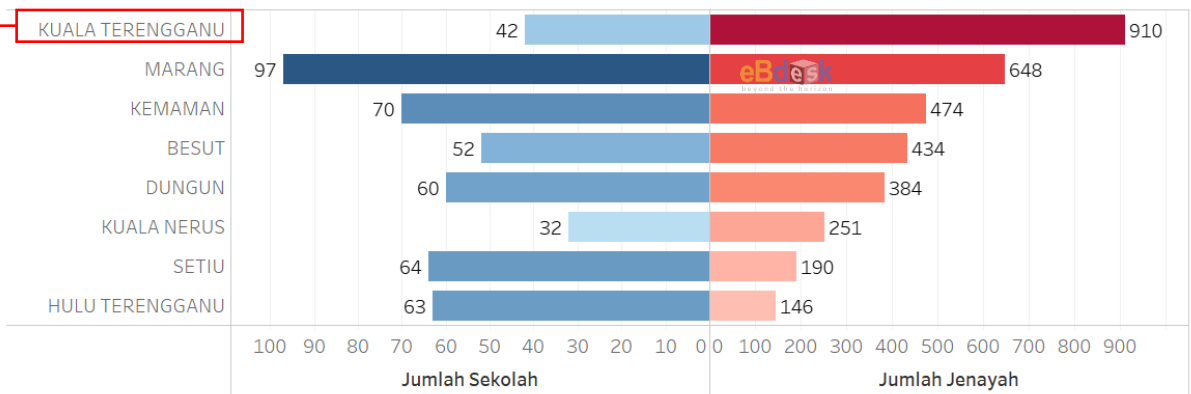
Safety and healthcare are also pivotal to the livelihoods of every community. As shown, health facilities available such as hospitals and clinics are mostly saturated in Bandar, but clinics are scattered across the district.

However, doctor distribution data shows doctors are highly saturated in the Batu Buruk area.
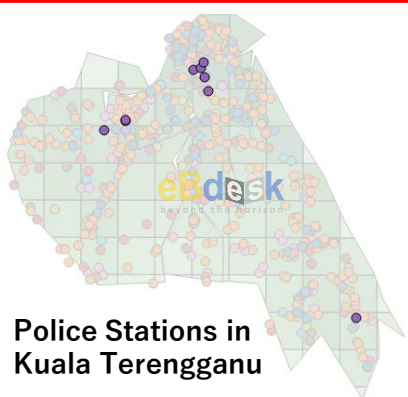
Doctor Distribution in Kuala Terengganu

- ● Clinic
- ● Hospital

Health Facilities in Kuala Terengganu

School vs Crime in Terengganu

	Jumlah Sekolah	Jumlah Jenayah
KUALA TERENGGANU	42	910
MARANG	97	648
KEMAMAN	70	474
BESUT	52	434
DUNGUN	60	384
KUALA NERUS	32	251
SETIU	64	190
HULU TERENGGANU	63	146

Police Stations in Kuala Terengganu

In terms of safety, Marang has the most schools in Terengganu, but criminal cases in Marang are also second on the list. Hence, this could be an indicator of providing additional police stations or *pondok polis* to protect youngsters from crime.

With that, Big Data Analytics can help town planners and authorities to see the bigger picture to propel a city or village's development.

Malaysia Indicator

We are a research-based entity that focuses on data storytelling by leveraging Big Data Analytics and Artificial Intelligence to generate insights from diversified contexts such as price intelligence, perception intelligence, economic intelligence, and character-construct intelligence.

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