

Evaluation of My Kampung My Future Program Effectiveness Based on CIPP Model

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Abstract

The agriculture sector is making a name in the economic sector of a country. Hence, it enables to improve the standard of living of the community and becomes the largest contributor to the production of food. This article discusses the evaluation of My Kampung My Future (MKMF) program based on the CIPP evaluation model (Context, Input, Process and Product) performed as an effort to ensure its effectiveness and smoothness in the future. The program is able to attract more youths to venture into the agricultural sector. At the same time, it is capable of upholding the agricultural sector around the world. Therefore, the MKMF program aims to reduce the percentage of unemployment among youths who are also the most needed human capital in advancing the country's economy.

Keywords: Agriculture sector, economy, standard of living, evaluation, My Kampung My Future program, CIPP evaluation model, effectiveness, smoothness

Introduction

According to Stufflebeam and Shinkfield (2007), this evaluation model has been adopted at the end of year 1960 which aimed at improving the achievement of project accountability in a school located in United States. In relation to that, the element being studied was to improve teaching and learning in the urban school districts. Thus, the model has been developed for many years and adopted in United States and many other countries which were concerned with education issues as well as issues in other fields.

However, Stufflebeam (2005) also stated that the real purpose of carrying out the evaluation is to determine the suitability of the environment in order to assist the achievement of goals and objective in a program. Basically, the evaluation works are often conducted on individuals, programs, projects, policies, products, goods, services, concepts and theories as well as organizations. Even so, the real purpose of the evaluation is to make continuous improvements by making corrections instead of promising excellent results. In other words, the evaluation is not merely to show evidence, but it highlights the improvement process.

Furthermore, the evaluation process is a very systematic system and thus it also includes some values in an object. According to Joint Committee on Standards for Educational Evaluation (2003) the evaluation process is a process of describing, acquiring, reporting and using the descriptive information and judging some of the values involved in an effective decision making process while guiding towards benefits. Therefore, to ensure the effectiveness and smoothness of the MKMF program, an evaluation should be conducted for continuity of the program. At the same time, its effectiveness will be assured in the future.

CIPP Evaluation Model

The CIPP evaluation model was a result of Stufflebeam’s idea in 1971. It conceptualizes the evaluation model that is often used in the process of evaluating a specific program. Thus, the evaluation model aims to perform continuous improvement in order to ensure the smoothness of a program that is or has been conducted.

Basically, the CIPP evaluation model is divided into four main dimensions, namely context, input, process and product. All of these dimensions are intended to complement each other in relation to the evaluation process and continuous improvement. Table 1 describes the definition of the four main dimensions. It clearly shows that the four dimensions are very appropriate in evaluation process that may give positive effects in making effective improvement.

Dimensions	Definitions
Context	<ul style="list-style-type: none"> Evaluate the need, problem, assets and opportunity in assisting the decision making process to determine goals and relevant priority.
Input	<ul style="list-style-type: none"> Evaluate alternative approaches, design action plan, staff plan and budget for eligibility and potential cost effectiveness to attain the target needs and goals.
Process	<ul style="list-style-type: none"> Evaluate implementation of plans to assist staff in conducting activities and help users in evaluating implementation of program and interpret the results acquired.
Product	<ul style="list-style-type: none"> Evaluate and identify the desired or undesired results for short or long term period in assisting staff to focus on results. Then, assist the users to measure their success to meet the target needs.

Table 1 CIPP evaluation model (Source: Stufflebeam and Shinkfield, 2007)

According to Stufflebeam (2004), the CIPP evaluation model is more conceptualized on practicing and continuous process. It also makes correction from the results of the previous evaluation. Besides, the evaluation model has a clear view and gives no vague answers. It also gives the actual view that occurred in a program or activity that has been conducted. Furthermore, this model is very well suited to be a comprehensive guideline in various fields related to education, medicine, agriculture and so on in the pursuit of non-stop improvement.

In addition Stufflebeam has pointed out the most fundamental tenet of the model is 'not to prove, but to improve'. With that the proactive application of the model can facilitate decision making and quality assurance and its retrospective use allows the faculty member to continually reframe and sum up the project's merit, worth, probity and significance (Stufflebeam and Shinkfield, 2007).

Beside that the CIPP evaluation model emphasizes 'learning-by-doing' to identify corrections for problematic project features. At the same time it is thus uniquely suited for evaluating emergent projects in a dynamic social context (Alkin, 2004). Means that the most effective learning process is by doing corrections in order to get the good and satisfactory results.

Moreover, Azman Hasan, Sharifah Nurulhuda Tuan Mohd Yasin and Mohd Fauzi Mohd Yunus (2015) believed that CIPP evaluation model is responsible for collecting information to facilitate the CIPP evaluation model. Hence, the effectiveness of the CIPP evaluation model is proven.

Meanwhile, Mohd Nordin Abu Bakar (2011) postulated that the CIPP evaluation model is best suited for practice in assessing vocational subjects in the agricultural science stream in secondary school. Furthermore, product dimensions show a high percentage compared to other dimensions. In other words, the CIPP evaluation model has been successfully adopted and was found to be very effective.

My Kampung My Future Program

The Ministry of Agriculture (MOA) (2012) reported that the MKMF program has been breathing since 2012 which is also a program organized by the ministry to promote involvement of youths in agriculture, fisheries and food sectors as well as small medium industries. It also encourages the youth to stay in village. As of this year alone, nine states including Sabah and Sarawak have succeeded in producing high income entrepreneurs.

In relation to the report, the MKMF program focuses more on rural areas which have the potential to develop their economic activities by using the existing resources such as abandoned land. The program also develops youths in rural areas from migrating to big cities supposedly able to generate lucrative income. In this context, the engagement of the village security and development committee is urgently needed and is also responsible to produce leaders among youths to be assisted by the community leaders in the village.

In addition, the report also stated that the selection and suitability of venues to conduct the MKMF program are done by the ministry itself. The ministry has contributed some amount of capital as an effort to attract the interest of youth to venture into this very useful program.

Agricultural Sector

A string of that the agriculture sector is closely linked to the MKMF program. According to the research done by Abdul Rasid Abdul Razzaq, Nurul Ikhwan Rodzi, Ahmad Esa, Jamaludin Hashim and Mohd Zaid Mustafa (2009) the function of agriculture was initially to meet the basic needs of food and drinks only. However, since the benefits in agricultural sector are prominent, therefore this sector has been declared as a sector that is able to guarantee huge and lucrative profits.

Meanwhile, Noorfazreen Mohd Aris and Asmak Ab Rahman (2011) also agreed that the presence of agricultural sector in the national economy has led to great increases in the production of food sources. Thus, it clearly shows the importance of agricultural sector for survival of mankind on this earth.

Additionally, according to report by MOA (2016), the Carnival of Malaysia Agriculture, Horticulture and Tourism or MAHA which was held in December 2016 at MAEPS (Malaysian Agricultural Expo Park), organized by the ministry has strongly emphasized the adequacy of food resources. Due to that, the themes adopted in 2016 was 'Our Food, Our Future'. Therefore, it is clear that food that comes from the agricultural sector are crucial in ensuring a good future. In other words, food for today reflects the success of tomorrow.

With that Bezu and Holden (2014) stated that the agricultural sector acts as the backbone to the success of a country. In fact, the sector is always relevant and evergreen through modern and sophisticated technology. The agricultural sector can accommodate the needs of this country.

Related to that for example, developed countries such as Japan, Netherlands and United States have recognized agriculture sector to be in parallel with other sectors. Agricultural sector provides many job opportunities and present good return if it is well-practiced. Thus, it is clear that modern farmers are also capable of becoming millionaires and even capable of producing high quality products. In other words, the agricultural sector has already succeeded up gradually (Norhasni Zainal Abidin, Mohd Ashraff Mohd Anuar and Anzar Abdullah, 2015).

Conclusion

In conclusion, the CIPP evaluation model is basically appropriate to be practiced in any program that is ongoing or has been carried out for continuous improvement. Therefore this study, researcher intends to apply the CIPP evaluation model in the MKMF program to ensure smoothness and success of the program. It is expected that the evaluation process can highlight diversity and uniqueness in the agricultural sector. Hence, it is able to generate high impact income.

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