



**LAPORAN LIPUTAN MEDIA HARIAN**  
**ISNIN 4 OGOS 2025**

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UKK KPKM

UNIT KOMUNIKASI KORPORAT  
KEMENTERIAN PERTANIAN DAN KETERJAMINAN MAKANAN  
(UNTUK EDARAN DALAMAN KPKM, JABATAN DAN AGENSI SAHAJA)

# HPPNK 2025 catat jualan RM7.6j dengan 300,000 pengunjung

**Kota Kinabalu:** Hari Peladang, Penternak dan Nelayan Kebangsaan (HPPNK) 2025 mencatatkan nilai jualan RM7.6 juta dan menerima lebih 300,000 pengunjung setakat hari kedua program berlangsung kelmarin.

Menteri Pertanian dan Keterjaminan Makanan, Datuk Seri Mohamad Sabu, berkata pihaknya yakin dapat capai sasaran 500,000 pengunjung dengan nilai jualan RM15 juta.

"Sehingga tengah hari ini (semalam) saya lihat sambutan sangat menggalakkan dan ramai orang datang, oleh itu tidak mustahil sasaran dapat dicapai kerana selalunya pada penghujung program banyak barga barangan yang akan diturunkan dan sudah semestinya ia akan meningkatkan jualan," katanya.

Beliau berkata demikian selepas majlis penutupan HPPNK 2025 yang disempurnakan Perdana Menteri, Datuk Seri Anwar Ibrahim, di Pusat Konvensyen Antarabangsa Sabah, semalam.

rabangsa Sabah, di sini semalam. Yang hadir sama, Ketua Menteri Sabah, Datuk Seri Hajiji Nnoor. Katanya, sambutan kali ini turut merekodkan sejumlah 14 dokumen persefahaman dan perjanjian strategik, termasuk memorandum persefahaman (MoU) dan memorandum perjanjian berjaya dimeterai dengan nilai keseluruhan RM526 juta.

Mohamad berkata, kementeriannya mengetengahkan komoditi utama yang menyumbang kepada nilai eksport antaranya durian, nenas dan kelapa segar. "Di samping itu, avocado dan tanaman bawang hasil daripada Sabah juga dilihat amat berpotensi untuk dikembangkan pada masa akan datang," katanya.

"Tanaman avocado mula dilaksana di Tawau, manakala bawang dilaksanakan di Ranau dan ia sangat subur. Pada masa akan datang kedua-dua tanaman ini diyakini boleh dieksport," katanya.



Anwar merasmikan majlis penutupan HPPNK 2025 sambil diperhatikan Hajiji (dua dari kiri) dan Mohamad (dua dari kanan) di Pusat Konvensyen Antarabangsa Sabah, semalam. (Foto BERNAMA)

TARIKH	MEDIA	RUANGAN	MUKA SURAT
4/8/2025	THE STAR	NATION	2



**Fruitful discussions:**

Anwar taking a closer look at locally produced fruits from Sabah during the closing ceremony of the National Farmers, Breeders and Fishermen's Day 2025 in Kota Kinabalu as Chief Minister Datuk Seri Hajiji Noor (back row, second from left) looks on.

— Photo taken from Anwar Ibrahim's Facebook page

TARIKH	MEDIA	RUANGAN	MUKA SURAT
4/8/2025	NST	NEWS	5



Prime Minister Datuk Seri Anwar Ibrahim presenting an award to Jason Lee at the closing of the National Farmers, Breeders and Fishermen event in Kota Kinabalu yesterday. With them are Sabah Chief Minister Datuk Seri Hajiji Noor (left) and Agriculture and Food Security Minister Datuk Seri Mohamad Sabu (right). BERNAMA PIC

Anwar flanked by Hajiji (left) and Mohamad during the closing of the 2025 National Farmers, Breeders and Fishermen's Day yesterday in Kota Kinabalu. Also present was Kurup (right).  
**-BERNAMAPIC**



# Farming choice bears bountiful rewards

► Youth who chose agriculture over tertiary education earning five-figure income growing papayas and bananas

**KUALA KANGSAR:** While his peers chose salaried jobs or pursued higher education, Muhammad Qayyum Zunkurnain opted for a hoe and hard work, cultivating papayas and bananas on eight acres of land and earning a lucrative income.

The 24-year-old farmer's son started by helping his father grow vegetables, gaining experience and learning the basics of agriculture.

"After that, I started a small business selling papayas and bananas once I finished school (at the Sijil Pelajaran Malaysia level).

"As I became more involved in the business, I realised I couldn't get enough supply to keep up with the high demand. So, I decided to grow my own papayas and bananas to meet the needs of my customers," he told Bernama.

Muhammad Qayyum said he embarked on his venture with a small capital, starting with 1,000 papaya and banana plants. Today, his farm has 3,000 papaya trees and 4,000 banana plants, which provide him with a monthly revenue of up to RM13,000.

He said he chose to grow papayas because they are in high demand among Malaysians due to their digestive health benefits. Papayas also serve as an interim crop while waiting for the bananas to mature.

He added that papaya cultivation is not particularly difficult in Malaysia, which has only two main seasons - wet and dry. He said



Muhammad Qayyum said papaya trees bear fruit quickly and can be harvested within seven months. -BERNAMAPIC

during prolonged rainy seasons, the trees flower easily and the planting process does not take long.

"At first, I failed after planting 1,000 papaya trees. But I tried again and thank God, it worked. Then, demand started increasing. Even now, the fruits from my farm are only for local consumption and there is still not enough to meet demand.

"In fact, the recent hot weather affected fruit production and led to a shortage at our locality. Papayas bear fruit quickly and usually within seven months, you can already start harvesting and the trees continue producing for a long period."

His produce is currently marketed to Perak, Penang and Selangor, where it is sold at farmers' markets.

Muhammad Qayyum also said some people used to look down on his profession. But after seeing his impressive returns, several young people have approached him to work on his farm and learn how to cultivate papayas and bananas.

He added that in running his venture, he has also received a lot of support from the Senggang and

Manong Area Farmers Organisation, Perak Department of Agriculture and the director-general of the Federal Agricultural Marketing Authority.

"I'm also aiming to eventually produce downstream products. But for now, my farm isn't big enough. To develop a product line, I would need more than 10,000 trees. I'm working towards that goal," he said.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
4/8/2025	THE SUN	NATIONAL	6

## Incentive cheer for *padi* farmers

**KUALA LUMPUR:** The government has agreed to increase the Ploughing Incentive for Padi Farmers from RM100 to RM160 per hectare for each season, starting this year.

The Agriculture and Food Security Ministry said the incentive will be implemented in stages to ensure efficient and effective delivery.

"The implementation of this incentive involves two main disbursement methods – an additional cash payment of RM60 per hectare for farmers who have completed ploughing and submitted claims for the first planting season of 2025, and a payment of RM160 per hectare through the existing mechanism under the Padi Production Incentive Scheme, channelled via service providers or machinery owners for the second planting season of 2025," it said in a statement on Saturday.

For the additional RM60 per hectare incentive for farmers who have planted during the first season of

this year, the ministry is finalising the list of eligible recipients based on claims submitted by machinery owners and service providers.

"It will be paid as soon as the list is finalised. The process may take some time as there are service providers who have completed the ploughing work but have yet to submit claims to the agency," it said.

The ministry also announced a new initiative starting this year – the Padi Harvesting Incentive, offering a rate of RM50 per hectare.

The incentive will be paid once harvesting work is completed and claimed by registered combine harvester owners or service providers under the Farmers' Organisation Authority or Area Farmers' Organisations, beginning from the second planting season of this year.

"At present, the agency is registering the combine harvesters to enable payment to be made once harvesting is completed," it said.

– Bernama

TARIKH	MEDIA	RUANGAN	MUKA SURAT
4/8/2025	HARIAN METRO	BISNES	23

**Kuala Lumpur:** Agrobank melancarkan perkhidmatan pembukaan akaun dalam talian; sebuah sistem perbankan inovatif yang mempertingkatkan pengalaman pelanggan dengan menawarkan proses pembukaan akaun yang lebih lancar, pantas dan mudah berbanding kaedah tradisional.

Presiden/Ketua Pegawai Eksekutif Kumpulan Agrobank, Datuk Tengku Ahmad Badli Shah Raja Hussin berkata, Agrobank sentiasa mencari peluang untuk meningkatkan lagi kecekapan proses yang lebih mesra pelanggan terutama kepada mereka yang mempunyai jadual seharian yang padat atau tinggal di kawasan yang jauh dari kemudahan per-

## Pelanggan kini boleh buka akaun Agrobank dalam talian



MAJLIS Pelancaran Transformasi Perkhidmatan Pembukaan Akaun Agrobank Secara Digital, baru-baru ini.

bankan fizikal.

“Menyedari cabaran ini, Agrobank menyediakan penyelesaian inovatif melalui pembukaan akaun dalam talian yang membolehkan pelanggan membuka akaun deposit serendah

RM20 pada bila-bila masa dan di mana sahaja.

“Dengan memanfaatkan liputan Internet yang meluas, pelanggan tidak perlu lagi membuka akaun bank di cawangan Agrobank secara fizikal.

“Pendekatan digital ini turut membantu mengurangkan kos operasi bank sehingga 30 peratus melalui pemansuhan proses manual, penggunaan kertas dan memperluaskan perkhidmatan secara digital selain di cawangan secara fizikal.

“Kemudahan akses perbankan dalam talian ini turut dapat menjangkau lebih ramai rakyat Malaysia, termasuk mereka yang berada di kawasan luar bandar dan pedalaman, dalam mendapatkan perkhidmatan Agrobank,” katanya dalam kenyataan.

# Tiga sahabat komersialkan keropok lekor

Lekoshow jenama tempatan yang kian mendapat tempat di hati pelanggan

Oleh ROSLINDA HASHIM LANGKAWI

**D**i sebalik aroma wangi keropok lekor yang digoreng rangup, terselit kisah tiga sahabat dari Pulau Tuba, Langkawi yang menjadikan minat terhadap makanan tradisional sebagai batu loncatan ke dunia keusahawanan.

Mereka bukan sahaja menjual produk, malah menjual pengalaman - itulah uniknya Lekoshow, jenama keropok lekor



Lekoshow semakin mendapat tempat di hati penggemar keropok lekor.



Lekoshow menawarkan pengalaman unik, membeli sambil melihat sendiri pemrosesan menghasilkan keropok lekor.

buatan tangan yang kian mendapat tempat di hati pelanggan dari seluruh negara.

Rosnani Che Ghazali, 50, bersama rakan kongsinya, Normadiah Nik Jusoh dan Merah Md Akhir bermula secara kecil-kecilan dan dijual kepada jiran atau keluarga.

Namun siapa sangka produk yang asalnya sekadar mengisi masa lapang akhirnya mengubah kehidupan mereka.

"Segalanya bermula sekitar tahun 2018. Berbekalkan minat terhadap masakan tradisional Pantai Timur dan bantuan bengkel anjuran Lembaga Kemajuan Wilayah Kedah (KEDA), kami belajar membuat keropok lekor yang benar-benar 'menjadi'.

"Bukan sekali dua kami gagal. Awalnya keropok menjadi lembik, keras atau tak sedap dimakan tetapi kami tetap berusaha. Enam bulan pertama memang dipenuhi air mata dan keletihan, namun ia tidak putus-putus semangat kami," katanya.

Menurutnya, atas

keyakinan keropok lekor Pulau Tuba berpotensi menembusi pasaran, membuatkan mereka terus bertahan.

"Apa yang membezakan Lekoshow berbanding keropok lekor lain di pasaran ialah bahan mentah. Kami gunakan ikan kebas dan ikan selangit segar, hasil tangkapan nelayan tempatan.

"Adunan juga dijaga rapi agar teksturnya tidak terlalu liat, tidak

keras dan paling penting sedap dimakan panas-panas," ujarnya.

Rosnani berkata, pemilihan nama Lekoshow bukan sekadar jenama, ia menggabungkan pengalaman.

"Nama ini dicituskan oleh bekas Penolong Pengurus Bahagian Pembangunan Usahawan KEDA, Noor Shahida Jamil yang membawa maksud demonstrasi pembuatan keropok lekor secara langsung kepada pengunjung.

"Sesuai dengan status Pulau Tuba sebagai destinasi pelancongan, pelancong bukan sahaja boleh membeli, tetapi dapat melihat sendiri proses membuat keropok," kata ibu kepada dua cahaya mata ini.

Tambahnya, Lekoshow juga mudah disebut dan diingat dan paling penting meninggalkan kesan terbaik kepada pelanggan.

## Pasaran digital

Rosnani berkata, bantuan awal daripada KEDA yang membekalkan mesin asas memulakan perniagaan mengubah perusahaannya kecil kepada skala lebih besar, khususnya selepas menyertai Program Keusahawanan Wanita.

"Bantuan ini bukan sekadar peralatan, malah merangkumi coaching, mentor, pemasaran dan strategi jenama. Hasilnya, jualan bulanan meningkat daripada RM1,000 kepada RM30,000. Ia

satu lonjakan yang membuktikan sokongan yang betul mampu membawa impak besar kepada usahawan kecil," katanya.

Menurutnya, selain dijual secara dalam talian, jenama ini semakin dikenali bukan sahaja di Langkawi, malah di negeri lain.

"Tidak ada jalan mudah dalam bisnes. Untuk hasilkan produk sempurna, kami gagal berkali-kali namun terus belajar. Tiada guru lebih hebat daripada pengalaman."

"Tiada motivasi lebih kuat daripada melihat pelanggan tersenyum menikmati hasil tangan sendiri," katanya.

Kini, Rosnani dan rakan kongsinya tidak mahu menoleh ke belakang dan menyusun langkah strategi untuk mendaftarkan jenama secara rasmi dan memperoleh sijil Halal dan MeSTI.

"Kami mahu bina ruang produksi tetap yang lebih selesa dan mematuhi standard piawaian kebersihan serta mengembangkan pasaran digital ke Shopee, TikTok Shop dan media sosial.

"Bisnes ini juga membuka peluang pekerjaan kepada komuniti, terutama wanita dan belia setempat. Malah, kami berhasrat membangunkan produk baharu di bawah jenama Lekoshow seperti keropok lekor cheese, keropok mini, sos pencicah dan produk sejuk beku," katanya.



**BISNES Rakyat**

Lekoshow dianugerahkan Ikon Komuniti ketika Himpunan Usahawan KEDA 2025 atas sumbangan memajukan komuniti melalui perniagaan makanan tradisional.