

砂多媒體機構扮要角

報導：鄭呂堯

數碼化抗疫立大功

特別報導

拿督巴丁宜阿邦佐哈里(左2)於2017年上任砂首長後就積極為砂數碼經濟轉型鋪路。左起為副首長拿督阿瑪達格拉斯、副首長丹斯里占瑪欣及時任州務秘書拿督阿瑪莫希迪甘尼。

新冠病毒席卷全球造成無法估計的人命傷亡及經濟重創，位於砂朥越的砂拉越也無法幸免，整體而言對醫療體系和經濟帶來巨大挑戰。庆幸的是，砂拉越早在2017年就傾向數碼經濟發展，透過數碼化引領砂子民邁向2030年先進州/高收入州的目标前進，在新冠疫情爆發時也對公共衛生及經濟帶來一定程度上的緩沖效應。

於5月推出了COVIDTrace和Qmunity应用程序，以協助砂子民及相關單位展開新冠追蹤程序。值得一提的是，相关应用程序都严格保证个人隐私资料，并且在2010年个人资料保护法下获得监管。

COVIDTrace由砂政府通过砂灾难管理委员会、砂多媒体机构和砂资讯系统有限公司所开发，至於Qmunity则是古晋南州市政局与JT Utama私人有限公司、Mx Media私人有限公司

和华为云端合作开发。另一方面，砂自资电子钱包-砂支付(Sarawak Pay)在新冠疫情时期无疑在网上交易及经济上带来正面影响，传统的消费模式已搬上线上并透过电子钱包进行付费，避免接触促成病毒感染的机率大大减少。其中，砂支付的注册商家更是从2万人的目标，在疫情期间暴增至6万多人，凸显出无接触交易和电子钱包的重要性。



▲砂多媒体机构应对新冠疫情推出电子健康申报表方便入境生填写个人资料。
▼砂拉越政府推出COVIDTrace用於對抗新冠病毒之用途。

落實數碼舉措 切斷病毒感染鏈

砂多媒体机构自2018年4月正式成立至今，已落实超过40多项倡议，例如砂拉越10、砂支付、建设通讯塔计划、旅游业指南应用程序和其他等。

值得一提的是，砂多媒体机构在对抗新冠疫情上的角色也相当举足轻重，尤其是公共卫和数字经济领域，更是扮演火头角色，引领人民渡过疫情和经济难关。

砂多媒体机构总经理再迪拉在接受本报专访时称，该机构在推动砂拉越数碼化改革上毫无疑问扮演著领导角色，尤其是在公共卫方面，该机构自新冠疫情爆发至今已落实多项数碼举措，例如率先开发Enter Sarawak系统和电子健康申报表，以及砂拉越官方灾难响应应用程序i-Alert。

再迪拉指出，砂多媒体机构在推动砂拉越数碼化改革上毫无疑问扮演著领导角色，尤其是在公共卫方面，该机构自新冠疫情爆发至今已落实多项数碼举措，例如率先开发Enter Sarawak系统和电子健康申报表，以及砂拉越官方灾难响应应用程序i-Alert。

他相信，透过善用数碼工具能提升追踪程序的效率与速度，在对抗疫情时扮演至为重要的角色。此外，应用程序收集到的资料也协助鉴定高风险区及某个地方的人流量，落实一来为环境带来信心并带动蓬勃的经济活动。

他表示，砂多媒体机构亦独立开发商家和私人企业，例如COVIDTrace和Qmunity的倡议，同时也鼓励应用程序进行整合，而砂多媒体机构可在数据管理方面扮演协调角色。

符合未來趨勢 砂支付擬增功能

再迪拉强调，对抗新冠疫情不只是某一个政府部门，或一个单位就能完成的任务，反而需要每位砂拉越子民发挥角色做好本身身心抗疫，才有机会让砂拉越在抗路上取得成功。

再迪拉強調，對抗新冠

他声称，当全球性的卫生保健系统在大马实践时，数碼化将更具成本效率、方便与及时的提升医疗保健领域，比如说注册医生为病人提供线上健康指导和开药处方等。

在经济领域方面，砂多媒体机构透过砂支付应用程序，协助砂政府在疫情期间向低收入群体和小贩发放特别补助金，凸显了线上交易的重要性以及对砂拉越未来趋势的影响。



砂多媒体机构总经理再迪拉对该机构引领砂拉越朝向数字经济的方向前进所取得的进度表示自豪。



輔助砂衛生局 易Q提高追蹤效率

Qmunity (易Q)项目总监都景崇认为，易Q扮演辅助砂卫生局的角色，当卫生局需要相关资料进行追踪程序时，易Q能迅速的在一天内提供相关资料给当局，减少繁复程序并提高抗疫效率。

他指出，对易Q而言，数碼化在疫情爆发期间帮助提升效率及确保大众安全，透过使用应用程序就能避免人潮聚集在商店入口处，从而减少感染的风险。

他补充，易Q数据未来与砂拉越精明城市发展有关部门合作，以朝向精明城市的共识共同前进。与此同时，易Q也

▲外地人士入境砂拉越时必须透过Enter Sarawak进行申报及填写电子健康申报表。

冠疫情用途，而且只有砂卫生局或相关单位才有权利索取资料的民众，几乎都是以麻烦使用及不习惯为由拒绝下载使用易Q，而且大部分是年长者居多。

線上買賣興旺 交易額逾5億

再迪拉提到，行管令导致网购使用量出现前所未有的暴增。在砂拉越而言，数据使用量更是从爆发新冠疫情之前的2.1B暴增至疫情期间的8.1B。对此他认为，经营线上生意的企业将比传统企业占据绝对优势，尤其是线上买菜类活动将在新常态下继续发光发热。

线上交易的趋势，让砂拉越自家的电子钱包-砂支付(Sarawak Pay)从中受惠。从该应用程序推行至今8月10日，砂支付已创下许多壮举，包括120万笔交易，超过3亿令交易额，42万7千224名用户，以及6万1千882名注册商家。此外，没有银行账户的砂子民在疫情期间也透过砂支付领取到“我亲爱的砂拉越2.0”特别报

砂支付提供用户无接触付款服务，在疫情期间凸显出其重要性。



南州市长拿督黄鸿益亲自出马呼吁商店注册使用易Q。

曾遭抹黑下架

他坦承，易Q从今年3月上架至今遇到不少挑战，比方说应用程序的表现、功能及隐私问题等，但团队坚持不断的逐一解决和改善。

他补充，易Q数据未来与砂拉越精明城市发展有关部门合作，以朝向精明城市的共识共同前进。与此同时，易Q也

计划与不同机构及单位合作，以提升应用程序的功能及服务。比方说与砂支付或砂拉越ID整合，以扩大使用范围及提供更广泛的社区优质服务。

年長者多拒用 保護個人資料

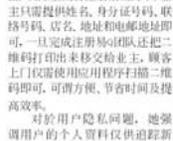
她分享时提到，易Q主要的功能，就是透过数据准确性来协助控制新冠病毒的扩散，透过采取更进一步的决策来达到病毒感感染链的宗。

保護個人資料

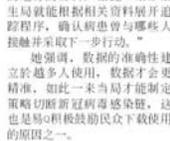
她强调，数据的准确性建立于越多人使用，数据才会更精准，如此一来当局才能制定策略切断新冠病毒感感染链，这也是易Q积极鼓励民众下载使用的原因之一。



Qmunity流动团队近日走访商店鼓励商家注册使用该应用程序。



对于用户隐私问题，她强调用户的个人资料仅供追踪



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砂拉越朝向2030年先进州/高收入州的目标前进，或成要素在于政府执行力度和引领数碼经济转型的决心。在全球各国皆朝向科技和工业4.0的发展趋势下，砂拉越无法在数碼领域落后于人，而且必须在基建上加快建设步伐，确保基础设施支持高科技运作。在新冠疫情未完全根除的局势下，科技与数碼化在砂公共卫和数字经济领域扮演重要催化，以辅助政府及相关单位在对抗疫情取得胜利，故未来把经济数碼化推向更高层次。

****NOTE: This is a translated English version of the above story by Google Translate**

Implementing digital measures to cut off virus infections.

Since its establishment in April 2018, the small multi-media agency in Sarawak has implemented more than 40 initiatives, such as Sarawak ID, Sarawak payment, communication tower construction plan, tourism bureau guide application and others. It is worth mentioning that the role of the Sarawak Multimedia Agency in fighting the coronavirus pandemic is also very important, especially the public health and economic leaders, and it also plays the role of an enabler, leading the people through the epidemic and economic difficulties. Dr. Zaidi Razak, General Manager of Sarawak Multimedia Authority, said in an interview with our reporter that the Authority is playing a leading role in promoting Sarawak's digital reform, especially in public health. The agency has, since the outbreak of the coronavirus pandemic, implemented a number of digital initiatives, such as the first such development of the Enter Sarawak system and electronic health declaration form, as well as Sarawak's official disaster information application i-Alert.

Tracking people entering Sarawak

"The government uses i-Alert to quickly communicate accurate and useful information to the people. In addition, we also provide the Sarawak Disaster Management Committee, Sarawak Health Department, Civil Defence Agency and Immigration Dept the Enter Sarawak system and electronic health declaration tools, so that relevant units can register the entry of people during the control order and guard the points of exits and entries of Sarawak. The digital tracking bracelet is indispensable for the population. In this regard, Sarawak has several contact tracing apps such as COVIDTrace and Qmunity. He said that the main function of these two applications is to assist the health bureau to break the coronavirus infection chain. He believes that by making good use of digital tools, the efficiency and speed of tracking maps can be improved, and it will play a vital and important role in fighting the pandemic. In addition, the data collected by the app also assists in identifying high-risk areas and the flow of people in a certain place, so as to bring confidence to the business environment and promote vigorous economic activities. He said that Sarawak Multimedia Authority welcomes initiatives from independent developers and private companies, such as COVIDTrace and Qmunity. At the same time, he also encourages the integration of applications, and SMA can play a coordinating role in data management.

In line with the future trend. Sarawak Pay to add more functions.

Dr. Zaidi emphasized that fighting the coronavirus is not a task that can be accomplished by only one government department or one unit. Instead, it requires every Sarawak citizen to play a role in fighting the epidemic. Only then can Sarawak have a chance to succeed on the road of resistance. He claimed that when a global health care system is implemented in Malaysia, digitalization will be more cost-effective, convenient and timely to improve the healthcare field. For example, registered doctors can provide patients with online health advice and prescriptions. Drugs etc. In the economic field, Sarawak Multimedia Authority offered the Sarawak Pay e-wallet application.

Assisting the Sarawak government to issue special assistance payments to low-income people and hawkers during the epidemic highlighted the importance of online transactions and its impact on Sarawak's future trends. When online trading is booming, Dr Zaidi mentioned that the regulatory order has led to an unprecedented surge in the usage of wide categories.

Online Trade is Booming

In Sarawak, the data usage has increased from 2TB before the outbreak of coronavirus to 8TB during the pandemic. In this regard, he believes that companies operating online businesses will have an absolute advantage over traditional companies, especially online trading activities will continue to shine under the new normal. The trend of online transactions has benefited own e-wallet, Sarawak Pay. From the implementation of the application to August 10 this year, Sarawak Pay has made a lot of success, including 12.1 million transactions, more than 500-million-ringgit transaction volume, 422,224 users, and 61,882 registered merchants. In addition, Sarawak citizens without a bank account also received "BKSS 2.0" Special Assistance through Sarawak Payment during the epidemic.

Photo caption: Dr. Zaidi Razak, General Manager of Sarawak Multimedia Agency, expressed pride in the progress made by the agency in leading Sarawak towards the digital economy.

Transaction Volume Exceeds 500 million

The transaction volume is over 500 million, and the special aid payment will help stimulate economic and commercial activities in the market. In leading Sarawak on the road to economic recovery, Sarawak Pay plans to introduce more functions and options in the future, such as the electronic Know Your Customer (e-KYC) system, which is still waiting for review and approval. He added that digitization will also have a positive impact on individual areas of Sarawak. For example, the manufacturing industry can achieve cost reduction effects through computer-aided design and simulation tools, the tourism industry can use VR/AR technology, and the agricultural sector can rely on science and technology to reduce import costs and improve production efficiency.