



KEMENTERIAN PERDAGANGAN DALAM NEGERI
DAN KOS SARA HIDUP



BERITA

24 JAM

KPDN

KERATAN AKHBAR & BERITA ONLINE

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Tarikh: 11 Disember 2025



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KERATAN AKHBAR

KPDN

E-Aduan speeds up complaint resolution in Kelantan

KOTA BARU: The e-Aduan complaint system of the Domestic Trade and Cost of Living Ministry (KPDN) has successfully cut red tape for complaints and sped up enforcement, enabling consumers to report pricing issues easily.

The ministry's Kelantan director Azman Ismail said the system allows consumers to submit photos, receipts and location details, as well as receive information through the Aduan Suri QR Code and on social media platforms.

"For example, if controlled cooking oil, priced at RM2.50, is being sold for RM3, the consumer only needs to take a photo and send it via WhatsApp.

"The complaint enters our system directly and we will investi-

gate it immediately," he told Bernama recently.

Azman emphasised that this digital approach is crucial for a state like Kelantan, which has a population of 1.7 million but only 142 enforcement officers covering over 4,000 retail shops and more than 100,000 business premises.

He said the ministry sets initial action within four to five working hours, and for each complaint to be resolved within 48 hours, depending on the complainant's cooperation and case type.

"The most frequent complaints concern price control violations, missing price tags, food pricing fraud, and shortages of essential items like chicken and

cooking oil."

He added that the ministry also received complaints about conditional buying, where wholesalers require retailers to purchase other items before they can obtain controlled goods.

"This practice is wrong, but retailers rarely file official reports for fear of losing their supply. In such cases, we conduct undercover operations to gather evidence."

Azman highlighted that the e-Aduan system has significantly improved case resolution, including through the use of digital receipts like Sara.

"One consumer provided a receipt for an RM15 overcharge. Our officer acted immediately, the

trader confessed and was fined RM500 on the spot," he said.

However, the main challenge is handling complaints from remote areas that face basic telecommunications and internet coverage issues.

"In remote regions, using WhatsApp is difficult. Therefore, we have relaxed the requirements and now accept manual complaints to proceed with investigations.

"Complaints via TikTok are also accepted, but most cannot be investigated due to the lack of a contact number and unclear location details."

He said KPDN Kelantan has received 838 complaints in the first 10 months of this year.

KPDN's e-Aduan system cuts red tape for consumer complaints

KOTA BHARU: The Ministry of Domestic Trade and Cost of Living's (KPDN) e-Aduan complaint system is now one of the most significant innovations in enhancing public service efficiency.

It cuts red tape for consumer complaints and speeds up enforcement, enabling them to easily report pricing issues via WhatsApp, without going to a counter.

KPDN Kelantan director, Azman Ismail, said the system allows consumers to submit photos, receipts and location details, as well as receive information through the Aduan Suri QR Code, TikTok and Facebook, depending on user preference and accessibility.

"For example, if controlled cooking oil, priced at RM2.50, is being sold for RM3, the consumer only needs to take a photo and send it via WhatsApp.

"The complaint enters our system directly, and we will investigate it immediately," he told Bernama recently.

He emphasised that this digital approach is crucial for a state like Kelantan, which has a population of 1.7 million but only 142 enforcement officers covering over 4,000 retail shops and more than 100,000 business premises.

He said the ministry sets initial action within four to five working hours, and for each complaint to be resolved within 48 hours, depending on the complainant's cooperation and case type.

"Action is taken immediately when information is complete; otherwise, the investigation is limited. The most frequent complaints concern price control violations, missing price tags, food pricing fraud, and shortages of essential items like chicken and cooking oil," he explained.

He added that KPDN also receives complaints about conditional buying, where wholesalers require retailers to purchase other items before they can obtain controlled goods.

"This practice is wrong, but retailers rarely file official

reports for fear of losing their supply. In such cases, we conduct undercover operations to gather evidence," he said.

He highlighted that the e-Aduan system has significantly improved case resolution, including through the use of digital receipt evidence like SARA.

"One consumer provided a receipt for an RM15 overcharge. Our officer acted immediately, the trader confessed, and we fined them RM500 on the spot," he said.

However, the main challenge is handling complaints from remote areas that face basic telecommunications and internet coverage issues.

"In remote regions, using WhatsApp is difficult. Therefore, we have relaxed the requirements and now accept manual complaints to proceed with investigations.

Complaints via TikTok are also accepted, but most cannot be investigated due to the lack of a contact number and unclear location details," he added.

He stressed that e-Aduan is not a tool for initial fault determination but a mechanism to increase transparency and educate traders to be more disciplined.

"These complaints act as a mirror for the traders and us. They help ensure consumer rights are protected.

"So far this year, KPDN Kelantan has received 838 complaints in the first ten months, with action taken depending on the offence, including on-the-spot fines once an investigation is confirmed," he said.

Meanwhile, homemaker Siti Farhana, 34, said that KPDN's e-Aduan system has simplified the process of reporting pricing issues, as she now only needs to send photos and details via WhatsApp without having to visit the office.

Echoing this sentiment, lorry driver Mohd Firdaus Ismail, 41, said the e-Aduan system helps create fairer competition by enabling enforcers to act more quickly against traders who violate regulations. — Bernama

'CONTROLLED RANGE'

No massive jump in veggie prices, says ministry

KUALA LUMPUR: The Domestic Trade and Cost of Living Ministry has dismissed claims that vegetable prices have increased by three- or fourfold.

Deputy Minister Datuk Dr Fuziah Salleh said the price increases had remained within a controlled and reasonable range, despite the impact of floods and the monsoon season.

She said tracking by the National Price Division found that vegetable prices in the second week of December rose by as much as 68.4 per cent month-on-month.

"The perception of '300 and 400 per cent increases' stems from uneven comparisons — either comparing flood-period prices with the lowest prices of the year or comparing prices in different areas.

"Data show the increases are localised and temporary, consistent with mainstream media reports indicating rises of 30 to 50 per cent.

"The level of increase varies depending on vegetable type and locality, and no widespread doubling or tripling of prices has been detected."

Fuziah added that supply disruptions remained minimal and

logistics routes were functional.

"Farms have not been severely damaged, and supply has been restored with assistance from unaffected regions and increased imports."

She said the ministry conducted its monitoring through inspections at farms, wholesalers and retailers; analysis of daily price data for 316 essential items; and feedback received through

consumer complaint channels.

The ministry is also working with the Agriculture and Food Security Ministry and the Federal Agricultural Marketing Authority (Fama).

Fama's intervention measures include buying near-mature produce from affected farmers at reasonable floor prices to protect farmers while ensuring sufficient supply reaches consumers.

The ministry said it would take action against traders charging unreasonable prices or engaging in profiteering.

Enforcement teams have been instructed to step up inspections and issue notices requiring price justification.

Fuziah also urged consumers to use the PriceCatcher app to compare prices and lodge complaints.





贸易及生活成本部漏网行动 扣查 70 公升无证柴油面包车



▲官员所查获的柴油。

(本报纳闽 10 日讯) 纳闽国内贸易及生活成本部执法队今日在本区一处建筑工地，扣查一辆多用途面包车，

车上载有约 70 公升疑似未持有合法准证的柴油。此次扣

查是“2025 漏洞行动”持续加强对纳闽各加油站的严格监控后所取得的成果。

初步监控发现，该车辆司机先后在数个加油站以多个塑料桶装取柴油，再将这些燃油集中运往上述建筑工地。基于情报，执法队展开突击行动，

发现该名本地男子司机无法出示任何来自纳闽国内贸易及生活成本部的有效准证或书面授权，以证明其持有受管制物品的合法性。

司机、面包车及多桶柴油随即被带往纳闽贸消部办公室进一步调查。此案涉嫌触犯《1961 年供应管制法令》(122 条文)。若被定罪，

个人可被判处最高 100 万

令吉罚款、或不超过 3 年监禁，或两者兼施；若涉案单位为公司，罚款可高达 200 万令吉。

纳闽国内贸易及生活成本部表示，将继续通过“2025 漏洞行动”加强监控与执法力度，严厉打击受管制物品，特别是补贴燃油遭滥用的行为，

以杜绝资源外流并保障消费者权益。

公众若有任何与受管制物品相关的可疑活动线索，受促尽快向贸消部通报。举报可通过以下官方渠道提交：E-投诉门户：<https://eaduan.kpdn.gov.my>；电话：087-423152 (纳闽贸消部办公室)；行动室：087-423209；传真：087-452150；Whatsapp：<http://www.wasap.my/+60198488000/Aduan+Pengguna> (001)



KEMENTERIAN PERDAGANGAN DALAM NEGERI
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KERATAN AKHBAR

UMUM



UNIT KOMUNIKASI KORPORAT



KAYU jati sudah lama terkenal sebagai bahan premium dalam pembuatan perabot.

Realiti penipuan kayu jati yang tidak disedari

DALAM pasaran perabot masa kini, pengguna semakin arif dalam memilih barangan rumah yang tahan lama, menarik serta setimpal dengan harga. Namun di sebalik kecenderungan ini, wujud isu yang semakin meresahkan iaitu penjualan perabot yang dikatakan daripada kayu jati tetapi sebenarnya menggunakan kayu getah atau bahan campuran.

Kayu jati sudah lama terkenal sebagai bahan premium dalam pembuatan perabot. Ia berasal daripada pokok *Tectona grandis* yang banyak terdapat di Indonesia, Myanmar dan Thailand. Keistimewaan jati terletak pada ketahanan tinggi terhadap anai-anai, daya tahan perubahan cuaca serta keindahan urat kayunya yang unik. Warna keemasannya menjadikan jati pilihan utama bagi mereka yang inginkan perabot eksklusif dan tahan lama. Tidak hairanlah ia sering dijual pada harga tinggi, malah dianggap suatu bentuk pelaburan jangka panjang.

Sebaliknya, kayu getah diperolehi daripada pokok *Hevea brasiliensis* yang banyak ditanam di Malaysia. Kayu ini lebih murah, mudah dibentuk dan banyak digunakan dalam industri perabot. Dengan kemasan moden seperti varnis atau cat tertentu, kayu getah mampu kelihatan hampir sama seperti jati. Persamaan inilah yang membuka ruang kepada penjual tidak bertanggungjawab untuk mengelirukan pengguna yang kurang arif, sekali gus memperdayakan mereka agar mempercayai perabot tersebut diperbuat daripada jati tulen.

Pada hakikatnya, perbezaan antara kedua-dua kayu ini lebih ketara apabila belum melalui proses kemasan. Kayu jati biasanya lebih berat, lebih keras dan mempunyai urat kayu yang lebih halus serta semula jadi. Kayu getah pula lebih ringan, berwarna kekuningan dan kurang tahan terhadap serangan serangga. Namun, perbezaan ini menjadi kabur apabila perabot sudah disalut dengan lapisan moden seperti salutan laminasi atau kemasan semburan. Di sinilah manipulasi berlaku apabila sesetengah peniaga mengambil kesempatan terhadap ketidaktahuan pengguna.

Taktik penipuan dalam industri perabot sebenarnya bukan perkara baharu. Ada penjual yang menggunakan istilah seperti 'jati Siam', 'jati kampung' atau 'jati tempatan' untuk menaikkan nilai jualan.

Hakikatnya, tiada jati tempatan yang benar-benar menyerupai jati asli dari Indonesia atau Myanmar. Ada juga yang menjual perabot campuran iaitu rangka diperbuat daripada kayu getah, manakala bahagian luar dilapisi nipis jati. Perabot sedemikian tetap dipasarkan sebagai 'jati asli', sedangkan hanya lapisan luar sahaja yang benar-benar jati.

Kekeliruan pengguna bertambah apabila harga dijadikan petunjuk utama. Ada kedai yang menjual perabot kayu getah pada harga hampir menyamai jati dengan alasan 'reka bentuk premium' atau 'kualiti eksport'.

Pengguna yang tidak membuat semakan mudah terpedaya dan akhirnya menanggung kerugian apabila perabot mula retak, mengecut atau diserang anai-anai selepas beberapa tahun.

Dalam hal ini, Kementerian Perdagangan Dalam Negeri dan Kos Sara Hidup (KPDN) wajar memperketatkan garis panduan pelabelan perabot. Penjual perlu menyatakan dengan jelas jenis kayu yang digunakan serta komposisinya. Pengguna pula harus menjadi lebih peka dan membuat sedikit penyelidikan sebelum membeli, apatah lagi bagi pembelian bernilai tinggi.

Pendidikan pengguna amat penting dalam membina pasaran perabot yang lebih beretika. Maklumat kini mudah dicapai melalui artikel perbandingan kayu, video demonstrasi atau forum pengguna. Sikap berhati-hati dan berinformasi mampu mengelakkan pembeli daripada menjadi mangsa penipuan.

Namun, tidak wajar juga semua peniaga disalahkan. Ramai pengusaha perabot tempatan memasarkan kayu getah secara telus sebagai alternatif mesra alam. Kayu getah sebenarnya mempunyai potensi besar jika diproses dengan baik dan tidak perlu dilabel sebagai jati untuk kelihatan bernilai.

Kesimpulannya, isu jati palsu berpunca daripada dua faktor utama iaitu ketidakjujuran sesetengah peniaga dan ketidakpekaan pengguna. Dalam apa jua transaksi, kejujuran ialah asas kepercayaan manakala pengguna perlu bertindak bijak dan teliti. Sama ada jati atau kayu getah, nilai sebenar perabot bergantung pada kualiti pembuatan serta ketelusan dalam penjualannya.

CHE RAHMAH AHMAD
Pekan, Pahang



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BERITA ONLINE

KPDN



UNIT KOMUNIKASI KORPORAT

BERITA ONLINE BERTARIKH 11 NOVEMBER 2025

TARIKH	TAJUK	PAUTAN	MEDIA
11-Dec	Sistem e-Aduan KPDN Mu- dahkan Rakyat Kelantan Lapor Isu Harga Secara Dig- ital	https://www.bernama.com/bm/ am/news.php?id=2500719	BERNAMA
11-Dec	Lelaki tempatan ditahan, simpan diesel tanpa permit	https:// sabahme- dia.com/2025/12/10/lelaki- tempatan-ditahan-simpan-	SABAH MEDIA
11-Dec	KPDN Labuan tahan van bersama 70 liter diesel tanpa permit	https:// www.borneodailybulletin.co m/kpdn-labuan-tahan-van- bersama-70-liter-diesel-	BORNEO DAILY
11-Dec	驳蔬菜价暴涨三至四倍之说	https://news.seehua.com/ post/1415656	SEE HUA
11-Dec	驳蔬菜价暴涨三至四倍之说 内贸部：涨幅合理可控	https:// www.orientaldaily.com.my/ news/	ORIENTAL DAILY
11-Dec	KPDN Pahang rekod 930 kesalahan peniaga tahun ini	https:// www.astroawani.com/video/ video-terkini-x7sio1/kpdn- pahang-rekod-930- kesalahan-peniaga-tahun-	ASTRO AWANI