



KEMENTERIAN PERDAGANGAN DALAM NEGERI
DAN KOS SARA HIDUP



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Tarikh: 18 September 2025



KEMENTERIAN PERDAGANGAN DALAM NEGERI
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KERATAN AKHBAR

KPDN

'Report profiteering, use app to check prices'

JOHOR Domestic Trade and Cost of Living Ministry (KPDN) has been keeping a close watch on profiteering.

Johor KPDN director Lilis Saslinda Pornomo said her office had received eight complaints related to profiteering this year.

"Most involved food, particularly the prices of dishes and beverages at restaurants," she told *StarMetro*.

Other complaints, she disclosed, involved market goods such as chicken, fish, prawns and fresh chilli.

She said the agency also received complaints regarding fees for services such as parking, car wash, vehicle repair and haircuts.

"Even small hikes can have an impact on household budgets."

Lilis Saslinda said consumers had several official channels to lodge complaints, including WhatsApp Aduan Suri (019-848 8000), Ez Adu app, hotline, email, service counters, social media and KPDN e-Complaint portal.

"We want people to know they have means for recourse."

"Complaints help us take immediate action against those who try to take advantage of consumers."

She reminded the public that they could verify official retail prices of controlled goods.

"Our website provides the retail ceiling prices for items such as cooking oil, gas, flour,



Lilis Saslinda: Johor's Domestic Trade and Cost of Living Ministry officers conduct spotchecks at wet markets, supermarkets and restaurants.

sugar, face masks and Covid-19 self-test kits."

This information, she said, empowered consumers as they would know whether they were being overcharged.

To prevent sudden price spikes during major celebrations, the ministry also implements the Festive Season Maximum Price Scheme.

"This covers festivals such as Hari Raya, Chinese New Year, Deepavali, Christmas, Gawai and Kaamatan," said Lilis Saslinda.

By announcing the ceiling price before each celebration, she said consumers were protected from unscrupulous traders.

She said enforcement officers were especially active during festive seasons, conducting

spotchecks at wet markets, supermarkets, food courts and restaurants.

"This is the time when demand surges and traders may be tempted to mark up prices."

"Our presence on the ground keeps them in check," she added.

To help consumers make smarter choices, KPDN encourages the public to compare prices before buying.

"Consumers are encouraged to shop around for the best deals," said Lilis Saslinda.

She highlighted the Price Catcher app as a useful tool for consumers.

"The app allows users to check prices at nearby premises instantly, so that they can compare before they buy."

She said that many Johor citi-

zens, especially families managing tight budgets, had found the app useful when planning their weekly grocery trips.

Lilis Saslinda said KPDN would continue enforcement under the Price Control and Anti-Profiteering Act 2011 (Act 723), with a focus on sectors prone to unreasonable hikes.

"Ops Kesan and other ground inspections will continue, with our officers maintaining visibility in hotspots."

She said officers regularly visited petrol stations, sundry shops and neighbourhood services such as carwashes and barber shops.

"Our approach is both preventive and corrective. We warn traders first, but if they persist, strict action will follow."

Lilis Saslinda stressed that maintaining access to affordable goods and services was central to the ministry's mission.

"We know many Johor citizens depend on these affordable options."

"Our role is to maintain that balance by preventing profiteering while supporting fair business practices," she said while acknowledging that many small traders in Johor had done their part to keep prices reasonable despite rising costs.

"These businesses are our partners in ensuring the public still has access to meals and services within their means."

— By RHEMA SENG

Tiga individu tidak mengaku urus niaga 1.24 juta liter diesel secara haram

KUALA SELANGOR: Tiga individu mengaku tidak bersalah di Mahkamah Sesyen di sini, semalam atas pertuduhan menjalankan urus niaga 1.24 juta liter minyak diesel bersubsidi secara haram, pada tahun lalu.

Ketua Pegawai Penguatkuasa Kementerian Perdagangan Dalam Negeri dan Kos Sara Hidup (KPDN) Selangor, Mohd. Hanizam Kecheh berkata, ketiga-tiga individu tempatan berusia bawah 50 tahun itu membuat pengakuan demikian selepas pertuduhan dibacakan.

Menurutnya, ketiga-tiga mereka sebelum ini dikenal pasti bersama seorang lagi individu menerusi satu operasi terhadap sebuah premis yang dijadikan stor haram penyimpanan dan pemindahan minyak diesel bersubsidi nelayan di sekitar Bagan, Sekinchan.

"Kesemua individu melaksanakan aktiviti melibatkan barang kawalan bersubsidi diesel sejumlah 1.24 juta liter iaitu menjalankan urus niaga minyak diesel bersubsidi nelayan secara tidak mematuhi peruntukan perundangan di bawah Akta Kawalan Bekalan 1961.

"Susulan itu, dua daripada mereka didakwa atas pertuduhan menjalankan urus niaga tanpa lesen borong iaitu berurus niaga secara borong barang kawalan yang merupakan barang berjadual iaitu minyak diesel.

"Seorang lagi pula didakwa ada dalam kawalan barang



SALAH seorang daripada tiga individu (kiri) yang dihadapkan ke Mahkamah Sesyen, Kuala Selangor, Selangor atas pertuduhan menyimpan dan memindahkan diesel bersubsidi secara haram.

berjadual iaitu minyak diesel dalam keadaan yang menimbulkan syak munasabah iaitu berurusan dengan minyak diesel tersebut secara runcit atau borong tanpa lesen," katanya.

Mohd. Hanizam berkata, mereka didakwa melanggar Subperaturan 3 (1) Peraturan-peraturan Kawalan Bekalan 1974 yang merupakan kesalahan di bawah Peraturan 21 (1) peraturan-peraturan sama, dibaca bersama Seksyen 21 Akta Kawalan Bekalan 1961.

Sabit kesalahan, mereka boleh dihukum di bawah Seksyen 22 (1) dan Seksyen 22 (2) akta sama yang memperuntukkan denda maksimum RM1 juta, penjara sehingga tiga tahun atau kedua-duanya bagi kesalahan kali pertama.

Kesalahan kali kedua pula

memperuntukkan hukuman denda sehingga RM3 juta dan penjara maksimum lima tahun.

Hukuman di bawah Seksyen 22 (2) akta tersebut turut memperuntukkan denda sehingga RM2 juta bagi kesalahan kali pertama manakala RM5 juta bagi kesalahan kali kedua dan seterusnya.

Mohd. Hanizam berkata, individu keempat sedang dikesan bagi menyempurnakan serahan saman untuk sebutan semula prosiding pada 22 Oktober ini.

Beliau berkata, kes disebut di hadapan Hakim Nurul Mardhiah Mohammed Redza sementara pendakwaan dikedalikan oleh Timbalan Pendakwa Raya KPDN Selangor, Norhashimah Hashim.

Rising costs of food and goods **threat to tourism**

► Steep prices at attraction zones burden visitors and locals alike: Fomca

■ BY **QIRANA NABILLA MOHD RASHIDI**
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PETALING JAYA: Malaysia's reputation as a value-for-money destination could be at stake ahead of Visit Malaysia Year 2026 with rising food and goods prices at tourist hotspots threatening to deter travellers and deepen resentment among locals.

Federation of Malaysian Consumers Associations (Fomca) CEO Dr Saravanan Thambirajah said inflated prices in popular tourist areas carry a "double burden", which means tourists are shocked by the cost while locals struggle because they depend on the same shops, restaurants and markets for essentials.

He said locals, particularly those from lower and middle income households, are hit hardest as many spend nearly 40% of their income on food and daily necessities.

"In certain tourism-heavy towns, the price of a meal or groceries could be up to 30% higher than in non-tourist districts. Residents then face the unfair choice of paying inflated rates or travelling elsewhere for affordable goods."

He also said Fomca and the National Consumer Complaints Centre have received numerous reports from locals in such areas.

He added that the most common grievances were food and beverages priced two or three times higher than in surrounding towns, and basic goods such as bottled water, snacks and household items being sold at unjustifiable mark-ups.

"A major concern is the lack of price transparency. Many businesses do not display prices, leaving consumers to deal with inflated bills only when paying."

"Some residents have also highlighted dual pricing, in which foreign tourists are charged one rate while locals pay another. These practices undermine fairness and trust in the market."

He said unchecked profiteering breeds resentment.

"When residents feel tourism only brings



Saravanan said some residents have also highlighted dual pricing systems, in which foreign tourists are charged one rate while locals pay another. – **ADIB RAWI YAHYA/THESUN**

higher costs without tangible benefits, they may grow hostile towards visitors and unsupportive of government tourism policies. This risks damaging Malaysia's reputation as a welcoming destination.

"The solution lies in inclusivity. Locals must share in the benefits of tourism, whether through jobs, infrastructure improvements or affordable access to essentials."

Saravanan said while the Price Control and Anti-Profitteering Act 2011 empowers the Domestic Trade and Cost of Living Ministry to act against profiteering, enforcement in tourist areas has been inconsistent.

"Seasonal price controls are applied on selected essentials during festive periods but many businesses exploit weak monitoring. Tourists in particular are less likely to complain due to lack of awareness or language barriers."

"Authorities could balance profit and fairness by requiring transparent pricing, stepping up enforcement and encouraging community-based alternatives. Businesses in tourist zones should be mandated to display prices clearly, with regular checks to ensure compliance."

Universiti Teknologi Mara tourism economics lecturer Prof Dr Mohd Hafiz Hanafiah echoed the concern, adding that rising menu prices and inflated costs of goods at tourist hotspots are eroding Malaysia's

advantage against regional competitors such as Thailand, where tourist spending is higher.

"Malaysia is still considered affordable because of the weak ringgit, but that image (becomes) fragile when cases of overcharging or hidden prices surface at tourist destinations, such as in the recent Langkawi water activities incident."

He said if a tourist pays RM10 for a bottle of mineral water in Port Dickson or Langkawi, the experience would be judged against Thai beach towns, where prices are prominently displayed and spending is more transparent.

Mohd Hafiz also said if locals feel priced out of their own city centres, resentment towards tourism could grow, driven by higher living costs, overcrowding and perceptions of unfairness.

He cited social media flare-ups such as the Langkawi "ikan siakap" (barramundi) case as proof of how quickly price controversies could spark public anger and tarnish the image of the country.

"A balance could be struck if policies promote transparent pricing and tiered options, especially in rural and island destinations."

"With the right incentives, businesses could stay profitable while keeping prices fair, preventing 'tourist-only economies' and preserving Malaysia's reputation as an (affordable) destination."

全国10万公交货运车符资格 申请汽油补贴业者偏低

(吧巴 17 日讯) 国内贸易及生活成本部长拿督阿米占指出，全国约有 10 万辆货运及公共陆路交通公司车辆预计符合 RON95 汽油补贴计划 (补贴汽油控制系统 (SKPS)) 的资格，但目前申请数量仍偏低。

他说，这一数字是通过将补贴汽油控制系统与陆路交通局系统整合所得。

他透露，补贴汽油控制系统自本月 15 日开放申请以来，迄今仅有 154 家公司提出申请，涉及 335 辆车辆。

“其中，公共陆路交通公司有 70 家，共为 240 辆车辆申请；货运公司则有 84 家，为 95 辆车辆申请。”

他呼吁，所有符合资格的货运及公共陆路交通公司应尽快注册，以确保能在计划实施首日受惠。

他强调，完成补贴汽油控制系统注册后，符合资格的公司须向指定的三家石油公司申请补贴卡 (fleet card)，以享有补贴。

阿米占也是吧巴国会议员，他昨日视察位于吧巴津那律镇的洛高宜高地临时疏散中心后，作出上述表示。

补贴汽油控制系统的申请，可通过以下网站进行，<https://mysubsidi.kpdn.gov.my>。



阿米占

慈悯餐单，网友买单吗？

国内贸易及生活成本部在彭亨州北根推介“一起寻找慈悯餐单”计划。副部长傅芝雅强调，这是让民众更容易找到提供“慈悯餐单”的餐馆，同时也向仍坚持维持亲民价格的餐饮业者表达谢意。

她指出，该计划不仅是资讯平台，更是政策持续性的象征，鼓励更多业者加入，让平价餐点成为社会的长期选项。“慈悯餐单”的推出，本意在于帮助缓解生活成本压力，为不同收入群体提供基本的用餐保障。通过“Jom Cari”平台，民众可即时查询这些价格合理的套餐。

她也强调，这不只是短期救急措施，而是希望长期建立一个包容的餐饮网络，确保更多国民不至于因物价上涨而被迫牺牲三餐。

根据数据，截至目前，全国已有 3106 家餐饮业者登记参与“慈悯餐单”，其中彭亨州有 401 家，北根地区则有 6 家业者加入，其中包括“5 令吉餐馆”，并成为计划的象征性推介地点。

傅芝雅认为，这类地方小餐馆的积极参与，是推动政策延续



● 陈万诚

的关键动力。“慈悯餐单”不仅在价格上保持亲民，也必须保障基本的营养与品质，以回应社会对饮食健康的关切。

业者应获相应补贴

然而，在《每日新闻》的脸书留言区，舆论呈现出另一番景象。部分网民质疑政府仅仅依靠宣传与呼吁，却没有在供应链端给予业者足够支持。他们认为，在食材与运输成本节节上升下，业者若没有获得相应补贴，最终只能自行承担亏损。

有网民讽刺道：“这就像要求明天就建好一座桥，却不给预算，靠一张嘴就要项目完成。”还有人调侃，“慈悯餐单早已变成‘慈悯高价餐单’”，因为真正的廉价餐难以找到。

另一类声音则选择给政策更

多耐心。他们认为，在生活成本高涨的大环境下，能够继续找到价格合理的餐食，本身就是一种喘息机会。有人留言赞扬这是“少数真正触及基层的政策”，并呼吁社会主动支持这些还在坚持的餐馆。

支持者强调，如果消费者愿意配合，慈悯餐单或许可以在供需之间找到平衡。但即使如此，他们仍表达了担忧：若缺乏长期制度化支持，业者随时可能因成本压力而退出计划。

靠口号难维持热度

这场关于“慈悯餐单”的讨论，折射出的是政策理想与现实落差之间的矛盾。政府希望通过推广和象征性推介，强化社会对政策的信任，但民众更关切的是

日常感受到的实际效果。物价上涨的压力没有减轻，餐馆要承担的成本依旧沉重，仅靠呼吁与表扬，难以保证政策的长期性。真正的考验，在于政府能否从供应链、批发价到运输环节建立更完善的机制，让业者得到合理的成本缓冲。

换言之，今天的焦点不在于“民众是否愿意寻找慈悯餐单”，而在于政策能否摆脱短期性的象征作用，真正成为生活保障的一部分。如果只是靠口号与活动来维持热度，而无法解决食材价格连涨、业者入不敷出的根本问题，那么所谓的“慈悯”，就容易沦为一时的政治标签。要让这项政策真正站得住脚，必须在制度设计与经济结构上给予更深的回应。

非法儲存轉運補貼柴油 4男面控僅3人出庭

（吉隆坡17日讯）去年在适耕庄涉及非法储存和转运渔民补贴柴油的4位本地男子，今日在瓜拉雪兰莪地庭面控，但只有3位人出庭，另1人缺席。

国内贸易及生活成本部雪州分局执法组主任莫哈末哈尼扎发文告时说，控方将寻找缺席者并发出出庭通知书。

他说，该分局去年联合雪州警方在适耕庄渔村展开行动时，揭发一处用作存放及转运补贴柴油的货仓。3名年龄介於50岁的被告均为本地公民，被带上瓜雪地庭，控状在法官努鲁玛蒂雅前宣读，主控官来自是国内贸易

及生活成本部雪州分局副检察官诺哈丝玛。

他说，所有被告于2024年在适耕庄渔村涉及124万公升的补贴柴油，非法交易渔民的补贴柴油，面对抵触1961年统制品法令。

沒批發或零售執照

“两位被告是在没有批发执照下，批发被列统制品的补贴柴油，因此违反1974年统制品条规第3（1）项条文，同一条规第21（1）条文列明属于违法行为，因此可在1961年统制品法令第22（1）和（2）条文下被处治。”

他说，另有一位被告因同

一案件在该地庭面控，在没批发或零售执照的情况下销售补贴柴油，抵触1974年统制品条规3（1）条文，在同一条规21（1）条文下已违例，可在1961年统制品条规第22（1）和（2）条文下被处罚。

他说，在1961年统制品条规第22（1）和（2）条文（2015年修正）下，一旦罪成，将会被罚款不超过100万令吉，或者是监禁不超过3年，或者两者兼施。

他指出，若第二次违例，将会被罚款不超过300万令吉，或监禁不超过5年，或者两者兼施。

他说，在1961年统制品条规第22（2）条文（2015年修正）下，对于组织或公司一旦罪成，将会被罚款不超过200万令吉，第二次或接下来再违例，将会被罚款不超过500万令吉。

高烏邊境查120車 霹靂內貿局防走私管制品



没有走私管制品。(霹靂內貿局脸书)
內貿局的执法官员在边境检查车辆，确保

(高烏17日讯)霹靂內貿局宜力分局执法人员于大马日当天，在高烏武吉布拉必移民、关税、检疫与安全综合大厦(1CQS)展开例行检查工作，一共检查了120辆车。

被检查的车辆包括四轮驱动车及其他各类车辆。检查结果显示，未发现任何可疑活动。

日前，霹靂內貿局已加强边境检

查，以防止因管制品走私而导致的补贴流失。公众如有任何疑问或投诉，可通过以下方式联系：

- 网站：<https://e-aduan.kpdn.gov.my>

- 电话：05-794 1000 (霹靂內貿局宜力办事处)

- WhatsApp 投诉热线：019-279 4317 / 019-848 8000。



KEMENTERIAN PERDAGANGAN DALAM NEGERI
DAN KOS SARA HIDUP

KERATAN AKHBAR

UMUM



UNIT KOMUNIKASI KORPORAT

18

Nasional

Harga ikan kembung naik hingga RM20 sekilogram

Ombak kuat di Kuala Kedah jejas bekalan

Oleh Zuliaty Zulkiffli
bhnews@bh.com.my

Kuala Kedah: Harga ikan kembung meningkat sehingga memecah antara RM18 hingga RM20 sekilogram (kg) berikutan kekurangan hasil tangkapan akibat cuaca tidak menentu.

Peniaga, Azman Nayan, 56, ber-

kata ikan kembung sukar diperolehi ketika ini disebabkan ombak kuat melanda perairan Kuala Kedah, selain ramai nelayan tidak ke laut.

Katanya, keadaan ombak besar sejak 10 hari lalu menyebabkan harga ikan kembung daripada RM6 (kecil), RM8 (sederhana) dan RM10 (besar) meningkat sehingga RM12, RM18 hingga RM20 sekilogram.

"Ikan kembung paling banyak permintaan daripada pelanggan, tetapi kami menjualnya bergantung pada nasib. Kalau ada, adalah."

"Bagaimanapun, ikan seperti gerut masih kekal RM24 se-



Azman (dua dari kanan) tetap berniaga seperti biasa di Pekan Kuala Kedah walaupun bekalan ikan berkurangan akibat ombak besar. (Foto Zuliaty Zulkiffli/BH)

kilogram, jenahak RM38, cencaru RM8, ikan kacang RM14, manakala sotong RM14," katanya di pelantar ikan di Pekan Kuala Kedah, semalam.

Hasil tangkapan kurang

Azman berkata, hasil tangkapan nelayan kurang walaupun turun ke laut pada jam 6 petang hingga 5 pagi.

Katanya, biasanya sebelum ini

dia menjual 100kg pelbagai jenis ikan dan hasil laut lain, namun sejak cuaca tidak menentu, hanya dapat menjual 40kg ikan dan hasil tangkapan laut lain.

"Itu pun ramai pelanggan datang cari ikan, terutama ikan kembung tetapi saya hanya menjual hasil ikan yang ada," katanya.

Nelayan, Ismail Ahmad, 57, berkata ombak kuat terutama

pada petang dan awal pagi menyebabkan nelayan takut dan pulang lebih awal ke pelantar.

Dia keluar menangkap ikan bersama rakannya jam 6 pagi pulang ke pelantar pada jam 10 pagi hanya memperoleh ikan antara 10kg atau 20kg.

"Bagaimanapun hasil tangkapan ikan kembung tidak banyak dan kami jual apa yang ada," katanya.

Felda urges abolishment of refined sugar permits

BUTTERWORTH: The Federal Land Development Authority (FELDA) has called on the government to consider abolishing the Approved Permit (AP) and Import Permit (IP) for refined sugar following a recent influx of the commodity.

FELDA chairman Datuk Seri Ahmad Shabery Cheek stated that Malaysia has a surplus of domestically produced sugar and does not require imports, which are sold at the same price as local sugar despite their significantly higher production costs.

He said that MSM Malaysia Holdings Berhad, a part of the FGV Group and the nation's largest sugar producer, hopes the government will revoke these permits, as allowing these imports places significant pressure on local manufacturers.

"In countries like Vietnam, the Philippines, Thailand, and Indonesia, sugar prices are much higher, ranging from RM5 to RM8 per kilogramme. Yet, their sugar can be sold here in Malaysia for RM2.85, the same as our locally controlled price.

"This indicates a clear element of dumping, which must be stopped," he told reporters after a visit to MSM Malaysia and launching the 'Gula Perai Edisi Khas FELDA' (FELDA Special Edition Prai Sugar) in honour of FELDA settlers.

Ahmad Shabery highlighted that approximately 60,000 to 70,000 metric tonnes of refined sugar are imported annually for sale on the local retail market.

He explained that if this situation persists, it will not only impact local refinery operations but could also lead to job losses and significant long-term economic damage.

"In my view, since we are already producing sugar in excess of our requirements, there is no necessity to grant any import permits to parties seeking to bring in refined sugar for sale here," he said.

He added that FELDA has formally raised the matter with the Ministry of Finance and the Ministry of Domestic Trade and Cost of Living for further action. -Bernama

FELDA minta kerajaan pertimbang mansuh AP, IP gula tapis import

BUTTERWORTH: Lembaga Kemajuan Tanah Persekutuan (FELDA) berharap kerajaan dapat mempertimbangkan memansuhkan permit kelulusan (AP) dan permit import (IP) bagi gula bertapis yang dijual di pasaran tempatan berikutan banjir gula import.

Pengerusi FELDA Datuk Seri Ahmad Shabery Cheek berkata Malaysia kini mengalami kelebihan kapasiti pengeluaran gula dan tidak memerlukan kehadiran gula import yang dijual pada harga yang sama dengan produk tempatan, walaupun kos pengeluarannya di negara asal jauh lebih tinggi.

"MSM Malaysia Holdings Berhad (MSM), sebahagian Ahli Kumpulan FGV yang merupakan pengeluar gula negara berharap kerajaan mansuhkan AP dan IP gula tapis import kerana langkah membenarkan masuk memberi tekanan besar kepada pengeluaran tempatan.



LAWAT: Ahmad Shabery menunjukkan gula mentah semasa melawat kilang gula MSM Malaysia Holdings Berhad (MSM) di Prai selepas pelancaran Gula Prai Edisi Khas Felda semalam.

— Gambar Bernama

"Kita lihat di negara seperti Vietnam, Filipina, Thailand dan Indonesia, harga gula mereka jauh lebih mahal antara RM5 hingga RM8 sekilogram, tetapi gula mereka boleh pula dijual di Malaysia pada harga RM2.85, sama seperti harga kawalan tempatan yang menunjukkan unsur lambakan (dumping) dan perlu dihentikan," katanya.

Beliau berkata demikian kepada pemberita selepas mengadakan tinjauan di kilang penapisan gula terbesar di Malaysia, MSM Perai dan melancarkan Gula Perai Edisi Khas FELDA sebagai penghormatan kepada peneroka FELDA.

Ahmad Shabery berkata gula tapis import dibawa masuk ke

Malaysia sekitar 60,000 hingga 70,000 tan setiap tahun untuk dijual terus dalam pasaran runcit tempatan.

Beliau menjelaskan jika keadaan itu berterusan, ia bukan sahaja akan menjejaskan operasi kilang di sini malah boleh menyebabkan kehilangan pekerjaan dan kerugian besar kepada negara dari sudut ekonomi jangka panjang.

"Bagi saya, apabila kita sudah mengeluarkan gula berlebihan daripada keperluan, jadi tidak ada keperluan untuk kita memberi apa-apa permit import kepada mana-mana pihak untuk masuk kembali gula tapis dijual di sini," katanya.

Beliau berkata pihaknya telah mengemukakan perkara itu kepada Kementerian Kewangan dan Kementerian Perdagangan Dalam Negeri dan Kos Sara Hidup (KPDN) agar tindakan susulan dapat diambil berhubung isu tersebut. — Bernama



Rising costs of food and goods **threat to tourism**

► Steep prices at attraction zones burden visitors and locals alike: Fomca

■ BY QIRANA NABILLA MOHD RASHIDI
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PETALING JAYA: Malaysia's reputation as a value-for-money destination could be at stake ahead of Visit Malaysia Year 2026 with rising food and goods prices at tourist hotspots threatening to deter travellers and deepen resentment among locals.

Federation of Malaysian Consumers Associations (Fomca) CEO Dr Saravanan Thambirajah said inflated prices in popular tourist areas carry a "double burden", which means tourists are shocked by the cost while locals struggle because they depend on the same shops, restaurants and markets for essentials.

He said locals, particularly those from lower and middle income households, are hit hardest as many spend nearly 40% of their income on food and daily necessities.

"In certain tourism-heavy towns, the price of a meal or groceries could be up to 30% higher than in non-tourist districts. Residents then face the unfair choice of paying inflated rates or travelling elsewhere for affordable goods."

He also said Fomca and the National Consumer Complaints Centre have received numerous reports from locals in such areas.

He added that the most common grievances were food and beverages priced two or three times higher than in surrounding towns, and basic goods such as bottled water, snacks and household items being sold at unjustifiable mark-ups.

"A major concern is the lack of price transparency. Many businesses do not display prices, leaving consumers to deal with inflated bills only when paying.

"Some residents have also highlighted dual pricing, in which foreign tourists are charged one rate while locals pay another. These practices undermine fairness and trust in the market."

He said unchecked profiteering breeds resentment.

"When residents feel tourism only brings



Saravanan said some residents have also highlighted dual pricing systems, in which foreign tourists are charged one rate while locals pay another. – ADIB RAWI YAHYA/THESUN

higher costs without tangible benefits, they may grow hostile towards visitors and unsupportive of government tourism policies. This risks damaging Malaysia's reputation as a welcoming destination.

"The solution lies in inclusivity. Locals must share in the benefits of tourism, whether through jobs, infrastructure improvements or affordable access to essentials."

Saravanan said while the Price Control and Anti-Profitteering Act 2011 empowers the Domestic Trade and Cost of Living Ministry to act against profiteering, enforcement in tourist areas has been inconsistent.

"Seasonal price controls are applied on selected essentials during festive periods but many businesses exploit weak monitoring. Tourists in particular are less likely to complain due to lack of awareness or language barriers.

"Authorities could balance profit and fairness by requiring transparent pricing, stepping up enforcement and encouraging community-based alternatives. Businesses in tourist zones should be mandated to display prices clearly, with regular checks to ensure compliance."

Universiti Teknologi Mara tourism economics lecturer Prof Dr Mohd Hafiz Hanafiah echoed the concern, adding that rising menu prices and inflated costs of goods at tourist hotspots are eroding Malaysia's

advantage against regional competitors such as Thailand, where tourist spending is higher.

"Malaysia is still considered affordable because of the weak ringgit, but that image (becomes) fragile when cases of overcharging or hidden prices surface at tourist destinations, such as in the recent Langkawi water activities incident."

He said if a tourist pays RM10 for a bottle of mineral water in Port Dickson or Langkawi, the experience would be judged against Thai beach towns, where prices are prominently displayed and spending is more transparent.

Mohd Hafiz also said if locals feel priced out of their own city centres, resentment towards tourism could grow, driven by higher living costs, overcrowding and perceptions of unfairness.

He cited social media flare-ups such as the Langkawi "ikan siakap" (barramundi) case as proof of how quickly price controversies could spark public anger and tarnish the image of the country.

"A balance could be struck if policies promote transparent pricing and tiered options, especially in rural and island destinations.

"With the right incentives, businesses could stay profitable while keeping prices fair, preventing 'tourist-only economies' and preserving Malaysia's reputation as an (affordable) destination."



KEMENTERIAN PERDAGANGAN DALAM NEGERI
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18-Sep	154 syarikat daftar sistem kawalan petrol bersubsidi setakat semalam - Armizan	https://www.bharian.com.my/berita/nasional/2025/09/1446820/154-syarikat-daftar-sistem-kawalan-petrol-bersubsidi-setakat-	BERITA HARIAN
18-Sep	154 syarikat daftar SKPS semalam – Armizan	https://www.buletintv3.my/nasional/154-syarikat-daftar-skps-semalam-armizan/	TV3
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