

## CHAPTER 15

# Interactive Multimedia Application in Giving Awareness Towards The Malay Heritage Culture (*My-Warisan Application*)

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### Abstract

Malay Heritage is an insignificant matter in the form of expression, language, terms, sayings, rhythm, song lyrics, poetry, dancing and acting as that produced by the performing arts that have existed and have a relationship with the Malay cultural heritage to be enjoyed by human senses. The goal of this project namely *My-Warisan* is to create awareness towards the Malay heritage culture whereby it is a matter of disseminating information to the public. Overall construction of this application is to show and present the informative Malay heritage interactive multimedia feature that contains multimedia elements such as text, image, video, audio and animation. The methodology used in this project is by using ADDIE model where it consists of five phases which are Analysis, Design, Development, Implementation and Evaluation. The first phase is the analysis where the problem will be identified and the requirement for the application will be analyzed. The second phase is the design where the interface of application will be designed by using a storyboard. Third phase is the development where the application will be developed by using Adobe Flash and Adobe illustrator for the editing purposes. Fourth is the implementation where the application will be implemented to be used as the tool for informational kiosk. The final phase is the evaluation where the application will be evaluated by the expert and users in terms of its functionality. The result of this project is the development of an interactive multimedia application called *My-Warisan* that allows users to interact with the computer

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because of the clickable menu and navigation buttons to obtain information in the form of audio, visual and other features as options to the user. It is expected that this interactive multimedia application can add knowledge and awareness to the society about the Malay heritage effectively.

## **Introduction**

In Malaysia, the Malay community is the largest ethnic group and also the largest number of the total population. Malay is refer to the Muslim who practices the Malay traditions, who speaks the Malay language and origins from a Malay ancestry. Malays are known for their gentle mannerisms and famous for its unique cultural heritage. In order to promote the beauty of Malay heritage effectively in this century, computer with the use of multimedia elements, can be the most suitable interactive learning media in achieving that goal. This project will be producing a multimedia application in order to give awareness to the public about the Malay heritage. In addition, it also can be used to attract foreign tourists by introducing the culture and customs of the community to the outside world by installing this application in kiosk display for instance, at the museum. In a nutshell, this multimedia application development can also encourage the viewer to recognize the Malay community heritage and culture to be immortal and everlasting.

## **Problem Statement**

Some of the issues and problems which motivate the researcher towards this study are as according to Jabatan Warisan Negara (2013), intangible heritage is a field that is a priority which includes a heritage that is “not object” to be enjoyed by the human senses. Strictly speaking, the intangible heritage means an act or movements of people that can be seen, touched, felt, smelt, or heard when it is done or exists, but no longer can be enjoyed when it is missing or expired. In order to immortalize this intangible heritage, the utilization of computer and technology must be put into account. Thus, the development of this multimedia application which consist of interactive and friendly environment was planned to be executed in order to perpetuate the heritage culture in an effective way. Apart from that, according to Profesor Emeritus Datuk Siti Zuraina Abdul Majid (2012), the younger generation in a society should be exposed to the intangible heritage of the country which is particularly widespread as Jawi, *seloka*, poetry, weaving, stitching, sounds, music and dance . They can be nurtured through activities, information and dissemination of information about the uniqueness and power of national intangible heritage. It covers every day activities such as cooking, games, taboos, local culture and martial practices and also tips that obviously have values, identity of a people or community groups . She also stated that we have actually trained with various types of intangible heritage within us in the existing culture, customs and language of moral values that are part of the legacy. Therefore, this development had covered most of the information as the main menu in the multimedia application.

### Project Significance

The use of interactive multimedia applications can make a spectacle and also human will indirectly interact with the computer to see about the information therein. This interactive application is the audio-visual medium that can be used as an interactive learning materials for each information and can be operated via the navigation buttons and clickable menu which was friendly and easy to use especially for the novice users.

### Screen Shot of the Project Interface Design



Fig. 1 The Main Page of My-Warisan



Fig. 2 The Main Menu of My-Warisan



Fig. 3 The Page under Menu "Permainan Tradisional Melayu" of My-Warisan



Fig. 4 The Page under Menu "Silat dan Keris Pahlawan Melayu" of My-Warisan



Fig. 5 The Page under Menu "Senibina & Kraftangan Melayu" of My-Warisan



Fig. 6 The Page under Menu "Alat Muzik Tradisional Melayu" of My-Warisan



Fig. 7 The Page under Menu “Tarian & Pakaian Tradisional of Melayu” of My-Warisan



Fig. 8 The Page under Menu “Adat Resam Melayu” of My-Warisan

## Conclusion

As a conclusion, this interactive multimedia application can be anticipated as an edutainment learning concept where users will be educated and at the same time will get an entertainment in getting the knowledge and awareness on the Malay Heritage. The implementation on giving awareness on Malay heritage via an interactive multimedia application may attract the public to get the knowledge in an enjoyable environment. The Malay heritage awareness and information also can be disseminated to the foreign tourist whenever they come to Malaysia and visit the museum or historical places. Other than that, it can also contribute in creating the awareness on the Malay heritage among the public users with the utilization of multimedia technology in a very friendly and interactive environment and exposing the beauty of Malay heritage to all society regardless of the races. Therefore, this application will inculcate the spirits in appreciating other races' culture and heritage. As for the future recommendation, this interactive multimedia application can be applied on a kiosk display which placed at the museum or historical places, for instance. Foreign or local tourist can get the knowledge via the touch screen display kiosk where the application is being located. Since the framework is ready, this application can be enhanced to mobile application by using Android or iOS platform.

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