Effectiveness of Smartphone Application for the Development of Youth Enthusiasm to Malay Culture

Elvira Asril¹, Fajrizal², Fana Wiza³
Universitas Lancang Kuning, Pekanbaru, 28265, Indonesia
¹Hp. 081275381981
E-mail : elvira@unilak.ac.id
²Hp. 08127602191
E-mail : fajrizal@unilak.ac.id
³Hp. 082284699447
E-mail : fana@unilak.ac.id

Abstract: This study will measure the effectiveness of Malay cultural applications, by socializing Melayu.com web, then distributing questionnaires to them (young people / high school students), and will be able to find out what features are of interest to them. With this smartphone introduction application of Malay culture, it is expected to increase young enthusiasm towards Malay culture which is really beautiful if it is known and understood. After the socialization of 30 high school students, the results obtained that they are less interested in the application. Because it is not user friendly, not interactive and rigid. Even though they have interest in this Malay culture, they have not found an app or media that can attract attention. Thus, they ask if the application of Malay culture can add game content later, eg War games using background and other elements related to Malay culture.

Keywords: Efficiency, youth, Malay culture.

1. Introduction

Today, young people are more likely to like the outward cultural arts that seem to have globalized, as well as the influx of art from the media for example television. Some young people in some big cities have not studied or may not know the culture and art of the region than young people who live in small towns or villages that have been from small to learn the traditional arts of their respective regions. This study will measure the effectiveness of Malay cultural applications, then spread the questionnaires to students and students (young people), and later be able to find out what features are of interest to them. This media can also be used as a teaching material for teachers in schools. With this smartphone introduction application of Malay culture, it is expected to increase young enthusiasm towards Malay culture which is really beautiful if known and understood.

For some people, a smart phone is a phone that works with all operating system software that provides standard and fundamental relationships for app developers. For others, the smart phone is just a phone that features advanced features such as email, internet and e-book reading or a keyboard (both as finished and outgoing) and a VGA connector. In other words, the smart phone is a small computer that has the capability of a phone. Culture is a legacy of our ancestors or ancestors that are priceless. The Indonesian state is called a maritime country because it is surrounded by many islands, Indonesian culture is very
much and diverse, that culture is what we should keep and we preserve to be extinct or even claimed by other countries. (I Made Narthana). Malay culture is a hereditary culture carried out by the community. Malay culture is one of the pillars supporting the Indonesian national culture in particular and the culture of the world generally, in addition to various other cultures (Isjoni, 2007). Malay culture thrives and is thick in the midst of Indonesian society. Sancin, Director of the Socio-Cultural Cross Sapir Institute (January 5, 2009) argues that Malay that is synonymous with religion, language and custom is a solid integrity. (Khaerul Sobar)

2. Methods
Type of research conducted in this study is experimental research and spreading the questionnaire. This study also conducts an evaluation, aims to examine the travel process of a program as well as elaborate facts that are complex and involved in the program. For data collection in the form of Observation Technique, Library Study Technique, Questionnaire, System Requirement Analysis, Creating System Modeling.

3. Results
Here is an app view containing Malay cultural content. Already many links and content, with features quite interesting from the website melayuonline.com.

After the socialization of 30 high school students, the results obtained that they are less interested in the application. Because it is not user friendly, not interactive and rigid. But actually according to them, there is interest to this Malay culture. However, they have not found an app or media that can attract attention. And they ask that if later made application of Malay culture, to add game content related to Malay culture. Eg War games that use background and things related to Malay culture.
Table 1. Recapitulation of questionnaire

| NO | Question 1 | Question 2 | Question 3 | Question 4 | Question 5 |
|----|------------|------------|------------|------------|------------|
| 1  | 4          | 3          | 4          | 2          | 1          |
| 2  | 4          | 2          | 4          | 2          | 1          |
| 3  | 3          | 3          | 4          | 3          | 1          |
| 4  | 3          | 3          | 4          | 2          | 1          |
| 5  | 4          | 3          | 4          | 2          | 1          |
| 6  | 4          | 3          | 4          | 2          | 1          |
| 7  | 4          | 3          | 4          | 2          | 1          |
| 8  | 4          | 3          | 4          | 2          | 1          |
| 9  | 3          | 3          | 4          | 2          | 1          |
| 10 | 4          | 2          | 4          | 2          | 1          |
| 11 | 3          | 3          | 4          | 2          | 1          |
| 12 | 3          | 3          | 4          | 2          | 1          |
| 13 | 4          | 2          | 4          | 2          | 1          |
| 14 | 4          | 3          | 4          | 2          | 1          |
| 15 | 4          | 3          | 4          | 2          | 1          |
| 16 | 4          | 3          | 4          | 2          | 1          |
| 17 | 3          | 3          | 4          | 2          | 1          |
| 18 | 3          | 2          | 4          | 2          | 1          |
| 19 | 4          | 3          | 4          | 2          | 1          |
| 20 | 4          | 3          | 4          | 2          | 1          |
| 21 | 3          | 3          | 4          | 2          | 1          |
| 22 | 3          | 3          | 4          | 2          | 1          |
| 23 | 3          | 3          | 4          | 2          | 1          |
| 24 | 3          | 3          | 4          | 2          | 1          |
| 25 | 3          | 3          | 4          | 2          | 1          |
| 26 | 3          | 3          | 4          | 3          | 1          |
| 27 | 3          | 2          | 4          | 3          | 1          |
| 28 | 3          | 2          | 4          | 2          | 1          |
| 29 | 4          | 3          | 4          | 2          | 1          |
| 30 | 3          | 3          | 4          | 2          | 1          |
| Average | 3.47 | 2.80 | 4.00 | 2.13 | 1.00 |

Based on the above recapitulation it can be seen as lies in the points below:

1) Appearance of online Malay culture is not interesting.
2) Content on the application is sufficient.
3) The use of animation and multimedia is not very interesting.
4) With the online application of Malay culture, the youths become aware of a bit of Malay culture.
5) Additional game content is needed for them, in order to attract youth interest in Malay culture.

4. Design

Based on the results of socialization and questionnaires conducted, the researchers designed the use case diagram an application that adds game content and in use animation or multimedia that will attract the attention of young children.
4.1 Use Case Diagram

4.2 Class Diagram

5. Conclusion and Suggestions
The paper would like to conclude into three major conclusions namely:

a. After introducing the application of Malay culture to young people (high school students) Pekanbaru, it can be seen that the application does not make them enthusiastic, because the application is rigid and not interactive.

b. Through questionnaires distributed, it is concluded that young people expect that applications containing Malay cultural content is more flexible and having interactive games.

c. The proposed application design can attract the attention of young people and hope that the application is immediately made.

Therefore this paper suggests the following items

a. Existing applications can now be developed (updated) to be more user friendly and there is game content in order to attract the attention and interest of young people.

b. With the vision of Unilak and Vision of Riau, which put forward the Malay culture it is expected that applications containing Malay culture (update) can be used as one of the teaching media in schools and campuses.

6. Reference
[1] Andrew Campbell and Tanzeem Choudhury. 2012. From Smart to Cognitive Phones Pervasive Computing. IEEE C5 2015. 1536-1268/12/$31.00 © 2012 IEEE
[2] Didik Dwi Prasetyo, 2004. Solusi Pemograman Berbasis Web Menggunakan PHP 5 Jakarta: Elex Media Komputindo.
[3] Jogiyanto H. .2005. Analisis dan Desain Sistem Informasi
[4] Munawar,2005,Pemodelan Visual Dengan UML.Graha Ilmu,Yogyakarta.
[5] Nugroho, Bunafit. 2004. PHP dan MySQL . Yogyakarta: Dreamweaver MX
[6] Riswanto, Eko,2007. Analisa dan Perancangan Sistem Informasi.Yogyakarta.
[7] Sibero, Alexander F.K. 2011. Kitab Suci Web Programming.Yogyakarta.
[8] Buku Aplikasi Berbasis Android, 2015, Nazruddin Safaat H in Android.