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IDEALOGY JOURNAL INFORMATION

INTRODUCTION

Idealogy Journal is a biannual journal, published by UiTM Press, Universiti Teknologi MARA, MALAYSIA. IDEALOGY is a combination of the words IDEA and LOGY whereby the word IDEA refers to any activity or action that can lead to change. On the other hand, the word LOGY refers to the understanding towards a certain group or thought, that is often related to the creation of the idea itself. So, IDEALOGY is a platform for those who have ideas to share in journal form. The IDEALOGY Journal is spearheaded by the Faculty of Art & Design, Universiti Teknologi MARA (Perak), however the scope and theme applied were broadened to cover Arts & Social Science. This journal is purely academic and peer reviewed (double-blind review) platform. It caters to original articles, review paper, artwork review and appreciation, exhibition review and appreciation, and book reviews on diverse topics relating to arts, design, and social science. This journal is intended to provide an avenue for researchers and academics from all persuasions and traditions to share and discuss differing views, new ideas, theories, research outcomes, and socio-cultural and socio-political issues that impact on the philosophical growth in the contemporary events.

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Section: Review Article

Promoting The Forgotten Local tales of Terengganu "Tujuh Puteri" in digital Interactive Comic Book for Teenager

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ABSTRACT

Folktales is considered as a representation of our local cultural that plays an important role in delivering our image and identity in society. Preserving our local folktales is crucial to avoid from being forgotten or fade away, especially in this modern era where local folktales may face difficulties in adapting in the society. In this current society, Malaysian particularly lack of awareness regarding traditional Malaysian folktales. The development of modern technologies and sufficient gadgets that are primarily used by teenagers had affected their interest towards the local heritage of folktales and it has become an issue that Malay folktales are being swallowed by modernization, thus becoming less popular among teenagers. The main purpose of this research is to seek the effectiveness of forming an interactive comic book with adaptation of AR application into one of Terengganu local folktales 'Tujuh Puteri' as a preference for this research. The aim of this paper is to develop interest among teenagers towards the Malay local folktales.

Keywords: *Malay Folktales, Terengganu local tales, Promoting, Interactive comic book, Argumented Reality, Tujuh Puteri, Teenagers*

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1. INTRODUCTION

Malaysia is rich with unique heritage that connected with local folktales, believe, mythical stories and so much more. Folktales can be representing as one of the intangible heritances with the art of symbolism and shows our identity of society (Asmidal Alwi,2019). Folktales is a form of believe, taboo, life lesson and important moral value to teach young generation about life and sometimes it indicates to deliver advise as a reminder for youngsters about good habit. This shows that folktales play an important role as one of prestigious heritage that should not be forgotten especially by younger generation. Local folktales are rich with plots and wisdom and injects tradition identity in a form of verbal from generation to generation (Harryizman Harun,2019).

Folktales contain stories that are filled with local legends, mythic and sometimes enchanted fairytales which creates limitless imagination and diversity of storyline and had become a major part towards younger generation before modernist become a sustainability, where our young generation are now more drawn towards the development of gadgets and other contemporary trends. Regarding to the development of modern technologies and gadgets that are primarily used by teenagers had affected their interest towards folktales and this has become an issue that Malay folktales are being swallowed by modernization (Rahim, Affendi & Pawi,2017). This heritage is slowly decreasing of interest and being

forgotten or ignore by younger generation, categories of teenager. (Asmidah Alwi, Harryizman & Azliza Othman,2019).

Preserving our local folktales is crucial to avoid from being forgotten or fade away, especially in this modern era where local folktales may face difficulties in adapting in the society. In this current society, Malaysian particularly lack of awareness regarding traditional Malaysian folktales (Wan Fatimah Wan Ahmad, 2016). Teenagers are now more inspired with rapid innovation of digital world, makes them become less interest towards tradition especially when it connects with background history or heritage which they believe to be outdated and irrelevant into today’s society. In other words, it is clearly to see that teenager is now slowly lost interest towards our local folktale as they assume it does not achieve the standard of their preferences. “A rapid enhancement of technology had affected their interest towards Malay folktales which resolve folktales to be less popular among teenagers” (Rahim,2014). This shows that our local folktale face difficulties to adapt with the current digital development in the industry. However, it is an advantage that can be used as a method to expand the local folktale’s potential in this new digital era. Imagination can turn into reality with the used of modern technology and injects creativity will lead to a piece of art. In addition, the used of this method will allow folktales to have their own unique qualities and at the same time can develop attractive elements towards the product. It is a contribution to encourage and promotes local folktales towards teenager using suitable approach that indicates both traditional and high- tech application. The purpose of this research is to develop an interactive comic book that was design suitable to the target audients and aim to develop interest towards Malay local folktales. The method that employed in gathering information and feedback are mixed method which include both quantitative and qualitative. The data of this study provides a conclusion whether using interactive comic book is efficient method engage interest among teenagers and promotes our cultural heritage of folktales.

1.1 Background Research of Problem Statement

Generally, young generation are now had move their perspective and direction inti more specific about digital devices and gadgets that are design to give access with all sorts of information for entertainment, education, personal project and more. It connects with possibility of exposure with other’s foreign identity particularly in a form of art where younger generation are more fascinate with other country’s folktales or legends compare with their own country. (Ninot Aziz,2020). The capability of having more advance devices has develop impact towards our local folktales to be less compatible with foreign folktales, as they approach with great qualities of art and visuals. (Asmidah Alwi,2019). Even though it may leave a mark towards our local folktales, it is also considered as an advantage to enhance the quality of the artwork itself and provide opportunity towards the unpopular Malay folktales to have a new approach into the modern world (Norfarizah Mohd Bakhir, Julina Ismail@Kamal, Nurliana Yusri,2018).

It is common that youngsters are normalize and familiar with others foreign folktales, mythical stories which also included legendary tales as they approach with more aesthetic visuals and implemented attractive element that expand their potential to luring audients having deep interest towards their work of art especially teenagers. This situation is not assumed that foreign folktales has given negative influence towards our youngster, but to understand that our folktales had become less interest and may accrue sense of lack appreciation towards our own local heritage and tradition. (Wan Fatimah Wan Ahmad,2016). Furthermore, it is to evaluate with different perspective which allows to compromise classic folktales with adaptation of modern devices that are relevant and acceptable with the audient’s preference. According to the research of Interactive Animation base on ‘Hikayat Sang Kancil and Buaya’, the AR (argumentative Reality) storybook had received positive feedback from both parent and children. This indicates that there is lack of interactive application with the purpose of sustaining folktales. There are also limits that offer interactive element which involves or related towards local Malay folktales (Norfarizah Mohd Bakhir,Julina Ismail@Kamal and Nurliana Yusri, 2018).

Despite the fact, that the used of technology may has its own disagreement that distract audients from the real things, but with accurate method of approach it can help to enhance the concept idea of folktales towards young generation (Hanapiah,2017). In other words, it is proven that our traditional form of folktales should be preserved as it is considered as one of our heritages (Jusoh,2017) while using a digital form helps to promote and attract new generation. (Ismail,2017). The proposition of this research is to develop an interactive comic book which also indicates with digital AR approach. This ideation will allow audients to gain access using their own devices. Digital devise that involves the capability of interaction have already available in the market. Encourage the use of digitalization for folktales is one of the ways to ensure the intangible cultural heritage does not perish in time, specifically in this modern era (Asmadi Alwi,2019).

This research was inspired by one of the forgotten local folktales "Tujuh Puteri" as a preference in developing interactive comic book with AR effect. The idea is to approach folktales in a digital form that applies functional application which allows audient to experience interaction with the storyline. The reason of applying AR effect is to create dimensional experience with the reader as a strategic direction to elevate their attention and interest towards traditional local Malay folktales. Providing interactivity towards the storyline and letting the audients control the flow of the story will help gaining their attention towards folktales and legends (Norfarizah Mohd Bakhir,2018). Not to be forgotten, this also includes touch control in the devices, which helps the audients to interact with the product. "It is best if the system had touch control and motion comic style as a platform to gain younger audients interest for both children and adults (Mohammad Omar Bidin,21018). Both traditional and digital stories should be told in parallel. It is important that our heritage should not be forgotten, but in between it can also be adapted and improvise into digital version (Adiguru, Che Mat bin Jusoh,2017).

2. RESEARCH OBJECTIVE

The aim of this research is to develop an interactive Comic Book with attractive visual elements for folktales. There are 3 objectives provided to achieve the purpose of this research.

1. To study the attractive element in visuals illustration.
2. To determine the role of attractive elements for local folktales "*Tujuh Puteri*"
3. To propose an interactive comic book with AR approach of "*Tujuh Puteri*" for teenagers

3. RESEARCH QUESTION

1. What is the attractive element in visual that we should focus in developing illustration with values?
2. How to develop a good concept visual that acceptable and suitable for local folktale of The Seven Princess?
3. What is the characteristic that can help to expand the qualities of the artwork and make it more attractive to the audients?

4. SIGNIFICANT OF RESEARCH

Study the attractive element in visuals contribute further understanding and knowledge about the element that needs to focus and employ into the artwork. This indicates of several elements which ca be used as a method to manifest the artwork become more appealing in and interesting for the target audience. Attractive elements in visuals provided certain qualities by recognizing by identifying the suitable visual approach in colors, art style, motion, and others may contribute to grab audient's attention and provided values for the product.

Other contribution of this research is implemented attractive element of visual illustration in local tales of The Seven Princess (*Tujuh Puteri*) as preferences to achieve the idea of this research. More of

that, it may help in developing reader’s understanding through visuals in a form of interactive comic book with AR effects. This effect will allow them to experience different dimension of folktales, thus accelerate them to have better exposure of the storyline. Using both combination of digital comic book and AR function helps to promote Malay local folktales to be more acceptable with the current modern devices, by inject functionality of AR to build interaction with the audients especially among teenagers.

5. LIMITATION AND DELIMITATION OF RESEARCH

There are few limitations of this research which may encounter in the process of research, according with the current situation, it is quite difficult to execute interview session by face to face with the people that are related in this research matter. Only few references of printed comic book design that involve local folktales as references and most of the tales of *Tujuh Puteri* was only documented in online platform in a form of short 2D animation and writings. This shows that the story of seven princess had limited documentation in visuals illustration. Another limitation of this study is the process of gathering information and feedback from the audient which categories among the average of 13 years old until 15 years old. Researcher will face possibility of lack in voluntary in answering the questionnaire given in the online platform with links. This situation may leave few impacts towards the result of these research.

Researcher only focus on developing an interactive comic book with 2-dimensional AR effect. The idea is to deliver in actual form of comic book with adaptation functionality from the AR devices. However, the research is not aiming to complete the whole storyline of the seven princess and only develop few of the scene to engaging the idea concept. It means, this project will only illustrate half of the story in a form of comic book and only few of the pages that involve in AR effect. This research was conducted in Kuala Terengganu with student in average 13 years old until 15 years old in *Sekolah Menengah Sheikh Abdul Malik* and estimate 100 of participants to responded for this project.

6. RESEARCH METHODOLOGY

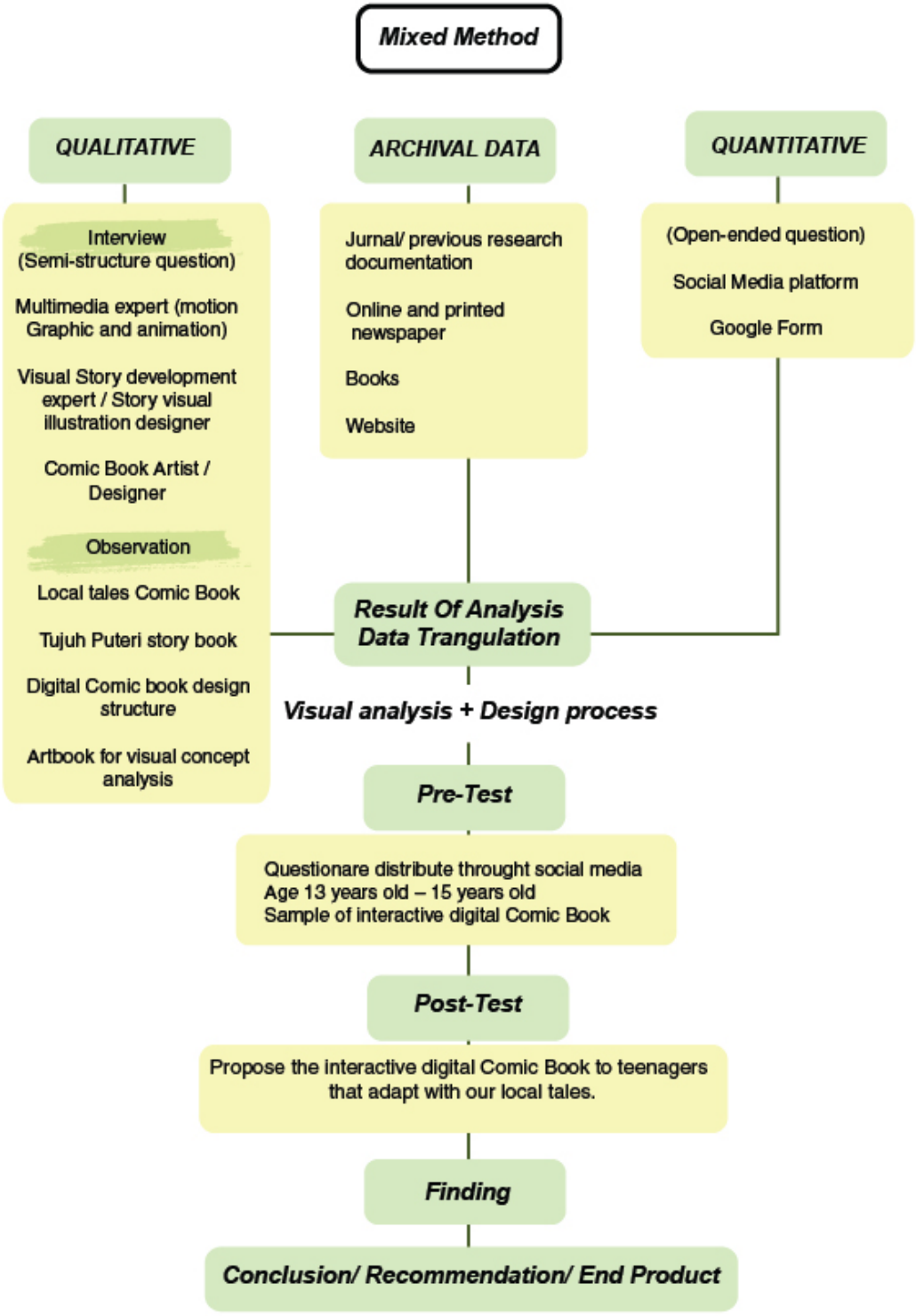
In this research, mixed method is used to convene further information using qualitative and quantitative approach.

6.1 Archival Data

The aim of documented the analysis is to clarify the previous studies or research that relates to the development of promoting local folktales through visuals, in a form of digital interactive comic book. This information is from resources of data, result of research study that includes other information obtain through the online article, document, journal, books, newspaper, and previous related academic research study. Most of the discussion and statement were proven that theories of visual communication elements that reflect art element is more impactful compared to the other theory.

6.2 Quantitative

One of the strategic in data collection is through virtual questionnaire, which is most efficient method that allows individual to participate, regardless without going through survey with passing paper. It is convenient for both participant and researcher which is financial saving and able to focus specific target audient or respondent. Generally, this research focusses on youngster at the age of 13 years old until 15 years old. It requires less effort and time saving for participant to answer the question. Respondents need to declare of their perception towards Terengganu local tales and whether using interactive comic with AR application are fit with their choice


Mixed Method
QUALITATIVE
ARCHIVAL DATA
QUANTITATIVE
Interview
(Semi-structure question)
Multimedia expert (motion Graphic and animation)
Visual Story development expert / Story visual illustration designer
Comic Book Artist / Designer
Observation
Local tales Comic Book
Tujuh Puteri story book
Digital Comic book design structure
Artbook for visual concept analysis
Jurnal/ previous research documentation
Online and printed newspaper
Books
Website
(Open-ended question)
Social Media platform
Google Form
Result Of Analysis Data Trangulation
Visual analysis + Design process
Pre-Test
Questionare distribute throught social media
Age 13 years old – 15 years old
Sample of interactive digital Comic Book
Post-Test
Propose the interactive digital Comic Book to teenagers that adapt with our local tales.
Finding
Conclusion/ Recommendation/ End Product

7. CONCLUSION

This research conclude that it is important that we kept sustainability towards our tradition and heritage and avoid from being neglect or forgotten of our future generation. The effort to bring back tradition into our modern era is highly recommended as it our intangible identity that should be safeguard, regardless of the global development in this digital era.

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