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The Digital Storytelling of Malaysian Traditional Gamesin Preserving Malay Heritage: A Systematic Review

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ABSTRACT

Traditional Malaysian games are a vital component of the nation's cultural heritage, reflecting identity, moral values, and communal practices. However, their relevance has declined due to the rise of modern digital entertainment and limited public awareness, especially among younger generations. This study examines the potential of digital storytelling (DST) as a medium for preserving and promoting traditional Malay games in a manner that resonates with contemporary audiences. It aims to explore the cultural value of these games and assess how DST, through visual and narrative-based formats, can support the promotion of Malay heritage. A Systematic Literature Review (SLR) was conducted following the PRISMA 2020 framework. Sixteen peer-reviewed articles published between 2010 and 2024 were selected based on defined inclusion and exclusion criteria. The findings revealed three key themes: (1) the cultural value of Malay traditional games (2) challenges in preserving traditional games and heritage, and (3) the role of digital storytelling in cultural promotion.

1 INTRODUCTION

Malay traditional games are vital to Malaysia's cultural heritage, serving as popular leisure activities and a medium to instill social values within families (Mat Nayan & Kun, 2019). However, the rise of modern digital entertainment, such as video games and social media platforms, has diminished the presence of traditional games among younger generations. As digital activities increasingly capture the attention of the younger generation, traditional Malaysian games are gradually being forgotten, which threatens the preservation of cultural and heritage values. Furthermore, there is a lack of compelling digital storytelling initiatives that effectively promote the Malay traditional games (Md. Zulkifli et al., 2014).

Digital storytelling has emerged as a powerful tool for cultural preservation, offering a platform to narrate the significance of traditional practices in ways that resonate with contemporary audiences (Davey & Benjaminsen, 2021). Its visually rich and narrative-driven content will create a connection with cultural education and enhance emotional connection, especially with the younger generation, which is accustomed to digital media and has access to Malay traditional game heritage practices.

This study used PRISMA 2020, a systematic literature review, to assess the cultural values inherent in Malay traditional games and investigate the role of digital storytelling in preserving and promoting

Malay heritage. Specifically, the objective is to explore the artistic and cultural significance of evaluating these traditional games and exploring their potential for maintaining heritage through digital media.

2 MATERIALS AND METHODS

This study implements the PRISMA 2020 model (Preferred Reporting Items for Systematic Reviews and Meta-Analyses). The systematic review process consists of three main steps: identification, screening, and eligibility, which help select several relevant papers for this report.

2.1 Identification

Finding linked, similar terms using dictionaries, thesauruses, encyclopaedias, and past research is the first step in the process of keyword recognition. In this study, the keywords used are Digital Storytelling, cultural heritage, and Malay Traditional Games. As shown in Table 1, search strings were searched on Google Scholar, the leading web search engine for finding all related data that contained relevant keywords. This initial step of the systematic review successfully extracted 92 publications from Google Scholar.

Table 1 The search strings

Category	Description
Google Scholar	("digital storytelling" OR "multimedia storytelling" OR "interactive narratives")
	AND ("Malaysian traditional games" OR "Malay traditional games" OR"cultural games in Malaysia")
	AND ("cultural heritage" OR "Malay heritage" OR "heritage preservation")

2.2 Screening

A total of 92 articles were initially extracted and prepared for the screening step, the second stage of the systematic review process. During this phase, the title**,** abstract, and core content of each article were examined for relevance to the research topic. Articles were excluded based on the following criteria: published between 2010 and 2024, Irrelevant to the main keywords (Digital Storytelling, Cultural Heritage, and Malay Traditional Games), duplicated entries, and written in languages other than English. After applying these criteria, 16 articles were identified as relevant and selected for further evaluation in the eligibility phase.

2.3 Eligibility

A total of 16 articles were prepared for the third step, known as the eligibility phase, for inclusion in the study. This stage involved a thorough, full-text analysis to ensure that each article provided in-depth discussions relevant to the core research keywords: Digital Storytelling, Cultural Heritage, and Malay Traditional Games. The eligibility evaluation was based on several criteria, including direct alignment with the research objectives, availability of full-text access, and overall relevance to the research topic. Only articles that met all these requirements were included in the final analysis.

Table 2 The selection criterion in searching.

Criterion	Inclusion	Exclusion
Timeline	2010-2024	Exclude any not from the timeline
Relevance to the research topic	Relevant to Digital Storytelling, Cultural Heritage, or Malay Traditional Game	Not related to the core research keywords

3 RESEARCH DESIGN

The systematic review process consists of three main steps: identification, screening, and eligibility, which help select relevant literature.
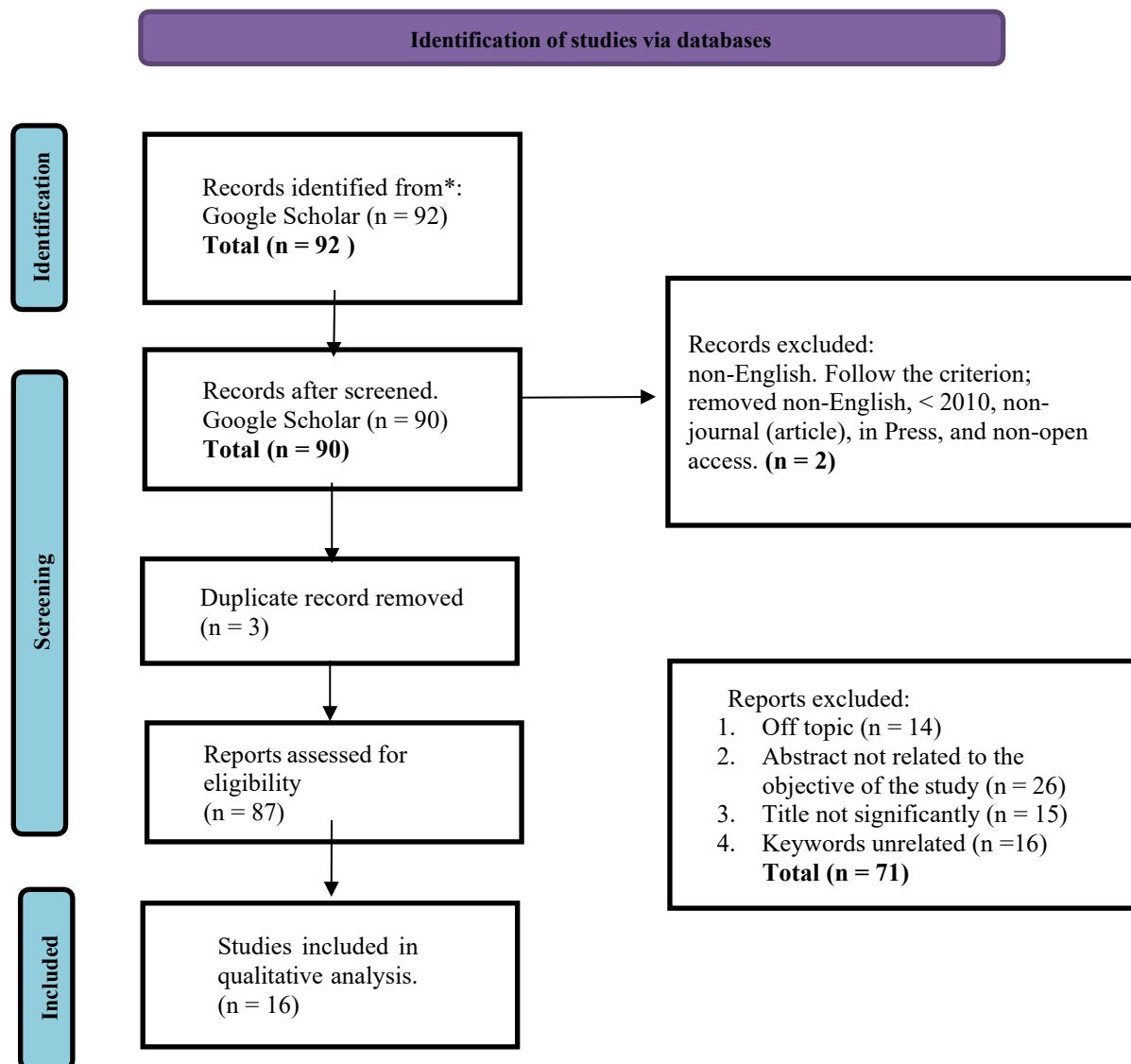

Figure 2 Flow diagram illustrating the proposed search strategy for the study

4 FINDINGS

This study is based on 16 selected articles, which were manually analysed for the research objectives. A systematic literature review was conducted by the PRISMA 2020 Statement. The article was reviewed to understand how Malay traditional games are positioned in cultural heritage, how digital storytelling has been applied in heritage work, and the intersection between the two. The findings are categorised into three major themes: (1) Cultural value of Malay traditional games, (2) Challenges in preserving traditional games and heritage, and (3) The role of digital storytelling in cultural promotion.

4.1 Cultural Value of Malay Traditional Games

Malaysian traditional games hold significant cultural and traditional value and are more than entertainment. However, it is widely recognised in the literature, with multiple studies emphasising its significance as a key cultural symbol. For example, Congkak, Sepak Takraw, Gasing and Batu Seremban were mentioned as they serve as recreational activities only; however, they play an important role in the transmission of cultural values and social norms (Mat Nayan & Kun, 2019) Traditional games are integral to promoting community bonding and teaching social values such as teamwork, cooperation, and physical coordination. These games offer a means of connecting younger generations to their cultural heritage by preserving traditional knowledge and practices. Traditional games also serve as powerful tools for cultural education.

(Zaini et al., 2018) Highlight the use of educational games as a method of preserving cultural knowledge. Educational games that focus on learning and education can be designed to teach players about Malay folklore and cultural traditions, such as the art of Songket weaving. It offers an interactive and educational platform for learning about cultural heritage, allowing players to engage in a hands-on experience that uses cultural values and knowledge. The advent of digital storytelling (DST) presents an innovative approach to preserving and revitalising these traditional games. DST serves as a powerful tool for cultural transmission, making traditional games more engaging and accessible to younger audiences, particularly those familiar with digital media (de Jager et al., 2017) Through the use of multimedia elements such as visuals, sounds, and colours, DST not only modernises these games but also preserves their cultural essence intact (Choo et al., 2020).

Moreover, Choo (2020) states that digital storytelling (DST) plays a crucial role in enhancing the cultural value of traditional games by modernising them through interactive, multimedia storytelling. However, this study focused specifically on DST, but it provides valuable insight into what Choo argues about the "interactive" aspect. By incorporating various forms of media. For instance, visuals, sound, and interactivity. DST allows traditional Malay games to reach a broader and more diverse audience, particularly younger individuals between the ages of 13 and 17 who have access to social media or devices that easily access a media player, such as YouTube. This approach makes cultural heritage more engaging and accessible.

Table 3 Summary of the Cultural Value of Malay Traditional Games

Authors	Journal	Methodology	Results	Advantages
Oh Hui Kun, Shahreen MatNayan (2019)	Jom Main! Traditional Games as Intangible Cultural Heritage	This study applied a qualitative content analysis using a case study approach. It involved an offline workshop with 44 children aged 7–9 and an online Facebook campaign to promote traditional games.	The study revealed that traditional games are rich in cultural value but are underrepresented among young people.	The project successfully increased youth awareness of traditional games through digital and in-person outreach. It also fostered community participation in cultural preservation.
Adele de Jager, Andrea Fogarty, Anns Tawson, Caroline Lenette, Katherine M. Boydell (2017)	Digital storytelling in research: A Systematic review	This systematic literature review examined 25 articles across 23 studies focusing on the use of digital storytelling (DST) in cultural and community contexts.	DST was found to be highly effective for marginalized groups, enabling the expression of identity and cultural preservation through personal narratives.	DST empowers cultural communities by enabling self-expression and amplifying their voices. It promotes inclusive and participatory cultural engagement through storytelling.
Yee Bee Cho, Tina Abdullah, Abdullah Mohd Nawi (2020)	Digital storytelling vs. Oral storytelling: an analysis of the Art of Telling Stories Now and Then	A comparative study supported by a literature review, analysing the differences between digital and oral storytelling in educational and cultural contexts.	DST was found to be more engaging than oral storytelling due to its interactive, multimedia elements, making it more accessible and practical.	DST enhances learning through visual interaction, increases audience engagement, and supports the broader transmission of cultural knowledge.
Siti Farah Zaini, Nor Azan Mat Zin, Siti Azma Jusoh (2018)	Towards digital preservation of cultural heritage: exploring serious games for Songket tradition	This study employed a mixed method approach, comprising a preliminary questionnaire administered to 50 participants and a literature review. The goal was to explore how serious games could preserve the cultural heritage of Songket weaving and folklore, especially in educational settings.	The findings showed that 94% of respondents believed digital games could effectively promote cultural awareness. The study emphasized that Songket, as part of Malaysia's cultural heritage, is underrepresented in digital media and suggested that serious games could be a valuable tool for education and folklore transmission.	The use of serious games supports the preservation of lesser-known craft heritages, such as Songket, through play. It encourages youth engagement, facilitates cultural learning, and provides an interactive, modern platform for sustaining traditional knowledge.

4.2   Challenges in Preserving Traditional Games and Heritage

Abd Rahman & Sidek (2023) found that integrating cultural elements into digital platforms is crucial for engagingly preserving traditional Malay culture. While their article discusses integrating folklore into digital platforms, a similar approach can be applied to traditional games. By adapting traditional Malay games into digital formats, cultural narratives and practices become accessible to modern youth, who may not be familiar with them through conventional means. This fusion of traditional games with digital storytelling can help instill cultural pride, foster a deeper understanding of Malay heritage, and ensure the continuity of these cultural practices for future generations.

Further adding to emphasise the lack of "interactive", the digital adaptations of traditional games face, particularly in terms of engagement. (Chepa & Wan Yahya, 2017), Despite the potential of DST to promote traditional games, many adaptations lack interactivity and visual appeal that would make them more attractive to today's tech-savvy youth. As the study suggests, for traditional games to maintain their cultural relevance, they must incorporate more engaging and innovative design features. Similar to Kamaruddin et al., (2021), they emphasise the importance of interface design in modernising traditional games. Although it is about game design, it shares a similar reason to the previous article, which is that the lack of "interactive features" in traditional games can significantly enhance their appeal to younger audiences. These modern design elements not only make the traditional games more attractive but also retain their cultural essence and remain relevant in the digital age.

Moreover, Jamil & Kadir (2015) explored how the mobile adaptation of traditional Malay games, particularly Tarik Upih, can be adapted into a digital adaptation for a bigger audience. By integrating these tools, they can provide a platform for preserving and promoting these games among the device user audience. The invention of mobile game apps for traditional games ensures that these games can be easily accessed by younger generations, particularly those who are familiar with smartphones and mobile technology. The study highlights how this method provides a modern solution to the challenge of preserving cultural heritage, while also catering to contemporary entertainment preferences. (Ismail et al., 2014) address the role of cultural heritage tourism in Malaysia, by focusing on the issues that have arisen in promoting cultural heritage through tourism. The authors suggest that if traditional games can be adapted to digital platforms, they have the potential to attract tourists. However, they also note the lack of digital engagement with local cultural practices, for example, the traditional game itself limits their potential to contribute to the growing cultural tourism industry. By adapting these games for digital storytelling or mobile platforms, traditional games can become central to heritage tourism, offering an immersive experience that engages visitors and educates them about Malay culture.

Finally, (Md. Zulkifli et al., 2014) Discuss the social and educational value of the traditional game, Baling Selipar. The game was becoming less common, but it holds substantial potential for community building and social interaction. It holds substantial potential for community building and social interaction. The authors propose that digital adaptation of such games can revitalise interest among theyounger generations while preserving the game's cultural significance.

Table 4 Summary of Challenges in Preserving Traditional Games and Heritage

Authors	Journal	Methodology	Results	Advantages
Siti Noraisyah Abd. Rahman& Husna Adlyna Sidek(2023)	Fostering cultural heritageappreciation through folklore-themedanimation and digital games within Malaysian educational institutions	This study employed an exploratory mixed-methods approach that included case studies ofthree animations and three digital games created by ASWARA students, as well as a survey conducted with 30 students aged 15–25.Thematic analysis was guided by five cultural indicators: language, norms, values, symbols,and artifacts.	The study found that 61.5% of students reported increased appreciation for Malaysian cultural heritage after interacting with the media. Visual elements, such as graphics and storytelling,were found to be more influential than audio, mainly when familiar folklore figures like Hang Tuah and Puteri Gunung Ledang were employed. Traditional design elements and classical Malay language were most effective in promoting engagement.	This approach promotes cultural appreciation through visual storytelling and folklore- based content. It increases youth interest inheritage and demonstrates that culturally rooted animation and games can be practical tools in cultural preservation education.
Nooraziah Chepa & Wan AhmadJaafar Wan Yahya (2017).	Reality Challenges ofMalaysian Digital Traditional Games	The authors employed a mixed-methods approach that included a preliminary survey and interviews with 550 millennials aged 18–27, as well as content analysisof existing Malaysian digital traditional games and download statistics.	The study revealed that 73.3% of participants preferred modern commercial games over digital traditional games. Most had never installed any local game apps. Key challenges included a lackof storytelling, minimal interactivity, and the failure to incorporate modern gaming features, such as social media integration and levels.	Despite these weaknesses, the study confirmed that traditional games like Congkak and Dam Haji maintain cultural richness. With enhanced storytelling and design elements, these games have strong potential for modernization and engagement.
Norfadilah Kamaruddin, Haryati Karmaruddin,Noor Shamsarini Md Isa & Hafizah Rosli (2021)	Imaginative Interfaces of Malaysian Traditional Games as an Indoor Activity	This study utilized a mixed-methods approach, combining secondary data review, semi-structured interviews with 30 parents, and questionnaire	Although traditional games like Ketinting are familiar to many, they arenot popular among younger users. The redesigned interface, featuring vibrant, themed	This effort encourages physical activity indoors while preserving culturalelements. It supports social interaction and heritage appreciation through creative

		responses. A prototype for the Ketingting game was developed to reflect modern preferences for indoor play.	mats such as jungle, ocean, and galaxy, helpedmodernize the game and increased youth engagement.	and accessible game redesign.
Addy PutraM.Z., Shahrul Anuwar M.Y., Nor Ziratul Aqma& Amirul Fahmi R. (2014)	Re-creation of Malaysian Traditional Game, Namely 'Baling Selipar':A Critical Review	The study used a literature review and theoretical reflection to examine the relevance and potential of Baling Selipar in today's context,particularly as a cultural and educational tool.	The authors found that Baling Selipar, once widely played, is now fading from public awareness. Despite its team-based, physical nature, it has not been integrated into digital orstructured educational formats.	This game offers valuablecultural and educational potential. It encourages teamwork and heritage learning, and is suitable for reimagining through digital or formal education systems.
Ilinadia BintiJamil & Zainal Bin Kadir (2015).	The Invention of Malaysian Traditional Games into Mobile Game Apps	This research followed the ADDIE model (Analysis, Design, Development, Implementation, and Evaluation) in designing amobile version of the traditional Tarik Upih game. The study involved concept sketching, animation design, and app development using Construct 2.	The resulting prototype successfully translated Tarik Upih into an engaging mobile format. Visuals, audio, and game flow were optimized to appeal to young users, making the traditional gameplay accessible on modern devices.	This innovation helps preserve traditional games by transforming them into fun, mobile-friendly content. It supports cultural education through digitalplay and enhances accessibility for the younger generation.
Norhasimah Ismail, Tarmji Masron, Azizul (2014)	Cultural Heritage Tourism in Malaysia: Issues and Challenges	The study used a conceptual review of Malaysia's tourism policies and cultural management systems. It examined how national strategies affect the representation and promotion of cultural heritage.	Malaysia's rich cultural diversity presents both opportunities and difficulties in managing heritage tourism. A lack of coordination among stakeholders, insufficient funding, and fragmented management systems were identified as significant barriers to practical heritage preservation	This work highlights how tourism can promote and safeguard traditional culture, including games. It also emphasizes the importance of unified planning and digital strategies in sustaining Malaysia's cultural identity through tourism.

4.3   The Role of Digital Storytelling in Cultural Promotion

Digital storytelling (DST) has emerged as a powerful tool for promoting cultural heritage, particularly in the context of traditional Malay games. DST combines traditional narrative techniques with modern multimedia elements, offering an innovative way to engage younger audiences and preserving cultural practices. Qin Yi Lee et al., (2024) examine how Digital Storytelling (DST) can be utilised to enhance cultural tourism and heritage preservation through immersive and educational experiences. The authors argue that DST creates interactive platforms that engage users in cultural practices and stories that form the backbone of heritage sites. For Malay traditional games, DST offers a way to integrate these games into cultural tourism, allowing visitors to experience the cultural value of these games and making them key attractions in the cultural tourism sector, thereby enabling both locals and international audiences to appreciate Malay heritage in an engaging and interactive format.

Similarly, Silviu Vert et al., (2021) examine the effectiveness of multi-platform digital storytelling (DST), highlighting its ability to preserve cultural heritage and enhance emotional connections with users. The study demonstrates a significant increase in user engagement. For traditional Malay games, multi-platform DST enables the games to be experienced in various forms, whether as mobile apps, digital animations, or online games, making them more accessible and appealing to a broader audience. This approach helps preserve the emotional connection between players and their cultural heritage, fostering a deeper understanding and appreciation of traditional games. (Davey & Benjaminsen, 2021) discuss how DST can empower participants and give a voice to cultural heritage through participatory approaches. By incorporating the voices of communities into DST projects, this method can amplify cultural heritage and ensure that cultural practices, such as traditional games, are passed on authentically. For traditional Malay games, this could involve allowing players to create content, share their experiences with the games, and even tell their own stories of cultural significance. This participatory aspect not only promotes engagement but also fosters a sense of ownership and pride in cultural heritage, especially among younger generations.

Kasemsarn et al., (2023) provide a framework for integrating Digital Storytelling (DST) into the field of cultural tourism. Their review discusses how inclusive design and digital storytelling techniques (DST) can be used to enhance engagement with cultural heritage. This framework emphasises the importance of creating emotional connections through digital storytelling, which can be especially powerful when used to highlight traditional malay games. By incorporating interactive elements into the storytelling process, DST can facilitate deeper connections with cultural heritage, making it more relatable and engaging for a diverse audience. This inclusive approach ensures that cultural content, such as traditional games, reaches audiences from various backgrounds and helps preserve heritage in a way that resonates with contemporary audiences.

(Zort et al., 2023) Examine how Digital Storytelling (DST) aids in preserving cultural values by utilising modern platforms to share stories and traditions. The author highlights how DST enables narratives to be shared with a global audience. DST provides an opportunity to ensure these games are preserved and promoted to a worldwide audience, connecting people to the cultural significance of these games. (Mat Zin et al., 2010) Emphasizes how animation and game-based edutainment software can effectively promote socio-cultural values. This approach allows traditional Malay games to be reimagined in a modern context, making them interactive and engaging through educational gameplay. By utilizing animation and games, the cultural values embedded in these media can be shared in an accessible and engaging way. Edutainment platforms not only preserve cultural heritage but also make learning about these values enjoyable and memorable, helping to foster cultural pride and awareness among younger audiences. This approach bridges the gap between education and entertainment, providing a dynamic platform to preserve traditional games while educating players about the cultural heritage they represent.

Table 5 Summary for the role of digital storytelling in cultural promotion

Authors	Journal	Methodology	Results	Advantages
Qin Yi Lee, Andreas H. Zins, Samuel F. Adeyinka-Ojo, Noraisikin Sabani, and Anita Jimmie (2024)	Digital Storytelling and Cultural Heritage in Sarawak	The study employed a qualitative case study approach, combining online desk research withsemi-structured interviews involving 15 heritage and tourism stakeholders across eightdivisions in Sarawak. NVivo software was usedfor thematic analysis and framework development.	Findings showed that many heritage sites in Sarawak lack engaging digital promotion. DST was seen as a tool to provide emotional, immersive, and educational experiences.Story-driven narratives were also found to improve tourist satisfaction and cultural memory significantly.	DST enhances tourist engagement by delivering immersive and emotionally charged experiences. Itstrengthens destinationidentity and supports collaborative cultural storytelling with local communities.
Silviu Vert, Diana Andone, Andrei Ternauciuc, Vlad Mihaescu, Oana Rotaru, Muguras Mocofan, Ciprian Orhei, and Radu Vasiu (2021)	User evaluationof a multi-platform digital storytelling concept of cultural heritage	This study employed a mixed-methods approach,incorporating surveys, usability testing (both in-person and remote), System Usability Scale (SUS) questionnaires, think-aloud protocols, and product reaction cards to evaluate a DST prototype across multiple platforms.	All platforms, desktop, mobile, touchscreen, andAR, scored highly in usability. Participants highlighted the system's intuitive design, immersive storytelling features, and cross-platform functionality. Augmented reality improved spatial engagement with culturalcontent.	The study demonstrates the flexibility and effectiveness of DST across various devices.It supports emotional storytelling and offers scalable applications for heritage tourism and education.
Laura Davey and Camilla Benjaminsen (2021)	Telling Tales: Digital Storytelling as a Tool for Qualitative Data Interpretation and Communication	This was a reflective, qualitative study analyzing the applicationof DST in participatory research. The authors reviewed conceptual literature and their own experiences to assess therole of DST in narrative creation and communication.	DST empowered participants by giving them voice and narrative control. It encouraged more profound meaning-making and emotional expression. Group-based DST environments showed both supportive and pressuring dynamics.	DST enables emotional ownership of storytelling, supports cultural expression, and enhances community-based and participatory heritage research
Kittichai Kasemsarn, David Harrison andFarnaz Nickpour (2023)	Applying Inclusive Design and Digital Storytelling to Facilitate Cultural Tourism: A Review and Initial Framework	A qualitative case study was conducted through best practice reviews, stakeholder interviews, and thematic analysis using NVivo. The study developed a DST integration framework forthe tourism sector.	A key gap in tourism wasidentified: a lack of effective destination strategy (DST) strategies.The proposed framework highlighted how DST could boost emotional connection, narrative	DST enhances cultural accessibility, emotional engagement, and visitorco-creation. It provides a practical storytelling model for sustainable heritage tourism.

			richness, and accessibilityin heritage-based tourismexperiences.	
Çağın Zort, Esra Karabacak, Şevket Öznur & Gökmen Dağlı (2023)	Sharing of Cultural Values and Heritage through Storytelling in the Digital Age	The study used qualitativefocus group interviews with 17 educators (teachers and vice principals) from public schools in Northern Cyprus. It aimed to understand how digital storytelling affects the transmission of cultural value.	Findings emphasized that digital platforms are increasingly essential for preserving oral traditions.Educators and families play vital roles in cultural transmission, and platforms such as live broadcasts and recorded stories help preserve these traditions.	DST supports intergenerational cultural preservation and strengthens collaboration between families and schools. Ithelps maintain oral traditions and cultural continuity through accessible digital formats.
Nor Azan Mat Zin, Nur Yuhanis Mohd Nasir, Munirah Ghazali (2010)	Promoting socio-cultural values through storytelling using animationand game-based edutainment software	The study followed the ADDIE instructional design model, developingeducational content basedon Malay folktales, syair, and peribahasa. Usability testing and feedback fromstudents were used for evaluation.	Participants responded positively to the animationand game-based learning experience. They found the storytelling elements both entertaining and educational, especially in enhancing awareness of socio-cultural values.	This approach offers a fun and interactive platform for learning about cultural traditions. It increases cultural pride and helps younger generations engage meaningfully with heritage through animation and edutainment.

5 Discussion and Conclusion

This study aimed to explore how Digital Storytelling (DST) can contribute to preserving and promoting the culture of Malaysian traditional games. The findings suggest that DST plays a significant role in modernising traditional games to ensure their cultural relevance and increasing engagement with younger generations. The cultural value of traditional Malay games, such as Congkak and Sepak Takraw, is well established. These games are not only recreational activities but also serve as a means of transmitting cultural values. DST works to enhance the educational potential of traditional games by making them digitally attractive and interactive, thereby making them accessible to the younger generation (Choo et al., 2020). Moreover, our findings support this by showing that interactive features can enhance the engagement of modern youth with traditional games. Similarly, Abd Rahman and Sidek (2023) discuss how folklore-based games can preserve cultural narratives, and our study demonstrates that incorporating traditional games into Digital Storytelling (DST) can educate players about cultural practices, thereby fostering a deeper understanding of Malay heritage.

However, the study also identified challenges in digital adaptation, particularly the lack of interactivity and visual appeal in some digital versions of traditional games, as noted by Chepa & Wan Yahya (2017). Many digital adaptations of traditional games lack the interactivity that is necessary to engage today's youth. While DST holds promise, the success of these adaptations depends on incorporating engaging features that appeal to modern users. This aligns with Kamaruddin et al. (2021), who stress the importance of interactive design in making traditional games appealing in the digital age.

If we utilise the DST effectively, we can preserve it for future generations and the potential of DST to promote cultural heritage. Through multi-platform DST and inclusive design, traditional Malay games can be adapted to reach a global audience while retaining their cultural authenticity. As Qin Yi

Lee et al., (2024) demonstrate, DST can help enhance cultural tourism by offering immersive experiences that attract visitors to engage with cultural heritage. Applying these findings to Malay traditional games could help expand their reach beyond local communities, making them a central part of Malaysia's cultural tourism. DST not only preserves cultural practices but also plays a vital role in promoting them through cultural tourism, as it can incorporate traditional games into interactive experiences for tourists and local communities.

For the conclusion, explore the role of Digital Storytelling (DST) in preserving and promoting traditional Malay games. The finding suggests that DST can be a tool to modernize the way traditional games are played, ensuring their continued relevance in the digital age while preserving the cultural values and heritage embedded in the games. By adapting traditional games through interactive storytelling, multi-platform formats, and educational gameplay, DST offers a new path to engage with tech-savvy generations, making these games more accessible and appealing.

The study also highlighted several challenges in adapting traditional games to digital formats, such as the need for engaging design features and interactivity to appeal to modern audiences. Despite these challenges, DST offers significant potential for cultural preservation by integrating the cultural narratives into digital formats, ensuring that Malay traditional games remain relevant as tools.

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CONFLICT OF INTEREST

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