# UNIVERSITI TEKNOLOGI MARA

# SARAWAK LOCAL DIALECT (SARAWAK MALAY) TRANSLATOR

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#### **ABSTRACT**

The emergence of mobile application has brought along new possibilities to all walks of life in various communities. There are many mobile translator application created for most of the major languages in the world and not many of them is available for the less used language such as Sarawak Malay dialect. There are several problems encountered for example Sarawak Malay is not as practical as other languages that have been spoken in Malaysia. For instance, the pronunciations for Sarawak local dialect are different from other dialect and the language barriers. Apart from that, the objectives of this application are to identify requirements, design and develop the Sarawak Local Dialect (Sarawak Malay) Translator. Moreover, the development of Sarawak Local Dialect (Sarawak Malay) Translator is significance towards tourism in Sarawak. It is to minimize the language barriers between the native speaker and the tourist. Besides, it can be a jumpstart towards the ecotourism of Sarawak moreover to promote more about Sarawak to other country. As for the outcome, users are able to use this application to communicate with the local without wrangled around and this application is an offline-based. Mobile Application Development Life Cycle was chosen as a methodology for development of this mobile application. The mobile application usage is spreading periodically. Each mobile application is outlined using the best development procedure. In a nutshell, this Sarawak Local Dialect (Sarawak Malay) Translator is an application that provides a mini dictionary where it can help tourist that come to Sarawak.

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#### CHAPTER 1

#### **INTRODUCTION**

### 1.1 Background of the Study

Sarawak Tourism Board is an information center that was assimilated under the Sarawak Tourism Board (Incorporation) Ordinance, assigned a date to 12th November 1994. Sarawak Tourism Board is a center that providing interconnections and alliances among the legitimate agencies and tourism associates. Sarawak Tourism Board has to build their success on deep-rooted customer relationship. The implementation of Sarawak Local Dialect (Sarawak Malay) Translator is one of the fundamental consideration for a long haul outcome towards Sarawak's tourism walkaway. Ting and Sussex (2014) state that there are 13 languages are spoken in Sarawak by the locals. Sarawak Malay is a native language that is widely use in Sarawak. The language differ is relevant to Brunei's native which is spoken in upper north of Sarawak (Lawas and Limbang). In defiance of many essential advantage of mobile web, mobile application nowadays is the trend among end user. demonstrates that mobile application has been utilized every now and again in Malaysia (Suruhanjaya Komunikasi dan Multemedia Malaysia, 2012). The native speakers are not able to speak fluent English. The tourist and the native speakers will encounter miscommunication among them and also can lead to cultural issues. This also will lead to wrong information given and also tourist can easily get lost. In other words, these problems can effect the Sarawak's ecotourism.

Thus, Sarawak Malay dialect translator for tourist plays as decisive feature and mobile developers have to develop application that will suit to the end-user or direct