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Chief Editors:
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Preface

Pioneering Educational Perspectives: Series 2025 is a collection of thought-provoking insights and research contributions exploring contemporary educational trends and practices. This eBook presents a diverse range of perspectives on innovative teaching methodologies, digital learning strategies, and transformative approaches in education. Designed to serve as a resource for educators, researchers, and practitioners, it aims to inspire meaningful discussions and advancements in the field. Through carefully curated chapters, this publication offers fresh ideas and practical solutions to enhance learning experiences in an ever-evolving educational landscape.

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PRESERVING AND PROMOTING *DONDANG SAYANG* THROUGH MUSIC TRANSCRIPTION AND EDUCATION

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ABSTRACT
The innovation aims to safeguard and revitalize the traditional art form of Dondang Sayang by adapting it to modern educational practices. Dondang Sayang, a unique genre of music and poetry from Melaka, Malaysia, faces the threat of being forgotten due to the decline in its transmission across generations. To address this, the innovation focuses on the meticulous transcription of Dondang Sayang music, capturing its intricate melodies and rhythms in a written format. This transcription serves as the foundation for creating educational materials that can be easily integrated into music curriculums. Key features of the design include high-fidelity transcriptions that preserve the authenticity of the original performances, and the development of instructional videos to teach the Dondang Sayang melodies. By combining these elements, the innovation not only aids in preserving this cultural heritage but also facilitates its appreciation and practice on a broader scale, both locally and internationally. This approach ensures that Dondang Sayang remains a living tradition, accessible to future generations and capable of enriching the global cultural landscape.

KEYWORDS: Dondang Sayang, Music transcription, Cultural preservation, Music education, Traditional music

PROBLEM AND OBJECTIVE
One of the primary challenges facing Dondang Sayang is the lack of standardization in its musical notation. Currently, there are no formalized music scores available for this traditional art form, which makes it difficult to teach, learn, and preserve. Without standardized methods, the transmission of Dondang Sayang melodies becomes inconsistent, leading to variations that may not accurately reflect the original compositions. This gap in formal documentation poses a significant risk to the longevity of Dondang Sayang, as the aesthetic of the melodies and rhythms could be lost over time.

Another pressing issue is the cultural decline of Dondang Sayang, especially among younger generations (Amend, 1998; Guan, 2020). As modernization continues to reshape cultural landscapes, traditional forms like Dondang Sayang are increasingly being overshadowed by contemporary influences (Sani et al., 2024). This generational disconnect has resulted in a reduced practice and appreciation of Dondang Sayang, threatening its survival as a living tradition. If this trend continues, the cultural heritage embodied by Dondang Sayang may fade away, becoming a distant memory rather than a vibrant, practiced art form.

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Finally, Dondang Sayang, while recognized by UNESCO as an Intangible Cultural Heritage of Humanity (Malay Mail, 2018), still faces challenges in gaining broader international recognition. Although it holds significant cultural value in Malaysia, the art form is not widely known outside of its native region. This relative obscurity limits its potential to be appreciated by a global audience. Efforts, such as its inclusion in UNESCO's listings, aim to enhance its visibility and cultural footprint on the international stage, but there is still work to be done to raise global awareness of Dondang Sayang This lack of global visibility not only diminishes its cultural value but also hinders efforts to preserve and promote Dondang Sayang on a larger scale.

In response to these challenges, the first objective of this innovation is the preservation of Dondang Sayang through the creation and standardization of music scores. By formalizing the melodies and rhythms, we aim to ensure that Dondang Sayang is accurately documented and preserved for future generations. This standardization will provide a consistent framework for teaching and learning, making it easier for practitioners to maintain the integrity of this art form.

The second objective focuses on cultural appreciation. To bridge the gap between Dondang Sayang and younger generations, we plan to develop accessible educational tools, including video tutorials and digital content. These resources will make Dondang Sayang more approachable to both local and global audiences, fostering a deeper understanding and appreciation of its cultural heritage. By leveraging modern educational methods, we hope to revive interest in Dondang Sayang and encourage its practice among younger people.
The third objective is to promote Dondang Sayang on an international stage. By utilizing digital platforms and creating educational content that can reach a global audience (as done by Rahman & Sidek, 2023), we aim to enhance the cultural footprint of Dondang Sayang worldwide. Introducing this art form to new audiences will not only increase its recognition but also contribute to its preservation as a valued part of global cultural heritage. Through these efforts, Dondang Sayang can gain the international recognition it deserves, ensuring its survival and continued relevance in the modern world.

DESIGN DESCRIPTION
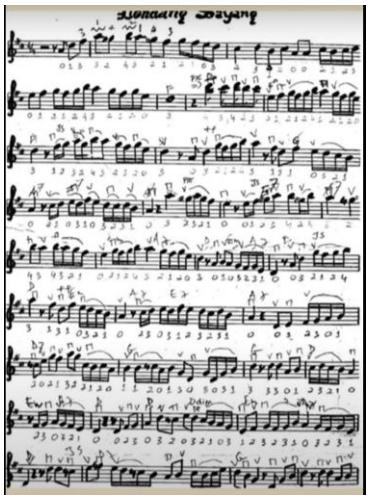
The design is a comprehensive initiative aimed at safeguarding the traditional art form of Dondang Sayang by adapting it to contemporary educational frameworks. The primary purpose of this design is to preserve the authentic melodies and rhythms of Dondang Sayang while making it accessible and appealing to both local and global audiences. Key features of the design include the meticulous transcription of Dondang Sayang music into standardized musical scores, which will serve as an authoritative reference for teaching and learning. Additionally, the design incorporates the development of educational tools such as video tutorials and digital resources that guide users through the intricacies of Dondang Sayang melodies and performance techniques. The functionality of this design is centered around education and cultural preservation. The standardized music scores provide a consistent framework for learning, enabling teachers and students to accurately replicate Dondang Sayang. The educational tools are designed to be user-friendly, allowing individuals with varying levels of musical knowledge to engage with and learn Dondang Sayang. These resources are available through YouTube (https://youtu.be/CcNgFtV7sDc?si=DKPJG1UMQpFmuup0), making them accessible to a broad audience. The target audience for this design includes music educators, students, cultural enthusiasts, and musicians both in Malaysia and internationally. Additionally, it seeks to reach younger generations who may not be familiar with Dondang Sayang but are interested in

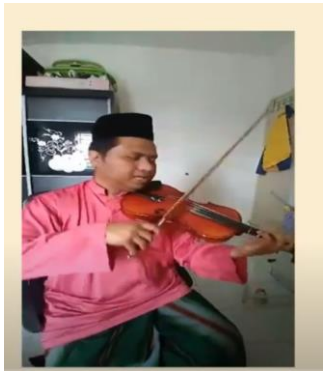
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exploring traditional cultural forms. The unique selling points of this design lie in its dual focus on preservation and education. By standardizing Dondang Sayang music, the design ensures that the tradition is preserved in its most authentic form. Simultaneously, the integration of modern educational tools and digital platforms makes this heritage accessible to a global audience. This combination of authenticity and accessibility distinguishes the design as a vital tool for both cultural preservation and education, bridging the gap between tradition and modernity.

VISUALS









NOVELTY AND UNIQUENESS

The innovation stands out as the first systematic effort to transcribe Dondang Sayang music into standardized scores. This approach is groundbreaking because it addresses the long-standing issue of inconsistency in the transmission of Dondang Sayang, providing a formalized framework that ensures the preservation of the music's original melodies and rhythms. By creating these standardized scores, the design makes Dondang Sayang accessible for both academic study and personal learning, bridging the gap between tradition and modern educational practices.

Additionally, the innovation incorporates the creation of video tutorials, which represent a modern and accessible way for people to engage with Dondang Sayang. These tutorials cater to different learning styles, making the art form more approachable and ensuring that it can be learned and appreciated by a wider audience. The integration of digital tools with traditional music not only enhances the learning experience but also expands the reach of Dondang

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Sayang, introducing it to both local and international audiences in a format that is relevant and engaging in the digital age.

What truly differentiates this design from existing solutions is its comprehensive approach to both preservation and education. While traditional methods have focused on oral transmission, this innovation leverages modern technology to ensure that Dondang Sayang can be accurately documented, learned, and practiced by future generations, making it a living tradition that continues to thrive.

BENEFITS TO MANKIND

The design offers substantial benefits that address cultural preservation challenges, enhance educational experiences, and contribute to the broader promotion of intangible cultural heritage. One of the most significant benefits of this design is its ability to solve the challenges associated with cultural preservation. By providing a standardized method to document and teach Dondang Sayang, the design ensures that this traditional art form is accurately preserved for future generations. The transcription of melodies into formal music scores addresses the risk of losing Dondang Sayang over time, safeguarding an essential part of Malaysia's cultural heritage. This approach ensures that Dondang Sayang remains a living tradition, passed down through generations with fidelity to its original form.

In terms of education, the design significantly enhances the quality of learning experiences related to Dondang Sayang. The creation of accessible educational tools, such as video tutorials and digital resources, makes it easier for people with varying levels of musical knowledge to engage with and learn this traditional art form. These resources are designed to cater to different learning styles, ensuring that the education of Dondang Sayang is inclusive and adaptable. Furthermore, the standardized approach provided by this design allows for the integration of Dondang Sayang into formal music education curriculums, enriching the content with traditional cultural elements and offering students a more diverse and comprehensive learning experience.

The design also plays a crucial role in improving cultural awareness and appreciation, both within Malaysia and internationally. By making Dondang Sayang accessible to a global audience through digital platforms, the design fosters greater cultural awareness and appreciation. This increased visibility can lead to a renewed interest in Dondang Sayang, encouraging more people to engage with and support the preservation of this cultural heritage. The design's emphasis on both preservation and education helps to elevate Dondang Sayang from a regional tradition to an art form recognized and appreciated on a global scale.

Additionally, the design has an indirect positive environmental impact. By utilizing digital platforms and resources, it reduces the need for physical materials such as printed books or scores, thereby minimizing paper consumption. This approach also lessens the environmental impact associated with traditional methods of cultural preservation that rely on physical media. Furthermore, by promoting cultural heritage through digital means, the design reduces the carbon footprint associated with travel and physical gatherings, offering a more sustainable way to engage with and preserve cultural traditions.

COMMERCIAL POTENTIAL

The market potential for this design lies in both the cultural preservation and education sectors, with opportunities to partner with educational institutions, cultural organizations, and digital platforms. Its competitive advantage includes the unique combination of standardized music transcription and accessible digital tutorials, setting it apart from existing cultural preservation methods. The design is highly scalable, capable of expanding to other traditional art forms. A

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subscription-based business model or licensing for educational content could generate revenue, with initial costs focused on content creation and platform development, followed by low marginal costs for digital distribution.

CONCLUSION

In summary, the design addresses the critical need for cultural preservation by standardizing Dondang Sayang music and making it accessible through digital educational tools. This innovation enhances cultural awareness, improves educational quality, and offers a scalable solution with strong market potential. Its competitive advantage lies in the unique combination of traditional preservation with modern accessibility.

Looking ahead, potential future directions include expanding the model to other traditional art forms, developing interactive learning platforms, and integrating augmented reality (AR) for immersive cultural experiences. Additionally, partnerships with international cultural organizations and educational institutions could further globalize the reach of Dondang Sayang, ensuring its continued relevance and appreciation worldwide.

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