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MUSIC PREFERENCES OF MALAY TRADITIONAL MUSIC  
AMONG NON-MUSIC STUDENTS IN UITM SHAH ALAM

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## **DECLARATION OF AUTHORSHIP**

**“I declare that the work in this research is our own except for the quotations and summaries which have been duly acknowledge”**

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## ABSTRACT

Music preference refers to the psychological factors behind peoples' different music preferences. Music is heard by people daily in many parts of the world and affects people in various ways from emotion regulation to cognitive development, along with providing a means for self-expression. The purpose of this study are to investigate the music preferences and music familiarities of Malay traditional music among non-music students in UiTM Shah Alam and the music preferences of Malay traditional music according to gender. The sample for this study are 120 respondents of non-music students (n=120) which is 60 male and 60 female from the UiTM Shah Alam.

The researcher will investigate about music preferences for Malay traditional music, music familiarities of Malay traditional music and music preferences for Malay traditional music according to gender among non-music students in UiTM Shah Alam. With 120 respondents which are 60 males and 60 females, it will help the researcher in collecting data and analyse the data. 120 respondents are enough for the researcher to answer all the research questions.

The researcher provided 15 songs with 3 genres which is gamelan, Irama Melayu Asli, and ghazal. Each genre has 5 song which is for *Gamelan* has *Lambang Sari @ Turun Gambang*, *Perang Manggong*, *Nongga*, *Kunang-kunang Mabuk* and *Timang Burung*. For *Irama Melayu Asli*, the researcher chooses *Selendang Mak Inang*, *Damaq*, *Makan Sirihi*, *Nasib Panjang* and *Rancak Bertemu*. For *Ghazal*, the songs that have been chosen by the researcher is *Burung Puteh*, *Jalak Lenting*, *Ketapang*, *Kuala Deli* and *Tudung Periok*. The researcher already cropped every song to 30 seconds for Likert scale and put in the form randomized to make sure the respondents would not be receiving an expected flow of music examples of one type after another.

The method that the researcher been used for collecting the data is stratified random method. Stratified random sampling is used when the researcher wants to highlight a specific ensures the presence of the key subgroup within the sample. For example, in UiTM Shah Alam has 15 faculty but the researcher chose only 14 faculty excluded the faculty of music. This is because this study focused on undergraduate non-music students only. The researcher gave the link of Google Form through email and WhatsApp. The data has been collected in three to six months and has been calculated for mean and frequency.

The result show that *Gamelan* has the highest frequency for music preference and familiarity from non-music students. Meanwhile, the other two genres which is *Irama Melayu Asli* and *Ghazal* has the least preferred and not familiar by non-music students. Music preference for Malay traditional music according to gender has the results that the frequency is almost same but mostly male students little bit higher than females. This is show that only *Gamelan* has been exposed to the non-music students. Music educators need to give more attention to the least preferred and least familiar by non-music students which is *Irama Melayu Asli* and *Ghazal*.

The researcher hoped this study will inform music educators about the music preferences and music familiarities for Malay traditional music among non-music students. This will help the least preferred and least familiar will get more exposure.

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