

Universiti Teknologi MARA

**INTERACTIVE MALAY FOLKTALE
STORYTELLING WITH AUGMENTED
REALITY**

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ABSTRACT

Folktale story become less interested for children nowadays. The reason why the conventional delivery medium are not interactive and boring for them to accept. The best way to catch their interest is to convert the Folktale into interactive version of it. The approach that are taken for this project to convert into interactive folktale storytelling are by included interactive digital storytelling, augmented reality, and video game, as the title for this project is “Interactive Malay Folktale Storytelling with Augmented Reality”. “Si Luncai” is a chosen folktale story used for this project. The application prototype was installed into smartphone as a medium to deliver. The target user for this project are children age between 5-12 years old. The methodology approach that are applied in this project is ADDIE model, to teach the children the important of folktale story. The ADDIE model for this project covered analysis, design, develop, implement, and evaluation. The effectiveness testing was used for user evaluation survey, and 10 participants were involved. The survey form divided into three categories which are information evaluation, pre-evaluation, and post-evaluation. The result of the evaluation indeed proven the application prototype is effective in delivery the Malay folktale. Although the current project has benefits, for further development, improvements are needed to gain better application which can optimize the current application.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

Nowadays almost all people depends on technology. The dependable on technology make it becomes more and more advance. Moore's law observed that computer performance would double every 18 months. The advanced of technology has replaced almost everything and also changed our daily life. We may not notice about it, but that is the truth. Barton (2013) stated that technology can affect our lives, it influences people we know and close, the information we get and what we do with it. Basically, technology can change almost everything, creative people gain their ideas from new technology. Technology with interactive multimedia elements make storytelling not being left behind, from book form apply into new interactive form. With this new form, storytelling become more interactive and fun to read or listen, where the user also can interact with it. The most usage device that can apply storytelling as an application is smartphone. Book publication now one of the active element in application for touch screen mobile (Sargeant, 2013). As we know about 97 percent of children under age four have mobile phone. With that percentage, it is right way to apply storytelling in smartphone. We can conclude that with the combination of device and interactive storytelling, it can attract the children into storytelling.

1.1 Problem Statement

Folktale a story originating in popular culture, usually passed from one generation to next generation by storytelling which is in spoken form, known as story that contains moral value to teach us as a lesson. Unfortunately, Children nowadays less interested to read or know about folktale stories. The types of stories from abroad make people, especially children interested in