

HARMONY IN PROGRESS:

**INTEGRATING SCIENCE, TECHNOLOGY,
AND
SOCIAL INNOVATION
FOR SUSTAINABLE DEVELOPMENT GOALS**



**e-Book of Extended Abstract
Negeri Sembilan International (NSIEx) & Research Symposium
2025**

YSS003 - NOAH AND THE MAGIC KUIHS

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ABSTRACT

Noah and the Magic Kuih is a new way to preserve culture by using an interactive children's storybook to bring Malaysian food history to life. The story is about a young boy named Noah who finds a magical world where humanlike versions of traditional kuih live. Each one represents a different region's identity. Noah learns to like these cultural foods that he didn't like before by helping characters like Perak's Kuih Pelita and Terengganu's Kuih Seri Muka to overcome hard times. This eBook throws the important problem of cultural lack among youngsters by turning traditional desserts into fun story elements that teach heritage values through fun. The eBook utilises illustrations and interactive games, like puzzles and problem-solving tasks, to reinforce the stories about kuih. The unique method it uses is to give kuih humanlike traits while keeping real ties to their cultural and geographical roots. In the end, Noah willingly tries the kuih he once turned down, showing how effective experimental learning can be at changing a kid's mind. It uses play-based learning approaches that have been shown to help kids remember things about cultures. The eBook innovation goes beyond traditional storytelling by making a basis that could be used for other endangered cultural essentials. This opens the possibility of using multilingual versions. This work is a good example of how to protect intangible heritage while also teaching kids about cultures. It is especially useful for projects that focus on cultural sustainability and new ways of teaching.

Keywords – cultural, preserve, kuih, technology

INTRODUCTION

As the world is more connected, kids may be less concerned about old traditions and more interested in new goods. Noah and the Magic Kuih resolves this matter by utilising tales to bring back interest in Malaysian culture. The eBook portrays kids who can engage in cultural values better when they are actively involved in the learning process. This eBook contains an interactive and graphically rich style. The concept preserves these traditions alive by making kuih the major subject of the tale. It also makes them more interesting to individuals who grew up with digital technology.

OBJECTIVE

The objectives of the project are:

- i. To maintain and promote Malaysian kuih as cultural symbols.

- ii. To transform kids' perception about traditional dishes.
- iii. To establish a new format that blends narrative with interactive learning.

DESCRIPTION OF THE PROJECT

This eBook contain 20 pages and the illustrations are bright and exciting. Many kuih characters are designed to illustrate where they came from, which helps people learn about diverse cultures. People may engage with the tale by solving puzzles and mazes. The graphics and text work together to create an experience that is both enjoyable and informative.

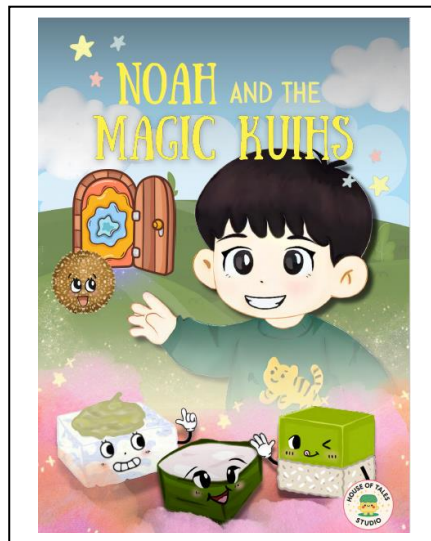


Figure 1: Book Cover



Figure 2: Content Page

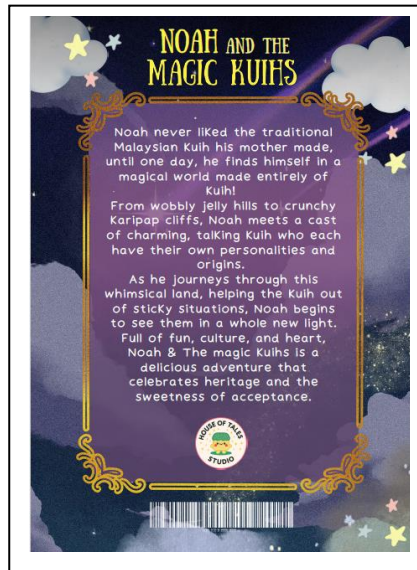


Figure 3: Back Page

NOVELTY

This project is unique because it is the children's book to turn Malaysian kuih into characters and include regional tradition and interactive gameplay. Its mix of attractive narrative and digital-friendly activities meets the needs of modern learners. The story uses Noah's character arc to show how exposure and understanding can change someone's mind about something they don't want to do.

CONCLUSION

Noah and the Magician Kuih's is an excellent example of how to tell custom story in new ways that would attract kids today. The eBook keeps tradition alive by presenting it in a fun and exciting context that kids can connect to. The fact that it worked suggests that such initiatives might help preserve intangible cultural assets all across the Malaysia states and serve as a model for future educational and storytelling innovations that can be employed on a bigger scale.