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Using Interactive Application in Creating Documentary entitled " a peek of…: Bandaraya Ipoh Edition

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Abstract— Ipoh City is Malaysia's third-biggest city in the nation with a populace of more than 710,000 individuals and a door to the Cameron Highlands. Ipoh has developed as a traveler goal. Offering a blend of frontier and customary appeal, limestone bluffs, and a progression of cavern sanctuaries, the city brags bounty sights to keep guests occupied. Shockingly, with the headway of the present innovation, the use of application for the travel industry is not very much presented to the most tourist. The purpose of this research is to build up an application by utilizing Interactive Documentaries on the travel industry direct to pass on the information in a more effective way, clear and charming. The 3P (Pre-production, Production, and Post-production) Model will be used in this study to ensure that the information is communicated effectively. A beta test with 31 participants put the application through its paces. A post-action survey was sent to users to measure their interest in the activity. According to the findings, users must also adjust to new advances in their environment. The entire behavior has a favorable influence on users, as evidenced by the good user comments.

Keywords: Tourism, Ipoh Tourist, Interactive Documentary, Application, Digital Media

I. INTRODUCTION

The state of Perak Darul Ridzuan is one of the 13 provinces of Malaysia Ipoh is the capital city of Perak. Ipoh is organized inside the District of Kinta and was reported as the capital of Perak in 1942. Ipoh moreover is one of the huge metropolitan areas that has a shocking tourism domain. Heaps of legacy structures have been worked during the pioneer time, for instance, Court House, the Railway Station building, and Town Hall building. Also, there were various food places and various spots that were the key interest among the tourists. A study of vacationers that has been done similarly reveals those people like visiting the recorded region and food spots, and that is only the start, especially global vacationers. In the diagram, an uplifting objective picture could empower the reasonability of objective publicizing.

In fact, with the improvement of the development of media, the effect of an objective picture could be intensified through different online media approaches, for instance, web-based life, books, or computerized books through the creativity of the travel industry. As Malaysia has a lot of the travel industries traits, for instance, tropical greenery scenes, inheritance objections, social towns, metropolitan life, beach, the movement business spots, etc., it is basic to drive a unique travel industries objective picture to the overall tourists. Reviewing the photos obvious by the tourists is significant to give a supportive methodology idea, especially in setting strategies for exhibiting masterminding. Ipoh's tourism industry characteristics, adjacent to shopping, are in like way seen as normally astonishing close by food, culture, and a spot of interests head the quick overview. The metropolitan as a goal is seen by most extreme analysis as secured, reasonable, steady, central work environments including foundation preceding fulfill voyager need.

The following is a breakdown of the paper's structure: In Section 2, we will discuss the definition of interactive documentary, as well as its advantages. The approach that had been employed throughout the investigation was then discussed in Section 3. The data and findings that were gathered during the research's evaluation phase are then presented in section 4. Finally, the conclusion and future recommendations for research enhancement.

II. RELATED WORKS

This development revolves around the research of the way toward joining between two correspondence handle: the documentary genre and digital media. Albeit the chronicled setting of the narrative started 50 years before that one of the high-level media, the two methodologies have progressed and, nowadays, they have shown up at an incredibly interesting motivation behind get together. In the assessment of Castells, concerning the fulfillment of the twentieth century and, most importantly, around the beginning of the 21st century, the two sorts have been taken abruptly, vanquishing their starters, getting by in a switching condition, and appearing around at an essential level of progress. From the firsts, each arrangement got a movement of properties and characteristics customary of the other. To a great extent, a blend begins from regular interest: the documentaries sort contributes with its couple of strategies for addressing this present reality, and the digital media class contributes with its new investigating and participating modes [1].

A. The advantages of Interactive Documentary

Interactive documentaries run well on most: PC, phone, or tablet. Besides, documentaries can give a consistent, noteworthy experience whether the tourist is on a PC in the work environment or utilizing a smartphone on the vehicle. This makes the production methodology more straightforward for you. Out of the aggregate of our travel industry manage modalities, video is very adaptable. Video can stay all alone online as a microlearning asset. Interactive documentary is clear and can remember the traveler of the substance [2]. At whatever point done fittingly and satisfactorily, you can outsmart the two universes – drawing in characters and account, with opportunities to introduce high-contact experiential learning through decision-based outcomes and yields. Interactive documentary licenses customer-driven dynamics and a sensation of customer control [3]. This can engage a more altered learning experience and more unmistakable choice for the tourist. Inauthentic self-facilitated plan, users of the interactive documentary can pick how significant they need to go with the substance: hold fast to the principal message or look at side focuses.

B. Case Study

Before the development process has been taken in place, this study identified articles regarding travel apps, documentaries, and tourism in Ipoh that available. Based on the research, this paper found a total of 3 journals that implement a new way of tourism innovation technique.

i. Destination Marketing and Rebranding Tourism Images of Ipoh City, Malaysia

The research tracks down that convincing a new image of Ipoh city in Malaysia approved tremendous in considering the target confirmation strategy for the travel industries parts and the affiliation in between target picture alongside inclination or appearance focuses. The appraisal suggestion intertwines understanding the market credits and picking the devices correctly when masterminding the limited time mix, making quality responsibility for contact showing tourist procure an extensive superb assessment of own raid through Ipoh [4]. Inside this article, it is about the investigation of destination images is large late development to the field of the travel industries research. On a very basic level, the research suggests that those objectives with strong, positive pictures will undoubtedly be considered and picked in the development decision system. In this way, destination images have a critical occupation in the various models of development dynamic made to date.

ii. Critical Analysis of Documentary Productions in Malaysia

The missing association here could be the impact that was imparted from documentaries movies to the crowd understanding, which infers that a good narrative should have the alternative to impact the public to proceed with the public's energy during and after the watching method. Even though receptiveness to local documentaries is not, now an impediment to Malaysian, local documentaries are yet fighting to get local's thought. Inside this article, swarm affirmations of local documentaries in Malaysia have diminished appeared differently concerning those conveyed abroad which got an amazing response from nearby crowds. An "Acknowledged method" was conveyed as an agenda as a guide for documentary creations to deliver a superior narrative film. Consequently, this article revolves around assessing the current condition of documentary creation, recognizing deficiencies of Malaysian conveyed narratives, and make a proposition on the most capable technique to improve the production of accounts in Malaysia [5].

iii. Behavioral Intention to Use Travel Mobile Apps in Malaysia

In charting the headway of mobile applications in the travel industries from its beginnings during the 1960s to the current day, this paper intends to show how it will impact tourists' objectives to address the choice of travel applications. It has pulled in the analyst to

furthermore appreciate factors that affecting tourists' assumption to use travel applications. It is like manner will add new pieces of information into users' apportionment and tendencies of mobile applications, particularly in the travel industries set. Thus, the essential target of the current assessment was to dissect the determinants that affecting tourist assumption to get travel mobile application [6].

TABLE I.   DESIGN FACTOR

	A	B	C	A Peek Of…: Bandaraya Ipoh
Audio	No	No	No	YES
Interactivity	Yes	Yes	Yes	YES
Animation	No	No	No	YES
Information	Yes	Yes	Yes	YES
Video	No	No	No	YES

a: Perak Wonders
b: Malaysia Tourism
c: Penang Travel Guide

III. METHODOLOGY

Research methodology goes about as a proficient technique to manage research. It is an assessment of centering how the project is to be finished. The methods to the side which experts access their task of depicting, clarifying just as predicting contemplates were named research strategy. It is other than portrayed as the assessment of technique by which data is drawn. The fact of the matter is to permit the task strategy of research. Pre-production, production, post-production, app design, and assessment are included. The way toward making a video from idea to finish comprises of three stages: Pre-Production, Production, and Post-Production. Stage one (Pre-Production) is the spot all the masterminding and coordination happens, stage two (Production) is where you get every one of the parts that will be in your last video, and stage three (Post-Production) is the spot every everyone of the segments gets changed together and united to make the last video. For the applications plan, ADDIE Model was utilized, the model beginnings by characterizing the venture's subtleties. The creator would proceed onward to stage two, Design, after finishing the principal stage, Analysis, in the ADDIE model.

A. Pre-Production

During the pre-production stage, the most crucial thing is to setting a creation plan, making reasonable thoughts, investigating areas, and getting ready for production. The principal stage is a pressing stage that joins a couple of basic subtleties ahead making the interactive documentary. In the wake of picking the name, the creators need to see the objective of the project to ensure that the project that they have will affect some piece of the tourists. The creators in like manner made a storyboard and storyline for

genuine assessment during the production stage. With film production, this includes storyboarding and making trade and what will happen in explicit scenes.

B. Production

Stage two is a stage when the video is truly made. During this stage, the video scenes and areas will definitively be shot dynamically. The creators should shoot agreeing with the storyline to sidestep any shortfall of film. It best to shoot a similar number of shots as we need to successfully pick the absolute best. The creators also need to finish a few meetings for the spots that need some conclusion. As they were causing a travel industry to oversee narrative, The creators should pass on the information respectably and fascinatingly so the vacationers can appreciate the video guides. The creators should get each second on the spots, so the travelers were pulled in to visit our featured spots. Subsequently, the creators can improve the spots promoting strategies and assurance that both social affairs were content with our own [7].

C. Post-Production

The last stage is a phase when all the recording is finally been finished. In the post-production stage, all recordings, graphical elements, voice-over, audio cues are collected for editing. Final Cut Pro was utilized in outlining, shading reviewing, sound blending, and above all the intuitive part for the client to communicate with the video. During the post-production stage, a studio will evaluate the recorded video and sound film. The designer utilized Logic Pro to screen the sound. They will by then guarantee that the entire video has been recorded as masterminded. The gathering will moreover amass the audio effects, special visualizations, colors, sound upgrades, and sound plan to finish the piece. After finishing these cycles, the last video will be imported to Unity3D for application development.
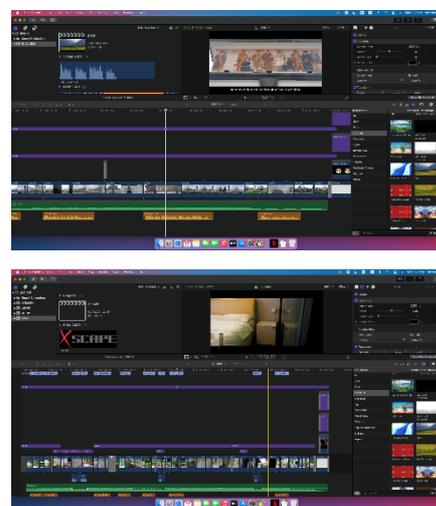

Fig 1. Editing process of the Documentary

D. App Design

The developer of the project and the priorities found during the review process will begin the design stage. It also contains critical information that aids in the project's progress. The design process seems to be more like the creation of a roadmap, a development framework that guides us to the desired outcome[8]. During the design process, the prototype is built with Adobe Illustrator CC2021 for the environment and GUI. Following the identification of the parts, the developer must create rough sketches and a storyboard for the design. This is a preliminary phase in the progress of the project. A large number of designs were created before the final sketches were selected.
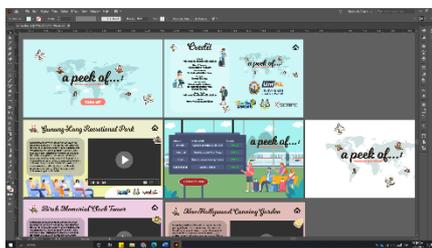

Fig 2. App Design on Adobe Illustrator

Following the completion of the design process, the design will be used in Unity to compile the apps and finish them. This app's UI has been fully developed by using Unity and C# as the main scripting language. All the interactivity has been developed in Unity.

Fig 3. Development on Unity3D

E. Implementation

A mechanism is generated for the trainer and users during the implementation stage. The outcomes of application learning, the delivery process, and the methods of implementation are all included in the trainers' preparation [9]. Users must be taught new technologies and devices, such as software and hardware, to be ready. This is also the stage at which the project's designer assists in ensuring that the hands-on tools, instruments, and devices are ready for use and in the best possible location, as well as that the learning application and devices are usable.
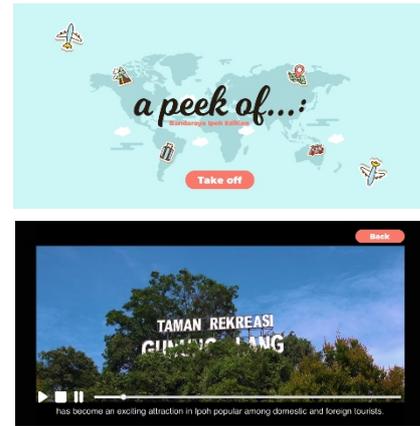
Fig 4. Screenshot of the apps

F. Evaluation

The content expert and target users will assess the applications at this point of the assessment. The first assessment was done with a content specialist who is also an instructor. Following the content expert's assessment. The target users have evaluated the submission. The app is successfully tested by 31 target users. Both evaluations were completed using an online platform. The assessment was unable to consult with the content expert and target customers to complete the actual evaluation process due to the pandemic.

IV. RESULTS AND DISCUSSION

The research is conducted online at this stage, with a series of questionnaires sent to 31 targeted respondents who tried the applications individually while being closely monitored. The 31 targeted responders who took part in the testing were asked twenty questions about the process. Table II shows that because of the quality of the video and the usability of the mobile application employed in this project, 25 (80.6 %) of the 31 respondents strongly agreed that the applications make it easier to learn about Ipoh. As a result of these findings, it is apparent that Interactive Documentaries played an important part in the tourism system. With this application, users may discover and connect entertainingly. Finally, the majority of users strongly agreed that they learned about fascinating sites in Ipoh as a result of using this application.

TABLE II.   RESULTS AND FINDINGS

Item	R	%
This video makes it easier to learn about Ipoh.	25	80.6
This video is easy to understand.	26	83.9
This apps is easy to operate with clear instructions.	22	71
I found the use of narration is well clear and suitable.	28	90.3
I found the footage uses to be very clear and sharp.	24	77.4

R: Respondents out of 31

V. RECOMMENDATION AND CONCLUSION

There are a few areas where this Ipoh project could be improved. A few recommendations have been outlined for the future such as Future creators who continue to work on this project will add more interesting places in Ipoh. Next, The developer may develop other applications for other Malaysian locations. Other than that, The developer will have to include an iOS version as well as a version for other platforms. The developer could provide more interactive elements like maps and 360-degree views of the locations. Also, The developer might improvise the audio narration to immerse users. The developer could provide some immersive games to entice users to play. Finally, the developer should consider designing more travel ventures, not only for Ipoh but for the benefit of Malaysia's tourism industries in general.

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