

# Digital Preservation of Cultural Heritage: Interactive Documentary of Malay Male Traditional Clothes

Muhammad Syahmi Razin Abdul Aziz  
Universiti Kuala Lumpur  
Malaysian Institute of Information Technology (MIIT)  
msyahmi.aziz@s.unikl.edu.my

Suhaili Din  
Universiti Kuala Lumpur  
Malaysian Institute of Information Technology (MIIT)  
suhaili@unikl.edu.my

**Abstract**— This project aims to create a digital archive of Malay Male Traditional Clothes in order to preserve a piece of Malay Heritage Culture. The Malay Male Traditional Clothes, popularly known as "Baju Melayu," is a long-standing Malay cultural habit. Men wear Baju Melayu on significant occasions like Friday prayers and formal parties. Many components of the Malay cultural inheritance, however, are increasingly losing their relevance in society as a result of current global pressures. Much of Malay traditional history has been neglected as a result of the Malays' lack of understanding and appreciation. As a result of the introduction of technology and education, the Malays have absorbed many western influences. The problem was that there was no good documentation for Malay Male Traditional Clothes in the archive that could be used as a guide for the younger generation or society. This project will investigate an interactive documentation platform for preserving Malay traditional cultural heritage for men's clothing as part of a strategy to study Malaysia's Malay heritage culture, as well as create a proper film documentary of Malay traditional cultural heritage for men's clothing and evaluate the video documentary's efficacy as a medium for delivering the preservation message. The video production method, which includes pre-production, production, and pre-production, will be employed for this project. This effort will be tried on a group of 20 people, including Malaysians and young people. This initiative is intended to serve as a springboard for Malay cultural heritage preservation initiatives that would serve as a model for future generations in Malaysia.

**Keywords**—Baju Melayu, Malay Cultural Heritage,

## I. INTRODUCTION

Malaysian traditional garments are rich and varied, and they can be seen all around the country. Beautiful costumes are available in a wide range of styles and designs, with fashions and designs varying by state. Since the formation of modern Malaysia in 1963, more of the impressive collection of traditional clothes has been added. Malaysia's fashion legacy is enriched by Sabah and Sarawak, which are both rich in tradition and culture from their diverse ethnic groups. We are really fortunate now to be able to recognise Malaysia's rich heritage of traditional clothing from

various ethnic groups and communities as our own cultural identity, something we can be proud of. Cultural heritage is a system of assets which, due to their particular historical, cultural and aesthetic importance, are of public interest and represent the wealth of a place and its population [11]. A traditional Malaysian clothing is the "Baju Melayu." Since the 15th century, Baju Melayu has been a traditional Malay men's garment. Male Baju Melayu consists of a loose tunic worn over trousers and frequently accompanied by a "sampin," sometimes known as a "sarong." It is wrapped around a man's hips. They also frequently wear a religious headgear called a "songkok" on their heads. Men's traditional clothing in Malaysia consists of a silk or cotton skirt and blouse, as well as a scarf-like piece of fabric knotted around his waist. Because the ends are sewed together, this scarf is called a sarong or sampin. The majority of the clothing is vibrant and eye-catching. During Hari Raya, Malay men must wear Baju Melayu, which is their traditional costume for the event. Baju Melayu is distinct and has its own specialty because each part means something. As a result, we should not alter or downgrade Baju Melayu styles. Baju Melayu is worn by Indians, Chinese, Sarawakians, and Sabahans in addition to Muslims. Baju Melayu also serves as a link between Malay culture and Islamic culture. Because it is unique in its own right and is a proud part of Malay history, Baju Melayu should not be forgotten or altered from its original design [10]. Therefore, the objectives of this study are as follows:

- To study on interactive documentation platforms to preserve cultural heritage values.
- To develop a proper documentary of Malay traditional cultural heritage for male clothes.
- To evaluate the effectiveness of the interactive documentary as a medium to deliver the cultural heritage value to the audiences.

### A. Problem Statement

The problem was that there was no proper documentation for Malay Male Traditional Clothes in the archive that could be used as a guide for the younger generation or society. Documentary

films play an important role in how we see and position ourselves in the world. While traditionally viewed as a creative practice, documentary filmmaking has been transitioning into the academic world as a way to undertake and engage with research practices [5]. Apart from that, ignorance, a lack of appreciation, and a lack of exposure to Malay Traditional Clothes among the younger generation are the key causes contributing to the fall in popularity of this Malay Culture Heritage.

### B. Research Question

- How does this video documentary will help in preserving Malay cultural heritage value?
- What is the documentary's contribution to the preservation of Malay cultural heritage?
- What are the advantages of this project for the society?
- What impact will this documentary have on Malay cultural heritage preservation efforts?

## II. LITERATURE REVIEW

A Literature review has always been of paramount importance in the research world and is considered to be a piece and parcel of research basics, going beyond the simple fact of collecting data [12]. I did a YouTube literature review before starting this project. This chapter covers all of the pertinent information regarding this study, which was acquired from prior research in a related field. The literature review is quite useful because it can be derived from a reliable source of information that will aid in the project's workflow. The focus of the literature review is on documentary videos about cultural heritage preservation.

### A. Case Study 1) *Lost Forever: The Art of Film Preservation*(Gravitas Docufilms)



Figure 1: Gravitas Docufilms [6].

This is a fantastic documentary. Expository Mode was the type used by the director. The majority of the participants (83.33%) said they would use the expository mode [13]. They used facts and graphics to tell the story and supplied

evidence to the audience. Figure 1 depicts how the story has been told in the proper order over time. In the intro, they also used good background music to grab the audience's attention. Then, someone who wants to view something on YouTube for 27 minutes can do so. The documentary's shortcoming is that there is no subtitle for the interviewed voices when the images and videos are exhibited. Aside from that, the shot in the interview scene is too tight or close-up. Finally, the colour colouring of the documentary is excessively bland and dull.

### B. *True Story 1 - The Philippines: Preserving a Culture of Life*(The Human Life)



Figure 2: Human Life International [7].

The documentary from Human Life International is an excellent example of how to keep a culture alive. The narrator and sound in this documentary are very clear and easy to hear and understand. States that narratives in a story can be understood as a form of communication through the experience of the filmmakers to the audience and vice-versa [3]. The ambiance of the documentary is very excellent, and the background music is appropriate for the emotional subject. One of the documentary's flaws is that there is no English subtitle to help the audience catch up because of the Philippine vernacular. Aside from that, background noise might make it difficult to hear someone speak.

### C. *Preserving Heritage : Kailashnatha Temple*(The Madras Documentary Company)



Fig. 3: The Madras Documentary Company [8].

Essentially, this film is about Indian culture's heritage. India has a very rich cultural heritage from the ancient period [14]. A large number of cultural remains such as Prehistoric Rock paintings, Stupad, Temple, Fort, Sculpture, Inscriptions etc have been found in pan-Indian region [14]. This documentary is both instructive and enjoyable for individuals who appreciate learning about old structures. The background music in this documentary is fitting for the theme because the editor used Indian music as background music. On the other hand, the graphic in this documentary is dull and unpleasant. A watermark with the company's website is also present in the same location as the subtitle. The watermark makes it difficult for viewers to notice the subtitle due to the double typography. Finally, the cinematography in the documentary is mediocre and unpleasant. It reveals how uncaring the cameraman is.

#### D. Shaolin heritage



Figure 4: Monkey Steals Peach [9].

Anyone interested in martial arts, particularly Kung Fu, should watch this film. Kung Fu in Cantonese broadly means 'technique' or 'skills' [15]. The documentary's introduction is good and will put the audience in the mood for Kung Fu because the editor used Chinese language and Chinese background music. The filmmaker also uses drones to get panoramic shots of the temple's surroundings. Unfortunately, noise has degraded the sound quality of the microphone used by the director to record the voice over and interview. Then there's some wobbly footage that was captured because the director didn't utilize a tripod when filming.

### III. METHODOLOGY

The research approach is the most important part of any study. This is where all of the information was acquired. The purpose of this research is to aid in the preservation of Malay culture. This study will focus on the research instruments and procedure. The questionnaires are utilized to achieve the goals of the study. It's vital to evaluate how effective this digital preservation is by using digital platforms like interactive video to educate people about Malay traditional clothes. The questions have been written in English. This study used a mixed method approach to make it

easier for people to grasp. My goal with this video documentary is to educate my target audience, as well as others all over the world, understand what "Baju Melayu" means and to embrace and preserve our cultural heritage.



Fig. 5. ADDIE Model: Instructional Design [2].

#### A. Analysis Phase

Throughout the analysis phase, everything is planned and data is gathered. The project's goal of aiding with the future steps is also included. The researcher must analyse and determine the project's focuses and purposes, problem statement, research question, and limits during the analysis phase. Throughout this phase, we collect and analyse all data and information in order to meet the expectations of the target audience. For example, I will conduct questionnaires and interviews with my target audience to attain this goal.

#### B. Design Phase

During this step, the researcher selects all of the materials and data acquired. The data collected must be accurate and pertinent to the project's concept. It requires coming up with concepts that meet the target audience's expectations. All questionnaire and interview materials are included in this step. The layout of this project, including the storyline and storyboard, must be finished. For example, all of the plans from the analysis phase must be interpreted in the design phase.

#### C. Development Phase

During the development phase, all of the concepts and information are created. This stage implements all of the concepts and information from the previous phases. It includes the data gathered in the previous two stages. The researchers have acquired accurate data in order to complete the study and have produced a plot to explain the findings to the audience at this step. This step required substantial re-editing in terms of grammatical errors, spelling, storyline, and the quality of the video documentary. Figuring out the graphic, final storyline framework, and video content required a lot of talent. Researchers must analyse and revise the project before it is

completed to ensure that it runs smoothly and satisfies the expectations of the target audience.

In the video making phase, 3P Processes has been used. It consists of (3) processes, pre-production, production and post-production:

- **Pre-production**

Pre-production will be the initial phase of the project. All project-related information will be gathered and choices will be made during this phase. All script writing and shooting sites will be decided during this phase. The documentary video's screenplay will be organised and translated into a storyboard once all of the data has been collected. It's vital to ensure that the project proceeded well and was well-organized in the next step.

- **Production**

During this phase, all shooting and recording will take place, led by the storyline and storyboard that were produced during the pre-production phase. In the shooting and recording process, B-roll, filming, obtaining insert pictures, and voice-over sound recording are all essential raw material. This step will need the usage of camera, lighting, microphone, and other shooting equipment.

- **Post-production**

The final stage is post-production. All of the raw materials will be gathered in an editor's computer for the editing process at this step. There will be two stages of editing in the editing process: offline editing and online editing. After two stages of editing is done, editor will render the full video.

#### D. Implementation Phase

During this phase, the developer will learn about the results, delivery methodology, and testing. This interactive documentary will be shared on any social media network that may be reached, including Youtube and website, in order to get feedback. The developer will utilize the feedback to improve the product before it is assessed. The project's creators must continue to scrutinize, revise, and improve it. No project can be successful unless it is assessed and relevant changes are made throughout the implementation phase.

#### E. Evaluation Phase

The fifth phase of the ADDIE Model is evaluation. The multi-dimensional evaluation step is equally crucial in the ADDIE process. During the evaluation phase, the developer evaluates whether the problem statement has been solved, if the objectives have been met, and the impact of this interactive documentary on the targeted audiences. The evaluation phase is commonly overlooked due to time or expense restrictions.

I. **Analysis:** Does this project's objectives and purposes meet the project's goals and needs? Are the project's aims and needs met by the project's objectives and purposes? How effective is this film in safeguarding Malay traditional heritage?

II. **Design:** Is the interactive video documentary meeting the analysis phase's requirements? Is the content able to provide value to the audience?

III. **Development:** Is the greatest thing to bring out for the development activities or more term to finish the project's requirements? Is the developer in charge of the project's design and planning? The prototype must be completed before moving on to the implementation phase.

#### IV. PROTOTYPE DEVELOPMENT

This chapter will go over the process of developing a prototype for an interactive documentary about Malay male traditional clothing. In this prototype development process, which consists of five phases, the ADDIE model was applied. Planning, analysis, design, development, implementation, and evaluation are the steps. Its purpose is to ensure that the prototype development process was organized and systematic.

##### A. Software Requirement

TABLE I. SOFTWARE REQUIREMENT

Software	Description
<b>Adobe Illustrator 2020</b> 	Developer uses this software to create vector or graphic such as the title, name label and button.
<b>Adobe Premiere 2020</b> 	This software used for video editing during post-production process. This software can be used for arranging footage in sequence and trimming. This software also is the main software in developing the documentary video.
<b>Adobe Photoshop</b> 	This programme was used by the developer for photo alteration and photo manipulation in this project.

<p><b>Adobe Captivate</b></p> 	<p>This is the last software that has been used in prototype development for adding interactive part to the documentary video.</p>
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**B. Prototype Design**



Fig. 6. The pototype design editing software

**V. TESTING AND RESULT**

The test phase was completed in February 2021 with 46 participants and respondents. The Digital Cultural Heritage: Interactive Documentary on Malay Male Traditional Clothes is aimed towards the younger generation and Malaysians. The purpose of the test is to see if the project meets all of the aims and objectives that were communicated to the users. It is also to identify the project's flaws in order to enhance it in the future.

**A. Survey Result**

A questionnaire survey with 46 respondents was done among Unkl students, the younger generation, and Malaysians. The findings are quite useful in determining how to support the framework in order to improve and modify it further. The topic of the questionnaire was the preservation of digital history through the use of an interactive video documentary for Malay male traditional clothes. The pie charts and the results of each question are shown below.

Do you agree that there is no proper documentation for Malay male traditional clothes before ?



Fig. 7. Result of problem statements

According to the pie chart above, the majority of respondents stated that there has never been appropriate documentation for Malay male traditional clothing. This information can assist in answering the project's problem statement.

Do you think peoples nowadays have a lack of exposure to Malay traditional clothes ?



Fig. 8. Result of problem statements

According to the pie chart, 97.5% percent of respondents believed that individuals nowadays are not exposed to Malay traditional clothing. It also aids in the solution of the project's problem statement.

Do you think that this documentary is effective as a medium to deliver cultural heritage value to the audiences ?



Fig. 9. Result of problem statements

A total of 76 percent of respondents strongly agree that the illustrations used are appropriate for all ages. This means that the developer was successful in using acceptable illustrations in the animated series that can be viewed by people of all ages. Meanwhile, 20 percent of responses come from agree, and 4 percent of respondents agreed with neutral.

Will this documentary give impact on Malay cultural heritage preservation initiative ?



Fig. 10. Result of contribution

According to the bar chart above, the majority of respondents are very satisfied with the information provided in the animated series. In conjunction with that, based on the survey results, this animated series has successfully provided information to audiences. There was a total of 12 respondents who voted agree for satisfaction and neutral with this animated series.

How much new knowledge or information about Malay male traditional clothes did you get after watching the documentary ?

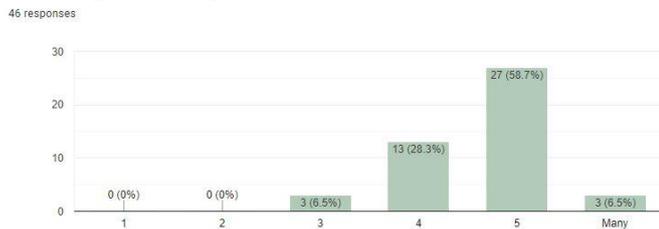


Fig. 11. Result of information earned

According to the bar chart above, 82 percent of respondents strongly agreed that this animated series can help raise awareness among Malaysians. This demonstrates that this animated series has a positive effect on Malaysians in order to flatten the curve. The remaining 18 percent of respondents answered agree, which is still a high level of agreement.

## VI. CONCLUSION AND RECOMMENDATION

As the conclusion, this project has met all objectives and problem statements stated. As a result, this interactive documentary will have a positive impact on audiences as a medium for delivering cultural heritage value. According to the poll results, majority of the respondents believed that no proper documentation for Malay male traditional clothes in archive before this. According to the poll results also, 100% of respondents agreed that this documentary is an effective medium for delivering cultural heritage value to viewers. As a result, 84.7% percent claimed it was their first time seeing an interactive video about Malay male traditional clothing. This occurred because there are currently only a few people who are dedicated to preserving Malay cultural heritage. The majority of

us, especially the younger generation, were preoccupied with modern lifestyles.

As a suggestion for enhancement, the developer might provide English subtitles so that the documentary can be viewed by people who do not speak Malay. English is currently the official language that is used in almost all fields such as medicine scientific research, technology and even international organization that connects every people from all around the world [4]. Then, to make it more informative, add extra information to each subtopic. In addition, the developer can interview more experts on Malay male traditional clothing. It will also assist the target audience in recognizing more individuals who are involved in the Malay cultural heritage scene. Finally, based on the responses to the poll, one respondent suggests that the developer reduce the volume of the background music.

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