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A Case Study of The Sarawak Cultural Village (SCV) Application: An Evaluation of User Perception of SCV Application

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ABSTRACT

In the wake of the post-Covid-19 challenges affecting tourism and education, this study delves into the growing importance of virtual museum applications as a means of cultural heritage learning. Focusing on the Sarawak Cultural Village (SCV) application, the research explores user perceptions, media availability, and demands related to virtual museums. Utilizing a case study approach involving Sarawakians at Universiti Malaysia Kelantan, the investigation evaluates their perception of the SCV application and provides recommendations for its enhancement. Notably, all responses indicate agreement with the significance of virtual museums for cultural heritage learning, with a minimum mean score of 3.95. The findings underscore the value of virtual museums in disseminating cultural heritage knowledge within the local context. The study recommends enriching the SCV application with multimedia elements, such as 3D models, animations, and videos, along with clear operational instructions. Furthermore, it suggests incorporating assessment features to reinforce learning. These recommendations are anchored in an established user experience model aiming to deliver a seamless user experience for local cultural heritage content, particularly within the “virtual tour” section in SCV.

Keywords: Perception, User Experience, Virtual Museum, Sarawak Cultural Village Application

A CASE STUDY OF THE SARAWAK CULTURAL VILLAGE (SCV) APPLICATION: AN EVALUATION OF USER PERCEPTION OF SCV APPLICATION

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INTRODUCTION

Post-Covid-19 is one of the most challenging eras in human history, with several sectors, including tourism and education, being dramatically affected due to the lack of physical participation (Kaushal & Srivastava, 2021; Pokhrel & Chhetri, 2021). The study also reveals a decrease in the number of physical museum visitors over time due to the implications of Covid-19. In recent years, virtual technology in cultural learning through virtual museum applications has garnered significant attention as a new platform that encourages people to learn about cultural heritage without the need for physical presence in a real museum (Wei *et al.*, 2019). Consequently, virtual museums are believed to become the new medium for preserving, conserving, and learning cultural heritage, replacing conventional museums. Previous research has incorporated virtual reality (VR) and augmented reality (AR) presentation technologies to enhance the exhibition of cultural heritage, such as historical sites or museums (Bachiller *et al.*, 2023). A survey conducted in Europe showed that 35% of museums have already implemented VR and AR technologies to engage and interest visitors in their collections (Ibrahim & Ali, 2018).

The usage of virtual museums became essential during the Covid-19 pandemic when movement restrictions were imposed. However, there is limited evidence to prove the effectiveness of virtual museum technology for learning, conserving, and preserving cultural heritage (Povroznik, 2018). On the other hand, studies suggest that virtual museum technology can provide a more rewarding experience through the implementation of multimedia information data (Pietroni *et al.*, 2018; Styliani *et al.*, 2009). To understand how this rewarding experience of virtual museums can be achieved in learning, conserving, and preserving cultural heritage, this paper aims to determine user perceptions of virtual museums, while reviewing existing virtual museums to investigate the potential of virtual reality technology for archiving artifacts and its suitability as a medium for cultural heritage learning.

A study was conducted to explore user perceptions, media availability, and demands regarding virtual museums. Sarawak Cultural Village (SCV), a living museum that attracts numerous visitors annually, has embraced virtual technology in preserving and exhibiting cultural heritage artifacts. The Sarawak Cultural Village application (SCV Experience) was chosen as the virtual museum application to be tested by Sarawakians, with the goal of investigating their perception towards developed virtual museum. Additionally, this paper aims to (1) conduct a case study among Sarawakian in Universiti Malaysia Kelantan in order to evaluate the their perception on SCV application, and (2) provide recommendations for improving the efficiency, effectiveness, and user satisfaction of the Sarawak Cultural