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

***Mohamad Shahfik Afendi Bin Abdul Ghani¹, Syadiah Nor Binti Wan Shamsuddin², Normala Binti Rahim³, Tenh Hock Kuan⁴ and Sudirman Bin Kiffli⁵**

^{1,2,3}Faculty of Informatics and Computing, Universiti Sultan Zainal Abidin (UniSZA), Universiti Gong Badak, Gong Badak, 21300 Kuala Nerus, Terengganu Darul Iman, Malaysia.

^{1,4,5}Faculty of Creative Technology and Heritage, Universiti Malaysia Kelantan (UMK), 16300 Bachok, Kelantan.

*corresponding author
afendi.ag@umk.edu.my

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

***Mohamad Shahfik Afendi Bin Abdul Ghani¹, Syadiah Nor Binti Wan Shamsuddin²,
Normala Binti Rahim³, Tenh Hock Kuan⁴ and Sudirman Bin Kiffli⁵**

^{1,2,3}Faculty of Informatics and Computing, Universiti Sultan Zainal Abidin (UniSZA),
Universiti Gong Badak, Gong Badak, 21300 Kuala Nerus, Terengganu Darul Iman,
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