

AWARENESS OF SOCIAL MEDIA BASIS AS A PROMOTIONAL MEDIUM FOR KULINTANGAN TRADITIONAL MUSIC OF SUNGAI TRIBES AT PAITAN

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This article discussed the awareness level of Sungai Tribes on using social media as a promotional medium for Kulintangan traditional music at Paitan. This study used a Quantitative approach through a survey of 377 people who expert in playing Kulintangan traditional music and owned various social media (Facebook, YouTube, Instagram, and WhatsApp). Based on the findings, the level of awareness of the Paitan cult on promoting Kulintangan via social media is moderate with a total average mean of 3.154 with a 1.302 standard deviation. The awareness of Sungai tribes on the usage of social media is more inclined to Whatsapp (ranking number 1 in overall mean and percentages) followed by Facebook, Instagram, and Youtube. Sungai tribes were also found to rarely share theKulintangan music on social media account. Therefore, the SABAS and Sungai cult should increase the sharing of Kulintangan music viaWhatsapp.

Keywords: Kulintangan Traditional Music; Sungai People; Social Media; Promotion

1. INTRODUCTION

Nowadays, the emerging of technology has influenced how people do things in life. The technological era also creates a new culture that brings large effects to everything in our daily lives especially when it comes to social media. The existence of social media has made human easier to communicate worldwide (Saad and Yusuf, 2019). According to Mustafa, Kasmani, Ariffin dan Mohd Noor (2020), they found that Malaysia's internet users started to grow since the implementation of the network in 1991 after local university research. Now, Malaysia has recorded 28.98 million users in 2019. For the overall media ranking, Facebook has the most users with 2600 million followed by Facebook Messenger, Wechat, Instagram, Tiktok, and others (Statista.com, 2020).

On top of that, social media has become the new platform to share learning experiences, culture, and creativity cultivation (Hu, 2020). Now, social media is also used to commercialize the local product, political ideology, sports (G-Sports and E- Sports), and cultural activity. Iqbal (2017) declares that a large number of users of social media makes it more suitable to promote one culture to the world. Datuk Sri Hajah Nancy Shukri, Minister of Tourism and Cultural at Malaysiaaktif.com (2020) also encouraging people to use social media to promote the cultural and tourism industry. Therefore, social media can be used to promote lots of cultural heritage traditions especially indigenous people in Sabah, Malaysia.

Sungai people are some of the indigenous people who live on the east coast of Sabah that is sheltered under the SABAS association which is the Sabah Association of Bangsa Sungai Sabah (Utusan Borneo, 2018). This people can be found around Sandakan, Kinabatangan, Pitas Kanibongan, Kota Marudu, Beluran and Paitan. Sungai people are categorized into 33 more sub-ethnic where there are a bit differences in languages, intonations, traditional costume, and their unique Kulintangan traditional music. The uniqueness of the Kulintangan of Sungai Tribe sound needs to be promoted as it started to be forgotten by the young generations, especially in Paitan.

Therefore, the increasing number of social media users and its various functions nowadays can be used to promote this traditional music to the young generation as they mostly into social media. However, a study needs to be implemented first to discover the awareness of Sungai people in using social media in promoting their Kulintangan traditional music. Thus, this study was implemented to discover the awareness of Sungai tribes at Paitan in using the social media chosen which are Facebook, Youtube, Instagram, and Whatsapp as the promotional mediums of their Kulintangan traditional music.

The research is based in Sabah where also known as Land Below the Wind one of the regions in Malaysia. The scope of the study is in a small district of Paitan, Beluran Sabah. Paitan was located deeply in the rural area of Beluran where the place surrounded by 50% of them are Palm Oil plantations, and 30% of forest reserved, and 20% (New Straits Times, 2020).



Figure 1. Paitan, Beluran from Sabah Map
Source: <https://www.bikeandtour.com/en/sabah-map>

2. LITERATURE REVIEW

The preservation and promotion of traditional music of Paitanic people started in 2006 by the member of parliament Beluran introduced one of the festivals named Pesta Tagunggu Paitan (Utusan Borneo Sabah, 2017). Pesta Tagunggu was implemented to

celebrate the festival but it is one of the attractions for local tourists to see for themselves the unique customs and culture of the river tribes in the area. Pesta Tagunggu is a good approach to promote the cultural heritage of the Sungai tribe in the state. The effort is also seen to attract tourists, researchers of music art, and traditional dance art from within and outside of the country. Besides, other activities such as Unduk Ngadau (Raraa Inuwung), Mutogunggu competition, Traditional Cottage competition, singing competition, and traditional food competition also implemented during the Pesta Tagunggu.

2.1 Sungai People within Malaysia

In Malaysia, there are various ethnic exist weather in the peninsula, Sabah, or Sarawak. In Sabah, 33 ethnicities of residence living. Some of them are Kadazan-Dusun, Bajau, Murut, Mandarin, and Rungus. Some of the minority ethnicities are Sungai People. This ethnic can be found in area of Sandakan, Kinabatangan, Pitas Kanibongan, Kota Marudu, Beluran and Paitan (Hussin, Shah, & Sansalu, 2012).

2.1.1 Traditional Music of Orang Sungai within Paitan

Here are several kinds of instruments in a complete set of music for Paitanic traditional music. The Kulintangan consist of 8 to 9 small Gongs that have different size and note. The famous instrument is Kulintangan and Gong which also can be found in the Kadazan-Dusun traditional music. Pugh-Kitingan (1992) in Batahong and Dayou (2002) research declare that the Kulintangan traditional music was made of copper that was introduced in Sabah about 200 years ago and this Kulintangan music instrument was ordered from Brunei and the Philippines. This traditional musical instrument is the main musical instrument of the Orang Sungai. The Kulintangan music of Sungai tribes is shown in Figure 1.

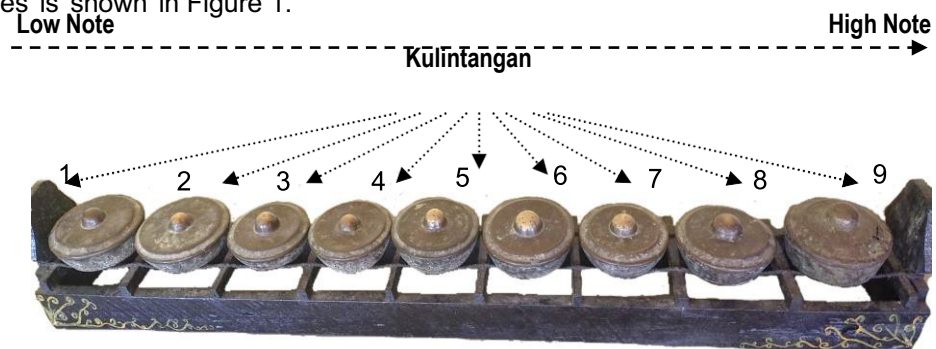


Figure 1: Kulintangan Traditional Music of Sungai Tribes at Paitan
(Source: Pn Jamalia Majjol, Kg Tawanan Paitan Beluran Sabah)

2.1.2 Preservation of Traditional Music of Sungai People

On 1999, an association formed called Persatuan Warisan Seni Anak Sungai (WARISAN) at Sukau village. The purpose formed this association to preserve the cultural heritage of the Sungai people. Besides, to increase teenage awareness to be involved in dance and traditional music. However, This Association faced some constraints in preserving their culture. Such as they were not invited to do performances, they also had issues of insufficient funds and cannot pay the dancers and musicians of WARISAN (Hussin, 2016).

Then, it continued by the Sabah Association of Bangsa Sungai (SABAS) by preserving the traditional heritage of this tribe by organizing an event and various competitions such as Pesta Damas 2017, 2018, and 2019, traditional music competition, and traditional clothes competition. However, the emerging of technology and globalization make them need to adapt to these technologies and utilize this platform by using social media to sustain the cultural heritage of the Sungai people because the internet as a form of social media provides an important community-based platform for sustainability of heritage conservation by providing open participatory in which community can play the active role more broadly stakeholders of different levels, races, genders, ages, that have an important role in important in collaborative planning and conservation (Liang, Lu, & Martin, 2021).

2.2 Social Media Today

Today, the increasing numbers of social media platforms and users are out of expectation. As we look back on 2010, the number of users of social media only 0.91 billion around the world. In 2020, it increases to 2.9 billion (Koukaras, 2020). In Malaysia, social media is also used mostly in today's culture especially the millennials because they have been exposed to it earlier.

According to Statista.com (2021), the most social media used in Malaysia is Facebook, followed by Instagram, Facebook Messenger, and LinkedIn. In this

research, Facebook, Youtube, Instagram, and Whatsapp are chosen as it is the most popular social media among the Paitan society.

2.1.1 Social Media Facebook

Social Media Facebook falls under the category of social networking that is earlier introduced in February 2004. Since introduced, it has become the most users around the world until today (Mustafa, Kasmani, Ariffin and Noor, and statista.com, 2020) from previous research discovered that Facebook is usually used for social interaction and information sharing as it is fast and cheap (Hanafi dan Rahim, 2017).

2.1.2 Social Media Youtube

Youtube is also known as the media sharing category was introduced in 2005 nowadays has become the main entertainment, learning, and business platform. Youtube is a social media that is used for video sharing, audio, and pictures widely. According to Yusof dan Tahir, (2017), Youtube nowadays have become top 3 most important platform that is used for the learning process as the teachers or lectures and student exchanges videos by a link in a creative way. For instance, different sites and web-based media channels, and YouTube permit Intangible Heritage to be shared internationally. The individuals who practice Intangible Heritage customs can now effectively record, perform, and advance their traditions. Individuals who aren't acquainted with the way of life would then be able to see how attributes of various societies are as yet present today (Sparks, 2020).

2.1.3 Social Media Instagram

Social Media Instagram was introduced on 6 October Media 2010 by Kevin Systrom (Blystone, 2020). It falls under the social networking category where it enables people to upload pictures or videos and interact with people worldwide online in real-time.

2.1.4 Social Media Whatsapp

Whatsapp was found by Jan Koum dan Brian Acton in Santa Clara California in 2009. Earlear it was launched under Iphone and later created for android, Windows Phone, Blacberry dan Nokia (Seufert, Hoßfeld, Schwind, Burger & Tran-Gia, 2016). The

developments now enable people to share documents, and links for easier use (Rahatri, 2019).

3. RESEARCH METHODOLOGY

This research was conducted using quantitative methods by developing questionnaires based on the research objectives and tested via 30 respondents of Paitanic people. The Chronbach Alpha Value for the pilot test has shown the reliability and validity of 0.934. 377 responders from a population of 29,100 according to Krejcie, Robert V., Morgan, Daryle W (1970) in determining sample size for research activities of the Paitan answered the survey that consists of 16 questions regarding the topic at table 1. The survey was distributed to many respondents to get broad and wide opinions. The data were analyzed using SPSS Version 26 using descriptive statistics of mean, standard deviation, and percentages.

4. RESEARCH FINDINGS

There are 157 (41.6%) male and 220 (58.4%) females involved, and most of the 140 (37.1%) are from middle age which is 23 to 30 years old, followed by the youth from 16 to 22 years 88 people (23.3%), 40 years and above a total of 78 persons (20.7%), 36 to 40 years a total of 44 persons (11.7%), and the least is the age between 31 to 35 years (7.2%). Both the most total of 140 persons (37.1%) involved in this study has PMR or PT3 and others where they do not have educations also have the same values. The following same numbers of 88 people (23.3%) is for those who have UPSR, and Degree. And then followed by those who have STPM with numbers of 44 people (11.7%). Most of them which are 201 people (53.3%) are married and the other 176 respondents (46.7%) are still single. Most of them which are 279 people (74%) do not have the traditional Kulintangan music instruments and only 98 persons (26%) mostly the elder owned the instruments. Of the 26% that owned the Kulintangan traditional instruments, only 82 persons (21.8%) know to play the instruments and another large number of 295 (78.2%) of the respondents do not play the Kulintangan instruments.

Table 1: Mean analysis and Percentages

No.	Item	Percentages (%)					Mean	SD	Level
		1 (SD)	2 (D)	3 (N)	4 (A)	5 (SA)			
B1	I owned Facebook account	4.5	10.5	2.9	30.5	51.5	4.14	1.166	High
B2	I regularly share pictures and video on Facebook	8.0	20.2	17.0	32.4	21.8	3.40	1.253	Medium
B3	I regularly see people sharing Kulintangan music at Facebook	13.0	26.5	25.7	21.5	13.0	2.95	1.235	Medium
B4	I regularly share picture and video about Kulintangan music on Facebook	18.3	31.3	25.7	13.3	11.1	2.68	1.235	Medium
B5	I owned Youtube account	8.8	16.4	9.8	25.7	38.7	3.70	1.362	High
B6	I regularly share pictures and video on Youtube	20.7	33.4	19.4	17.5	8.2	2.59	1.230	Medium
B7	I regularly see people sharing Kulintangan music at Youtube	19.9	27.9	17.0	18.0	17.2	2.85	1.388	Medium
B8	I regularly share picture and video about Kulintangan music on Youtube	22.5	32.6	22.3	12.7	9.8	2.55	1.244	Medium
B9	I owned Instagram account	9.8	23.1	14.3	20.2	32.6	3.43	1.397	Medium
B10	I regularly share pictures and video on Instagram	13.0	28.6	21.5	22.0	14.9	2.97	1.274	Medium

B11	I regularly see people sharing Kulintangan music at Instagram	17.8	32.4	27.9	14.1	8.0	2.62	1.163	Medium
B12	I regularly share picture and video about Kulintangan music on Instagram	18.6	30.0	24.7	10.9	15.6	2.75	1.313	Medium
B13	I owned Whatsapp account	2.9	3.7	3.4	27.1	62.3	4.51	1.750	High
B14	I regularly share pictures and video in Whatsapp	5.0	11.9	13.0	37.9	32.1	3.80	1.160	High
B15	I regularly see people sharing	18.6	28.6	19.1	20.7	12.7	2.80	1.310	Medium

	Kulintangan music on Whatsapp								
B16	I regularly share picture and video about Kulintangan music on Whatsapp	22.3	28.6	19.1	15.1	14.9	2.72	1.359	Medium
Average Min For All Item		3.154						1.302	Medium

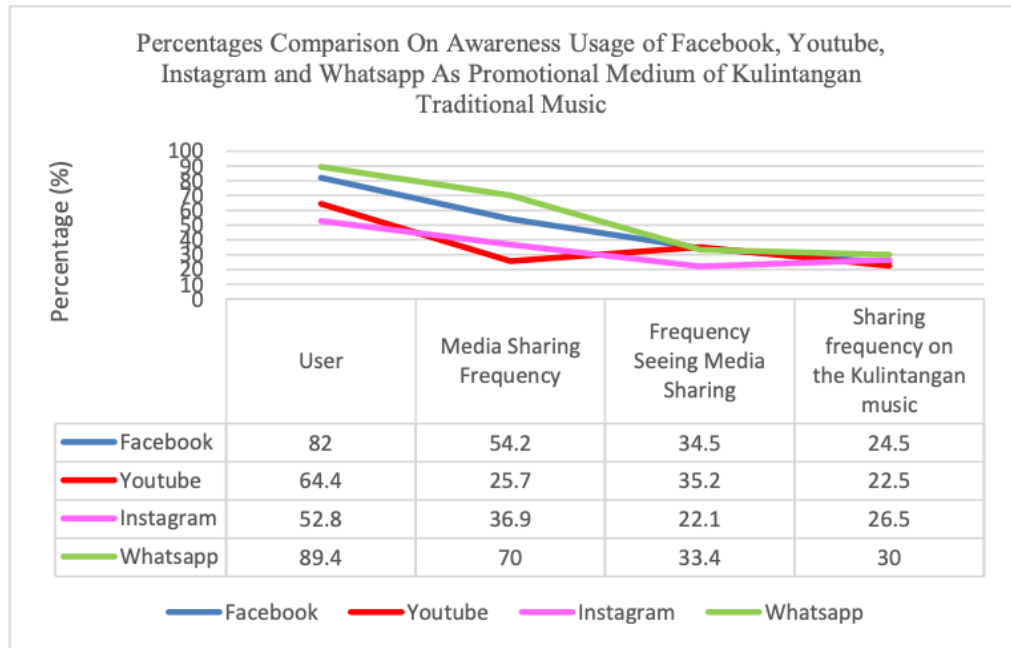
Table 1 indicates the mean and percentage analysis for the case study to measure the awareness level of the Sungai tribes at Paitan on the uses of social media Facebook, Youtube, Instagram, and Whatsapp to promote the Kulintangan traditional music.

5. DISCUSSION

Table 2: Total Overall Mean Comparison Awareness of Sungai Tribes of Paitan on Facebook, Youtube, Instagram, and Whatsapp as Kulintangan Traditional Music Promotional Medium

TOTAL AVERAGE MEAN COMPARISON		
SOCIAL MEDIA	TOTAL AVERAGE MEAN	RANK
Whatsapp	3.458	1
Facebook	3.293	2
Instagram	2.943	3
Youtube	2.923	4

Table 2 show the ranking for overall mean analysis of awareness level of Sungai tribes on using the social media as the promotional medium where Whatsapp is in the 1st rank with a total mean of 3.458 followed by Facebook on the 2nd rank of mean 3.293, followed by Instagram as the 3rd rank with a total mean of 2.943, and Youtube at the last rank with a total overall mean of 2.923.



Graph Line 1: Percentages awareness on the usage of social media (Facebook, Youtube, Instagram, and Whatsapp as the promotional medium of Kulintang Traditional Music

Graph line 1 shows the comparison of social media usage among the Sungai tribes at Paitan in percentages which also presents Whatsapp as the higher percentages for every item followed by Facebook, Instagram, and Youtube.

Based on Table 2 and Graph line 1, Whatsapp is the most influential apps to the Paitan cult as every item recorded the higher percentage with rank 1st for the overall average mean ($m=3.458$) with 89.4% of them owned this social media which also 1st rank for the overall item of every social media and recorded ($m=4.51$, $SD=1.750$) in table 1. Therefore, they have more tendency to react to this social media. Besides, most of the respondents (70%) aware that Whatsapp has a media sharing function as they regularly share media through this social media ($m=3.80$, $SD=1.160$). However, media sharing for Kulintang traditional music is still less with the only responder 33.4% with ($m=2.72$, $SD=1.359$) and most of them (50.9%) not regularly see shares on the traditional music ($m=.2.80$, $SD=1.310$). These indicate that the level of awareness of Sungai tribes in using Whatsapp as the promotional medium is still less even though they are more aware of the uses of this application.

Facebook has the 2nd rank of overall total mean and has the second higher percentages for every item as seen in Graph line 1 with 82% user of this social media

($m=4.14$, $SD=1.166$) next to Whatsapp. Therefore, Sungai tribes at Paitan have more knowledge on this social app that has influenced the tendency of the answer given. Another 54.2 % of the Sungai tribes also regularly share media on this app ($m=4.14$, $SD=1.166$) proving that half of them are aware of the media sharing function. However, the number of means is decreasing to ($m=2.95$, $SD=1.235$) as most of them (39.3%) do not regularly see Kulintangan traditional music sharing higher than 34.5% that share the Kulintangan music. Therefore, the Sungai people also do not have the motivations to share traditional music on Facebook where only 24.5% with ($m=2.68$, $SD=1.235$) frequently share the Kulintangan traditional music through this app.

While Instagram is in 3rd rank for overall average mean with the lowest number of users 52.8% only among Sungai tribes at Paitan ($m=3.43$, $SD=1.397$). The number of users regularly sharing media is only 36.9% with ($m=2.97$, $SD=1.274$), and most of them (48.6%) are not sharing the Kulintangan music as they (50.2%) rarely seen the sharing of the Kulintangan traditional music through this social media ($m=2.62$, $SD=1.163$). Thus, it is barely seen that Sungai people at Paitan are vaguely aware of using Instagram as they Kulintangan traditional music as only half of them is owned this social media.

Sungai people at Paitan mostly not aware of using Youtube which recorded the lower rank of total average mean with the third large total number of users 64% from 377 respondents ($m=3.70$, $SD=1.362$). Youtube also has the lower score mean for overall items mean where B8 'I regularly share picture and video about Kulintangan music on Youtube' scores only 2.55 of a mean and standard deviation of 1.244 where only 22.5% of them have done so, followed by B6 item 'I regularly share pictures and video on Youtube' with a mean of 2.59 and 1.230 standard deviations where only 25.7% of them agreed on this. Hence, Youtube has the lowest tendency and influence on the Paitan cult regarding the promotional medium of Kulintangan.

6. CONCLUSIONS

In conclusion, the awareness usage of Sungai tribe at Paitan towards the chosen social media are mostly into Whatsapp as it scores the highest overall mean and percentages for every item. This indicates that Whatsapp has the most influence on the Sungai tribes at Paitan as it has a large number of users, and is mostly used to do media sharing regarding the Kulintangan traditional music followed by Facebook, Instagram, and Youtube. Besides, Sungai tribes at Paitan mostly do not regularly share information about Kulintangan traditional music on their social media account which makes them rarely see Kulintangan music on social media. Therefore, the organization SABAS that shelters these tribes should make use of the Whatsapp application to promote the traditional music of Kulintangan by encouraging Sungai people to build an official Whatsapp group account for every village to share the Kulintangan music. This method will increase the interest of the young people to learn and inherit the traditional music and encourage them to share more on the traditional music with the world.

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