

Mobile Application for Souvenir Directory in Malacca (Malacca Mementoes Apps)

Farahwahida Mohd and Nurul Syafiqah Mohd Noor Halim Moon
Malaysian Institute of Information Technology (UniKL MIIT), Universiti Kuala Lumpur,
Kuala Lumpur, Malaysia

Abstract: Malacca is one of the best tourist destinations in Malaysia. Besides visiting places in Malacca, souvenir also is one of the most important things that tourists be it from inside or outside the country want to get for them make it as a memory or gift for their friend and family members. So, the Malacca Mementoes Apps has been developing to help the local and international tourist that comes to Malacca easily in finding souvenir. This application also was developed to help small entrepreneur in Malacca have a specific platform to promote their products. We decide to develop this system in the form of mobile application because the advantages of the mobile application itself. As we know, people like using mobile application because it is easy to use, user friendly, downloadable and run able in most of the mobile phone including inexpensive and entry level phone which they can use it anytime and anywhere. This research is to identify the advantage of mobile application to small business and tourist that come to Malacca. The findings shows that, there is no a specific platform for people use to find the Small and Medium Enterprise (SME) products in Malacca.

Key words: Mobile application, souvenir apps, malacca, direction, directory, platform

INTRODUCTION

Malaysia is a country that is blessed with many interesting places and multiracial. Each state has its own uniqueness. For example, Malacca City. This historic city is the capital of the state of Malacca. This city is a city of the 8th manifested in Malaysia and has been declared as a UNESCO World Heritage Site other than Georgetown, Penang on July 7, 2008. The fact that Malacca is a UNESCO heritage site, besides the popular places, Malacca also has many interesting items which are produced by small entrepreneurs that tourists can grab for souvenirs. For example foods, handicrafts, cloths, keychain and so on.

Mobile Application for Souvenir Directory in Malacca (Malacca Mementoes Apps) is a platform to help tourists who come to Malacca save their time and ease them find places and information that sell small entrepreneur's products like crafts for them make it as a souvenir. Besides that, this application also to help promoting small entrepreneurs products.

Google Maps and waze is one of the main components to put inside the mobile application. Google Maps is a web mapping service application and technology provided by Google that powers many map-based services, including the Google Maps website.

Google Maps is very important when I want to develop my application because as a mobile application that provides direction, this application is very useful for users to detect the exact location of the small entrepreneur shop that they choose. So, this will help them to plan their journey more effectively.

Literature review

The concept of mobile application: A mobile application is a software application designed to run on mobile devices such as smartphones and tablet computers. Mobile application is one of the most concerned and rapidly developing areas in modern information and communication age (Islam *et al.*, 2010). People like using mobile application because it is easy to use, user friendly, inexpensive, downloadable and run able in most of the mobile phone including inexpensive and entry level phone which they can use it anytime and anywhere. In a similar way, (Islam *et al.*, 2010) states that mobile applications are running on a small hand hold mobile device which is moveable, easy to use and accessible from anywhere and any place. Mobile application have make people life much easier. People can do many things of their daily life and business life such as contact friends and browse internet from everywhere they can get facility of mobile application.

The benefit of mobile application to small business: Now days, mostly people that doing small business is using mobile application to make their business process become easier. According to Islam *et al.* (2010) business mobility capabilities are becoming more critical to an enterprise's everyday business environment. By using mobile application, the employees can work from anywhere and anytime like updating their business information like location, products and so on. Besides that, this also can improve the interactions between employees and customers. This will lead to the business success. In addition, Islam *et al.* (2010) also states that the small businesses competing way has change because of the rapid introduction of smartphones and tablets. This means that the new services help small business employees increase their individual productivity at lower cost of services which make the technologies more affordable for the small business.

Introduction of souvenir: According to Etsa and Setiyati (2011) souvenirs are often thought of as representative of, or symbolically attached to a certain place or experience because they have been physically acquired at the particular location or in the particular moment. Souvenir is something that we must buy when we are going travelling either in our hometown or other countries. Besides make it as a collection, it also is evidence that, we have visited the place where we buy the souvenir. In addition, Etsa and Setiyati (2011) states that souvenirs may also be seen as essential pieces of evidence due to their material physicality which offers proof of one's travel experience. In a similar way, the souvenir is the thing that you can bring back to symbolize memories of a tourism experience and it may be a life-long treasure. We can get the souvenir as a gift for our family members, co-workers and friends for those who did not make the trip.

Based on Wilkins (2011) there are many motivations for the purchase of souvenirs including the role of souvenirs as gifts as signs and as an evidence. The role of souvenirs as gifts includes both the role of reintegration and desacralisation as well as gift giving and self-gifting behaviours (Wilkins, 2011). Besides that, Wilkins (2011) also state that rather than more general items, people who want to purchase souvenirs reflecting to the region.

According to Zulaikha and Brereton (2011) souvenir can be classified into five types. The first one is pictorial images such as postcards and photographs, second is piece-of-the-rock souvenirs which are natural materials or

objects retrieved from the natural environment, third is symbolic shorthand souvenirs such as miniature of landmark, fourth is objects which basically have no meaning but have markers on them such as T-shirts or hats marked with name of the place or special event and the last one is local product souvenir which includes a variety of objects for example indigenous food, local clothing or local craft.

Based on the above statement, there are many types of souvenir. The first one is handicraft. Handicrafts are one of popular items purchased by tourists as souvenirs or gifts. Often handicraft made of natural materials such as wood. For example wooden keychain, wooden cars and bike, 'keris melayu' and others which is carved by highly skilled craftsmen. This is supported by Zulaikha and Brereton (2011) that the products of the handicraft industry are made mainly by hand (Zulaikha and Brereton, 2011). Craft production usually involves a single person completing the entire process from conceptualization to fabrication. Usually craft is more decorative, more richly visual, more respectful of material and process (Zulaikha and Brereton, 2011). Handicrafts that have good grade will make tourists to remember the place that they have visited. This is supported by Wan *et al.* (2015) the good grade of handicrafts will stir the interest of the visiting tourists who buys for remembrance of the visitation of the place.

In Peninsular Malaysia, there also have handicrafts made by aborigines. Aborigine's handicrafts also popular among tourists home and abroad. One of their traditions lifestyle is creating unique handicraft products from many interesting various items. For example, they crafted woodcarving by using a manual skill of craving on wood to form objects of sacred figurine or statue and mask, (Wan *et al.*, 2015). Besides that, they also produced weaving products by using strips of leaves from plant like pandan, mengkuang and bamboo to make floor mats, hats, bags, baskets and costume jewelries (Wan *et al.*, 2015). They also make beading products. According to Wan *et al.* (2015) small beads made from wood and seeds from trees in the jungle and are shaped into a round forms. The beads are laced in combination in the string interspaced attractively with different colors and designs, forming into decorative jewelry such as bracelet and necklaces.

Second type of souvenir is food. Food is also one of products that can attract tourists who like to find the uniqueness of a country being visited. In a similar way, Leong *et al.* (2012) state that food is becoming an important or a critical motivating factor for travellers when

choosing a destination. In addition, Karim *et al.* (2011) said factors that influencing attractions for a destination is local cuisines as well as traditional foods. According to Ng and Karim (2016) food has always been the sustenance of human beings from as long as they can remember. In addition, most people associate food of their culture with warm memories of their childhood and thus, it becomes a form of comfort in difficult times Ng and Karim (2016). Food products such as handmade coconut candy, gula Melaka (pure coconut sugar), medicated nutmeg balm and cencalok (fermented small shrimps or krill). Dodol (sweet toffee-like confection) is one of the most popular products and it comes in two flavours; durian and coconut.

Directory: Directory is a book listing individuals or organizations alphabetically or thematically with details such as names, addresses and telephone numbers. According to Beal (2016) a directory is an organizational unit or container, used to organize folders and files into a hierarchical structure. For Souvenir Directory application, the system will be organized thematically. The souvenir will be categorized into two types, foods and handicrafts. The products will be organized thematically which means by type. For example, handicrafts products like 'bakul rotan' will be in one folder. So that, it can ease the users to find what design of 'bakul rotan' that they want. For small entrepreneurs they can upload their products image based on type of products.

Background of Malacca: Malacca is a city of the 8th manifested in Malaysia and has been declared as a UNESCO World Heritage Site other than Georgetown, Penang on July 7, 2008, (Purnomo, 2011). An interesting city with lots of places views and rich heritage, Malacca easy to get around on foot or trishaw to explore places that make it unique.

According to Teo *et al.* (2014) Melaka recorded one of the highest tourist arrivals ever in 2012 at 13.7 million tourists. The fact that Malacca is a UNESCO heritage site, every street and corner became an attraction for the visitors. People that have visited Malacca would tell you why it is one of the best places to visit in South East Asia. Whether you want to go for fun, foodie venture, historical tour or natural beauty, Malacca is one of the best tourist destinations in Malaysia. The most popular place that tourist always visit when come to Malacca are A'Famosa Fort, Jonker Walk, Christ Church, Taming Sari Tower and so on.

Besides famous with lots of interesting places, Malacca also famous with its souvenir products which made by small entrepreneurs. For example, in Alor Gajah, there are small stalls on the roadside selling souvenirs products such as wooden bike, shrimp paste and so on.

Place most visited by local and foreign tourists is Jonker Walk. Jonker Walk is located in the centre of Malacca town. Based on Pires (2011) Jonker Walk offers an open market where we can see many old games, traditional clothes, buy lots of handicrafts and handmade items and old times' stuff. In addition, there's even a shop selling beaded shoes, traditional footwear wore by the Peranakan people and on Sunday morning, there's a flea market where people sell some antique things, (Pires, 2011). Besides, at Jonker they also sell things such as teddy bears, chains, earrings and more (Pires, 2011). Food is another element connected to the definition of the space: Jonker is defined as a long street with many stalls selling local food such as rempah udang, cendol, laksa and many others (Pires, 2011).

MATERIALS AND METHODS

Methodology can be defined as it is used to give a clear cut idea on what the researcher is carrying out his or her research. In a simple word, research methodology can be defined as the process that researcher used to collect information and data for the purpose of making decisions. The methodology may include publication research, interviews, surveys and other research techniques and could include both present and historical information.

Throughout the study, both primary and secondary data were used. The primary data were made by conducting a survey through questionnaire. The questionnaire is about user opinion on how they get small and medium enterprise products for them make it as a souvenir. Meanwhile, the secondary data was collected through journals, articles, websites and other sources related to the research. In this study, the population of the survey is the community age 20 years old and above. The questionnaire has been distributed to 30 respondents. Figure 1 shows, the result for demographic information based on gender of the respondents. Based on the result, it shows that female has responses more than male with 16 respondents (53.3%), while male 14 respondents (46.7%). Figure 2 shows, the result for demographic information based on age of the respondents. The majority of the respondents are between the age of 21 years old to 25 years old (40%) and 26 years old to 30 years old (40%).

1. What is your gender?

30 responses

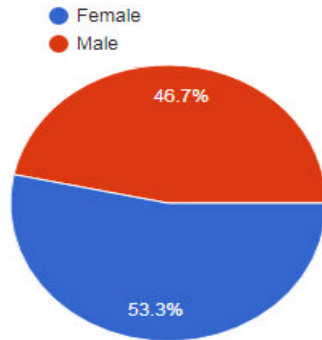


Fig. 1: Respondent's demographic information based on gender

2. What is your age?

30 responses

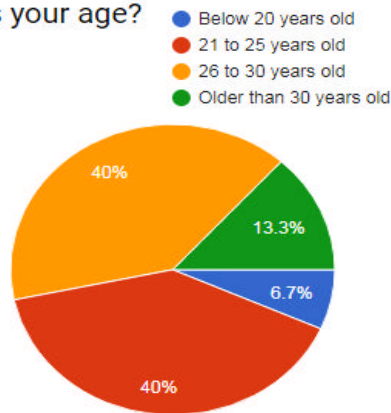


Fig. 2: Respondents demographic information based on age

RESULTS AND DISCUSSION

As we mention above, the questionnaire were distributed to 30 respondents which is consist of demographic and other questions that related to the study. Below show, the results that we get from the questionnaire: Identify applicable sponsor/s here. If no sponsors, delete this text box (sponsors). Based on Fig. 3, it shows that almost respondents (93.3%) said that they did not use any application to search souvenir products by small and medium enterprise in Malacca. Fig. 4 shows that, 76.7% respondents said it is difficult to find the small and medium enterprise products in social media. Based on Fig. 5, it show that 60% of respondents find souvenir that produced by SME in Malacca through asking their family and friends.

3. Do you use any application to search souvenir products by small and medium enterprise (SME) in Malacca?

30 responses

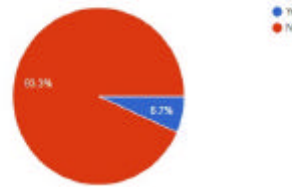


Fig. 3: Result of do you use any application to search souvenir products by small and medium enterprise (SME) in Malacca

4. Is it difficult to find the small and medium enterprise products in social media?

30 responses

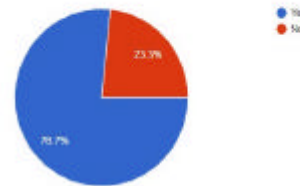


Fig. 4: Result of is it difficult to find the small and medium enterprise products in social media

5. How do you find souvenir product by small and medium enterprise in Malacca?

30 responses

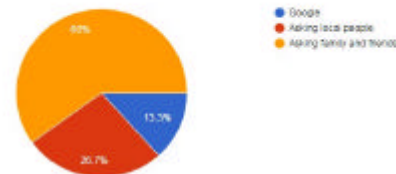


Fig. 5: Result of how do you find souvenir product by small and medium enterprise in Malacca

CONCLUSION

Finding shows that, many people that come to Malacca does not use any application to search SME's products for them make it as a souvenir. This is make it hard for some of people which is not familiar with places in Malacca, especially, international tourist to find souvenir. It also give impact to entrepreneur in rural area because people can't find their product. The finding also shows that people are difficult to find the SME's products in social media and most of them said that they ask their family and friends to find the SME' products.

Based on the study above, souvenir is a must things that traveller have to get when visiting places. This can be proved from (Wilkins, 2011) statement that there are many motivations for the purchase of souvenirs including the role of souvenirs as gifts, as signs and as an evidence and statement from (Etsa and Setiyati, 2011) that souvenirs may also be seen as essential pieces of evidence due to their material physicality which offers proof of one's travel experience.

Therefore, with the Malacca Mementoes Apps, hopes it can help tourists that come to Malacca having an enjoyable journey by saving their time in finding souvenirs that produce by small entrepreneurs. Besides that, we hope that this application can be a specific platform for small entrepreneurs in Malacca, especially, in rural area promote their business and to make their business process become more easier. This is because, by using mobile application, the employees can work from anywhere and anytime. For example, updating their business information like location, products and so on.

REFERENCES

- Beal, V., 2016. Webopedia. QuinStreet Inc., Foster City, California, USA. <https://search.webopedia.com/serpq> = Webopedia
- Etsa, A. and A. Setiyati, 2011. Outsourced souvenirs: An investigation towards authenticity anxiety and tourists purchase behaviour. Proceeding of the International Conference on Social Science, Economics and Art (ISC 2011), January 14-15, 2011, Hotel Equatorial Bangi-Putrajaya, Malaysia, ISBN:978-983-42366-5-6, pp: 196-201.
- Harris, A.M. and K. Patten, 2014. Mobile device security considerations for small- and medium-sized enterprise business mobility. *Inf. Manage. Comput. Secur.*, 22: 97-114.
- Islam, R., I. Rofiqul and T.A. Mazumder, 2010. Mobile application and its global impact. *Intl. J. Eng. Technol.*, 10: 104-111.
- Karim, M.S.A., S.S. Abdul Rashid, N.M. Adzahan and A.A. Camillo, 2011. Consumers' perspective towards Malaysian traditional food: Sambal belacan (chilli shrimp paste), a preliminary investigation. *J. Agribus. Market.*, 4: 68-92.
- Leong, Q.L., M. Othman, N.M. Adzahan and M.S.A. Karim, 2012. A model of Malaysian food image components: Towards building a sustainable tourism product. *Pertanika J. Social Sci. Humanities*, 20: 299-315.
- Ng, C.Y. and S.A. Karim, 2016. Historical and contemporary perspectives of the Nyonya food culture in Malaysia. *J. Ethnic Foods*, 3: 93-106.
- Nomura, M., 2002. Souvenir purchase patterns of domestic tourists: Case study of Takayama city, Japan. Msc Thesis, The Graduate College, University of Wisconsin-Stout, Menomonie, Wisconsin.
- Pires, E.C., 2011. Birds nests, heritage trails and shopping malls: Nostalgia and contested Heritage in Malacca (West Malaysia). Proceedings of the International Conference on Heritage Conversed and Contested: Asian and European Perspectives, June 24-25, 2011, University of Evora, Evora, Portugal, pp: 179-190.
- Purnomo, L.I., 2011. Melaka tourism location based service. *Global J. Comput. Sci. Technol.*, 11: 63-66.
- Teo, C.B.C., N.R.M. Khan and F.H.A. Rahim, 2014. Understanding cultural heritage visitor behavior: The case of Melaka as world heritage city. *Procedia Soc. Behav. Sci.*, 130: 1-10.
- Wan, S.S.A., A. Harun, Z. Ibrahim, F.M. Sharif and M.N.F. Nasir *et al.*, 2015. Up scaling Malaysian aboriginal handicrafts of the Mah Meri through packaging design. *Tourism Leisure Global Change*, 2: 183-192.
- Wilkins, H., 2011. Souvenirs: What and why we buy. *J. Travel Res.*, 50: 239-247.
- Zulaikha, E. and M. Brereton, 2011. Innovation strategies for developing the traditional souvenir craft industry. Proceedings of the 1st International Postgraduate Conference on Engineering, Designing and Developing the Built Environment for Sustainable Wellbeing, April 27-29, 2011, QUT Gardens Point Campus, Brisbane, Australia, pp: 53-58.