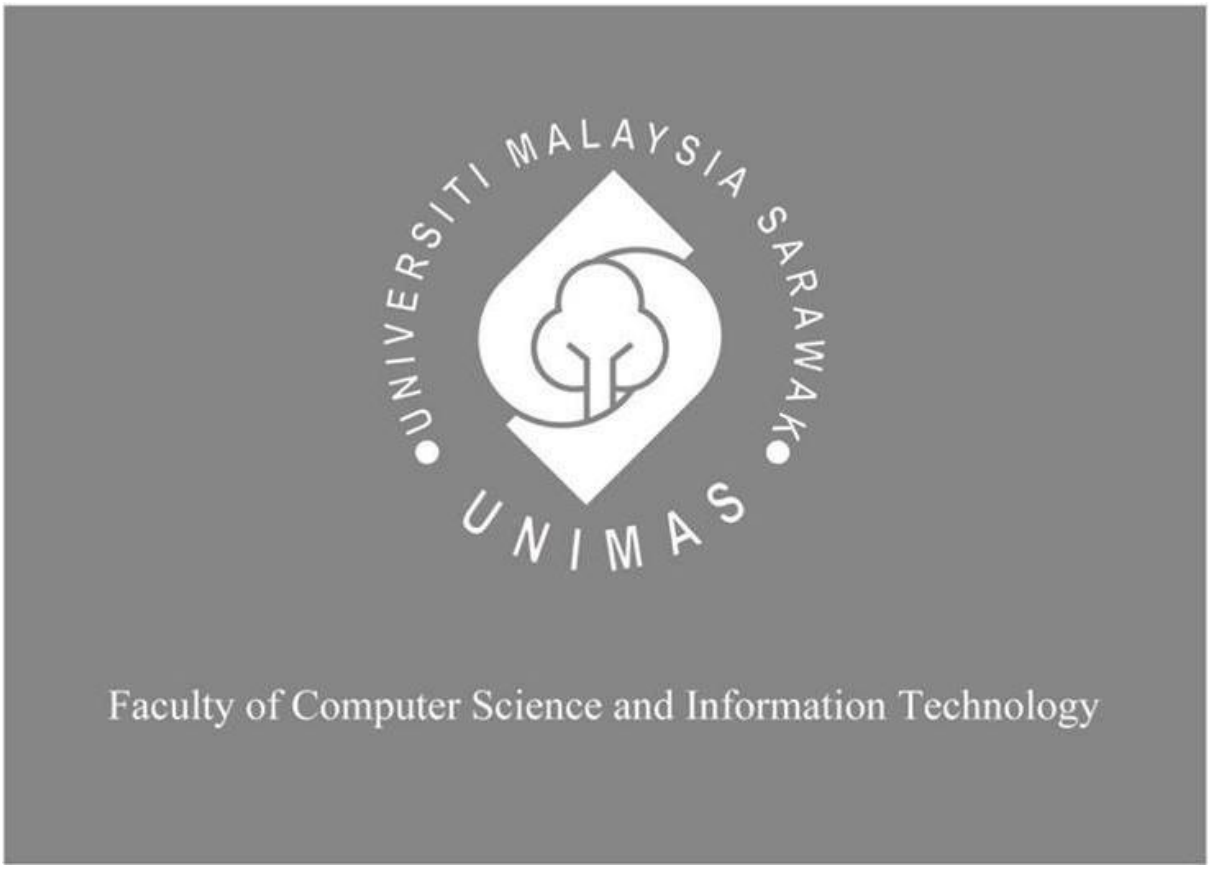

Gajah Olen: Preserving a Malay Wedding Traditional through Crowdsourcing Approach

NOR RAS AMIERZA BINTI MARZUKI

Bachelor of Computer Science with Honours

(Information System)

2020

GAJAH OLEN: PRESERVING A MALAY WEDDING TRADITIONAL THROUGH CROWDSOURCING APPROACH

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ABSTRACT

Malaysia is multi-racial country that is diverse with culture and heritage due to the existence of different groups of people. In Malay Sarawak marriage, Gajah Olen is one of the traditional costume attires in this state. Unfortunately, the existence of Gajah Olen has sunk in the eyes of the public. This is because the younger generation like to add on some modern touch on the costume and without been notice the traditional costume slowly extinct through the time. There are three main objectives of this project; to design and develop a platform to preserve Malay wedding tradition which is Gajah Olen, to create implicit knowledge of Malay Sarawak wedding tradition by using a crowdsourcing approach and to apply the recommendation system by using collaborative filtering algorithm into a platform for Malay wedding tradition in order to verify the content before publishing it to the public. The data collection techniques used were questionnaires involving respondents which are the general public. To overcome the problem, a platform will be developed to store and preserve the information regarding the Gajah Olen bride attire. In addition, the system was created to facilitate the public who wants to know more about the Gajah Olen. Therefore, with this system, the public will able to access the information to enhance their knowledge about Gajah Olen traditional custom attire so that it will not be forgotten. In order to prove the effectiveness and usefulness of the Gajah Olen Platform, a series of chapters will be further discussed in this report.

ABSTRAK

Dalam budaya perkahwinan Melayu Sarawak, Gajah Olen merupakan antara pakaian tradisi perkahwinan di negeri ini. Namun begitu, kewujudan Gajah Olen kian tenggelam di mata masyarakat. Ini kerana generasi muda suka menambak sentuhan moden pada pakaian dan tanpa melihat pakaian tradisional sehingga pakaian tradisi ini pelahan-lahan pupus ditelani zaman. Terdapat tiga objektif utama projek ini; untuk membangun dan merekabentuk platform untuk memelihara tradisi perkahwinan Melayu iaitu Gajah Olen, untuk mewujudkan pengetahuan tersirat berkaitan tradisi perkahwinan melayu dengan menggunakan pendekatan *crowdsourcing* dan untuk menggunakan sistem cadangan dengan menggunakan algoritma penapisan kolaborasi ke dalam platform tradisi perkahwinan melayu untuk mengesahkan kandungan sebelum menyiarkan kepada orang ramai. Teknik pengumpulan data yang digunakan adalah melalui soal selidik yang melibatkan respondent yang terdiri daripada orang. Untuk mengatasi masalah itu, platform Gajah Olen akan dibangunkan untuk menyimpan dan memelihara maklumat mengenai pakaian pengantin Gajah Olen ini. Di samping itu, sistem itu diwujudkan untuk memudahkan orang ramai yang ingin mengetahui lebih lanjut mengenai Gajah Olen. Oleh itu, dengan sistem ini, orang ramai akan dapat mengakses maklumat tersebut untuk meningkatkan pengetahuan mereka mengenai pakaian adat tradisional Gajah Olen supaya ia tidak akan dilupakan. Untuk membuktikan keberkesanan dan kegunaan Platform Gajah Olen, satu siri bab akan dibincangkan dalam laporan ini.

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CHAPTER 1

INTRODUCTION

1.1 Background

Marriage is one of culture religion and society that **is** important to a group of people's cultures in the world. Every process of a marriage has a tradition. Marriage also give a meaning to unite two persons that approved by civil authorities or their own religious beliefs (Salleh,2017). Every religion has its own tradition and each tradition plays an important role in marriage such as India and Malay.

In Sarawak Malay marriage, Gajah Olen is known as *Jah Olen, Rajah Olen,* and *Raja Olen*. The meaning of Gajah Olen is referred to as a combination of accessories made of gold. The term Gajah Olen came from the Javanese Language which means crown or head jewellery. *Olen or Oleng* came from the word *teroleng-oleng* which means something shaking, move, or vibrate (Sideni et.al,2019). Gajah Olen looks shiny when the bride wears it and it moves like an elephant flapping his ears. Gajah Olen applied in the marriage ceremony which is *Majlis Bersanding* or *Majlis Berlulut.*

However, not many new generations are aware with the existence of traditional Malay Sarawak bridal wear (McDougall.H et.al,1882). Less of sources and articles make the new generation feel so difficult to know about Gajah Olen traditional clothes. Thus, Gajah Olen: Preserving a Malay Wedding Traditional through Crowdsourcing Approach project is proposed to overcome the problem by designing and developing a platform that can store and preserve a Malay wedding culture. Gajah Olen: Preserving a Malay Wedding Traditional through Crowdsourcing Approach project will also highlight how community participation can

contribute to the preservation of Malay wedding tradition and, it will show how the implicit knowledge about Malay wedding traditional by using a crowdsourcing approach. This platform allows user to gain implicit knowledge on Malay Wedding, specifically Gajah Olen. This implicit knowledge includes the tradition to be done during the wedding, the items needed or specific attire to use. Crowdsourcing approach apply has the same ideology with the Collaborative approach where the data are gathered from the crowd. This project also applies recommendation system by using collaborative filtering algorithm. The recommendation system will give the recommendation list of rating to admin in order to verify the highest rating then only admin will publish the content with the highest rating to the public. Nowadays, there are some online platforms which can be edited by other parties. The contents inside cannot be trusted and taken for reference. Therefore, the recommendation system will be applied by using a collaborative filtering algorithm into a platform for the Malay wedding tradition to verify the content before publishing it to the public.

1.2 Problem Statement

Nowadays, very few young generations aware of the existence of traditional Sarawak Malay bridal wear (McDougall.H et.al,1882). Currently, most of them only know about the tradition bride attire that basically used by generation nowadays because they are not exposed to Gajah Olen bride attire. Basically, that is why the tradition is being neglected and forgotten. Furthermore, the sources about Gajah Olen bride attire are limited and difficult to find sources such as articles and books about Gajah Olen. Thus, there is a need for an online platform on wedding tradition to be developed as the user can get a lot of information about the wedding tradition of Gajah Olen by apply a recommendation system to give recommendation list of rating for admin to verify the highest rating of content.

1.3 Objective

The aim of this project is to preserve a Sarawak Malay wedding tradition known as Gajah Olen. The objectives of this project are as follows:

- To design and develop a platform to preserve Malay wedding tradition which is Gajah Olen
- To create implicit knowledge of tradition for Malay wedding by using a crowdsourcing approach
- To apply the recommendation system by using collaborative filtering algorithm into a platform for Malay wedding tradition to verify the content before publishing to the public

1.4 Scope

The scope of this platform is for the use of the current generation and Internet users who want**s** to know more about the Malay wedding tradition in Sarawak. The platform can be accessed if there is an Internet connection. Below is the brief information regarding the user of this platform.

i. Author

A user to create the content into platform about the Malay wedding tradition in Sarawak

ii. Domain Expert

A user who expert about the Sarawak Malay wedding tradition bride attire known as Gajah Olen and have permission to give the rating based on content that was created by using the recommendation system