

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 the Kulintangan music on social media account. Therefore, the SABAS and Sungai cult should increase the sharing of Kulintangan music via Whatsapp.

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