

**UNIVERSITI TEKNOLOGI MARA**

**ALUNAN: A MOBILE APPLICATION  
FOR LOCAL MUSICIANS' ONLINE  
COMMUNITY  
AND MUSIC DISCOVERY**

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Report submitted in fulfillment  
of the requirements for the degree of  
**Bachelor of Information Technology (Hons.)**

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## SUPERVISOR'S APPROVAL

This report entitled “**Alunan: A Mobile Application for Local Musicians’ Online Community and Music Discovery**” was prepared under the direction of supervisor, Madam Suzana Binti Zambri. It was submitted to the College of Computing, Informative and Mathematics, and was accepted in partial fulfillment of the requirements for the degree of **Bachelor of Information Technology (Hons.)** .

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## **AUTHOR'S DECLARATION**

I declare that the work in this report was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Universiti Teknologi MARA, regulating the conduct of my study and research.

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## ABSTRACT

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## LIST OF SYMBOLS

### Symbols

$c$	Speed of light
$f$	Frequency

## **LIST OF ABBREVIATIONS**

### **Abbreviations**

ACO	Ant Colony Optimization
PPP	Public Private Partnership

## **LIST OF NOMENCLATURES**

### **Nomenclatures**

SI	International System
SMB	Serial Mini Bus

# **CHAPTER ONE**

## **INTRODUCTION**

An outline of this project is given in this chapter. This chapter includes project background information, problem statements, project aim, objective, scope, limitations and significance of the project.

### **1.1 Project Background**

In today's digital age, where the online world has changed how we interact with music, Alunan aims to bring together two key groups - local musicians who are at the core of the music scene and music enthusiasts who bring it to life. This application proposes an effective connection between these two worlds, allowing people a dedicated area to interact, discover, and immerse themselves in their local music culture.

As underlined by Ong (2019), the evolution of the music scene in Malaysia reflects the cultural and social dynamics of musical expression among specific audiences and musicians. The influence of alternative media, blogs, and websites in forming this music community is indisputable. Alunan acknowledges the need to protect and preserve this rich tradition while embracing innovation, functioning as a platform that honors the past while advancing the future.

Furthermore, the post authored by Mohd Azhar Abu Bakar @ Azmeer (2021) underlines the necessity of keeping the tradition of Malaysian music while accepting new ideas and developments. The Malaysian music environment, with its many influences, serves as the backdrop against which Alunan operates. By offering a platform where traditional music can coexist seamlessly with new influences, Alunan enables musicians to express themselves genuinely, ultimately contributing to the preservation and advancement of the Malaysian musical identity.

In addressing the difficulty of helping emerging artists stand out in a period of oversaturation of music online, as highlighted by Haynes and Marshall (2018), Alunan emphasizes the crucial importance of social media in the careers of independent musicians. It attempts to empower these artists to navigate online platforms efficiently, recognizing both the benefits and limitations of social networking for musicians.

In essence, Alunan marks an innovative and establishing effort within the realm of Malaysian music. It encourages the development of local musicians and promotes an authentic feeling of community among enthusiasts of music. The project's commitment to conserving musical traditions, absorbing creative ideas, and employing digital tools establish it as an instrument for the continuous evolution and revolution of the local music industry.

## 1.2 Problem Statement



Figure 1.1 Challenges in Music Industry Recognition

Post by Utusan Malaysia (2022, September 16) [Media Mulia, 2023]

The primary topic for the problem statement is closely aligned with the findings of Silahudin (2019), who discussed the significance of the music scene's evolution in Malaysia, as well as the cultural and social dynamics of musical expression among specific audiences and musicians. Similar to the challenges faced by folk music in the music industry awards, the present problem relates to the lack of a specialized digital community platform tailored to Malaysian musicians. The issue at hand exhibits several clear indications, such as the fragmented digital presence of local musicians, their insufficient exposure in the world of online media, and the obvious lack of efficient collaboration and promotion tools.



The spread of local musicians across multiple websites and applications is one of the principal symptoms. The lack of consistency in their online presence hinders their capacity to establish a strong identity, thereby creating difficulties for supporters and potential collaborators in locating and interacting with them. Moreover, current platforms frequently lack musician-specific functionalities and struggle with intense competition for attention. As a result, a considerable number of highly talented musicians in the area experience a sense of detachment from the music industry and appreciation, which hinders their ability to build significant relationships with their peers and audience.



Figure 1.2 Social Media's Impact on Local Musicians

X post by @zharifikml (2023, December 12) [X Corp., 2023]

The user @zharifikml's concerns expressed on X align with the findings discussed by Zanuvar and Md Noor (2022) regarding the effectiveness of social media platforms in marketing for independent artists, emphasizing the need for local musicians to acquire the skills required to showcase their creations on the internet. The absence of a dedicated platform for musicians may result in cultural loss, as the multifaceted Malaysian music landscape might remain unexplored and uncelebrated. Furthermore, the challenges in social media marketing mentioned in the article parallel the user's concerns about the need for musicians to acquire internet exposure skills. The depreciation of local musical expertise, as mentioned by the user, can adversely affect the financial stability of musicians, echoing the challenges faced by independent artists in using various social media platforms to engage with different segments of their audience. Additionally, the absence of a suitable platform for growth and

visibility, as emphasized by the user, aligns with the evolving role of social media in music promotion discussed in the article by Järvekülg and Wikström (2021), highlighting the importance of addressing the challenges musicians face in the digital age and the need for a dedicated platform to support their growth and visibility.

To summarise, the present issue pertains to the lack of a dedicated digital community platform catering to Malaysian musicians. It is important to acknowledge and resolve the symptoms and perceived issues associated with this problem domain to facilitate the empowerment of local musicians, promote connections between them and their supporters and colleagues, and actively contribute to the conservation and advancement of Malaysia's vast musical heritage.

### **1.3 Project Aim**

This project aims to develop a mobile application named 'Alunan' that serves as an online community and music discovery platform exclusively for local musicians and music enthusiasts to connect and discover music within their local music scene.

### **1.4 Project Objectives**

The project objectives are as follows:

- To identify system requirements for Alunan as a mobile application for local musicians' online community and music discovery.
- To design Alunan as a mobile application for local musicians' online community and music discovery.
- To develop Alunan as a mobile application for local musicians' online community and music discovery.

### **1.5 Project Scope**

Below are the scopes of the project:

### 1.5.1 Platform

- Android Studio

This project will be developed using Android Studio as the platform for the mobile application development.

- Firebase

This project will be using Firebase as the platform for the database management system.

- GitHub

This project will be using GitHub as the platform for the version control system.

- Figma

This project will be using Figma as the platform for the user interface design.

### 1.5.2 Social Stakeholders

- *Local Musicians*

Alunan provides local musicians with a platform to showcase their talent, develop connections with other artists, and promote their music. Users can create profiles, upload music snippets, and obtain useful feedback from the community. Alunan provides networking opportunities, enabling musicians to engage with event organizers and industry professionals. Moreover, the platform may provide significant assistance and significant knowledge that encourage the growth and triumph of artists in the music industry, making it a vital asset for both growing and experienced musicians.

- *Music Enthusiasts*

Alunan provides an engaging setting for music enthusiasts to delve into their local music scene. Users can discover skilled musicians and music genres, and obtain educational material to enhance their understanding of music. Enthusiasts play a crucial role in boosting local musicians by actively engaging with their favorite local musicians and providing reviews or ratings. Alunan motivates individuals to actively engage in the music industry, establishing a strong

sense of inclusion and community among music enthusiasts. Alunan is a platform that enhances the music experience for lovers and supports and celebrates local talent.

### **1.5.3 Context of Study**

Alunan focuses on creating a feature-rich mobile platform that meets the particular needs of local musicians and music enthusiasts. Features like profile creation are part of the initiative, which helps musicians interact with their fans and create a unique online brand. In order to build anticipation for upcoming releases, musicians can simultaneously share teasers of their songs. By adding favorites and bookmarking any local musicians, users may interact and improve their experience finding new music. Furthermore, by encouraging honest feedback and collaboration, music ratings and reviews help to build a strong local music scene. The goal of the project is to close the gap that exists between performers and fans by encouraging creativity, collaboration, and a greater understanding of local music.

To put it briefly, Alunan intends to completely reshape the local music industry by offering a flexible mobile platform that connects artists and fans via profiles, favorites, music snippets, and reviews. This dynamic ecosystem encourages innovation and community involvement.

### **1.5.4 Language**

The Alunan online community mobile application project will primarily use the English language for its interface and communication. This choice of language aims to ensure accessibility and usability for a broad user base, including local musicians and music enthusiasts who are comfortable with English as a means of interaction within the platform.

### **1.5.5 Methodology**

This project solely uses the Mobile Application Development Life Cycle (MADLC) as its methodology up until the testing stage.

### **1.5.6 Tools/Equipment Needed for Project**

#### *A. Hardware*

- **Mobile Device:** A smartphone or tablet that runs on Android operating system and can support the Alunan mobile application.

#### *B. Software*

- **Android Studio:** A popular integrated development environment (IDE) for Android app development.
- **Figma:** A vector graphics editor and prototyping tool which is primarily web-based.
- **Firebase:** A mobile and web application development platform developed by Firebase, Inc. in 2011, then acquired by Google in 2014.
- **GitHub:** A provider of Internet hosting for software development and version control using Git.

### **1.5.7 Features and Functions**

These are the features and functions of the Alunan mobile application:

#### *A. User Profile Creation*

The user profile creation process in Alunan, a mobile application designed for the online community and music discovery of local musicians, provides a smooth registration procedure where users provide crucial information such as their email, username, and password. Users have the option to select one of two separate profiles, either as musicians or enthusiasts. This allows for a personalized experience tailored to their preferences. Upon joining, members are granted the freedom to enhance their profiles by incorporating profile images and hyperlinks to their social networking and music streaming platforms. This enables a seamless integration of their Alunan presence with their wider online musical persona. Enthusiasts are motivated by gamification components, which reward them with badges for their contributions to music ratings and reviews. These extensive features collectively improve user involvement, promoting creative expression, connections, and active discovery of local music within the Alunan community.

### B. *Music Snippet Sharing*

Alunan, the mobile application, includes an important function called Music Snippet Sharing. This feature aims to strengthen the online community and make it easier for music enthusiasts to find new music. This feature offers musicians a versatile platform for showcasing their talent by sharing captivating snippets of their musical works. Artists can share snippets of their songs, instrumentals, or melodies, providing an appealing glimpse into their creative realm. These snippets function as auditory previews, enticing users to go deeper into their body of work and cultivating a devoted fan following. In addition, Alunan utilizes the capabilities of Apple Music, Spotify, and SoundCloud APIs, allowing musicians to effortlessly distribute these brief sections on these widely-used music platforms, expanding their audience and visibility both within and outside the Alunan community. Alunan's dedication to supporting and promoting local musicians in their musical efforts is emphasized by this integration.

### C. *Favourite / Bookmark Musician*

The "Favourite / Bookmark Musician" function in Alunan, provides music enthusiasts with an effective way to curate their musical experience. Using this functionality, devoted supporters may choose their preferred musicians within the Alunan community, establishing a customized list of artists they hold in high regard. By adding these performers to their bookmarks, enthusiasts may effortlessly remain informed about their latest artistic works, cultivating a more deeper connection with their musical influences. This function surpasses passive consumption, enabling enthusiasts to actively engage with and provide support to their selected artists. Alunan's dedication to improving the music discovery process and fostering a vibrant online community allows fans to actively support and celebrate their preferred local musicians.

### D. *Music Ratings and Reviews*

The "Music Ratings and Reviews" function of Alunan allows music enthusiasts to engage directly with musicians' discography. Enthusiasts can contribute important suggestions and feedback by rating and reviewing the musical offerings of local musicians. This feature functions as a bridge between artists and their

audience, enabling enthusiasts to express their admiration, evaluation, and endorsement of musicians' creations. Musicians, in return, gain advantages from constructive criticism that facilitates their artistic development. Alunan fosters an environment that promotes open communication and cooperation, allowing musicians and lovers to work together in defining the local music scene. Alunan is a dynamic platform that enhances the sense of community and shared passion for music, promoting both discovery and artistic development.

### **1.5.8 Project Limitations**

The limitations of this project are as follows:

1. The Alunan mobile application is exclusively compatible with the Android mobile platform. iOS users would be impacted by this, as they are unable to install the application and must instead use a smartphone running Android.
2. Alunan's focus is on serving only local musicians and enthusiasts in Malaysia. Thus, it can limit its growth potential and reach. Expanding beyond this geographic boundary could be challenging.
3. Restricting the platform to local musicians may limit the diversity of music genres and styles available to users. This could hinder the platform's ability to cater to a wide range of musical tastes.
4. A geographically limited user base may result in a smaller number of users compared to global music discovery platforms. This could affect the level of engagement and interaction within the community.

### **1.6 Significance of Study**

The significance of this project is as follows:

#### **1. *Local Musicians***

Alunan provides a dedicated platform for local musicians to exhibit their talents, gain exposure, and engage with a community of music enthusiasts who value their artistic works. Such exposure can play a crucial role in supporting emerging musicians in establishing their careers and expanding their reach to a wider audience.

Alunan encourages the sharing of music snippets among musicians, enabling them to get feedback. This platform creates an environment that promotes artistic growth and improvement, thereby contributing to the overall development of the local music scene.

## 2. *Music Enthusiasts*

Alunan serves as a central platform for music enthusiasts to discover and interact with local musicians and their music, providing them with several advantages. The website provides a customized music exploration experience, enabling enthusiasts to discover local musicians and genres that they may not have otherwise come across. Enthusiasts can actively support and participate with their preferred artists by bookmarking them as favorites and submitting ratings and reviews. This enhances their connection to the local music community.

## 3. *Local Music Industry*

The Alunan platform has the potential to greatly enhance the local music business by actively encouraging and supporting local musicians. It offers a virtual platform where musicians can acquire acknowledgment and potentially draw opportunities such as collaborations, live shows, and partnerships with nearby establishments. Alunan's expansion has the potential to support the economic development of the local music industry by generating greater demand for local music, hence leading to increased earnings for musicians, music producers, event organizers, and affiliated enterprises.

## 4. *Mobile Application Developers*

The development of the Alunan mobile application presents possibilities for mobile app developers. As the platform progresses and grows, there will continue to be a requirement for technical expertise to improve user experience, integrate new functionalities, and guarantee platform security. The successful outcome of Alunan can also function as a good subject of analysis for mobile application developers, offering unique perspectives on developing platforms that cater to certain communities and promoting user involvement through innovative and interactive elements.



## **1.7 Chapter Summary**

This chapter of the introduction provides context for the Alunan project, offering an overview of the problem that the platform seeks to address. It also outlines the objectives, scope, limitations, and the project's significance within the realm of the local music community and discovery.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 Introduction

This is a L<sup>A</sup>T<sub>E</sub>X book (Basaran & Ventura, 2022). Abdulrahman and Khder (2022) wrote a good L<sup>A</sup>T<sub>E</sub>X book. Edlom and Karlsson (2021) claimed that According to (Haynes & Marshall, 2018), social media plays a significant role in the careers of independent musicians. Hsu and Chen (2018) has three or more authors. Shanmugam et al. (2019) has three or more authors. Two authors (Igwenagu, 2016). Järvekülg and Wikström (2021) has two authors. Cite more than one article (Kaur & Kaur, 2015; Lee & Nguyen, 2020). Cite more than one article (Wambua, 2023; Wen, 2021). Newspaper (Leger, 2021). (Liang & Willemsen, 2022)

#### 2.2 Local Musicians

Local musicians are highly regarded in any community. These unsung music heroes perform in local hotels, tiny venues, and community events, sharing their love of music with their communities. These outstanding musicians lend a unique flavor to the local music industry by delivering a variety of styles and genres to suit their audience. Local musicians are storytellers who express their community's experiences, traditions, and emotions via their music. They become part of the local culture since their performances unite the audience.

According to Mohd Azhar Abu Bakar @ Azmeer (2021), Local musicians in Malaysia play a crucial role in maintaining and promoting Malaysia's unique musical heritage. Malaysia's local singers serve as cultural ambassadors, representing the country's rich culture through the genres of Malay, Chinese, Indian, and indigenous music. They showcase the historical development of distinct Malaysian musical styles (Mohd Azhar Abu Bakar @ Azmeer, 2021). By blending both traditional and modern sounds, they construct an evolving musical world that deeply connects with enthusiasts of music, establishing an inclusive identity where venues and events act as main

places for gathering (Ong, 2019). Malaysian musicians incorporate international musical trends while showcasing the nation's diverse heritage, encompassing traditional gamelan music to contemporary urban hip-hop. They perform at festivals, night markets, and cultural events, fostering solidarity among individuals from various origins through the unifying power of music in this global community.

### **2.2.1 Local Music Scene Trends**

Ong (2019) has observed that the local music scene in Malaysia has undergone substantial development in recent years, particularly in Kuala Lumpur, where a vibrant Indie Rock music community has emerged. This community prioritizes online connection and collaboration with the international and regional music scenes, promoting the development of independent labels that endorse regional Indie music. These labels offer a forum for musicians to produce music that departs from the worldwide popularised local rock and pop music genres. However, there are ongoing difficulties, mainly due to a lack of suitable locations for Indie Rock music performances. This issue has been further aggravated by the closing of major venues, resulting in a significant impact on the local Indie Rock music scene. Despite these obstacles, the community displays persistence by actively pursuing additional performing spaces and events that increase musical exposure and promote the development and endurance of local Indie Rock performers.

In addition, as emphasized by Mohd Azhar Abu Bakar @ Azmeer (2021), the music industry in Malaysia has seen an engaging pattern of blending traditional Malaysian musical components with contemporary genres, resulting in a unique and varied musical environment. This fusion has not only gained popularity in Malaysia but has also attracted international acclaim, hence enhancing the global prominence of Malaysian music. Moreover, there is an emerging pattern of Malaysian artists engaging in partnerships with musicians from other countries, leading to the exchange of cultural elements and the integration of many musical influences into the domestic music landscape. This instance highlights the adaptability and creativity of Malaysian musicians in connecting different cultures through their music.

Furthermore, Silahudin (2019) has seen an increasing popularity of indie and alternative music genres in Malaysia, with local and worldwide acclaim being achieved by independent musicians and bands. This phenomenon has played a significant role in fostering a dynamic and varied music scene within the nation. In addition, Malaysian musicians have been engaging in the exploration of traditional sounds, combining them with modern elements to produce unique and different musical expressions. The expansion of digital platforms and social media has additionally furnished Malaysian musicians with fresh opportunities to exhibit their work, establish connections with listeners, and participate in partnerships with artists from various countries, leading to a more interconnected and globalized music scene in Malaysia. These trends collectively demonstrate the ever-changing and progressive nature of Malaysia's local music landscape.

### **2.2.2 Local Music Scene Challenges**

The local music scene in Malaysia encounters substantial obstacles, mostly due to the lack of performance venues for Indie Rock music (Ong, 2019). The closing of major venues has hurt the visibility of the local Indie Rock music scene, underscoring the urgent requirement for additional performance spaces and concerts that promote the development and longevity of local Indie Rock musicians. The limited number of available venues has presented challenges for musicians and organizers, limiting the growth and visibility of Indie Rock music in the local music scene.

In addition, as highlighted by Mohd Azhar Abu Bakar @ Azmeer (2021), the music industry in Malaysia has numerous challenges. A notable obstacle comes in the attempt of local artists to acquire exposure and recognition in the highly competitive industry. The lack of resources and opportunities for independent musicians, coupled with the growing popularity of mainstream commercial music, present significant challenges to the development of the local music scene. Moreover, the problems associated with music piracy and copyright infringement have significantly affected the financial well-being of musicians and the long-term survival of the music industry in Malaysia. These challenges emphasize the necessity for increased assistance and infrastructure for the development and promotion of talents within the local music

scene.

Furthermore, the music industry in Malaysia encounters specific challenges. An important obstacle is the insufficient assistance and promotion available to native musicians, particularly those who produce music in native languages or dialects (Silahudin, 2019). This presents an obstacle to the preservation and development of Malaysia's diverse musical legacy. Moreover, the growing popularity of popular commercial music and global music trends could surpass the importance of local talents, posing a challenge for up-and-coming Malaysian artists to establish themselves in the industry. Moreover, the pressing concerns of copyright protection, fair compensation, and sustainable income for artists in the digital age emphasize the necessity for improved rules and support structures to guarantee the livelihood of traditional music artists in Malaysia. The related challenges highlight the many barriers that the local music industry is currently encountering.

### **2.2.3 Music Promotion Strategies**

#### **2.2.3.1 Digital Marketing**

Music promotion has experienced an important shift in the current era of technology, with digital marketing emerging as a crucial element for both musicians and record companies. The proper utilization of online platforms can determine an artist's success in the fiercely competitive music industry. According to Haynes and Marshall (2018), social media enables direct interaction with the audience, which is a crucial aspect of promoting digital music. Nevertheless, their research also underscores the limitations of social media in accessing new audiences.

Digital marketing involves using several platforms to effectively target a wide demographic. Social media networks like Instagram, Facebook, and Twitter have a crucial impact. Artists and labels ought to consistently keep dynamic profiles, interact with fans, and regularly release captivating stuff. Musicians utilize social media channels to communicate with their audience, yet these platforms may have limitations in terms of reaching new audiences (Haynes & Marshall, 2018). This emphasizes the

significance of expanding promotional techniques.

Developing and distributing captivating content is essential in the promotion of digital music. In addition to releasing music, artists can give exclusive insights into their creative process, music videos, and live performances. Employing visual media like YouTube and TikTok can also produce favorable outcomes. Basaran and Ventura (2022) highlight the importance of customizing digital material and its influence on consumer happiness in the era of digital entertainment. In addition, they analyze the impact of social media on digital marketing, highlighting the fact that having a strong online presence does not always result in financial success for musicians.

Effective music promotion in the current digital context heavily relies on the implementation of digital marketing methods. To advance their music career, artists and labels should utilize social media, email marketing, and other content forms to engage with their audience, expand their influence, and eventually propel their music careers. By adopting these strategies and acknowledging their limitations, musicians can distinguish themselves in a saturated market and develop a loyal following, as evidenced by the studies conducted by Basaran and Ventura (2022) and Haynes and Marshall (2018).

#### **2.2.3.2 Fan Engagement**

Interactive creation of content is a highly successful method for engaging fans. This includes live streaming sessions, question and answer sessions, and exclusive insights into the artist's personal life. This type of content cultivates a feeling of closeness and relationship between the artist and the fans. Edlom and Karlsson (2021) argue that fans actively participate in the creation of value within music brand communities by establishing emotional bonds and aligning their values with those of the artists. Lee and Nguyen (2020) explore participatory fandom, which emphasizes the active role of fans in shaping music promotion and exercising influence on commercial music services.

Personalization plays a crucial role in promoting fan involvement. Artists and

labels can utilize email marketing and social media platforms to establish direct communication with their fans. This allows them to personalize the content by addressing fans by their names and personalizing it to their interests. Delivering customized messages for important occasions such as birthdays or album celebrations, expresses gratitude and strengthens the bond between the artist and their fans. Customized communication creates a sense of appreciation among followers and motivates them to maintain their loyalty and support. This is consistent with the dynamics of fan networks and their interactions with artists in a digital context, as explored by Edlom and Karlsson (2021).

Establishing a digital community focused on the artist's music is an effective approach to engage fans. Artists can establish fan clubs, forums, or exclusive groups on popular platforms such as Facebook or Discord. These spaces provide opportunities for fans to interact, express their enthusiasm for the music, and participate in conversations. The artist's active engagement in these groups develops a feeling of belonging and guarantees that fans receive sufficient details about upcoming releases and activities. Lee and Nguyen (2020) found that the connection between music enthusiasts and commercial music platforms is shaped by participatory fandom, highlighting the significance of fan involvement in music promotion.

Fan engagement is more than an aspect of music promotion; rather, it serves as the core foundation upon which successful music careers are established. Strategies such as creating interactive material, engaging in personalized contact, and promoting a sense of community are crucial for establishing deep connections with followers. Both Edlom and Karlsson (2021) and Lee and Nguyen (2020) emphasize that these connections can result in increased audience pleasure, collaborative value creation, and sustained support for the artist's work. By placing audience involvement as a top priority, musicians and record labels can establish a durable and successful music ecosystem in the digital age.

## **2.3 Online Community**

An online community is described as a digital space where individuals who have similar interests, objectives, or affiliations gather to communicate, share information, and participate in discussions or activities. Communities may exist in diverse formats, including forums, social media groups, or specialized platforms, offering members a virtual space to communicate, cooperate, and develop connections without being constrained by geographical limitations. Online community platforms such as Facebook Groups, Reddit, LinkedIn Groups, Discord servers, and niche-specific forums like Stack Overflow for programming enthusiasts or GitHub for software developers serve as examples. These platforms enable the establishment of communities centered around diverse subjects, spanning from personal interests and professional connections to mutual aid organizations and enthusiast associations.

### **2.3.1 User-Generated Content**

According to V K Shyni (2022), User-Generated Content (UGC) in online communities offers a diverse range of values, including functional, emotional, and social components. Functionally, user-generated content (UGC) frequently functions as a valuable source of information, guidance, and resolutions for members of a community. Emotionally, it cultivates a feeling of inclusion and mutual experiences, fostering emotional bonds among users. From a social perspective, user-generated content (UGC) plays a significant role in encouraging the development of a unified community, where individuals join based on common interests or objectives. This multidimensional value enhances participation and connection among community members.

The trust-building influence of user-generated content (UGC) in digital media, which is favored above traditional advertising (V K Shyni, 2022). UGC is characterized by its authenticity, making it widely regarded as more genuine and reliable compared to content produced by professionals. Online communities place high importance on the thoughts and experiences given by their members, acknowledging them as genuine and trustworthy sources. The confidence and authority that is built through User-Generated Content (UGC) significantly impact the dynamics of a com-



munity and the level of influence its members have.

The quality of user-generated content (UGC) in online communities is impacted by multiple factors, as outlined by Luca (2021). These elements include promotional content, peer effects, biases, and self-selection. UGC of superior quality frequently arises when individuals are driven by non-monetary incentives, such as badges or social standing, to provide excellent content to the community. These incentives can guide user contributions in a good manner, promoting the development of significant and influential content (Luca, 2021). Hence, the interaction between the standard of content and the motivating factors has an important effect on the structure of user-generated content inside digital media platforms.

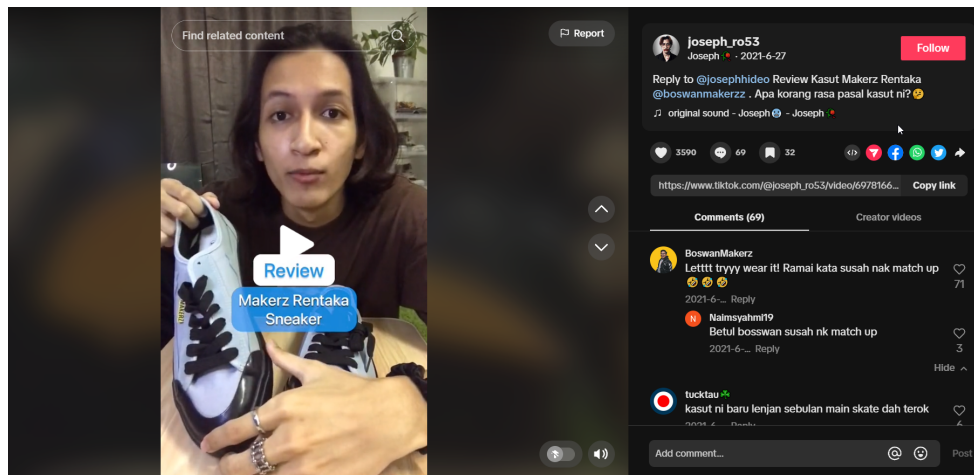


Figure 2.1 User-Generated Content (UGC) in TikTok

TikTok post by @josephro53 (2021, June 22) [ByteDance, 2023]

Within the realm of user-generated material in online communities, it is useful to analyze two illustrative examples that demonstrate its influence and variety. The first figure involves a TikTok video review conducted by user @josephro53, which explores the realm of those who hold a deep passion and knowledge about sneakers. This user-generated material has a reviewer who offers a perceptive and subjective evaluation of the Makerz Rentaka sneakers. This content provides analytic value to viewers seeking product knowledge and a sense of connection with fellow sneaker enthusiasts who share a passion for the topic.

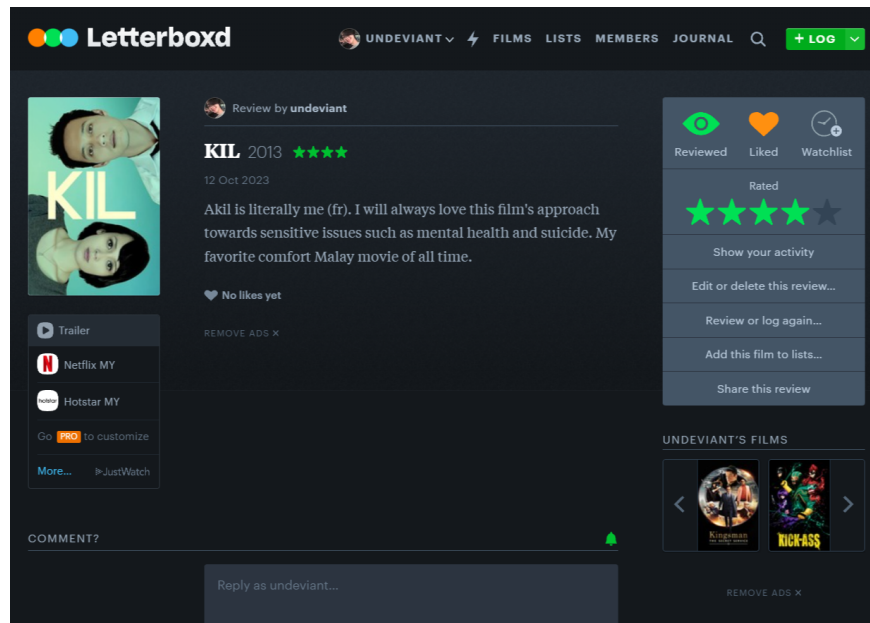


Figure 2.2 User-Generated Content (UGC) in Letterboxd

Letterboxd post by @undeviant (2023, October 12) [Letterboxd, 2023]

The second figure, a movie review of "KIL (2013)" by user @undeviant on Letterboxd, illustrates the significance of user-generated content (UGC) in the area of cinema critique and admiration. In this review contributed by @undeviant, a perceptive evaluation of the Malaysian movie is presented, presenting an original viewpoint that enhances the discussion about the film. This material represents the trust and authority that users give to other community members when they are looking for recommendations or insights in their areas of interest.

### 2.3.2 Social Media Integration

The integration of social media into online communities has become an essential feature of modern digital interactions. This integration utilizes the capabilities of platforms such as Facebook, Twitter, and Instagram to improve the overall community experience. Online communities promote enhanced user involvement and exposure by enabling the seamless linking of social media profiles and content sharing. Integrating social media not only expands the audience for community content, but also promotes immediate conversations, exchange of valuable knowledge, and fast distribution of information (Zanuar & Md Noor, 2022). This technology bridges the boundaries between virtual communities and the wider online social environment, al-

lowing members to easily interact, cooperate, and contribute across several platforms, hence enhancing the overall community experience.

### **2.3.3 Types of Interaction**

Interactions in online communities are complex and diverse, with different forms that each have their importance. Primarily, likes and reactions provide members with a convenient and efficient means to show their approval or appreciation for a post or comment. These confirming actions aim to inspire content authors and communicate that their efforts are highly esteemed in the community. Moreover, comments serve as the vital essence of discussions, offering a platform for individuals to express their opinions, pose inquiries, and participate in important conversations. Comment threads frequently develop into rich sources of knowledge, deep opinions, and varied points of view, promoting a feeling of community unity.

Sharing content is a crucial method for interaction within internet communities. When a member shares a post or discussion topic, it expands the visibility of that information to a wider audience, potentially recruiting new members and improving the overall reach of the community. Upvotes and downvotes, frequently observed on sites such as Reddit, allow users to indicate their approval or disapproval of particular posts or comments. This voting method helps the curation of content, guaranteeing that the most relevant and significant contributions rise to popularity, while irrelevant or improper content is dismissed. Furthermore, ratings and reviews have a crucial significance, particularly among communities that prioritize items, services, or information. Users can allocate ratings and submit comprehensive reviews, providing essential input and impacting the decisions of others. These assessments enhance knowledge and assist members in selecting the best services.

In addition to these interactions, mentions and tags play a crucial role in engaging particular community members in discussions and recognizing their expertise. Direct messaging enables confidential individual conversation, but polls and surveys provide a systematic approach to collecting community comments, opinions, or preferences. Emojis and reaction buttons serve to enhance the expression of emotions and

sentiments towards content, providing additional depth and subtlety. These various types of interaction collectively enhance the overall experience of online communities by promoting communication, collaboration, and engagement among members, hence increasing their appeal and effectiveness as platforms.

When discussing online communities, it is essential to acknowledge the influence of incorporating social media on the dynamics of the community and the level of involvement from its members. Zanuvar and Md Noor (2022) highlight the effectiveness of social media tactics for independent artists. These tactics encompass actively interacting with supporters, revealing exclusive content, and maintaining genuineness and consistency in social media posts. Through the incorporation of social media platforms into their digital communities, independent artists can establish direct connections with their audience, providing exclusive perspectives into their creative approaches, and developing a loyal following that actively engages in conversations and promotional activities.

In addition, Järvekülg and Wikström (2021) discusses the differences between brand-centric and community-focused strategies for promoting music on social media. The difference is important in the context of online communities, as it indicates the different ways through which community members and artists interact with each other. The brand-centered method prioritizes promotional gatekeeping and conventional marketing techniques, whereas the community-oriented approach places importance on establishing significant ties with fans and fellow artists. By incorporating these methods into online communities, a comprehensive music promotion plan may be developed that addresses both user involvement and brand establishment, resulting in a well-rounded experience for community participants. In short, the incorporation of social media into online communities acts as a connection between artists and their audience, encouraging interaction, genuineness, and a variety of promotional approaches.

### **2.3.3.1 Gamification Elements**

Introducing gamification features into an online community can significantly influence its dynamics and enhance member participation. Gamification, as defined by Hsu and Chen (2018), refers to the utilization of game components in non-game situations to modify individuals' behavior and enhance their level of involvement. This concept has attracted significant attention in several fields, such as online communities, where it can play a crucial role in improving the overall user experience.

An essential aspect commonly employed in online communities to enhance user engagement is the incorporation of points, badges, and levels. According to Mauroner (2019), these elements can be effective strategies for identifying and inspiring community members. Points and badges provide individuals with a feeling of accomplishment and status, motivating them to actively engage and demonstrate their expertise. Through the process of measuring their contributions and evaluating them based on leaderboards, individuals are motivated to consistently enhance and make valuable additions to the community's discussions and activities.

Furthermore, the incorporation of technical challenges and quests in the community is consistent with the user engagement concepts emphasized by Hsu and Chen (2018). These challenges offer an exhilarating opportunity for cooperative learning and problem-solving. These activities enhance the problem-solving abilities of participants and promote a feeling of togetherness as they collaborate to overcome obstacles.

In addition, the introduction of virtual currencies and rewards can significantly influence the dynamics of an online community. These elements can be utilized to encourage participation and reward members for their contributions (Mauroner, 2019). Virtual currencies can be used to purchase virtual goods, which can be utilized to enhance the user experience. These elements can be used to encourage participation and reward members for their contributions. Virtual currencies can be used to purchase virtual goods, which can be utilized to enhance the user experience.

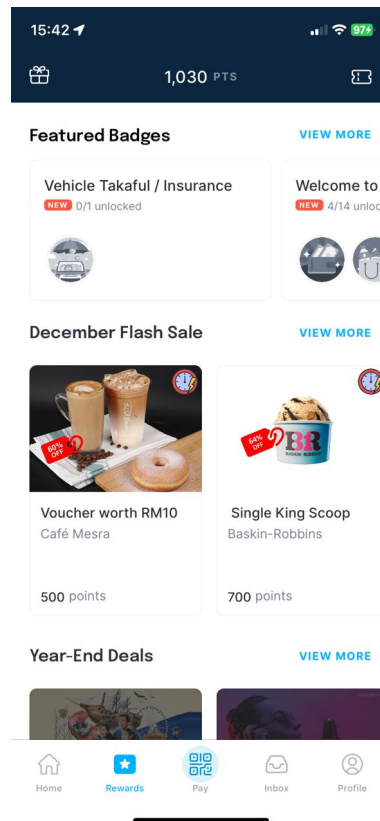


Figure 2.3 Gamification Elements in Setel

Screenshot of Rewards page in Setel (2023, December 30) [Setel Ventures Sdn. Bhd., 2023]

Figure 2.3 illustrates the gamified rewards page of the Setel mobile application, which is a comprehensive platform designed for the Malaysian audience, offering services such as fuel, parking, EV charging, eWallet, and more. This page utilizes gamification to prominently display users' earned points, promoting engagement by transforming routine transactions into chances to earn rewards. Users are motivated to actively engage in Setel's products, earning points that can be redeemed for practical vouchers in various categories such as food, fashion, and entertainment. The implementation of gamified design in Malaysia aims to provide an engaging and captivating experience for users. By using the principles of incentive and achievement, this design strategy fosters user loyalty. Additionally, it offers real and appealing rewards to further enhance user engagement.

## **2.4 Music Discovery**

### **2.4.1 Music Genre Diversity**

The concept of an extensive variety of genres in the process of discovering music has seen significant growth throughout recent years, driven by user-focused observations and developments in recommender systems. Robinson et al. (2020) clarify the complex and varied aspects of diversity in music recommendation lists, underscoring the significance of integrating both internal and external diversity. Internal diversity, in this context, pertains to the assortment of subgenres and styles within a specific genre, whereas external diversity incorporates recommendations from entirely separate genres. These subtle and precise categories have fundamentally changed the way music enthusiasts explore and value varied musical landscapes.

In current recommender systems, measures such as variety, creativity, and randomness have become essential in addition to accuracy. When utilized in music discovery systems, these measures have a crucial impact in promoting genre exploration and expanding listeners' musical horizons. Diversity, as per the definition provided by Robinson et al. (2020), extends beyond the mere inclusion of random music. It encompasses the goal of achieving a well-proportioned representation of various genres and subgenres within recommendation lists. The presence of variety in music drives users to explore unfamiliar and unexplored musical categories, while randomness adds an element of pleasant unexpectedness, allowing listeners to come across genres they may not have encountered otherwise.

By utilizing user-centric information and metrics, modern music discovery services employ algorithms and curated playlists to direct listeners toward a wider range of genres. Through the integration of diverse elements from both internal and external sources, these platforms provide customized experiences that surpass the limitations of specific genres, promoting a wider and fulfilling musical exploration for users. Despite this changing environment, the recognition and enjoyment of many musical genres not only demonstrate the progress of technology but also highlight the influence of recommender systems in creatively influencing our musical preferences

and tastes.

#### **2.4.1.1 Underrepresented Genres**

Traditional and local pop music, which is strongly influenced by tradition, frequently encounter difficulties in establishing a presence within popular music that appeals to a wider audience. However, online platforms have created an opportunity for enthusiasts to interact, exchange, and celebrate these genres. Online communities have arisen, attracting enthusiasts and musicians who are passionate about preserving and developing traditional music genres. Within these digital platforms, traditional and regional pop music genres receive acknowledgment and active involvement from an avid group of enthusiasts.

Digital platforms have a larger impact that goes beyond the establishment of genres. They facilitate the creation of music communities, surpassing geographical limitations and enabling persons with similar interests to unite. According to Silahudin (2019), social media and online forums offer an environment for conversations, music sharing, and cooperation between musicians and their supporters. These groups not only cultivate admiration for underrepresented genres but also promote the production of novel music that combines traditional aspects with modern influences.

Eventually, the less popular music genres in the Malaysian music industry are discovering their expression and following the impact of digital platforms and online communities, as highlighted by Silahudin (2019). These platforms facilitate the creation of genres such as traditional and regional pop music and promote the development of enthusiastic music communities. Thus, the music scene in Malaysia has grown in variety and comprehensive, preserving traditional practices while embracing originality and experimentation.

#### **2.4.2 Music Streaming Services Platforms**

Within the era of streaming, the process of discovering music has evolved and been shaped by both subjective experiences and social divisions based on socioeconomic status. Ellis (2022) explores the concept of "phenomenological moment" in the



context of music discovery. He highlights the significant role these moments play in influencing individuals' interpretations and understandings of music. Music streaming platforms have emerged as a means of facilitating such experiences, allowing users to delve into a wide range of musical genres and artists that are customized to their preferences. These systems employ recommendation algorithms to enable users to find new music that connects with them, hence boosting the experiential aspects of music exploration.

In addition, users have progressively turned to music streaming sites as a method of storing and organizing their playlists (Ellis, 2022). This method enables individuals to establish meaningful relationships with music over time, forming personal stories and connections with the songs they choose. Playlists surpass being simply collections of songs; they reflect an individual's musical journey and ever-changing preferences. This phenomenon highlights the fact that music streaming platforms not only make it easier to discover new music but also allow users to actively define their musical preferences and tastes.

Webster (2019) also explores the impact of music streaming platforms on individual preferences for music and the differentiation of cultural identities. These platforms have equalized access to music, erasing social class distinctions and enabling individuals from various backgrounds to explore and appreciate a wide variety of genres. Streaming services break common perceptions of modern and popular music by promoting user exploration free from the limitations of traditional class-based musical classifications. Music streaming platforms have played a significant role in creating a more inclusive and diversified music scene, prioritizing individual preferences over social class distinctions.

#### **2.4.2.1 Apple Music**

#### **2.4.2.2 Spotify**

#### **2.4.2.3 YouTube Music**

#### **2.4.3 User Preferences**

### **2.5 Mobile Application**

#### **2.5.1 Type of Mobile Application**

##### **2.5.1.1 Native Application**

##### **2.5.1.2 Web Application**

##### **2.5.1.3 Hybrid Application**

#### **2.5.2 User Experience Design**

#### **2.5.3 Challenges of Mobile Application Development**

#### **2.5.4 Features of Mobile Application**

##### **2.5.4.1 Profile Creation**

##### **2.5.4.2 Music Snippet Sharing**

##### **2.5.4.3 Favourite/Bookmark**

##### **2.5.4.4 Ratings or Reviews**

### **2.6 Reviews of Existing Mobile Application**

#### **2.6.1 Letterboxd**

##### **Advantages**

test

##### **Limitations**

test

### **2.6.2 Spotify**

#### **Advantages**

test

#### **Limitations**

test

### **2.6.3 Twitch**

#### **Advantages**

test

#### **Limitations**

test

### **2.6.4 Bandcamp**

#### **Advantages**

test

#### **Limitations**

test

### **2.6.5 SoundCloud**

#### **Advantages**

test

#### **Limitations**

test

## **2.7 Chapter Summary**

## CHAPTER THREE

### RESEARCH METHODOLOGY

#### 3.1 Study Area

#### 3.2 Sampling

Table 3.1  
My Sample

Millimeters mm	Centimeters cm
1	0.1
10	1
100	10
1000	100
10000	1000

Note: This table is useful for ....

Table 3.2  
The Second Sample

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10	1
100	10
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Figure 3.1 A New Figure Again!

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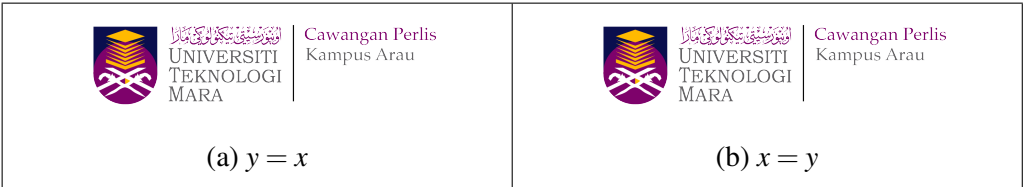


Figure 3.2 The Two Figures

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Figure 3.3 The Four Figures

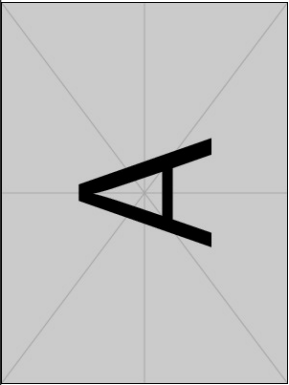
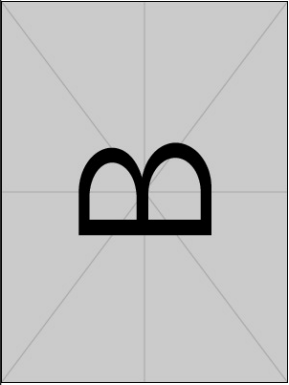
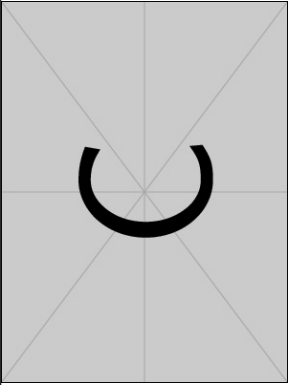



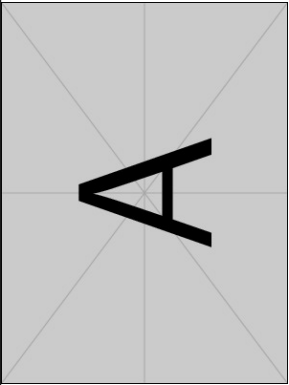
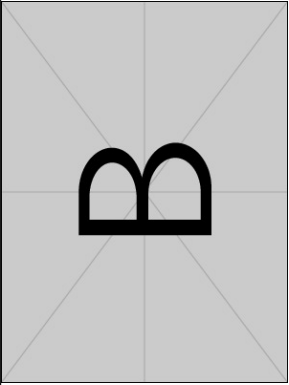
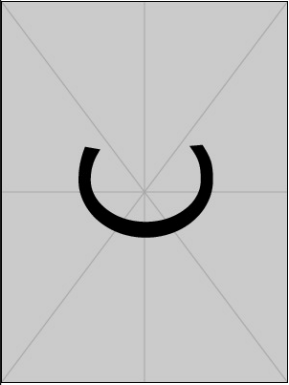
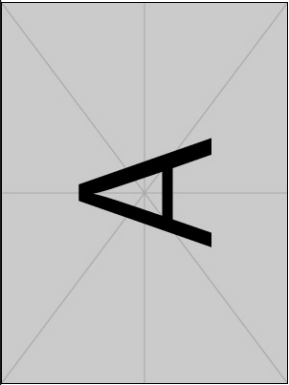
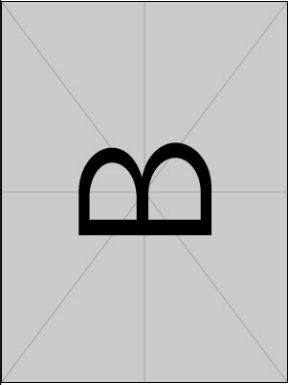
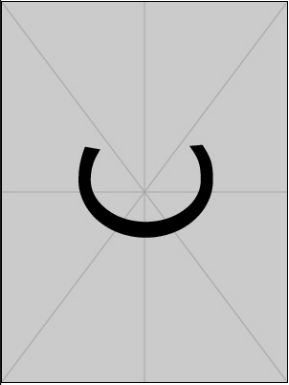
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Figure 3.4 The Landscape Figures

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## CHAPTER FOUR

### RESULTS AND DISCUSSIONS

#### 4.1 Background of Study

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$$m = \frac{y_2 - y_1}{x_2 - x_1} \quad (4.1)$$

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##### 4.1.1 Comparison of Method A with Other Studies

Table 4.1  
Length Units

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##### 4.1.1.1 Method A Improved

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## CHAPTER FIVE

### CONCLUSION AND RECOMMENDATIONS

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# **APPENDICES**

## **APPENDIX A**

### **THE DATA**

This is the data.

## **APPENDIX B**

### **THE CODING**

This is the C code.

```
#include <stdio.h>

int main() {
    printf("Hello World\n");
    return 1;
}
```