Trend genre mobile app content on Sundanese Folklore

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ABSTRACT: Trends in the development of car applications continue to develop along with technological developments. This study explains a trend in the development of mobile applications within the genre of Sundanese cultural folklore. Folklore is folk art that can be in the form of songs, music, legendary stories, or humorous stories that are passed on orally rather than written down. The research method used is a qualitative method of content analysis that emphasizes content analysis about the development trends of the Sundanese folklore genre. It can be concluded that Sundanese folklore is a culture that is conservative, and technology that is innovative can be integrated with it in mobile applications. The form of application can be as a game or an education app. As the current trend shows us that the majority of people have and use smartphones in their daily lives, there is an opportunity to introduce and develop Sundanese folklore into technology.

Keywords: applications, folklore, mobile, sunda

1 INTRODUCTION

Generally, people know of folklore usually only in story form. Folklore is defined as regional folklore which can provide life lessons therein. However, folklore is more than just a story but has broad meaning such as folk art. Sundanese folklore culture especially has an important position and role as an ambassador of Sundanese culture in the form of folk literature. Folklore can be interpreted as literature in the form of unwritten stories that spread around society from word of mouth. The term *folklore* can be broken down into two words: “folk” which has a collective meaning and “lore” which means a collective and cultural tradition that is handed down (Danandjaja 2007).

Folklore is the body of expressive culture, including tales, music, dance, legends, oral history, proverbs, jokes, popular beliefs, customs, and so on within a particular culture, subculture, or group. It is also the set of practices through which those expressive genres are shared (Supendi 2008). From the description above, it can be concluded that folklore has a broad scope covering many aspects of cultural expression such as dance, music, humorous stories and legends, *lalaguan*, or *kakawihan barudak*.

The industrialization of technology is providing a lot of innovations which greatly affect all of society. There is an increasing number of smartphone users because this technology provides a lot of convenience. One product of this technological innovation is a mobile application. Mobile applications are software that run on mobile devices such as smartphones or tablets. A mobile application is also known as an application that can be downloaded and has certain functions that increase the functionality of the mobile device itself (Irsan 2020).

These mobile applications can make for an interesting educational method when the values of Sundanese folklore culture are conveyed through it in the form of games, animation, and other digital products. It can be interpreted as preserving the existence of Sundanese culture with technology intermediaries. For example, a mobile game application can be categorized as an educational

game that is not only fun but a way to educate the user (Andang 2009). Mobile games are also the same as video games but are played on mobile devices. Video games can provide interesting social experiences that are both cognitive and emotional which have the potential to improve the mental health of children and adolescents. Video games can also make the user feel more prosperous (Garnic 2014). Therefore, it can be concluded that culture that carries traditional values and technology that carries a breath of innovation can be integrated to bring educational value to the community.

2 RESEARCH METHODS

This study uses a qualitative method of content analysis which is a method that examines documents in the form of a general category of meaning. Researchers can analyze a variety of documents, from personal papers (letters, psychiatric reports) to history (Richard 1967). The content analysis method is basically a systemic technique for analyzing the contents of messages and processing messages, or a tool for observing and analyzing the contents of open communication behavior from the chosen communicator (Richard 1967). Another understanding according to Berelson (1952), which was then followed by Kerlinger (1986), is that content analysis is defined as a method for studying and analyzing communication systemically, objectively, and quantitatively against messages that appear (Wimer & Dominic 2000). This study examines the Sundanese folklore culture and its integration with technological innovations in mobile applications to affect Sundanese folklore trends.

3 RESULTS AND DISCUSSIONS

3.1 Result

Over time, the development of the technology industry is a phenomenon that can lead its users to forget the language and culture of their own regions. People often ignore their mother tongue or their respective regions, including Sundanese culture. Only about 40% of West Javanese children know and are able to speak Sundanese (Antaranews 2020). Therefore, mobile applications in the form of games can be an effective and fun tool for introducing Sundanese cultural folklore. Games provide great educational opportunities by analyzing a group of players and individuals using rational strategies (Leyton-Brown & dan Shoham 2008).

Figure 1. Example of cultural education through a mobile application. (Source. Google Play Store, Marbel Budaya Nusantara 2020).

Sundanese folklore educational media with mobile applications are seen as very effective learning tools. Learning media with mobile applications or M-learning can also deliver Sundanese cultural values more efficiently. Mobile learning has the same meaning as e-learning, only mobile learning can only be accessed via mobile devices. M-Learning has the following advantages:

1. Portability means the device is more portable.
2. Supports learning because the younger generation is more familiar with devices such as tablets than conventional learning methods.

3. Increases the motivation of ownership of the device and can also increase the commitment to use and learn it.
4. Has a broader reach because its use reaches all levels of society.
5. Timely learning enhances learning as needed (Andy 2007).

The results are a trend where cultures that are considered conservative and technology that is considered innovated can be integrated into a learning medium that creates current trends about the concept of an introduction to Sundanese folklore and cultural values.

3.2 Discussions

A mobile application game is designed for fun so if education can be combined with it, there is added value. Educational games are games that are designed with the specific purpose of teaching users about something, be it developing concepts, increasing understanding, or guiding and training its users' abilities. This game must also be able to provide motivation to users to continue playing it (Hurd 2009).

Sundanese folklore expresses its identity in folk art, in which there are songs, rhymes, and legend stories which makes it an ideal genre for preservation within technology, such as mobile applications, that will trend within a community. This form of mobile application can be in the form of games or educational applications.

4 CONCLUSIONS

Although Sudanese folklore culture plays an important role as guardian of a community's identity, it tends to be conservative. Therefore, it could benefit greatly from the innovation of technology such as in the form of a mobile application game that would provide education and increase awareness to its rich culture and history.

According to Andang Ismail (2009), a mobile application game has two purposes:

1. as a pure play activity that aims to find pleasure not based on winning and losing or
2. as a fun play activity that is based on winning and losing.

Mobile applications will be an effective medium to be linked to Sudanese folklore culture because the majority of Indonesian people already have smartphones. Noted in 2015 on gs.statcounter.com, 68.75% of Indonesians were Android smartphone users (Statcounter.com 2020). This high number of users provides a great opportunity for people to use their smartphones to connect to their Sundanese folklore culture.

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