

The Effectiveness of the "Woo Sabak" Music Video Clip in Promoting Tourism.

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Abstract: "Woo SABAK," a music video clip, was created to promote agricultural tourism in Sabak Bernam. The video employs a dramatic theme to attract individuals and groups from urban areas to experience the serene agricultural landscapes and the tranquility of 'Kampung life'. Social media platforms such as Instagram, TikTok, Facebook, WhatsApp, and Telegram were used to market Sabak Bernam as a desirable domestic destination, particularly targeting generations X, Y, and Alpha. The music video showcased local attractions like Laman Tebu Aidil, Lembah Bernam Restaurant, Ah Ma House, Bagan Nakhoda Omar Beach, Kerepek Tajuri Sdn Bhd, paddy fields, coconut plantations, fruit plantations, farms, and palm plantations. Music videos can effectively reach a broad audience and engage them, making it an ideal medium for this promotional effort. The objectives were to create a music video for the Sabak Bernam District Council, Selangor, and to assess its effectiveness as a promotional tool. The project's goal is to boost Sabak Bernam as a domestic agricultural tourism destination and aid the Sabak Bernam District Council in generating income for the local community. The Multimedia Cognitive Learning theory was applied to understand visitor behavior, and Design Thinking guided the development of the music video. Data from 134 questionnaires indicated that "WOO SABAK" successfully evoked emotions and fostered attachments, encouraging visits to Sabak Bernam.

Keywords: Music video; Theory of Multimedia Cognitive Learning; Design Thinking

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INTRODUCTION

The local community remains largely unaware of the district of Sabak Bernam. The creation of the music video clip "Woo Sabak" aims to highlight the unique aspects of Sabak Bernam as a local agrotourism destination in the state of Selangor. "Woo Sabak" portrays Sabak Bernam as a captivating destination, offering opportunities to explore and experience agriculture, farming, plantations, and fisheries as tourism attractions.

A music video is a short film created for commercial purposes that combines music and visuals. Modern music videos, primarily used as promotional tools to encourage the purchase of musical recordings, have gained popularity since MTV's emergence in the 1980s. Terms such as "picture song," "projection film," "promotional film," "promotional clip," "promotional video," and "song video" have been widely used in media promotion, including tourism.

One issue is the lack of tourism promotion through music videos for Sabak Bernam, as there is no platform to advertise its advanced agrotourism destinations in line with modern trends. Furthermore, Sabak Bernam is unfamiliar to tourists interested in agrotourism due to a lack of information about its offerings. Social media channels, which could aid in promoting Sabak Bernam, are currently underutilized (Coronel, 2023). This study suggests leveraging social media platforms like YouTube, TikTok, and Instagram to promote Sabak Bernam by creating music video clips about its agrotourism sites. According to Liasidou (2018), most visitors today prefer watching videos over reading content on websites or newspapers. Thus, music video clips are the most powerful tool for promoting rural areas like Sabak Bernam, Selangor (Toulaki, 2023).

The objectives of this study are to produce a music video clip for the

local government and to evaluate the effectiveness of the "Woo Sabak" music video as a promotional tool. Variables such as music perception, music cognition, music emotion, and behavioral intention are used to measure the effectiveness of music videos in promoting tourism among domestic visitors.

LITERATURE REVIEW

Effectiveness

In academic research, the use of contemporary technological advancements provides national tourism organisations with diverse methods to promote their countries online. One particularly favoured approach is the creation of video clips. Notable examples include the national tourism organisations of Korea, Taiwan, Malaysia, Myanmar, and India, which have produced video clips available on YouTube. These clips are typically brief and lack a comprehensive narrative structure, which has sparked the author's interest in investigating their impact on travel intentions (Ma et al., 2024).

The emergence of short-form videos as essential marketing tools for tourist destinations is evident. Hadinejad et al. (2022) observed that the abundance of disorganised sources and standardised content has resulted in less-than-ideal user experiences. Studies indicate a positive correlation between the alignment of short-form video content and specific destination types, which significantly enhances user engagement and increases visit intentions (Hadinejad et al., 2022).

Furthermore, the presentation of meticulously refined, integrated, and packaged "image elements" about tourism destinations plays a crucial role. According to Alamaki et al. (2019), this approach helps establish viewer perceptions and emotions concerning the featured destinations.

Perception

When watching official promotional short videos, the public often shows a strong positive response to the images of tourist destinations and related tourism resources. As Balkwill et al. (1999) noted, this heightened acceptance positively influences their perceptions and evokes favourable emotional responses.

As the field of tourism risk perception matures, factors influencing it have been identified, including equipment, finance, physical and psychological aspects, satisfaction levels, social considerations, time, political dynamics, cultural differences, and barriers. This comprehensive framework helps analyze the relationship between tourism risk perception and decision-making (Gomez & Danuser, 2004).

The online depiction of a tourist destination's image significantly impacts motivation, perceived risks, and tourists' attitudes toward the destination. Juslin et al. (2010) stated that this plays a crucial role in making informed travel decisions.

By deliberately presenting refined, integrated, and thoughtfully packaged "image elements" of tourism destinations, viewers can form nuanced perceptions and emotional connections with the featured locations (Alamaki et al., 2019).

Cognition

Active audience engagement positively impacts both cognitive and affective perceptions of a destination, ultimately leading to the formation of travel intentions. According to Moscardo (2004), the cognitive and affective image of a destination acts as a partial mediator within the underlying influencing mechanisms.

Emotion to Pleasure

Oppermann (2000) asserts that well-crafted videos establish a connection between positive emotions, increased intention to participate, and improved content recall. Additionally, our observations indicate that both enjoyment and engagement experienced

while viewing the video significantly contribute to overall satisfaction. Comparatively, enjoyment has a more pronounced impact than engagement (Russell & Mehrabian, 1977).

Emotion to arousal

Russell and Pratt (1980) noted that immersive technologies have the potential to generate a significant "wow" effect in destination marketing, leading to heightened emotional arousal and a sense of pleasure.

In the context of tourism destination marketing, videos strategically utilize storytelling combined with visual and auditory elements to evoke emotional arousal and enhance memorability (Ma et al., 2024).

Scenic imagery and music videos tend to be linked with elevated arousal levels, whereas storytelling videos exhibit more pronounced arousal peaks and a greater frequency of arousal-inducing events. Ma et al. (2024) highlight the moderating role of narrative, sensory stimuli, and treatment in advertising, which influence the significance of arousal peaks and memorability.

The literature on tourism advertising has insufficiently explored the impact of perceived credibility on cognition, metacognition, and attitude. Therefore, this study aims to address this gap by examining the combined effects of source credibility and emotional arousal on cognitive processes and attitude formation (Hadinejad et al., 2022).

Oppermann (2000) found that behavioural intention has a stronger correlation with entertainment value, while social presence has only a minimal impact. This research aims to examine the influence of service marketing videos on consumer behavioural intention and to identify specific consumer segments that are most susceptible to various types of marketing videos.

The construction of a destination image is a complex process influenced by various information sources (e.g.,

induced, autonomous, and organic), prior destination experiences, travel motivations, and socio-demographic characteristics. Davis Mersey et al. (2010) identify these factors as key determinants shaping destination image and subsequently influencing behavioural intentions. This study aims to investigate the impact of service marketing videos on consumer behavioural intention and to identify the consumer groups most significantly influenced by different marketing video formats (Alamaki et al., 2019).

RESEARCH METHODOLOGY

The development of the "WOO SABAK" music video clip was guided by the Design Thinking methodology, which comprises five phases: Empathize, Define, Ideate, Prototype, and Test. Design Thinking is a solution-oriented problem-solving approach that emphasizes understanding human needs, reframing problems in a human-centric manner, generating numerous ideas through brainstorming, and adopting a hands-on approach in prototyping and testing. This methodology proved highly effective in the creation of the video clip.

Drawing on the theoretical framework and literature reviews, a questionnaire was developed to assess the effectiveness of the "WOO SABAK" music video clips. The questionnaire evaluated variables including video effectiveness, perception, cognition, pleasure, arousal, and behavioral intentions. Data collection, defined as the procedure of gathering, measuring, and analyzing accurate insights for research using standard validated techniques, was conducted through the distribution of the questionnaire. This study utilized data collected from students, who were selected as respondents due to their exposure to the music video clip.

The instruments used in this study were adopted and adapted from various authors. Music perception was measured using four items based on musical characteristics and four items

from multiple sources on music cognition (Balkwill & Thompson, 1999; Gomez & Danuser, 2004; Juslin & Lindstrom, 2010). The dimensions of tourists' behavioral intentions were measured using three items (Moscardo, 2004; Oppermann, 2000). A five-point Likert scale was employed to capture all participants' responses. Tourists' emotions were assessed using a semantic differential scale based on the PAD model (Russell & Mehrabian, 1977; Russell & Pratt, 1980).

A pilot test was conducted with 60 participants in July 2023, yielding Cronbach's alpha scores ranging from 0.72 to 0.81, thereby ensuring the validity, reliability, and clarity of all items. Respondents were required to view the "Woo Sabak!" music video clip (link: https://youtu.be/V_aj-wd65yg) prior to completing the questionnaire. The first section of the questionnaire collected demographic information, including gender, age, education, and occupation.

TABLE 1. *Instrument*

Dimension	Sources
Music Perception Music Cognition	Adapted from musical characteristics (Balkwill & Thompson, 1999; Gomez & Danuser, 2004; Juslin & Lindström, 2010)
Emotion - Pleasure Emotion - Arousal	Acting on the Stimulus-Organism-Response model, a simplified version of Chinese revised by the Institute of Psychology of the Chinese Academy of Sciences (Russell & Mehrabian, 1977; Russell & Pratt, 1980)
Behavioral Intention	Adapted from tourist behaviors (Moscardo, 2004), tourists' loyalty (Oppermann, 2000)

RESULTS AND DISCUSSION

The process of preparing data involved entering responses into Google Forms and encoding the data into a graphical form for accurate analysis. Descriptive statistical reports were generated to identify the frequency, minimum, and maximum values of the data. The majority of students were aged below 20 years (32.1%), followed by those aged 21-25 years (23.9%). The respondent pool comprised 76.1% female and 23.9% male participants. The majority of respondents were of Malay ethnicity (97%), with a smaller proportion from the Indian ethnic group (2.3%).

The intended features of music video clips for promoting tourism in Sabak Bernam on behalf of Majlis Daerah Sabak Bernam, as displayed in the results below.

TABLE 2: Descriptive Statistics

Variables	α	M	SD
Effectiveness	0.75	4.54	.62
Perception	0.81	4.20	.71
Cognition	0.72	4.34	.68
Emotion to pleasure	0.78	3.86	.57
Emotion to arousal	0.78	3.90	.55
Behavioral Intention	0.79	4.36	.67

n = 134

The table presents the descriptive statistics for various variables measured in the study. The variables include Effectiveness, Perception, Cognition, Emotion to Pleasure, Emotion to Arousal, and Behavioral Intention. For each variable, the table provides the Cronbach's alpha (α), mean (M), and standard deviation (SD).

Effectiveness: The reliability of this measure, as indicated by a Cronbach's alpha of 0.75, is considered acceptable. The mean score for effectiveness is 4.54, with a standard deviation of 0.62, indicating a generally high perceived effectiveness of the music video clip with relatively low variability among responses.

Perception: This variable has a Cronbach's alpha of 0.81, suggesting good reliability. The mean score is 4.20, with a standard deviation of 0.71, reflecting a positive perception of the video clip with moderate variability.

Cognition: With a Cronbach's alpha of 0.72, the cognition measure shows acceptable reliability. The mean score is 4.34, and the standard deviation is 0.68, indicating favorable cognitive responses with moderate variability.

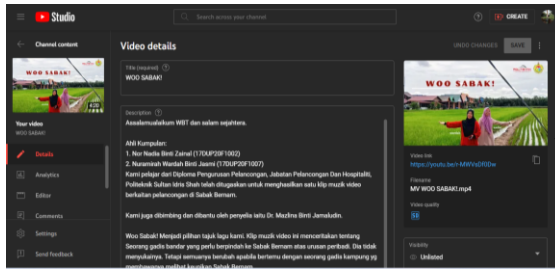
Emotion to Pleasure: This variable has a Cronbach's alpha of 0.78, indicating good reliability. The mean score is 3.86, with a standard deviation of 0.57, suggesting moderate levels of pleasure elicited by the video with relatively low variability.

Emotion to Arousal: Similar to Emotion to Pleasure, this variable also has a Cronbach's alpha of 0.78. The mean score is 3.90, with a standard deviation of 0.55, indicating moderate levels of arousal with low variability.

Behavioral Intention: This variable has a Cronbach's alpha of 0.79, indicating good reliability. The mean score is 4.36, with a standard deviation of 0.67, reflecting a strong behavioral intention to visit the destination with moderate variability.

The sample size for the study is 134 participants ($n=134$). These statistics suggest that the "Woo Sabak!" music video clip is perceived positively across various dimensions, including effectiveness, perception, cognition, emotional response, and behavioral intention. The reliability coefficients (Cronbach's alpha) indicate that the measures used in the study are generally reliable.

The music video clip titled "Woo Sabak!" using CapCut for creation and editing was successfully developed. The music video clip was uploaded to YouTube and can be viewed at the following link: https://youtu.be/V_aj-wd65yg.

Image 1. *Music Video Woo Sabak!*

CONCLUSION AND IMPLICATION

Social Media Advertising

The success of digital initiatives is frequently assessed through social media monitoring tools, which offer quantitative metrics like the number of likes, shares, comments, views, and followers. These metrics act as indicators of the extent of positive or negative engagement. In the context of promoting our tourism destination on a global scale, digital engagement has played a crucial role in driving revenue growth within the travel and tourism industry.

Utilizing social media advertising for our "Woo Sabak!" music video clip enables the development of clear content through video, images, and detailed location descriptions, effectively promoting Sabak Bernam as a tourism destination to international audiences. This engagement strategy has been shown to predict advertising performance and enhance the understanding of the relationship between media engagement and advertising (Alamaki et al., 2019; Toulaki, 2023). In the future, social media will play a crucial role in marketing and promoting the tourism industry globally, providing valuable opportunities for the industry to promote its products and attract potential tourists.

Improve Video Quality

Enhancing the video quality through the use of CapCut software can significantly improve the clarity of the "Woo Sabak!" music video clip. This enhanced clarity can provide both local and foreign tourists with new information and a

unique perspective on the destination. The production of the "Woo Sabak!" music video clip aims to improve the image of Sabak Bernam as a tourism destination for students and viewers. Additionally, the data collection methodology employed in this project is expected to contribute to future research on tourism destinations in Sabak Bernam. By utilizing a structured framework for producing the music video, the project management process will be more effective.

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