Exploring the Contents of the Official Portal of the Ministry of Tourism, Arts and Culture (MoTAC), Malaysia

Muhammad Asyraf Mohd Bakri[1,*], Lim Thong Soon[1], Mohammad Kamal Sabran[2]

[1]School of Applied Creative Arts and Design, Han Chiang University College of Communication, Jalan Lim Lean Teng, George Town, Pulau Pinang, MALAYSIA.
[2]School of The Arts, Universiti Sains Malaysia, USM, Pulau Pinang, MALAYSIA.

ABSTRACT

The Malaysian Ministry of Tourism, Arts and Culture (MoTAC) preserves and promotes the country's cultural heritage, with the development of the tourism economy, holding great importance in the era of global connectivity. Via the official MoTAC website in Malaysia it presents itself as a comprehensive portal that provides access to the country's rich cultural fabric and dynamic tourism scene. The importance of web portals in promoting the ministry on digital platforms has been highlighted. The objective of this article is to evaluate MoTAC's official website, focusing on design, user interface, navigation structure, content, information, interactivity, performance, and reliability. Through the implementation of a comprehensive analysis of this online platform, the objective is to offer important observations and recommendations that can improve the user experience and accessibility of information related to Malaysia. The platform's efficiency in sharing information and fostering collaboration through rich content, regular updates, and a user-friendly layout.

Keywords: Portal, MoTAC, Tourism, Interface, User-Friendly.

INTRODUCTION

The preservation and promotion of a nation's cultural legacy, with the development of its tourism economy, holds immense importance in an era of growing global interconnectedness. The Ministry of Tourism, Arts and Culture (MoTAC) of Malaysia exemplifies a steadfast dedication to these two endeavors. As we explore the digital domain, the official website of the Ministry of Tourism, Arts and Culture (MoTAC) in Malaysia, accessible at https://www.motac.gov.my/, presents itself as an extensive portal providing access to the rich cultural fabric and dynamic tourism scenery of the country. The website's content is presented in two languages, namely Bahasa Melayu (Malay) and English. The objective of this research is to assess the use, caliber, and efficacy of the website's review platform, as discussed in the works (Khairudin *et al*. 2019; Rashid 2023).

The significance of a web portal in promoting the ministry on a digital platform has been highlighted (Rozali and Said, 2015). The present platform The digital platform operated by the Ministry of Tourism, Arts and Culture bears considerable importance in its role of promoting Malaysia's cultural legacy, stimulating tourism, disseminating crucial information, facilitating active participation, and making valuable contributions to the economic and cultural advancement of the nation. The virtual gateway serves as a means of connecting individuals to the core of Malaysia's cultural identity and collective goals. The objective of this article is to assess the official website of the Malaysian Ministry of Tourism, Arts and Culture, with a focus on its design, user interface, navigation structure, content, information, interactivity, performance, and reliability. Through the implementation of a comprehensive analysis of this online platform, the objective is to offer significant observations and suggestions that can enhance the user experience and the accessibility of information pertaining to Malaysia.

The objective of this evaluation is to furnish the Malaysian Ministry of Tourism, Arts and Culture with valuable comments aimed at enhancing their website and facilitating more accessibility to Malaysia's resources for the general public. The importance of this evaluation is clarified by highlighting the involvement of the Malaysian Ministry of Tourism, Arts and Culture in the development of the nation's tourism infrastructure and its impact on the society and the potential of young Malaysians. By engaging in the practice of assessment and providing unbiased viewpoints on this platform, we have the potential to significantly improve the quality of promotion practices in Malaysia. Overview of the MoTAC Digital Portal Upon accessing the MoTAC website, users are welcomed by a sophisticated and educational digital interface.

WEB INTERFACE CONTENT REVIEW

Exploring the Treasures of Malaysia

The navigation menu on the website provides a user-friendly interface that functions as a guide to the diverse cultural and tourism attractions in Malaysia. Whether an individual's attention is focused on the historical and traditional aspects of a country or on the exploration of its breathtaking landscapes and lively festivals. The arrangement of the navigation menu is well structured, facilitating convenient access to various sections of the website. Nevertheless, there is room for improvement in the user-friendliness of the drop-down menu, which might be achieved through the provision of more explicit labels and the potential inclusion of more descriptive subcategories. The utilization of breadcrumbs has the potential to assist user navigation to a greater extent.

Exploring the Depths of Content: A Scholarly Expedition

The MoTAC website offers a comprehensive collection of content inside its virtual domain, providing many opportunities for enthusiastic individuals to engage in exploration. The website encompasses a substantial amount of material pertaining to the domains of tourism, art, and culture. The document offers a comprehensive examination of the various projects, programs, and services provided by the ministry. The "About Us" section offers a comprehensive understanding of the ministry's mission and goals, elucidating its significant contribution to the development of Malaysia's national and global identity. This platform provides a diverse range of articles and multimedia content that celebrates the cultural history of Malaysia. It offers readers an opportunity to explore various art forms, customs, and artistic expressions inside the country. Nevertheless, several portions may be enhanced by incorporating more succinct and easily comprehensible content, hence facilitating users' swift understanding of crucial information.

The Various Routes to Exploration

The website prioritizes functionality as it effectively navigates users through its digital pathways. The website has a satisfactory level of functionality, as evidenced by the successful navigation through links and buttons, which consistently direct users to their intended destinations. A search function is a valuable tool that facilitates the retrieval of specific information for consumers. The inclusion of a sitemap or an A-Z index can be advantageous in facilitating efficient content navigation for users. The presence of intuitive links and buttons facilitates seamless navigation, while the inclusion of search options empowers users to efficiently locate relevant information. The portal's responsiveness, encompassing both design and information, guarantees that consumers can initiate their research regardless of the device they are utilizing.

Navigating the Path Ahead

The MoTAC website serves as a testament to the ministry's dedication to the dissemination of knowledge, cultivation of cultural pride, and advancement of Malaysia's tourist sector in the era of digital experiences. When individuals engage with this virtual realm, they embark upon a transformative experience that beyond the act of simple internet navigation. It is an expedition that delves deep into the essence of the nation's collective spirit, a rich tapestry interwoven with the strands of cultural heritage, artistic expression, and the allure of an indelible and remarkable escapade. In the forthcoming essay, we will undertake an extensive exploration of MoTAC's website, scrutinizing its design, usability, content, and the immersive encounter it provides to those seeking to discover the historical, contemporary, and prospective riches of Malaysia.

The user's experience

The website offers a positive user experience with its well-defined design and structured layout. Nevertheless, it is imperative to have a mobile-responsive design in order to guarantee a smooth and uninterrupted user experience across a wide range of devices. The inclusion of interactive components, such as multimedia content or interactive maps, has the potential to augment user engagement.

Design and Layout

The website exhibits a visually appealing and polished style, conveying a sense of professionalism. The aesthetic attractiveness of the color scheme, which harmoniously integrates shades of blue and white, aligns seamlessly with the thematic essence of the government ministry's website. The header prominently showcases the emblem of the ministry and facilitates convenient navigation to essential parts using the provided navigation menu. The website design demonstrates a high level of professionalism, characterized by a cohesive integration of the blue color scheme and an intuitive navigation system. The ministry's coat of arms is prominently included on the title, serving as a clear indication of its authoritative position in the fields of tourism, arts, and culture.

Accessibility

Ensuring accessibility should be a priority on government websites. In order to facilitate access and utilization of the material by individuals with disabilities, it is imperative that the website conforms to the established criteria of WCAG (Web material Accessibility Guidelines).

Social Media Integration

The inclusion of hyperlinks to the ministry's social media pages can facilitate users in remaining informed about the most recent news and activities. The potential inclusion of social media integration to the website, if not already there, could prove to be a beneficial enhancement.

Contact information

The website needs to prominently exhibit contact information, encompassing phone numbers, email addresses, and physical addresses, in order to facilitate users in initiating communication for enquiries or assistance.

CONCLUSION

The significance of the Ministry of Tourism, Arts and Culture official site in maintaining and promoting a nation's cultural legacy and growing its tourism industry cannot be underestimated. The efficiency of this platform in sharing information and fostering collaboration is attributed to its rich material, regular updates, and user-friendly layout. With ongoing improvements and user contributions, this website has the potential to remain a significant platform for the advancement and enrichment of education in Malaysia.

CONFLICT OF INTEREST

The authors declare that there is no conflict of interest.

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