

## **Malay arts via multimedia elements**

### **ABSTRACT**

This study is about multimedia elements in learning among university students. In recent years, it is not an easy task to implement the use of technology in education as an additional tool to further enhance language learning and competency as well as to equip students with a critical skill. The effect of modern-day innovation has shown that the use of information and communication technology is considered as fast and new each day. The dependence on easy, fast and economical information and communication technology has forced users to use the service. The increasingly modern and challenging way of life requires the public to use a variety of information to improve their skills and knowledge in all areas of engagement. Hence, the objective of this study is to identify and analyze multimedia elements among Malay Arts students at Universiti Putra Malaysia. This study uses the Technology Acceptance Model (TAM) theory by Davis (1989) and the questionnaires were used by using the monkey survey. The findings showed that the role of multimedia elements in the teaching and learning process towards the students has a great impact on the development of their knowledge and the interests of the subjects. In view of this, it is hoped that this study will benefit the community on the advantages and disadvantages of information and communication technology in teaching and learning.

**Keyword:** Malay literature; Technology Acceptance Model (TAM); Universiti Putra Malaysia; Multimedia elements; E-Learning; Teaching and learning; Critical skill