

CHAPTER SIX

DATA ANALYSIS AND FINDINGS

This chapter discusses the findings derived from the procedural method of data collection in light of the study's research objectives, which were collected through interviews and observation in December 2019 at KOA Bukit Asu and several locations in Gerik Perak. The results of the interviews were reported under each of the research objectives as (1) major themes – *Kintak* (K); (2) secondary themes - *non-Kintak* (NK); and (3) minor theme but distinctive and remarkable results from observation. However, in the first sections, this chapter provides a comprehensive overview of *Kintak's* demographic information in Peninsular Malaysia. In detail, the results presented in thick description and reported substantive sections addressing the four (4) predetermined themes based on research objectives. Relevant observational field notes are presented as a third sub-section under each research objective. Finally, a chapter summary is provided at the end of this chapter.

6.1 Introduction

As discussed in Chapter 5, interviews with thirteen (13) informants, including eight (8) informants of *Kintak's* head of households and five (5) *non-Kintak* informants, including government officers and *Kintak's* intimate people, will be reported below in relation to investigating the utilization of new media in the lives of *Kintak*.

6.2 Demographic Information

A total of 8 *Kintak's* informants were 6 male and 2 female. The ages ranged from 37 to 62, with a median of 52. All of the informants were Muslims who could communicate in Malay and were literate. All male informants were involved in labor wages; and occasionally practiced hunting and gathering forest products in selective seasons. While, female informant were housewives and occasionally practiced labor wages beside gathering and selling forest products such as bamboo shoot (*rebung*), stinky bean (*petai*), tapioca and yam. The monthly income levels varied. The income ranged from MYR500 to MYR1500, with a median of MYR1100. All of the houses were made of brick. But *Kintak* built wooden houses along with brick houses. The household's occupant fluctuated. The number of people ranged from 3 to 8, with a median of 5 (Refer Appendix M).

A total of 5 *non-Kintak's* informants were 4 male and 1 female. The ages ranged from 47 to 69, with a median of 58. All of the informants were Muslims except for 1 Hindu, who could communicate in Malay and were literate. All of the male informants worked as: rattan wholesalers, fish and vegetable hawkers, retail dealers (grocery stores), and JAKIM officers (*Penggerak Masyarakat*). While, the female informant worked as a JAKOA officer (Refer Appendix N).

Field notes from observations show that the majority of the *Kintak* in KOA Bukit Asu were male, with some females. Infants, children, adolescents, youth, adults, and the elderly ranged in age from 1 to 70 years. The majority of children were in school, with some adolescents beginning secondary school and the rest dropping out after primary school. The majority of youth and adults, particularly men, worked for labor wages and occasionally hunted and gathered forest products during particular seasons, whereas women were housewives who occasionally

worked for wages in addition to gathering and selling forest products such as bamboo shoot (*rebung*), stinky bean (*petai*), tapioca, and yam. However, some *Kintak* were using the foothills between the forest and the lowlands for swidden agriculture, growing cash crops such as tapioca, maize, chilies, bananas, sweet potatoes and yam. All of the elderly male and female are not working but several of them practiced hunting and gathering forest products in selective seasons. All of the houses in KOA Bukit Asu were made of brick. But most of the *Kintak* built wooden houses along with brick houses. The household's occupant varied and number of people ranged from 3 to 10. The majority of *Kintak* embraced Islam, while the rest practiced *Animisme*, and once the head of the household embraced Islam, the rest of the inhabitants in the household automatically became Muslims. The majorities of *Kintak* were literate and spoke Malay as their primary language of communication with outsider (*hemik*). Several *Kintak* did, however, speak own language on occasion. Some English words, such as *yes*, *no*, and *alright*, were also spells and sounds, especially when speaking with an outsider (*hemik*).

6.3 RQ1: What is the Needs and Expectations of New Media among *Kintak*?

The results of transcribing and translating verbatim data from 13 informants, as well as triangulating analytical field notes, revealed that *Kintak's* needs and expectations for new media varied.

The results revealed that all *Kintak* know about new media and are able to give an example of the types of new media (Refer Appendix R).

Informant K01:

I'm familiar with that! Everyone is still talking about that thing. It's a little crazy right now. Not all hemik (outsider) are like this, but Kintak is. Everyone in this village is scrambling for money to purchase a phone.

Informant K03:

Yes. I know. To call this new media, we must have access to the internet.

Informant K06:

Yes. I know about new media. But it must have internet connection.

Informant NK03:

Yes. I know about new media. Now that's what they're wearing. However, there must be internet access.

Informant NK04:

Yes. I know that's stuff. After all, they always come to my shop for top-ups.

The results as well revealed that all Kintak are gratified with their own new media, particularly mobile phones (Refer Appendix S).

Informant K01:

Seriously gratified! I don't know what else to say. It's all about the phone. If they are have spare time and don't work, they stay put on the phone. Until then, they can forget their wife, children and everything.

Informant K02:

I would say gratified. If they don't look at the phone one day, they may pass out. It is entirely dependent on the phone.

Informant K07:

Of course, I am gratified. We can do many things with new media. Even now, life is dependent on it. It's difficult to live without that new media right now.

Informant NK01:

Yes. They are indeed gratified. It is undeniable because they are now really dependent on their mobile phones.

Informant NK05:

Eat with the phone, drink with the phone, sleep with the phone, and everything is phones. I'm at a loss for words if they're holding the phone. Isn't that a sign of gratifications?

The result instead reveals that all *Kintak* have undergone changes and development as a result of the utilization of new media, particularly mobile phones. Several changes occurred, including individualism, fewer harmonies, a lack of *gotong-royong* (collaboration), a lack of neighborhoods spirit, and a lack of unity. The development of *Kintak* may be seen as getting smarter; more developed; more informative; and more communicative.

Informant K01:

This thing actually has a lot of benefits. But if misused, the consequences are not good. Since there is new media, I see that the villagers have fewer harmonies. People are preoccupied with their phones. It is difficult now to see the spirit of gotong-royong (working together). Everyone is busy. But they actually play phones. The good thing is that they seem to be getting smarter and starting to develop ways to change their lives. There's probably a lot of reading on the phone, I think.

Informant K03:

Everyone in this village uses that new media especially young people. Culture today is not what it used to be. In the past we were all the same, but now we are all alone and just looking at mobile phones. A lot has changed since there was a phone. The people in the village are busy with their own affairs. Everyone is busy with entertainment and playing games on their phones. Sometimes, the neighbor next door doesn't even have time to reprimand anyone because they are busy entertaining the phone. But the good thing is that everyone in the village can be said to know about the latest information. If they want to do any work to develop the village, they know why since they are searching on Google.

Informant K07:

Everyone in this village alone and only knows that new media. They don't look to the left or right. Simply look down. Take a look at that (phones). There was no sound, only the movement of hands and fingers. There is occasionally the sound of laughter. It's very quiet. Everyone do own thing. It's difficult to imagine the villagers gathered as before. But they appear to be clever, albeit a little clever. Probably it allows them

to learn a lot of new things from new media. It does seem Kintak left behind and backward. It appears to be developing and becoming more modern.

Informant NK01:

Now I see them more informative and more communicative, especially on social media. There are also those who have now become keyboard warriors on WA and FB. The more awesome they are now. The headman is now busy planning the development of the village since he always reads online newspapers, social media and Wikipedia.

Informant NK05:

Most notably, their culture has changed since the introduction of new media. More informative and well-known. Because there is so much they can learn from new media, it appears more modern and, undoubtedly, more developed. However, there are some less enjoyable changes in my opinion, particularly regarding the concept of unity. Kintak prefers to live alone and is more obsessed with mobile phone.

The major themes show that *Kintak* utilized new media to fulfill 5 major needs: cognitive, affective, personal integrative, social integrative, and tension-free. While the needs for surveillance, personal identity, personal relationships, and diversion were coded and emerged as secondary themes to the major needs. Apart from that, observational results revealed learning needs, loneliness needs, convenience needs, and routine needs, which were coded to facilitate validation and reliability of new media needs as minor themes but distinctive and remarkable results.

6.3.1 Major Themes - *Kintak*

The results revealed 5 major needs and expectations of new media: cognitive, affective, personal integrative, social integrative and tension-free.

6.3.1.1 Cognitive Needs

According to the findings, the informant's cognitive needs and expectations are articulated as a search for information, knowledge, and understanding of the

environment. This includes needs as a desire to comprehend and understand our surroundings; it also fulfills our curiosity and serves as a catalyst for further inquiry. For example, to get new information and amplify knowledge via watching news; documentaries about animals and nature; and TV programs to learn the art of creating objects such *How Do They Do It?* and *How It's Made?*

Informant K01:

We need all that stuff. It's fun to watch news and current issues; I use it to watch documentaries about animals and plants; learn how to pray and recite Al-Quran; learn how to give basic medical treatment; dramas and movies can also be watched on YouTube if you are bored and don't know what to do; sometimes look at the latest fashion and then buy at Shopee and make payment at 7-Eleven in Gerik. But most of all, of course, chat and make close friends on WA.

Informant K05:

I enjoy watching how-to-do-related shows. Always search on YouTube. Otherwise, we just simply Google. Have fun while learning new things. It can also supplement our existing knowledge. Sometimes, we are searching about health information. No need to visit the shaman. Very far and costing. With new media, no cost. Just at your fingertips.

Informant K08:

*We actually have a lot of needs from new media. If you know how to use them correctly, you can learn a lot of new things. Don't use it for inappropriate purposes. I enjoy watching the show. *How Do They Do It?* and *How Is It Made?* Many things we don't know can be learned. This is a chance for us to learn for free. There is no need to spend a lot of money. You only need to top-up your phone.*

6.3.1.2 Affective Needs

According to the findings, the informant's affective needs and expectations are articulated as an emotional, pleasurable or aesthetically pleasing experience. This includes needs for the strengthening of visually appealing, enjoyable, and sentimental experiences. For example, feelings, whether sad, happy, or otherwise,

meet the satisfaction of using new media. This can be obtained by watching movies, dramas, and other variety shows aired on new media.

Informant K02:

I like to look watching stories like dramas and films. The actors and actress are stunning and beautiful. All of them are stylish, and we can learn a thing particularly style and fashion from them. I usually look on YouTube or Google images. I'm glad to see it all. I sometimes forget about my wife and children because I'm so preoccupied with that thing.

Informant K03:

Tragic and heartbreaking stories can be seen in dramas and films. People can be seen crying when they lose particularly in a singing competition shows. But I enjoy watching sad stories about families and how they deal with problems. All of this can teach us how to raise a happy and successful family.

Informant K07:

But my favorite pastime is watching Malay dramas. It was entertaining to watch them cry, laugh, and occasionally fight. We can even watch movies for free if they are available. However, it is rarely a new film that is released. This must be paid. However, watching old movies is also enjoyable.

6.3.1.3 Personal Integrative Needs

According to the findings, the informant's integrative needs and expectations are articulated as strengthening credibility, self-confidence, self-esteem, self-identity and status. This includes necessities for growing individual integrity, trust, stability and position. These things stem from a sense of personal. For example, announce new things, visually share stories, updated on status, add posts for specific groups or target groups, provide awareness or current situations and maintain and re-establish old broken relationships.

Informant K01:

Aside from the obvious needs, the use of new media can strengthen self-confidence. It can also help to develop self-identity. This is something we frequently do on FB and WA. For example, I can announce latest initiatives and development. I was also able to share new stories, particularly visually, with the people of the village. As a result, they will have a better understanding of what happened.

Informant K04:

Furthermore, this item can enhance self-confidence and self-esteem. It can also be used to elevating oneself status. For example, I can update my status on FB and WA, so do my friends. I can also add and posts for specific groups or target groups that I am familiar with. All of this is simple and quick. Only use your fingers. But you must be astute to make use of all of this.

Informant K06:

What do I need? But what I've noticed and been able to do all this time since using all those items is to increase awareness in relationship building. For example, I can inform the villagers about the current situation. Most importantly, I was able to maintain and rebuild old broken relationships with friends other than Kintak.

6.3.1.4 Social Integrative Needs

According to the findings, the informant's social integrative needs and expectations are articulated as strengthening relationships with family, friends and the surrounding community. This includes requirements for increasing contact with family, friends, and the rest of the world. In this context, social integrative needs are to fulfill socializing needs via utilization of FB and WA as well as motivated by a desire for affiliation.

Informant K01:

But I always use social media to chat with and greet the villagers. Always ask directly about their wellbeing. Are they happy or sad? Always ask questions via WA only. Easy and they respond quickly when I ask questions. We also call them all via WA if we want to have a meeting or a special event. There is no longer any need to use letters. It is very cheap. I occasionally call the JAKOA office via WA. JAKOA personnel also called me on WA. But, when speak to JAKOA must uses accurate fact, decency words, civility or kindness as well as pay some respect to the officer.

Informant K05:

Aside from that, we can now search for friends on WA or FB. We use that stuff to make or find new contacts. It's really simple now. There is no need to bother, as in the past, with a letter to say hello or make contact with new people. You used to have to go to the post office or use a public phone. Today, nearly any name can now be contacted.

Informant K08:

We are now hanging out or loafing via WA. No more chit-chatting under a tree. Everything is on WA. Unless there is a celebration or Sewang, the villagers rarely congregate. Apart from saying hello on WA, we frequently discuss what is going on in the village. Furthermore, if you need to locate any items, you can do so via WA. They occasionally sell items on WA. I even make gossip on occasion especially if there are villagers who try to copy actors or actress in dramas or films.

6.3.1.5 Tension-Free Needs

According to the findings, the informant's tension-free needs and expectations are articulated as needs to escape from uncomfortable circumstances or mitigate commitments. This includes needs related to avoiding stress, tension and a desire for variety.

Informant K02:

At times, I enjoy watching Hindustani dramas or movies. Typically, for the period of headman handover a lot of tasks and responsibilities that gives me a headache. I can forget about my problems and responsibilities for a while by watching the drama and the movie. However, this is not always the case. But if there had been a lot of pressure, I would have stayed up late watching Hindustani movies until I fell asleep. Another advantage is the large number of dramas available for viewing. We can also see the Western movies because there is Malay language writing beneath the story (subtitle). With this new media, it's simple to find a way to avoid problems. Everything is present. All you have to do is be good at selecting.

Informant K04:

Another thing is that if my mind is overburdened with work, I always listen to songs on YouTube. Because I'm old, I'm not very good at online gaming. So listen to the only song you have access to. I frequently listen to old songs, such as those by P. Ramlee. But listening to Hindustani songs is my favorite pastime. It's entertaining to listen to the last song, watch them roll around on the grass, and simply change their

clothes. If you're lucky, you can download Hindustani movies and watch them whenever you want. It can also be karaoke at times. That's fantastic. Solve all the problems in my head.

Informant K06:

Aside from that, I frequently use new media to relax and get away from problems, such as playing online games. There are numerous free online games available. However, there are those who gamble online. But I've never done it because God gets angry when I gamble. Gambling is forbidden for Muslims, and it is a sin to gamble. It could be both a loss and unprofitable. It's all right if you do something good and God isn't upset. I occasionally watch reality shows because I'm tired of only listening to music and watching movies. But, in reality, there is a lot we can get from this new media if we want to pass the time or avoid problems.

6.3.2 Secondary Theme - non-Kintak

The results revealed 4 needs as secondary themes to the major need and expectations for new media: surveillance, personal identity, personal relationships, and diversion.

6.3.2.1 Surveillance Needs

According to the findings, the informant's surveillance needs and expectations are articulated as needs to obtain information regarding issues that may influence someone or that may assist someone in doing or completing a task. This includes needs related to seeking information on an issue; forming online communities with common interests; facilitating online group discussions; sharing the latest information; and making online purchases.

Informant NK01:

What I notice is that they require new media to assist them in obtaining important and reliable information, such as on FB or WA sharing. They also need new media to contact family and friends. For example, they frequently contact me over WA to obtain the most up-to-date information from JAKOA or to ask a question. If anything happens in the village, of course, Tok Batin (headman) will contact me. But, the most

interesting aspect is that they require new media in order to make online purchases on Shopee or Lazada. Although nonexistence of a credit card swept Kintak, they make a payment at 7Eleven. They also have WA groups where they share information with those who have similar interests.

Informant NK05:

They frequently need these new media to obtain information or knowledge about things that may influence them or may assist them in completing a task. They also need new media to assist in the facilitation of online group conversation. With the advent of new media, sharing the most current information is also possible. For instance, I constantly keep Tok Batin (headman) up to date on the newest JAKIM news. They may also require religious information. Villagers, for example, have asked how to discover religious content particularly prayer-related on Google to share with their community. Under circumstances, there is good news. Luckily we have new media. Kintak no more visited shaman in Kampung Kupang Baling. Otherwise, frequently pay visited shaman for medical treatment. They also don't want go to clinic or hospital. But today, they are more advance particularly headman. On the internet, he looks for medical information. No more superstitious.

6.3.2.2 Personal Identity Needs

According to the findings, the informant's personal identity needs and expectations are articulated as needs to find a sense of belonging and a connection to things, such as reality exploration, value reinforcement, personal reference and self-awareness. This includes needs related to popularity boosting; creating new identity; discovering more about new people; getting to know interested people.

Informant NK03:

Besides that, they also enjoy being well-known. That's what I noticed. Most of Kintak used FB as well. They've uploaded their photos and videos. All of this is sometimes shared on WA until the phone hangs up. But if they're on FB, I don't recognize them because they apply more make-up and sometimes appear to be artists. After all, they even more have new FB acquaintances.

Informant NK05:

However, there is an obsession when it comes to new media. They use to publish all of their images on FB, for example, in addition to seeking information. Some people even look through the feed to check what are interesting photos and videos from friends and favorite pages have shared. Someone was looking for a mate, which surprised me. Some Kintak involved in online love with other Orang Asli groups such

as Kensiu and Lanoh They do, in fact, sometimes advance when new media is introduced.

6.3.2.3 Personal Relationships Needs

According to the findings, the informant's personal relationship needs and expectations are articulated as needs to seek information's social benefits in discourse as well as an alternative media for the sake of passion, intimacy and commitment relationships. This includes needs related to find information on friends and contacts; download and upload photos; expresses emotions; communicating with friends and acquaintances.

Informant NK01:

Furthermore, don't be surprised if I say that there are uses for expressing one's views, such as on FB and IG. They need all of it. On social media, I usually see them utilized to express feelings. Some of them can also be used to communicate with friends and acquaintances. However, there was one incident where they attempted to add me to FB. I was shocked as well. They are increasingly more adept at utilizing new media. But, I do really suggests that Kintak will always practice the proper act of communication in using new media such practicing ethical communication, speaking the truth and being straight to the point in conveying messages. This condition will certainly accelerate effective communication.

Informant NK05:

This new media is fantastic. Kintak may now instantly learn more about their friends and acquaintances. It's a simple request in a WA group or a FB post looking for village residents. It is becoming easier to locate people. Only download/upload photographs, and there will be a response later. It's simple to provide the most recent information. You don't need any text, but, all you need to do is show the image. However, in utilizing new media, Kintak must know how to communicate in proper method. They must always using easily understood message, using weak-soft spoken language and using decent argument when communication with other people.

6.3.2.4 Diversion Needs

According to the findings, the informant's diversion needs and expectations are articulated as needs to escapism of daily activities and problems, release tensions, get

rid of boredom, looking for entertainment and leisure activities. This includes needs related to listening music; watching movies; window shopping on online platform; goggling find information; and online gaming.

Informant NK02:

They all use new media to have fun and relax in addition to gathering information. This may be evident in the fact that most Kintaks enjoy listening to music, particularly Hindustani songs. It's become a fad for them. When it comes to movies, they prefer Hindustani films. But, as I see it, there are also shopping activities. They usually like to window shopping on online platform such as Shopee and Lazada. They've all become clever since the advent of a new media. Things can be done in a variety of ways.

Informant NK04:

That Orang Asli is always used new media to play online games only. Moreover, it is involved young people. But I don't know if it's an old people involves in online gaming. I don't know if he has any use for doing other work. Sometimes that's how drunk people are if we involved in online gaming. Drunk of online gaming and not drunk of todi (liquor). That's what I always see. Always come to my shop to top-up the phone because they want to play that game. Back then sometimes they also have to ask credit for top-up. If not, it's used to download the Hindustani film.

6.3.3 Minor but Distinctive and Remarkable Results - Observation

The results revealed 4 minor needs and expectations of new media: learning, loneliness, convenience and routine.

6.3.3.1 Learning Needs

According to the findings, the observation revealed new media as a tool for learning needs and expectations. In this context new media utilized purposely to seeking information or educating oneself in order to learns new things. This includes the needs to obtain the most recent and up-to-date information about news, current events, and global events on Google; sales, deals, or products on Shopee and Lazada;

events and ceremonies on WA; businesses and opportunities on WA or FB; how-to-do videos on YouTube; Islamic religious materials on Google; health information on Google, and school learning resources on Google.

6.3.3.2 Loneliness Needs

According to the findings, the observation revealed new media as a tool for loneliness needs and expectations. In this context new media is utilized purposely to occupy or pass time, release tensions, relieve boredom, when there is nothing else to do, and when there is no one to communicate with. This includes the needs to listening music on YouTube; watching dramas, films and reality shows on YouTube; watching how-to-do videos on YouTube; gogging find information; window shopping on Shopee and Lazada; shopping on Shopee and Lazada; online chatting on WA; updating social media on FB and IG; and online gaming on Google.

6.3.3.3 Convenience Needs

According to the findings, the observation revealed new media as a tool for convenience needs and expectations. New media is utilized for learning, knowledge sharing, partnerships, and branding in this setting. The utilization occurred as a result of the convenience factors offered, such as cost effective, user-friendly, connect at any time, instant online discussions, and integration with search results on the web. This includes the needs for communication with family and friends on WA, IG and FB; sharing and creating material on IG and FB; listening to music or watching movies on YouTube; making new friends on FB; and gogging to getting supplemental knowledge that cannot be learned in school are all important activities for young people. While, reading up-to-date news and information on Google;

searching Islamic religious materials on Google; pre-ordering a grab car or taxi on WA; informing events, activities, and ceremonies; job opportunities; shopping on WA; and promoting and selling forest products on WA and FB are all options for the elderly.

6.3.3.4 Routine Needs

According to the findings, the observation revealed new media as a tool for routine needs and expectations. In this context new media utilized purposely to seeking information, emotional well-being, independence or autonomy opinions, relaxation and standard of living. This includes the needs to reading on Google and exchanging information with others on FB, IG and WA; learning more about religion and general knowledge on Google; preserving family and other relationships or contacts with others WA and FB; expressing oneself on FB and IG; and fulfilling social and entertainment desires on YouTube. Young individuals, on the other hand, prefer online games in certain conditions, whilst older folks prefer music and movies to relax on YouTube. However, old folks are also selling forest products on WA and FB.

6.4 RQ2: What is the Types and Levels of Utilization of Mew Media among *Kintak*?

Kintak's utilization of new media in terms of types and levels of utilization was revealed via transcribing and translating verbatim data from 13 informants, as well as triangulating analytical field notes.

All of *Kintak*'s utilization of new media is largely attributable to the mobile phone with internet access as a household item directly related to new media.

Informant K01:

In my house, there is a TV and a radio, but they are not connected to the internet like a TV in the city. What can really count as new media is my phone, right? Because there is the internet. All kinds of things can be done.

Informant K02:

My mobile phone because there is an internet connection. Other items in my household do not have an internet connection. After all, there is no internet in my house.

Informant K05:

My phone, I believe, is the true new media.

Informant K08:

My mobile phone, right?

Informant NK01:

Mobile phones. The others do not exist. Computers, internet, satellite TV, and internet TV are all no longer available. Except for their mobile phones that have an internet connection, they are considered new media.

Informant NK03:

Perhaps, their mobile phone.

Informant NK05:

I think the real new media is their mobile phones because they can use the internet. Previous version of mobile phones doesn't have internet. After all, look at them obsessed with mobile phone.

The results revealed that all *Kintak* have access to new media and knows how to make use of new media's typical features and applications.

Informant K01:

As usual, it's easy to use. Because it was time to buy that day, the shop taught me how to use it. Many things can be done with a phone with internet connection like this.

Informant K03:

I know how to use new media, particularly mobile phones, since I asked the store how to use them. They showed me how to use it. It's nice to have this phone. If you still don't understand, you can ask your friends who have been using the phone for a long time.

Informant NK01:

I know they are getting more efficient with mobile phones. I think they were taught by phone sellers. Also, it is likely that they asked their friends in the village. Of course, they usually use mobile phones to communicate with their friends and outsiders, find the information they need, find entertainment, and fill their free time, and so on.

Informant NK05:

They are clever. That's what I saw. They know how to use new media, especially mobile phones. Sometimes they are more efficient than I am. They learned how to use it from a phone shop. Otherwise, they may ask their friends in the village who have been using the phone for a long time.

The result also revealed that all *Kintak* understands that Islam permits and tolerates with the utilization of new media for modernization (*Hadhari*) but within the moderate (*Wasatiyyah*) context of Islamic fundamentalism.

Informant K01:

*Of course, Islam permits the use of new media. But it has to be done for good things only. If you do bad things, of course you can't. Do use it moderately and do not get obsessed with new media. In the end we use all this for the welfare of all Muslims (*Ummah*).*

Informant NK05:

*This item is halal and, of course, Islam allows it. Not like dogs and pigs. Then use it for a good thing. Of course, not sinful. Islam has always told us to do good and not to do bad. Use it new media wisely and balanced (*Wasatiyyah*), don't be too obsessed. If you want to be modern (*Hadhari*), you have to follow the way of the Muslims. Otherwise, we will be in hell fire instead of paradise. Use new media moderately and don't forget yourself and everything particularly Islamic fundamental.*

Informant K07:

If we do it for a good thing, of course our religion allows it. After all, just use the phone. Not drinking alcohol or gambling. If you do, that's becomes a sin. Use a modest (Wasatiyyah) fraction to avoid becoming fascinated with new media. We are later frightened of going to hell after death. Then we have to always keep faith (Iman) in ourselves and don't get too obsessed with new media. It can be used for good, but there must be good manners (adab) and ethics. Use it for the purpose of seeking knowledge of the world and the hereafter in a simple way and living well and in harmony.

Informant NK01:

Yes, I know. Back to the basic concept of Islam. Do good and don't do bad. Use it for good things and don't use it for bad things. Islam never forbids us all to do good. So use the new media wisely for good and avoid bad things. Do it for God's (Allah) sake. Use it in moderation (Wasatiyyah) even as we head towards modernity (Hadhari). Be a Muslim who is moderate in all things and do not be too extreme in doing something (ummatan wasatan – justly balanced Ummah).

Informant NK05:

If you want a long story, this time is not enough. The usage of new media is not mentioned in the Al-Quran. However, Islam encourages us to use something to do good things. As Muslims, we must be wise and intelligent. Do good and stay away from bad things. After all we need modernization (Hadhari) to be civilized peoples. Then you need to be modest (Wasatiyyah), especially in using new media. It is enough for me to say that we need to keep our faith (iman/tawhid), always be pious (taqwa), amar ma'aruf nahi mungkar, and always trust in taking care of the welfare of the ummah if we use the new media.

The findings further revealed that all *Kintak* perceive new media as an important source of information and communication.

Informant K01:

Lots! Now we just use the new media, particularly mobile phones. It's easier to get information. Just search in newspapers, social media, Google or WA with villagers. After all, now everyone in the village is in contact with WA. We just WA the villagers. Of course, they reply.

Informant K03:

For now, I rely on the telephone as a source of information and to contact others.

Informant K07:

For now, I really rely on new media to get information or share information. If I want to ask for helps, I will use new media particularly mobile phone.

Informant NK01:

Of course their new media is the mobile phone. Everything can be searched and found there as well as contacting peoples. No need to bother like before.

Informant NK04:

I saw them using that stuff. Their mobile phone.

Informant NK05:

For now, I see they are really dependent on mobile phones. Everything was looked up on the phone, such as finding people, wanting to find information, or whatever, using the phone. They even read the newspaper on the phone. Listen to songs and watch movies on the phone. Whatever, all the mobile phones.

The major themes show that *Kintak* utilized new media to fulfill 5 major types of new media and levels of utilization as an important source of information and communication: online newspaper; blogs; social media platforms for streaming audios and videos sites as well as image-sharing sites; websites for online shopping; virtual reality. While the wikis and vlogs were coded and emerged as secondary themes to the major themes. Apart from that, observational results revealed data about modernization (*Hadhari*); moderation (*Wasatiyyah*); *tawhid* (faith); *amr bi al-wa nahy'an al-munkar* (commanding right and prohibiting wrong); *ummah* (society); *taqwa* (piousness); *insan* (human); or *khalifah* (servant of God). At the same time, email; online forum platforms; microblog platforms; popular review platforms; podcasts; and webinars were also revealed. Finally, other platforms and online sites were also revealed, including online newspaper sites; blog platforms; online shopping sites; image-sharing sites; video-sharing sites; and virtual reality platforms, as minor themes but distinctive and remarkable results.

6.4.1 Major Theme - *Kintak*

The results revealed that there are 5 major types of new media and levels of utilization: online newspaper (BH and HM); blogs; social media platforms for streaming audios (WA and YouTube) and videos sites (WA, FB and TikTok) and image-sharing sites (WA, FB and IG); websites for online shopping (Shopee and Lazada); virtual reality (non-immersive VR) for online gaming.

6.4.1.1 Online Newspaper

According to the findings, the informant's utilization of new media is articulated as reading online newspapers, particularly BH and HM. The purposes of utilizations are related to making it easy to access at any time and place; getting free information; getting up-to-date news; getting old issues; and finding job opportunities.

Informant K01:

As usual, it's easy to use. Because it was time to buy that day, the shop taught me how to use it. Many things can be done with a phone like this. In addition to contacting family, friends, villagers, and the JAKOA, you can use it to get information, like reading online newspapers. I usually read BH. But I actually feel more satisfied if I read a printed newspaper. The writing is easy to read. It's hard to read on the phone, especially when you're old, but the newspaper on this phone is easy to read regardless of place and time. Many stories about development can be read. One more thing, it's free. Old news can be found. There are all kinds of news. News during Japanese occupation also can be found. But the most important thing is to get the latest news, able to add more knowledge and to learn about the world.

Informant K02:

I know and enjoy using new media. The phone store teaches me how to use it. So I am more efficient and I already know a lot about this mobile phone. I often used mobile phone to contact family, headman, JAKOA and friends. There are also other uses for searching for information on Google. But always watch Hindustani movies on YouTube like I said before. One more thing, I read the online newspaper. Happy to read. No need to spend money to buy at the store. Read via the phone only. Free. No need to pay anything. The news also has picture. There are all kinds of stories. I

am able to know what's going on right now. Find a job can also be in the newspaper. But most of the job opportunities are far from the village. If it is close to the village, I am willing to apply. I always read online BH and HM. But I prefer to read HM because the story is tastier than BH. The BH is always serving a serious story.

Informant K05:

It's easy to use. Of course, it is typically used to contact people and obtain information. On the phone, you can search and do anything. Listen to music, watch dramas, and go to the movies. Villagers also use mobile phones to make purchases. I also started reading the newspaper on my phone. I usually read BH because it is free and does not require a subscription. The news is also updated. It is simple to obtain latest and up-to-date information. If you used to read on paper, try reading on the phone now. Days can be jam-packed with new information. It's very simple to change similarities with the past. It is simple to find news that has been published for a long time. Just at your fingertips. Just simply search what you are looking for.

6.4.1.2 Blogs - Personal

According to the findings, the informant's utilization of new media is articulated as reading blogs particularly about cooking recipes and learning about other people's culture. The purposes of utilizations are related to making it easy to access at any time and place; getting free information; learning different perspectives; learning about the world; entertaining oneself and serving as a guide.

Informant K04:

We use it as usual. The way other people frequently use it to find information, contact people, have fun, and learn about the world out there. Read newspapers, listen to songs, watch Hindustani movies, and play Facebook. I also read blogs on Google. I read blogs about other Orang Asli at si-kerdil-bersuara.blogspot.com and adatbudayapermata.blogspot.com. I always do too. I do not know how to build a blog due to being less efficient and not smart enough. But I know where to look to read. Learn more about their culture. I can learn new things. If it's okay, we'll follow. If it doesn't suit us, don't follow. I usually read when I have free time and there is nothing to do. So it's good to read about other people's stories. Later, if people ask, we won't say we don't know. There are many other things you can do with this new media.

Informant K07:

I understand how to use new media. The children showed me how to use it. It is frequently used to make phone calls. Other things can also be used. My neighbor recommended a blogs where I could find information and entertainment. She also shows me how to cook delicious meals. She showed me how to read blogs. I had no prior knowledge of blogs. However, the blog I read made it simple for me to cook. There appear to be various selections for cooking recipes. My family now enjoys my cooking as well. They rarely eat out. It's convenient to have something like this. Simplify my cooking job. Another advantage is that it is easy to read regardless of where or when you are. You can access at any time and place especially aziekitchen.com.

Informant K08:

It is easy to use new media. The battery is full. If it's not full, just charge it. Then make sure to always be on top-up. If you don't have credit, you can't use the internet. Without the internet, it's hard to read anything, find anything, can't be entertained, when there is no internet. Most of all things stacked and you can't do anything. I don't like it when I can't read about the recipes that are on the blog on the internet. This is because I also always use blogs to find cooking recipes such aziekitchen.com and rasa.my. I would say that everyday i read about cooking recipe on blogs. It will make our meals tastier. I will confirm you that we will run out of rice to new recipes. One more, we can make a variety of menus such Ayam Masak Merah, Kari Monyet, Gulai Tupai, Katak Goreng Bercili, Sayur Hutan Campur and many more. Just to stimulates our appetites. If I don't cook, I also read cooking recipes blogs to fills my time and just for free time entertainment.

6.4.1.3 Social Media Platforms – Audio, Video and Image Sites

According to the findings, the informant's utilization of new media is articulated as streaming of social media platforms for audios (WA and YouTube) and videos sites (WA, FB and TikTok) and image-sharing sites (WA, FB and IG); and online business platforms (WA and FB). The purposes of utilizations are related to making it easy to access at any time and place; listening music and watching video (drama, film and reality show); posting photos and videos; learning new things; connecting with family and friends; promoting oneself and self-representation; online businesses; and fulfilling pass time.

Informant K02:

Besides, I'm the same as usual. I watched Hindustani movies on that new medium. I always look on YouTube when I have some free time and not too busy. The movie is entertaining to watch. I'll listen to the music videos instead of watching the movie. I don't even speak their language. But it's heartening to hear. My wife is exactly like me. She enjoys listening to and watching Hindustani music and films. But my son is unique. Previously my son is occupied with WA and now what he refers to as IG. He has been taking pictures a lot lately. Blink in this manner. He took his photographs in a variety of ways. He instructed me to use that device. But, as I previously stated, I am old. Young people should using IG. Have fun taking pretty weird pictures and speaking to people. I asked my son why he liked that sort of thing. He stated that the reason is because of the current trend, and we can post videos in a short period of time. Another thing he mentioned is that many of his friends like to follow him. Sometimes I'm not sure what to do. It has now become a habit for young people to use the IG because they claim it is simple to use and can be used at any time. He also streamed on IG before going to bed.

Informant K04:

Aside from that, we can use this thing to remember the birthdays of our family and friends, just like on FB. This will make our relationship sustainable and unbreakable. As I previously stated, I use it to save pictures because there is an album on FB. Videos can also be posted. It's similar to selling yourself (self-presentation), in my opinion. However, using FB to relieve boredom is also enjoyable. I always enjoy FB. FB is capable of informing others about our current situation. However, there are times when people sell the products on Facebook. I've never done it before. On FB, various products were sold. Simply locate and prepare the money. The difficult part has to pay online. It's a little easier if we can make physical payment. What to do, it has now become a habit. The kids are obsessed in TikTok. When they utilize TikTok, I sometimes look them like a mentally retarded person. Pretty weird thing. They stated that this TikTok is currently popular. Simple to use, can sing, dance, lip-sync and make strange faces. However, you cannot create a lengthy video like on WA, FB or YouTube. He also stated that if you want to sell something, you can make videos. If you want to sell goods, you can create an advertisement. In fact, I see them wanting to promote themselves and be more energetic people. Whatever it is, they must use it wisely and responsibly.

Informant K06:

I know how to use the new media. After all, the retail outlet instructs customers how to use it. Otherwise, I'll ask my friends if any questions had. There are numerous things I can do with this new media. I can watch videos on YouTube, learn new things, read and watch the news of the day, find and add friends like on FB or WA, and play games. It is completely free. But when I'm bored, I always listen to music. If not, I'll watch dramas or movies. I also watched a singing reality show. It's best if you have a new media. Everything we can see.

6.4.1.4 Websites - Online Shopping

According to the findings, the informant's utilization of new media is articulated as streaming of online shopping on websites such Shopee and Lazada. The purposes of utilizations are related to making it easy to access at any time and place; save time and convenience; less effort and comfortable; wide selection of products; new product awareness; price comparison; warranty of damage product and money; lower price of old stocks; detail information of products; and home delivery services.

Informant K01:

Aside from that, I can now buy products using my mobile phone instead of going to the city's large supermarket. You can buy it from the comfort of your own home, eliminating the need to travel. Otherwise, you'll have to rent a car and deal with long lines and crowds just to pick up a few items. There are numerous options available at the shop. The goods were delivered to the front door. It's a little entertaining if you want to buy things and give them as gifts to family or friends. The best part is that you no longer have to be shy about purchasing underwear, panties, and lingerie. People will notice if you buy at the supermarket. But, nobody will notice if you buy from Shopee. It's very comfortable, and there are a lot of options. Because there are so many brands, I sometimes don't know which one to choose. However, the goods remain the same. The only difference is the price. They are both inexpensive and expensive.

Informant K03:

But I always use it to make online purchases. Always shop on Shopee and occasionally on Lazada. However, Shopee offers even lower prices. I enjoy shopping on Shopee because you can shop from home and from anywhere. You will save a lot of time. Even during collecting rattan or forest products, you can still buy products on Shopee. I can't believe there's still a reason not to go shopping. They all have. The purchased products can also be returned, or they can sometimes continue to assist the damaged items. It makes no difference whether we replace the products or refund the money. If it's me, I'll request a change of products instead of money. Another thing I like is that old products can be reasonably priced. But, the new product is a little pricey especially if it is a popular or latest trendy variation.

Informant K05:

I also use my mobile phone to make online purchases. However, because I do not have internet banking, I must pay at 7Eleven. I have no credit and no internet banking due to uncertain incomes. I usually shop at Shopee because all of my friends do. It's simple and comfortable. There's no need to go to the store or the supermarket any longer. We can also always find out what new products are on the market. The cost can withstand. We can compare the prices of goods because they are inexpensive. You can sometimes get a low price because they are on sale. The items for sale had been prepared with his description. So you're not being fooled when you receive the products we purchase.

6.4.1.5 Virtual Reality - Non-Immersive VR

According to the findings, the informant's utilization of new media is articulated as playing online gaming on non-immersive virtual reality such *Player Unknown's Battlegrounds (PUBG)* and *Candy Crush*. The purposes of utilizations are related to making it easy to access at any time and place; free and wide selection of games; building relationships; social interactions; relaxation or pass time; provide safe place; challenge or competition; rewards and prizes; planning and problem solving; painkiller or pain reliever; avoid depression; and trending.

Informant K02:

And yet. My son also enjoys online games while connected to the internet. Have fun only in front of the phone. What is the given name? PUBG. I also don't understand the online games popular among today's young people. The boys are playing video games, while the girls are on IG like my children. They are crazy about those things. On occasion, my son will even play football on the phone. I think that football should be played on a football field. He stated that playing football can result in a broken leg. However, unlike football, playing the game is not dangerous. Nearly anywhere can join regardless of location or time. Then you can meet new people in this game. Furthermore, because there is a competition, prizes can be won. I'm not even sure what the boys are up to right now. People personality types are now diverse.

Informant K04:

In addition, I play games because my brother teaches. This game occasionally teaches us how to solve problems. Especially if a large number of people participate in the game. To win, we must plan and propose strategies for combating the enemy

such PUBG. It really tests my brain. However, sometimes game is relatively similar to drug or medicine. If you have a fever, you can't go to work. However, if you play the online game, the fever goes away. Try playing Candy Crush if you don't believe me. Online games will maintain your good health. Furthermore, there are numerous games available on the internet. Because there are so many, sometimes, it's difficult for me to choose. Another one, it's free and no-cost option. As well, if I were under stress due to work or responsibilities, I play online game to unwind. Otherwise, I will suffer from a headache and depression.

Informant K06:

However, I mostly utilize this new media to play online games. I also taught my elder brother how to play online games. I told him that if he wanted to unwind and do nothing, he should play the game. Later, I will teach. He, too, agreed. After all, you can do more than just eat and sleep in your pass time. Aside from that, playing online games can encourages us to interact with friends. But it is not like you and me now. We are on the phone, we all got mixed up. We can chat with old and new friends who enjoy playing PUBG. It's fun. It's a shame if we don't know anything about the online games now that has become a trend of today's people.

6.4.2 Secondary Theme – non-Kintak

The data revealed that there are 2 minor types of new media and levels of utilization: wikis (Wikipedia) and vlogs (IG and FB stories) were coded and emerged as secondary themes to the major themes.

6.4.2.1 Wikis

According to the findings, the informant's utilization of new media is articulated as streaming wikis particularly reading *Wikipedia*. The purposes of utilizations are related to quick find general information; ability to hyperlinking; learn new knowledge; and entertainment.

Informant NK01:

Talking about find information and general knowledge, I usually discover that Kintak always enjoy reading Wikipedia. It is safe to assume that all Kintak read Wikipedia. Most likely, the headman. This is due to the fact that I once told the headman that one of the quickest ways to get information is to Google only on

Wikipedia. Everything is there in greater detail because Wikipedia includes links to more exhaustive information. I believe this is why many Kintak now have a fairly high level of general knowledge. They learned a lot by reading Wikipedia.

Informant NK05:

They are even more advanced now. Increasing one's intelligence and knowledge. They learned a lot of new things that they did not know before. There are those who, from what I can tell, enjoy reading Wikipedia. For example, the headman. He stated that he wanted to increase his knowledge and learn about the things he didn't know. This will cause them to progress and become more developed and modern in order to fit in with the society around them. This, in turn, will help preventing the poverty gap and keep them from falling left behind. But there are also entertainment applications. They enjoy reviewing their favorite artists on Wikipedia especially Hindustani artists. If you still don't believe, go see deputy headman. Definitely he will talk about Hindustan and the fun that comes with it.

6.4.2.2 Vlog

According to the findings, the informant's utilization of new media is articulated as producing and streaming of social media platforms for video-sharing sites (Vlogging – YouTube, IG and FB stories). The purposes of utilizations are related to posting videos; watching video; learning new things; and promoting oneself and self-representation.

Informant NK01:

However, there are Kintak, particularly young people who do not read enough to expand their knowledge. Instead, they are preoccupied with creating TikTok videos or vlogging for YouTube, IG and FB Stories. What I see is people either conveying information or highlighting themselves. Furthermore, I notice that young people in Kintak are more interested in watching YouTube videos for information than reading blogs Wikipedia.

Informant NK03:

If they want to contact me or other people. Always play online games. But, there are also some who are more advanced, particularly young people. Apart from TikTok, they are also skilled at creating videos with their phones using IG or FB. The video is then uploaded to YouTube. They tell all kinds of stories. I've never seen their YouTube video. But they always were producing video. They stated that they wanted

to be on YouTube. Perhaps they want to gain popularity or make a good impression on social media.

Informant NK05:

However, if it is video-related, leave it to them, particularly the young people. When it comes to these videos, they are a little obsessed. They would rather watch YouTube videos than read Wikipedia, compared to the old people who I see are still avid readers. I occasionally see them searching on YouTube for information. It's difficult to see young people reading. But, if it's online gaming, they are the champions. Furthermore, young people are busy recording and uploading videos of themselves singing and dancing to YouTube. When I asked what you do, they answered producing vlog. Sometimes they appear to be of a disabled person in TikTok, IG or FB. What I see is young people showing themselves to outsiders via social media. It's difficult to correct, so leave it alone. I hope they all change.

6.4.4 Minor but Distinctive and Remarkable Results - Observation

The results from observation revealed that *Kintak* maintains to utilize new media at a limited and moderates levels although Islam permits the utilization of new media within the context of modernization (*Hadhari*) and moderation (*Wasatiyyah*).

Kintak also maintains *tawhid* (faith) through prayer; always do good and avoid doing bad, which is in accordance with *amr bi al-ma'ruf wa nahy'an al-munkar* (commanding right and prohibiting wrong). *Kintak's* utilize new media wisely in order to promote village harmony for the sake of *ummah* (society); ethically to demonstrate *taqwa* (piousness); and responsibly to carry out accountabilities as *insan* (human) or *khalifah* (servant of God).

According to the findings of the observation, *Kintak's* preferred types of new media technology are mobile phones with internet access and knowledge of how to use new media's typical features and applications. However, all *Kintak* have never had or used digital, satellite or smart television (especially those that allow some interactivity); computer; and permanent household internet subscription.

The types of important platform as a source of information and communication with other people shows that the majority of *Kintak* used WA with a very high levels of utilization for both young and old people instead of verbal communication, nonverbal communication, written communication, and visual communication.

Email usage is extremely low and older people use it far less frequently than young people. There is also no use of online forum platforms such as Quora, Reddit, Digg, and Digital Point; microblog platforms such as Twitter and Tumblr; popular review platforms such as Yelp, TripAdvisor, and Foursquare; podcasts, and webinars.

The types of online newspaper sites shows that the majority of *Kintak* utilized platforms such *bharian.com.my* (*BH*) and *hmetro.com.my* (*HM*) with moderate and high levels of utilization for both young and old people respectively. There is no utilization on other popular platforms such as *yahoo.com*, *malaysiakini.com*, *thestar.com.my* and *freemalaysiatoday.com.my*. Since it is accessible at any time and from any location, the purpose of utilizing an online newspaper is to obtain free information, current news, back issues and job opportunities.

The types of blog platforms shows that the majority of *Kintak* utilized personal sites such as *aziekitchen.com* and *rasa.my* for cooking recipes while utilizing personal sites such as *si-kerdil-bersuara.blogspot.com* and *adatbudayapermata.blogspot.com* to learn about other people's culture. Both sites showed moderate and very low levels of utilization for both young and old people, respectively. There is no utilization of other types of blog platforms, such as business blogs, affiliate blogs, niche blogs, and news blogs. Seeing as blog posts are easy to access at any time and from any location, the purpose of using them is to obtain

information for free, learn various perspectives, discover the world, entertain oneself, and serve as a guide.

The type of online shopping sites shows that the majority of *Kintak* utilized platforms such as Shopee and Lazada, with moderate and low levels of utilization for both young and old people, respectively. There is no utilization on other popular platforms such as Cj WOW Shop, GoShop, Zalora, and Carousell. As it is very easily accessible at any location worldwide, the purposes of utilizing an online shopping include saving time and convenience; less effort and comfort; a wide range of choices; new product awareness; price comparison; warranty of damaged product and money; lower price of old stocks; detailed product information; and home delivery services.

The types of image-sharing sites shows that the majority of *Kintak* utilized platforms such as Facebook, IG, and WA with a high levels of utilization among young people compared to older people. There is no utilization on other popular platforms such as Snapchat, Pinterest, and Imgur. Since image-sharing sites are easily accessible at any time and from any location, the purpose of utilizing them is to post photos; connect with family and friends; entertain oneself; promote oneself; self-represent; and fulfilling pass time.

The types of video-sharing sites shows that the majority of *Kintak* utilized platforms such as Facebook and YouTube as well as WA with a high and moderate levels of utilization, respectively, for both young and old people. There is no utilization on other popular platforms such as Periscope and Vimeo. Seeing as video-sharing sites are easily accessible at any time and place, the purpose of utilizing them is to watch to music videos; watch videos such as dramas films, and reality shows; post videos; learn new things; connect with family and friends; and have a fun time.

The types of virtual reality sites show that the majority of *Kintak* utilized platforms of on-immersive VR sites such as *PlayerUnknown's Battlegrounds (PUBG)* and *Candy Crush* for online gaming, with a high levels of utilization among young people compared to older people. There is no other utilization on other popular platforms such as fully immersive VR, semi-immersive VR, augmented reality and collaborative VR. Seeing as non-immersive VR is easy to access at any time and place, the purposes of utilizing it for online gaming include: free and diverse game selection; building relationships; social interactions; relaxation or pass time; providing a safe haven; challenge or competition; rewards and prizes; planning and problem solving; painkiller or pain reliever; avoiding depression; and trending.

6.5 RQ3: What is the Factor Affecting Utilization of New Media among *Kintak*?

Kintak's usage new media in terms of factors affecting of utilization was revealed via transcribing and translating verbatim data from 13 informants, as well as triangulating analytical field notes.

All of *Kintak's* utilization of new media is directly attributable to the possession of mobile phones with internet connection; knowing about new media; and understanding how to use common features and applications of new media.

Informant K01:

Because I have my mobile phone with internet connection and I know how to utilize it.

Informant K03:

My mobile phone. Easy to utilize and have a lot of functions.

Informant K07:

Because I know how to use new media. The most important things, internet.

Informant NK01:

Because they have mobile phones with internet connection. They also know how to use it and become more efficient in using new media such as social media, blogs and so on.

Informant NK03:

Getting smart when they have a mobile phone. Then there is also the internet. They use all kinds of things in the new media. Just say it, WA, social media, games, YouTube, FB, IG and more.

The results revealed that all *Kintak* has been facilitated with easy to obtain of mobile phones; easy to use mobile phones; good electricity supply; good network coverage; easy to access new media; trend; and peer influence on the utilization of new media.

Informant K01:

Because we are easy to get the mobile phones in the store and it is easy to use. The price is cheap and affordable. The internet access is stable and good in this village, and we are happy to use new media. But I think the most important thing is the reason there is electricity.

Informant K02:

Easy to use. It's not difficult because the shop teaches me how to use it. So the main thing nowadays is to use new media. That doesn't take into account the influence of friends. The internet is good in the village, and it's easy to charge the phone.

Informant NK07:

Peer influence He said the trend now After all, because I know how to use easy reasons. To charge, there is electricity. Only the charger is always broken. Another straightforward reason is that the internet is fast and powerful (4G). There is a note on the phone. The phone can also be bought at Klian Intan or in Gerik at a cheap and affordable price.

Informant NK01:

I think the reason is they have cell phones. Then there is the fast and easy internet. They can easily to access social media and others. But the most important thing is that there is electricity and they can afford to buy gadgets.

Informant NK05:

It's become a trend. It looks extraordinary if you do not use that thing. Sometimes it seems out of control. When they have access to electricity and the internet, they begin purchasing phones and using new media such as WA, FB, IG, TikTok, online newspapers, and so on. They deliver everything online now because they are efficient in using new media.

The result also revealed that all *Kintak* understand how to use new media in accordance with Islamic fundamentalism by stating the truth, being direct to the point, utilizing decent reasoning, practicing ethical communication, employing weak-soft spoken language, and sending messages that are easily understood.

Informant K01:

If you want to use it, you have to use it well because we are Muslims. Don't have fun until you forget religion. Then if you want to write, you have to write well. For example, if you want to find information, you have to look in the right place and the information is correct and accurate. Then look for information that is easy for us to understand so as not to be confused. I always advise the villagers. Use kind and polite language in WA. Take care of the language, especially with the elderly, and use a decent language. Don't just simply use any inappropriate words when you want to talk. Finally, do not become so obsessed in new media that you overlook our prayer.

Informant K05:

If me, we should use it in conveying the truth in telling something to others. Say only what is necessary honestly and never lie. Then do not fabricate or twist the facts. We are Muslims and there are ways to speak especially on social media or whatever media.

Informant K06:

Must follow the Islamic way. If not, Ustaz (preacher) said continue to go to hell. Use it well and if you want to speak in it, you have to speak well. Don't just talk. Look first, the old, the young. Use good language and don't hurt people. Most importantly do not make slander. That is a big sin.

Informant NK03:

We need to use effective words, accurate to the audiences, easy to understand, straight to the point, and not complicated or confusing. In order to convey messages, the way of speaking must be appropriate to the levels of proficiency and use of language that is easy to understand. In addition, it is necessary to be polite, do not like to insult people and not hurt or offend.

Informant NK05:

It's easy. Use words that are noble, accompanied by respect and glorification, pleasant to hear, gentle, and courteous especially with the elderly and including the young. Then avoid something that is munkar (bad) and always follow the adab (etiquettes) in Islam. Also use words that are lovely or contain things that are exciting. This is because sometimes delicate and righteous words make people happy and relieved, more valuable than money.

The major theme shows that 7 major factors affecting utilization of new media: digitalization; accessibility; convergence; virtuality; interactivity; hybridity; and obsession since *Kintak* directly attributable to the possession of mobile phones with internet connection; knows about new media; and understands how to use common features and applications of new media. Cultural mixture, audience/user ability, Islamization, and addiction were all coded as secondary themes to the major themes. Observational findings revealed that virtual communication; virtual relationships; and environment/family atmosphere prior to possession and facilitation of utilization of new media were coded to facilitate validation and reliability of factors affecting utilization of new media as minor themes but distinctive and remarkable results.

6.5.1 Major Theme - Kintak

The results revealed that there are 7 major factors affecting *Kintak*'s utilization of new media: digitalization; accessibility; convergence; virtuality; interactivity; hybridity; and obsession.

6.5.1.1 Digitalization

According to the findings, the informant's factors affecting utilization of new media are articulated digitalization. The purposes of digitalization are related to the ability of new media to instantly access communication processes and information via digital wave.

Informant K01:

Besides, nowadays, anyone can get anything on the new media. That is why it is popular among the villagers. They can save a lot of money. There is no need to spend money on newspapers or envelopes. Everything is now available in a digital format. There is no need to meet with people again to talk. Even now, there are numerous books on new media. There's no need to buy or visit the library. It's easy for children to utilize in the learning process.

Informant K03:

I utilize new media because of the current state of the world. If we don't have new media, we still remember that there is a matter of correspondence or having to use paper again. You don't even have to go to the store to buy things. Just utilize new media. The world is changing right now. Everything you want to find, such as information, contact people, purchase goods, finds entertainment, fill free time, and so on, can be found in new media.

Informant K05:

In addition, the information to be searched even now is all in digital form. Everything is in the new media. Newspapers do not use paper; letters do not use paper; even pictures do not use paper. What we need to do is just look and read on the phone.

6.5.1.2 Accessibility

According to the findings, the informant's factors affecting utilization of new media are articulated accessibility. The purposes of accessibility are related to the ability of new media to having access to specific elements including social media platforms, mobile devices, the internet, and computerized skills.

Informant K04:

Most importantly, because it is free. It's easy to access any information. Plus fast internet, of course no problem. But don't forget the phone. As well, don't be ignorant. Need to know how to use the phone. Don't be, the rope is there but the cow is not. All sorts of things can be found in there. Only life is missing on new media. The others are all there and just need to be looked for.

Informant K05:

Many but the most important are the reason we get all sorts of things in that new media. There are all sorts of contents in there. News, updates, entertainment and everything can be easily and quickly. Especially if you want to access the social media. It's a very easy way and no need to bother.

Informant K06:

Easy to use when there is a mobile phones and internet. Everything seems to be in new media. Just find what pleases the heart. It's easy to access information and contact other people and get what we're looking for. Everything is at your fingertips and you don't have to bother like before. You don't have to go to the store, you don't have to line up, and you don't have to be crowded as well faces all sorts of other problems. Easy access, right? Another before forgetting, you have to have some kind of computer skills before looking for information and friends.

6.5.1.3 Convergence

According to the findings, the informant's factors affecting utilization of new media are articulated convergence. The purposes of convergence are related to the ability of new media to access communication processes and information via reading online newspaper, blogs, wikis and vlogs; social media platforms for listening music, watching videos (drama, film and reality show); websites for online shopping; interacting with other peoples (social media sites); and virtual reality for online gaming.

Informant K01:

The most important thing is that everything can be done at once. You don't have to go to many places. No need to go to the movies. No need to go to the store. No need to bother looking for radio and TV. No need to look for a phone booth. And you don't

have to bother looking for villagers or hemik (outsider). Just search for it on the phone. Everything is there and you can do two or three things at a time.

Informant K02:

In new media, you can find anything. The best is that you can do a lot of things at once. Everything is in its rightful place. Everything can be completed at the same time. While listening to Hindustani music, you can read the newspaper. He, like my kid, can talk with friends while playing video games. That is why so many people enjoy using it.

Informant K04:

Another reason I use it is to be able to listen to music while reading blogs or vlogs at the same time. If you want to buy things, then you can too. It doesn't matter if I play games while listening to Hindustani songs. Watch people sing on reality shows or you can watch movies while talking to friends.

6.5.1.4 Virtuality

According to the findings, the informant's factors affecting utilization of new media are articulated virtuality. The purposes of virtuality are related to the ability of new media to access communication processes and information via online platforms or sites without interact directly with the object or people in order to obtain information or make virtual contacts.

Informant K01:

I also saw them chatting with two or three people. But I notice that the individual is alone. Apparently, they huddled in WA. You shouldn't see people. It does look weird, but it has made our business easier. There is no need to find people to gather and chat with.

Informant K06:

For example, if you play games with friends, you don't need them next to you. I was in my house and he was in his house. If you want to meet awak (girlfriend), you can meet her at any time and place. Just use WA. Then you'll be free from being chased by her father or mother. But you can't just hold her hand. You can only hear the voice and look at his face. It's OK like that from not being able to see her continuously.

Informant K08:

For a variety of reasons, I used new media. Using new media is simple and enjoyable. You don't even have to go to your next-door neighbor's house to meet him or her. We can see them in WA. It is simple and time-saving. I, who enjoy learning to cook, may do so from the comfort of my own home by looking at and searching on new media. There's no need to hunt for a teacher to instruct me.

6.5.1.5 Interactivity

According to the findings, the informant's factors affecting utilization of new media are articulated interactivity. The purposes of interactivity are related to the ability of new media to engages communication processes and information interactively via flash website; scrollable; and hypertext on any online platforms or sites.

Informant K03:

Furthermore, we can all interact with new media in non-physical ways. Everyone is on the phone. We have returned home. The wife is in the forest looking for vegetables. We can still talk and see her face there. It may appear strange at times, but that is the current situation. We can still meet and talk to people who are not in front of us. Its only we can't touch them.

Informant K04:

I enjoy it the most when I can leave comments on blogs, Facebook, and WA. The oddest thing is that I see cartoons on blogs or vlogs. Everything is at our fingertips and we can get what we want. If you are unable to press, simply scroll on the screen. Everything can be viewed later. Do you want to read it? Do you want to see your face? Do you want to hear the voice? Everything is conceivable.

Informant K05:

Another feature is that all of us who use the item can ask questions or share opinions, just like in WA. At a time like this, there is a multimedia component. There are writings, pictures, songs, and videos, as well as the ability to write in there. When looking for information, the information can then goes into greater detail and jump from one location to another. Simply press the word with the color, and we will receive additional, more detailed information in a moment.

6.5.1.6 Hybridity

According to the findings, the informant's factors affecting utilization of new media are articulated hybridity. The purposes of hybridity are related to the ability of new media to engage in culture mixtures via mimicry or ambivalence in the lives of *Kintak*.

Informant K01:

But, as far as I can tell, we have imitated and borrowed (mimicry) hemik (outsider) culture. Most OAs is no longer what they once were. Particularly young people. Hemik (outsider) culture is appealing and simple to understand. Probably we want to appear modern and forward rather than, rather than backward. Perhaps they want to follow the current of modernity in this country because, as I read in the newspaper, the government always tells us to change and develop. Another thing to consider is Kintak's sensitivity. Either it's simple to follow a new culture or continue to ignore is what hemik (outsider) does. However, I believe that the people in this village are only temporary if they adhere to the hemik (outsider) culture. We still have our culture and always keep intact.

Informant K02:

But I see that we're all a little hemik (outsider). What is beneficial to us is already present in hemik (outsider) culture. OA used to be seen with blowpipes. However, we now always see OA with mobile phones. They go anywhere with a phone and, on occasion, blowpipes that they have forgotten and left at home. But the mobile phone is never forgotten or abandoned. Perhaps, it has now become a cultural tradition. Now Kintak is more like a Terminator robot than a God Must Be Crazy character. I don't know, but, it was mixed (liminal space) with hemik (outsider) until there was a slight change in the people of this village.

Informant K08:

But, we are no longer strong and have become weaker with the culture of outsiders since we started using new media (new resistance and negotiation for a group of people in social relations). I can say that the OA culture of this village is a bit contaminated and not like the culture before. Previously, we used to like to gather in large numbers and go to the forest with blowpipes for hunting and gathering forest products. But now we like to gather people to access social media sites or play online games.

6.5.1.7 Obsession

According to the findings, the informant's factors affecting utilization of new media are articulated obsession. The purposes of obsession are related to the routine; accessing social media sites; and online gaming.

Informant K02:

My children are on the phone all the time. When we asked, he said WA, FB, IG or TikTok. Sometimes I feel dizzy thinking about them with new media. It looks like they are obsessed with new media. It seems like they can't control themselves. Especially, when they pose photos or videos on IG or TikTok. Perhaps my children's lives would be miserable if they didn't play with that thing for just one day. I always advise them to reduce their access to social media sites. But, you know, young people now. It's hard to accept our parents' advice. But I hope they will all change because this is not our culture.

Informant K06:

Talking about playing this game is really fun. It can be a little wrong in one day if you don't play games. Sometimes, games make me remember until bedtime. And when you wake up in the morning, think about what game you want to play today. Sometimes I have to cheat my wife and say that I am reading the newspaper. But I actually play the game. On some occasions, I play games while hiding behind the house due to being afraid of my angry wife. There was one day that I never went to work because I was tired of playing games. But if you have played this game, you can forget everything. I'm also trying to play fewer games.

Informant K07:

I also play fewer games. Probably, I like other new media features and applications, such as Facebook or blogs. Often, the first thing I do when I wake up is check my phone. It has become a kind of daily routine. Sometimes it feels so engrossing that it feels like you always want to use it again and again. After all, FB can get rid of all my problems. I feel happy and calm when I use new media. It feels like life isn't complete if you don't use that stuff. But if you use that item, it's even more dangerous. Later, it will be different. We may be dizzy or crazy. Many things that are not good for one can happen later. You don't want to?

6.5.2 Secondary Theme - Non-Kintak

The data revealed that there are 4 minor factors affecting utilization of new media: cultural mixture; user ability; Islamization; and addiction were coded and emerged as secondary themes to the major themes.

6.5.2.1 Cultural Mixture

According to the findings, the informant's factors affecting utilization of new media are articulated cultural mixture. The purposes of cultural mixture are related to common culture, religion, economic, technology as well as increasing knowledge and exchanging ideas in the context of intercultural sensitivity particularly experience of difference such as acceptance; adaptation; and integration.

Informant NK01:

Kintak sometimes likes to follow what outsiders make, wear, or use. They also want to try it. That is one of the reasons why they use new media. It is probably because they are sensitive or a culture shock. That's why they like to spend time or take a walk in Gerik, Klian Intan, or Pengkalan Hulu. Kintak. Now it seems to be kind of integrated with outside culture. Probably because of the associations on the social media with outsiders. They also now have a relatively good income since they now work more as laborers, get higher wages, and so on. There is already less hunting and gathering forest products since there has been a lot of logging activity. That's why sometimes you change the phone up to two or three times. "Follow the current trend," they said.

Informant NK03:

I think they are using this new media probably because of the mixing of culture with outsiders especially social media. But what I like is that the culture of reading newspapers already exists in this village. They are getting smarter and there is a good integration of new media in this society. There are many things out there that they are increasingly knowing and using in their daily lives. What I saw was WA, FB, IG and many others gave new things and cultures to them. Find a job now using social media. That being said they are beginning to accept a new culture that is beneficial. In addition, Kintak is a little sensitive to people. If it's something he doesn't like, they won't go. But maybe this new culture feels good and that's why they follow. But there is also a culture that I feel is less appropriate, kind of addicted

to online gaming. But fortunately, Ustaz (preacher) always advised them not to do bad things with the item. That's the good thing when they convert to Islam. This is said to be a good new cultural adaptation and we all want it.

Informant NK05:

They possibly use new media for a variety of reasons. The impact of outside culture, however, is the most significant. We currently witness Kintak in Gerik, but their knowledge spreads to India due to the popularity of Hindustan on YouTube. They then excel at leaving comments on websites like blogs and vlogs. They have accepted and adapted to new cultures as a result of their desire to learn about what is happening elsewhere. The clothing is fashionable and fits the local populace perfectly. There aren't any more disorderly, uncontrolled ones. This is due to the fact that they are already proficient at purchasing online at Shopee and Lazada. Additionally, they all have jobs and money. They understand that adapting into the new culture without losing their sense of race or cultural identity, in my opinion. Besides, they are genuinely quite sensitive, and they are undoubtedly skilled at what they do. Another is that Kintak is more open and not closed or unwilling to receive things from the outside now that I have assisted them in converting to Islam.

6.5.2.2 Audience/User Ability

According to the findings, the informant's factors affecting utilization of new media are articulated audience/user ability. The purposes of audience/user ability are related to liberal views instead of radical views in the context of power imbalance in the new media, in which the audience control the media based on personal needs and desires.

Informant NK03:

They are also getting smarter now because they are the ones who decide everything to the new media. In the past, we can say that they were influenced when they first used social media. But now they are the one who control the social media. They become people who are not easy to believe and active in choosing media content. In addition, they also share their own opinions depending on their situation and social relationships. For example when they WA me, they always bargain about the price of fish, vegetables and other items. As well, on FB, I can see that young people actively involves in update and comment. It seems that they are to advance in the context of new media.

Informant NK05:

What I see is also the reason they can control that stuff, especially social media. I see them as more powerful because they decide what they want. It can be said that they are very active in using new media, especially social media. Like they write on WA, FB, or comment on blogs or vlogs. One more thing, look at what movies they are watching. Of course, they chose Hindustan first before other films. Talking about the use of this new media, we can see that Kintak is a smart person and chooses what he likes. The new media, on the other hand, tries to present a variety of options based on the style and culture of the people who use it. That is why Kintak is now more modern and advanced.

6.5.2.3 Islamization

According to the findings, the informant's factors affecting utilization of new media are articulated Islamization. The purposes of Islamization are related to one's capacity for gathering and disseminating information within Islamic fundamentalism, such as using the appropriate words, practicing effective communication, using good words, practicing noble speech, using weak-soft spoken language, and communicating in a way that is simple to understand.

Informant NK03:

The Islamization factor is another aspect that supports the usage of new media. When they convert to Islam, that's a positive thing. They become more careful and mindful in using new media, especially the social media. Islam pushes us to move forwards and modernizing. However, there must be a right approach, and one must always practice moderation and refrain from following lust. My observations indicate that Kintak still use new media in an Islamic manner. For instance, they continue to hunt for accurate and useful information. Even when using social media, they always speak in a courteous, understandable, and ethical manner. For example, they always respect me while communicating with me when they WA since they polite and use simple language.

Informant NK05:

The most important thing Islam helps a lot in Kintak's life. There used to be animism. But now, since the embrace of Islam, they have almost the same culture as outsiders. Wear it politely and there is no more wearing a loincloth (cawat) in the Kintak community except during Sewang. The aurat has also been taken care of and many have started wearing headscarves or songkok during prayers. This is all the reason

they learn through the new media. After all, Islam does encourage us to use or do something for a good purpose. Coincidentally, in the new media, there are many good things that we can take and practice. So, use the new media prudently. Never do bad things with new media, such as seeking information that is forbidden by Islam, lying, being rude and rude if using social media. Use proper ethics when communicating using new media.

It's easy. Use words that are noble, accompanied by respect and glorification, pleasant to hear, gentle, and courteous especially with the elderly and including the young. Then avoid something that is munkar (bad) and always follow the adab (etiquettes) in Islam. Also use words that are lovely or contain things that are exciting. This is because sometimes delicate and righteous words make people happy and relieved, more valuable than money.

6.5.2.4 Addiction

According to the findings, the informant's factors affecting utilization of new media are articulated addiction. The purposes of obsession are related to the routine; accessing social media sites; and online gaming.

Informant NK03:

But there is also a culture that I feel is less appropriate, kind of addicted to online gaming. Until someone is careless and forgets to do other things, because it's hard to stop playing the game. I can say that the young people in this village are addicted to social media and playing online games. Sometimes people don't go to work because they are tired of online gaming. It makes no difference who duped the parents into thinking they were looking for school supplies when they were actually playing online games. There are also those who cheat on their wives because they want to play online games. I'm not sure I understand the situation right now. But that is what really happened in this village.

Informant NK05:

But there have also been other issues plaguing Kintak since it used this new media. Addiction is also one of the factors in the use of new media. This can be seen through Kintak's attitude of relying too much on new media, especially social media. For example, they talk to other people, but their hands are busy talking on the phone. Their tone of voice will also be raised if someone asks or interrupts them while they are on the phone. Indeed, Kintak is a little different when it comes to social media. They will always be addicted to accessing and updating social media. It looks like there's no other work to be done. That doesn't count on those who are addicted to online gaming especially young people. But there are also older people who play online gaming as well.

6.5.3 Minor but Distinctive and Remarkable Results - Observation

The results revealed 3 minor factors affecting utilization of new media: virtual communication; virtual relationships; and environment/family atmosphere.

6.5.3.1 Virtual Communication

According to the findings, the observation validated the findings data collected from the interviews on the aforementioned factors affecting utilization of new media: digitalization, accessibility, convergence, virtuality, interactivity, hybridity, obsession, cultural mixture, audience/user ability, Islamization, and addiction. Majority of the *Kintak* is intentionally using new media as a virtual communication tool to communicate via computer-mediated communication (CMC) without face-to-face interaction in order to connect with people who could not previously be reached through social networking sites. The *Kintak's* utilization new media was also facilitated by: easy access to mobile phones; affordable mobile phone prices; simple mobile phone operation; good electricity supply; good network coverage; trend; and peer influence. Reading online materials, sending messages, making phone calls, online shopping, listening to music, watching videos, and online gaming are all examples of how new media is used to seek knowledge, information, and entertainment. *Kintak* however, still understands about utilizing new media in accordance with Islamic fundamentalism since they are always performing prayers and practicing Islamic communication ethics such as speaking the truth, being direct to the point, using decent reasoning, practicing ethical communication, employing weak-soft spoken language, and sending messages that are easily understood.

6.5.3.2 Virtual Relationships

According to the findings, the observation revealed that majority of *Kintak* regards virtual communication as one of the factor affecting utilization of new media. *Kintak* accepted virtual relationships when someone, regardless of family or friends, became more comfortable with existing online applications such as WA, FB, IG and TikTok. *Kintak* is also rarely seen in groups; on the contrary, it has become more individualized as new media has become more pervasive and has effectively virtualized the relationship-building process. Virtual communication is chosen for a variety of reasons, including easy access to new media, good network coverage, and ability to access at any time and from any location, as well as the lack of closeness or physical contact, and the enjoyment of unaccompanied time. Furthermore, virtual relationships allowed *Kintak* to do two things at the same time while only interacting with peoples via new media. They can still do other things like hunting with blowpipe, gathering forest products, collecting rattan, and other housework while establishing virtual relationships. *Kintak* appears to be gratified and totally immersed in virtual relationships because it doesn't require much effort, especially since they has to leave the village to meet peoples. This is due to the fact that leaving the village incurs numerous financial costs, such as taxi rental, food and beverage costs, and related costs during meetings with peoples in Gerik town or elsewhere.

6.5.3.3 Environment/Family Atmosphere

According to the findings, the observation revealed that majority of *Kintak* regards environment/family atmosphere as one of the factor affecting utilization of new media. This can be observed when the majority of people in the village use new media to obtain information or contact family members and friends. Further to that,

all family members in the house use new media. For example, a father might be looking for information on Wikis or watching a movie on YouTube; mothers might be looking for recipes on blogs or vlogs; the kid might be playing online gaming; and the neighbor next door might be interacting on WA with friends. This situation would be seen as a current trend in the *Kintak* community, as all villagers can be said to be dependent on new media.

6.6 RQ4: What is the Barrier of Utilization of New Media among *Kintak*?

Kintak's usage new media in terms of barriers of utilization was revealed via transcribing and translating verbatim data from 13 informants, as well as triangulating analytical field notes.

The results revealed that all *Kintak* has been faces the barriers in utilizing new media in the context of sending and receiving information or messages in the light of today's digital communication.

Informant K01:

Of course there are barriers in the use of the new media.

Informant K03:

There are many kinds of obstacles in utilizing new media.

Informant K07:

Of course I face barriers to using new media, especially old peoples like me.

Informant NK03:

Of course there are a lot of barriers because they are OA.

Informant NK04:

I see it's just hard to utilizing new media.

Informant NK05:

There are barriers for them to use the new media.

The major theme shows that 6 major barriers in order to increase the utilization of new media: language barrier; semantic barrier; physical barrier; cultural barrier; socio-economic barrier; and socio-psychological barrier. Emotional barrier; attention barrier; and context barrier were all coded as secondary themes to the major themes. Observational findings revealed that environmental barrier; physiological barrier; wrong choice of new media barrier; varying perception of reality were coded to facilitate validation and reliability of barriers of utilization of new media as minor themes but distinctive and remarkable results.

6.6.1 Major Theme - *Kintak*

The results revealed that there are 6 major barriers utilization of new media: language barrier; semantic barrier; physical barrier; cultural barrier; socio-economic barrier; and socio-psychological barrier.

6.6.1.1 Language Barrier

According to the findings, the informant's barriers to utilization of new media are articulated language barriers. The barriers are related to the different languages; technical languages; ambiguous words; slang or jargon; dialects or accents; abbreviations; and difficulty in understanding.

Informant K01:

Language is the most problematic issue. Everything in English If its Malay, then I can understand. Not everyone from Kintak can speak English. I am also not very

good at English. Even in some of the Malay language, I can't understand words if they use words that we rarely hear or use. I also don't understand the language of professionals. We are not high-levels and only attend primary school. Some people in the new media simply use abbreviations, which we do not understand. Words with multiple meanings are also difficult for us to comprehend. The Indians speak Tamil, the Chinese Mandarin, the hemik (outsiders) speak Malay or English, and we, OA, speak Malay and Kintak.

Informant K07:

Sometimes it's hard to understand what they say and write. The language we use is not the same as theirs. They use the White (English) language. We use Malay and Kintak. So, like chicken spokes to duck. We are also lazy and waste time if we want to translate. After all, I'm old and didn't go to high school. But luckily, I know how to read, write, and count. Otherwise, it's difficult for me to use new media. Sometimes we can't understand young people's language since it is difficult to understand because they use the language and dialect of today's people. The words they use are sometimes difficult to understand particularly uses of slang or jargon as well as dialect or accent as in hipsters.

6.6.1.2 Semantic Barrier

According to the findings, the informant's barriers to utilization of new media are articulated semantic barriers. The barriers are related to the idioms; incoherent sentences; polysemy (multiple meaning words); and homonyms (homophones and homographs).

Informant K02:

There are numerous obstacles. The language used in new media, for example, is flowery, and there are poems. It's difficult for me to understand. Sometimes he writes something else, and we understand something else. Because cultures differ, so does the language. It is always difficult for me to understand the words and sentences used particularly with multiple meaning.

Informant K08:

I don't read English at all. I always read Malay. There are also two or three words and sentences in Malay that I do not understand. I don't bother since I don't know. Read which one you understand. It's also a word with two meanings and makes me confused, like the words "daki", "semak" and "perang". Usually, if I don't understand, I ask Ustaz (preacher) because he is smart.

6.6.1.3 Physical Barrier

According to the findings, the informant's barriers to utilization of new media are articulated physical barriers. The barriers are related to gadgets and applications; the environment (noise); time and distance; and inadequate messages.

Informant K03:

There are many stories about this obstacle. Plus we OA and sit in the forest. If in that city, the story is different. Everything is simple and easy to get. If the phone is damaged, you will not be able to use the new media. It doesn't matter if the network tower collapses or hits by a tree. If that is the case, then everything cannot be used. Waiting for the repair took at least 2 weeks. Another problem is if it rains, thunder and lightning, we can't access the new media because the internet is slow or doesn't work at all. That is the situation if lived in the forest. In addition to the message and information that we seek, there is a lengthy message that I do not understand. I have no idea what they wrote. This does not include the messages that people send. Uses improper words, long sentences, and difficult to understand sentences. This excludes words understood only by the person sending the message.

Informant K06:

It's also dizzying if you think about the barriers if you want to use the new media. Often, the main obstacle is my phone, which is an old phone. It can be used, but it's not like the latest young people's phone. When it's been an old phone call, it's always asked for an update. To update also takes hours. It is probably because my phone is outdated. Sometimes FB asks for updates, but I can't do it. Wanting to send a message takes a long time to arrive. I get tired sometimes waiting to send a message. It doesn't count if the child makes noise when I'm using the new media or if a friend calls to ask me to go for coffee. It made me stressed.

6.6.1.4 Cultural Barrier

According to the findings, the informant's barriers to utilization of new media are articulated physical barriers. The barriers are related to ethnic; religion (beliefs and practices); behavior (norms and values); ethnocentrism; ethnorelativism; and stereotypes.

Informant K01:

Another barrier is that Kintak's culture is not the same as hemik. We are gentle people and don't like to tell lies like hemik out there like in Gerik or Pengkalan Hulu. We are always deceived by hemik. That's why if they WA, we are silent and do not entertain. I also always advise the villagers. If you are looking for information on new media, look for something that suits us. Don't follow that hemik culture. Later, we lost our culture. If you watch that movie, don't watch an 18+ movie or a porn movie. We will lose the identity of our people. We also can't really follow the culture in that stuff because it's actually the culture of the white people (Western). Just follow what is good and suitable for us. Don't just simply adapt to other people's cultures.

Informant K05:

The barrier to using new media that I noticed is that Kintak is very picky or chosen. This is our faucet; it's sensitive people. We also don't get along well with outsiders for fear of being cheated. Our culture does not tolerate lies and deceit. Don't think those who wear ties are good people. Sometimes they are the strongest deceivers. We may look a little rough and dirty, but we don't like to deceive people. We always say the right and true things. After all, we know that Islam forbids us to do bad things. Similarly, we do not follow the negative aspects of the new media. If you use the item, you have to use it well. If you take a picture for FB, IG, or TikTok, take it politely and respect our customs and culture. Do not follow the culture of outsiders because they do not live with us in this village.

6.6.1.5 Socio-Economic Barrier

According to the findings, the informant's barriers to utilization of new media are articulated socio-economic barriers. The barriers are related to status; occupations; incomes; educations; and literacy.

Informant K03:

Furthermore, financial barriers (income) are significant. How can you buy a phone or top-up your internet account if you don't have any money? That's why we can't always use new media. The issue is that many people in this village are unemployed. We just hunting and gathering forest products. The income is low and uncertain. Maybe it's because we don't finish tertiary education and it's difficult to find work. Of course, it's difficult to find work for people who can't read, write, or count, such as the elderly. Of course, you can find work in the village. But, a job in a town, such as an office or a supermarket, is difficult to find.

6.6.1.6 Socio-Psychological Barrier

According to the findings, the informant's barriers to utilization of new media are articulated socio-psychological barriers. The barriers are related to perception (needs and expectations); appearance (physical, voices and gestures); and prejudices.

Informant K02:

Aside from that, the reason Kintak does not use the new media is that fear of being cheated by outsiders. Kintak has a low population density. Actually, we're not very welcoming to outsiders. It makes no difference how sensitive we are. Fear of receiving ambiguous information or messages can keep us from utilizing the new media. If the message is important, such as news or government information, many of us will not understand because the language barrier is very high. Under circumstances, we don't want to utilize new media because it's difficult to understand. That's why we are utilizing new media for it's entertaining to listen to and watch Hindustan every day.

Informant K04:

This obstacle is actually to look back at what we want and expect from that stuff. Sometimes the contents of an item do not meet our needs and expectations. We hope for other things and also get other things when we use that item. For example, I searched for information on other OA races, but got disappointing results. There is not much information about other OA cultures in that stuff. If the songs and movie stuff are a lot on YouTube, it's because of the dominance of young people on social media. It's dizzying me. But there are also young people who don't use with social media stuff because they don't feel equal to the people out there. Our style of speech is mediocre, and our style of clothing is less attractive. That is why there are still people who isolate themselves in this village even though they still use the new media.

6.6.2 Secondary Theme - Non-Kintak

The data revealed that there are 3 minor barriers utilization of new media: emotional barrier; attention barrier; and context barrier.

6.6.2.1 Emotional Barrier

According to the findings, the informant's barriers to utilization of new media are articulated emotional barriers. The barriers are related to feeling and sensitivity such mental blocked, preference and prejudgment and sentiments.

Informant NK01:

Kintak is a straightforward individual. If the content does not meet their needs and expectations, they will not use new media. They will avoid using new media and act as if nothing happened. If they believe the message is emotionally disturbing or difficult to understand, they will respond with aggressive rejection. Kintak, for example, will be afraid to respond if they believe the message on social media is hostile. Kintak will ignore information in online newspapers, wikis, blogs, vlogs, and other sites that they do not understand. This will be to their hindrance, as there are many beneficial aspects of new media.

Informant NK05:

Kintak, as we all know, is extremely sensitive. As a result, we must learn how to get along with them and communicate with them. If their thoughts or emotions are disturbed, such as worry, restlessness, or fear, they will not use new media. They'd rather be alone or take a walk in the forest. Similarly, if they do not understand what is in new media, they will not bother or use it. Kintak may appear tough and energetic, but they are very sensitive and quick to feel like a person. Never insult or ridicule them when speaking to them. Always give them compliments and make them happy. Otherwise, they will treat and accept us as deaf people.

6.6.2.2 Attention Barrier

According to the findings, the informant's barriers to utilization of new media are articulated attention barriers. The barriers are related to attitudes, opinions and trustworthiness.

Informant NK03:

The challenge I always see is that there is so much information in new media that Kintak doesn't know which one to choose that is best for them. They are also preoccupied with work because they want to make money and do not have time to use new media. But there was time to play the game. Another thing to consider is trust when speaking with Kintak. They will leave if they believe the message or

information is incorrect or difficult to understand. The people of this village only believe and comprehend information provided by headman, Ustaz (preacher), or JAKOAs officers. If it is the others, it is difficult to say whether they will accept or not. I believe you're the only outsider they truly trust and can collaborate with. Other previous outsiders never received treatment like you are receiving now.

Informant NK05:

Aside from that, I notice that they are less focused because there are so many options in new media. As a result, they are perplexed when deciding on the appropriateness of the information. When it comes to sharing information or connecting to others, they sometimes make assumptions and have negative feelings about the receiver or the person contacted. This could be due to the receiver touching their feelings in a previous message relationship.

6.6.2.3 Context Barrier

According to the findings, the informant's barriers to utilization of new media are articulated context barriers. The barriers are related to culture, values and morals.

Informant NK01:

Furthermore, Kintak's values and morals are very different from those of most people. They are the gentle, courteous, and well-mannered types. So, every information and communication process we have must be ethical and take into accounts our values and culture. Otherwise, the information will not reach them and the message will not be delivered to them. Moreover, they are very sensitive, as I told you before.

Informant NK05:

Aside from that, Kintak has a unique culture and values. Perhaps our understanding of a word or phrase is different from theirs. There may be some words we use that they are unfamiliar with or have never heard of particularly in formal languages. Another thing is that we must always give them room to communicate and never push them. If they are depressed, they will most likely refuse to serve. Maybe we're the types of people who can accept and tolerate stress, but Kintak can't.

6.6.3 Minor but Distinctive and Remarkable Results - Observation

The results revealed 4 minor barriers utilization of new media: environmental barrier; physiological barrier; wrong choice of new media barrier; varying perception of reality (abstraction and slanting);

6.6.3.1 Physiological Barrier

According to the findings, the observation revealed that several *Kintak* peoples are experiencing a physiological disorder or barrier that is impeding communication particularly. For example, old peoples have visual impairments such as limited vision and hearing problems that resulting articulation in communication. At the same time, elderly people are affected by physical disabilities such as stuttering, scrabbling, and pronouncement of incorrect sounds due to a defective vocal organ. The writing of the elderly is also hindered by hand injury, shaky hands and poor eyesight.

6.6.3.2 Environmental Barrier

According to the findings, the observation revealed that majority of *Kintak* peoples are experiencing communication barriers as a result of Mother Nature's disasters such as thunder, lightning, rain, and storm. *Kintak* was also plagued by technological barriers such as the utilization of Android rather than iOS (iPhone Operating System); mobile phone glitches or breakdowns; a chronometric of time delay in sending and receiving messages or information; remote village location; slow internet connection; faulty transmission caused by a faulty channel or telecommunication tower collapse; and a lack and distance of technical support.

6.6.3.3 Wrong Choice of New Media Barrier

According to the findings, the observation revealed that majority of *Kintak* having difficulty in selecting platforms or websites in new media. Not all *Kintaks* understand and utilize new media effectively. Among the barriers that can be observed are: utilizing regular mobile phones instead of android phones; sending or receiving longest videos on YouTube rather than WA, FB, IG, or TikTok; shopping

on WA and FB rather than Shopee or Lazada; and choosing to believe news or information on WA and FB rather than online newspaper sites or wikis.

6.6.3.4 Varying Perception of Reality Barrier

According to the findings, the observation revealed that majority of *Kintak* distinguishes oneself in understanding the communication processes and information served by new media. *Kintak* have unique and sensitive ways of interpretation of reality related to politeness and courtesies. Among the barriers that can be observed are: set of beliefs; preferences; needs and expectations; triggers and cues (self-representation); condensation (abstraction) of communication and information; and communication and information slanting (inferences and assumptions).

6.7 Suggestion Improving Utilization of New Media

Kintak's usage new media in terms of suggestion improving utilization was revealed via transcribing and translating verbatim data from 13 informants, as well as triangulating analytical field notes. The *Kintak's* theme suggests 3 ways to improve the use of new media: technological improvement; financial assistance/subsidies; and exploring perspectives on global affairs. The *non-Kintak's* themes included harnessing the global knowledge network and developing new media literacy. Observational findings revealed that becoming digital community; learning from an expert; and empowering a digital expert were coded to facilitate validation and reliability of suggestion to new media improvement as consequential themes with distinct and remarkable results.

6.7.1 Kintak

The results revealed that there are 3 suggestions for improving utilization of new media: technological improvement; financial assistance/subsidies; and exploring perspectives on global affairs.

6.7.1.1 Technological Improvement

According to the findings, the informant's suggestions for improving utilization of new media are related to upgrading networking infrastructure, using the right mobile phones, big internet data and free public Wi-Fi.

Informant K01:

I suggest that the internet tower be made even better. Then only the villagers could use the new media. Villagers also need to buy phones that have the internet. So they can access the new media. Then buy the data, the internet needs big data in order to use it for all sorts of things in new media. It would be a different story if there was free Wi-Fi. Previously, there was the Wireless Village Project for free internet. But not anymore. I do not know what happened to the project.

Informant K07:

Let's fix the internet broadcast near the tower. It's always to make it difficult for people to use the new media because it's always damaged. We need a new internet tower that is strong, sturdy, and close to this village. At present, the tower is far from our village, making it difficult for us to access the internet, which prevents us from using new media at the same time. In addition, our phone is always broken, so it's hard to use that new media.

6.7.1.2 Financial Assistance/Subsidies

According to the findings, the informant's suggestions for improving utilization of new media are related to mobile phones and internet data plans.

Informant K02:

If it's me, give me subsidies to buy a phone. Now the phone is getting more expensive. If we could use a good brand like Samsung or iPhone, it would be easier for us to use that item. I am hoping for government assistance to buy phones and internet subscriptions. If not, how are you going to use that new media if you don't have access to the internet?

Informant K04:

We have talked to the JAKOA many times, but they are silent. I said, "Help us use the new media." All hemik (outsider) use that new media. We want to use it, but we don't have the money to buy a phone and internet service. They said to wait until further notice from the government tells you when the budget is released.

6.7.1.3 Exploring Perspectives on Global Affairs

According to the findings, the informant's suggestions for improving utilization of new media are related to technical assistance and training/workshops.

Informant K03:

Teach us the right way to use that new media. Perhaps you could give us a short course or training on how to use this new media. Then we can make better use of the new media. Later, we will get a lot of information. We can use that information to develop the village as well as become modernized.

Informant K07:

Teach us the right way to use that new media. Perhaps you could give us a short course or training on how to use this new media. Then we can make better use of the new media. Later, we will get a lot of information. We can use that information to develop the village as well as become modernized.

6.7.2 Non-Kintak

The results revealed that there are 2 suggestions for improving utilization of new media: harnessing the global knowledge network; and developing media literacy.

6.7.2.1 Harnessing the Global Knowledge Network

According to the findings, the informant's suggestions for improving utilization of new media are related to digital divide, global platforms participation, and introduction of online businesses.

Informant NK01:

I suggest that their digital divide be resolved at an immediate rate. Suggestions are already at our levels. I am just waiting for the budget to be implemented, and it all depends on the decision of the central government. Not only that, we also have plans to encourage them to venture into online business. Many Kintak products and forest products can be marketed as well as provide income to them. We also hope they use new media to mingle and mix with people out there to gain new knowledge.

Informant NK05:

My suggestion is to educate them to use new media in an even better direction. It is not only to obtain information; they can also act as creators of information to be shared through new media. Apart from that, they can also do business online. They can sell their petai (stinky bean), bamboo shoots, rattan, and more. This will benefit them, and they will not regard this as being left behind or backward.

6.7.2.2 Developing New Media Literacy

According to the findings, the informant's suggestions for improving utilization of new media are related to understand the new media; evaluate the new media, find digital resource and database, and compare various new media sources.

Informant NK03:

First and foremost, we must teach them to truly comprehend new media. As a result, they will be proficient in the use of new media. Furthermore, they will be adept at determining what is good and bad about what is available in new media. Finally, teach them how to find and compare everything in new media so that they do not harm themselves.

Informant NK05:

In addition, they also need to get a higher education to be clever and smarter. Don't quit during primary school. Do not follow Hukum Sanyid (one of the Kintak's Law on children) and just listen to what your child has to say. If not, they will continue to remain like this. If they are smart, of course they will be good at evaluating every piece of content in the new media. This in turn will make them efficient in using new media and they will certainly use it in accordance with Islamic fundamentalism.

6.7.3 Observation

The results revealed that there are 3 suggestions for improving utilization of new media: becoming digital community; learning from an expert; and empowering a digital expert.

6.7.3.1 Becoming Digital Community

According to the findings, the observation reveals majority of the *Kintak* involved and practiced digitalization of new media. This is evident when *Kintak* visits websites and social media sites in addition to virtual reality for playing online games. Furthermore, new media are used for communication in the context of seeking and sharing information. *Kintak* is further exposed to and has basic experience and knowledge in the utilization of new media as a result of this. However, no one from *Kintak* has become a content creator, whether for information retrieval, information sharing, or online business in new media.

6.7.3.2 Learning from an Expert

According to the findings, the observation reveals majority of the *Kintak* learned about the utilization of new media from mobile phone's sellers in town, either at Gerik, Klian Intan, or Pengkalan Hulu. Aside from that, *Kintak* learned about the utilization of new media from friends in the village who had previously

used mobile phones. *Kintak* has never received formal or informal training in the use of new media. If there is a problem with the use of new media, they will let it go without a comprehensive solution.

6.7.3.3 Empowering a Digital Expert

According to the findings, the observation reveals that there is no expert to consult on the methods and problems of utilizing new media if it occurs in the village. The use of new media is also not assisted or guided by local experts, such as villagers. Furthermore, there is no initiative to appoint or engage even one resident of the villagers to undergo a formal or informal courses in the utilization of new media.

6.8 Summary

All in all, this chapter presented the themes that emerged from thematic analysis revealed via transcribing and translating verbatim data from 13 informants as well as triangulating analytical field notes. Four major themes, preceded by the demographic information, explored the following: needs and expectations of new media; types and levels of utilization of new media; factors affecting utilization of new media; barriers of utilization of new media; and suggestion improving utilization of new media. The results are presented in thick description and reported substantively under each of the research objectives as major themes (*Kintak*); secondary themes (*non-Kintak*); and minor themes, but distinctive and remarkable results from observation related to utilization of new media in the lives of *Kintak*. The following chapter ended this study's presentation with a discussion, recommendation and conclusion.