

STUDENT NAME

1. AFIQ BIN AZMAN
2. AMIRUL RIDWAN BIN HASBULLAH
3. FAJAR HUDA BINTI AZHAR
4. NIK AQILAH SOFIYA BINTI NIK NOOR AHMAZUKEE

SUPERVISOR NAME

PROFESOR MADYA DR MAZLINA BINTI MAHDZAR

ABSTRACT

Tourism and technology have emerged as significant areas with the ability to contribute to economic growth. We offer the Jointfun Application, a marketplace and entertainment application that uses the TikTok platform to advertise entertainment such as theme parks, amusement parks, casinos, cinemas, shopping centers, performing arts centers, and sports complexes. Our purpose is to promote the entertainment industry and to encourage users to participate in and enjoy the entertainment options available in the country. As far as we know, there aren't many travel apps that offer a marketplace and entertainment options, particularly for places. Thus, the app's novelty is linked to the creator's goals, which include promoting entertainment sites as an interesting destination for the general public in order to contribute to the local economy's net profit. Furthermore, the proposed application's utility is that it can provide users with enjoyment in discovering available entertainment. Finally, results and discussion are used to improve and simplify the process of travelling while having fun in your free time.

INTRODUCTION

Entertainment is a fun activity and helps reduce stress and strain from work and daily activities. In the tourism industry, entertainment is very important in this sector because it is a driving factor for tourists to travel around the world. In Malaysia, there are many interesting entertainment places such as Legoland, Escape Theme Park, A'Famosa Theme Park and so on. Indirectly, it not only benefits tourists by giving them satisfaction but also helps develop the country's economy and society, especially after Covid-19 hit. However, to travel, tourists need information before planning a trip. So Jointfun.app is an application that provides information to tourists about entertainment places available throughout Malaysia. Jointfun.app is an application developed for the use of tourists in and outside Malaysia. This application makes it easy for tourists to find information on interesting entertainment tourism places throughout Malaysia. It is an application which was developed to help the entertainment sector in Malaysia after being hit by Covid-19 by advertising using tiktok as a platform. More interestingly, this application also provides an opportunity for users to share their experiences when traveling somewhere and give a rating according to the level of satisfaction with the services provided.

OBJECTIVES

Jointfun.app's goal is to assist users or tourists in finding entertainment destinations or activities. Then, with Jointfun.app, you may find out about the many forms of entertainment accessible in Malaysia and internationally. Next, in Jointfun.app will introduce more entertainment attractions that trending nowadays. Finally, the purpose of Jointfun.app is to aid the tourism industry by marketing the entertainment sector more widely and assisting them in expanding their business.

NOVELTY

Each application must have its own specialties and novelties. So here are some of the novelties and privileges owned by the Jointfun.app application. The first is easy to access. Jointfun.app uses Tiktok as a platform to connect directly with users by presenting and advertising interesting entertainment tourism venues throughout Malaysia. The second is to give tourists who have traveled to Malaysia the opportunity to leave their comments. With the comments given indirectly will make many people especially tourists who are interested in traveling to Malaysia make a choice of destination they want to go before traveling. . And the third is that this application also comes with important information. For example, prices, activities and operating hours are important information to make it easier for tourists to plan their time and expenses while traveline.

CREATIVITY

Jointfun.app app has their own creativity and personality. In this apps we will promote all the entertainment industry around the world by posting the videos of the place, pictures, promotion video, sales video, voucher and so on. All the posting of the review are not deleted same goes to other paid review. And for the price of the paid review will be more cheaper than other influencer because our main vision and mission is to help our entertainment industry being more famous and all the people can having fun in their own way.

AUTHORS

Name of Correspondent Author: AMIRUL RIDWAN BIN HASBULLAH

Affiliation:

Email: 2020855888@student.uitm.edu.my

JOINTFUN.APP



USEFULNESS

The usefulness of the Jointfun.app is to make it easier for travellers to find entertainment activities by providing information that is easily accessible for tourists to plan or survey the area. Apart from that, travellers will be able to share their experiences and opinions on the activities. Finally, to encourage more visitors or users to include entertainment activities or attractions in their vacation itineraries.

OVERALL ACCEPTABILITY / PRACTICALITY

All the entertainment industries accept this Jointfun.app App because it is a good platform for them to promote their product and service by only using the power of viral. This app also easy for customer to find their entertainment place by only scrolling Tiktok account that named Jointfun.app to get know about their destination. This app also has a multi-function device that can helps all the customer find their entertainment place because there already has the link of website to manage their booking, destination, date and so on.

COMMERCIAL VALUE / MARKETABILITY

TikTok was the main most downloaded application in 2020, and it's assessed that TikTok has around 689 million month to month dynamic clients and 2 billion application store downloads. This might seem like a **promoting goldmine** — particularly on the grounds that there could be less contest while different organizations wonder whether or not to jump aboard.

COST / ECONOMIC EFFECTIVENESS

In terms of cost, Jointfun.app will charge a price to be set and agreed to advertise travel products to consumers. In terms of economic effectiveness helps to increase the country's income through tax collection from tourists and businesses involved. Not only that, it also increases employment opportunities due to the tourism sector which does not have enough manpower but the demand is increasing. The increase in employment opportunities will also see an increase in the local community spending because their income increases as well as increase their purchasing power.

METHODOLOGY

The material and method that has been used in making Jointfun.app Apps is Tiktok Application. As we know Tiktok being the famous apps in this era and all the people mostly used Tiktok as their main entertainment social media. So, we decided to create a Tiktok account that named Jointfun.app to promote all the entertainment industries in Malaysia. For example, we will do a review by posting their videos, pictures, and promotion or sale of their place. After that, we also put the link of the website on every posting of the entertainment place. So that all the people can get to know about the place easily. And for every review that already posted we will charge them and the range of price may be different.

RESULT

The existence of the Internet today has enabled Internet users to export, share and disseminate information through social media sites such as TikTok. TikTok Marketing as Entertainment According to Informant 4, the development of the Internet has attracted the attention of the public. This is because the Internet is not just a network for finding information or visiting online platforms, it also allows people to find entertainment venues that get recommendations from the app's ads as well as the people who use the app. With this Jointfun.com can promote this sector easily.

CONCLUSION

Nowadays, technology is becoming more sophisticated and evolving and is being used in various fields including tourism to facilitate work and solve daily problems. Many current viral and trading things that are increasingly being shown on social media with human nature that has a high curiosity and trying nature will definitely make them interested and be a motivating factor to participate. So with the Jointfun.app, it makes it easier for them to identify viral entertainment and trading places in Malaysia. Jointfun.app is not only an application to attract tourists to come and travel to Malaysia. In fact, this application also indirectly helps to redevelop the Malaysian economy after Covid-19. It also helps travelers make comparisons, plan and prepare in terms of finances, time, activities to do and so on before embarking on a trip

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