

The 6th International Conference of Applied and Creative Arts 2021

CONFERENCE E-PROCEEDINGS

SUSTAINABILITY AND LEGACY OF CREATIVE ARTS



THE 6th
INTERNATIONAL CONFERENCE OF
APPLIED AND CREATIVE ARTS

17 - 18 August 2021

Virtual Conference

Edited by: Dr Teo Miaw Lee
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6th ICACA 2021 Conference E-Proceedings

International Conference of Applied and Creative Arts

SUSTAINABILITY AND LEGACY OF CREATIVE ARTS

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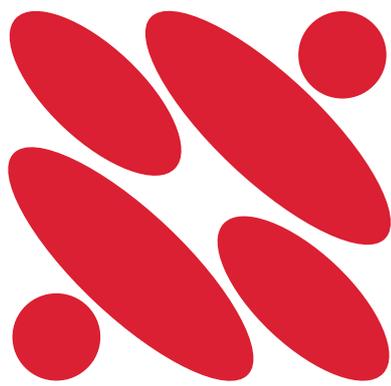
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ICACA 2021

INTERNATIONAL CONFERENCE OF
APPLIED AND CREATIVE ARTS

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VICE CHANCELLOR'S PREAMBLE

SUSTAINABILITY AND LEGACY OF CREATIVE ARTS

The 6th International Conference of Applied and Creative Arts 2021

Assalamualaikum Warahmatullahi Wabarakatuh, Salam Sejahtera, Salam Sarawakku Sayang dan Salam UNIMASku Sayang.

Welcome to the 6th International Conference of Applied and Creative Arts (ICACA) where we will be hosting an array of plenary sessions focusing on Cultural Arts, Visual Arts, Theatre, Design Technology, Sustainability of Cultural Heritage, Fine Arts and Music.

“Sustainability and Legacy of Creative Arts” is chosen as the theme for ICACA 2021, a trend-setting concept aptly observed by a growing number of academics and non-governmental organisations in the modern world. This concept underscores the UNIMAS vision of being the leading global University for a sustainable future and is in-line with the UNIMAS slogan of Inclusive, Global, Sustainable. The theme also emphasises the University's niche areas – biodiversity and environmental conservation, information communication and creative technology, and sustainable community transformation. We hope ICACA 2021 will highlight the importance of being self-sustainable while leaving an everlasting legacy to serve mankind in the present and in the future.

Apart from expanding commercialisation and further generating domestic economy, a symbiotic relationship between universities, stakeholders and community are essential to the urban and rural socio-ecological system. Thus, the ICACA 2021 is a great platform to engage in a scholarly discourse on such issues while having an alternative perspective from applied and creative arts. We have always strived to improve the university's achievement in scholarship and research.

The Faculty of Applied and Creative Arts (FACA) has a vision to be an exemplary leader in the applied and creative arts. The faculty is defined by excellent research and award-winning achievements. It bridges ideas and transforms products to benefit humanity, thus putting our community first. This is proven recently when the faculty became the winner for the Excellence and Innovation in the Arts category in the Times Higher Education (THE) Awards Asia 2020.



ICACA is not constrained by the COVID-19 pandemic. It strives to transcend beyond the limitation of physical space. I am delighted that this year we are in the company of participants and contributors from various backgrounds. I am thrilled to welcome our honourable speakers from China, South Korea, and the United Kingdom, as well as our very own local talents, artists, and arts enthusiasts, who have come together to contribute to the body of knowledge of arts. We believe in holistic education. So let our knowledge and skills flourish beyond mere scholarship. The world is our arena, especially now that distance can be covered with a click. You and I can waltz on online platforms – discovering the wonders of knowledge anywhere and anytime.

I would like to take this opportunity to voice my gratitude to this year's ICACA Committee, co-organisers, sponsors, and all of you who made this conference a success.

Opening our grand drapes, it is FACA's greatest pleasure to present the 6th ICACA 2021 to you, our esteemed art practitioners, researchers, educators, policy makers, and students.

Break a leg. Thank you.

YBhg. Prof Datuk Dr Mohamad Kadim Bin Suaidi
Vice-Chancellor
Universiti Malaysia Sarawak

DEAN'S PREAMBLE

SUSTAINABILITY AND LEGACY OF CREATIVE ARTS

The 6th International Conference of Applied and Creative Arts 2021

I am honoured to welcome everyone to the 6th International Conference of Applied and Creative Arts (ICACA) 2021.

The conference this year provides academicians, researchers, arts practitioners, and creative industries to interact with the theme - Sustainability and Legacy of Creative Arts. I genuinely hope this conference reaches productive and favourable outcomes as we welcome future collaboration that transcends the academic world.

As academicians and practitioners, we must consider consistent effort in maintaining and revitalising innovative creations via developing projects and research to eventually becoming a catalyst for sustainability. A growing number of designers, artisans, cultural organisations and creative industries leaders have optimised their talents and resources to draw attention to issues at hand. While some opted to establish their own agencies, others chose to devise innovative solutions to move humanity towards greater legacy and sustainability.

Although this COVID-19 pandemic has inevitably forced us to withdraw ICACA's signature activities such as physical presentations and workshops, it will never take away our tenacity to put forth an event where scholars can convene and share their ideas. I believe this event will function on a full-fledged scale as a flagship conference, consequently fulfilling its goals and objectives.

Finally, a special thank you to all ICACA 2021 Committee and the Faculty of Applied and Creative Arts, UNIMAS, for their hard work and cooperation. Indeed, it takes much sacrifice and commitment, and we would not be able to complete this conference without the ceaseless support from everyone involved. I would also like to extend my gratitude to our co-organisers, PETRONAS, and all sponsors for their enduring support in making this event a reality.

Thank you.

Associate Prof Dr Musdi Shanat
Dean
Faculty of Applied and Creative Arts
Universiti Malaysia Sarawak

CHAIRMAN'S PREAMBLE

SUSTAINABILITY AND LEGACY OF CREATIVE ARTS

The 6th International Conference of Applied and Creative Arts 2021

Welcome to the 6th International Conference of Applied and Creative Arts (ICACA) 2021. This year our theme is "Sustainability and Legacy of Creative Arts". I would like to express my appreciation to Universiti Malaysia Sarawak (UNIMAS), Faculty of Applied and Creative Arts (FACA) and the ICACA 2021 Committee for their trust in me to take the responsibility to chair this conference. I would also like to thank our line-up of notable keynote speakers and remarkable participants for taking part in securing the success of this conference.

In a time when our world is facing COVID-19 pandemic, ICACA still pushes through all the odds to ensure a smooth conference for all our patrons as we feel sharing knowledge and information in creative arts should never be constrained by physical location.

With seven keynote speakers, one resident speaker, presenters, and participants from various countries, ICACA2021 accommodates intellectual discourses and discuss on latest industrial trends in applied and creative art. Our Plenary encompasses of sustainability of traditional arts, cultural and heritage; applied and creative arts education; intellectual property and copyrights; research and development for sustainability in art and community awareness; strategic business ventures and management in arts and design.

Given the rapid improvement in which knowledge and technology are experiencing in the 21st century, the creative industries should be given equal attention with other more prominent principles as it is evident that results are more sustainable when more than one area are combined thus leaving a meaningful legacy for our future successors.

Finally, I hope everyone involved will find common grounds to interact with each other regardless of fields to better improve academia and the art industries. Rest assured, ICACA 2021 Committees and I will try to accommodate everyone who are enthusiastic to share their scholarly views with rest of the world.

Yours Sincerely,

Dr Abdul Riezal Bin Dim
Chairman

6th International Conference of Applied and Creative Arts (ICACA 2021)



CONFERENCE SCHEDULE

SUSTAINABILITY AND LEGACY OF CREATIVE ARTS
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SUSTAINABILITY AND LEGACY OF CREATIVE ARTS

The 6th International Conference of Applied and Creative Arts 2021

17 August 2021

08:00 am - 08:50 am	Registration
08:50 am - 09:00 am	Opening Remarks by Dean, Faculty of Applied and Creative Arts, UNIMAS
09:00 am - 09:40 am	Parallel Session A (Cultural Arts) Parallel Session B (Animation) Parallel Session C (Performing Arts - Theatre) Parallel Session D (Design Technology part 1)
10:00 am - 11:00 am	Launching of ICACA 2021
11:00 am - 01:00 pm	Continuation of: Parallel Session A (Cultural Arts) Parallel Session B (Animation) Parallel Session C (Performing Arts - Theatre) Parallel Session D (Design Technology part 1)
01:00 pm - 02:00 pm	Lunch Break.
02:00 pm - 03:45 pm	Plenary Sessions: Keynote Speaker: Professor Dr. Luh Ding Bang Keynote Speaker: Professor Dr. Ruslan Abdul Rahim Keynote Speaker: Professor Dr. Lee Sun-Pil Keynote Speaker: Dr. Iain Adam Biggs <i>Moderator: Associate Professor Dr Musdi Hj. Shanat</i> <i>Rapporteur: Mr Abdul Walid Ali</i>
03:45 pm - 04:00 pm	Q and A session.
04:00 pm - 06:00 pm	Parallel Session E (Sustainability of Cultural Heritage) Parallel Session F (Fine Arts) Parallel Session G (Performing Arts - Music part 1)

17 August 2021

Parallel Sessions: CULTURAL ARTS
Day 1: Virtual Room A

TIME	PRESENTER	TITLE OF PAPER
09:00 am - 09:15 am	Moderator: Dr Rahah Hasan Rapporteur: Ms Puteri Ariana A. Mohd Puat	Introduction of Presenters
09:15 am - 09:25 am	Faridah Sahari and Nashila Japeri	The Design elements of the Jatti Miriek's Headdresses in Miri, Sarawak
09:25 am - 09:35 am	Noria Tugang & Gregory Kiyai @ Keai	The Study of Material Culture of the Iban Community in Sarawak: Ngepan
09:35 am - 09:45 am	Q & A Session	
10:00 am - 11:00 am	LAUNCH OF ICACA 2021	
11:10 am - 11:20 am	Noria Tugang, Benigel Royce Banaas, Alvine Natus, Maxwilliam Andy Anak Gaggat & Gregory Kiyai @ Keai	The Dusun Tindal Residents of Lasau Tintapon in Kota Belud, Sabah, A Tradition of Using Artefact Tajau
11:20 am - 11:30 am	Nur Farziana Angat & Rahah Hj Hasan	Perubahan Material dalam Kraftangan oleh Masyarakat Melayu di Saribas, Sarawak
11:30 am - 11:40 am	Wan Juliana Emeih Wahed, Saiful Bahari Mohd Yusoff & Noorhayati Saad	Academics' Perspective of the Visual Complexity and Community Acceptance of Pua Kumbu
11:40 am - 11:50 am	Noria Tugang, Nurul Hayati Rosli , Nur Wafika Izzatie Mohd Safar, Umidie Bahari & Ngalih Tingi	The Uniqueness of the Motif Design in the Community of Uma Ukit, Belaga, Sarawak
11:50 am - 12:10 pm	Q & A Session	
12:10 pm - 12:20 pm	Moderator: Dr Rahah Hasan Rapporteur: Ms Puteri Ariana A. Mohd Puat	Introduction of Presenters
12:20 pm - 12:30 pm	Zhu Yangyang & Faridah Sahari	A Study on the Value System of Nujiang Lisu Costume
12:30 pm - 12:40 pm	Mengshu Ding, Qistina Donna Lee Abdullah & Salmiah bt Abdul Hamid	Study on the Cultural Dissemination and Industrial Development of Hanfu in the Context of "One Belt, One Road"
12:40 pm - 12:50 pm	Liyana A. Truna, Noria Tugang, Norhunaini C. Mohd Shaipullah & Nur Rasfina D. Mahyan	Classification of Mathematical Transformation Concepts in Pua Kumbu based on Frieze Patterns
12:50 pm - 01:00 pm	Q & A Session	

17 August 2021

Parallel Sessions: ANIMATION
Day 1: Virtual Room B

TIME	PRESENTER	TITLE OF PAPER
09:00 am - 09:15 am	Moderator: Dr Mastika Lamat Rapporteur: Dr Loh Ngiik Hoon	Introduction of Presenters
09:15 am - 09:25 am	Yousef Alallan & Ahmad Azaini Abdul Manaf	Student's Perceptions of the Employability Skills in the Animation Industry
09:25 am - 09:35 am	Ahmad Azaini Abdul Manaf, Siti Shukhaila Shaharuddin & Lee Sung-Pil	Identifying Attitude Determinants in Establishing Service Design Projects on Deprived Communities, in Suburban Area of Kuching Sarawak
09:35 am - 09:45 am	Q & A Session	
10:00 am - 11:00 am	LAUNCH OF ICACA 2021	
11:10 am - 11:20 am	Ahmad Azaini Abdul Manaf, Mohd Kamal Othman, Mohd Rosli Arshad	Freelancing in Animation in Industry, Vitality and Alternative Permanent Working Mode Factors Among Students and Graduates
11:20 am - 11:30 am	Mohamad Razeef Shah, Ahmad Rafi, Vimala Perumal	A Conceptual Model of Malaysian Computer Animation Storytelling
11:30 am - 11:40 am	Dahlan Abdul Ghani, Nur Fathin Shamimi Jafri & Luqman Zulhilmi Abdul 'Alim	The Importance of Pipeline Production inside "Upin Ipin" Malaysian Animated Film
11:40 am - 11:50 am	Dahlan Abdul Ghani	Uncanny Valley of Life: The Existence in 3D Animation in Shadow Puppets Theatre
11:50 am - 12:00 pm	Darmakesuma Rusli Iskandar & Dahlan Abdul Ghani	Depth of Field (DOF): The Art of Rendering and Cinematography in Realm of Animation
12:00 pm - 12:10 pm	Q & A Session	

17 August 2021

Parallel Sessions: PERFORMING ARTS - THEATRE
Day 1: Virtual Room C

TIME	PRESENTER	TITLE OF PAPER
09:00 am - 09:15 am	Moderator: Dr Nur Qasdina Jeeta Abdullah Rapporteur: Mr Mohd Sharizam Hamzah	Introduction of Presenters
09:15 am - 09:25 am	Norsyahbany Mansor & Qistina Donna Lee Abdullah	Hypotheses Testing on the Validity of Effective Communication and Common Motif of Selayah Keringkam
09:25 am - 09:35 am	Norzizi Zulkafli	The Development of Mak Yong in Istana Budaya 2003-2019
09:35 am - 09:45 am	Q & A Session	
10:00 am - 11:00 am	LAUNCH OF ICACA 2021	
11:10 am - 11:20 am	Muhammad Azri Ali & Atta Indrawani Zaini	Sarawak Cultural Village: Understanding Relationship Between Auditorium Design and Performance Structure
11:20 am - 11:30 am	Muhammad Azri Ali, Muhammad Qawiem Hamizan, Musdi Hj Shanat, Mohd Affendi Azizan	Adapting the late Tan Sri Pehin Sri Haji Adenan Satem Life and Philosophy into Stage Performance Context
11:30 am - 11:40 am	Muhammad Qawiem Hamizan, Abdul Walid Ali & Ahmad Kamal Bashah Sallehuddin	Dokumentasi tradisi lisan dalam cerita rakyat untuk orang Melayu di Sarawak untuk persembahan teater
11:40 am - 12:00 pm	Q & A Session	
12:00 pm - 12:10 pm	Cheng Xiaochun & Musdi Hj Shanat	A Study on the Visual Elements of Shadow Puppets in Southwest China
12:10 pm - 12:20 pm	Abdul Riezal Dim & Goh Teck Joo	Chinese Shadow Play: The Origin of Puppetry Theatrical Performances
12:20 pm - 12:40 pm	Q & A Session	

17 August 2021

Parallel Sessions: DESIGN TECHNOLOGY (PART 1)
Day 1: Virtual Room D

TIME	PRESENTER	TITLE OF PAPER
09:00 am - 09:15 am	Moderator: Dr Salmiah Abdul Hamid Rapporteur: Dr Terry Lukas	Introduction of Presenters
09:15 am - 09:25 am	Nur Shadahtul Samsoll, Saiful Bahari Mohd Yusoff & Zalina Ibrahim	Exploring the Sago Based Product Innovation and Commercialization Values for Sago Based Biscuits in Sarawak
09:25 am - 09:35 am	Fairol Tajuddin Suhaili & Saiful Bahari Mohd Yusoff	Design Exploration of Culvert-Proka Concrete Artificial Reef in Sarawak, Malaysia
09:35 am - 09:45 am	Q & A Session	
10:00 am - 11:00 am	LAUNCH OF ICACA 2021	
11:10 am - 11:20 am	Amir Hassan Mohd Shah, Musdi Hj. Shanat & Muhyiddin Mohammed	Digital Tape Drawing for Automotive Design: Alternative Technique for Proportion Studies Among Industrial Design Students
11:20 am - 11:30 am	Li Ya & Faridah Sahari	The Application of Regional Culture in Urban Public Space Design
11:30 am - 11:40 am	Siti Shukhaila Shaharuddin & Marzie Hatef	Sustainable Childrenswear With Zero-Waste Fashion Design
11:40 am - 11:50 am	Romio Ding & Saiful Bahari Mohd Yusoff	Kajian Rekabentuk Produk Sangkar Ikan UNIMAS Sebagai Produk Pelancongan di Murum, Sarawak
11:50 am - 12:00 pm	Q & A Session	
12:00 pm - 12:10 pm	Moderator: Dr Salmiah Abdul Hamid Rapporteur: Dr Terry Lukas	Introduction of Presenters
12:10 pm - 12:20 pm	Wang Zheng & Louis Ringah Kanyan	Chinese Generation-X Preference for Latin-based Typography Brand Identity in Chinese Domestic Market
12:20 pm - 12:30 pm	Azwan Abidin & Noorhaslina Senin	No-Code Ecosystem Practices- Translating Design Student Views of Crafting Interactive Design
12:30 pm - 12:40 pm	Wang Zheng & Louis Ringah Kanyan	The Revival of Collectivism in Graphic Design: Standardization of Chinese Store Signage
12:40 pm - 12:50 pm	Louis Ringah Kanyan & Mohd Najib Abdullah Sani	Symbolism of the Dayak Motif on Sarawak Banknotes
12:50 am - 01:00 pm	Q & A Session	

17 August 2021

**Parallel Sessions: SUSTAINABILITY OF CULTURAL HERITAGE
Day 1: Virtual Room E**

TIME	PRESENTER	TITLE OF PAPER
04:00 pm - 04:15 pm	Moderator: Associate Professor Dr Noria Tugang Rapporteur: Mr Abdul Walid Ali	Introduction of Presenters
04:15 pm - 04:25 pm	Aimuni Athirah Latif & Qistina Donna Lee Abdullah	Factor Analysis of Tourism Apps Features by Tourist in Kuching, Sarawak
04:25 am - 04:35 pm	Doris Maying, Awangko' Hamdan Awang Arshad, Yakup Mohd Rafee, Mohd Affendi Azizan & Mohamad Zamhari Abol Hassan	Visual Experiential in Digital Documentation for Rural Tourism Promotion of Ba'Kelalan, Sarawak
04:35 pm - 04:45 pm	Fandi Ahmad Syah Amir Syah & Khairul Aidil Azlin Abd Rahman	Analysis of Grassroots Innovation Practice towards Sustainable Development in Malaysia.
04:45 pm - 04:55 pm	Noria Tugang & Ngalih Tinggi	Challenges of Handicraft Products Marketing and Promotion Amongst Iban Entrepreneurs in Sarawak
04:55 pm - 05:05 pm	Mohd Sharizam Hamzah, Muhammad Nazirul Afiq Mohd Zulkafli & Muhammad Jazlan Ahmad Khiri	Sustainability on Wayang Kulit Kelantan: Issues and Challenges Facing Tok Dalang Napi Komando
05:05 pm - 05:15 pm	Zhang Yun & Musdi Shanat	Tourism Revitalizing Path and Innovative Development Strategies of Traditional Craft Cultural Heritage
05:15 pm - 05:25 pm	Rahah Hj. Hasan, Faridah Sahari & Anissa Abdul Aziz	New Concept and Approach for Art Exhibition in Contemporary Development of Modern Art in 2020
05:25 pm - 05:45 pm	Q & A Session	

17 August 2021

**Parallel Sessions: FINE ARTS
Day 1: Virtual Room F**

TIME	PRESENTER	TITLE OF PAPER
04:00 pm - 04:15 pm	Moderator: Mr Awangko Hamdan Awang Arshad Rapporteur: Mr Anuar Ayob	Introduction of Presenters
04:15 pm - 04:25 pm	Hishamuddin Siri, Mohd Zahuri Khairani & Hakimi Halim	Digital photography and the future of photography culture
04:25 am - 04:35 pm	Sunyoung Park	Breaking New Boundaries
04:35 pm - 04:45 pm	Anuar Ayob & Aslina Mohd Jainal	Pemetaan Visual Aplikasi Realiti Maya 360° Secara Interaktif Menerusi Peranti Pintar
04:45 pm - 05:00 pm	Q & A Session	
05:00 pm - 05:10 pm	Adi Bunyamin Zamzamin	Poptastic Factors Influencing the Purchase of Funko Pops among Malaysian Toy Collectors
05:10 pm - 05:20 pm	Sylvester Wielding Jussem, Yakup Mohd Rafee, Awangko' Hamdan Awang Arshad, Hishamuddin Siri & Mohamad Zamhari Abol Hassan	Traditional Bario Salt Making Based on Visual Experiences
05:20 pm - 05:30 pm	Anissa Abdul Aziz, Rahah Hj. Hasan, Mohd Shahrizam Hamzah & Yakup Mohd Rafee	Outdoors in the Sense of Place and Identity of Local Community: The Setting for Public Art
05:10 pm - 05:25 pm	Q & A Session	

17 August 2021

Parallel Sessions: PERFORMING ARTS - MUSIC (PART 1)
Day 1: Virtual Room G

TIME	PRESENTER	TITLE OF PAPER
04:00 pm - 04:15 pm	Moderator: Dr Connie Lim Keh Nie Rapporteur: Mr Aliffazraie Jali	Introduction of Presenters
04:15 pm - 04:25 pm	Hasnizam Abdul Wahid, Hellenda Harmon, Tarmiji Masron, Ramlah Zainuddin & Taha Wahab	Sustaining Local Content with Technology A Case Study on Exploring Soundscape and Sound Mapping – The Bako National Park Project
04:25 am - 04:35 pm	Zhang Mingchen & Connie Lim Keh Nie	Expect the Unexpected Power of Memetic Music A case study of #XueHuaPiaoPiao Hashtag as a Viral Phenomenon in Social Media in a Pandemic Time
04:35 pm - 04:50 pm	Q & A Session	
04:50 pm - 05:10 pm	Laura Pranti Tutom & Yoesbar Djaelani	Respons Terhadap Karya <i>Timang XekorY</i>
05:10 pm - 05:20 pm	Ezra Alfandy M Duin & Yoesbar Djaelani	Motif paluan asli 'Magagung' gong kaum Kadazan di Penampang
05:20 pm - 05:30 pm	Yoesbar Djaelani & Laura Pranti Tutom	Aspek <i>Cadenza</i> yang Dimiliki <i>Introduction</i> Keroncong Asli (Vorspiel) di Indonesia
05:10 pm - 05:25 pm	Q & A Session	

CONFERENCE SCHEDULE

SUSTAINABILITY AND LEGACY OF CREATIVE ARTS

The 6th International Conference of Applied and Creative Arts 2021

18 August 2021

08:30 am - 09:00 am	Registration
09:00 am - 10:45 am	Plenary Sessions: Keynote Speaker: Associate Professor Dr. Hasnul Jamal Saidon Keynote Speaker: Mr. Joe Sidek Keynote Speaker: Dr. Geneviève Gamache Invited Speaker: Mr. Muhamad Azri Ali <i>Moderator: Assoc. Prof. Dr. Wan Jamarul Imran Wan Abdullah Thani</i> <i>Rapporteur: Ms Doris Maying</i>
10:45 am - 11:00 am	Q and A Session
11:00 am - 01:00 pm	Parallel Session A (Film Studies) Parallel Session B (Media Technology & Innovation) Parallel Session C (Performing Arts - Music part 2)
01:00 pm - 02:00 pm	Lunch Break
02:00 pm - 04:30 pm	Parallel Session D (Creative Arts Education) Parallel Session E (Design Technology part 2)
04:30 pm - 05:30 pm	RoundTable Discussion & Closing of ICACA 2021 <i>Moderator: Dr Abdul Riezal Dim</i>

18 August 2021

Parallel Sessions: FILM STUDIES
Day 2: Virtual Room A

TIME	PRESENTER	TITLE OF PAPER
11:00 am - 11:15 am	Moderator: Mdm Candida Jau Emang Rapporteur: Mr Abdul Walid Ali	Introduction of Presenters
11:15 am - 11:25 am	Nor Mazlina Ghazali, Azzahrah Anuar, Edris Aden, Fatahyah Yahya	Gaining Awareness on Mental Illness Among Society in Malaysia – A Study of Use Film and Drama
11:25 am - 11:35 am	Marzuki Abdullah & Ahmad Azaini Abdul Manaf	Interpretasi Hermeneutik Terhadap Teks Visual Dalam Filem <i>Lapan Belas Puasa</i> Di Kampung Pisang
11:35 am - 11:45 am	Sydney Thomas Sibangan, Teo Miaw Lee & Candida Jau Emang	Representation of the 'Other' in Malaysian Film: Kadazandusun Identity in Sabah Indigenous Telemovie
11:45 am - 12:00 pm	Q & A Session	
12:00 pm - 12:10 pm	Mohd Fakrudin Md Rosli	Pemeliharaan Kandungan Digital Audiovisual
12:10 pm - 12:20 pm	Abdul Riezal Dim, Mohd Fakrudin Md Rosli & Goh Teck Joo	Untold Story about Legendary P. Ramlee Hopes on Colour Film Production: Methodologies Implementation
12:20 pm - 12:30 pm	Aliffazraie Jali, Teo Miaw Lee, Yow Chong Lee & Qistina Donna Lee	Repatriating Malaysian Identity Through Film Archiving
12:30 pm - 12:50 pm	Q & A Session	

18 August 2021

**Parallel Sessions: MEDIA TECHNOLOGY / INNOVATION
Day 2: Virtual Room B**

TIME	PRESENTER	TITLE OF PAPER
11:00 am - 11:15 am	Moderator: Dr Terry Lukas Rapporteur: Ms Puteri Ariana A. Mohd Puat	Introduction of Presenters
11:15 am - 11:25 am	Mohd Affendi Azizan, Yow Chong Lee, Mohamad Zamhari Abol Hassan & Muhammad Azri Ali	Prospektif Pengaplikasian Video "Augmented Reality" Sebagai Kaedah Promosi Ekopelancongan di Sarawak
11:25 am - 11:35 am	Syahrul N. Junaini, Musdi Shanat, Rehman Ullah Khan, Mohamad Faizuan Mat & Zamhar Iswandono Ismail	Design of Augmented Reality Tools for Enhancing Art Gallery and Museum Visitors Experience – A systematic Review
11:35 am - 11:45 am	Lee Dong-Hun & Lee Sung-Pil	Product Service System(PSS) Business Model of Beauty Device
11:45 am - 12:00 pm	Q & A Session	
12:00 pm - 12:10 pm	Mohamad Zamhari Abol Hassan, Yakup Mohd Rafee, Hishamuddin Siri	Dokumentasi Visual bagi Pengenalan Teknologi Multimedia di Pa 'Umor, Bario, Sarawak
12:10 pm - 12:20 pm	Yow Chong Lee, Connie Lim Keh Nie, Chow Ow Wei, Candida Jau Emang, Abdul Riezal Dim, Mohd. Affendi Azizan and Aliffazraie Jali	Post-Pandemic Media Contents Consumption: An Observation through Virtual Ethnography
12:20 pm - 12:40 pm	Q & A Session	

18 August 2021

Parallel Sessions: PERFORMING ARTS - MUSIC (PART 2)
Day 2: Virtual Room C

TIME	PRESENTER	TITLE OF PAPER
11:00 am - 11:15 am	Moderator: Ms Ng Sie Ai Rapporteur: Mdm Syarafina Abdullah	Introduction of Presenters
11:15 am - 11:25 am	Wu Tong & Connie Lim Keh Nie	Musicalizing Intangible Cultural Heritage in Ningxia, China : an observation in North Wu Dang Temple Music in Shizuishan City
11:25 am - 11:35 am	Zhuang Qingyang & Connie Lim Keh Nie	Western Influence in Chinese Composition: A Study of Chen Qigang's Musical Works"
11:45 am - 12:00 pm	Q & A Session	
12:00 pm - 12:10 pm	Augustine Aundree Anak Lia, Sie-Ai Ng & Sock-Siang Thia	Case Studies of Two Chinese Opera Troupes of Yi Sing Fukien Dramatic Association and Huang Ling of Kuching, Sarawak: Issues, Challenges and Strategies of Overcoming
12:10 pm - 12:20 pm	Dong Erpeng & Connie Lim Keh Nie	Exploring Chinese Piano Music Composition An Analysis of Zhang Zhao Piano Album
12:20 pm - 12:40 pm	Q & A Session	

18 August 2021

**Parallel Sessions: CREATIVE ARTS EDUCATION
Day 2: Virtual Room D**

TIME	PRESENTER	TITLE OF PAPER
02:00 pm - 02:15 pm	Moderator: Mr Yow Chong Lee Rapporteur: Ms Doris Maying	Introduction of Presenters
02:15 pm - 02:25 am	Su-Hie Ting, Saiful Bahari Mohamad Yusoff, Nancy Kissam	Positioning of the Research Problem in Creative Arts Thesis
02:35 pm - 02:45 pm	Yakup Mohd Rafee, Anissa Abdul Aziz & Mohamad Zamhari Abol Hassan	Fine Art Studio-Based Learning Experience through Augmented Reality and Virtual Gallery
02:45 pm - 03:00 pm	Q & A Session	
03:00 pm - 03:10 pm	Azzahrah Anuar, Nor Mazlina Ghazali, Nur Qasdina Jeeta Abdullah & Syarafina Abdullah	Perception of Students towards Bully Awareness through Drama in Education
03:10 pm - 03:20 pm	Florene Ejot Masanat & Musdi Hj Shanat	Character Analysis of Ensera Wat Bujang Sugi Through Vladimir Proop and Visual Analysis by Edmund Burke Feldman Theory
03:20 pm - 03:30 pm	Q & A Session	

18 August 2021

Parallel Sessions: DESIGN TECHNOLOGY (PART 2)
Day 2: Virtual Room E

TIME	PRESENTER	TITLE OF PAPER
02:00 pm - 02:15 pm	Moderator: Dr Faridah Shari Rapporteur: Mr Azwan Abidin	Introduction of Presenters
02:15 pm - 02:25 pm	Xie XuanNa & Lee Sung-Pil	Product Service System (PSS) approach in High competitive Sharing Accommodation: A comparative study on AirBnB and Tujia
02:25 pm - 02:35 pm	Zhang Shuhua, Musdi Hj. Shanat & Qistina Donna Lee Abdullah	The Modeling Classification of the Crown of Aristocrat Women of Song Dynasty
02:35 pm - 02:45 pm	Long JiaXing, Long DaiDi, Zhou WenYuan, Wang YiFan & Lee Sung-Pil	Product Service System (PSS) based Smart Sleep Business Model
02:45 pm - 02:55 pm	Bang Songhee & Lee Sung-Pil	Participants Insights on Business Models for Urban Community: A Case Study From Urban Regeneration Projects in Korea
02:55 pm - 03:10 pm	Q & A Session	
03:10 pm - 03:15 pm	Moderator: Dr Faridah Shari Rapporteur: Mr Azwan Abidin	Introduction of Presenters
03:15 pm - 03:25 pm	Asadul Islam & Ahmad Azaini Abdul Manaf	Influence of Interactive Technology in the COVID-19 Pandemic
03:25 pm - 03:35 pm	YangYi Liu, Nazlina Shaari, Noor Azizi Mohd Ali, Velu Perumal	Characteristics of Batik Pattern of Miao Ethnicity in Xiangxi, China
03:35 pm - 03:45 pm	Fauzi Naeim	Digital Human and Mechanical Oppression in Psycho-Pass
03:45 pm - 03:55 pm	Azwan Abdul Karim & Fauzi Naeim	Towards Tactile Transformative Sculpture: Concept and Works
03:55 pm - 04:20 pm	Q & A Session	

KEYNOTE SPEAKERS

SUSTAINABILITY AND LEGACY OF CREATIVE ARTS
The 6th International Conference of Applied and Creative Arts 2021



Prof. Dr. Luh Ding Bang

Chair Professor
**Guangdong University
of Technology, China**



Prof. Dr. Lee Sung-Pil

Professor
**Dongseo University
South Korea**



Dr. Iain Adam Biggs

Visiting Research Fellow
**University of The West of
England**



Joe Sidek

Director
**Joe Sidek Productions
Sdn Bhd (JSP)**



Prof. Dr. Ruslan Abdul Rahim

Professor
**Faculty of Art & Design
Universiti Teknologi MARA**



Dr. Geneviève Gamache

Senior Lecturer
**Faculty of Creative Arts
University of Malaya**



Assoc. Prof. Hasnul Jamal Saidon

Associate Professor
Universiti Sains Malaysia



Prof. Dr. Luh Ding Bang

Chair Professor
Guangdong University of Technology, China

Prof. Dr. Luh Ding Bang received his Ph.D. in Design from Illinois Institute of Technology, USA in 2000. Starting from September 2018, he serves as a Chair Professor, School of Art and Design, Guangdong University of Technology, Guangzhou, China. Currently, he is also an adjunct Distinguished Professor at Department of Industrial Design (ID) and Institute of Creative Industries Design (ICID), National Cheng Kung University, Taiwan. He established Taiwan's first postgraduate program on cultural and creative industries in 2006. He was the head of ID (2007- 2010) and chairperson of ICID (2007-2009). Since 2010, he has been invited by National Academy of Civil Service to give lectures on Creative Thinking and Management to civil officials. He established International Journal of Cultural and Creative Industries in 2013, the first journal in Asia and the second in the world in this category. In 2014, He published a book "Mirror Theory" on strategic thinking, introducing a method for "how to think out of the box". In 2015, he was elected President of Chinese Institute of Design. In 2017, he became Dean of College of Creative Design, Asia University. In Nov. 2018, he was elected as President of International Service Innovation Design Association (ISIDA) in Korea. His major research interests include design management, creative and cultural industries, service innovation, strategic design thinking, among others.

Topic: *Mirror Theory for Sustainable Development*

From the sustainable natural ecology, we can learn how to apply the wisdom of recycling, so that the "waste" of one becomes a "resource" of another, and thus an interdependent networking is created for good. From the human-built environment, we can grasp how to use humanistic logical thinking, so that highly abstract mathematical "difficult questions" become their own "solving clues", and therefore a complex problem can be easily solved by itself, if we know how to properly manage such thinking. Based on the notion of designology (e.i., ideology by design, referring to "de-sig-nology", meaning the significant knowledge and technology), the mirror theory is introduced, which integrates the wisdom from natural ecology and the logic from artificial environment. Design can therefore be viewed as a creative strategy that skillfully manages scientific knowledge and technology to meet the requirement of humanity. The mirror theory is an ecology-based/lifestyle-centered design thinking for sustainable development of all entities, including products, services, systems and industries. It can help designers create and implement desirable wishes without solving the problems. It can strategically point out the ways to generating values, and systematically proposing alternatives and idealistic vision for stakeholders to choose. Due to limited time, only a few examples can be illustrated, including "bus-on-demand system" for technological innovation, "questionnaire survey approach" for motivation manipulation, and "lotus tea ceremony" for aesthetic experience. With the mirror theory, designers of all walks can easily interpret "complaint" into "desire" and turn "question" into "answer". It is an innovative design philosophy that can be used for sustainable development and value creation.

Keywords: Mirror Theory, sustainable development, design philosophy, value creation



Prof. Dr. Lee Sung-Pil

Professor

Dongseo University, South Korea

Sung-Pil has various practical and research experiences related to Industrial design and Service design. In addition he has made a distinguished career at the design team of Mailing System at USPS - Pitney Bowes, Inc. US Connecticut US and LG Electronics Design Center both of North America operation and Seoul, Korea. Since 2009, he established first service design graduate program in Korea and under graduate service design program from 2012. Since then, he has been successfully carrying out many government and industry service design projects. In particular, in 2020, He got BK(Brain Korea) project "Social Innovation project based on Service design Method" supported by the National Research Foundation of Korea and received 2.1 billion won for 7 years. He received a B.S. of Industrial design and M.S. of Mechanical Engineering from University of Bridgeport, Connecticut, USA. And he completed system design major in Ph.d course from Chiba University, Japan and hold his Ph.d from Chonbuk National University, Korea in the major of Design Manufacture Engineering.

Topic: *Service Design in Korea:
Service Design Trend and Government Strategies*

Service design research in Korea has been conducted in earnest starting in 2007 and the fields of research are largely divided into private and public sectors. Representative research contents are mainly Product Service System(PSS) in the private sector, and regional regeneration in the public sector Research is conducted focusing on New Deal Design for In addition, in creatively solving various social, cultural, and economic problems, the method and thinking of service design are used in various ways.

Hwang Ra-hee, senior researcher at LG Economic Research Institute, emphasized, "The era of manufacturing is over and the era of platform services is coming." This is the reason why many Korean companies are aware that the traditional manufacturing industry no longer has low added value, and today many domestic companies are making efforts to discover business models for product serviceization. For example, rather than selling water purifiers, it is a typical example to rent out water purifiers and make profits through regular service provision. Such business models are widely applied in various manufacturing fields, including iPhone service through the I'tuns platform, CESCO's virus care service, Coway's sleep care service, Uber Taxi, and Airbnb.

Since 2007, research on service design has been actively conducted in Korea domestic universities. In 2008, Dongseo University established the Service Innovation Design Center for the first time in Korea. Since then, various universities(Total 11) in Korea have offered service design majors, and their major service design research areas are mainly focusing on the public sector. Finally, in solving various social problems, the importance of interdisciplinary convergence is gradually emerging. In particular, as social changes rapidly change, the role of designers and social demands should also change. Therefore, it is essential to predict the future industrial paradigm and to cooperate with industry-academia-governmental institutions to pro-actively research for it's business models.

Keywords: Service design, Product Service System(PSS), Regional revitalization, Interdisciplinary research



Dr. Iain Adam Biggs

Visiting Research Fellow
University of The West of England

Dr. Iain Biggs, RWA, is a former Director of the PLaCE Research Centre, University of the West of England, a former Chair of the UK National Association for Fine Art Education, and a founding editor of its journal. He was elected to the Royal West of England Academy in 2012, where he both exhibits regularly and acts as a curatorial advisor. Since taking early retirement in 2013, he has held a Moore Institute Visiting Fellowship at the National University of Ireland, Galway (2014), and is currently an Honorary Research Fellow at the Duncan of Jordanstone College of Art and Design, University of Dundee, and a Visiting Researcher Fellow at the Environmental Humanities Research Centre, Bath Spa University. A proponent of deep mapping, he has also produced a range of artist's books, published on a range of academic and non-academic topics, and writes a regular blog. He is currently involved in projects in Wales, the Irish Republic and the Netherlands, co-coordinates LAND2, a UK national network of artist academics, and two international creative research networks – PLaCE International and the Mapping Spectral Traces network. He continues to supervise doctoral students and regularly examines doctorates in the UK and Ireland. His recent publications include chapters in *The Routledge Companion to Art in the Public Domain* (Routledge, 2020) and *Walking Bodies: Papers, Provocations, Actions*, (Triarchy Press 2020). He is co-author, with Professor Mary Modeen, of *Creative Engagements with Ecologies of Place: Geopoetics, Deep Mapping and Slow Residency* (Routledge, 2020).

Topic: *Arts-led Research and Issues of Place*

This illustrated presentation is in four sections and draws on the work of artist researchers concerned with place from across the world. Section One sets out reasons for choosing this particular topic and outlines some of the ideas and issues that inform the types of arts-led research discussed. It also identifies contexts in which such research now sits, including intangible cultural heritage, the politics of place, and the Climate Emergency. It also indicates the particular and perhaps unique benefits of such research to the community at large. Section Two uses eight specific examples of arts-led research work focused on place, drawn from projects undertaken in Australia, Canada, England, Scotland, and the United States, to indicate something of the diverse range of media, approaches and outcomes such arts-led research has involved over the last fifty or so years. In doing so it also suggests some of the underlying concerns that link such research internationally. The third section begins by raising a particular problem faced by arts-led research concerned with place when it meets with the orthodoxies of the wider academic and cultural communities. It references in some detail the socio-environmentally oriented work of the senior Irish artist Dr Deirdre O'Mahony, whose multiple interwoven concerns are articulated through a socially-engaged practice that is representative of one strand of richly complex approaches in current arts-led research concerned with place, concerns shared with projects by artists such as Susyilawati Sulaiman. Part Four takes up an observation made in 2014 by Simon Read, an Associate Professor of Fine Art at Middlesex University in London and a leading English arts-led researcher addressing issues of place, concerning: "a particular kind of strategy that our culture has yet to develop and promote". The aim in this section is to indicate some of the ways in which place oriented arts-led research may now offer just such strategies and how these might be further developed and promoted. The underlying concern of the presentation is with the complex of issues referred to by the short-hand term 'the Climate Emergency'.



Director

Joe Sidek Productions Sdn Bhd (JSP)

Joe Sidek is one of Malaysia's strong advocates for the arts. He established and managed George Town Festival from its inception in 2010 until 2018, growing it into one of the leading art festivals in the region with a global reputation. Joe was also appointed to conceptualize and direct the Rainforest Fringe Festival from 2017 to 2019 as the art fringe event for the world-famous Rainforest World Music Festival in Sarawak. In 2019, he was invited by the then-minister of finance to organize a weekend festival called Putrajaya LIFT (Living in Future Times) Festival, fusing financial literacy, technology and the arts. He also helmed the Butterworth Fringe Festival for 3 years (2015–2017) and earlier in 2014, he brought Tropfest, the world's largest short film festival to Southeast Asia, showcasing the inaugural Tropfest SEA in Penang for 2014 and 2015.

With decades of experience in advancing the arts and cultural agenda, Joe has been invited to present in dozens of cities, art forums and educational institutions around the world on the subjects of the arts, festival curation, city branding and placemaking. He is 2020-2022 chairman of Federation of Asian Cultural Promotion (FACP), an industry expert on the industry panel of Malaysia's Cultural Economy Development Agency (CENDANA), and chairman of Penang Arts Council since 2020. He also currently runs his family-owned textile chemical factory, Chemdyes.

Topic: *Developing Regional Festivals into International-Recognized Cultural Events*

How does an art festival grow itself to become an internationally-recognized cultural identity that also serves to build and nurture a local ecosystem for the advancement of arts and culture?

In this presentation, Joe Sidek will talk about the role of art festivals beyond being a platform to showcase arts and culture, but also playing their part in the wider context of branding their home cities as a cultural hub, attracting economic benefits to the populace and injecting much-needed international exposure of talents and networking into the local creative economy. Citing case studies of major international festivals in Europe, Asia and Australia including George Town Festival in Penang, Malaysia of which he founded in 2010, Joe will also talk about how these cultural fixtures utilize the idea of place-making to elevate home cities to be focal points for promoting and bridging the fields of art, culture, history and heritage.



Prof. Dr. Ruslan Abdul Rahim

Professor

Faculty of Art & Design, Universiti Teknologi MARA

Prof. Dr. Ruslan Abdul Rahim earned his stripes in the Malaysian advertising industry during the mid 80s. A stint as the sole graphic designer at Proton's Research & Development Department saw him finally pursuing and obtaining his Masters (MSc Communications) at the renowned Pratt Institute, New York City, United States of America. It was here that he honed his skills in New Media encompassing Computer Graphics and Animation. A shift in his academic outlook brought a deep commitment towards exploration of design in the realm of the then burgeoning World Wide Web. This led him to embark on his doctoral research on Interface Design for Dyslexia at the University of Brighton, East Sussex, United Kingdom till the new millennium. His involvement with the Creative Industry is via his role as an Associate of Rekanegara; a non-profit group promoting all things creative. He is presently the Dean at the Faculty of Art & Design, Universiti Teknologi MARA (UiTM).

Topic: *Creative Leadership of Societal Inclusivity via a Circular Economy*

As we move cautiously into the third decade of this millennium, the Creative Arts like any other field is undergoing a transformation following the recent upheaval of circumstances. The Creative community must now take on a leading role if it is to remain relevant in society. One such direction would be of inclusivity whereby it is no longer viable to remain within the confines of a 'creative comfort' zone. The very practice of the creative arts can now be skewed more dominant towards a tighter bond with society as a whole. Much of what we do must have a more positive impact in all aspects. It is now a time for the creative arts community; whichever level, to move forward with affirmative action whereby societal inclusivity must take precedence. An awareness of how we fit into a circular economy is no longer enough as we must lead in our practice for an eventual betterment of society.



Dr. Geneviève Gamache

Senior Lecturer
Faculty of Creative Arts, University of Malaya

Geneviève Gamache, known as Dr GG by her colleagues and graduate students, is a McGill alumna with a PhD from Uvic. She is a Senior Lecturer of Visual Studies at the Faculty of Creative Arts, formally known as the Cultural Centre, of the University of Malaya. Educated in Canada, her specialisations are varied, with expertise in Late Classic and Early Medieval European Art and Architecture, as well as Contemporary Asian Arts and Cultures. More recently, her work has focused on contemporary discourses on Tradition, the Tourist Gaze, the 'use' and transformation of Traditional Culture in Popular Culture, and the promotion of Heritage, particularly issues of valorisation of as well as engagement with Heritage in contemporary times for different audiences. She is currently engaged in different research having to do with how Traditional Cultures and Cultural Heritage are framed and promoted in contemporary times for different audiences, including in Museums, Graphic Novels, and Themes Parks to name only a few.

Topic: *Digital technologies and the valorisation of Heritage.
Understanding its importance and its limits*

Responses to the call for digitizing Heritage, both tangible and intangible, has been quite positive. Academia and different cultural institutions, public and private, have responded the process by making available multiple grants promoting transdisciplinary research between researchers focusing on Culture and researchers focusing on Digital Technologies. But while the rising interests in new digital technologies as the 'way to,' not only get funding for heritage, but also to protect and preserve heritage, there are limits to the value to heritage digital technology can bring. In this paper, I will explore the importance, but also the limits of the new technologies when it comes to protecting heritage. I will be specifically discussing, the current issues in museums focussing on art and culture and the issues they are facing when it comes to digital experience of visitors in relation to the sustainability of the heritage for which they are the steward.



Assoc. Prof. Hasnul Jamal Saidon

Associate Professor
Universiti Sains Malaysia

Hasnul is an Associate Professor of media arts at USM. He was involved in designing pioneering programs in UNIMAS, UMS & USM, including final year showcases such as CIPTA & RINTIS; curating milestone exhibitions such as the 1st. Electronic Art Show & HYPerview (1997), Takung (2004); & co-founding E-Art ASEAN Online (2000). He has contributed to the local art & academic scenes under various capacities such as a programme head, deputy dean, museum director, board member, chief jury, curator, external examiner and curriculum advisor. Hasnul has curated 30 local exhibitions and engaged in 18 research projects since 1996. He has written about 24 books, presented and published about 25 papers and articles in books internationally. Since 1989, Hasnul has participated in 60 local group exhibitions and 22 international group exhibitions. His video art has been screened at 16 international video art festivals. Throughout his creative career, he has won 8 international and 13 local art awards. His current research is on tradition through the language of quantum physics & new media. His current works are H3RO, gemaBELAS, DidikJiwaHalus, ROH, KITA & RumahTokCu.

Topic: *Prelude to Online Art in Malaysia:
Revisiting Early Exploration of Online Art in Malaysia*

"As the various media of representation and communication coalesce into a multivalent hypermedia, the esoteric theories of postmodern culture are rapidly turning into everyday sensibilities". (Niranjan Rajah: 2000)

This paper surveys the initial emergence of internet-based art in Malaysian around 1996 and its eventual exploration until 2008. It begins with an introduction to the early use of the internet as a platform for creating and presenting art. This includes a survey of Niranjan Rajah's pioneering internet art, and his theorization of the practice. The introduction is followed by a discussion of selected works through 3 frameworks, namely 1. Shifting cultural constituencies and a return to transcendence, 2. The shift from personal to a return to communalism, and 3. Towards participative activism and mobilization. The survey summarizes the shift from offline to online as a part of a shifting-return paradigm, by referring and deploying 17 core features that underline later approaches towards the internet, listed by Simon Soon in his essay, Notes on Art and Web 2.0 (2010 p27-29). The features are compared with key global shifts and the shifting-return principles that are used as the central binding theme of this study. The comparison yields three major inter-connected threads, Centrality of audience, Structure of information Empowerment, and Activism and mobilization.

INVITED SPEAKER

SUSTAINABILITY AND LEGACY OF CREATIVE ARTS

The 6th International Conference of Applied and Creative Arts 2021



Muhammad Azri

Lecturer

Universiti Malaysia Sarawak (UNIMAS)

Muhammad Azri bin Ali is a Lecturer in the Drama and Theatre Programme, Universiti Malaysia Sarawak. His area of expertise include stage directing, devised theatre, acting, theatre production, lighting design, performance creation, and theatre in education. He started his carrier with UNIMAS in 2017 as a lecturer with a degree in Creative Technology (theatre), Universiti Teknologi Mara. He then pursued his study in theatre directing and obtained his Master of Fine Arts (Drama) from the University of Calgary, Canada. His recent works as theatre director includes *Midsummer Night's Dream* (2018), *Devised Theatre Zero* (2017), *Musical Theatre Semarak Pertiwiku* (2019), *Monodrama Adil and Corona* (2020), and many more. He is currently focusing on developing the theatre scene in Kuching, teaching, supervising, and looking forward to pursuing his PhD in developing devised theatre scene in Sarawak. He had received Anugerah Seni dan Kreativiti from University Malaysia Sarawak in 2020 for a tremendous effort and contribution in helping UNIMAS winning the Excellence and Innovation in the Arts THE Awards through musical theatre *Semarak Pertiwiku*. In March 2021 he has been appointed as a Chief Executive Officer for UNIMAS Spin Off Company, *Semarak Kreatif Sdn. Bhd.*

Topic: *Semarak Pertiwiku:
From Kopitiam to The World Stage*

Semarak Pertiwiku is a musical theatre funded by the government of Sarawak and Malaysian Anti-Corruption Commission to spread anti-corruption and integrity message to the audiences. It got its world premiere on 12-14 July 2019 and since then the show have been staged for several occasion with the biggest achievement performing at Istana Budaya on 30 & 31 January 2020. The production continues its success story by receiving Excellence Innovation in the Arts awards from THE Awards Asia 2020. This paper seeks to disclose the process and efforts behind this successful journey from the initial idea of the performance which started from casual chatting to challenges it faces throughout making their way to the world stage. The process of making this successful story lays under a strong collaboration from different departments in the faculty. The creation of *Semarak Pertiwiku Musical* went through a unique process that might be a revelation for local theatre practitioner and industry.

Keywords: Theatre, Musical, Integrity, Play, Director



ABSTRACTS

SUSTAINABILITY AND LEGACY OF CREATIVE ARTS

The 6th International Conference of Applied and Creative Arts 2021

Perubahan Material Dalam Kraftangan Oleh Masyarakat Melayu di Saribas, Sarawak

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ABSTRAK

Penyelidikan ini bertujuan melihat perubahan material yang berlaku di kalangan pembuat kraf di bahagian Saribas, Sarawak yang memfokuskan kepada perkembangan terhadap penggunaan material untuk menghasilkan kraftangan pada era moden yang mendepani cabaran iaitu sumber semulajadi semakin berkurangan. Kraftangan bermaksud penghasilan peralatan berguna (Utility), ataupun alat hiasan menggunakan kemahiran tangan atau bantuan perkakas ringkas secara tradisional. Pada era moden, pertukangan kraftangan di Saribas masih merupakan produk tradisional yang dihasilkan secara sendiri atau berkelompok untuk tujuan komersial secara kecil-kecilan. Hasil kajian, mendapati aktiviti penghasilan dan penjualan kraftangan merupakan salah satu daripada sumber pendapatan bagi segelintir masyarakat kampung. Penghasilan kraftangan lazimnya menggunakan hasil hutan, namun kebelakangan ini para pembuat kraf dikesan lebih kreatif memanfaatkan bahan alternatif untuk menggantikan bahan asal. Berdasarkan metod kualitatif yang telah dijalankan, hasil pemerhatian dan observasi jelas terdapat beberapa perubahan signifikan pada bahan kraf di mana lebih banyak menggunakan sumber bahan berasaskan plastik atau bahan alternatif lain yang bersifat menyerupai bahan asal. Kajian merumuskan, kraftangan era moden telah mengalami proses inovasi kerana perkembangan kraf yang mempunyai perubahan ketara dari kraf tradisional, terutamanya pada bahan buatan yang mengalami perubahan hampir 90 peratus, manakala fungsi dalam masyarakat moden juga mengalami perubahan yang signifikan dan memerlukan penafsiran semula dari sudut semiotik.

Kata Kunci: Melayu Saribas, Kraf tradisional, Benda Budaya, Bahan Alternatif, Inovasi

Character Analysis Of Ensera Wat Bujang Sugi Through Vladimir Propp And Visual Analysis By Edmund Burke Feldman Theory

Florence Ejot Masanat¹
Musdi Shanat²

Universiti Malaysia Sarawak

ABSTRACT

This study analyzes the narratives structure the intangible culture Iban folklore of a young man named *Wat Bujang Sugi* in the *Ensera Wat Bujang Sugi* as a melancholic love story of a brave hero of Iban people in Sarawak. The method that applied in this folklore is a Vladimi Propp's morphology theory and Edmund Burke Feldman theory. The objective of this study is to conduct an academic study on how the Vladimir Propp's thirty-one functions and seven sphere of action theory structure can be used to abstract the setting, characters, plot, theme, conflict attributes, style in Iban folklore *Ensera Way Bujang Sugi* and to analyzed the date, the researcher classified the characters into seven spheres of action and classified the sequence into selected thirty-one narrative functions. The four-step structure of the criticism has served as a model in four stages for making statements about a work of art in the *Ensera Wat Bujang Sugi* story. The study used the descriptive qualitative methods of narrative analysis.

Keywords: Intangible Culture, Folklore, Storytelling, Morphology Vladimir Propp, Edmund Burke Feldman.

Dokumentasi Tradisi Lisan dalam Cerita Rakyat untuk Orang Melayu di Sarawak untuk Persembahan Teater

Muhammad Qawiem Bin Hamizan¹
Abdul Walid Bin Ali²
Ahmad Kamal Bashah Bin Sallehuddin³

^{1,2}*Universiti Malaysia Sarawak*
³*Universiti Teknologi MARA*

ABSTRAK

Tradisi lisan merupakan satu perkara yang menjadi akar kepada satu-satu masyarakat. Dalam melestarikan tradisi lisan, pelbagai usaha telah dibuat oleh banyak pihak. Inovasi penghasilan karya dalam bentuk buku ialah antara perkara yang pernah dihasilkan oleh pengkarya tempatan. Kisah – kisah tempatan juga pernah diadaptasi dalam bentuk animasi seperti kisah cerita rakyat Bawang Putih Bawang Merah bertajuk Putih yang diarah oleh Rashid Sibir pada tahun 2001. Dalam teater tempatan, Puteri Gunung Ledang (2006) ialah antara satu usaha dalam mengangkat cerita rakyat ke dalam medium seni lain. Dalam kajian yang memberi fokus kepada Melayu Sarawak ini, pengkaji ingin mengenalpasti cerita rakyat Melayu Sarawak yang berpotensi sebagai satu karya teater dan seterusnya menghasilkan dokumentasi kajian. Kaedah perpustakaan dan juga menemubual penduduk yang Melayu Sarawak menjadikan kajian ini lebih terarah kepada pengumpulan cerita rakyat. Cerita rakyat yang dikumpul akan dipilih bersesuaian dengan bentuk pentas yang dicadangkan iaitu teater kanak-kanak. Kajian ini akan memberi fokus kepada memberi cadangan mengenai cerita rakyat yang bersesuaian.

Kata kunci: Cerita rakyat Sarawak, Sarawak, Melayu, Teater

The Importance of Pipeline Production inside “Upin Ipin” Malaysian Animated Film

Dahlan Bin Abdul Ghani¹
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Luqman Zulhilmi Bin Abdul ‘Alim³

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ABSTRACT

Pre-production pipeline is the phase of further developing ideas and planning prior to the process of production. In a live action movie sense, it is the period before filming starts. In an animation sense it is the period before any real animating takes place. Ignoring or skipping any of these aspects will lead into serious problems later on in production. The narrative in animation explains the process of making an animation short film and benefits which lie within using this media. The approach or methodology use in this research has resulted in a possible framework for this type of practice and outlines five key considerations: Pre Production, Production, Post Production, visual narrative and visual connection to practice, which should be taken into account within the context of Upin Ipin pipeline production of animated short films. In conclusion, the results and analysis are discussed with relevant literature and recommendations for further research and practices are presented in the study

Keywords: Short Animated Film, Pre-Production, Pipeline, Narrative, Film Production

Depth of Field (DOF): The Art of Rendering and Cinematography in Realm of Animation

Darmakesuma Bin Rusli Iskandar¹, Mohd Rosli Arshad²,
Dahlan Abdul Ghani (*Correspondent Author*)³

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ABSTRACT

This article discussed on the process or animation pipeline for local animators or animation directors to apply the technique of 3D animated techniques through high-res rendering with depth of field (DOF) and hopefully that consequentially it will bring exposure and knowledge to the people on how magical this tool is to achieve the appearance and feel or the cinematography quality in film. The aim of this research is to study the technique of applying depth of field in 3D animation especially in terms of rendering and give exposure to the people that applying this technique can easily be achieved in 3D rendering. In this paper, a framework has been proposed that creates a dynamic distributed rendering environment on top of the compute clusters or nodes using existing rendering machines and techniques without requiring the physical separation of the resources. In conclusion, we then discuss such implementation results and the future directions. The techniques we touch upon are various algorithms for animation including physical based modelling inside 3D animation software

Keywords: Depth of field(DOF), cinematography, 3D Animation, rendering, blurred.

Uncanny Valley of Life : The Existence in 3D Animation in Shadow Puppets Theatre

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ABSTRACT

Mori in 1970 proposed a theoretical graph describing a nonlinear relation between a character's degree of human likeness and the emotional response of the human perceiver. With the current scenario that Wayang Kulit or shadow puppets is slowly being extinct; the pursuit of realism in virtual humans including Wayang Kulit 3D puppets can cause a phenomenon known as The "Uncanny Valley". Therefore, this research will discuss on issues which arises in the Uncanny Valley of Life that exists especially with Wayang Kulit 3D computer animated puppet characters. According to the findings, the "uncanny valley" phenomenon remains almost as mysterious with the Japanese robotics genius Masahiro Mori that first coined the term and venturing deeper into the metaphorical valley to better understand why robots or 3D puppet virtual characters with certain human characteristics can trigger such mental uneasiness. In conclusion, this paper addressed on the perception theory towards perfectly humanlike robot lovers, servants or virtual 3D puppet models as companions in their lives with cases already exist where a more humanlike artificial figure could prove helpful

Keywords: Mori, Wayang Kulit, realism, metaphorical, Uncanny Valley, 3D Puppets.

The Study of Material Culture of The Iban Community In Sarawak: Ngepan

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ABSTRACT

Cultural identity is a specific word that refers to individuals and communities in distinguishing themselves from others. One of the most dominant identities in a community culture is traditional clothing. In Sarawak, the traditional dress for the Iban is commonly known as *Ngepan Indu*. The *Ngepan Indu* is often worn during the Gawai Dayak celebration season as well as several other ritual ceremonies such as the *Miring* ceremony (Offerings) and *Melah Pinang* (Marriage). The Iban community believes that the *Ngepan* Iban is an identity and cultural icon in today's customs. Apart from that, *Ngepan* Iban is one of the treasures and legacies of Petara (God) who inhabited a kingdom called *Panggau Libau, Tinting Gawai Gasing Gerah Layang* so that Iban always remembered *Petara* and the origin of Iban's ancestors. This paper aims to analyze and understand the *Ngepan Indu* in the context of the custom and culture of the Iban community by using the qualitative research method based on the collective memory of the Iban cultural experts in Sarawak. Through this research, it is expected to have an effective and progressive impact to regenerate the spirit of Iban culture to continue persistently preserve the *Ngepan* Iban as a cultural heritage from the ancestors of the past, so that it will continue to be preserved for the future.

Keywords: Culture, costume, identity, Iban, *Ngepan*, heritage.

Sarawak Cultural Village: Understanding Relationship Between Auditorium Design and Performance Structure

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ABSTRACT

The stagnancy of cultural performance structure in Sarawak Cultural Village (SCV) since decades ago may be influenced by numerous factors, including that of the physical limitations introduced by the proscenium stage in its auditorium design. As a cultural village that prides itself to be the finest living museum presenting portion of theatres with unique extravaganza, SCV could deserve much better performance structure. We investigated the relationship between auditorium design and the performance structure in SCV. Therefore, we embarked on the enquiry by observing other cultural performance examples outside the state that can be used to understand the relationship, that eventually may be applied to SCV. We first took Encore Malacca and Putrajaya Rainforest Show as case studies in understanding the relationship between their auditorium designs and performance structures. The established relationship was formulated as framework to theorize an ideal case for the auditorium design in SCV for improving its performance structure. At the end of this research, we produced a comparison on the relationship between the auditorium design and performance structure onto the case of SCV.

Keywords: Performance structure, Sarawak Cultural Village, auditorium design, theatre and drama.

Visual Experiential in Digital Documentation for Rural Tourism Promotion of Ba'Kelalan, Sarawak

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ABSTRACT

This paper aims to discuss the implementation of visual experience in the digital documentation process and to enhance the visuals of rural tourism promotion, conducted during field trips to Ba'Kelalan, Sarawak. Ba'Kelalan is a traditional village of the Lun Bawang community and is famous as an eco-tourism center in Sarawak. The methodology used is based on visual experience and experimental learning theory. Next, the formalistic art approach displayed through digital documentation will be analysed based on selected subjects or objects from Ba'Kelalan's attractions. As a result, the influence of visual experience on the digital documentation process and benefits for rural tourism promotion will be explained, including the influence of visual experience as an alternative method to provide new ideas and visual insights that can help improve the data collection process.

Keywords: Visual Experiential, Digital Documentation, Rural Tourism, Ba'Kelalan, Lun Bawang.

Tourism Revitalising Path and Innovative Development Strategies of Traditional Craft Cultural Heritage

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ABSTRACT

Based on the cultural practice of Birmingham School and Johnson and Hall's cultural circuit theory, this article discusses on psychological game relationship between governments, enterprises, inheritors and consumers, and combines subjective cultural significance with the demands of cultural heritage tourism, and proposes an innovative development strategy driven by data resources and inherited from life, in order to promote the creative transformation of traditional craftsmanship and cultural heritage. This research using three approaches, that is field research, mathematical statistics, path analysis, and structural equation methods, to try to construct a conceptual model of traditional craft cultural heritage tourism revitalization paths and innovative strategies. According to the findings, it was found that the government pays the most attention to social value. Besides, based on the interests of consumers, experts, governments, enterprises, and inheritors, it can be found that the five types of stakeholders are most concerned about the sense of identity of intangible cultural heritage tourism. In conclusion, this article studies the logical relationship among stakeholders' participation motivation, participation attitude, participation method and participation effect. It enriches the theoretical scope of the research on the cultural heritage of traditional craftsmanship and promotes the development of cultural industry.

Keywords: Art and culture, tourism revitalising, innovation strategies, cultural and heritage

A Conceptual Model of Malaysian Computer Animation Storytelling

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ABSTRACT

Malaysian animation storytelling has evolved exceedingly over the past forty years. The early use of storytelling can be traced back to the initial episodes of Hikayat Sang Kancil, a series of short animation produced in the 1980s. The storytelling approach within these few short animation series consists of local folklore, fables, Malay proverbs, local culture, and mythology. With the emergence of computer technology, the landscape of Malaysian animation drastically changed from traditional to computer animation starting in the year of 2010. Despite the higher number of computer animation content being produced with a few penetrations at the international level, one of the key struggles highlighted by many animation practitioners and content distributors are lacking of good storytelling. The major time spent and investment for the overall content lies in the technical aspects of the animation production compared to the storytelling development. This has resulted in low interest in the number of audiences and television stations to select the digital content as animation series. In order to understand the fundamental issues, this paper presents an overview of Malaysian animation storytelling development for the last 20 years. It carefully analysed the storytelling and narrative approach, content, and processes involved. These are then compared to eastern and western animation. The results of this analysis will be used as part of the guiding principles to suggest a conceptual model of Malaysian computer animation storytelling.

Keywords: storytelling, narrative, Malaysian animation, computer animation

Positioning of the Research Problem in Creative Arts Thesis

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ABSTRACT

The content structuring of creative arts thesis is still evolving and has been mainly based on the social science thesis structure. However, the diversity of creative works encompassing music compositions, novels, art works, dance, and painting makes it difficult for the thesis to fit into the conventional content structure. There is also the description of intellectual property and the final product validation which are distinctly different components of creative arts research which need to be documented. In addition, the impetus for the creative arts research may not arise from a gap of knowledge in the field but from ergonomical problems of certain products or designs. The present study examined the positioning of the research problem in creative arts theses. Eleven creative arts theses written by undergraduate and postgraduate students in two Malaysian universities were analysed to identify the impetus or entry point for the research. The results indicate that the research problem in creative arts theses is inclined towards researcher observation of ergonomic problems with existing products or designs although some students strengthen their case by citing related research findings on the weaknesses of existing products or design to carve a niche for their study. The study suggests that patent search offers useful information that can be used to justify the novelty of innovations and inventions.

Keywords: research problem, creative arts, thesis, ergonomics, product design

Student's Perceptions of the Employability Skills in the Animation Industry

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ABSTRACT

Research on creative industries has revealed a new class of workers who possess their own identity, a wide range of skills and a different work ethic, although empirical evidence on the employability criteria required in the animation industry is limited. This study involved animation students having had completed an internship program as part of their studies. Semi-structured interviews were conducted aiming to assess student's perceptions regarding employability criteria by answering questions related to what the primary employability criteria in the animation industry are, adding their internship experience in terms of skills acquired and challenges faced. Results indicated that, according to student's views, employability skills in the animation industry cover array of creative, technical, and soft skills' sets, that converge in a manner that create a complex, dynamic and integrative professional profile. In addition, this study found that internship programs provide for advanced opportunities of acquiring real-world working experience and portfolio building, while enhancing knowledge, skills and competencies required either by employers or individual clients in the industry, in case of freelancing. The results suggest that both internships and universities' programs should be sufficiently aligned to industry needs as well as student's expectations.

Keywords: Animation industry, employability skills, students.

Digital Photography and the Future of Photography Culture

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ABSTRACT

This paper aims to review the current situation on how photography has completely changed the way we see and engage with the world. The shift from analogue to digital photography had a major impact on how an analogue photographer perceives the photo process. In the age of these diverse prosumers, the distinction between artists, media professionals, and amateurs may still denote varying degrees of craftsmanship, but it no longer indicates the inherent technical or aesthetic quality of the results or the likely size of an audience. This gives the impression that the aesthetics and attention of photography provided a revolution of change to the society and the audience to art and photography. From this perspective, photography has first been chemical, then optical and now computational. The changing identities of photography herein are not simply ontological transformations but also di errant modes of perceiving the medium.

Keywords: Digital photography, the future of photography culture, the changing identities of photography

Breaking New Boundaries

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ABSTRACT

This article discusses to what extent contemporary photographic sculptures can distinguish themselves from the past similar-looking movement. The first part of this research explores the historic exhibition in 1970 - "Photography into Sculpture" - to find out what drove the ideas of the artists involved. Afterwards, its outcome connects to the current photographic context in which the photograph as the three-dimensional object is able to appear. It was found that contemporary photographic sculptures investigate, uncover and challenge photographic depiction and representation by application of sculptural qualities. Further, the expressiveness of materials combined with the image content ensures that contemporary photographic sculptures move beyond photography's primary aim that is the dominance of depiction. In conclusion, it reveals in a photographic sculpture: both image and surface, flat and spatial, visual and material, reproducible and unique, inside and outside, and both 'that was has been' with the Here and Now. It also causes friction between photography' indexical, transparent and reproducible character and the materiality and spatiality of the object in question, in order to create a new embodied experience in our present.

Keywords: Photographic sculptures; photography; sculpture; hybridity; creativity.

Traditional Bario Salt Making Based on Visual Experiences

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ABSTRACT

This article aims to discuss the traditional Bario salt production process based on the documentation and experience during the field trip in Pa' Umor, Bario, Sarawak. Basically, Bario salt is extracted from a salt spring by boiling salt water in a large pot until the salt forms a grey layer, and then collecting the salt from the bottom. The process is still practiced to this day. However, the process of making Bario salt is anonymous to the public because it involves a long and tedious process. This study using interdisciplinary and visual experience approach, all the images collected are recorded using the latest digital documentation tools and introduced through the art of formalism. According to the findings, the process has been presented in the form of an interactive poster called iD-Poster. In conclusion, this article can provide new ideas and visual insights to help the promotion of rural tourism.

Keywords: Bario Salt, Visual Experiences, Digital Documentation, Rural Tourism

Freelancing in Animation Industry, Votality and Alternative Permanent Working Mode Factors Among Students and Graduates

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ABSTRACT

In line with the development of the animation industry in Malaysia, there is an urgency to adopt a different type of employment model for students and fresh graduates in the animation industry. Amateur animators often engage themselves as a freelance when beginning their careers. It allows them to gain skill and experience in the industry and earn a wage at the same time. This study examines the relationship and correlation between factors such as student's and graduate's payment expectations, personal economic stability, family perception, design competency, contract negotiations, commission deals, and appointment frequency. This study yields two results. First, students tend to look forward to performing freelance work at certain stages of their studies, especially when they are in their junior and sophomore years. Second, when they graduated, they prefer to engage with a permanent career. The study also indicates that they prefer to receive full-time employee benefits like health insurance, retirement, and paid time off.

Keywords: Freelance, Animation, Permanent working mode, Students, Graduates.

Perception of Students Toward Bully Awareness Through Drama in Education

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ABSTRACT

Drama in education has been found to be one of the means to counteract bullying issue. It provides a unique educational experience involving both feelings and emotions in a way that results in a more effective form of education. Research has also reported the effectiveness of educational drama in improving student's interpersonal relations, and reducing aggression. This is an action research study involving respondents from Counseling and Theater program. The objectives of the research are to identify perception of students toward bullying issue and their perception on the existing drama that addresses bullying issues. Findings have shown that most students have been involved as a bystander (witness of bully situation). Students also have expressed various feedbacks on the bully drama in terms of their narrative attribution, self-conscious emotions, and coping strategies. The significances of the research are to increase student's awareness on issues related to bullying and to integrate drama as part of counseling intervention against bullying.

Keywords: Drama in education; Bullying; Counseling, Students, Awareness

Gaining Awareness on Mental Illness Among Malaysian Society through Film and Drama

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ABSTRACT

This article discusses on the awareness of society towards mental illness through watching films/dramas. In this study, the researcher has explored the use of films/dramas to instill awareness to the society. The study would provide information on how films/dramas could increase awareness about mental illness in the society. This study has utilized a Qualitative approach, involving 11 participants. Participants are from various backgrounds from different work settings, ages, occupations to the levels of education. The researcher has used the semi-structured interview to obtain the data, and the data were analyzed using thematic analysis. Findings have shown that the participants gained awareness about mental illness after they have watched the films/dramas with this genre. Participants have also discovered that they were aware of the symptoms and types of mental illness from the films/dramas. An exploration on the other perspective such as coping strategies used by mental illness in films/dramas should be recommend for the future research. The discovery of the pattern of mental illness that is frequently used as a storyline in films/dramas in Malaysia could also be explored.

Keywords: Films, Dramas, Mental Illness, Awareness, Society

Repatriating Malaysian Identity Through Film Archiving

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ABSTRACT

This article investigates the potential of classical Malaysian films in preserving Malaysian identity and cross-culture interactions as well as its reliability as a valid visual documentation to trace popular culture and identity in films (1960s-1970s). The findings revealed that classic film is one of the most dependable documentation to study contemporary cross-culture interactions thus highlighting the importance of film archiving to the masses. Evident with excessive number of American films dominating our local box office chart, Malaysians are becoming more ‘Americanised’ and prone to subscribe to American popular culture - risking losing our own identity in the process. Through comparative analysis on film preservation institutions such as National Film Registry (US) and British Pathe (UK), the study delves into the direct role of these film archives in culture preservation proven with the introduction of Hollywood and British popular culture in Malaysia and worldwide. In-depth interviews with key personnel of Arkib Negara Malaysia and Perbadanan Kemajuan Filem Nasional (FINAS) is also conducted to better assess the current archiving situation while offering pragmatic recommendation for digital repatriation model.

Keywords: Film archive; film preservation; Malaya Malaysia culture; film digitalisation; FINAS; Arkib Negara Malaysia; cinema

Digital Tape Drawing for Automotive Design: Alternative Technique for Proportion Studies among Industrial Design Students

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ABSTRACT

According to Buxton et al. (2000), "the old method of tape drawing is the basic method of forming the outline of a vehicle design which usually uses a 1:1 scale on the wall using photographic tape". He added that in explaining the old method of tape drawing, "tape drawing is an initial design process before producing a vehicle design at full scale and for the next stage". Therefore, researchers believe that the old method of tape drawing is a complex process and requires high skills and expertise to produce by the student. As a contribution to the student, a researcher comes with an alternative method to create simple digital tape drawing. Qualitative methods are the basic structure for achieving the objectives of this research. Primer data from observation, source person and photography. For secondary data is from journal, books, magazine, articles and the internet. As significant of the study, in the automotive design process, to design a vehicle, tape drawing is one of the critical processes. Tape drawing needs an expert to draw different elevation on several wall. This study helps students to follow the automotive design process. By using a projector and a single wall the student able to project their tape drawing to study the proportion of a vehicle efficiently. Small alternative and contribution to make the learning process in automotive design can encourage the student to more realistic in their proportion study.

Keywords: Digital tape drawing, automotive design process, learning process in automotive design

Pemetaan Visual Aplikasi Realiti Maya 360° Secara Interaktif Menerusi Peranti Pintar

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ABSTRAK

Artikel ini khususnya mengetengahkan kepentingan penggunaan aplikasi realiti maya 360 darjah (360°) yang dihasilkan melalui pemetaan visual secara interaktif menerusi peranti pintar, dalam memudahkan urusan navigasi atau merasai pengalaman penerokaan lokasi secara maya terhadap pengguna dalam kehidupan masa kini. Penyelidikan ini mengkaji tentang keupayaan teknologi digital yang menggabungkan elemen fotografi, videografi dan grafik dalam memaparkan data serta visual secara kreatif yang dirangkaikan dengan sentuhan interaktif menerusi pelantar peranti pintar yang dapat membantu ahli masyarakat untuk memperoleh maklumat awal tentang lokasi yang ingin dituju. Berdasarkan kepada penyelidikan yang telah dilakukan di lokasi tarikan ramai seperti Taman Negara Bako dan Teluk Melano, Sarawak, penjaan imejan realiti maya 360° lokasi-lokasi tersebut telah diuji menggunakan aplikasi realiti maya 360° sedia ada pada sistem operasi peranti pintar yang bersifat interaktif seperti InstaVR dan Wonda VR. Hasilnya, model percubaan aplikasi projek perintis secara Interaktif Realiti Maya 360° dengan nama SaraGuVRA v1.0 (Sarawak Guided Virtual Reality Assistant version 1.0) dibangun dan diterjemahkan. Secara kesimpulannya, kajian ini berupaya memanfaatkan dan memudahkan kehidupan masyarakat dalam mendapatkan maklumat awal berkaitan dengan lokasi yang ingin dituju menerusi peranti pintar yang dimiliki dan digunakan secara meluas oleh kebanyakan ahli masyarakat di luar sana pada masa kini.

Kata kunci: Pemetaan visual realiti maya 360°, interaktif, peranti pint

Fine Art Studio-Based Learning Experience through Augmented Reality and Virtual Gallery

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ABSTRACT

This paper discusses how studio-based learning can be presented through the application of the latest technologies such as Augmented Reality and Virtual Gallery. Studio-based teaching methods in Fine Art mostly are based on face-to-face methods and classroom activities only. This creates a learning environment that is not conducive and requires more creative teaching methods so that the delivery is in line with the latest technological developments. Thus, to execute this idea, two field study activities under the First- and Second-Year class of Fine Arts Program from Universiti Malaysia Sarawak were held at the end of 2019 and early 2020. These extracurricular activities were conducted at Nanga Sumpa, an Iban ethnic settlement located in Lubok Antu, Sri Aman, Sarawak. The visual documentation and experience gained by students have been adapted to the production of visual artwork and integrated with the Augmented Reality application to provide a new experience to students in presenting the work. The art exhibition was also held virtually in view of the Covid-19 pandemic that struck in 2020. This pedagogical approach has received positive reactions and feedback from students and increased their motivation in studio-based learning.

Keywords: Art Studio-based, Augmented Reality, Virtual Gallery, Pedagogical Approach

A Study on the Value System of Nujiang Lisu Costume

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ABSTRACT

The traditional costume of the Lisu people in Nujiang Prefecture, Yunnan Province have developed over time and are rich in value. In an era when intangible cultural heritage is highly regarded in China, the value of Lisu costume should be explored in depth to enrich the ethnic costume culture and to contribute to the sustainable development of the costume. This paper draws on documentary research method, fieldwork method and questionnaire survey method to collect information in order to analyze the values contained in the traditional Nujiang Lisu costume. Subsume the multiple values of Lisu costume into Stolovich's theory of artistic value, to develop a holistic value system of Lisu costume. The result of this research are applicable to the self-evaluation of the Lisu costume in Nujiang, to understand the significance of the costume in contemporary society, and to form a scientific and effective basis for the protection and development of the Lisu costume.

Keywords: Value system, Costume, Lisu, Nujiang.

The Design Elements of The Jatti Miriek's Headdresses in Miri, Sarawak

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ABSTRACT

This article discussed on the principle of design elements of Jatti Miriek's headdresses. Jatti Miriek is a minority ethnic group from Miri, Sarawak. Their traditional clothing is to match with distinctive headdresses and other accessories. The headdresses worn by the male and female of the Jatti Miriek are called tekulok and sikong respectively. The design and method of wearing these headdresses is unique and this heritage need to be inherited and preserved. Nevertheless, specific research on Jatti Miriek headdresses had never been conducted and sources for reference are very limited. Therefore, the objective of this research is to document the uniqueness of the tekulok and sikong; unravel the historic and aesthetic values of the Jatti Miriek headdresses. This study used a qualitative methods such as field study, interview and observation which have been conducted in Miri, Sarawak. Data analysis is based on six elements including the design, form, fabric materials, colours, motifs and accessories of the headdresses. The finding revealed that the distinctive design features of the headdresses are meant for different purposes and symbols. In conclusion, the Jatti Miriek wear their costume that manifest their identity and heritage. It is hoped that, the finding from this study will make other people appreciate more about the Jatti Miriek ethnic group.

Keywords: Jatti Miriek, material culture, headdresses, traditional clothes, heritage

No-Code Ecosystem Practices: Translating Design Student Views of Crafting Interactive Design

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ABSTRACT

The no-code ecosystem for interactive design platforms has started to emerged to alleviate the processes of digital transformation by enabling individuals with non-programming experience to participate in crafting digital products. Indirectly, the waves of this ecosystem affect learning environments in design education and act as a catalyst for translating design ideas into front-end logical code without coding. This article highlights the insights of no-code ecosystem in design education among students in UNIMAS, Malaysia. This study used two qualitative research approach strategies; 1) naturalistic observation for online classes 2) an online survey. This study has shed light on the critical need for a new paradigm in teaching-learning activities in design education, as evidenced by the advancement of no-code practises that can be embedded in related design courses. It was discovered that minimising the time required to synthesise UX design to completion, and reducing the complexity of the design process within a given timeframe, are the two most critical views of no-code practices in the learning process for interactive design. In conclusion, by understanding the no-code ecosystem, this approach offers a window into an alternative method for practical interactive design learning and can assist students in breaking the programming barrier, as no-code platforms continue to grow in trend steadily.

Keywords: No-code, interactive design, design education, non-programming

Poptastic: Factors Influencing the Purchase of Funko pops among Malaysian Toy Collectors

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ABSTRACT

Toys such as action figures, robots and dolls are always usually associated as a kid's toys but recent studies show that it is not unheard off for adults to buy toys specifically for themselves and these adults are known as 'kidults'. Mostly represented by the millennials generations the act of collecting toys shows their intimate passion with pop culture, reminiscing nostalgic childhood experience and most importantly as a stress reliever. With many adults buying toys for themselves and their children, toy sales have increased exponentially that bring about billions of dollars creating a great impact on the economy. This article highlights the rise of a recent toy collectibles which is a very popular among Malaysian toy collectors, the *Funko Pop*. The popularity of *Funko Pops* among local collectors are greatly on the rise especially with the drop of the Malaysian Ringgit where prices of toys especially premium collectibles have gone up extremely and Malaysians were forced to look for substitutes while still be able to appreciate and support their favorite pop culture franchise. The purpose of the study was to find what are the main factors contributing to the popularity of *Funko Pops* among local collectors using factor analysis and also to tests hypothesis regarding design and nostalgia. These findings are hoped to help understand what local toy collectors look for when buying toys especially *Funko Pops* as well as for the local toy creators to further understand what factors should be focused on as importance when developing their own toys which in the future can have a financial impact on the Malaysian economy through sales of locally made toys like many developed countries such as the United States where *Funko Pops* were born.

Keywords: Funko Pop, Kidults, Malaysian Toy Collectors, Toy Collectibles, Pop Culture

Musicalizing Intangible Cultural Heritage in Ningxia, China: An Observation in North Wu Dang Temple Music in Shizuishan City

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ABSTRACT

North Wudang Temple was built during the Tang Dynasty located in Shizuishan City in northern Ningxia, an autonomous region in north-central China. The North Wudang temple music represents the unification of Buddhism, Daoism and Confucianism. Under the religious practices of modern China, the ritual music has undergone an evolution and development over the past decades becoming a form of folk music in the Ningxia region. Although the religious music of North Wudang Temple is already gazetted under the national intangible cultural heritage, there has been no in-depth analysis of the musical performances of the ritual and ceremonial music. Musicalizing the intangible cultural heritage of North Wudang temple music (北武当寺庙音乐), this paper aims to examine the types of music being performed during the religious rituals and ceremonies today. Challenges faced by the ritual specialist in sustaining and preserving musical heritage will also be identified. Through fieldwork and observation, this paper will analyse a sequence of rituals for temple ceremonies. Music repertoires comprised of vocal liturgies, melodic instrumental music and ritual percussion will be observed, collected, recorded, transcribed, and analysed. Hence, through musicalizing heritage, this research aspires to promote the sustainability and visibility of musical performances for ritual ceremonies in Ningxia province, China.

Keywords: Musicalizing Intangible Music Heritage, North Wu Dang Temple Music, Daoism ritual music, Ningxia Province

Sustainability on Wayang Kulit Kelantan: Issues and Challenges Facing Tok Dalang Napi Komando

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ABSTRACT

The term sustainability is associated with three pillars: economy, society and environment. As such the terms are now expanded to wider areas including arts and performances. This paper will explore the important of sustainability in traditional performances mainly Wayang Kulit Kelantan as the main object of research. This paper will highlight the issues and challenges facing Tok Dalang Napi to uphold the heritage performances. Methodology use in this research is qualitative with several interview is done with various people for in-depth analysis on the current situation facing the practitioner. All the information presented in this paper is hope to find a mutual understanding and solution between state policy and these dying performances to ensure it sustainability and legacy for future understanding, reference and heritage of younger generation.

Keywords: Sustainability, Traditional Performances, Wayang Kulit Kelantan, Tok Dalang

The Development of Mak Yong in Istana Budaya 2003-2019

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ABSTRACT

Mak Yong, originating in the state of Kelantan, is a traditional Malay theatre form comprised of dancing, singing, music, improvisational acting, dialogue, story, and ritual. In 1990, the Muslim Pan Islamic Party (PAS) banned performances in Kelantan which resulted in Kuala Lumpur becoming the centre for maintaining the survival of *Mak Yong*. This article discusses how *Istana Budaya*, the Malaysian National Theatre in Kuala Lumpur, took the initiative in preserving this traditional art form via productions from 2003 to 2019. This research used the qualitative approach employing interviewing of participants and analysis of each of the production. The traditional *Mak Yong* practitioners in Kelantan question the authenticity of the *Istana Budaya Mak Yong* productions. If that is the case, to what extent are the *Istana Budaya* productions modern? Do these urban productions affect adversely the future of *Mak Yong*? Or, is the *Istana Budaya Mak Yong* facing its own challenge in preserving this cultural icon while endeavouring to maintain the legacy since public performances no longer occur in Kelantan. This research concludes that *Istana Budaya* is making a substantial contribution towards sustaining *Mak Yong*.

Keywords: *Mak Yong*, traditional Malay theatre, *Istana Budaya*, authenticity, modernity.

Academicians' Perspectives of The Visual Complexity and Community Acceptance of Pua Kumbu

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ABSTRACT

This study highlights the aesthetic perceptions of academicians regarding the complexity of Pua Kumbu design motifs and the community acceptance of this tangible heritage. The complexity of the symbols presented in the design motifs contributes to the current lack of interest in this art form, especially among the young generation, tourists and other races in Sarawak. The complexity of the symbols has also led to these motifs being further misunderstood, as well as the mistreatment and misuse of this majestic art form. This study used a qualitative approach to explore the perspectives of four academicians in the fields of textiles, art and culture. In-depth interviews with semi-structured questions were conducted, as was observation and analysis of the relevant documents. According to the findings, weavers are the masterminds behind the visual complexity of Pua Kumbu, which reveal Iban knowledge through the design motifs. Prior knowledge of the community should be acquired to gain in-depth understanding of the use of versatility in promotional approaches. In conclusion, prior knowledge of Iban culture can broaden the community acceptance of this art form, minimise the knowledge gap and prevent these masterpieces from being forgotten and neglected.

Keywords: Aesthetic Perception; Community Acceptance; Design Motifs; Pua Kumbu; Visual Complexity.

A Study on the Visual Elements of Shadow Puppets in Southwest China

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ABSTRACT

This paper focuses on the shadow puppets in Southwest China as one of the principal allusions of Chinese shadow play and has been a popular local performing art and storytelling tradition. The Chinese shadow play is beautifully crafted and the design follows traditional moral evaluation and aesthetics. Thus, the main objective of this study is to understand the visual elements and aesthetic characteristics of the shadow puppet characters, and how the socio-cultural background influences them. Scholars have less explored shadow puppets in the visual realms. The study employed a qualitative descriptive method based on a visual ethnography perspective. The researcher had collected and studied samples and generalizes the cultural causes and visual characteristics. Therefore, this research will contribute to provide more insight into the aesthetic world of shadow puppets and give inspire towards modern art and design industry. It also delivers as a symbol of cultural identity and loyalty among the young generation.

Keywords: Chinese shadow puppet; Visual elements; Aesthetic characteristics; Cultural identity.

Influence of Interactive Technology in the Covid-19 Pandemic

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ABSTRACT

Pandemic COVID 19 outbreak lead to the development of physical distancing between humans. The repeated lockdown restrictions disrupted conventional social life activities. Partial closure of offices, educational establishments, recreational activities and encouragement of work from home lead to the advancement in the use of interactive technology and replaced the usual ways. Social networking, online meeting, gaming and virtual education become highly perceivable. The impact of interactive technologies during the COVID 19 pandemic is discussed in this descriptive review. Furthermore, this paper aims to comprehend the problems that arise as a result of the sudden increase in the use of technology. The study's findings identify the possible challenges and disadvantages of various interactive technologies. The trend of different types of interactive content opens up the possibility of using hyperrealism in interactive technology to enhance immersion and elicit emotional responses.

Keywords: Interactivity; Technology; Gaming; Immersion; Virtual Reality

Interpretasi Hermeneutik Terhadap Teks Visual Dalam Filem *Lapan Belas Puasa Di Kampung Pisang*

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ABSTRAK

Filem Komedi *Lapan Belas Puasa Di Kampung Pisang* (LBPDKP) disiarkan melalui siaran Astro First. Filem ini diarahkan lakon layarnya oleh Mamat Khalid, menceritakan tentang gelagat sekumpulan penduduk di Kampung Pisang yang mengelak dari berpuasa di bulan Ramadhan. Watak utama filem LPDKP ini digerakkan oleh Barkoba lakonan oleh Bell Ngasri. Penggunaan Teori Hermeneutik digunakan untuk melihat Teks Visual yang menyembunyikan makna. Elemen-elemen Semiotik yang dipaparkan pada setiap shot, menjadikan telefilem Mamat Khalid ini tidak hanya memaparkan aksi komedi kosong tetapi ianya menyelindungkan mesej dan sindiran yang perlu diperhalusi. Kajian secara Kualitatif melalui Analisis Kandungan dan Pemerhatian Mendalam Teks Visual bertujuan untuk melihat interpretasi Teks berbentuk Visual yang mempunyai makna tersembunyi. Kebijaksanaan Pengarah begitu terserlah pada visual bersahaja yang menyelitkan teguran dan saranan menerusi dialog-dialog spontan dalam filem ini. Menerusi kajian ini, penulis mendapati terdapat lapan belas perkara yang meliputi elemen dakwah, sindiran masyarakat dan nasihat berguna yang dipaparkan secara berlapis makna.

Keywords: 18 Puasa, Mamat Khalid, Hermeneutik, Semiotik

Design of Augmented Reality Tools For Enhancing Art Gallery and Museum Visitors Experience: A Systematic Review

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ABSTRACT

The use of augmented reality (AR) for museums and art galleries (MAG) has expanded rapidly over the last few decades. However, no systematic analysis of the latest developments in the research and design of AR for MAG has ever been conducted. Thus, this article conducts a systematic analysis of the literature for the period 2018–2020. The basic methodology for this analysis is Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA). We found 2355 records using popular Scopus database. However, our review included only 14 final journal articles that met the inclusion criteria. The findings indicate that AR for MAG has been steadily increasing over time. Our synthesized study's evidence-based findings suggest future potential implication on how to improve the design of AR for MAG.

Keywords: Systematic literature review; Virtual Museum, Museum Visitor, Museum Exhibits.

The Application of Regional Culture in Urban Public Space Design

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ABSTRACT

With the rapid development of modern economy, the pace of urbanization is gradually accelerated. In the early planning and design of many urban public spaces, the inheritance and continuation of traditional history and regional culture are merely considered. As a result, many urban public space seems similar in both external form and culture connotation. A good urban public space environment should enable people to have a sense of historical belonging and show urban characteristics. This paper discusses the importance of regional culture in urban public space design. By innovatively extracting regional cultural elements with modern design techniques, some excellent regional cultures are not only retain their own connotation but also meet the requirements of modern urban development, integrating traditional history and modern science and technology into urban development. Through case study analysis, this paper expounds the specific design and presentation methods of regional culture in urban public space, thus proves the application value of regional culture in creating personalized and innovative modern urban public space.

Keywords: Regional culture, urban public space, space design, traditional history, modern design

Western Influence in Chinese Composition: A Study of Chen Qigang's Musical Works

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ABSTRACT

Since the 20th century, contemporary Chinese composers have adhered to the credo of borrowing Western techniques to create musical composition in the Chinese style. Chen Qigang (陈其钢), a contemporary Chinese composer has demonstrated his exploration and understanding of music with unique perspectives and techniques. As an active Chinese composer, who currently resides in France, he has made a name for himself on the world music stage. Chen Qigang's works have been a great success not only in China but also in the West. His creative path has not only witnessed the development of contemporary Chinese music, but also provides a case study for discipline-related research under this field by examining his usage of Western musical culture in his compositions. This paper begins with a brief overview of Chen Qigang's musical life and representative works. Then, it proceeds to compile and study the compositional characteristics of his representative works in terms of music materials, structure, tempo, and timbre. Most significantly, presenting on the central stage of China, the composer has used western contemporary musical panorama to bring out traditional musical materials through his contemporary compositions.

Keywords: Chen Qigang, contemporary Chinese Composer, compositional techniques, western musical culture

Case Studies of Two Chinese Opera Troupes of Yi Sing Fukien Dramatic Association and Huang Ling of Kuching, Sarawak: Issues, Challenges and Strategies of Overcoming

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ABSTRACT

Chinese Opera as a form of story-telling that combines varied elements such as dialogue, singing, music, acting, colorful costumes and make-up into a spectacular theatrical art form. In Sarawak, Chinese opera began in 1950 by a group of immigrants from China as a form of leisure activity during the state's recovery from the Second World War. The group then registered in 1952 as Kuching Yi Sing Fukien Dramatic Association. Through observing and recording numerous opera performances and conducting in-depth interviews with Chinese opera actors, musicians and troupes leaders, it is discovered that local troupes faces many challenges such as maintaining oral tradition, Chinese identity, history, stories, younger generation interest and adult audience engagements. The purpose of this paper is two-fold. First, it explores the formation of Yi Sing Fukien Dramatic Association to its present-day state and second, it examines Huang Ling troupe which has been attempting to modernize operatic elements for the past ten years to become more eye-catching, economical and functional. With both troupes as case studies, this paper attempts to illustrate Hobsbawm and Ranger's 'invented tradition' (1983) to prove what happen when localized tradition is given new meanings through creativity and innovative technological approach.

Keywords: Chinese opera, Sarawak, invented tradition, creative pathways, modernization

Expect the Unexpected Power of Memetic Music: A case study of #XueHuaPiaoPiao Hashtag as a Viral Phenomenon in Social Media in a Pandemic Time

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ABSTRACT

A fifteen second selfie video captured by a Shandong resident in early 2020 became viral and was shared as a video meme across the world. It suddenly became a global hit in May 2020 during the global COVID-19 pandemic. The meme was known for its famous line, "Xue hua piao piao, bei feng xiao xiao" (雪花飘飘·北风萧萧) from 'Yi Jian Mei' (一剪梅), a classic television theme song in Taiwan. The memetic music video created by a Chinese Kuaishou user nicknamed Dan Ge (蛋哥) or Eggman became a viral internet music sensation that engaged global audience participation in a series of derivative works in the manners of pastiche, parodies and kuso. What are the underlying factors making this memetic music a global hit? Across national borders, how are virtual conversations generated through creative derivatives of memetic music in various social media platforms? Drawing on the creative derivative, a list of #XueHuaPiaoPiao memetic music videos will be observed for further analysis. Using a qualitative method, the videos will be categorized based on its distinctive features. Remarkably, it shows how global audience responses reveal the powerful influence of interactive platforms such as TikTok, Twitter and YouTube. This creates an opportunity for online content sharing and continues to generate conversations across national borders through social media.

Keywords: Memetic music, creative derivative memeXue hua piao piao, viral phenomenon, social media

Exploring Chinese Piano Music Composition: An Analysis of Zhang Zhao Piano Album

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ABSTRACT

Zhang Zhao has been seen as one of the representatives of contemporary Chinese piano composers Since the year 2000, Zhang Zhao's compositions are comprised of piano music, symphonies, instrumentals, chamber music, dance drama, songs, film and music for television broadcast. His compositional works have received numerous awards in China and are recognized internationally in the contemporary music scene. In the United States, his piano albums have currently been adopted by conservatory as standard test pieces. As a contemporary Chinese composer, Zhang Zhao uses Chinese folk music elements in his piano works. He also uses western music harmony concepts giving a new flavor to contemporary Chinese piano music. He combines Chinese folk elements with modern creative techniques. Utilizing practice-based research, an auto-ethnography methodology was used for artistic research. Seeing Zhang Zhao's compositions as "multicultural works", among the research questions addressed is how the merging between Asian and Western cultural and musical essences are fused into a music composition? Through the interpretation of recordings and musical score analysis, this paper aims to study Zhang Zhao's piano works from the perspective of harmony, structure, new sound effects and compositional techniques. As a representation of modern Chinese pianism, Zhang Zhao's works explore the aspects of performance practices, creating an inter-locking relationship between performance practice and piano pedagogy.

Keywords: Zhang Zhao, Contemporary Chinese composer, Chinese pianism, performance practice, piano pedagogy

Study on The Cultural Dissemination and Industrial Development of Hanfu in The Context of “One Belt, One Road”

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ABSTRACT

With the rapid development of modern society, the integration of multiple cultures and arts has accelerated, especially with the addition of electronic media, which has led to a new and more rapid state of artistic communication. With Hanfu as an object of research, and based on the continuous development of China's "One Belt, One Road", it is an important issue to explore the dissemination path and industrial development of Hanfu culture, and to take advantage of this opportunity to promote the dissemination of one's own culture in the wider world. This study uses the literature analysis method and quantitative research method to analyze the current problems of the dissemination of Chinese costume culture and the current situation of the industrial development, which comes to the conclusion that the development of Hanfu needs to combine the design with the modern market, and rely more on new media, especially short video. This conclusion is conducive to enhancing people-to-people contact and promoting cultural integration among the countries along the route, helping to promote the traditional Chinese costume culture, gaining a deeper cultural identity and spreading Chinese culture.

Keywords: Hanfu; "One Belt, One Road"; traditional Chinese culture; culture dissemination; industrial development

Prospektif Pengaplikasian Video “Augmented Reality” Sebagai Kaedah Promosi Ekopelancongan di Sarawak

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ABSTRAK

Penulisan kajian ini bertujuan untuk mengenalpasti kaedah yang bersesuaian dalam mengaplikasikan video “Augmented Reality (AR)” sebagai medium mempromosikan ekopelancongan di Sarawak dengan memfokuskan kepada bandar Kuching sebagai bandaraya utama di negeri ini. “Augmented Reality (AR)” adalah satu teknik yang mengaplikasikan kesan khas visual yang dihasilkan melalui komputer dan hasil visual tersebut akan digabungkan bersama keadaan ataupun pemandangan dunia nyata. Kaedah kajian lawatan lapangan dan “Contextual Analysis” telah dijalankan dengan melawati Pusat Maklumat Pelancongan Kuching bagi mendapatkan informasi mengenai penggunaan AR dalam usaha mempromosikan ekopelancongan di Sarawak serta kemudahan sokongan sedia ada. Daripada dapatan kajian yang diperolehi, Pusat Maklumat Pelancongan Kuching yang dikendalikan oleh Sarawak Tourism Board masih menggunakan kaedah lama bagi mempromosikan ekopelancongan seperti penggunaan pamflet serta penayangan video promosi di paparan skrin yang disediakan. Kaedah ini seperti yang dinyatakan hanya dapat diakses oleh pelancong yang berada di Pusat Maklumat Pelancongan tersebut dan oleh yang demikian ianya kurang memberi impak kepada keberkesannya. Kajian ini mencadangkan kaedah “Marker Augmented Reality” sebagai kaedah yang bersesuaian untuk digunapakai dengan penghasilan peta utama dimana peta tersebut dapat menjana video-video promosi “Augmented Reality (AR)” bagi setiap lokasi pelancongan dengan memasukkan informasi-informasi pelancongan yang berkaitan seperti aktiviti tarikan, perkhidmatan penginapan sehinggalah informasi berkaitan perjalanan ke lokasi. Kesimpulannya, dengan pengaplikasian video “Augmented Reality (AR)” ini boleh dikaji keberkesannya untuk mendekatkan lagi pelancong kepada lokasi ekopelancongan dan secara tidak langsung dapat mendatangkan impak tarikan pelancong ke Sarawak.

Kata kunci : Augmented Reality, Marker Augmented Reality, promosi, ekopelancongan, Sarawak

Identifying Attitude Determinants in Establishing Service Design Projects on Deprived Communities, in Suburban Area of Kuching Sarawak

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ABSTRACT

This article focuses on enhancing the livelihood of a suburban village, Kampung Pinggan Jaya as a case study by implementing economic vitalization projects for villagers. The goal of the projects was to increase villager's income by taking benefit of new government-built links to the city. However, the research projects established elements of personality attitudinal among the villagers in receiving assistance from researchers and funders. Among the attitude determinants were commitment and anticipation. The subsidies include facilitating the villagers to promote homemade food products, ranging from cakes to frozen food. Participants then were taught marketing skills, which include the food preparation process and packaging design enhancement. Based on the findings, the commitment and anticipation determinants were forecasted with failure. The participants failed to fulfill minimum attendance on the event receiving subsidized packaging deliverables, where only two attendees of 7 total participants on the day of delivery. To conclude, NGOs, political and local governments should be selective in identifying participants that required assistance. The solutions always and all parties should function to exist side by side to assist the community effectively. This article suggested the local government should strengthening and promoting a dynamic society for the citizens to help themselves, especially in deprived communities.

Keywords: Service design, extreme poverty, suburban village

Adapting the Late Tan Sri Pehin Sri Haji Adenan Satem Life and Philosophy into Stage Performance Context

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ABSTRACT

The late Tan Sri Pehin Sri Haji Adenan Satem political journey developing and protecting Sarawak is still fresh in Sarawakian memory. It has never been documented in art form before, especially performing arts. This paper highlights approach and method to create a text for theatre performance based on the life of the great leader of Sarawak. This study using box to box approach to create a workable treatment for a performance script. This qualitative research involves interviews, data collection, discussion, and creative process that led to the creation of musical theatre performance script. According to the findings, musical theatre is the best method to share a memorable life of Tan Sri Pehin Sri Haji Adenan Satem life. Therefore, this research is crucial to identify the process of writing a play, especially musical theatre, and finally to produce a formula for successful musical writing. In conclusion, this study manage to fabricate a suitable treatment for the musical using box-to box approach.

Keywords: Theatre, Musical, Tok Nan, Adenan Satem, Script

Representation of the ‘Other’ in Malaysian Film: Kadazandusun Identity in Sabah Indigeneous Telemovie

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ABSTRACT

As a nation of multicultural society, Malaysia consists of various ethnic group with different background. From a national context, the need for racial integration into a singular national identity is crucial to structure unity among the people in Malaysia. With strict supervision from the local government, film in Malaysia plays a significance role to incorporate the diverse society by portraying the accepted Malaysia national identity. However, the concept of national identity is based on ‘imagined’ assumption, as the Malaysia national cinema are largely dominated and exclusively representing the Malay majority. This resulted in the lack of representation toward ‘other’ ethnics in film especially the indigeneous of Sabah. By referring to Benedict Anderson’s theoretical framework of “‘imagined communities’”, this paper attempts to situate Sabah indigeneous film within the context of Malaysia national cinema and argue the distinction of self-identification possess by the Sabah indigeneous. This is accomplished through analysing two Kadazandusun telemovies produced by Alfred Ujin. The paper concludes the indigeneous ethnic in Sabah identified themselves separately from the national identity. The indigeneous filmmaker utilised film to expressed their identity through the depiction of indigeneous language, culture and value.

Keywords: Sabah filmmaking, Indigeneous filmmaking, Kadazandusun identity, telemovie, film studies.

Sustainable Childrenswear With Zero-Waste Fashion Design

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ABSTRACT

The purpose of this study is to focus on the creative techniques in zero-waste fashion design as an approach to address sustainability in the young childrenswear industry. Annually, more than billions of dollars of fabric wastes are being discarded in landfills from young childrenswear production. The zero-waste concept for young children's clothing can be implemented in a variety of ways, to increase productivity by eliminating variables that contribute to fabric waste production. Following an analysis of the issues that have arisen in the design of young children's clothing, fashion collections focused on zero-waste techniques have been created. To create a range of zero-waste fashion trends, an innovative approach is needed. Therefore, the zero-waste designs were created and expected to minimize fashion waste. As a result, the findings can be employed as a guideline for fashion designers, pattern makers and manufacturers to help them make better design selections and encourage the growth of innovative design in zero-waste childrenswear. The findings could be utilized in different apparel products to help reduce environmental pollution and resource depletion problems related to the apparel industry.

Keywords: Creative design; Childrenswear collection; Sustainable fashion; Young children’s clothing; Zero waste design.

Post-Pandemic Media Contents Consumption: An Observation through Virtual Ethnography

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ABSTRACT

COVID-19 has disrupted the entire media landscape, from its content production up until its consumption stage where audiences watch, interact, appropriate, negotiate and mediate the media contents. While imposition of cordon sanitaire through lock down, quarantine or movement control order has inevitably taken away social experience of audiences attending live physical events such as concerts, arts exhibitions and cinema theaters; audiences have been drawn towards digital platforms which provide a massive amount of media contents ranging from music, films, social media contents, news etc. Although these digital platforms were already in their existence years before the pandemic, COVID-19 and its subsequent impacts on humanity have accelerated the demand of such platforms in delivering fresh, engaging, updated and personalised contents to a diverse audience made up of different demographic groups. Apart from discerning the acceleration in the drive towards digital, remote, virtual, streaming, and personalised media contents, this article also attempts to elucidate the pattern shift of how audiences consume and interact with the media contents available to them. The authors will employ virtual ethnographic methods by collecting qualitative data through focus group interviews with media industry experts as well as young audiences who are adept to the “new normal” of media content consumption.

Keywords: COVID-19, media contents, consumption, audience, new normal

Untold Story About Legendary P.Ramlee Hopes on Colour Film Production: Methodologies Implementation

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ABSTRACT

This paper aims to review and reflect on Malaysian film history based on analysing Colour Film Production work-flow processes. In light of the classification of this paper, opportunities are identified for integration and cross-fertilization between various research disciplines, such as the history and applications of the Malaysian colour film work-flow specify on the colour film production in Malaysia. To bring together this diverse body of knowledge into a coherent whole, directions for this paper are then formulated and applied the triangulation rather than reliance upon a single method. Action research, participatory action research and the application of above methodologies will comprehend the new knowledge that been revealing towards the practice-based research approached. This triangulation and the discussions with the expert witnesses becoming tools to enhance the interaction between the researcher and the expert witnesses are ambiguous. This ambiguity of the results is revealed in this research and justifies the method that has been applied in producing the new knowledge in this paper. The first involvement of the earliest colour film work-flow processes in Malaysia offers an example of the anecdotal results. The evidence throughout the interaction would be one of the examples of results on the historical context.

Keywords: Film Workflow, Film history, Methodology, Implementation, Triangulation

Chinese Shadow Play: The Origin Of Puppetry Theatrical Performances

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ABSTRACT

This article presents my hypothesis on the origin of Puppetry theatrical performance through my research and interviews on puppeteers and related stakeholders around the world. Much of the hypothesis obtained were also fruits of my years of research readings and materials matching as proof of authenticity compiled from the interviews with the global puppeteers. In order to obtain inside views and to achieve a deep understanding of the historic chronological of events that would be impactful, the emic approach was used. A tracing exercise was introduced to link each chronology of events to historical records of events and the chain of happening around it for authenticity and reliable source mapping. The main methods used were individual in-depth interviews on the international puppeteers and focused performance groups. Several travels were executed starting from Beijing, Guangzhou and Yantai cities in China to Yekaterinburg in Russia while organizing Rainforest World Puppet Carnivals in Kuching so I could converge puppeteers from around 20 countries each round for in-depth interviews and specific ancient event mapping. The data were analyzed using the qualitative content analysis method where professional advice and mentoring were leveraged and compiled through personal involvements within the industry at large.

Keywords: Puppetry Theatrical Performance; Historic Chronological of Events; Traditional Arts; Shadow Puppetry; Global Puppetry

Kajian Rekabentuk Produk Sangkar Ikan UNIMAS Sebagai Produk Pelancongan di Murum, Sarawak

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ABSTRAK

Tasik Murum merupakan habitat kepada beberapa spesis ikan-ikan air tawar di Sarawak. Antara spesis ikan yang terkenal adalah Ikan Empurau (*Tor tambroides*) dan Semah (*Tor labeobarbus*) oleh kerana keenakan dan harganya yang sangat tinggi di pasaran. Pada masa ini, penduduk Murum yang terdiri daripada Kaum Penan dan Kenyah sudahpun menjalankan beberapa aktiviti berkaitan eko pelancongan namun ia terhad kepada skala kecil. Objektif utama kajian ini memfokuskan kepada komersialisasi produk Sangkar Ikan Unimas serta keperluannya dalam meningkatkan potensi ternakan ikan lokal di dalam sangkar yang selari dengan potensi eko pelancongan di Murum, Sarawak. Pengumpulan data dibuat melalui survei, pemerhatian serta temuduga di lapangan. Penilaian ke atas produk lain seperti produk sangkar ikan konvensional dan sistem tagang tradisional juga telah dilakukan. Penemuan awal Kajian Kes Produk Sangkar Ikan Unimas ini menunjukkan bahawa produk ini dapat menambah pendapatan komuniti yang terlibat juga secara langsung dapat menarik ramai pelancong untuk datang ke Murum.

Kata kunci: Sangkar Ikan, Empurau, Semah, Sangkar Ikan Universiti Malaysia Sarawak, Pengkomersialan

Exploring The Sago Based Product Innovation and Commercialization Values For Sago Based Biscuits in Sarawak

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ABSTRACT

Sago has been explored and discovered to have natural grain, gluten-free components and rich in carbs. Sago is a staple starch for countries like Indonesia, Papua New Guinea and Malaysia. The production of sago base products are still active especially in Mukah, Sarawak. Unfortunately, the sago base biscuits industry is declining and one the main reasons found was the lack of innovativeness done for the sago base biscuits. This research aims to explore the current situation of the sago base biscuits industry in relation to innovativeness and commercialization values. Interviews were conducted with the companies and producers in Sarawak focussing on the sago base products in particular the sago biscuits including shapes, flavours and packaging. The findings revealed that sago base biscuits companies need to improve their sago base biscuits by innovating new flavours, shapes and packaging, thus create better commercialization value.

Keywords: Sago, product innovation, sago based biscuits, commercialization, Malaysia

Pemeliharaan Kandungan Digital Audiovisual

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ABSTRAK

Kandungan audiovisual selalu dicabar oleh ancaman penyimpanan maklumat untuk mempertimbangkan bagaimana teknologi yang menyumbang kepada warisan budaya harus dipelihara dan dilestarikan secara digital. Pemeliharaan kandungan digital audiovisual ini digunakan untuk mengumpul, menyusun, mengurus, melindungi dan mengedarkan maklumat dengan sah. Masalah ini berlaku kepada ekonomi baru di mana maklumat telah disimpan dengan menggunakan kaedah tradisional selama beberapa dekad akan memberi ancaman kehilangan kandungan data yang sangat penting dalam bentuk primitif dan menghilangkan sumber generasi akan datang yang sangat penting dalam menghidupkan kembali kenangan masa lalu dan peristiwa besar industri perfileman. Perbadanan Kemajuan Filem Nasional Malaysia (FINAS) dengan kerjasama Yayasan Hasanah, Suruhanjaya Kebangsaan UNESCO Malaysia, World Heritage Moving Image Centre (WHMIC), UNESCO Memory of the World Committee for Asia and The Pasific (MOWCAP), dan Asia Culture Center (ACC) merupakan pengeluar utama kandungan digital audiovisual yang memerlukan pemeliharaan untuk kelestarian kandungan ini. Penemuan utama kandungan sejumlah 30 tajuk koleksi kandungan audiovisual yang signifikan dan penting kepada industri perfileman telah terpilih dan diberikan ulasan dan penjelasan kepentingannya dalam pemeliharaan kandungan digital audiovisual ini. Pemeliharaan kandungan ini memberikan sinar kepada kelestarian dan kepentingan masa lalu dan masa depan di mana kekayaan kandungan yang disimpan sentiasa dikekalkan menjadi budaya khazanah dan warisan sejarah agar terus dipelihara serta dihargai.

Keywords: Pemeliharaan Kandungan, Mendigitalkan, Audiovisual, Khazanah Warisan, Filem

Aspek *Cadenza* Yang Dimiliki *Introduction Keroncong Asli (Vorspiel)* di Indonesia

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ABSTRAK

Cadenza adalah satu bahagian dalam sebuah komposisi muzik *concerto* atau *sonata* yang digunakan oleh komposer muzik Klasik dan Romantik untuk memperlihatkan teknik permainan alat muzik yang tinggi (*virtuosity*). *Vorspiel* adalah bahagian awal atau *introduction* dari sebuah lagu jenis Keroncong Asli. Kehidupan pengkaji di kampus perguruan tinggi muzik, amat kerap menemui karya cipta komposer muzik Klasik dan Romantik dalam bentuk *cadenza*, dan di luar kampus, pengkaji kerap pula berhadapan dengan lagu Keroncong termasuk lagu Keroncong Asli. Ketika berhadapan dengan *introduction* Keroncong Asli (*vorspiel*), muncul pertanyaan, kenapa *vorspiel* ini menyerupai *cadenza*?. Apakah *vorspiel* memiliki aspek *cadenza*? Bertolak dari soalan itu, pengkaji terpenggal untuk mengkaji aspek *cadenza* dalam muzik Klasik dan Romantik dan selanjutnya melihat aspek *cadenza* tersebut di dalam (*vorspiel*). Tujuan kajian ini adalah untuk mencari jawapan daripada persoalan yang dikemukakan di atas dan kaedah yang digunakan adalah kaedah kualitatif temubual dan content analysis. Hasil kajian ini menyatakan, sebahagian besar aspek *cadenza* ada di dalam *vorspiel* Keroncong Asli. Oleh itu, kesimpulan kajian ini, menyatakan bahawa *vorspiel* Keroncong Asli memiliki aspek *cadenza*.

Kata Kunci: *Cadenza, vorspiel, concerto, sonata, keroncong asli*

Sustaining Local Content Through Sound - A Case Study on Exploring Soundscape and Sound Mapping – The Bako National Park Project

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ABSTRACT

In contrast to the sense of sight, listening to a sound critically requires a highly focused approach. Using sound as an indicator of biodiversity, may be something that gets less attention, compared to visual observation. Changes in the environment will indirectly change the sound of biodiversity in an area. The extinction of the exotic sounds of nature, is something that needs to be taken into account in ensuring more sustainable development, especially in the context of ecotourism. In an effort to support ecotourism, conservation initiatives should not be subject to what is seen alone. Cultivating critical listening to biodiversity, needs to also be given attention and this makes the soundscape approach increasingly valuable. The paper discusses a pilot sound mapping project conducted in Bako National Park, Sarawak. Sound recordings is executed within the area of popular tourist track routes. The approach is to record sound with high-definition sound recording equipment, as well as visual and subsequently location mapping through the Global Positioning System (GPS). Sound recording uses the "soundwalks" method, in this case, the recording is made based on the popular track routes that are often used by tourists. The recording is then stored on an archiving platform, and all information related to the sound recording such as location, type of animal or insect is compiled and link to the sound sonogram display.

Keywords: Electroacoustic music, Soundscape, Sound mapping.

Dokumentasi Visual Bagi Pengenalan Teknologi Multimedia Di Pa'Umor, Bario, Sarawak

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ABSTRAK

Artikel ini membincangkan proses dan hasil dokumentasi visual berdasarkan pengalaman visual semasa kerja lapangan di Pa'Umor, Bario, Sarawak. Pa'Umor merupakan salah satu kampung luar bandar yang mempunyai akses atas talian yang terhad. Justeru, akses yang terhad ini, promosi kampung ini kepada para pelancong terutamanya ekopelancongan juga terhad dari segi penggunaan teknologi multimedia. Walau bagaimanapun, pengenalan teknologi multimedia melalui sistem *off-line* boleh dijadikan satu potensi dalam mempromosikan perkhidmatan masyarakat dan pelancongan di Pa'Umor. Aktiviti dan perkhidmatan yang disediakan oleh penduduk di Pa'Umor adalah homestay, aktiviti menyusuri hutan, pemandangan sawah, tanam-tanaman, tempat perlindungan orkid di mana terdapatnya orkid terkecil di dunia, pemprosesan garam bukit dan tempat melawat batu megalith. Kajian ini menggunakan beberapa kaedah seperti dokumentasi visual, temuramah, soal-selidik dan analisa data. Maklumat-maklumat berkaitan dengan aktiviti dan perkhidmatan yang disediakan di Pa'Umor akan direkodkan dengan menggunakan pelbagai peralatan seperti telefon pintar, kamera digital, dron, komputer riba dan banyak lagi dalam pengumpulan maklumat-maklumat tersebut. Maklumat dalam bentuk visual, video dan audio yang telah direkod dan disusun akan melalui proses pemilihan, penyusunan dan penyuntingan untuk dimasukkan ke dalam iD-MAP (Interactive Digital Map)-Pa' Umor, Bario, yang merupakan hasil dari proses dokumentasi visual yang telah dilakukan. Berdasarkan hasil kajian yang telah dibuat, maklumat-maklumat yang dapat diakses dari iD-MAP (Interactive Digital Map)-Pa' Umor, Bario secara *off-line*. Ini selari dengan keadaan kemudahan infrastruktur di pedalaman di mana akses maklumat secara *on-line* sukar dan tiada di sesetengah kawasan. Kesimpulannya, dengan adanya iD-MAP (Interactive Digital Map)-Pa' Umor, Bario, maka promosi ekopelancongan secara *off-line* dapat diperkenalkan.

Kata kunci: Dokumentasi Visual, Teknologi Multimedia, Pengalaman Maya, Ekopelancongan

Respons Terhadap Karya *Timang XekorY*

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ABSTRAK

Timang XekorY merupakan sebuah karya komposisi kontemporari menggambarkan perjalanan ke dunia spiritual masyarakat Iban yang dialami oleh para lemambang di dalam ritual *Timang Tuah*. Proses nyanyian ritual oleh para lemambang kurang dihayati oleh generasi muda masyarakat Iban kerana teks nyanyian kuno tersebut sukar difahami mereka. Tujuan karya ini dijalankan adalah untuk mengembalikan tradisi ritual Iban yang sudah hampir lenyap daripada kehidupan masyarakat Iban dan meninjau hasil respons penonton terhadap karya *Timang XekorY*. Respons, komen dan maklumbalas dari setiap pendengar atau penonton, dilihat sebagai tujuan utama untuk menemukan titiktemu pemahaman mereka terhadap ritual timang tuah itu, sehingga boleh melahirkan rasa ingin tahu, kemudiannya menghargai dan rasa memiliki akan budaya lama ini. Hasil penyelidikan ini memperolehi seramai 72% generasi muda Iban kurang memahami akan ritual Iban itu. Maklumbalas pelajar muzik dari Universiti Pendidikan Sultan Idris dan pelajar muzik dari Universiti Malaysia Sarawak diperolehi sebanyak 88% mengatakan ingin melihat proses ritual *timang tuah* yang sebenarnya. Respons terhadap karya *Timang XekorY* dianggap penting untuk dijadikan sebagai salah satu alat pengukur bagi mengukur keberhasilan karya *Timang XekorY* ini.

Keywords: Menghargai, Respons, Ritual Timang Tuah, Timang XekorY, Teks Nyanyian Kuno

Design Exploration of Culvert-Proka Concrete Artificial Reef in Sarawak, Malaysia

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ABSTRACT

The function of coral reefs for marine life such as fishes is to find food and serve as their shelter. The extinction of natural coral reef makes the current natural artificial reefs insufficient for the marine life. The current approach to the development of the construction and design of artificial reefs requires a high construction cost followed by a significant amount of time taken to finish the construction project. Though, there is a need for a less expensive and less time-consuming construction work by developing new designs and method for the artificial reefs. Hence, to overcome the problem, artificial reefs has become an alternative to reform a new reef ecosystem in the sea. This study proposes a new structural design and construction of artificial reefs units which had been deployed at selected Department of Fisheries Malaysia (DoFM) areas in Sarawak. Early findings show, after a year of deployment in the sea, the new artificial reef structure (Culvert-PROKA) is in good condition where it stays stable and intact at the bottom of the sea. Other than that, scientific fish population study had shown that the new design is successful in its purpose in protecting, regenerating, and enhancing the population of the marine resources. Moreover, the new design has proven to be cost and time saving.

Keywords: Artificial reef, Conservation, Resource restoration, Coastal management, Structural design, Culvert Reef, Coral Propagation

Product Service System (PSS) Approach in High Competitive Sharing Accommodation: A Comparative Study on AirBnB and Tujia

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ABSTRACT

The purpose of this study is to improve the existing defects of Sharing Accommodation Product Service System through insight into the pain points of customer experience of sharing accommodation services, to improve customer satisfaction. In this study, Airbnb and Tujia (Chinese local brands) were selected as the subjects for comparative study. By collecting and sorting out references, the research background of sharing accommodation is analyzed in depth. Research methods of service design, such as Customer journey map, Persona, and Service blueprint, are adopted to gain insight into customer needs, identify pain points and propose the hypothesis of service innovation proposal. Tools such as Kano Model and Potential Customer Satisfaction are used to test and determine schemes for the innovation proposal. Finally, the innovation proposal is displayed through the Service Scenario. The research results can help the operators identify and improve the elements of the product service system, provide a reference for the upgrading and transformation of the existing sharing accommodation product service system, provide a higher quality customer experience and promote the healthy development of the sharing accommodation market.

Keywords: Sharing Accommodation, Product Service System, Service Design, Innovation

*This research was supported by BK21 Four Service Design driven Social Innovation Education Research Team in Dongseo University.

Analysis of Grassroots Innovation Practice Towards Sustainable Development in Malaysia

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ABSTRACT

Grassroots innovation is the activity use multiple resources or indigenous technology to create the innovation in more creative way and take it into the improvement of the community and environment. This product or process created at the bottom of the pyramid, usually due to necessity, difficulty and challenge as Malaysia plan to become a high income developed nation through several initiatives such as lifelong learning and innovation. Malaysian are encourage to involve with education program in order to improve their knowledge and skills. These grassroots activities need to be discovered as it will affect the income and social value. The local grassroots innovator have difficulty to commercialize the innovation due to lack of skills, knowledge and technology applied. This study is to identify what is the grassroots innovation and the process in developing innovation and how to complement the innovation towards commercialization. Local innovator adapt with the new product development process as a mutual understanding and for grassroots sustainable development.

Keywords: Grassroots Innovation, New product Development Process, Grassroots Sustainable Development.

Characteristics of Batik Pattern of Miao Ethnicity in Xiangxi, China

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ABSTRACT

Batik is one of the most representative traditional hand dyeing art of China's minority nationalities. It has maintained distinct regional and national characteristics in the long term development process. The batik of the Miao people in Xiangxi is the carrier of the people's history and culture in the Xiangxi area, reflecting the religious worship and belief of the Miao people in Xiangxi. Batik embodies the Miao spirit in Xiangxi, with a strong sense of national identity and belonging. Through the relevant information, this paper consults from the history of Xiangxi Miao batik extension to Xiangxi Miao batik patterns of production. This paper analyzes the types of batik patterns of Miao Ethnicity in Xiangxi and briefly explains the method of making batik patterns of Miao Ethnicity. On this basis, from the three aspects of pattern structure, pattern meaning, and colour selection, this paper expounds the main artistic characteristics of the batik pattern of Miao Ethnicity in Xiangxi to support the inheritance and development of the heritage and development of complementary national skills. It will provide theoretical reference and a basis for further development.

Keywords: *Miao Ethnicity, Xiangxi Batik, Pattern*

The Modeling Classification of the Crown of Aristocrat Women of Song Dynasty

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ABSTRACT

A crown is one of the numerous headgear decoration of ancient Chinese women, Chinese women reached the peak of wearing a crown in the Song Dynasty. Especially the crowns of aristocratic women in the Song Dynasty, with rich categories, exquisite luxury and matchless ingenuity. This paper uses three materials: written records in ancient books, legacy of historical images and archaeological objects unearthed to analyzes and classifies the crowns and ornaments of aristocrat women in the Song Dynasty. The crown of aristocrat women in the Song Dynasty can be divided into the ritual crown and informal crown, which can be further subdivided from the aspects of shape and material. Through the case study of the typical crown, the crown decoration style of the aristocratic women in the Song Dynasty can be restored and reproduced to the greatest extent. This paper also provides a better understanding of the lifestyle of women in the Song Dynasty.

Keywords: Song Dynasty, Aristocrat Women, Crown, Classification.

Factor Analysis of Tourism Apps Features By Tourist in Kuching, Sarawak

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ABSTRACT

This paper highlights the factor analysis of tourism apps features that anticipate the needs and demands of travelers. This features are crucial for the tourism industry in promoting the arts, culture, and heritage while facilitating the travel organization in managing their business. Producing apps need absolute research on needs and demands of inbound and outbound tourist. Hence, this paper shows the items needed in the tourism apps features. Quantitative method used to collect the data then analyze factor analysis using Statistical Package for Social Science. The findings revealed there are four features need to be include in the tourism apps such as; natural attraction, accommodation, facilities, activities and safety.

Keywords: Tourism Apps; Application; Tourism Sector; Travelers

Hypotheses Testing on the Validity of Effective Communication and Common Motif of Selayah Keringkam

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ABSTRACT

This article aims to discuss the result of the Hypothesis testing on the effective communication channel in delivering common motif in Selayah Keringkam by assessing the local and International tourists' preference. Mix methods have been using in this study by distributing 384 questionnaires and in-depth interview session with related informants and authorities. The findings revealed the hypothesis testing supported the aspects of Common Motif in Selayah Keringkam as the independent variables, and in-personal communication and non-communication channels as the dependent variables and Effective Communication as a mediator has a substantial relationship. At the end, new framework has been proposed coinciding with the result of hypothesis testing.

Keywords: Selayah Keringkam, communication channel, common motif

Product Service System (PSS) based Smart Sleep Business Model

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ABSTRACT

In recent years, there has been an increase in demand for assisted sleep products and personalised sleep content. The rapid growth of smart devices has opened up new possibilities and ideas for sleep product design. Personas were constructed in this study after studying the physical, mental, and cognitive characteristics of the target demographic. The benefits and drawbacks of currently available sleep products are studied, analysed, and summarised. After a thorough examination of the stakeholders' interactions, a workshop was held. Brainstorming generates a great number of ideas, which are then organically combined and summarised using the KJ technique to grasp the essence and identify the optimum answer for building a smart sleep product service system. The Kano model is utilised once more to test and finalise the idea. Import the plan into PSS Board to organise the service system and develop a design strategy, and then use System Map to visualise the smart sleep product system. Use Storyboard to draw the service process and create a Business Model Canvas based on Personas. A multi-party collaboration and win-win smart sleep product service system that may effectively increase sleep quality is acquired after examination by specialists. It's a great resource for established sleep product firms looking to update and adapt.

Keywords: Sleep quality, Product Service System(PSS), Smart sleep products

*This research was supported by BK21 Four Service Design driven Social Innovation Education Research Team in Dongseo University.

Product Service System(PSS) Business Model of Beauty Device

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ABSTRACT

The importance of the Product Service System (PSS) is being highlighted as part of the convergence of products and services to enhance the added value of manufacturing industry. PSS was first defined by Goedkoop in 1999. In this study, the final research purpose was to develop a new business model of sustainable product service system based on Roy's four PSS models and beauty and healthcare products as examples. Qualitative and quantitative research methods were applied as specific research methods. First, I set male and female customers in their 20s and 30s as the main targets and brainstormed various ideas for questions about "Why do you use beauty devices?", As a qualitative research method, the KJ method was applied and the results showed that personal factors, lazy, information disclosure in order of importance. Second, the survey was conducted on women and men in their 20s and 30s who were set as target customers and found personal preference factors, manage method, convenient factors. Finally, we propose a final business model based on Roy's four PSS models.

Keywords: Product Service System(PSS), Beauty Device, Business Model

*This research was supported by BK21 Four Service Design driven Social Innovation Education Research Team in Dongseo University.

Participants Insights on Business Models for Urban Community: A Case Study From Urban Regeneration Projects in Korea

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ABSTRACT

Poor housing, living conditions due to ageing dwellings, and insufficient infrastructure are common socioeconomic concerns in the fading developed cities where low-income Koreans live. It is pushing for complete urban regeneration initiatives such as economy, society, and culture, as well as physical projects, in order to "reinvent a competitive city where people are happy," since the necessity for systematic governmental policies on urban decline has evolved. The Ministry of Land, Infrastructure and Transport arranged a 1:1 survey on urban regeneration initiatives, and 103 public officials, relevant institutions, researchers, and service employees engaged in urban regeneration. According to the survey, the majority of respondents (65.0 percent) claimed they had a poor comprehension of the overall process of urban regeneration initiatives. Difficulties in comprehending the stage of urban regeneration projects, a lack of seminars and education relevant to urban regeneration projects, and task distribution were all cited as factors. It is necessary to have a thorough awareness of the entire business process and each stage in order to effectively promote urban regeneration projects with long-term goals of more than five years. This research offered policy initiatives and business execution process models to improve participants' comprehension of urban regeneration projects.

Keywords: Urban Regeneration, Understanding Business, Participants

*This research was supported by BK21 Four Service Design driven Social Innovation Education Research Team in Dongseo University.

Towards Tactile Transformative Sculpture: Concept and Works

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ABSTRACT

We will be discussing regarding tactile transformative sculpture (TTT), which is a style that involves sculpture (made from various ready-made objects and 3D prints) that can convert from one form to another form. The sculpture works are very much influenced from pop culture, especially from Transformers and MASK depicted as films, animations and toys. What we find so interesting about Transformers' and MASK's designs are the techno-abilities of the characters to transform from one shape to another shape, sometimes multiple shapes, and some characters can even combine with other machines to convert into one giant robot or monster. The production of the transformative sculpture employs a combination of materials such as recyclable objects, high-impact plastic, electronic and mechatronic parts. Our discussions on artistic process include early sketches, initial models, the TTT models, and will end with future outlooks for these type of works. We conclude the paper with successful exhibition of the TTT and the need for a vibrant transformative sculpture scene.

Keywords: Tactile transformative sculpture, pop culture, ready-made, design, Transformers

Digital Human and Mechanical Oppression in Psycho-Pass

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ABSTRACT

The advance of artificial intelligence (AI) is not without its ramifications. This includes the nature of AI playing a dominating role in digital culture, but more importantly, to the extent of having power to measure and ultimately decide human lives. Such extant can be seen in various form of media, especially so in Japanese animation (anime). My article deliberate on Psycho-Pass, a future cybertech anime series written by Gen Urobuchi and produced in 2012. The anime tells a story of a future world where laws and human conducts are regulated by sentient artificial intelligence named Sybil System, all in the name of society's well-being. My analysis touch on on the machine design in Psycho-Pass, in the context of transhumanism. Generally, transhumanism is an ideology that pursues the evolution of human race through new science and technology. At the same time, I discuss the ethical problems which ensue when humans' bodies and brains are dictated by AI. I conclude that our reality as digital human comes at a price of our soul being mechanically oppressed.

Keywords: Psycho-pass, anime, artificial intelligence, cyber society, digital human

Symbolism of the Dayak Motif on Sarawak Banknotes

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ABSTRACT

This paper highlights the use of Dayak ornamental motifs in the illustration design of Sarawak banknotes from 1841 to the present. The purpose of this study is to examine the function of the Dayak motif as a symbol of national identity. Dayak motifs are a type of visual art created by the Dayak people of Borneo. Dayak motifs are traditionally used as decorative motifs on various cultural materials for the daily use of Dayak people. The research method uses visual content analysis, identifying and discussing each specimen of banknotes found with Dayak motifs in their illustrative designs. Visual data collection from a total of 62 specimens of banknotes issued by the Brooke government, the Japanese occupation government of British Borneo, the British Borneo government, and the Malaysian government, found only 20 specimens or 32 percent contained Dayak motifs in the design. The results showed that the use of the Dayak motif in the design of banknotes by each government has indicated recognition of Dayak citizenship as a symbol of national identity.

Keywords: Dayak Motif, Symbolism, Sarawak Banknotes, Banknotes Design

The Revival of Collectivism in Graphic Design: Standardization of Chinese Store Signage

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ABSTRACT

After policy reforms and the open economy, Chinese design was heavily influenced by Hong Kong and Macau designers, who were pioneers in applying Western design philosophy. Confucianism and collectivism once dominated Chinese culture and ideology and embraced Western individualism. This phenomenon is seen in modern Chinese graphic design, for example, the reduction of the use of traditional Chinese design elements such as calligraphy and the introduction of Western elements such as Latin characters. The rapid aesthetic change in tandem with the democratization of computer technology means anyone can design with little or no formal design training. The consequence was visual chaos and visual disorder in cities streets, especially in small towns without adequate government organization. This study implemented a visual analysis method using store signage as a data sample to discuss the rise of collectivism in Chinese graphic design and its possible influence through research and analysis of Chinese design history. Findings are particularly important as a basis for theoretical studies in low-income cities of how to deal with the changing emergence of new collectivism in Chinese graphic design.

Keywords: Chinese Signage, Chinese Graphic Design, Visual Communication, Branding, Design Standardization

Motif Paluan Asli ‘Magagung’ Gong Kaum Kadazan Di Penampang

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ABSTRAK

Alat muzik gong merupakan salah satu signifikan bagi kaum Kadazan di Penampang. Jenis rentak dan paluan yang dimainkan mempunyai makna dan signifikan tersendiri. Selain terkait dengan cerita rakyat Dusun atau cerita mitos, alat muzik gong ini menjadi sumber bunyi utama dalam aktiviti ritual dan keagamaan. Perkembangan teknologi dan kesan demografi serta geografi telah menjadikan paluan ‘Magagung’ gong kaum Kadazan tidak sama lagi seperti motif paluan yang asli. Perbincangan terhadap motif paluan asli ‘Magagung’ gong kaum Kadazan akan dihasilkan dalam penyelidikan ini. Artikel juga akan membincangkan perbezaan motif paluan asli ‘Magagung’ kaum Kadazan dengan paluan gong yang lain. Sehubungan dengan itu, penyelidikan ini akan menghasilkan temuan dalam bentuk analisis terhadap perkembangan motif yang menjadikan perbezaan antara paluan asli ‘Magagung’ dengan paluan gong yang lain. Dapatan kajian ini amat penting sebagai rujukan kepada generasi baharu dan seterusnya memelihara motif paluan asli ‘Magagung’. Hasil kajian ini juga di gunakan untuk membangunkan seni muzik gong di Sabah.

Kata kunci: Magagung; motif; alat muzik gong; paluan.

Outdoors in the Sense of Place and Identity of Local Community: The Setting for Public Art

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ABSTRACT

This paper explores four published articles that report on results from research conducted on online and offline relationships and their understanding to Public Art and the future of outdoors in the sense of place and identity of local community. Public art is not simply art placed out site. What matters is the quality needed and it must be shared by all objects that provoke our aesthetic emotions and relevant to stand out as a significant form. It can be a project otherwise so critical of the most conservation tradition in monuments and the monumental which is sometimes fails to include any definition of “public space” and “Public Art”. Liliana Ramos Collarado (2009) stated that the imprecision should not be surprising with local laws, concerning historical preservation, intellectual property and the promotion of the communal heritage lack clear definitions of such important terms as “heritage”, “preservation”, “culture”, “artwork” and “intellectual property”. The outcome of this paper is hoped to provide a better understanding of Public Art as contributing to the local community for better quality of public realm.

Keywords: Outdoors, Sense of Place and Identity, Local Community, Public Art

New Concept and Approach for Art Exhibition in Contemporary Development of Modern Art in 2020

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ABSTRACT

Thematic art exhibitions organized by local authority are an important event for local artists, which also served as a platform that feature their innovative and creative development collectively. Conventional methods of engaging both viewers and painters are revised cautiously during pandemic time, to ensure that they can continue a relationship that serves and maintained artistic interest and continuation of contemporary development in art with social restriction and physical distancing in public spaces. The first part of the paper describes how the exhibit was conducted with restricted measures dictated by the authority and secondly, to describe new ways of approaching and attracting viewers, and appealing to the younger generation. Data collected in the survey conducted during the exhibition was targeted to understand their preferences and type of artworks there are prone to or expected to see. This data will help organizer and curator to understand and identify the type of artworks that can be featured in future art exhibitions and range of audience they should target on, while analytical data shows common interests among younger generation or the millennial towards innovative and futuristic development in contemporary art are high in demand, particularly when recent lifestyles and social media are closely inter-related.

Keywords: Modern Art, Contemporary Art, Borneo Art, Sarawak Modern Art, Art Curation.

The Dusun Tindal Residents of Lasau Tintapon in Kota Belud, Sabah, Have A Long Tradition of Using Tajau

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ABSTRACT

The use of “Tajau” as a Dusun Tindal counting custom was investigated in this study. Furthermore, this research will explain how, a century ago, this native used the name “Tajau”. This paper also uses a qualitative strategy to acquire information, with sources being interviewed. An informant who is both an expert and a traditional chief in this village took the researcher can assess and comprehend the “Tajau” use in the study more thoroughly. Furthermore, this study shows that “Tajau” has been employed since the first World War, until the twenty-first century. This tent has a variety of applications, including food and beverage storage, but due to the passage of time, its use is becoming less common, particularly in this community. However, there is some evidence to suggest that “Tajau” was used in the past. The use of “Tajau” has decreased in recent years as a result of modernisation in society. Yet, the relevance of this study’s knowledge to the general use of “Tajau” a long time ago cannot be overstated. Future researchers may benefit from the findings of this study’s research.

Keywords: *Tajau*, use of *tajau*, evidence, history of *tajau*, modernisation

The Uniqueness of The Motif Design in The Community of Uma Ukit Belaga, Sarawak

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ABSTRACT

This article discusses the Uma Ukit Koyan community's unique motifs as well as the function of motifs. This study using a qualitative method approach. Researchers conducted this study by conducting online interviews with residents of the Uma Ukit Koyan in Belaga, Sarawak. According to the findings, it was found the motifs of Uma Ukit are inspired by natural elements of flora and fauna, as well as beliefs passed down through generations. Their motifs were known as *hudok*, such as *hudok sengiro*, *hudok Asok/asu*, *hudok pusung tubak*, and *hudok lino/kelunan*. These motifs can be found most prominently in *bukui* (traditional women's jewelry), *singau* (traditional hats), and *avet* (traditional carrying bag for baby). Most of the *hudok* created for royal descent even motifs *hudok sengiro* that created at *avet* is for babies of royal descent. The Community is also known by Ruai and has been called "*Weihago*" and "*Letikan*" that is created from rattan and it takes six months or more per door to finish. One of the walls at Uma Ukit is inspired by the Sarawak vase and eyes. In conclusion, the motifs that inspired the Uma Ukit community were strongly influenced by aspects of their culture and life.

Keywords: Motif art, Uma Ukit, hudok, royal descent, ruai.

Challenges of Handicraft Products Marketing and Promotion Amongst Iban Entrepreneurs in Sarawak

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ABSTRACT

The primary goal of this study was to investigate the difficulties encountered by handicraft marketing in implementing product promotion strategies among Iban entrepreneurs in Sarawak. This research focused on strategies, and the challenges involved in implementing promotional activities. Fieldwork was conducted at several locations in Kapit and Song district. The data collected through open-ended questionnaires by email and followed by face-to-face interviews with the respondents. The outcomes showed that personal selling is the most effective technique. Social media like Facebook, WhatsApp, Instagram, personal selling, and trade fairs are not commonly applicable. Government negligence, exploitation, lack of training, lack of financial support, expensive working tools, and lack of ownership to the working places were the most critical challenges, especially in the rural area. Other striking results that the handicraft sector is dominated by owners and operators with low education levels and is also attracting extremely few youngsters, which threatens its future sustainability. The study recommends that the government come forward with support that would create an environment for all stakeholders, including financial institutions, training institutions, and NGOs, to lend a helping hand in promoting skills development in the area, as well as the promotion of Iban entrepreneurs handicraft marketing and products.

Keywords: Entrepreneurs, handicraft, Iban, rural development, marketing strategies.

Classification of Mathematical Transformation Concepts in Pua Kumbu based on Frieze Patterns

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ABSTRACT

Pua Kumbu, the beautiful traditional textile of the Iban in Sarawak, is generally appreciated for its exquisite patterns and designs. This paper aims to explore the examples of mathematical ideas which exist in motifs produced by weavers in Sarawak. Although it is still in the form of preliminary observations, it has been revealed that the principles of geometry such as enlargement, reflection, rotation, and translation are often used in the Pua Kumbu patterns in Sarawak. This woven art by the Ibans indirectly applies the principles of geometry in the form of beautiful and high-value motifs, even if they are not familiar with the concept of transformation taught in school. The observation and interview sessions were conducted with the weavers to identify some of the basic mathematical concepts such as transformations, accuracy and equality, measurement and estimation.

Keywords: Pua Kumbu, weaving, mathematical concepts, frieze patterns

Chinese Generation-X Preference for Latin-based Typography Brand Identity in Chinese Domestic Market

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ABSTRACT

This paper discusses the role of Chinese Generation-X as a key consumer force transforming the current domestic market in China. Exposure from Western culture through social platforms and the entry of international companies into China over the decades has propelled Latin-based typography brand identity to become increasingly important for design elements and ubiquitous in Chinese. This research uses a combination of quantitative and qualitative research methods, with a focus on Chinese Gen-X target groups from major cities in China, especially in Shanghai where more and more brand identities are planned either or entirely in dynamic and abstract Latin letters. This study explores the knowledge and understanding of the typefaces preferred by the Chinese Gen-X. The results of this study will serve as a practical guide so that designers in the field can use Latin characters better in the Chinese market. In conclusion, this paper indicates that Latin typographic design features in Western countries influence Chinese Gen-X acceptance to more dynamic and expressive Latin typeface trends in consumer market product design in China.

Keywords: Chinese Generation-X, Logotype, Latin Typeface, Typography

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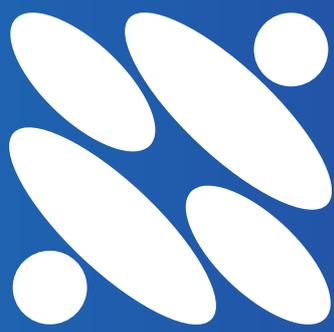
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