

INTERNATIONAL CONFERENCE
ON ART, CULTURE & HERITAGE

ART, CULTURE & HERITAGE

For Societal Wellbeing :
DEVELOPING TRANSFORMATIONAL

STRATEGIES

15TH-16TH December 2021

Wednesday

 Zoom Online Platform



PROGRAM BOOK

Organised by:



Co-organiser:



Scopus[®]

Digital Applications in Archaeology
and Cultural Heritage (DAACH) Journal

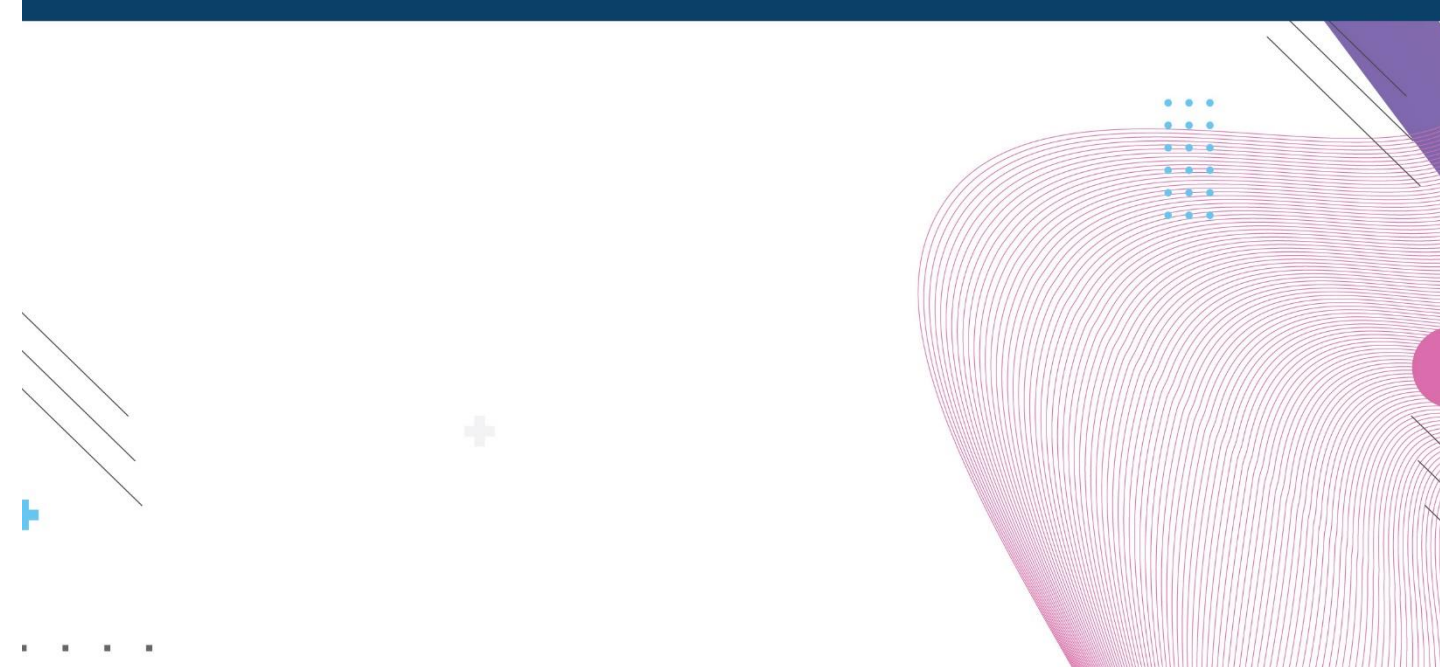
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 <http://conference.ucyp.edu.my>
 email : icacheucyp.edu.my



INTERNATIONAL CONFERENCE ON ART, CULTURE
& HERITAGE

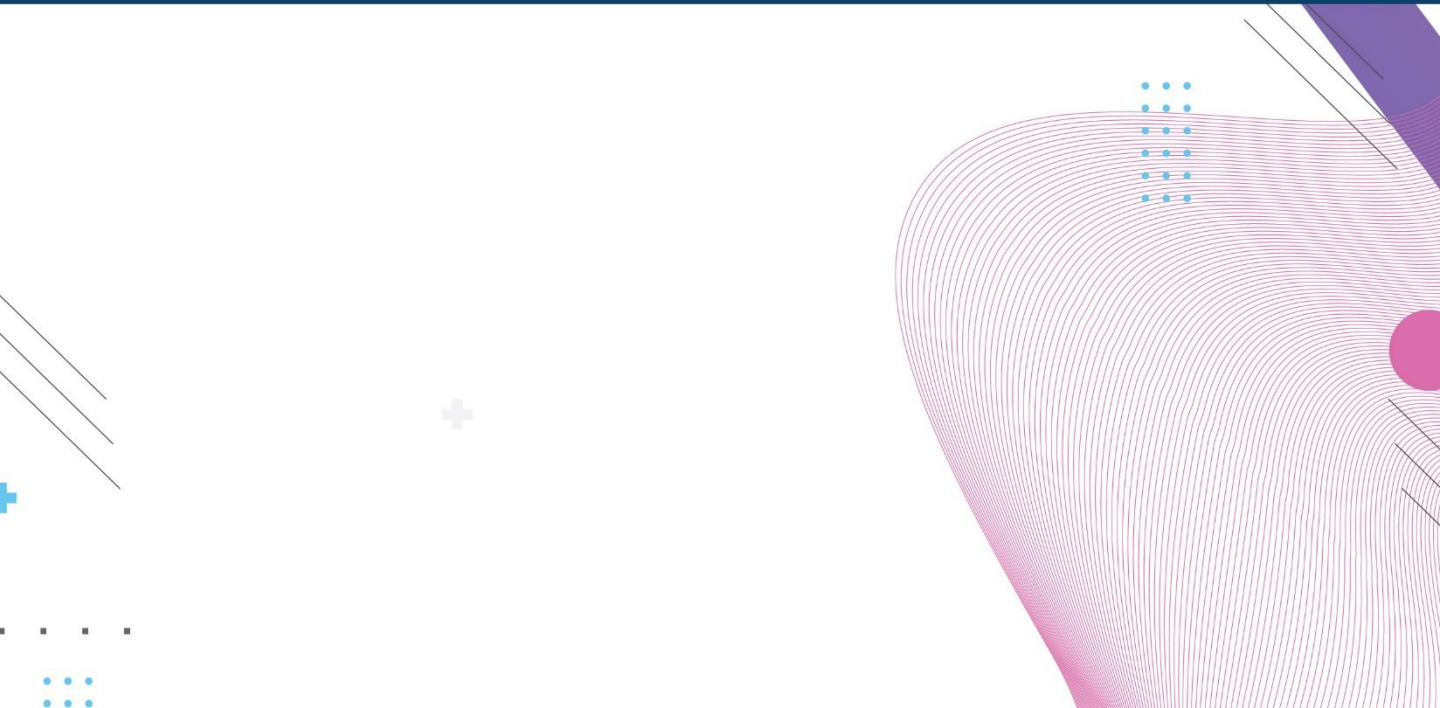
ART, CULTURE & HERITAGE
For Societal Wellbeing:
DEVELOPING TRANSFORMATIONAL STRATEGIES



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INTRODUCTION





Assalamu'alaikum and Good Day
Respectful invited speakers
Presenters, participants, and committee members

Welcome to International Conference on Art, Culture and Heritage or ICACH2021. I am pleased to welcome all presenters and participants to this two-day INTERNATIONAL CONFERENCE ON ART, CULTURE AND HERITAGE 2021. I also would like to welcome everyone especially the invited speakers and participants from all around the world who have joined us today to share your knowledge and vast experiences in our conference. This is the first conference organized by Faculty of Creative Art (FCA) of UCYP Malaysia which is completely conducted on a digital platform due to the new norm.

ICACH 2021 is an educational platform for all participants worldwide to share and unleash their latest findings, views, ideas and issues on art, culture and heritage especially in this challenging time. The theme of this conference is Art, Culture and Heritage for Societal Wellbeing: Developing Transformational Strategies. This conference could be one of the best platforms to develop art, culture and heritage as strategies to create unity and diversity out of being creative, innovative and predictive. The ultimate goal of this conference is to generate both national and international framework for the art, culture and heritage educational system in the future of aftermath Covid-19.

Ladies and Gentlemen,
ICACH 2021 is specially designed to reach a general audience because the insights, findings and views are applicable in their daily lives. All topics for the two-day conference were chosen with practicality and experts' interests in mind. I hope that ICACH2021 will help the presenters, participants, researchers and practitioners to utilize the outcome of the conference and be an expert in the field.

Last but not least,
I hope everyone enjoys the hospitality provided during this virtual conference and stays with us until the end.

On behalf of UCYP, once again, I sincerely thank all the invited speakers, presenters and participants joining this ICACH 2021 conference. This kind of academic gathering should be continued to prosper the knowledge sharing towards excellence.

Thank you and have a fruitful conference.

Prof. Emeritus Dato' Dr. Ahmad Bin Haji Zainuddin
Vice Chancellor
UCYP Malaysia



Good day.

Distinguished Keynote Speaker and Invited Speakers
Distinguished guests from some universities
Presenters, participants, and committee

It is my utmost pleasure to welcome all participants to the International Conference on Art, Culture and Heritage (ICACH) 2021. The theme for the conference is “Art, Culture and Heritage for Societal Wellbeing: Developing Transformational Strategies”. Art, culture and heritage are the fundamental pillars of social wellbeing and sustainable development. Digital technologies are disrupting established practices and creating new opportunities for innovation across the creative economy. Arts and cultural organisations are experiencing transformational impacts using digital technologies. We hope that this conference will provide an excellent platform and ample opportunity to share research ideas related to the current and future of art, culture and heritage. These insightful research results, hopefully, will be able to provide comprehensive, adaptive, creative, and innovative solutions to deal with the issues. Furthermore, the participants will have the privilege to gather and exchange knowledge and establish networking across various integrative disciplines in a single platform.

In this virtual conference, we are honored to have our Vice Chancellor, Professor Emeritus Dato’ Dr. Hj. Ahmad Zainuddin as the distinguished keynote speaker and 4 invited speakers from different countries, namely Professor Ts. Dr. Ruslan Abd. Rahim, Professor Dr. Tjetjep Rohendi Rohidi, Professor Graeme Britton and Professor Emeritus Chesley John Skinner. We are also delighted to receive approximately 35 presenters from various countries such as Malaysia, Brunei, Singapore, Indonesia, Canada, and many more.

On behalf of the organizing committee, I would like to take this opportunity to express my sincere appreciation to Universiti Brunei Darussalam, University of Lethbridge, Universitas Negeri Semarang, Akademi Seni Budaya dan Warisan and Raffles University for the collaboration in organizing this conference. Our sincere thanks should also be conveyed to all the keynote speaker and invited speakers for their willingness to present their knowledge and ideas at the conference. Besides that, I would like to take this opportunity to express my heartfelt appreciation to all parties who have directly and indirectly contributed towards the success of this auspicious event, especially the dedicated and passionate committee members.

Lastly, wish you all the best in sharing ideas and benefiting from the conference. Thank you very much for your participation and hope to see you at our future event.

Assoc. Prof. Dr. Tan Li Pin
Deputy Vice-Chancellor Of Research And Industry Linkages,
UCYP Malaysia



Assalamu'alaikum Wr. Wb. and Good Day

Distinguished Keynote Speaker and Invited Speakers

Distinguished guests from local and international universities, presenters, participants, and committees

On behalf of ICACH'21 Organizing Committee, I would like to express my gratitude and welcome all participants to the International Conference on Art, Culture & Heritage 2021 with the theme, "Art, culture and heritage for societal wellbeing: Developing Transformational Strategies". Art influences society by changing opinions, instilling values and translating experiences across space and time. Art in this sense is communication, it allows people from different cultures and different times to communicate with each other via images, sounds and stories. Art is often a vehicle for social change.

ICACH'21 is a platform to gather all academicians, researchers and students to share and exchange knowledge in latest issues related to art, culture and heritage. Arts bring different people together, and culture helps to appreciate each other with their diversity. They bring about understanding. Lessons acquired from these subjects can be applied in learning positive behaviors and lifestyles that need consistency. Making improvements and progressing in life needs time. The results from various types of research, hopefully will discover the importance of creative and innovative solutions to deal with many challenges issues. All participants will have the privilege to gather and exchange knowledge and establish networking across numerous disciplines.

A special thanks to Professor Emeritus Dato' Dr Ahmad Hj. Zainuddin our Vice Chancellor, University College of Yayasan Pahang, UCYP as our keynote speaker and four invited speakers, namely, Professor Ts. Dr. Ruslan Abd. Rahim from Malaysia, Prof. Dr. Tjetjep Rohendi Rohidi from Indonesia, Professor Emeritus Graeme Britton from New Zealand and Professor Emeritus Graeme Britton from Canada for presenting their ideas in this virtual conference. We are also appreciating to welcome all presenters from various countries including Malaysia, Indonesia, Brunei, Canada and participants from many countries to take part in our 2-days conference.

A grateful appreciation also given to our co-organizers for their tremendous support to collaborate with University College of Yayasan Pahang in organizing this conference.

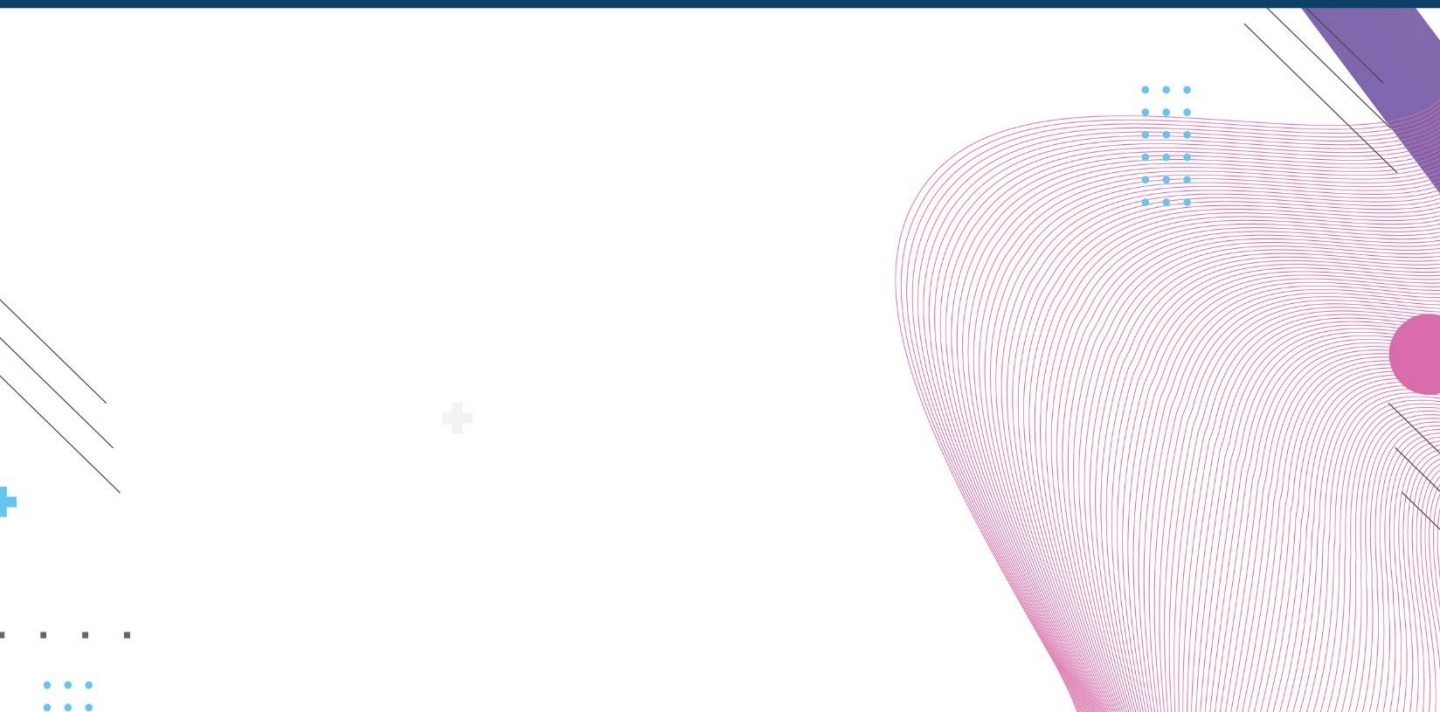
As a Conference Director of ICACH'21, I truly understand that the success of the conference is ultimately depends on the people who have giving full commitment in planning, organizing and supporting this event. I would like to express my deepest appreciation to our committee members and all parties for the commitment and effort to realize the international conference event.

Thank you very much for your participation. I wish you a successful conference and all the best.

Muhammad Helmi Bin Hj Muhammad Khir
Director ICACH'21
Faculty of Creative Arts (FCA)
UCYP Malaysia



RUNDOWN
Wednesday, 15 December 2021
Day 1



RUNDOWN
INTERNATIONAL CONFERENCE ON ART, CULTURE & HERITAGE
(ICACH '21)
15th – 16th December 2021
(Malaysia Time)

Day 1
Wednesday, December 15th, 2021

9.00 A.M	Registration Video Messages UCYP Corporate Video Co-organizer Videos Doa Recital
	Welcoming Remarks by UCYP Malaysia
9.30 A.M	Professor Emeritus Dato' Dr. Ahmad bin Haji Zainuddin Vice Chancellor University College of Yayasan Pahang (UCYP), Malaysia
9.45 A.M	Keynote Speaker Moderator: Mdm Suhaila Hj. Mukhtar Professor Emeritus Dato' Dr. Ahmad bin Haji Zainuddin Vice Chancellor University College of Yayasan Pahang (UCYP), Malaysia
10.25 A.M	Invited Speaker 1 Moderator: Mdm Suhaila Hj. Mukhtar Professor Emeritus Chesley John Skinner University of Lethbridge (Canada)
10.55 A.M	Invited Speaker 2 Moderator: Mdm Suhaila Hj. Mukhtar Prof. Dr. Tjetjep Rohendi Rohidi Universitas Negeri Semarang, Indonesia
11.25 A.M	Break

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Day 1
Wednesday, December 15th, 2021

Paper Presentation: Session I
Moderator: Mazlina bt Mohamad Salleh

11.30 A.M

Revitalising Pahang Iconic Shapes through Creating Digital-Printed Painting and QR-Coded Historical Archives

Mohd Pirdaus Mat Husain
Prof. Madya Dr. Mohd Nor Shahizan Ali
Muhammad Helmi Md Khir
Mohd Faisha Mohammad
University College of Yayasan Pahang, Malaysia
Universiti Kebangsaan Malaysia
Universiti Malaysia Sabah

11.45 A.M

A Strategy for Heritage Conservation and Industry based on Organisation-Territory- Technology Interconnectivity

Izni Azrein bin Noor Azalie
Gabriel Yong Yit Vui
Universiti Brunei Darussalam

12.00 P.M

Comparison and Enlightenment of Music Curriculum Standards in Primary Schools of Sino-Malaysia

Liu Ke
Dr. Johan Awang Bin Othman
Universiti Sains Malaysia

12.15 P.M

Chinese Heritage: Digitalising Oral Stories for Future Generations in Brunei Darussalam

Asst. Prof. Hannah M. Y. Ho
Universiti Brunei Darussalam

12.30P.M

Trend Forecast and Theme for Modest Wear for Malaysian Woman in Year 2022 (Malaysian Selected Celebration: Hari Raya)

Dr. Nur Fatin binti Umar
Lilinieta Talib
Universiti Teknologi Mara
Cawangan Sri Iskandar, Perak

RUNDOWN
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Day 1
Wednesday, December 15th, 2021

Paper Presentation: Session I
Moderator: Mazlina bt Mohamad Salleh

12.45 P.M

The Impacts of Video Marketing on Small and Medium Enterprises (SMEs) Towards Businesses Grow

Muhammad Luqmanul Hakim Johari
Mohd Pirdaus Mat Husain
Muhammad Helmi Md Khir
University College of Yayasan Pahang

1.00 P.M

BREAK

Paper Presentation: Session II
Moderator: Mohd Pirdaus B. Mat Husain

2.00 P.M

Eco-lexicons in Marine Ritual *Khanduri La'ot* In Acehnese Speech Community: From Eco-Lingusitic Perspective

Devi Pratiwy
University of Sumatera Utara, University of Islam of Sumatera Utara, Medan, Indonesia
Mulyadi
University of Sumatera Utara, Medan, Indonesia
Aaron Meko Mbeté
University of Warmadewa, Denpasar, Bali, Indonesia
Dwi Widayati
University of Sumatera Utara, Medan, Indonesia

2.15 P.M

Developing Model of Stunting Intervention by Empowering Local Community

Sukma Elida
Enda Silvia Putri
Dr. Firman Parlindungan
Arfah Husna
University of Teuku Umar, Aceh Barat, Indonesia

2.30 P.M

The Impact of Covid-19 Pandemic Towards the Arts Creativity and Ideas Among Local Artist in Pahang.

Muhammad Ali Imran Abdul Rashid Gorden
Mohd Pirdaus Mat Husain
University College of Yayasan Pahang, Malaysia

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Day 1
Wednesday, December 15th, 2021

Paper Presentation: Session II
Moderator: Mazlina bt Mohamad Salleh

2.45 P.M	<p>How Can A Festival Be Defined As A Brand? And Why Branding Is Essential To Festival?</p> <p>Shaik Azahar Shaik Hussain Quziana Mohd Rozi <i>University Malaysia Sarawak</i></p>
3.00 P.M	<p>A Review of Oboe Solo Composing Combined with Chinese Elements for Recent 10 Years</p> <p>Lu Guanheng <i>Universiti Sains Malaysia</i></p>
3.15 P.M	<p>Visitor Motivation To The Tun Jugah Foundation Gallery</p> <p>Shaik Azahar Shaik Hussain Nazfieziana Anak J Elias Mohd Irfan Hazrain Kamaruddin <i>University Malaysia Sarawak</i></p>
3.30 P.M	<p>Transforming National Language Policy Through Adopting A More Inclusive Approach For Indigenous Minority Languages In Malaysia And In Negara Brunei Darussalam</p> <p>Assc. Prof. James McLellan Muhammad Najib Noorashid <i>Universiti Brunei Darussalam</i></p>
3.45 P.M	<p>The Role of Arts in Mental Health Issues and Its Benefits: A Qualitative Analysis</p> <p>Nur Hafizah Mohd Khairon Mohd Pirdaus Mat Husain <i>University College of Yayasan Pahang</i></p>
4.00 P.M	<p>Co-creation: A Case Study of <i>Usungan</i> Parade Project</p> <p>Mohamad Faizuan Bin Mat Hasnul Jamal Saidon <i>Universiti Sains Malaysia</i></p>

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Day 1
Wednesday, December 15th, 2021

Paper Presentation: Session II
Moderator: Mazlina bt Mohamad Salleh

4.15 P.M

Socio Cultural Identity Shifting Through Symbolic Meanings In Sweet Soy Sauce Products In Indonesia

Yana Erlyana
Shierly Everlin
Bunda Mulia University

4.30 P.M

Inventing Apps: Fostering Cooperation and Innovation Through Informality

Asmali Haji Sulaiman
Universiti Brunei Darussalam

4.45 P.M

A Study on The Development of Cucuk Sanggul Design in The 17th Century

Aiqa Afiqah Isnin
Arba'iyah Ab Aziz
Mohamad Kamal Abd Aziz
Universiti Teknologi MARA, Shah Alam
***video presentation*

5.00 P.M

Merantau Minangkabau. A Reflection of Minangkabaunese Tradition in Hamka's Novels

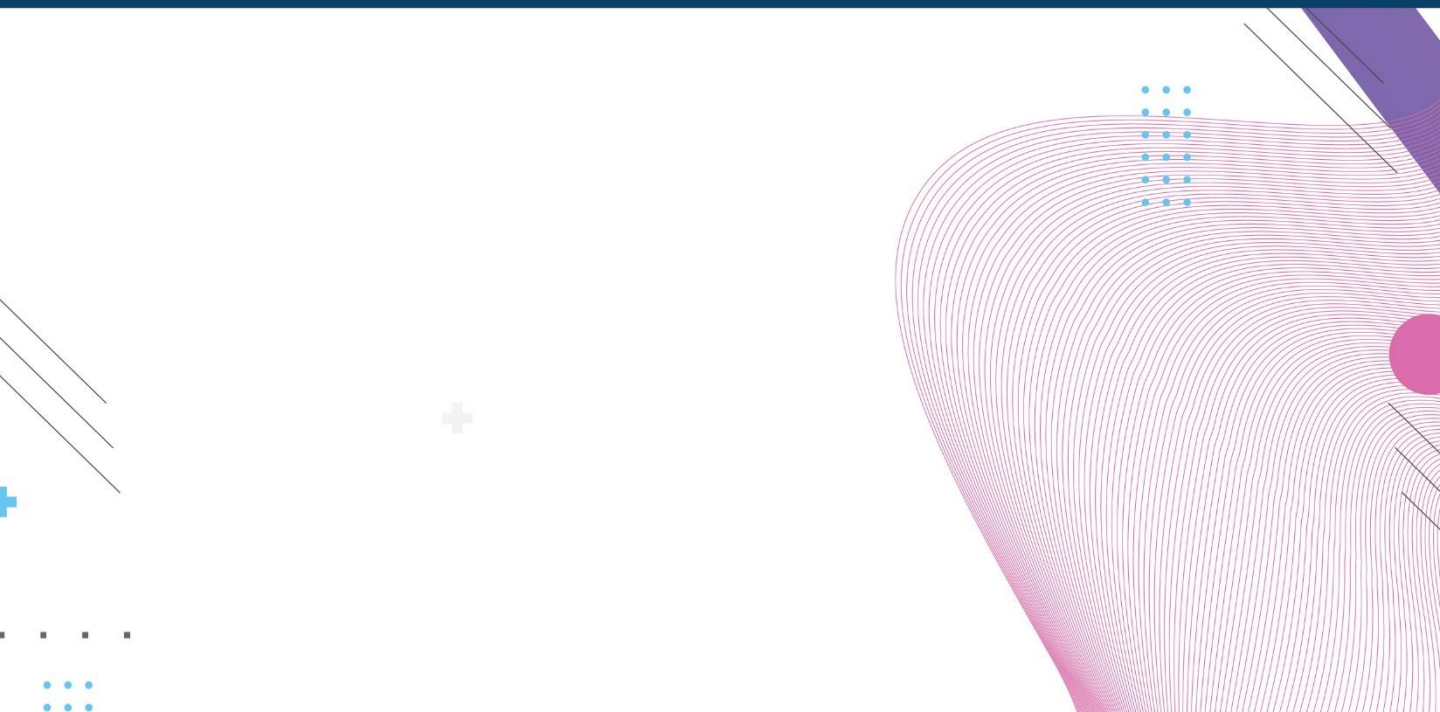
Pardi
Ikhwanuddin Nasution
Syaiyuddin
T. Thyrhaya Zein
University of Sumatera Utara, Medan, Indonesia

5.15 P.M

End of Day 1



RUNDOWN
Thursday, 16 December 2021
Day 2



RUNDOWN
INTERNATIONAL CONFERENCE ON ART, CULTURE & HERITAGE
(ICACH '21)
15th – 16th December 2021
(Malaysia Time)

Day 2
Thursday, December 16th, 2021

9.15 A.M	Registration Video Messages UCYP Corporate Video Co-organizer Videos
9.30 A.M	Invited Speaker 3 Moderator: Miss Slti Nur Ilyana Shaharin Professor Ts. Dr. Ruslan Abd. Rahim Rektor Akademi Seni Budaya Dan Warisan Kebangsaan (ASWARA), Malaysia
10.00 A.M	Invited Speaker 4 Moderator: Miss Slti Nur Ilyana Shaharin Dr. Graeme Britton, Emeritus Professor Raffles University, Singapore
10.30 A.M	BREAK

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Day 2
Thursday, December 16th, 2021

Paper Presentation: Session III
Moderator: Mohd Pirdaus bin Mat Husain

10.35 A.M	<p>Islamic Cultural Influences Towards Bumiputera SME Logo in Pahang: A Semiotic Analysis</p> <p>Muhammad Helmi Md Khir Prof. Madya Dr. Jamal Rizal bin Razali Mohd Pirdaus Mat Husain <i>University College of Yayasan Pahang Universiti Malaysia Pahang</i></p>
10.50 A.M	<p>Aesthetics Of The Bidayuh Community Kelasah Mat In Kampung Annah Rai</p> <p>Shaik Azahar Shaik Hussain Athirah Shahira'a Abdullah Badrul Hisham Alam Baharuddin Halim <i>University Malaysia Sarawak, UNIMAS</i></p>
11.05 A.M	<p>Crowd - Curation and Inclusive Heritage Through The Digitization of Architectural Heritage</p> <p>Asst. Prof. Rui Oliveira Lopes Asst. Prof. Aisyah Kumpoh Chester Keasberry Nurul Kamaliah <i>Universiti Brunei Darussalam</i></p>
11.20 A.M	<p>Positioning Pekan Pahang as Tourism Heritage Center Through Local Historical</p> <p>Nor Syahidatul Amira Norbayanti Abu Bakar Prof. Madya Dr. Jamal Rizal <i>University College of Yayasan Pahang</i></p>
11.35 A.M	<p>A Review on Comparison Between Malaysian Batik Motif and Its Indonesian Counterpart</p> <p>Roshida Abdul Majid Pujiyanto Alice Sabrina Ismail Muhammad Faizal Rani Fadhlina Ahmad @ Taufik Norshahida Azli <i>Universiti Teknologi Malaysia</i></p>

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Day 2
Thursday, December 16th, 2021

Paper Presentation: Session III
Moderator: Mohd Pirdaus bin Mat Husain

Promoting Kelantan Cultural Heritage Through Digital Illustration

11.50 A.M

Roziani Mat Nashir @ Mohd Nasir
Universiti Teknologi Mara , Kelantan
Ghazali Daimin
Universiti Teknologi Mara , Shah Alam
Mastura Mohd Jarit
Universiti Teknologi Mara , Shah Alam

12.05 P.M

The Struggle of Malay Woman in Andrea Hirata's Novel *Padang Bulan* and *Cinta dalam Gelas*

Rabiatul Adawiyah Siregar
Ikhwanuddin Nasution
Siti Norma Nasution
Mulyadi
University of Sumatera Utara, Medan, Indonesia

12.20 P.M

Kesan Permainan Video Atas Talian Terhadap Golongan Remaja

Wan Nor Eylina Binti Ab. Wahid
Mohd Pirdaus Mat Husain
University College of Yayasan Pahang, Malaysia
****Present in Malay language**

12.35 P.M

Local Wisdom in Achmad Tohari's Trilogy Novel Ronggeng Dukuh Paruk

Hidayati
Syaifuddin
Siti Norma Nasution
Masdiana Lubis
University of Sumatera Utara, Medan, Indonesia

12.50 P.M

The Effectiveness of Using Pahang Dialect in Advertisement

Tengku Mohd Faizul b Tengku Abdul Kadir
University College of Yayasan Pahang

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Day 2
Thursday, December 16th, 2021

Paper Presentation: Session III
Moderator: Mohd Pirdaus bin Mat Husain

01.05 P.M

Rekonstruksi Citra Dalam Tenun Pahang Sebagai Kearifan Tempatan dan Warisan Pahang

Norbayanti binti Abu Bakar
University College of Yayasan Pahang
Prof. Madya Dr. Jamal Rizal bin Razali
University Malaysia Pahang
Mohd Zamani Mohd Nor Peah
IPG Kampus Tengku Ampuan Afzan
Nor Syahidatul Amira Dzulkepli
University College of Yayasan Pahang
****Present in Malay language**

01.20 P.M

Closing
Moderator: Siti Nur Ilyana Shahrin
Best Presentation Award
Virtual Photo Session
Conference Ends

RUNDOWN
INTERNATIONAL CONFERENCE ON ART, CULTURE & HERITAGE
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Zoom Link, ID & Passcode

	15 December 2021 / DAY 1
Opening ICACH 2021, Keynote Speaker, Invited Speaker Presentation & Paper Presentation 9.00 a.m. – 5.00 p.m. (MYT)	Zoom Link, ID & Passcode
	Zoom Link: https://bit.ly/ICACH-15December2021 ID: 890 7756 2561 Passcode: 413305
	16 December 2021 / DAY 2
Invited Speaker Presentation, Paper Presentation & Closing ICACH 2021 9.00 a.m. – 2.00 p.m. (MYT)	Zoom Link: https://bit.ly/ICACH-16December2021 ID: 896 2736 8039 Passcode: 986873



KEYNOTE AND INVITED SPEAKERS' ABSTRACT

INTERNATIONAL CONFERENCE ON ART,
CULTURE & HERITAGE (ICACH '21)

15th & 16th December 2021



No	Paper's Title & Author (s)	Abstracts
1.	<p>The Arts And Sustainable Development</p> <p><i>Professor Emeritus Dato' Dr. Ahmad bin Haji Zainuddin Vice Chancellor University College of Yayasan Pahang (UCYP), Malaysia</i></p>	<p>ART is defined as the expression or application of human creative skill and imagination (Noad, 2007). The various branches of creative activity include design, painting, music, literature, and dance. The creative economy is not only one of the most rapidly growing sectors of the world's economy, it is also a highly transformative one in terms of income generation, job creation and export earnings. The arts are one of the world's most rapidly growing sectors contributing 3% of the global GDP. In addition to economic benefits, the cultural and creative industries also generate merit to people-centered value, sustainable urban and rural development, development of creativity and culture, and contribute to the achievement of 2030 Agenda. Creativity and culture also have a significant non-monetary value that contributes to inclusive social development. Culture is both a driver and an enabler of human and sustainable development. The covid-19 has paralysed the creative economy. From creation, production, distribution to access, no actor within the creative value chain has been spared its impact. Arts can support sustainable development and wellbeing. Arts do not only evoke your intellectual and emotions but they can generate occupational and professional skills and provide creative impactful solutions for industry and community through social innovation. Keywords: Arts, Creativity, Sustainable development, Creative industry</p>
2.	<p>The Arts and Societal Well-being</p> <p><i>Professor Emeritus Chesley John Skinner University of Lethbridge (Canada)</i></p>	<p>During this pandemic we have come to rely on the arts to help alleviate boredom, provide stimulation, and to keep us entertained. Book sales increased and the constant use of streaming platforms such as Netflix and Spotify attest to our need to escape the tedium of every day life. This paper looks at the intrinsic value of the arts and how they contribute to the well being of the community, enrich our inner individual lives, and enhance our emotional world.</p>
3.	<p>Art, Culture & Heritage : Reflection of Human Life Relation & Culture</p> <p><i>Prof. Dr. Tjetjep Rohendi Rohidi Universitas Negeri Semarang, Indonesia</i></p>	<p>Art is a cultural expression on related to the basic potential of human as socio-cultural beings. Art shows the biological potential of special hand function, and the other side with the development of cultural aesthetic imagination; hand and thought coordination. Art, in its emergence and development, is accepted as something of value. It reflects an organic configuration of design in which styles, aesthetic principles, social and religious organization appear to be interrelated. It is closely related to the competence of mastering the natural surroundings and social organization and in its development shows its potential as a means of accommodating innovative imagination.</p>

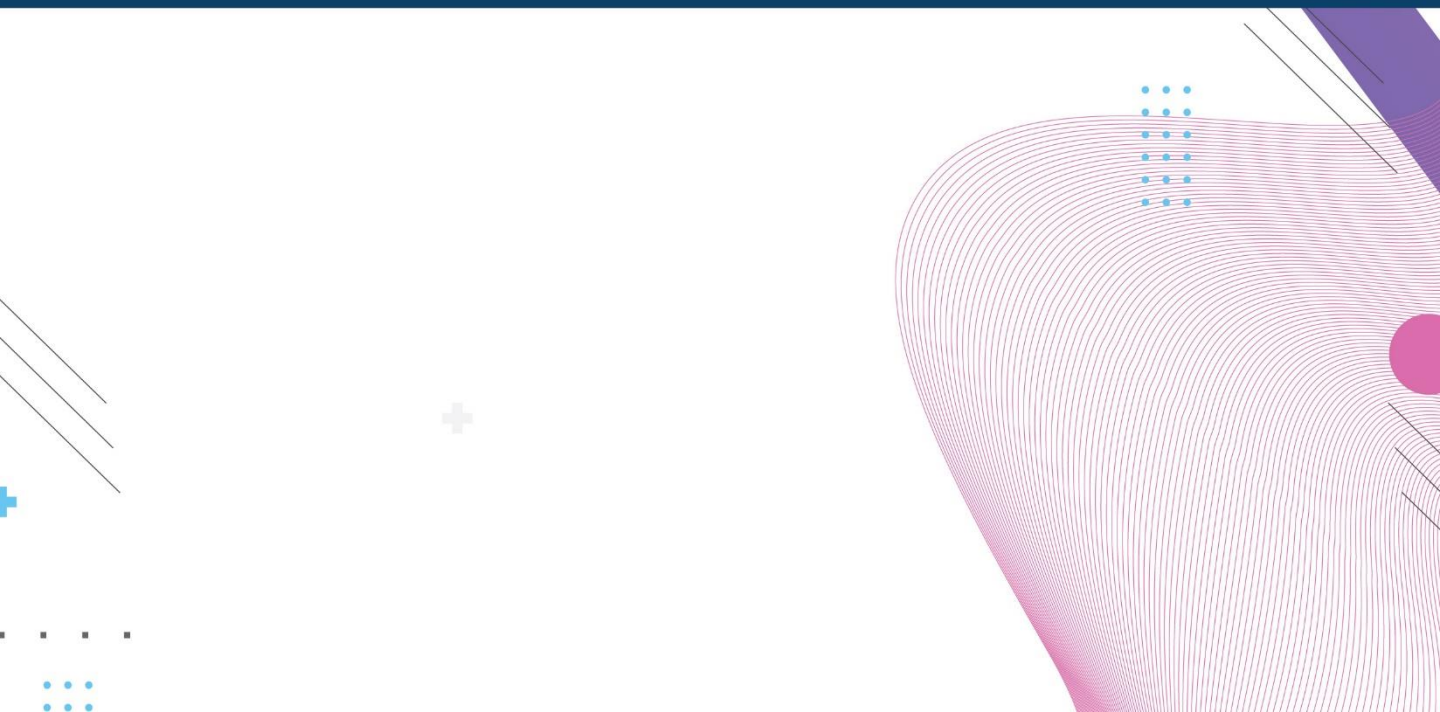
No	Paper's Title & Author (s)	Abstracts
4.	<p>A Transformation; Quo Vadis Art & Design Education?</p> <p>Professor Ts. Dr. Ruslan Abd. Rahim <i>Rektor Akademi Seni Budaya Dan Warisan Kebangsaan (ASWARA), Malaysia</i></p>	<p>This recent period of a global phenomenon where the Covid19 pandemic has certainly brought about a transformation of society at numerous levels. Academia is also not spared of the pandemic's long reach.</p> <p>It is observable that Societal Wellbeing has taken a top priority in all nations. The premise for the Arts, Culture & Heritage to be fully immersed and involved in Societal Wellbeing is clear. The clarion call has been made and there are many responses at all levels including the academic community at large.</p> <p>I would like to put forward that in the rise to assist society at large there is a need to perhaps reflect upon the challenges faced at the very heart of the educational curriculum.</p> <p>Does the current system of Art & Design education prepare us for the 21st century and beyond?</p> <p>Are we still within an insular perspective and somewhat dated mechanism of tacit knowledge transfer?</p> <p>Other learned professions such as law and medicine have in place a guided and advisory system embedded with their respective histories of professional practice.</p> <p>We as in the academic fraternity of Art & Design can chart our own course of action for a transformative change. We can aggressively link the creative profession towards a robust practitioner community; highly capable of fully realising the intrinsic value of Art in the 21st century and beyond. If we were to reflect on our present model of the existing curriculum, the inherent reference to the Bauhaus wheel diagram originated in 1920.</p> <p>Perhaps a evolution can take place in response to present day societal needs?</p> <p>Let's delve into this.</p>
5.	<p>Everyday Art</p> <p>Dr. Graeme Britton, Emeritus Professor <i>Raffles University</i></p>	<p>"Everyday Art" is my approach to community-based design. The aim is to provide good art for and in the community, to improve our urban and rural environments. This will also improve our heritage. I will explain the philosophy underlying my approach, Environmental Aesthetics, and how it can be applied in practice, illustrating with examples of student works and those of professional artists and designers. I will also discuss the role of universities in promoting community-based art.</p>



SELECTED ABSTRACTS

INTERNATIONAL CONFERENCE ON ART,
CULTURE & HERITAGE (ICACH '21)

15th & 16th December 2021



No	Paper's Title & Author (s)	Abstracts
1.	<p>Revitalising Pahang Iconic Shapes through Creating Digital-Printed Painting and QR-Coded Historical Archives</p> <p>Mohd Pirdaus Mat Husain <i>University College of Yayasan Pahang, Malaysia</i></p> <p>Mohd Nor Shahizan Ali <i>Universiti Kebangsaan Malaysia, Malaysia</i></p> <p>Muhammad Helmi Md Khir <i>University College of Yayasan Pahang, Malaysia</i></p> <p>Mohd Faisha Mohammad <i>University Malaysia Sabah</i></p>	<p>Iconic shapes become a part of the development of particular governments' social and economic profiles. Such as Kuantan Tower 188, Istana Abu Bakar in Pekan, Pahang Club in Kuala Lipis, and Mining tunnel in Sungai Lembing. The distinctiveness of these iconic shapes contributes significantly to the creation of social and cultural memory. Any iconic place and experience have been documented with digital photography. Since the 1960s, photographers have embraced photography to capture famous shapes, archaeological artefacts, and archaeological places. Furthermore, photographic documentation has been at the heart of archaeological research since the introduction of photography in the 19th century. As a result, this study provides a new way for highlighting the social and cultural implications of iconic shapes by producing a digitally printed picture and converting it into QR coded technological apps. In order to describe data in a constructive way, a descriptive analysis was used in this study to help describe, exhibit, or summarise data points in a constructive way and to be able to answer questions regarding who, what, where, when, and to what extent. In addition, a new digital printed-painting and QR technology will be designed to create a new way of appreciating these iconic shapes.</p> <p><i>Keywords: Archeology, Digital Photography, QR code, Iconic Pahang, Digital Technology</i></p>
2.	<p>A Strategy for Heritage Conservation and Industry based on Organisation-Territory-Technology Interconnectivity</p> <p>Izni Azrein bin Noor Azalie & Gabriel Yong Yit Vui <i>Universiti Brunei Darussalam</i></p>	<p>Traditional culture, particularly in performance arts, has become niche interests in the modern globalised world and with the rise of the cultural economy, cultural commodification is becoming more prevalent. This poses tremendous challenge to its conservation as intangible heritage. In Brunei, the decline of the performing art culture began with the arrival of television in the 1970s. Its demise and potential as a viable industry was dealt a heavy blow with the major changes in the Bruneian socio-cultural landscapes, which views unfavourably the more frivolous aspects of performing art culture and an over prescription of one of orderly and pageantry. The strict control on visual presentation and content is significant because it curtails creative expression, which is critical in performing arts. This also affects accuracy in heritage conservation. Our paper examines the viability of heritage conservation via a performing arts industry using Storper's triple helix model of interconnectivity between organisation, technology, and territory. It compares this interdependence before modernisation, post-Independence, and the current reality of a globalised, digitally-mediated world. Cross-sectional data was acquired through a questionnaire survey and interviews with a selection of performing arts players. Notwithstanding its preliminary stage, the study found positive interest in: (a) integrating elements into contemporary performing arts; (b) live, outdoor, purpose-built venues; and (c) use of digital media and channels. The paper also addresses persistent issues in the Brunei context within Storper's framework. It concludes with a strategy that has a high likelihood of being transformational.</p> <p><i>Keywords: Strategic reconfiguration, Digital realities, Conservation, Industrial organisation</i></p>

No	Paper's Title & Author (s)	Abstracts
3.	<p style="text-align: center;">Comparison and Enlightenment of Music Curriculum Standards in Primary Schools of Sino-Malaysia</p> <p style="text-align: center;">Liu Ke & Dr. Johan Awang Bin Othman <i>Universiti Sains Malaysia</i></p>	<p>In general, the primary school music curriculum standard is a teaching guiding program document stipulating the nature, objectives, contents and implementation suggestions of primary school music curriculum. In this paper, the music curriculum standards of primary schools in China and Malaysia from the structural framework, objectives and contents of the curriculum standards are compared and analyzed. Through a comparative analysis, it is found that the two countries have similarities and differences in the structural framework, objectives and contents of curriculum standards. The following four suggestions for the improvement and development of music curriculum standards in compulsory education in China is put forward based on the results of comparison and analysis: the goal of "reading and writing music score" should be more clear; the proportion of "performance" content needs to be increased; the "practicality" of the content needs to be further strengthened; the content of "glossary" shall be increased in the appendix.</p> <p><i>Keyword: China; Malaysia; Primary school music; Standard for curriculum</i></p>
4.	<p style="text-align: center;">Chinese Heritage: Digitalising Oral Stories for Future Generations in Brunei Darussalam</p> <p style="text-align: center;">Hannah M. Y. Ho <i>Universiti Brunei Darussalam</i></p>	<p>The global rise of China has resulted in questions of identity among the Chinese diaspora communities. In Southeast Asia, Chinese identity has been traditionally informed by cultural connections forged by preceding family members who once lived in and hailed from China. The Overseas Chinese today continue to uphold cultural values, practices, and beliefs that offer them a notion of their Chinese identity. In Brunei Darussalam, the ethnic Chinese people comprise the largest minority group, whose exclusion from indigenous categories ("rakyat jati") problematises their sense of identity and belonging. In this paper, empirical evidence gathered through oral stories from Bruneian citizens and permanent residents who identify themselves as Chinese is examined. Using snowball sampling, the interview data was collected to provide insights into the extent of cultural preservation and personal perceptions of Chinese identity across participants. The interview transcripts have since been digitalised, and are to be housed in the libraries of Chinese associations in Brunei Darussalam that have expressed an interest in documenting these personal yet communal stories for their respective members and larger community. For various Chinese associations, these digital records of Chinese stories serve as an important role not just as documentation of the lives of Chinese diaspora in Brunei Darussalam, but also as cultural heritage that contributes to the personal and social wellbeing of Brunei's Chinese communities.</p>

No	Paper's Title & Author (s)	Abstracts
5.	<p>Trend Forecast and Theme for Modest Wear for Malaysian Woman in Year 2022 (Malaysian Selected Celebration: Hari Raya)</p> <p>Nur Fatin binti Uma & Lilinieta Talib <i>Universiti Teknologi MARA (UiTM) Cawangan Seri Iskandar, Perak</i></p>	<p>Fashion trend forecasting is the prediction of mood, behaviour and buying habits of the consumer. It is no longer a question of identifying your customers by demographic and sociographic. Malaysia does not have any forecaster that predict the upcoming trend for fashion industry. Usually, Malaysian designers will usually refer to the international forecaster such as WGSN or trendwatching.com or else, to gain some idea to produce a design.</p> <p>This study was focused on the forecast of modesty fashion specifically for the 2022. The objectives were ₁. To establish a local trend forecasting and theme to use in local modest clothing. ₂. To analyse the trend forecast for modest wear on year 2022. ₃. To proposed a theme forecast of modest wear based from collected data of trend forecast for 2022. Quantitative method was used in this research. The questionnaire was created undertake a survey on the Trend Forecasting for Malaysia Modest Wear for year 2022 among woman 18 to 30 years old. Majority was Malay and it consist of government servant, private sector and students. A selected forecast company was used as a benchmark in creating the themes and concepts of modesty fashion forecast the year 2022 for Malaysia. The main Malaysian celebration that had been recognised, so the selected celebration was Hari Raya Aidilfitri (Eidul Fitr) and Hari Raya Haji (Eid Al-Adha). For each of these celebrations, four (4) themes were created to formulate the forecast.</p> <p><i>Keywords: Fashion, Trend, Forecasting, Modest wear, Malaysian Celebration, Factors, Theme Forecast, Benchmark.</i></p>
6.	<p>The Impacts of Video Marketing on Small and Medium Enterprises (SMEs) Towards Businesses Grow</p> <p>Muhammad Luqmanul Hakim Johari, Mohd Pirdaus Mat Husain & Muhammad Helmi Md Khir <i>University College of Yayasan Pahang</i></p>	<p>SME stands for small and medium enterprises. Small and medium enterprises (SMEs) are companies with fewer than 500 employees. In fact, the SMEs sector is critical to the modern economy, proving to be the engine of growth. The use of video on the internet is becoming increasingly common. Yes, we're stating the obvious, but video has emerged as both a major opportunity and a huge challenge for organisations' content marketing initiatives. Furthermore, after seeing a video, 53% started a search for the solution. This study focuses on the advantages of video marketing to small entrepreneurs in their businesses. The objective of this study was to identify the advantages of video marketing to small entrepreneurs. A quantitative method has been chosen which is a survey with total 180 respondents. The results show that the use of video marketing is more effective to help entrepreneurs grow their business. Apart from that, video marketing can also increase customer trust for a product or a new product. Therefore, entrepreneurs often use video marketing as the main way to further enhance their branding as well as their products or services in the market. The results of this study concluded that the use of video marketing is very important in product marketing as well as for small entrepreneurs.</p> <p><i>Keywords: Video marketing, small entrepreneurs, business, brand, trust, sales.</i></p>

No	Paper's Title & Author (s)	Abstracts
7.	<p>Eco-lexicons in Marine Ritual <i>Khanduri La'ot</i> in Acehese Speech Community: From Eco-linguistic Perspective</p> <p>Devi Pratiwy <i>University of Sumatera Utara, University of Islam of Sumatera Utara, Medan, Indonesia</i></p> <p>Mulyadi <i>University of Sumatera Utara, Medan, Indonesia</i></p> <p>Aron Meko Mbeté <i>University of Warmadewa, Denpasar, Bali, Indonesia</i></p> <p>Dwi Widayati <i>University of Sumatera Utara, Medan, Indonesia</i></p>	<p>This study is aimed to discover various eco-lexicons used in marine ritual known <i>khanduri la'ot</i> through eco-linguistic perspectives. This ritual was performed by Acehese community in Aceh Province, which is located in the tip of Sumatera Archipelago, Indonesia. The main objectives of this research are to describe the form and category of the eco-lexicons and their entities connected to the three dimensions of social praxis of the locale. This research follows the qualitative research method. The main data were gathered from the observation when the ritual was going on, and supporting data were from the in depth interview with the chief commander of the sea, named <i>Panglima la'ot</i>. The data were taken from the preparation and performing stages. The data then were analysed by adopting all the eco-lexicons available to grammatical structure of morphological and syntactical micro level to reveal their form and category. The dimensions of the eco-lexicons were covered by referring them to the cultural and contextual meaning of each lexicons. The result shows that marine ritual <i>khanduri la'ot</i> contains stems and word formed eco-lexicons including affixation, reduplication and composition. The categories existed are nouns, verbs and adjectives. The eco-lexicon entities utilized in the ritual refer to biological, sociological as well as ideological spiritual dimensions. The findings show that the ritual generated from the ancestor is full of indigenous knowledge and local wisdom connected to local environment.</p> <p>Keywords: <i>Eco-lexicon, marine ritual, three dimensions, social praxis, eco-linguistics.</i></p>
8.	<p>Developing Model of Stunting Intervention by Empowering Local Community</p> <p>Sukma Elida, Enda silvia Putri, Firman Parlindungan & Arfah Husna <i>University Teuku Umar, Aceh Barat, Indonesia</i></p>	<p>Stunting is a serious problem experienced by toddlers in the world, especially developing countries like Indonesia. Children who suffer from stunting are more susceptible to disease and are at risk for degenerative diseases. Data from a district in Indonesia, West Aceh, showed that the prevalence of stunting from 2015 to 2018 has increased rapidly, which then indicates that efforts to reduce stunting by the local government have not been successful. The purpose of this study is to provide evidence-based solution to stunting problem in West Aceh District by developing a stunting intervention model involving local community participation. The research design used a one group pretest-posttest experiment. Four villages with high cases of stunting situated in Kaway XVI sub-district become the locus of the intervention. As many as pregnant women and toddlers in the villages participated in this study. A baseline survey was conducted to evaluate the prevalence, nutritional status, and socio-economic status of the participants. Then, the participants received three months intervention on stunting education involving religious leaders. They also educated to make and consume high nutrition supplementary foods made by local ingredients. Additionally, food recall instruments were used to monitor changes over times on the pregnant women and toddler's nutritional status. The findings showed that there was significant decrease in indicators or conditions related to stunting in the villages after three months of intervention compared to cases before the intervention. The decrease includes the number of cases of pregnant women with chronic energy deficiency, low birth weight, and wasting on toddlers. This study informs educators, researchers, and policy makers about a culturally relevant-intervention for stunting which might be applicable in other contexts.</p> <p>Keywords: <i>Stunting, Intervention Model, Local Community, Nutrition</i></p>

No	Paper's Title & Author (s)	Abstracts
9.	<p>The Impact of Covid-19 Pandemic Towards the Arts Creativity and Ideas Among Local Artist in Pahang.</p> <p>Muhammad Ali Imran Abdul Rashid Gordon & Mohd Pirdaus Mat Husain <i>University College of Yayasan Pahang</i></p>	<p>Arts is something that is important in daily life and human growth from the aspect of physically and mentally. Creativity is more important than ever. The challenges of the 21st century require new ways of thinking, making it crucial for educators and policy makers to understand the processes of creative thinking and achievement. When people hear the word creativity, most often they first think of the arts. Both art making and art appreciation are deeply emotional processes. The arts take us on a rollercoaster ride of sadness, tranquility, and anguish (Ivcevic et al. 2014). This research objectives are to study the effect of Covid-19 Pandemic towards the creativity and generating new ideas among local artist in Pahang. A qualitative method has been used which is an in-depth interview with 7 local artists in Pahang. A set of question was prepared for the interview in order to get the data. Data were analyzed and there four major themes emerged from the discussion. The first theme is the impact of Covid-19 pandemic towards the artist creativity in creating an artwork. The second theme is the level of creativity in artist and the third theme is the obstacles that local artist face during the pandemic. The fourth theme is the growth and changes in art style among the local artist during the Covid-19 pandemic.</p> <p><i>Keywords: Arts creativity, idea generating, artist, Covid-19, qualitative</i></p>
10.	<p>How can a festival be defined as a brand? And why branding is essential to festival?</p> <p>Quziana Mohd Rozi & Shaik Azahar Shaik Hussain <i>Universiti Malaysia Sarawak</i></p>	<p>Brands are becoming an unexpected phenomenon among audiences. Brand presence gives the audience a choice to determine their personality's suitability. Discussions about brands have taken place in the academic world, where each expert comes with its brand definition. This discussion leads to difficulties understanding the brand's interpretation and management (Maurya and Mishra, 2012). Brands are often seen in the products and services are produced in meeting the needs and wants of the audience. The explanation of the festival's presence as a brand is poorly clarified in literary academics, where festivals come with a personality adaptation of the audience to engage. This article aims to provide an overview of brands and branding that are often the focus of academia and how festivals can be defined as brands.</p> <p><i>Keywords: Brand, Branding, Festival</i></p>

No	Paper's Title & Author (s)	Abstracts
11.	<p>A Review of Oboe Solo Composing Combined with Chinese Elements for Recent 10 Years</p> <p>Lu Guanheng <i>Universiti Sains Malaysia</i></p>	<p>In China, there is an old adage that it is possible to get fresh insights by studying old material. The ability and expertise that composers utilize to create new music is essential in approaching composition for new works. Experienced composers practice their craft by learning the laws and musical aesthetics that guide them to refine the compositional craftsmanship. As the foreground coalesces into the language of pentatonic as the background, this paper showcases the oboe, a western classical woodwind instrument, as a Chinese music instrument. The famous Chinese style oboe solo work Daoqing by Chinese French composer Chen Qigang, which is a unique attempt to gain a positive reputation, was composed in the 1990s. As a result, we can see how oboe-playing Chinese elements work. Two publications have published 18 Chinese oboe solos in the last ten years. The presenter will examine and reveal the composing techniques while selectively justifying the appropriate music original materials in order to justify the music development path. To obtain the music form composing analysis, western music methodologies such as harmony and melody analysis will be used, while eastern music analyzing methods such as pentatonic will International Conference On Art, Culture & Heritage (ICACH) 2021 2 be applied to interpret them. Hu Bijing's oboe solo composition Why the Flowers Are So Red was readapted and published in 2013. The original musical material comes from China's Uyghur minorities. The research's outcome is one that displays music creating approach not only providing investigated music elements but also origins of the works respectively. The purpose of this presentation is to provide a new resource and to promote future oboists and composers.</p> <p><i>Keywords: Oboe Solo Composition, Chinese Music Material, Music Analysis, Pentatonic</i></p>
12.	<p>Visitor Motivation To The Tun Jugah Foundation Gallery</p> <p>Shaik Azahar Shaik Hussain, Nazfiezana Anak Jalias & Mohd Irfan Hazrain Kamuruddin <i>University Malaysia Sarawak</i></p>	<p>This study has focused on visitor motivation in visiting the Tun Jugah Foundation Gallery and identifying the pull factors and push factors driving the Tun Jugah Foundation Gallery. The research objectives that have been focused are to identify the motivation that influence the visitor, study visitor perceptions, and analyze the level of visitor satisfaction towards the Tun Jugah Foundation Gallery. In addition, quantitative methods such as distributing questionnaires to 384 respondents around Kuching and Tun Jugah Foundation Gallery building were conducted. In conclusion, this study found that Tun Jugah Foundation Gallery is one of the institutions that still maintains the uniqueness and authenticity of the traditional culture of Iban society today.</p> <p><i>Key words: Motivation, Visitor, Tun Jugah Foundation Gallery, Factor, Perception</i></p>

No	Paper's Title & Author (s)	Abstracts
13.	<p style="text-align: center;">Tnsforming national language policy through adopting a more inclusive approach for indigenous minority languages in Malaysia and in Negara Brunei Darussalam</p> <p style="text-align: center;">James McLellan & Muhammad Najib Noorashid <i>Universiti Brunei Darussalam</i></p>	<p>This presentation is in the field of Language Policy and Planning (LPP), with reference to Malaysia and to Negara Brunei Darussalam (Brunei). It aligns with the conference theme of "Developing transformational strategies" through a critical analysis of the development of national and official language policies in two highly multilingual nations belonging to the Malay World.</p> <p>An initial brief historical overview highlights the Borneo origins and subsequent spread of the language known as <i>Bahasa Melayu</i> as a trade lingua franca through maritime mobilities. Since the resumption of full independence in the post-colonial era, the strategic priorities have been for the establishment and maintenance of a single national language in Malaysia, renamed <i>Bahasa Malaysia</i>, and of <i>Bahasa Melayu</i> as an official language in Brunei, with the aim of promoting national unity in the midst of great linguistic diversity.</p> <p>Both these standardized languages are used in official government domains, including public education. At a more informal level, lingua franca varieties have become the default choice for interethnic communication: so-called <i>Bahasa Pasar</i>, and Brunei Malay. We claim that the success of these long-term LPP strategies is often understated, even ignored or forgotten.</p> <p>Following this line of argument, we suggest that it is now high time for more effort to be devoted to maintenance of local indigenous vernacular languages, which are threatened by the promotion of the national official languages: the Orang Asli languages of Peninsular Malaysia, the languages of Sabah and Sarawak, and the non-Malay indigenous languages of Brunei. We contend that this is not in conflict with, but is complementary to national language maintenance: users who are already multilingual have the capacity to move between national, official and local vernacular languages. This would enhance processes of language contact and expansion. To remain relevant, the local languages need to draw on <i>Bahasa Malaysia / Bahasa Melayu</i> for lexical modernization, but these languages can also contribute to the further development of <i>Bahasa Malaysia</i> and <i>Bahasa Melayu</i>. One example would be the Sarawak Iban term '<i>berandaui</i>' (chat, discuss informally), which has greater lexical precision than the nearest Malay equivalent '<i>bersebang</i>'.</p>
14.	<p style="text-align: center;">The Role of Arts in Mental Health Issues and Its Benefits: A Qualitative Analysis</p> <p style="text-align: center;">Nur Hafizah Mohd Khairon & Mohd Pirdaus Mat Husain <i>University College of Yayasan Pahang</i></p>	<p>Since the 1990s, art has been used as an alternative therapy. According to the Smriti et. al (2021), mental problems have first onset by age 24. Therefore, the primary objective of this study was to examine students' awareness of mental health issues as well as the application of art in mental health-related topics. In addition, this research looks into mental health difficulties and variables, as well as how art therapy might be used to treat mental health issues among IPT students in Malaysia. This research implemented mix method which is quantitative design a questionnaire survey and qualitative design a focus group discussion (FGD) with IPT students in Malaysia. As a results, most of the students have poor mental health, and some of them are unaware of their own mental health state. Nevertheless, according to results gathered through " focus group discussion (FGD) few people are aware of the presence of art therapy to enhance mental health improvement, and the primary cause of mental health instability is not a lack of religious knowledge or faith. However, an individual's level of mental health is partly determined by his or her surroundings and education. The findings from the study are believed to benefit many others involved in the field of art therapy for mental health. Moreover, this study is expected to serve as a guide and reference for future research by other researchers.</p> <p style="text-align: center;"><i>Keywords: Art therapy, mental health, Arts and design Mix method.</i></p>

No	Paper's Title & Author (s)	Abstracts
15.	<p>Co-creation: A Case Study of <i>Usungan</i> Parade Project</p> <p>Mohamad Faizuan bin Mat & Hasnul Jamal Saidon <i>Universiti Sains Malaysia</i></p>	<p>This article explores and discusses the definition, origin, method, practice, context, and potential theorization of co-creation as a form of community engagement through visual arts. Through a qualitative analysis of <i>usungan</i> parade co-creation project at the khatamal al-Quran event in Kabong, Sarawak East Malaysia as a case study, it explores the experiences and interpretation of the community towards the phenomenon of co-creation. The study was based on participant observation and interviews with a sample drawn from family leaders, <i>usungan</i> makers, and audiences. We establish six factors of community engagement and co-creation model based on how participants can be evaluated. Then we describe how each family group derives value and interpretation from their co-creation activities. The objective is to establish a strong case in pursuing an in-depth study of co-creation especially in deploying it for the benefit of a particular community. This research has shown how co-creation can contribute to closing the gaps between the arts and society, especially a 'non-art affiliated' community.</p> <p><i>Keywords: co-creation, participatory art, usungan, community art project, engagement</i></p>
16.	<p>Socio Cultural Identity Shifting Through Symbolic Meanings In Sweet Soy Sauce Products In Indonesia</p> <p>Yana Erlyana & Shierly Everlin <i>Bunda Mulia University</i></p>	<p>Over time, each regional sweet soy sauce must have a visual identity. The logo is part of the brand identity that can represent and enhance the brand reputation. This can be achieved by forming various perceptions to be aimed at and also as a medium to express differences in competition. This study uses a qualitative method with explanatory case study research design where data is purely interpreted by the researchers themselves where the researcher uses semiotic theory to understand the label design of sweet soy sauce. The results of the analysis show that traditional soy sauce labels are influenced by local culture, which in each region has its own characteristics as well as its distinguishing elements. As for the implementation of this sweet soy sauce label has a deep history, some of which are very iconic, so that the concept with continuity between the elements in the visual.</p> <p><i>Keywords: Sweet Soy Sauce, Label, Nusantara, semiotics</i></p>

No	Paper's Title & Author (s)	Abstracts
17.	<p>Inventing Apps: Fostering Cooperation and Innovation through Informality</p> <p>Asmali Sulaiman <i>Universiti Brunei Darussalam</i></p>	<p>In today's society, where communication is rapid and efficient, there is a high expectation that a balance between informal and formal interactional practices would strengthen cooperative relationships, increase the exchange of innovative knowledge, and consequently help increase innovation and productivity in work. However, there is also a growing concern that as society moves forward and institutional structures grip society, formality would take over and make cooperative relationships more rigid and complex. As a result, jobs that require team cooperation will face difficulties in solving work-related problems, building trust amongst team members, and fostering innovation. This paper examines the cooperative relationships of several novice teams that develop mobile applications (apps) at a state-run IT incubation centre in Brunei Darussalam. Using interviews to gain deeper insights into their respective teams' journey to becoming professional app developers, the collected data were analysed using the sociological perspective of symbolic interactionism. The findings reveal that informality plays crucial roles in two areas deemed important to the app developers: their working environment and their social relationships with their respective team members. The study asserts that informality is essential for fostering cooperation and innovation, particularly for novice mobile app developers.</p>
18.	<p>A Study on The Development of Cucuk Sanggul Design in The 17th Century</p> <p>Aiqa Afiqah Isnin, Arba'iyah Ab Aziz & Mohamad Kamal Abd Aziz <i>Universiti Teknologi MARA, Shah Alam</i></p>	<p>Cucuk sanggul is a personal adornment accessory worn on the head. Cucuk Sanggul is one of the cultural heritages of Malays objects that are still being used as a medium during Malay community ceremony including daily activities, worship, performance and weapons as well as used in official and royal ceremonies. This cucuk sanggul is an accessory that is beautifully designed and decorated with various type of design and has different motifs. The aims of this research are to identify the development and study meaning the types of motifs and design that's found in cucuk sanggul the meanings of cucuk sanggul are different and most of them are related with the Malay philosophy. However, the modernization has transferred the design of cucuk sanggul to a very simple design and motif which are more minimal and plain. The study conclude that Malay cucuk sanggul need to be preserved in terms of the forms, function and meaning and can be sustained and valued by the future generation. Besides that, the Malay community not only follows the tradition but also the appreciation and interpretation for the cucuk sanggul. Keywords: Cucuk sanggul, motif, head accesories, Malay,Design.</p>

No	Paper's Title & Author (s)	Abstracts
19.	<p><i>Merantau Minangkabau. A Reflection of Minangkabaunese Tradition in Hamka's Novels</i></p> <p>Pardi, Ikhwanuddin Nasution, Syaifuddin & T. Thyrhaya Zein <i>University of Sumatera Utara, Medan, Indonesia</i></p>	<p><i>Merantau</i> is a social phenomenon of Minangkabaunese society. It is a tradition and cultural heritage which had existed for a long time ago. Many literary works tell about this phenomenon as its background. Hamka's novel such as <i>Merantau ke Deli</i> and <i>Tenggelamnya Kapal Van der Wijck</i> have been written with this culture as the background. This study is to find out and to describe how far the phenomenon in Hamka's novels is as the reflection of reality. The method used is qualitative research. Data were collected from the novels and by interviewing selected Minangkabaunese men in Medan using an in-depth interview technique. The result shows that <i>Merantau</i> tradition of Minangkabaunese society portrayed in the novels is the reflection of reality. The main reasons for <i>Merantau</i> are economic, social, education, and city attraction factors. How difficult to live in the village because of lack of money is as an economic factor. A kinship system with matrilineal rules embraced by society is a social factor. The urge to be educated is as the education factor. And, nomads' success in the city becomes a city attraction for them to follow. The findings show that the aims of <i>Merantau</i> are to become rich, to seek knowledge, to seek experience, and also as a cultural mission.</p> <p>Keywords: <i>Merantau, Minangkabaunese tradition, matriarchy, social phenomenon, cultural mission.</i></p>
20.	<p><i>Islamic Cultural Influences Towards Bumiputera SME Logo in Pahang: A Semiotic Analysis</i></p> <p>Muhammad Helmi Md Khir , <i>University College of Yayasan Pahang</i></p> <p>Prof. Madya Dr. Jamal Rizal bin Razali & <i>Universiti Malaysia Pahang</i></p> <p>Mohd Pirdaus Mat Husain <i>University College of Yayasan Pahang</i></p>	<p>This research is about the semiotic study of the use of Islamic values in the design of Bumiputera SME logos in Pahang. Logo design is a type of delivery symbol with a symbolic meaning that uses a simple image to express its meaning, and helps to develop people's symbol recognition abilities, imagination and other thinking abilities to convey a particular message. This study was conducted to explore the meanings behind the symbols of Islamic values used in the design of Bumiputera SME logos. It will also explain why certain graphic elements serve as iconic visual elements on a logo. A qualitative method has been chosen which is a content analysis that will describe and display how a particular icon or sign becomes a special element in a logo that has Islamic values from 15 samples of Bumiputera SME logos in Pahang. Semiotics of analysis is used in this research through taxonomic analysis (classification) focusing on the domain that will be the object of analysis. This study found that the selection of a logo for an industry can indeed create and have a strong impact on consumers. With a positive image created on an industry through visual identity the logo has contributed to the industry itself in giving a positive impact on the image of the industry.</p> <p>Keywords: <i>semiotic, logo, islamic values, structure analysis.</i></p>

No	Paper's Title & Author (s)	Abstracts
21.	<p>Aesthetics Of The Bidayuh Community Kelasah Mat In Kampung Annah Rai</p> <p>Shaik Azahar Shaik Hussain, Athirah Shahira'a Abdullah, Badrul Hisham Alam & Baharuddin Halim <i>University Malaysia Sarawak, UNIMAS</i></p>	<p>Kelasah mat or Kasah mat (Tikar Kasah) is one of the handicrafts known in the Bidayuh ethnic group. Weaving the Kasah mat is a heritage art made of rattan and woven wood bark. This study is about the aesthetics of the Kelasah mat of the Bidayuh community located in Kampung Annah Rais. Therefore, the focus of this study is the usage of material mat production and management in marketing this weaving craft. In this study, the researcher will identify the originality of Kelasah mat weaving done by the residents of Kampung Annah Rais. As a result, the art of weaving Kelasah mat is also an attraction for tourists who visit Kampung Annah rais. Therefore, this study analysed the processes with documentation in Kampung Annah Rais. The study revealed that besides concentrating on reviving the traditional art, community pride and income generation among the local communities resulted in more tourists visiting Kampung.</p> <p><i>Keywords: Tikar Kelasah, Kampung Annah Rais, weaving art, heritage, Bidayuh, tourists</i></p>
22.	<p>Crowd - Curation and Inclusive Heritage Through The Digitization of Architectural Heritage</p> <p>Asst. Prof. Rui Oliveira Lopes , Asst. Prof. Aisyah Kumpoh, Chester Keasberry & Nurul Kamaliah <i>Universiti Brunei Darussalam</i></p>	<p>Southeast Asia has been at the crossroads between China, the Indian Subcontinent and the Arab world for more than two millennia. The mobility and migration of merchants, explorers, diplomatic envoys, and missionaries prompted intensive exchange processes between Southeast Asian peoples and other foreign cultures within the region. Throughout the centuries, Southeast Asia became a plateau for cultural exchanges manifested in a shared language (the Malay), social practices, architecture, and religious syncretism.</p> <p>With the popularization of digital technologies and the global use of social media, the heritage sector has seen an increasing participation from the communities, enabling the inclusion of cultural diversity and the source of knowledge from the custodians of intangible heritage.</p> <p>Whilst curation has predominantly been an “expert based” role, the notion of crowd-curation implies an active participation of the community through the use of digital technologies to generate content based on knowledge and living experience of diverse cultural groups within a society.</p> <p>This paper discusses the role of crowd-curation in the inclusion of diverse cultural identities in the context of urban space and urban heritage. This paper argues that the digitization of architectural heritage and the digital representation of urban heritage through crowd-curation encourages the participation of diverse cultural identities, contributing to an inclusive heritage management.</p>

No	Paper's Title & Author (s)	Abstracts
23.	<p>Positioning Pekan Pahang as Tourism Heritage Center Through Local Historical</p> <p>Nor Syahidatul Amira, Norbayanti Abu Bakar & Prof. Madya Dr. Jamal Rizal <i>University College of Yayasan Pahang</i></p>	<p>A noble deed to position Pekan, Pahang as a tourism heritage center through maintaining its local historical artifacts. In order to sustain its historical identity and character, the solution goes beyond academic focus but emphasis should be given to upgrade and standardise the corporate visual identity as in Sultan Abu Bakar, Museum Pekan, Pahang. The aim of this research is to highlight the task in positioning the tourism heritage center through local historical artifacts as provide an effective solution for this demand through the standardised design depicting the identity of Pekan, Pahang. In addition to fulfilling the positioning requirement is to create a successful historic site enhancing the interaction of people coming to Pekan, Pahang. Positioning tourism heritage center, it serves to guide and provide strategic direction to drive people to visit Pekan, Pahang where local historical artifacts are located. In case of Pekan, Pahang it shows the most important components of tourism heritage development with the current situation are pictured through the local historical artifacts demand. This final research can be designed for the tourism heritage research resources, historians and art practitioners for the development of educational functions and future heritage tourism development with policy guidelines. An increasingly well as planned and strategic approach is therefore needed to ensure that Pekan, Pahang as a successful heritage tourism center, competing with other destinations and leisure preferences. This research describes the best practices and provides recommendations to promote strategic positioning of Pekan, Pahang as a tourism heritage center through local historical artifacts.</p> <p><i>Keywords: Pekan Pahang; artifacts, positioning, heritage</i></p>
24.	<p>A Review On Comparison Between Malaysian Batik Motif And Its Indonesian Counterpart</p> <p>Roshida Abdul Majid, Pujiyanto, Alice Sabrina Ismail, Muhammad Faizal Rani, Fadhilina Ahmad @ Taufik & Norshahida Azili <i>Universiti Teknologi Malaysia</i></p>	<p>Batik has been the national asset and cultural asset for both Malaysia and Indonesia. But, the exploration on the differences of batik from each country is still limited, causing confusion and reclamation of what has been a shared cultural product for generations. To address this issue, a systematic literature review on the comparison of Malaysian and Indonesian batik motif is conducted. This research selected and reviewed scientific papers and Doctoral theses on Malaysian and Indonesian batik motif. The synthesis of the articles indicated 5 main factors of Batik motif comparison: flora, fauna, geometric, cosmic and delicacies. There is a significant difference between the motifs of Malaysian and Indonesian batik, in which Malaysian batik emphasizes floral motif and bright colour while the Indonesian counterpart highlights motif based on fauna and applied neutral colours on their batik. It is expected that the study could help in highlighting and constructing local batik identity while being a reference to scholars and designers alike in the future</p>

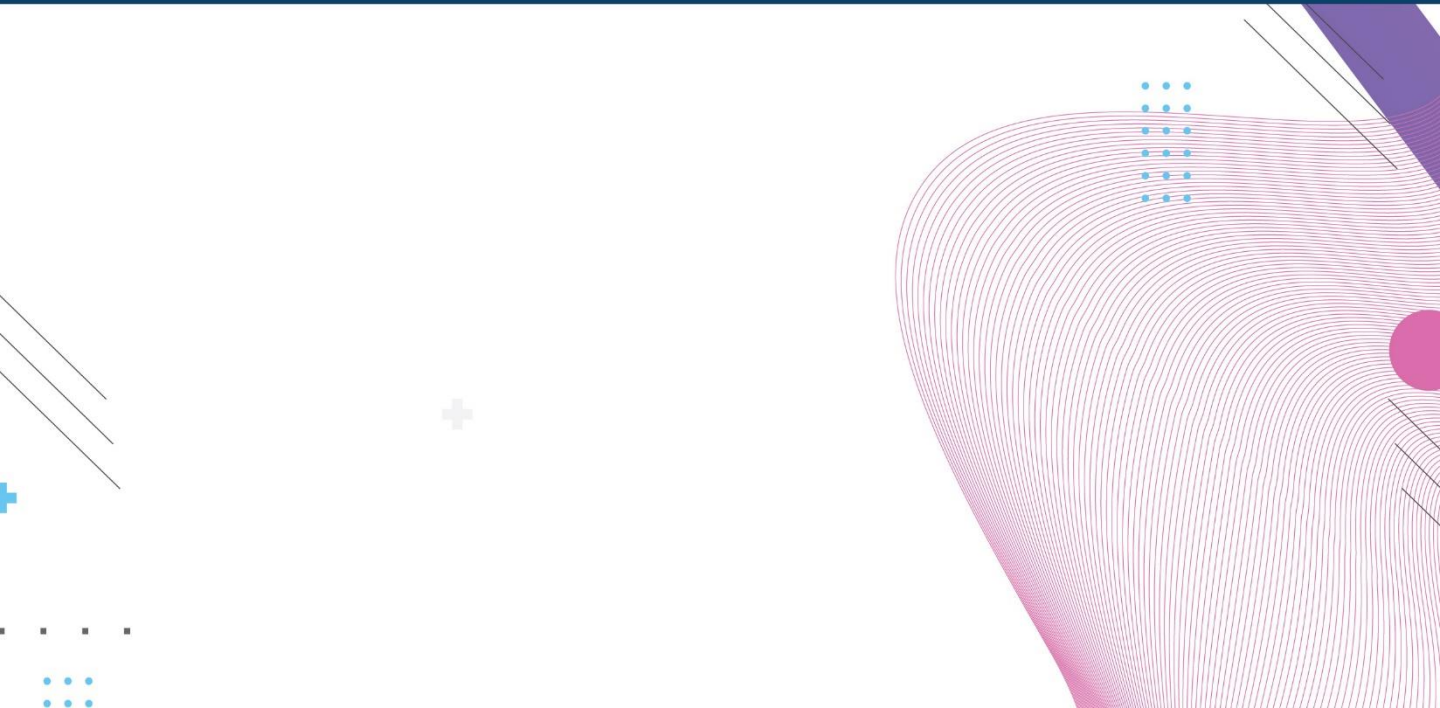
No	Paper's Title & Author (s)	Abstracts
25.	<p align="center">Promoting Kelantan Cultural Heritage Through Digital Illustration</p> <p>Roziani Mat Nashir @ Mohd Nasir <i>Universiti Teknologi Mara , Kelantan</i></p> <p>Ghazali Daimin & Mastura Mohd Jarit <i>Universiti Teknologi Mara , Shah Alam</i></p>	<p>Kelantan's tangible and intangible heritage is recognized not only for its uniqueness, but also for its realistic traditional definition of art in Malaya. There is a lot of Malaysian heritage are believed to have originated in Kelantan, while they are later known as Malay heritage. However, without a proper and appropriate visual advertisement to promote Kelantan Cultural heritage, people and tourist will not know about all the uniqueness. This research conducted to study what type of Kelantan Heritage is the most popular and main subject to portray as a symbolization of Kelantan's state, to analyze what type of digital illustration are suitable to illustrate the subject matter in advertisement and to propose a digital illustration to portray Kelantan Heritage in the advertisement. This research conducted using the combination of Quantitative and Qualitative research design in study case. This research provides a framework for developing sampling design in mixed method research. Findings conclude that the uses of the right visual in advertisement is really important as the first impression in order to promoting Kelantan's cultural heritage. Through this research, the researcher will contribute to make a make a new approach in conveying and delivering a subject matter of Kelantan's cultural heritage using digital medium in line with the digital era.</p>
26.	<p align="center">The Struggle of Malay Woman in Andrea Hirata's Novel <i>Padang Bulan</i> and <i>Cinta dalam Gelas</i></p> <p>Rabiatul Adawiyah Siregar, Ikhwanuddin Nasution, Siti Norma Nasution & Mulyadi <i>University of Sumatera Utara, Medan, Indonesia</i></p>	<p>Gender existence is an important and interesting topic to be discussed. Gender existence is an integral part of the sustained development agenda. More than half of the world population is women who have rights to be equal to men. Women have no advantages in welfare. Gender equality is important to be oriented and to be supported to create a harmonious society without discrimination and subordination. Andrea Hirata's novels <i>Padang Bulan</i> and <i>Cinta Dalam Gelas</i> are novels that tell about woman equality. This study aims to describe the struggle for gender equality of the main character in the novels. The method used is descriptive qualitative using feminist literary critics theory. The results show the struggles of the woman in the novel are about honor such as self-esteem, family, dreams, and chess game-winner; about economics such as replacing the roles of a father, looking for work, and becoming a tin miner; and, about education such as joining the English course and becoming the English debate winner. The obstacles faced by the main character are marginalization, subordination, stereotype, harassment, and workload pressure.</p> <p><i>Keywords: struggle, gender equality, feminism, self-esteem.</i></p>

No	Paper's Title & Author (s)	Abstracts
27.	<p>Kesan Permainan Video Atas Talian Terhadap Golongan Remaja</p> <p>Wan Nor Eyliana Binti Ab. Wahid Mohd Pirdaus Mat Husain <i>University College of Yayasan Pahang, Malaysia</i></p>	<p>Online video games among teenagers have become a part of their lives and have become their loyal friends. The development of online video games nowadays has had an impact on teenagers. Therefore, the objective of this study was to examine the impact of online video games on 167 adolescents of various races. The instrument of this study consists of a questionnaire containing 26 items. Based on the instrument, the study found that online video games can provide fun and happiness to teenagers but at the same time it can have a negative effect if they play for a long time without being monitored by anyone, especially parents. As a result they will tend to act aggressively such as angry, rebellious, and screaming to vent their anger when they lose in playing online video games. In addition, the tendency to play video games online can also affect the academic performance of these teenagers. Therefore, the role of family members, especially parents is very important in monitoring and giving adequate attention to each of their activities and the main thing is to try to spend time with them so that their free time is filled with beneficial activities.</p> <p>Keywords: <i>online video games, teenagers, implications</i></p>
28.	<p>Local Wisdom in Achmad Tohari's Trilogy Novel Ronggeng Dukuh Paruk</p> <p>Hidayati, Syaifuddin, Siti Norma Nasution & Masdiana Lubis <i>University of Sumatera Utara, Medan, Indonesia</i></p>	<p>A literary work is not simply a language art, but rather a language skill to represent the reality of social life based on experiences and testimonies. Literature always involves the mind to interpret social, moral, psychological, and religious aspects of life. As a means of delivering a moral message, literature is always related to the noble qualities of humanity, as well as fighting for human rights and dignity, besides that it can also foster a sense of nationalism and respect for regional culture as part of national culture and this makes Indonesia is known internationally for its cultural diversity and each culture certainly has its own uniqueness. Through the trilogy novel <i>Ronggeng Dukuh Paruk</i>, Tohari reveals how the culture adopted and carried out by the local community has local wisdom that deserves to be preserved. The concept of local wisdom containing a set of ideologies and policies based on the virtues found in the community in the form of knowledge and is a cultural heritage conveyed from time to time, and becomes a base for this research. Cultural concepts and theories referring to local traditions are also a supporting factor in this research. The research results conducted through qualitative research method show that there are three forms of local wisdom in this study: solidarity, mutual respect and maintaining tradition as a cultural identity. The three points of local wisdom are priceless treasures and deserve to be sustained.</p> <p>Keywords: <i>solidarity, mutual respect, cultural identity</i></p>

No	Paper's Title & Author (s)	Abstracts
29.	<p>The Effectiveness Of Using Pahang Dialect In Advertisement</p> <p>Tengku Mohd Faizul b Tengku Abdul Kadir <i>University College of Yayasan Pahang</i></p>	<p>An anecdote if setting foot in the state of Pahang Darul Makmur is about the dialect. For the residents here, the dialect of each district is influenced by its river currents; if the current of the river is heavy then the speed of his speech and vice versa. The extended of this anecdote is true or not known because it is not supported by scientific evidence. However, it is not a question because what is interesting nowadays is that the use of the dialect has begun to grow in advertising models in the state either in the form of mass media or print media. The used of dialects is now not only focused on the broadcast sector, but has also begun to be introduced through digital and conventional advertising especially in that country. The use of dialects such as "moh ler ke Pahang" which originates from the district of Temerloh or "sedakk pepalehhh" which originates from Kuala Lipis and so on are among the dialects that are often heard and has now become a model in the formation and filling in an advertisement, especially in the state. Therefore, this search or study is made by reviewing all the use of dialects in an advertising model and the extent to which it is affected and influenced the local community as well as those who come from outside Pahang. The importance of this study is also to make Pahang dialect as one of the Malay universal dialect comparable with other dialect states in Malaysia. The Aim of this research is to identify the awareness about impact of using Pahang dialect in advertisement throughout the district. This research will go in-depth analysis of the effectiveness of Pahang Malay dialect as made by the 11 district council in Pahang Darul Makmur on advertisement.</p> <p><i>Keywords: Pahang dialect; advertisement, effectiveness, culture.</i></p>
30.	<p>Rekonstruksi Citra Dalam Tenun Pahang Sebagai Kearifan Tempatan dan Warisan Pahang</p> <p>Norbayanti binti Abu Bakar <i>University College of Yayasan Pahang</i></p> <p>Prof. Madya Dr. Jamal Rizal bin Razali <i>University Malaysia Pahang</i></p> <p>Mohd Zamani Mohd Nor Peah <i>IPG Kampus Tengku Ampuan Afzan</i></p> <p>Nor Syahidatul Amira Dzulkepli <i>University College of Yayasan Pahang</i></p>	<p>Tenun Pahang merupakan warisan Pahang yang terhasil melalui rekacorak dan motif. Reka corak dan motif Tenun Pahang mempunyai hubungkait dengan kearifan tempatan. Tenun Pahang menjadi simbol status keagungan dan kemewahan masyarakat melayu dan sejarah Pahang. Objektif kajian ini, menekankan tentang rekacorak dan motif sebagai sumber kajian utama dalam tenun Pahang. Ia juga menghuraikan rekacorak dan motif dapat membentuk rekonstruksi, citra dan hubungkait kearifan tempatan dalam warisan Pahang. Pendekatan kualitatif melalui kaedah temu bual, analisis dokumen dan pemerhatian dijalankan dalam penyelidikan ini. Kajian ini juga menggunakan beberapa sampel tenun Pahang daripada pakar yang arif dalam tenun Pahang. Dapatan kajian dari kajian ini dapat dijadikan bahan pendokumentasian di samping melihat rekacorak dan motif tenun Pahang sebagai rekontruksi.</p> <p><i>Kata Kunci: rekacorak dan motif, tenun Pahang, citra, rekonstruksi, kearifan tempatan</i></p>



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