

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:



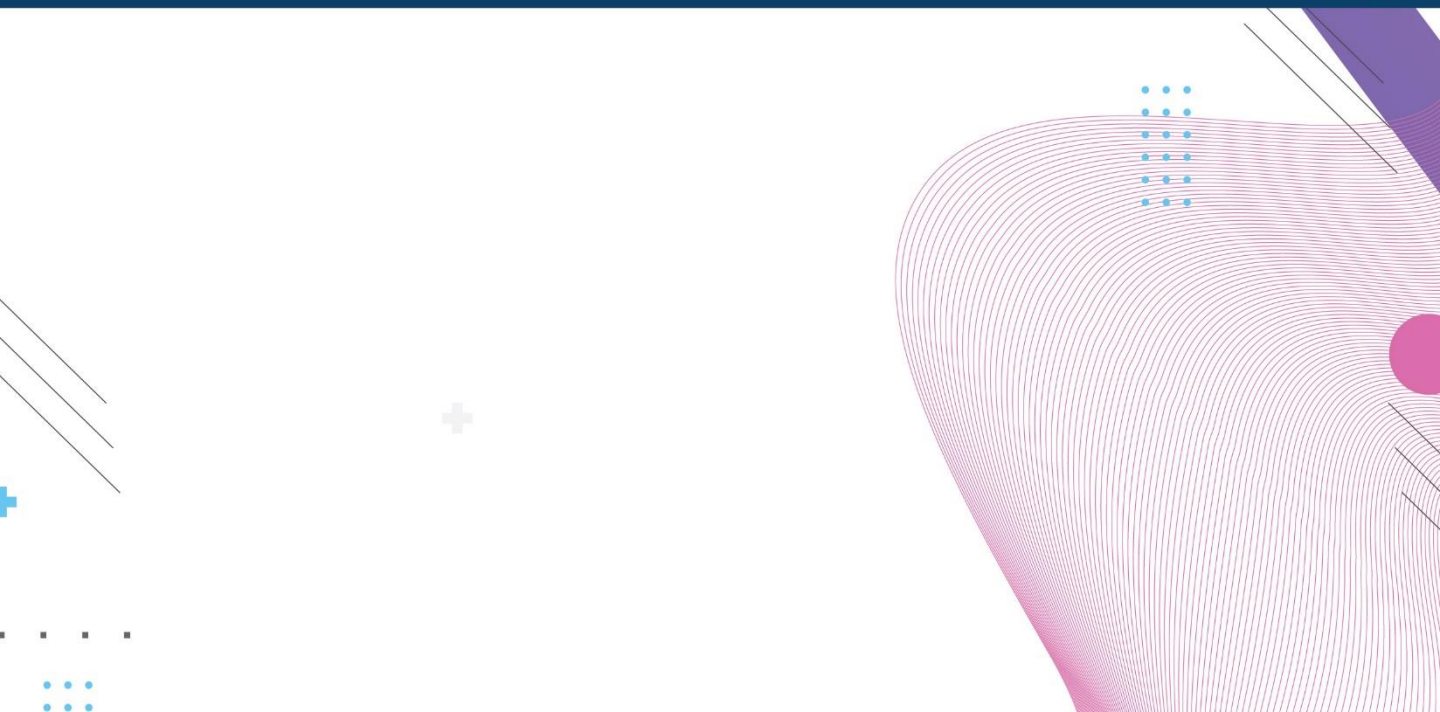
Scopus[®]

Digital Applications in Archaeology
and Cultural Heritage (DAACH) Journal

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



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
9.40 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

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

Day 1
Wednesday, December 15th, 2021

Paper Presentation: Session I
Moderator: Mazlina bt Mohamad Salleh

11.30 A.M	<p>Revitalising Pahang Iconic Shapes through Creating Digital-Printed Painting and QR-Coded Historical Archives</p> <p>Mohd Pirdaus Mat Husain Prof. Madya Dr. Mohd Nor Shahizan Ali Muhammad Helmi Md Khir Mohd Faisha Mohammad <i>University College of Yayasan Pahang, Malaysia</i> <i>Universiti Kebangsaan Malaysia</i> <i>Universiti Malaysia Sabah</i></p>
11.45 A.M	<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>
12.00 P.M	<p>Comparison and Enlightenment of Music Curriculum Standards in Primary Schools of Sino-Malaysia</p> <p>Liu Ke Dr. Johan Awang Bin Othman <i>Universiti Sains Malaysia</i></p>
12.15 P.M	<p>Chinese Heritage: Digitalising Oral Stories for Future Generations in Brunei Darussalam</p> <p>Asst. Prof. Hannah M. Y. Ho <i>Universiti Brunei Darussalam</i></p>
12.30P.M	<p>Trend Forecast and Theme for Modest Wear for Malaysian Woman in Year 2022 (Malaysian Selected Celebration: Hari Raya)</p> <p>Dr. Nur Fatin binti Umar Lilinieta Talib <i>Universiti Teknologi Mara</i> <i>Cawangan Sri Iskandar, Perak</i></p>

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

Day 1
Wednesday, December 15th, 2021

Paper Presentation: Session I
Moderator: Mazlina bt Mohamad Salleh

12.45 P.M

Che Wong The Lost Tribe

Prof. Madya Dr. Jamal Rizal Razali
Jamilah Bebe Mohamad
Hasmadi bin Hassan
Universiti Malaysia 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-Linguistic Perspective

Devi Pratiwy
University of Sumatera Utara, University of Islam of Sumatera Utara, Medan, Indonesia
Mulyadi
University of Sumatera Utara, Medan, Indonesia
Aaron Meko Mbet
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

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

Day 1
Wednesday, December 15th, 2021

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

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 Nazfiezia 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 Khairun 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>

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

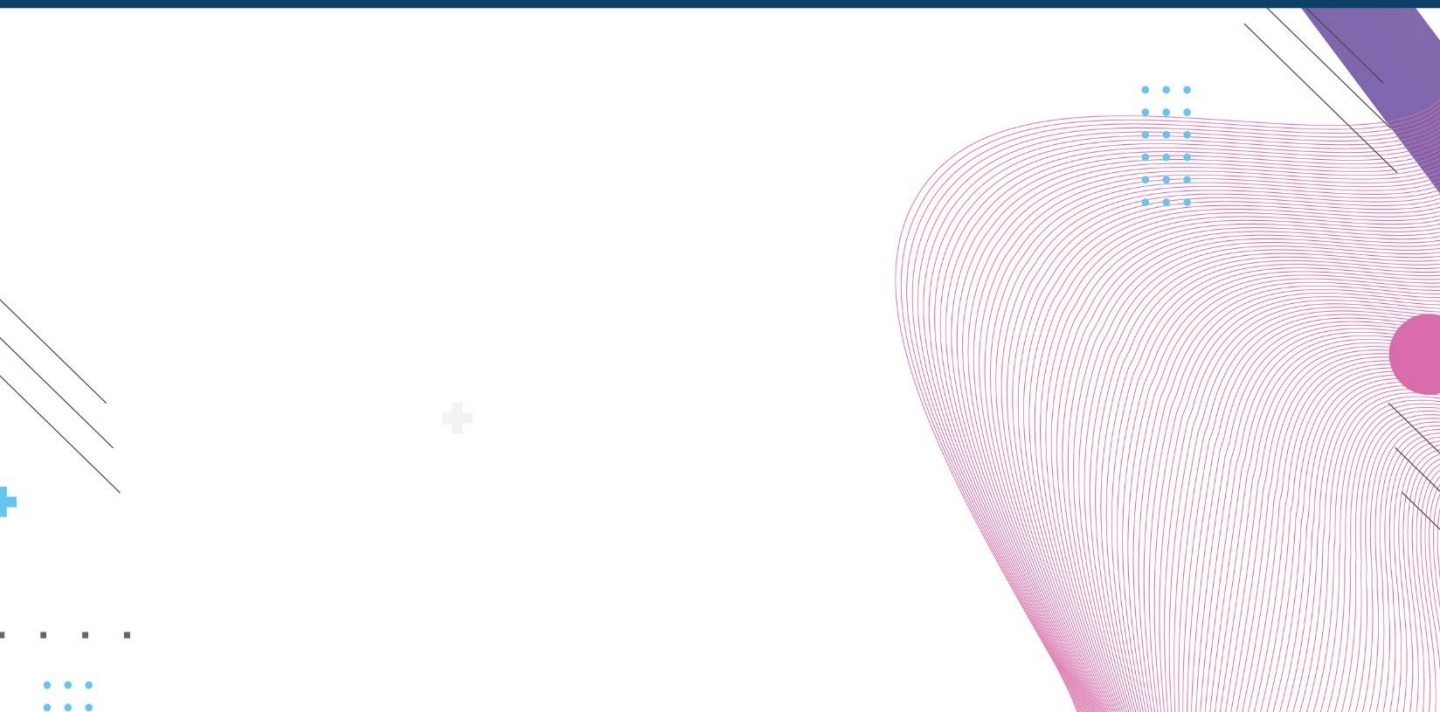
Day 1
Wednesday, December 15th, 2021

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

4.15 P.M	<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>
4.30 P.M	<p>Inventing Apps: Fostering Cooperation and Innovation Through Informality</p> <p>Asmali Haji Sulaiman <i>Universiti Brunei Darussalam</i></p>
4.45 P.M	<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> **video presentation</p>
5.00 P.M	<p><i>Merantau Minangkabau</i>. A Reflection of Minangkabaunese Tradition in Hamka's Novels</p> <p>Pardi Ikhwanuddin Nasution Syarifuddin T. Thyrhaya Zein <i>University of Sumatera Utara, Medan, Indonesia</i></p>
5.15 P.M	<p>End of Day 1</p>



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

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

Day 2
Thursday, December 16th, 2021

Paper Presentation: Session I
Moderator: Siti Nur Ilyana Shaharin

10.35 A.M

Islamic Cultural Influences Towards Bumiputera SME Logo in Pahang: A Semiotic Analysis

Muhammad Helmi Md Khir
Prof. Madya Dr. Jamal Rizal bin Razali
Mohd Pirdaus Mat Husain
University College of Yayasan Pahang
Universiti Malaysia Pahang

10.50 A.M

Aesthetics Of The Bidayuh Community Kelasah Mat In Kampung Annah Rai

Shaik Azahar Shaik Hussain
Athirah Shahira'a Abdullah
Badrul Hisham Alam
Baharuddin Halim
University Malaysia Sarawak, UNIMAS

11.05 A.M

Crowd - Curation and Inclusive Heritage Through The Digitization of Architectural Heritage

Asst. Prof. Rui Oliveira Lopes
Asst. Prof. Aisyah Kumpoh
Chester Keasberry
Nurul Kamaliah
Universiti Brunei Darussalam

11.20 A.M

Positioning Pekan Pahang as Tourism Heritage Center Through Local Historical

Nor Syahidatul Amira
Norbayanti Abu Bakar
Prof. Madya Dr. Jamal Rizal
University College of Yayasan Pahang

11.35 A.M

A Review on Comparison Between Malaysian Batik Motif and Its Indonesian Counterpart

Roshida Abdul Majid
Pujiyanto
Alice Sabrina Ismail
Muhammad Faizal Rani
Fadhline Ahmad @ Taufik
Norshahida Azli
Universiti Teknologi Malaysia

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

Day 2
Thursday, December 16th, 2021

Paper Presentation: Session I
Moderator: Siti Nur Ilyana Shaharin

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

Malaysian Tourism : Sharing Art and Culture during Pandemic

Asif Ansary
Universiti Malaysia Sarawak
Shaik Azahar Bim Shaik Hussain
Universiti Malaysia Sarawak

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

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

Day 2
Thursday, December 16th, 2021

Paper Presentation: Session I
Moderator: Siti Nur Ilyana Shaharin

01.05 P.M

Kesan Permainan Video Atas Talian Terhadap Golongan Remaja

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

01.20 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*

01.35 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

01.50 P.M

Closing
Moderator: Mdm Suhaila Hj. Mukhtar
Best Presentation Award
Virtual Photo Session
Conference Ends

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

UNIVERSITY COLLEGE OF YAYASAN PAHANG

Level 2, Kompleks Yayasan Pahang,
Tanjung Lumpur, 26060 Kuantan,
Pahang Darul Makmur.

T: +609 534 3999 F: +609 534 1399

www.ucyp.edu.my