

UNIVERSITI TEKNOLOGI MARA

**THE STUDY OF NADIR FRUITS AS
STAMP DESIGN SUBJECT MATTER,
IN THE CONTEXT OF TOURISM
PROMOTION**

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Thesis submitted in fulfillment
of the requirements for the degree of
Bachelor Degree in Graphic Design (Hons)

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TABLE OF CONTENT

| | Page |
|--|--------------------------------------|
| AUTHOR'S DECLARATION | |
| ABSTRACT | |
| ACKNOWLEDGEMENT | |
| TABLE OF CONTENT | |
| | |
| CHAPTER ONE: INTRODUCTION | |
| 1.1 Research Background | 1 |
| 1.2 Problem Statement | 3 |
| 1.3 Research Objectives | 4 |
| 1.4 Research Question | 4 |
| 1.5 Scope of Limitations | 4 |
| 1.6 Significance of Study | 4 |
| 1.7 Academic Writing Outline | 5 |
| | |
| CHAPTER TWO: LITERATURE REVIEW | |
| 2.1 Introduction | 6 |
| 2.2 Research Background : Nadir fruits | 6 |
| 2.3 Malaysian Local Agricultural Institution | |
| 2.3.1 MARDI | 9 |
| 2.3.2 Melaka Agriculture Department | 10 |
| 2.4 Tourism Malaysia | 11 |
| 2.4.1 Ecotourism | 11 |
| 2.4.2 Agro Tourism | 11 |
| 2.4.3 Promotion of Tourism in Malaysia | 12 |
| 2.5 Stamp Design | Error! Bookmark not defined.3 |

| | | |
|-----|--------------------|----|
| 2.6 | Summary of chapter | 14 |
|-----|--------------------|----|

CHAPTER THREE : RESEARCH METHODOLOGY

| | | |
|-----|--------------------|--------------------------------------|
| 3.1 | Introduction | Error! Bookmark not defined.6 |
| 3.2 | Research Approach | Error! Bookmark not defined.6 |
| 3.3 | Summary of chapter | 19 |

CHAPTER FOUR: ANALYSIS AND FINDINGS

| | | |
|-----|---|----|
| 4.1 | Introduction | 20 |
| 4.2 | Observation | 20 |
| | 4.2.1 Melaka Fruits | 21 |
| | 4.2.2 Butter Fruits | 22 |
| | 4.2.3 Melinjau Fruits | 24 |
| 4.3 | Interview | 25 |
| | 4.3.1 The interview and answer session | 26 |
| | 4.3.2 Summary of Data Analysis The interview and answer session | 32 |
| 4.4 | Design Analysis | 32 |
| | 4.4.1 Design Process Stamp | 33 |
| | 4.4.2 Formal Analysis Theory by Heinrich Wölfflin | 37 |
| | 4.4.3 Formalism Theory by Clive Bell & Roger Fry | 38 |
| | 4.4.4 Visual Analysis | 39 |

AUTHOR'S DECLARATION

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I, hereby, acknowledged that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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Abstract

Fruits are one of the high value economies for money in the country. Malaysia is a very lucky country with good and fertile land for agriculture. Therefore, it is rich in diversity of genetic resources, especially fruits. The fruit in Malaysia can be categorized into two types, namely, Main fruits and Nadir fruits. Commonly known and commercially renowned fruits are the most important fruits, such as local fruits. Nadir fruits is a fruit that is hard to find and is rarely grown commercially. It is rarely found and served as a dish and is further marginalized. This is because it can only be found in isolated villages or in certain states such as Melaka. On the contrary, many people who do not know what a rare fruit is and do not know more about these rare fruits. This rare fruit has its secret and its own uniqueness. Various conservation and preservation activities must be carried out to maintain awareness of the importance of the fruits. In conclusion, this study was carried out in order to market fruits even more, turning fruits into one of the tourist destinations in Malaysia.

Keyword : Nadir fruits, Stamp design and Tourism promotion