

UNIVERSITI TEKNOLOGI MARA

**EXPLORING THE IDENTITY OF
PELAMIN DESIGN IN THE MALAY
COMMUNITY**

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ABSTRACT

In Malaysia, there are various backgrounds of traditional craft and culture. Malay wedding decoration or *pelamin* have been practised and changed within influence, trends, theme, culture and required by industry and community. Therefore, the objective of this study is to identify the design identity of *pelamin* in the Malay community especially in Peninsular Malaysia. This research enquires into the multifaceted exploration of the identity of *pelamin* design within the Malay community. The *pelamin*, a central element of Malay weddings, represents more than just an ornate platform; it serves as a cultural symbol, reflecting the intricate interplay of tradition, aesthetics, and personal identity. The study seeks to unravel the evolution and significance of *pelamin* design, which has evolved over time to incorporate modern elements and reflect the diverse cultural influences that have shaped Malay society. By employing a qualitative approach, including historical analysis, interviews, and visual documentation, this research captures the dynamic transformation of *pelamin* design, exploring the fusion of traditional and contemporary elements. The *pelamin* is more than a ceremonial backdrop; it is a symbol of cultural resilience, unity, and personal expression. The study sheds light on the in constant evolution nature of the Malay *pelamin*, illustrating its adaptability and enduring significance within the Malay community. The findings of this research provide insights into the intricate relationship between cultural heritage and individual identity, demonstrating how *pelamin* design continues to reflect the ever-changing landscape of the Malay community. This research contributes to the broader understanding of the role of design in shaping cultural identity and serves as a testament to the resilience of traditions in the face of evolving cultural influences.

Keywords: Malay identity, Pelamin, Design, Malay Community

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I am forever inspired by the words of Prof. Dr. Mohd Azhar Samin: "Various tests and obstacles need to be overcome to reach the sweetness at the end." This refrain has been my guiding light throughout this academic journey.

It is my sincere hope that the findings of this research will benefit the Wedding Decoration industry and the wider community involved in the Wedding Industry. This study is not just an academic pursuit but a contribution to preserving and evolving Malay cultural heritage in the context of modern wedding aesthetics.

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CHAPTER 1

INTRODUCTION OF RESEARCH

1.1 Introduction

In Art of Malay Culture is an activity of producing works of art performed by humans. Art is a symbol that is included in the symbolic levels of expressions, feelings or expressive symbols. Human beings think, feel and behave in symbolic expressions. Each symbol has its own function and the symbol contains the beliefs that would normally be the essence of respective religions, the cognitive symbols that form knowledge, the symbols of moral judgments that form the values and rules, as well as the symbols of expressing feelings or expressive symbols. The production of *pelamin* also involves work of art, for the example traditional *pelamin* involve handicrafts. While the modern *pelamin* is more about innovation and various technologies.

The specific focus of this study is *onpelamin* design that has been developed by the Malay community in Malaysia. From time immemorial, the *pelamin* has been the main thing in multi-racial wedding ceremonies in Malaysia to make the weddings ceremony livelier and give priority to the bride and groom to celebrate their ceremony of happiness day. Based on previous studies, a lot of study about the culture of the Malay wedding ceremony in general but do not focus on the decoration of the wedding ceremony, namely the *pelamin*. The development of *pelamin* decoration has developed widely in Malaysian traditional culture and current modern ceremonies. In line with the development of Malay handicrafts and culture. The decoration used in the production of the *pelamin* also involves handicrafts. In previous times, *pelamin* was created by "mak andam" who is an expert in the field of managing wedding ceremonies, she will be conducted for preparing the bride and groom also the *pelamin* decoration. Nowadays there are still have "butik andaman" or bridal boutiques which still provide wedding services in the village area mainly.

Nowadays, in Malaysia, the population is formed from many ethnic groups, which include Malays, Chinese, Indians, indigenous tribes and other races. The Malay community is the majority race in Malaysia. The term 'Malay' refers to the dominant ethnic group that had settled prior to colonisation and immigration. They still practice their customs and cultural traditions during wedding ceremonies. *Pelamin* has now been