Graphic Design Showcase

2026

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Proudly Malaysian Batik As A Voice Of Identity



Batik Bersuara is an interactive cultural campaign designed to promote Malaysian batik through the integration of gamification, digital storytelling and immersive user experiences. The project aims to encourage young people to discover the beauty, history, symbolism and cultural significance of batik in a fun, engaging and meaningful way. By combining interactive challenges, educational content and visually appealing digital platforms, users are encouraged to actively explore and appreciate Malaysia's rich cultural heritage.

Beyond increasing awareness, the campaign also supports batik as a cultural tourism attraction, strengthens national identity among younger generations, and demonstrates how modern digital innovation can be used to preserve, celebrate and promote traditional culture in Malaysia for future generations.