



UNIVERSITI TEKNOLOGI MARA

**MODERNIZATION AND MALAY MATRIMONIAL FOODWAYS
IN THE RURAL AREA**

MOHD SYAQUIF YASIN BIN KAMARUDDIN

**Thesis submitted in fulfillment of the requirements for the degree of
Master in Gastronomy
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CANDIDATE'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledge as referenced work. This topic has not been submitted to any academic institution or non-academic institution for any other degree or qualification.

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Name of Candidate : Mohd Syaquif Yasin bin Kamaruddin
Candidate's ID No. : 2009897534
Programme : Master in Gastronomy
Faculty : Faculty of Hotel and Tourism Management
Thesis Title : Modernization and Malay matrimonial foodways in the rural area

Signature of Candidate :
Date : 15 October 2010

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ABSTRACT

Modernization is a global phenomena and closely associates with globalization and industrialization. It has influenced and altered every facets of human life not only the routines, traditions, rituals, norms but also the daily activities and specific occasion including matrimony or weddings practices. This study empirically investigates the impact of modernization on the Malays matrimonial or wedding foodways in the rural area specifically looking at two aspects; alteration in food preparation, consumption and the social community bond. Through combination of the qualitative (interview, observation) and quantitative (self-completed questionnaire) some meaningful insights on the issues investigated were obtained. Similar to urban, modernization slightly altered the Malay wedding foodways in the rural parallel with socio-economics, life styles and emergence of the modern equipments. This has given significant impact to the social bond or togetherness among the community.

Keywords: modernization, Malay, matrimony, foodways, rural

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Mohd Syaquif Yasin bin Kamaruddin

Gastronomist

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