UNIVERSITI TEKNOLOGI MARA

PERFORMING ART TRADITIONAL HERITAGE: IMPLEMENTATION OF WEBSITE TO CONVEY INFORMATION OF WAYANG KULIT

FARRAH 'AINI HJ. LUGIMAN

Design Report submitted in partial fulfillment Of the requirements for the Master Degree of Visual Communication & New Media (AD773)

Faculty of Art & Design

April 2006

Accepted by the Faculty of Art and Design, Universiti Teknologi MARA, in partial fulfillment of the requirements for the degree of Master of Art and Design (Visual Communication and New Media)

WAN ZAMANI HAJI WAN ZAKARIA
Supervisor of research and thesis
Head of Programme
Department of Graphic Design & Digital Media
Faculty of Art and Design
Tueutty of the and Design
ASSOCIATE PROFESSOR DR. BAHARUDDIN UJANG
Dean
Faculty of Art and Design
AMEER SHAKIR
Program Coordinator
Department of Post Graduate Studies
Faculty of Art and Design

ACKNOWLEDGEMENTS

In the name of GOD, Most Gracious, Most Merciful, Praise be to GOD, Lord of the universe, Most Gracious, Most Merciful, Master of the Day of Judgment, You alone we worship, You alone we ask for help, Guide us in the right path, the path of those whom You blessed, not of those who have deserved wrath nor of the strayers.

(The Key- Al-Fatihah)

First and foremost, I would like to express my deepest gratitude to Allah SWT, the Almighty, for giving me the strength and courage to complete this research. Not forgetting for thankfulness to my beloved parents Dato' Haji Lugiman Bin Abu Seman and Datin Hajjah Rahimah Ghazali, siblings 'Adny Siswazie Lugiman and Kamarul 'Afrizal and all my family members for their blessing which have enabled me to face the numerous trials and hindrance.

My deepest appreciation goes to my supervisor cum an advisor Mr. Wan Zamani Bin Haji Wan Zakaria, for his invaluable support and guidance, thank you for providing expert assistance, standing behind my vision and sharing so much of your wisdom.

Particular thanks are to be given to Associate Professor Dr. Baharuddin Ujang, Associate Professor Dr. Kamarudzaman Mohd. Isa, Associate Professor Dr. Ruslan Abdul Rahim, Mr. Sharkawi Che Din and other lecturers for guiding me in the right direction.

I am deeply appreciative to all the seniors of FSSR, especially Mr. Muhammad Sophist Hj. Ahmad, Mr. Mohd. Fuad Md. Arif, and Mr. Ezal Daud that has given me spirit and guide me throughout this research. To all my closest buddies that have always been there throughout my up and down moments and have lighten my soul. They are Mukeh, Nanapitt, Jereng, Isma, Megat, Alan and Elham Araboff.

Finally, to all my friends and colleagues that has given me support and encouragement in completing this research. Your noble deeds will be kept in mind forever.

ABSTRACT

Wayang Kulit is categorized under the Art Heritage. It is on the course of decline. With all the finding stated, Wayang Kulit can be preserved through new medium as a vehicle to convey the information. Website is one of new medium's vehicles to convey the information of heritage. It has been implemented in this study. Through the medium, four types of information about Wayang Kulit have been implemented as the contents which are Property, Procedure, Process and Principle. At the same time, research design that has been used is by implementation. Hence, the statistical instrumentations that have been applied in this study are observation, interview and questionnaire.

Problem Statement

Wayang Kulit is in the process of declining due to several reasons. One of the causes is because there is not enough information and promotions deliver to masses. Besides, interests and tastes of the society have changed due to technology development. So, in order to uphold the existence of Wayang Kulit, and effective approach in delivering information and promotion should be researched. The approach should be parallel with the taste and interest of generation at this moment and to the utmost, our future generation.

Aim of the study

In this study, the researcher's aim is to implement interactive website to convey information of Wayang Kulit in order to uphold the existence of the performing art traditional heritage.

Objectives of the study

Based on the aim of the study, the researcher has several objectives as below:

- 1. To identify the categories of heritage in Malaysia
- 2. To examine and study on Wayang Kulit information.
- 3. To study on interactive multimedia website as a vehicle to convey information of Wayang Kulit.

Hypothesis

By implementing the interactive website, a lot of information about extinct Performing Art Heritage, especially Wayang Kulit, will distribute a beneficial knowledge to present and future generations.

CHAPTER 1

INTRODUCTION: RESEARCH FRAMEWORK

1.1 Background of Heritage in Malaysia

Heritage means the traditions; qualities and culture of a country that have existed for a long time and that have great importance for the country (Oxford Dictionary, 2004). It means that heritage has great importance to many independent countries including Malaysia. In this context, a group or societal plane can be conceptualized the heritage as the corpus of socially and culturally significant artifacts that inherit collectively from past experience, activities and creativities of the society that we are member of, and those that may pass on to the succeeding generations which are including both aspects like physically and spiritually. Physically aspects including art, cloth and other, while spiritually aspects including thinking, belief and other.

According to a book titled *Masyarakat dan Kebudayaan Malaysia*, 2003 written by Dato' A. Aziz Deraman, the heritage can be seen through four categories. Firstly is Thinking or Ideas Heritage such as language, philosophy and literature, secondly is Physical Heritage such as building, costume, medicine and machine, thirdly is Norms and Values Heritage such as folkway, more, regulation and custom while lastly is Art Heritage which can be divided to Performing Arts such as music, dance, and theatre while Visual Arts including painting, carving and weaving. All at once, he has said that most of the people when discussing about culture will focus only on certain aspects of it that relate to arts for example dance, music and drama. It means that it is such a wrong and narrow interpretation. Hence, through an anthropology definition of culture from a book titled Primitive Culture written by Edward B. Taylor, 1871, he summarized a passage as below;

'Kebudayaan adalah keseluruhan kompleks yang mengandungi antaranya pengetahuan, kepercayaan, kesenian, tatasusila, undang-undang, moral, adat resam, dan apa-apa juga kebolehan serta kebiasaan (tabiat) yang didapati oleh manusia sebagai ahli sesebuah masyarakat.'