

UNIVERSITI TEKNOLOGI MARA

**A STUDY ON THE PROMOTION OF
TRADITIONAL DANCE USING
POSTCARD ILLUSTRATION: LION DANCE**

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Thesis submitted in fulfillment of the
requirements for

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CONFIRMATION BY EXAMINER

I certify that an examiner has met on 6th February 2022 to conduct the final examination of Effah Nadhirah binti Muhd Za'im on her Bachelor Degree (Hons) in Graphic Design thesis entitled, "A Study on the promotion of traditional dance using postcard illustration for the Lion Dance," in accordance with Universiti Teknologi MARA Act 1976 (Akta 173). The examiner undersigned recommends that the student be awarded the relevant degree.



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AUTHOR'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 results of my own work unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

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

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ABSTRACT

Lion dance is of the most popular traditional dances in Malaysia and it has been around for more than 50 years. However, the dance itself is in danger right now due to the Corona Virus pandemic and it has affecting the lion dance. The researcher will discuss the history of the lion dance and why it is important to preserve the dance. The researcher will also elaborate on why illustration is the key to make the promotion of the lion dance even better as well as why the postcard is chosen as the medium. As a conclusion, this study will benefit art students, researchers and other people who are interested in the lion dance.

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