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**GRAPHIC DESIGN ACADEMIC WRITING &  
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***BANGSAWAN MELAYU* DIGITAL THEATER**

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Thesis submitted in fulfillment of the  
requirements for  
**Bachelor Degree (Hons) in Graphic Design**

**Faculty of Art & Design**

**29<sup>th</sup> JULY 2022**

## 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

*Bangsawan Melayu* Digital Theater is a type of performance which utilizes both “live” actors and co-present audiences along with digital media to create a hybrid art form revitalizing theatre for contemporary audiences. Because the world is becoming more sophisticated, Digital Theater is one of new alternative to create traditional theatre using digital media. The objective in this research is to study the origins and historical background of *Bangsawan Melayu* Theater in Malaysia. Besides, to ensure that the theater of *Bangsawan Melayu* can be easily staged digitally and accessed by everyone through web applications and to identify the visual communications that are suitable to promote *Bangsawan Melayu* Digital Theater. The method used in this research is mixed method, which is quantitative method and will be supported by a qualitative method. The design of the quantitative method involves questionnaires for theater art activists and theater enthusiasts using a questionnaire form via online Google Forms. The outcome of the study include an interactive mobile application that is a web application that serves as a digital platform for the *Bangsawan Melayu* Digital Theater, as well as the ability to stage theater in this application and make it easier for users to watch *Bangsawan Melayu* Digital Theater at any time and anywhere.

**Keyword:** Hybrid Theater, Digital Theater, *Bangsawan Melayu* Theater

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