



اَبُو سَيِّدِي تِكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**UNIVERSITI TEKNOLOGI MARA**

**TYPE, STYLE AND  
CHARACTERISTIC OF PAINTING  
PREFERRED BY HOTEL  
INDUSTRY IN MALAYSIA**

**KHAYRIL ANWAR KHAIRUDIN**

**PhD**

**Jun 2021**

## ABSTRACT

The development of modern painting in Malaysia, which started in the 1930s has also driven Malaysia's economic growth. We can see it through the presence of many private galleries that evolve every year. Additionally, the Institute of Higher Education, whether public or private, is also seen offering many programs specialising in visual arts where it also contributes to painting development. The arts and paintings are a million-ringgit industry in Malaysia. This is a positive aspect of driving the development of painting in Malaysia in the future. However, despite these positive developments, some issues are seen as threats that can hinder this effort. One of them is the current market for painting which cannot accommodate the number of new artists produced each year. As a result, many new artists are seen to have quit painting and changing direction to other professions, which is a massive loss to the development of an artist and-creative industry in Malaysia. Therefore, an effort must be made in dealing with this issue. One of them is to explore new markets need for painting in Malaysia in terms of preferences. The study of market preferences is vital in discovering the target market. Based on the previous market study, Malaysia's hotel industry seemed to have great potential to be explored. Hotel is one of the major players in the art and creative industries. With its high-end ambient, artwork objects such as paintings are used as an aesthetical communicative strategy in inviting people to stay at their hotels. The arts and hotel industry provides a perfect example of how working with the arts creates profitable outcomes for both partners. Therefore, this study aims is to explore the relationship between human aesthetic perception on visual features extracted from paintings relating to preferences study. This research carried out a mixed-method approach by using an interview, structured observation and systematic data analysis. A total of 5 hotels with four and five-star rank selected, and a total of 120 paintings were collected and evaluated using a content analysis method. This objective is to identify the type, style and characteristics found in the paintings purchased by these hotels. The study found that abstract painting type and abstract painting style are the most popular types and painting styles among Malaysia's industrial hotels. Also, image, colour, shape, texture, composition and space are significant characteristics in the paintings purchased by the hotel. This study allows artists, educators and student to understand more clearly about the painting criteria desired by the hotel industry in Malaysia while contributing to the theoretical and methodological development in the painting itself. The results obtained from this study may assist the art industry, particularly the artist, art educators, a student in producing guidelines (painting) for the market need, particularly the hotel industry in Malaysia. The study will enhance strategic market planning, more efficient and target-oriented for the painting market in Malaysia.

## ACKNOWLEDGEMENT

Finally, this thesis is dedicated to the loving memory of my very dear late father and mother for the vision and determination to educate me. This piece of victory is dedicated to both of you. Alhamdulillah. Firstly, I wish to thank God for allowing me to embark on my PhD and successfully completed this long and challenging journey. My gratitude and thanks go to my supervisor Assoc. Prof. Dr Mohd Sabrizaa Abd Rashid and Assoc. Prof. Dr Muhamad Abdul Aziz Ab Gani.

My appreciation goes to all hotels involves who provided the facilities and assistance during sampling. Special thanks to my colleagues (classmate) and friends for helping me with this project.

Finally, this thesis is dedicated to my very dear father and mother's loving memories for the vision and determination in educating me—this piece of victory dedicated to both of you. And not forget to my wife and sons who always with me in a happy and challenging time. Alhamdulillah.

# TABLE OF CONTENTS

	<b>Page</b>
<b>CONFIRMATION BY PANEL OF EXAMINERS</b>	<b>ii</b>
<b>AUTHOR'S DECLARATION</b>	<b>iii</b>
<b>ABSTRACT</b>	<b>iv</b>
<b>ACKNOWLEDGEMENT</b>	<b>v</b>
<b>TABLE OF CONTENTS</b>	<b>vi</b>
<b>LIST OF TABLES</b>	<b>ix</b>
<b>LIST OF FIGURES</b>	<b>xii</b>
<b>LIST OF NOMENCLATURE</b>	<b>xvi</b>
<b>CHAPTER ONE INTRODUCTION</b>	<b>1</b>
1.1 Background of study	1
1.2 Statement of The Problem	4
1.3 Aims of Research	6
1.4 Research Objectives	7
1.5 Research Questions	7
1.6 Significance of The Research	7
1.7 Research Methodology	8
1.8 Scope and Limitation of The Research	10
1.9 Definition of Terminology	11
<b>CHAPTER TWO LITERATURE REVIEW</b>	<b>13</b>
2.1 Introduction	13
2.2 Painting Market	18
2.3 Type of Painting	22
2.4 Style of Painting in Malaysia	29
2.5 Painting Characteristic	53
2.6 The Development of Theoretical Framework and its Explanation	116

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of study

It is a norm for people to be attracted to objects of beauty. Regardless of age, gender, religion or race, a person will feel more comfortable and at ease when looking or appreciating beautiful objects. The results of these feelings towards beauty will eventually lead to aesthetic experiences in one self (Ali, 2015).

According to Ali (2015), the feeling of beauty and comfort came from one's appreciation towards a certain object through the visual senses. The object is then valued through one's experience, in return producing a feeling of satisfaction. The peak of this process would be the feeling of excitement and content for the viewer. This opinion is similar to what was built by Dewey known as 'Art as Experience' (Dewey, 1994). Apart from that, James (2013) also stressed that beauty can also be defined as a group of qualities such as shape, form or colour, that can induce aesthetic awareness. He further added that beauty is subjective and can be translated by any means looking through different points of view.

It is obvious here that art is important in life. Though it is not a must, it is something people prefer to have in order to balance out one's spiritual and physical needs (Joshi et al., 2011; Rahmah & Nor Azlin, 2002; The Arts Council, 2014).

In realizing the importance of art in everyday life, it is obvious that it started being produced thousands of years back (Wahid, 2002). For instance, we can look at the painting created on cave walls in Lascaux, Niaux, Mas d 'Azil, Les Trois Freves and Le Portel in France, as well as cave paintings of Altamira and Castillo in Spain. All of these cave paintings were created since the Paleolithic era some 30,000 years ago (Wahid, 2002). These discoveries proved that paintings have a long history in human civilization.