



**CONSERVATORY OF MUSIC COLLEGE OF CREATIVE ARTS
UNIVERSITI TEKNOLOGI MARA**

**MUF655
RESEARCH PROJECT**

**THE USAGE OF PUBLIC TRANSPORTATION SPACES TO BENEFIT PERFORMING
ARTISTS IN KUALA LUMPUR: A CASE STUDY OF 'KERETAPI SARONG'**

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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ABSTRACT

Public performance in public transportation is a common practise in foreign places such as London and New York. The activity is still highly regarded and even enjoys the support of some organisations. In fact, Malaysia has begun to encourage public performance events in public transit. The concept for this study emerged after reviewing numerous previous research and discovering that the majority of them were only performed in a few countries and that the majority of the studies did not indicate to a link between public music performance and public transportation. Secondary data will be used in the research. Thus, a definitive sample or sample size is not relevant. As a result, the research is also based on relevant current data and information. Secondary data sources that will be used include social media postings, video views, online publications, and journals. Thus, the research has been carried out in accordance with the secondary data to understand the importance and benefits of public transportation services to performing artists, especially musicians in Kuala Lumpur with the objective of investigate how live performances within public transport services will create an active arts lifestyle community that benefits musicians and the public transport consumers, analyse the potentials of incorporating music and the arts as a regular activity in public transport spaces that can enrich public transport commute experience and encourage regular patronage.

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