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*The Creative Process
of Undergraduate
Final Year Projects*

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Azahar Harun and
Mohd Zaki Mohd Fadil

GRAPHIC PHILOSOPHY

*The Creative Process of
Undergraduate Final Year
Projects*

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Mohd Zaki Mohd Fadil

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Graphic Philosophy: The Creative Process of Undergraduate Final Year Projects

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Making Tourism Board of Sarawak known to society by using Advertising

introduction

Sarawak's Batik Linut is originates from a Melanau village in Kampung Telian, Mukah . Now, "Batik Linut," which is distinguished by its use of rumbia or sago flour to create motifs on cloth, is making its mark on the world stage through the city of Miri. Linut, a sticky porridge-like delicacy made with sago flour, hot water, and a little patience, is one of their most popular dish.

As far as the Melanau and other Sarawak native communities are concerned, linut is solely for consuming.

However, in 2019, a team from Lamin Dana in Kampung Tellian, Mukah, led by the Malaysian Handicraft Development Corporation (Kraftangan Malaysia) Sarawak branch, embarked on a pioneering program to investigate the potential of Linut beyond culinary traditions, notably in handicraft. As a result, Batik Linut was created, an innovation that employs sago flour as its main ingredient to produce and design distinctive colors and patterns on textiles.

Batik involves decorating fabrics like linen, silk, and cotton by employing the wax-resist dyeing technique. An ancient art form of Indonesia, it has been practiced across the globe for centuries, from China, Japan, and India to South America and Europe. At present, the waxes used in batik making are made from paraffin, beeswax, and soy. Although paraffin is readily available in the form

The success of the handicraft project at Kampung of candle wax and is less expensive, but it is not as environmentally friendly as beeswax or soy. In the case of Sarawak, obtaining this material can be challenging because of the discovery of sago and specifically lint as another "natural" source for batik wax.



Figure 1 : Example of Chiffon Linut Batik

To give Batik Linut a more exclusive Melanau identity, motifs inspired by the community's traditional fashion and nature are highlighted on each fabric through the silk screen printing technique, including on baju bangkuas, buah mulung and terendak. Batik Linut has attracted the interest of youths, including students, apart from homemakers, entrepreneurs, and fashion designers.

Batik Linut Sarawak

Tellian, Batik Linut was Introduced to the public in April 2019 in conjunction with Borneo Textile Week in Kota Kinabalu and Kaul Festival in Mukah, before being promoted in other parts of Malaysia and overseas such as Singapore and Dubai. Following the launch of "Proudly Sarawak" in Miri City, a platform that highlights Sarawak handicrafts made by local talents of various ethnicities for the world to discover.

Among the Sarawak textile crafts to be highlighted are Sarawak Songket Weaving, Pua Weaving, and Kerkam Embroidery. Whereas craft products from Sabah are such as Dastar weaving, sites please, PIS embroidery, Ampit and Batik Sabah. Regarding the Batik Linut textile, Lamin Dana opened its own office and showroom in Miri at Coco Cabana, with future plans to open offices in Kuching, Nilai in Negeri Sembilan, and Singapore through the Sarawak Trade and Tourism Office.



Figure 2 : Example of Chiffon Linut Batik

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“Every great design begins with
an even *better* story”

- Lorinda Mamo

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