



**GRAPHIC DESIGN EXHIBITION
2020**



LOKA
/LəW.Ké/ /'LO:.Ke/

'Loka' is a word borrowed from Sanskrit लोक (loká) which means 'world'. Since olden days, the Malay language has derived and adopted many languages into its own and Sanskrit is believed to be the root of the language.



CONCEPT OF LOKA

Shadow puppet/ 'wayang kulit' has long existed in countries across the world. Each country possesses a background and styles of shadow puppets unique to themselves. Malaysia was one of said countries. However, our traditional shadow puppet is becoming extinct. Therefore, to bring it back, we modernised shadow puppet with bright colours and combine it with a paper-cut style.

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THE ROLE OF ADVERTISEMENT IN TOURISM MALAYSIA

by **NUR AFIZAH BINTI MOHD NOR**

+6011 - 1092 2467

@nurafizah7252

Wixsite :
nurafizahmohdnor

The Malaysia Tourism Promotion Board or Tourism Malaysia is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at both domestic and international levels. Our ASEAN neighbors' tourist arrivals rose year by year, and the visitor numbers in Malaysia are worrying. Hence, Malaysia should revitalize tourism to remind the "Malaysia, Truly Asia" brand and making it the heart of all future campaigns and communications. Creative advertisement in Tourism Malaysia is to attract tourism using an innovative and new media in produced creative advertisement.

