

**UNIVERSITI TEKNOLOGI MARA**

**APPLICATION OF AUDIO AS AN  
INTERSEMIOTIC TRANSLATION IN  
THE ARMY MUSEUM'S DISPLAY  
CASE**

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## **ABSTRACT**

It is difficult to sustain and evaluate the successful of the exhibition. The environment in which museums administered has rapidly changed over decades where the successful of the museum leads to the unexpected adverse reactions for the community. Numerous approaches have been discussed and have to be executed to deal with the matter of foregathering, inadequate resources, that lessen the satisfaction rating of the visitors (Ballantyne & Uzzell, 2011). The Army Museum takes on larger roles as it's relates to the International Council of Museums (ICOM) defined the museum as a non-profit institution which presenting and preserving artifacts, antique or vintage collections, valuable assets or monuments, cultural heritages that aiming for education, build the public awareness and recreation activities to the society. Hence, it's crucial to understand the best description and characteristic of the display techniques especially in selecting display case in the museum. The comprehensive transformation is needed by analysing the correlation between audio and the type of display case to portray the army weapons as the subject of item in the museum that could impact the visitors experience considering the changing circumstances that need to be devised accordingly with the possible forthcoming needs. Therefore, the goal for this research is to discover the correlation of audio and the army museum display case that could enhance the immersive experience which helps in revamping the exhibition display case to be more prominent and captivating. For this study, the data acquired from the closed-ended questions that polled through the public respondents and open-ended questions to converse with the interviewee as a method in collecting in-depth and elicit information. The outcome of the study implied on how the museum adjust their practices by applying the audio as an intersemiotic translation to brief and demonstrate the army weapons in the fascinating display case which are equally important to fulfil the pleasure for the visitors which keep them coming back to the museum. Through this research, it will provide new insights for the society to have a better and impressive exhibition experience and it shows the anticipated of the reputable armed forced organization to create enjoyment and educational exposure for the audience.

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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

A diverse exhibit items are displayed in the museums where it can be categorised as archaeology museum, art museum, encyclopaedic, historic house, military and war museum, open-air museums etc. Different type of museums has different strategies in promoting the collections or artifacts to attract more visitors to visit their museums as well as to boost the audience experience. Most imperatively, the museum should not be just aimed to attract many visitors, but to enhance the visitor's satisfaction as the main objective of its existence.

The crucial element to boost audience experience is to ensure the museum ability to communicate well with the visitors. The effective communication can be achieved when both speaker and listener actively listen and clearly express and understand the information given. Thus, it is pivotal chore that the museum understands the needs to facilitate and articulate the ideas through the collections or exhibit items in the museum to the audience in a such a way for enriching visitors experience. (Hooper-Greenhill E. , 1994)

It has been observed that every museum focus on the planning of the lighting for visual impact, furniture arrangement, ventilation for museum circulation and the display case as the fundamental techniques in presenting their collections.

Various approaches possibly to be applied to present the objects in the museum where ubiquitously using freestanding display case to present the collections. Thus, the study intends to investigate on how the audio element in the freestanding case could support visitors' engagement in The Army Museum, Port Dickson.

In The Army Museum, Port Dickson specifically, assorted objects including weapons, uniforms, and vehicles displayed strives to educate and spread the awareness to the public. The freestanding display case thereupon is the most used to present the army weapons in the museum.

A freestanding display case refers to the case that may be freestanding on the floor or custom built-in installation which appear in an exhibition, museum, house or etc. The museum freestanding display case is specially designed and manufactured by the