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UNIVERSITI TEKNOLOGI MARA

THE PROSPECTS OF SARAWAK HANDICRAFTS' MARKET:

THE CASE OF ARTLIER GALLERY

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ABSTRACT

The aim of this study is to look at the prospects of Sarawak Handicrafts and also its market. In a way this study is to improve on the weaknesses and problems about the Sarawak Handicrafts in Kuching and to develop its marketing strategies.

Problems arose when doing this study as the researcher faced problems in gathering information due to lack of responses from the tourists and also local people. Besides that time was very limited and a lot of expenses incurred in doing this study. As for the data, such as secondary data and primary data, more time is needed to look for these data as most of the data are not available and difficult to allocate.

Upon doing this research study, the researcher found out that a lot of tourists coming to Sarawak are impressed by the Sarawak Handicrafts and they are willing to spend money on these products. They loved to see the decorations on the handicrafts shops. They know that Sarawak also has plenty to offer especially in terms of traditional arts and crafts, as in woodwork, potteries, textile products, etc. This is where Sarawak can attract more tourists in coming and

CHAPTER 1

INTRODUCTION

1.1 Background of Study

Sarawak is not a country locked up in the history of time. A blue-jean and T-shirt clad youth riding a motorbike is more the daily sight today rather than a young warrior in loincloth carrying a blowpipe.

The capital city of Kuching and other main towns have their fair share of high-rise, high-tech modern buildings and five-star hotels. Yet contrasting with that, half an hour's journey away, are thatch-roofed villages, longhouses and forests along meandering rivers amidst mountain ranges.

Sarawak has various ethnic groups such as the Malays, the Chinese, the Ibans, the Orang Ulu, the Bidayuh, etc. Sarawak also has plenty to offer especially in terms of traditional arts and crafts, as in woodwork, needle, etc. All these traditional arts and crafts are mainly to attract tourists in coming and visit this place.

CHAPTER 2

LITERATURE REVIEW

2.1 Sarawak Style

The multi-ethnic culture of Sarawak, this east Malaysian state on the island of Borneo, has for centuries fascinated Westerners. Sarawak's natural beauty is legendary, its history rich, its culture magnificent and diverse. Its traditional way of life, adapted to the tropical rainforest, epitomizes an eco-friendly lifestyle. Its ancient arts and crafts denotes a certain style and value from which many lessons may be learnt today.

This book of over 350 strikingly beautiful photographs capture the essence of a unique design statement. Privileged glimpses into the interiors of private homes, from architect-designed contemporary houses to centuries-old longhouses represent the dual influences of tradition and change.