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ABSTRACT

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Title : Electronic Technology As An Artistic Medium In The Malaysian Visual Arts Practices

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Presently, the approach of electronic technology in art practices and the creation of electronic artwork in the Malaysian Art Scene are considered a common scenario. Most artists who practice on electronic artwork have made the electronic technological medium as an expansion of existing media in visual art practices. This research explores the approach of electronic technological medium in the practice of electronic artwork. The purpose of the research is to develop a better understanding on the significance of electronic technology in art practices as

well as the progress. This research was employed the qualitative research methodology, which focuses on interviews and documentation analysis as a data collection. From the research has shown that there were significance values in the approach and practice of electronic technology in art practices. These significance values involve several factors such as the artists' tendency, establishment, and current factors of technological developments. Therefore, the research asserts that the practice of electronic artwork generates a potential visual art development in Malaysia. In this research the essential elements such as function and purpose of electronic technology to the artist as well to the art practices were outlined. It also forwarded a comprehensive documentation on the development of electronic arts in Malaysia. Practically, this research contributes to the development of Malaysian contemporary art.