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IDEALOGY JOURNAL

Volume 7, Issue 2, 2022

Published: 1 September 2022

Published by:
©UiTM Press

e-ISSN 2550-214X



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IDEALOGY JOURNAL INFORMATION

INTRODUCTION

Idealogy Journal is a biannual journal, published by UiTM Press, Universiti Teknologi MARA, MALAYSIA. IDEALOGY is a combination of the words IDEA and LOGY whereby the word IDEA refers to any activity or action that can lead to change. On the other hand, the word LOGY refers to the understanding towards a certain group or thought, that is often related to the creation of the idea itself. So, IDEALOGY is a platform for those who have ideas to share in journal form. The IDEALOGY Journal is spearheaded by the Faculty of Art & Design, Universiti Teknologi MARA (Perak), however the scope and theme applied were broadened to cover Arts & Social Science. This journal is purely academic and peer reviewed (double-blind review) platform. It caters to original articles, review paper, artwork review and appreciation, exhibition review and appreciation, and book reviews on diverse topics relating to arts, design, and social science. This journal is intended to provide an avenue for researchers and academics from all persuasions and traditions to share and discuss differing views, new ideas, theories, research outcomes, and socio-cultural and socio-political issues that impact on the philosophical growth in the contemporary events.

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PUBLICATION HISTORY

Published various field of arts and social sciences' studies since 2016 onwards.

PUBLICATION FREQUENCY

Biannual Frequency: Two (2) issues per year (April and September)

e-ISSN

2550-214X

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Digital Illustration as Visual Communication to Promote Kelantan Cultural Heritage

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Received: 1 July 2022, Accepted: 15 August 2022, Published: 1 September 2022

ABSTRACT

The state of Kelantan Darul Naim is endowed with a wealth of tourist attractions, including the oldest tropical rainforest, exclusive and distinctive art experiences and activities, mouthwatering local traditional food, and welcoming local people. Kelantan is regarded as the “cradle of Malay culture”. There is a lot of cultural performance that can be found in Kelantan such as Wayang Kulit (shadow puppet), Menora, Mak Yong and Dikir Barat. Apart from that, Kelantan is also well-known for traditional games and musical instruments such as gasing, Wau Bulan, keretuk, and rebana ubi. The methods used in this research is a questionnaire and content analysis used to analyze the vector and raster digital illustration artwork from a selected university in Kelantan which offers creative digital illustration subject as a requirement. Results found that the students can produce both vector and raster by using Kelantan cultural heritage as the subject matter. In a conclusion, digital illustration can be used as visual communication to promote Kelantan cultural heritage in the future.

Keywords: Digital Illustration, Visual communication, Kelantan Cultural Heritage, Advertising



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1. INTRODUCTION

The state of Kelantan Darul Naim is endowed with a wealth of tourism attractions, including the oldest tropical rainforest, exclusive and distinctive art experiences and activities, mouth-watering local traditional food, and welcoming locals' people. The state of Kelantan is also well endowed with a rich natural heritage that is undoubtedly a feast for the eyes, with half of its coastline facing the South China Sea and the land bordering Thailand in the north. The tangible and intangible heritage of Kelantan is valued for its originality as well as its accurate representation of traditional Malayan art. There is a lot of Malaysia's heritage believed to have originated in Kelantan, while they are later known as Malay heritage. As state by The Star (2017), Kelantan is regarded as the “cradle of Malay culture”. There is a lot of cultural performance that can be found in Kelantan such as Wayang Kulit (shadow puppet), Menora, Mak Yong and Dikir Barat. Apart from that, Kelantan also well-known with tradisional games and musical instrument such as gasing, Wau Bulan, keretuk, and rebana ubi. The uniqueness of Kelantan's culture, craft, and tradition amuses tourists' interest (Sufahani, Ismail & Muhammad, 2013). According to Tourism, Arts and Culture Ministry (MOTAC) minister, Datuk Seri Nancy Shukri, Kelantan was unique as it still preserved the different types of traditional arts and performances. She hopes that the art practitioners, as well as the local community, can play their role to preserve and develop this cultural heritage. The younger generation might contribute by using social media to

advertise the arts to a global audience as they can promote the numerous traditional art forms to a global audience by utilizing their expertise in digital technologies.

1.1 Tourism Promotion Approach

In order to promote Kelantan's cultural heritage, the governments, private agencies and media should all contribute fully. A variety of promotional techniques are needed to attract repeat visits by tourists to the state, including introducing or rebranding the advertisement visual promotion of Kelantan's cultural heritage (Mohd Nasir & Salleh, 2014). The cultural heritage will increase productivity through effective marketing and advertising strategies and by drawing more visitors to the locations of our cultural heritage. Even though Kelantan has many resources that might be used to develop into fantastic tourist attractions, the development of its tourism industry has not yet been completed. To maximise the performance of this tourism sector, the responsible parties were required to carry out a quick, brief development. (Sufahani, Ismail & Muhammad, 2013).

1.2 Advertising to promote Kelantan Cultural Heritage

Advertising is becoming a key component of the tourism sector, attracting potential travelers with information about the distinctiveness of culture and heritage. By using effective marketing and advertising strategies and luring more visitors to the locations of our cultural heritage, we can increase productivity (Gwati, 2017). According to Weng and Huang (2018), The widespread usage of advertising in the tourism industry has increased the focus on analyzing how advertising affects tourism. For its professional benefit, the tourism sector must employ advertising as its main tool. Each country's and state's successful tourism promotion is founded on its cultural norms and its advertising industry's comprehension of its principles (Salehi, 2014).

1.3 Kelantan Cultural Heritage

According to Aslan (2018), It is apparent that maintaining and passing down the cultural heritage is a key fact in order to maintain society since cultural heritage represents the diversity of customs, representations of traditional life, and values within a community. As stated by UNESCO at the beginning, intangible heritage is a collective endeavor that arises from a tradition-based culture. The folk culture of every kind, both traditional and contemporary, is involved. In any event, intangible heritage can be considered of as the non-material facets of culture that aid societies in recalling their past and traditions and in creating a feeling of identity, location, and community in the present (Harrison & Rose, n.d.).

Wayang Kulit, also known as shadow puppetry, is an old kind of theatrical performance that uses specially created puppets, a gamelan musical ensemble, vocals, and story-telling skills by the master puppeteer known as the Dalang, as well as a white screen, shadow and light. According to Jufry, Rahman and Hashim (2020), One of the classic theatrical performances with a distinctive individuality is Wayang Kulit Kelantan. Gambalan (shadow puppets) are used in this shadow play performance to portray the characters from the Hikayat Seri Rama (a repertoire of Wayang Kulit Kelantan).

Wau Bulan is a Malaysian moon-kite with an elaborate pattern. In the Malaysian state of Kelantan, it is historically flown by men and is usually ornamented with flowery themes. The kite is typically painted with recognisable patterns in contrasting colours, which makes it very visible when flown in the open blue sky. This adds to its distinguishing size and shape. The wau bulanis was chosen as one of Malaysia's national symbols because of its alluring and mesmerising beauty (Yusoff et al., 2019)

In Kelantan, a style of gasing known as gasing leper is popular. It is frequently played in accordance with how long it revolves. Kelantan Gasing Leper is a form of gasing with a low profile and a weight of roughly 8 kg. It measures roughly 48 cm in circumference and 6 cm in height. In Malay culture,

gassing is one of the traditional games. Society still engages in this traditional pastime in the present period. While a classic pastime, gasing is not an elite sport (Omar et al., 2015).

Rebana Ubi is a drum instrument that is often found in Kelantan and is played by the people. This is the only Rebana with a beautiful design on the body and face, and it is quite large, measuring 70 centimetres in circumference and standing one metre tall. Rebana is typically set up on a hillside and played at various tempos and rhythms to suit various requirements and purposes, such as marriage proclamation and hazard warning. Rebana is no longer played for recreational purposes in communities, except for ceremonial events (Shuaib & Olalere, 2013).

Table 1. Questionnaire Survey

Type Cultural Heritage	List	Respondent's Preference
Traditional Games	Gasing Leper	4%
	Wau Bulan	92%
	Wau Puyuh	0%
	Wau Kikik	0%
	Silat	4%
Traditional Performing Art	Wayang Kulit	46.9%
	Mak Yong	9.2%
	Dikir Barat	42.9%
	Menora	0%
	Main Tteri (Main Puteri)	1%
Traditional Music Instruments	Serunai	32.3%
	Rebana Ubi	60.4%
	Gedombak	2.1%
	Rebab	5.2%

Before producing the digital illustration artwork, the student is required to answer the survey of their knowledge toward the Kelantan cultural heritage.

2. DIGITAL ILLUSTRATION AS VISUAL COMMUNICATION

Visual communication is a process of channelling information through visuals. It involves graphic design such as logos, animations, illustrations, photography, colours, symbols, emblems, corporate identity, advertising, multimedia and other creative design results. Therefore, visual communication plays an important role to help channel information effectively (Tahir, Baharom & Rashid, 2020).

According to Liu (2019), digital illustration is a form of art that uses digital techniques to combine human reason and creative inspiration. It is based on digital and new media technologies. With the advancement of information technology, digital illustration art is now ingrained in all facets of life. The creation of digital illustrations has been made possible by the use of computers. Digital illustrations are frequently created with a graphics tablet. This tablet connects to a computer through a pen and is used as a tablet. When an illustrator sketches on a tablet, the finished image is transferred to the device as a digital illustration. The two programs that designers most frequently use for digital illustrations are Adobe Illustrator and Adobe Photoshop. There are two types of digital illustration can be produced which is vector graphic and raster graphic.

A vector graphic is composed of pathways, which can be lines, squares, triangles, or curved shapes. These routes can be used to make straightforward illustrations, logos, maps, or intricate schematics. In the same file, vector images can be scaled down to the size of a business card or up to the size of a billboard. The creation of vector graphics frequently involves the use of object-based editing programmes like Adobe Illustrator (Shica & Gupta, 2015).

As state by Shica and Gupta (2015), Any image that uses pixels—tiny squares each capable of storing a colour value and an opacity to create the image as a whole is referred to as a raster, also known as a bitmap graphic. We can see how these minuscule square pixels combine to form the image when we zoom in on the raster graphic. Usually, the software used to product raster graphic is Adobe Photoshop. But there is also other software such as Corel Painter, Clip Studio Paint, Krita and Procreate can be used to produce the illustration artwork.

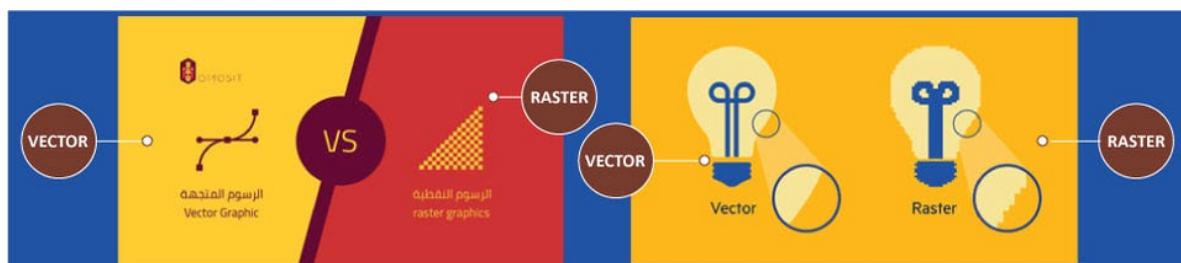


Figure 1. The difference between vector and raster
(Source: <https://www.psprint.com/resources/difference-between-raster-vector/>)

3. RESEARCH METHODOLOGY

Content analysis was used to analyze the College of Creative Art’s artwork from University Technology MARA (UiTM) in Kelantan. Undergraduates are the next generation who will become heir to the graphic industry. They only study the fundamental of elements and principles of design where they are still in the early education level in university and have minimal exposure and experience. Consistently, the student will develop their skill in producing digital illustration which influences by their reference’s illustrator based on their ability.

The finalized artwork must be completed full colour in digital, finished and already go through the consultation process by the lecturer as per the requirements of the subject. In order to fulfil the research, the subject of Creative Digital Illustration has been chosen. The subject focuses on produce the digital illustration application on advertisement posters. Kelantan was chosen as the state has a lot of uniqueness cultural heritage that can be explore by the student to choose as the main subject matter in the advertisement poster.

Table 2. Sampling Details

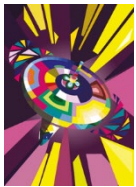


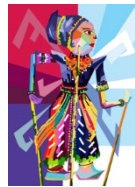
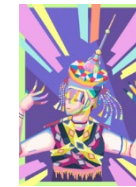
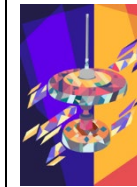
No	Items	Detail of Sampling
1.	University	University of Technology MARA, Malaysia
2.	Institute Category	Institusi Pengajian Tinggi Awam (IPTA)
3.	Branch	Kelantan (Machang Campus)
4.	Faculty	College of Creative Art
5.	Level	Diploma level (undergraduate)
6.	Course	Graphic Design and Digital Media
7.	Subject	Digital Illustration
8.	Task	Vector & Raster Project




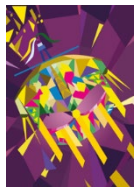
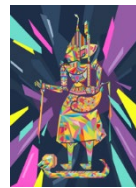
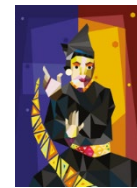
For the analysis, both task of creating a vector and raster artwork have been analyse by the researcher. It is to compare which digital illustration artwork are most appropriate to visualize in advertisement poster to promote Kelantan cultural heritage.

4. FINDINGS AND DISCUSSION

After go through the visual research, develop a few sketches and consult with the lecturer, the students able to produce the digital illustration artwork to fulfil the task that have be given under the subject of creative digital illustration.

Table 3. Content Analysis of Student's Artwork (Vector Illustration)

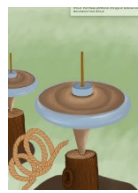


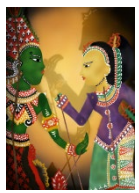
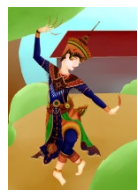
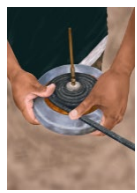
Criteria	Vector Illustration					
Artwork						
Characteristic	Design 1	Design 2	Design 3	Design 4	Design 5	Design 6
Subject Matter	Gasing	Makyong	Nasi tumpang	Wayang Kulit (Siti Dewi)	Menora	Gasing
Type of Cultural Heritage	Traditional Games	Traditional Performance	Traditional Foods	Traditional Performance	Traditional Performance	Traditional Games
Concept	Geometric Vector	Geometric Vector	Geometric Vector	Geometric Vector	Geometric Vector	Geometric Vector
Software	Adobe Illustrator	Adobe Illustrator	Adobe Illustrator	Adobe Illustrator	Adobe Illustrator	Adobe Illustrator


Criteria	Vector Illustration					
Artwork						
Characteristic	Design 7	Design 8	Design 9	Design 10	Design 11	Design 12
Subject Matter	Rebana Ubi	Makyong	Rebana Ubi	Wau Bulan	Wayang Kulit (Seri Rama)	Silat
Type of Cultural Heritage	Traditional Music Instrument	Traditional Performance	Traditional Music Instrument	Traditional Games	Traditional Performance	Traditional Games
Concept	Geometric Vector	Geometric Vector	Geometric Vector	Geometric Vector	Geometric Vector	Geometric Vector
Software	Adobe Illustrator	Adobe Illustrator	Adobe Illustrator	Adobe Illustrator	Adobe Illustrator	Adobe Illustrator

For the first task, the students are required to produce vector illustration with colourful geometric shape. All 12 artworks have been produced by using Adobe Illustrator with the inspiration from Wedha Pop Art (WPAP) concept. From the artwork produce, the subject matter of Kelantan cultural heritage has been stylised to geometric shape. The real shape simplifies and turn to be geometric element. Design 1,4, 5, 6, 8, 9, 10, 11 and 12 used the vibrant colour. While design 2, 3 and 7 used pastel colour in the digital illustration artwork.

Meanwhile, for the next task, the students are required to produce digital illustration in raster. The detail of the outcome digital illustration can be analysed as below.

Table 4. Content Analysis of Student's Artwork (Raster Illustration)

Criteria	Raster Illustration					
Artwork						
Characteristic	Design 1	Design 2	Design 3	Design 4	Design 5	Design 6
Subject Matter	Gasing	Makyong	Nasi Tumpang	Wayang Kulit (Siti Dewi)	Menora	Gasing
Type of Cultural Heritage	Traditional Games	Traditional Performance	Traditional Food	Traditional Performance	Traditional Performance	Traditional Games
Concept	Semi-Realistic	Semi-Realistic	Semi-Realistic	Semi-Realistic	Semi-Realistic	Realistic
Software	Adobe Photoshop	Adobe Photoshop	Adobe Photoshop	Adobe Photoshop	Paint Tool Sai	Adobe Photoshop

Criteria	Raster Illustration					
Artwork						
Characteristic	Design 7	Design 8	Design 9	Design 10	Design 11	Design 12
Subject Matter	Rebana Ubi	Makyong	Rebana Ubi	Wau Bulan	Wayang Kulit (Seri Rama)	Silat
Type of Cultural Heritage	Traditional Music Instrument	Traditional Performance	Traditional Music Instrument	Traditional Games	Traditional Performance	Traditional Games
Concept	Semi-Realistic	Semi-Realistic	Semi-Realistic	Semi-Realistic	Semi-Realistic	Semi-Realistic
Software	Adobe Photoshop	Procreate	Adobe Photoshop	Adobe Photoshop + Procreate	Adobe Photoshop + Procreate	Procreate

For the second task, the students are required to produce raster illustration. They are free to explore any software to produce the raster artwork. Design 1, 2, 3, 4, 6, 7, and 9 have been use Adobe Photoshop to produce the digital illustration. Other than that, design 5 explore Paint Tool Sai to produce the subject matter of Menora. There are 2 of the students use and explore Procreate Apps in iPad to produce the digital illustration. Above all, design 10 and 11 used combination software to finalize the artwork. From the raster artwork that have been produce by 12 students, the digital illustration looks smooth by using the brush and shading technique. The detailing of the subject matter can also be emphasized by using

raster. All the pattern and motif in each of the subject matter of cultural heritage can be enhance and highlight in the artwork.

5. CONCLUSION

Finding proves that, the student can learn about the Kelantan cultural heritage through the implementation of subject matter in digital illustration artwork. The design process that they have learned in the subject of creative digital illustration can help them develop their skill to produce digital illustration artwork. In a conclusion, digital illustration can be used as visual communication to promote Kelantan cultural heritage in the future. The new and fresh design idea needs to be applied in the advertisement instead of just using the actual photo in the advertisement of Kelantan cultural heritage as the previous year.

ACKNOWLEDGEMENT

The authors acknowledge the College of Creative Arts, Universiti Teknologi MARA (UiTM Kelantan Branch) and Universiti Teknologi MARA (UiTM Shah Alam) for the research data. Special thanks to those who contributed to this project directly or indirectly.

FUNDING

This research is not funded by any organization it is individual expenses.

AUTHOR CONTRIBUTIONS

Both authors played equal roles in the production of this paper.

CONFLICT OF INTEREST

There are no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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Tarikh : 20 Januari 2023

Prof. Madya Dr. Nur Hisham Ibrahim
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Cawangan Perak



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Sekian, terima kasih.

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Setuju.

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