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STUDIES



A DEMOGRAPHIC STUDY ON CULTURAL MOTIVATION
AMONG IRAU ACO LUN BAWANG VISITORS

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THE ABSTRACT

This study of "A Demographic Study on Cultural Motivation among Irau Aco Lun Bawang Visitors" has the motivational factor for the people to participating in this event. A convenience sampling of 300 respondents has been collected via questionnaire. In fact, motivation theories of pull and push factors have been the common dimension in identifying motivation among visitors satisfaction. Nevertheless, a limited number of studies have investigated the influence of demographics (age, gender and marital status) on motivation and satisfaction among the visitors. As Lun Bawang cultural festivals have been expanding in Malaysia, identifying, and understanding the factors that influence visitors' motivation and satisfaction would enable the Lun Bawang Association of Sarawak (PLBS) to develop better strategies to attract them to come to the festival. Hence, this study specifically discussed if age, gender and marital status influence motivation and satisfaction of the visitors which attend for cultural festival.

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CHAPTER ONE

A DEMOGRAPHIC STUDY ON CULTURAL MOTIVATION AMONG IRAU ACO LUN BAWANG VISITORS

INTRODUCTION

1.0 Introduction

This chapter focuses on the background of the study which is a demographic study among visitors that motivate visitors during Irau Aco Lun Bawang. The existence of this chapter begins with the research background, followed by the problem statement, research questions, research objectives, scope of the study, significant of the study and lastly the definition of terms and concepts used in this study.

1.1 Research background

In Sarawak, the state of Malaysia consists of various ethnics that are celebrating the various type of festival. A small ethnic group which called "Orang Ulu" have a different way celebrate the festive season. The ethnic is chosen related to this topic is known as Lun Bawang. Perhaps there is no confusing on the "Murut", also Lun Bawang or Lun Dayeh are found all the four political states of Borneo: Kalimantan, Sabah, Brunei and Sarawak (Langub, 1987). Even though it is the same name they are practicing on a different culture. According to "Dayak Lundayeh Cultural Dance Performance" (2016), they used to be called Murut by the early day European adventurers to Brunei and can be found in Bario, Ba'Kelalan, Lawas,