

**UNIVERSITI TEKNOLOGI MARA**

**CULTURE-ORIENTED DESIGN  
PREFERENCES: A  
CASE STUDY ON TEAPOT  
PRINCIPLE**

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Thesis submitted in fulfillment  
of the requirements for the degree of  
**Master of Art  
(Art and Design)**

**College Creative of Arts**

**November 2022**

## **ABSTRACT**

In contrast to the designs created by a few other countries that still incorporated elements of their cultures into each production, it was more difficult to define local Malay identity through a context-based design in order to become the country's cultural objects. The perception or emphasis on the influence of Malay culture today is affected by the gradual changes in the economy, politics, and social structure. This research is done by prioritizing the design of cultural form of the main case study of the teapot principle. Through a better understanding of said culture, it is hoped that the heritage's design gain respect through several guided plans of the cultural influences; shapes formed that goes against additional radicals that show changes according to the existing design. In addition, descriptive studies through literature review focused more on artefact with design features based on cultural influences. In this study, the results were selected based on the choice of country with the most cultural influences use as design references with samples selected from China, Indian, Japanese, and Europe - all countries consistently applied the same basic understanding and have a relationship with cultural element-oriented design. Similar view also shows that the teapot is one of the dominant artefact objects that illustrated the design's choices. The research produced will benefit the industrial and academic sectors, focusing on identify identities based on local contacts, making a strong influence in creating sophisticated brands based on cultural influence.

## ACKNOWLEDGEMENT

In the first place, I want to thank Allah for giving me the chance and opportunity to carry on with my Master's degree. I have endured numerous challenges and struggles in order to succeed in master. Besides that, I would like to thank my supervisor, Assoc. Prof. Ts. Dr Rusmadiyah Anwar and also my Co-supervisor Prof. Ts. Dr. Oskar Hasdinor Hassan who were always there when I needed help. I have been extremely lucky to have supervisors who cared so much about my work, and who responded to my questions and queries so promptly.

Other than that, I would like to express my deepest appreciation to my father, Razali bin Ngah and mother Chitra Phaipruk who always helped me in varieties of ways, including financially, emotionally and in giving me inspirations. Without them, I would be nothing. Therefore, words cannot express how grateful I am to have them in my life. My biggest support system while I've been studying has always been my family.

Thank you to Allah SWT for giving me the chance to pursue my studies in art and design research. Although it was a difficult process to complete, my perseverance and work in this self-cultivation have prepared me for the challenges that lie ahead. Moreover, I would like to thank the infinite gratuities to the mutual friends who always cooperates in sharing their ideas, opinions, guidance and encouragement through this research. Acknowledgments to gallery staff, archives and libraries in Malaysia for providing me with the opportunity to collect data related to the research conducted.

Last but not least, I'm appreciative of the award from the Institute of Management and Innovation at Universiti Teknologi MARA (UiTM), Malaysia, which allows me to pursue my interests in research and study.

# TABLE OF CONTENTS

	<b>Page</b>
<b>CONFIRMATION BY PANEL OF EXAMINERS</b>	<b>ii</b>
<b>AUTHOR’S DECLARATION</b>	<b>iii</b>
<b>ABSTRACT</b>	<b>iv</b>
<b>ACKNOWLEDGEMENT</b>	<b>v</b>
<b>TABLE OF CONTENTS</b>	<b>vi</b>
<b>LIST OF TABLES</b>	<b>ix</b>
<b>LIST OF FIGURES</b>	<b>x</b>
<b>LIST OF PLATES</b>	<b>xiii</b>
<b>CHAPTER ONE INTRODUCTION</b>	<b>14</b>
1.1 Research Background	14
1.2 Malaysian Culture Design Issue as National Identity	21
1.3 Problem Statement	22
1.4 Objectives	23
1.5 Research Question	23
1.6 Scope of Research	23
1.7 Limitation and Delimitation	24
1.8 Significant of Study	25
1.9 Summary of Research Activity	25
<b>CHAPTER TWO LITERATURE REVIEW</b>	<b>26</b>
2.1 Culture used ad Design Preferences	26
2.1.1 China	26
2.1.1.2 <i>Chinese Dress in the Twentieth Century</i>	29
2.1.2 India	34
2.1.2.2 <i>Indian Symbols found in Artworks</i>	35
2.1.3 Europe	37
2.1.3.1 <i>Cultural evolution of European</i>	37
2.1.4 Japanese	38

2.1.4.1	<i>Japanese culture history around twentieth century</i>	39
2.2	Regional Based Design	39
2.2.1	Cultural Product Design Model	39
2.2.2	Culture Learning	40
2.2.3	Material Culture	42
2.2.4	Visual Design and Culture	44
2.3	Culture and Artefact	45
2.3.1	Profiling Product Based on Culture	46
2.3.2	From Visual Design to Object	46
 <b>CHAPTER THREE RESEARCH METHODOLOGY</b>		<b>51</b>
3.1	Introduction	51
3.2	Research Design	51
3.3	Design Protocol Analysis	52
3.4	Design for Different Culture	53
3.5	Culture- Oriented Product Design	54
3.6	Research Methodology	55
3.6.1	Procedure for The Evaluation Exercise	56
3.6.2	Specification for Evaluation	59
 <b>CHAPTER FOUR RESULTS AND DISCUSSION ON THE PATTERN.</b>		<b>61</b>
4.1	Interpretation of Culture Design Preferences	61
4.2	The Influence of Culture on The Design Process	62
4.3	Cultural Differences Based on Used Experiences Design	64
4.3.1	Central Region of Peninsular Malaysia	66
4.3.2	East Region of Peninsular Malaysia	68
4.3.3	North Region of Peninsular Malaysia	70
4.3.4	South Region of Peninsular Malaysia	72
4.3.5	Borneo of Malaysia	74
4.4	Similarities in The Diversity of Ideas	75
4.5	Elements that Influence Culturally Relevant in Design	93
4.6	Elements that Influence Culturally Relevant in Design	105