

UNIVERSITI TEKNOLOGI MARA

**IDENTIFICATION OF PARTIAL
STYLE IN MALAYSIA FURNITURE
DESIGN USING VISUAL PRODUCT
ANALYSIS**

MUHAMMAD SHUKERY BIN ISHAK

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ABSTRACT

The purpose of the thesis is to convey a strong message to the local furniture manufacturer on how to identify the DNA of Malaysia furniture so they can understand it correctly and used it to identify the Malaysia Design. The objective of this research was to identify the type of identity domain of product design may be described by qualitative (linguistic) descriptions in order to define the "design communication "of the brand used the local manufacturer in conveying message about its design and also to conducted to study the morphological analysis thinking method applied in furniture design and justify the brand-specific associations that are consistently used across a few products, these may comprise references or influences used in the furniture design by the local manufacturer. Furthermore, other purpose was classifying the explicit aspect of the brand recognition that involves type of partial style that was adapted by the local manufacturer in designing their furniture. Case study research methodology or the qualitative form of research is found to be suitable for this study. The visual product analysis is a method used to analyse the existing product by taking picture of the existing furniture and using SJY furniture website to assess the communicative language level and to classify the partial style of the furniture. This study will also help the Malaysia manufacturer to understand how own identity should be established and what action needed to be taken to develop an identity. The new knowledge gained will benefit the Malaysia design industries, academicians and design students as the findings could be used as a guideline and benchmark in understanding style. This study sought to understand what Malaysia furniture identity and selecting the right method and framework are the crucial and important part to make sure the research study can be understood and being used by industries, academicians, and design students to find out the true meaning of what furniture design in Malaysia is and how they presented the design direction throughout the year. However, the study about partial style and its relation to furniture industry in Malaysia had not been conducted yet by any researcher in Malaysia. This study will be a guideline on how to understand partial style as it will play a bigger role in Malaysia furniture industry. It also will become a benchmark on how to understand the DNA of Malaysia furniture.

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