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# Poster Book

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# CONTENTS

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**01 Contents**

**02 Preface**

**03 Welcome remarks**

**04 Exhibition layout**

**05 Event programme**

**06 List of entries**

**07 Poster category: Academician &  
Professionals**

**08 Poster category: Postgraduate**

**09 Poster category: Undergraduate**

**10 Appreciation**



# Titik Temu : Central Market



## Introduction

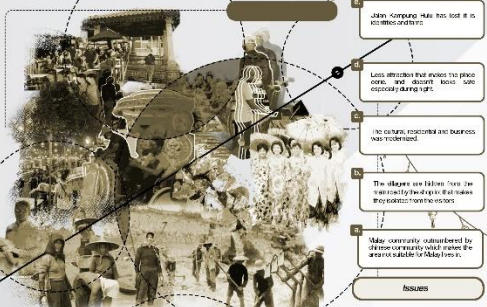
The outbreak of Covid-19 has been affected internationally. This situation has had a significant impact on the tourism industry, with severe consequences for jobs and businesses. Tourism was one of the first industries to be severely hit by the pandemic, as efforts to contain the virus resulted in a near-complete stop of tourism activity. A lot of people were affected by losing jobs and opportunities which lead to decreasing in economy.

Cultural heritage is the experience of historic, cultural, and natural attractions that genuinely depict the tales and people of the past. Cultural Heritage is the customs, practices, places, artefacts, and artistic expressions that have been formed by a community and passed down from generation to generation.

Many people are ignorant of the cultures, customs and beliefs of the others.  
\*Data is 2019h (2019), modified applied by Muhamad Syaiful Hazwan Bin Mohamad Jaafar (2023)\*

## Issue / Problem Statement

As Malaysian cities compete to derive a cosmopolitan image, there is a risk of losing local uniqueness in culture and identity. The historic form, massing, scale, proportion, material and features in the Jalan Kampung Hulu setting had a unique identity which is now threatened by insensitive urbanization. Jalan Kampung Hulu was one of the busiest harbor in Malacca for trading activities as it's located near to Sungai Melaka.



## Objectives

The project of Titik Temu : Central Market is to create an opportunity for local entrepreneurs and Artisan to build up their businesses as a platform to promote their products. The market is a meeting place for sellers and buyers to offer / sell goods or services. This is in line with the opinion of explaining that traditional markets are markets where sellers and buyers bargain directly so that a price agreement is reached between the two parties. As a shopping experience it combines with food markets and craft-based trades.

## Activities



Human interaction is crucial and most shoppers come to the store for socialization, not just for a simple purchase they can make online.

## Experiences



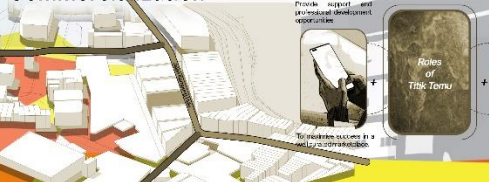
Creates an engagement between shoppers and seller where have a higher chance of them purchasing more, even in the small window of time they spend in your store.

Increase customer satisfaction which will also have a positive impact on sales.

Community Entrepreneur Local / Tourist

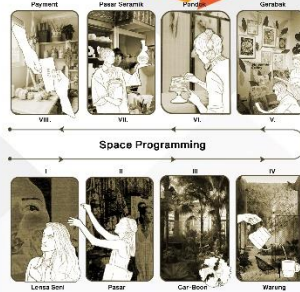
Market Monday - Sunday 9:00 a.m. - 8:00 p.m.  
Ceramic Live Demonstration Sunday 2:00 p.m. - 3:00 p.m.  
Local Dessert & Art and Craft Market

## Commercialization



## Findings

Cultural heritage is the experience of historic, cultural, and natural attractions that genuinely depict the tales and people of the past. Cultural heritage is the customs, practices, places, artefacts, and artistic expressions that have been formed by a community and passed down from generation to generation. Maintaining the originality of Malaysian's culture and heritage are beneficial to the young generation to fit in the urban and modernization while preserving it.

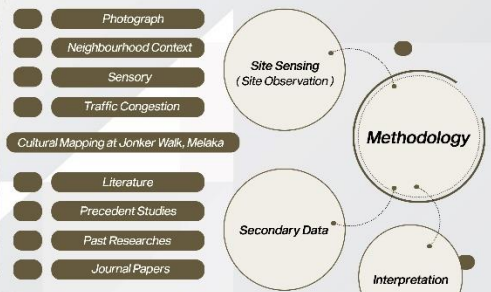
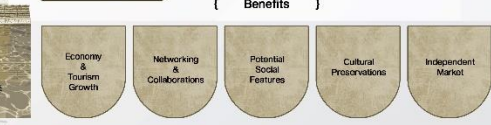
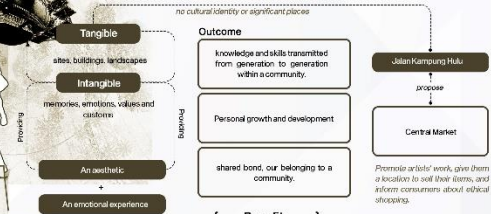


## Novelty

The proposal significantly will give a positive impacts to the Jalan Kampung Hulu. It is an initiative to improve the economy growth and to bring back the treasure of Kampung Hulu like old days. This proposal also will help community to create opportunities for local entrepreneurs and Artisan to build up their businesses as a platform to promote their products and a space accessibility for all races engagement to create diversity and unity without any form of discriminations.



\* Cultural Heritage is often expressed as either intangible or Tangible Cultural Heritage \* (COMOS, 2002).



## Conclusion

The potential client for Titik Temu : Central Market, CENDANA serves as a bridge between the creative community, government agencies, private investors and business, and citizens. To ensure the well-being of each entity separately, without losing sight of the big picture, and to fine-tune our methods as we gather more data. This project will benefit community in Jalan Kampung Hulu itself, tourism industry and local in a strategy to envision Melaka to its original vibrant and lively place. This will bring all sort of people from different races and culture and function as a meeting point or "Titik Temu" for them.

The strength of the study area is the distinct heritage buildings that give the place meaning and symbolism. It is not an exaggeration to say that Malacca is extremely wealthy due to the city's enormous number of historical sites as well as its wide variety of cultural traditions. Despite this, there are still some things that may be done to enhance the quality of the heritage tourism that is offered in Malacca, especially in Jalan Kampung Hulu. The project were developed to Strengthening tourism's position as a sustainable, responsible, and inclusive driver of economic growth is a key component of aligning the National Tourism Policy with the United Nations Sustainable Development Goals (UNSDG).

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