

UNIVERSITI TEKNOLOGI MARA

**PRESERVING THE UNIQUE CHETTY CULTURAL
TRADITION IN MELAKA THROUGH AN
INNOVATIVE ADVERTISING DESIGN SOLUTIONS**

**SHAH IRAN BIN MOHAMAD SHAH
(2021480554)**

**Bachelor's degree in graphic design (Hons)
College of Creative Arts**

August 2023

ABSTRACT

This research investigates how an inventive approach to advertising design might help preserve Melaka's distinctive Chetty culture. The Chetty community, which is a part of Melaka's varied heritage, struggles to uphold its traditions in the face of modernisation and a lack of knowledge among younger generations. Examining the background and significance of Chetty cultural practices, assessing the value of inventive marketing campaigns, and formulating suggestions for their promotion and preservation are all part of the research's goals. Using quantitative research methods and observational methods, 100 respondents and advertising posters promoting cultural heritage were analysed. The results underscore the importance of creative advertising design for maintaining Chetty's culture. Elements such as line, colour, shape, typography, and space along with principles such as pattern, contrast, emphasis, balance, and harmony contribute to effective advertising and attention-grabbing. Recommendations were provided based on the research to increase awareness, involve communities, encourage cultural appreciation, and promote sustainable cultural tourism. The Chetty culture will be actively preserved and promoted by putting these suggestions into practice. For those involved in preserving the Chetty cultural legacy and assuring its continuing significance in the face of contemporary difficulties, this thesis offers helpful insights. By concentrating on the Chetty culture in Melaka, this study helps us understand the function that creative advertisement design has in protecting and promoting cultural heritage. The research's conclusions and suggestions provide stakeholders with useful advice on how to value, protect, and participate in the distinctive Chetty traditions.

Keywords – preservation, promoting, culture, Chetty, advertising.

Paper type – Research paper

ACKNOWLEDGMENT

I would like to express my deepest gratitude and appreciation to Universiti Teknologi MARA for giving me the opportunity to continue my academic journey. The knowledge and experience I gained during my time at university has been invaluable to my academic and personal development.

I am very grateful to my advisor, Encik Fadly Dato Mohamed Sharif, who provided unwavering guidance, support and valuable insights throughout the dissertation writing process. His expertise and encouragement helped me define my research direction. I would also like to extend my heartfelt appreciation to Assoc Pro Dr Azhar bin Harun and Pn Siti Sarah Adam Wan for the assistance and support in various aspects of my thesis writing. His guidance and expertise have been immensely valuable. Additionally, I would like to acknowledge En Mohd Zaki Bin Fadil for their valuable contributions, constructive feedback, and continuous support during my studies. Her expertise and guidance have greatly enhanced the quality of my research. I would like to thank my classmates and colleagues for their encouragement, support, and valuable discussions throughout my academic journey. Your presence and cooperation made this experience memorable and rewarding.

Finally, I would like to express my heartfelt thanks to my family for their love, support and understanding. Her encouragement and trust in me have been my motivation during difficult times. I really appreciate all the above and everyone who has contributed to my academic journey. Your support and guidance have been essential, and I am grateful to each one of you.

Thank you so much.

TABLE OF CONTENTS

	Page
AUTHORS' DECLARATION	iii
ABSTRACT	iv
TABLE OF CONTENTS	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
CHAPTER ONE: INTRODUCTION	
1.0 Research Background	1
1.1 Problem Statement	3
1.2 Research Objective	4
1.3 Research Questions	4
1.4 Significance of Study	5
1.5 Scope and Limitations	5
1.6 Summary	6
CHAPTER TWO: LITERATURE REVIEW	
2.0 Introduction	8
2.1 Cultural Preservation and Identity in Malaysia	8
2.2 Preservation of Chetty Community Culture in Melaka	10
2.2.1 Race and Religion	10
2.2.2 Language and Dialect	11
2.2.3 Location	11

2.2.4	Festivals and Celebrations	12
2.2.5	Clothing and Attire	13
2.2.6	Food and Cuisine	14
2.3	Cultural and Creative Industries	15
2.4	The Role of Innovative Advertising to Cultural Preservation	15
2.5	Advertising Strategies on Promoting cultural Heritage.	15
2.5.1	Advertising design on social media	
2.5.2	Global Branding	
2.5.3	Redesign Advertising through Interactivity	

CHAPTER THREE: RESEARCH METHODOLOGY

3.0	Introduction	18
3.1	Research Procedure	18
3.2	Primary Data	20
3.2.1	Book	
3.2.2	Journal	
3.2.3	Online Materials & Website	
3.3	Secondary Data	21
3.3.1	Questionnaire	
3.4	Observation	21