

Promoting Kelantan Cultural Heritage Through Digital Illustration

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ARTICLE INFO

Article history:

Received Aug 3, 2022

Revised Oct 26, 2022

Accepted Dec 1, 2022

Keywords:

Kelantan Cultural Heritage,
Digital Illustration,
Visual Communication,
Kelantan Tourism
Advertisement

Conflict of Interest:

None

Funding:

None

ABSTRACT

The tangible and intangible heritage of Kelantan is valued for its originality as well as its adherence to the traditional notion of art in Malaya. While they later came to be identified as Malay heritage, much Malaysian heritage is thought to have originated in Kelantan. Nevertheless, locals and tourists won't be aware of all the uniqueness of Kelantan Cultural Heritage without an effective and acceptable visual advertisement. This study was done to determine the most prevalent and important type of Kelantan Heritage to use as a representation of the state of Kelantan, to determine what kind of digital illustrations would be appropriate to use as subject matter in advertisements, and to suggest a digital illustration that would portray Kelantan Heritage. In the study topic, this research was conducted utilizing a combination of quantitative and qualitative methods. A foundation for creating a sampling design in mixed-method research is provided by this study. The research concludes that using the proper visuals in advertising is crucial for creating a positive first impression and promoting Kelantan's cultural heritage. Through this study, the researcher will contribute to developing a fresh approach for presenting a topic about Kelantan's cultural legacy using digital media in line with the digital age.

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1. Introduction

The state of Kelantan Darul Naim is endowed with a wealth of tourist attractions, including the oldest tropical rainforest, exclusive and distinctive art experiences and activities, mouth-watering regional cuisine, and a welcoming population. The state of Kelantan is also well endowed with a rich natural heritage that is undoubtedly a feast for the eyes, with half of its coastline facing the South China Sea and the land bordering Thailand in the north. The tangible and intangible heritage of Kelantan is valued for its originality as well as its adherence to the traditional notion of art in Malaya. While they later came to be identified as Malay heritage, much Malaysian heritage is thought to have originated in Kelantan. As stated by TheStar (2017), Kelantan is well known as the "cradle of Malay culture." Nowhere else in Malaysia can one find the phrase "masterpiece" to describe the magnificence of Kelantan art. One of Malaysia's states with the most consistent cultures is Kelantan. It has long been proud of its native population. As well as traditional games like the beautifully crafted moon-kite known as Wau Bulan and Gasing, Kelantan is home to a variety of cultural performances such as shadow puppetry, also known as Wayang Kulit, Mak Yong, Menora, and Dikir Barat. In addition, Kelantan is known for producing various regional handicrafts including songket weaving and batik painting. The uniqueness of Kelantan's tradition, craft, and culture attracts tourists (Sufahani, Ismail, & Muhammad, 2013).

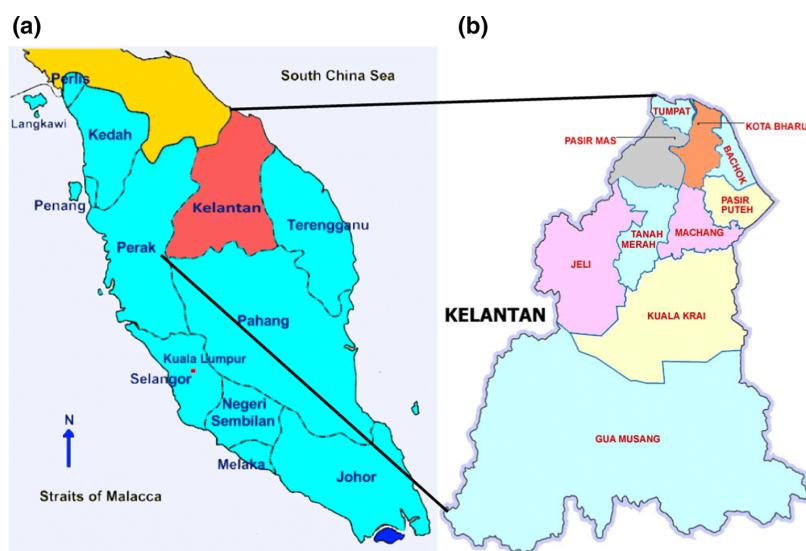


Figure 1. (a) Map of Peninsular Malaysia (b) Map of Kelantan

Source: <https://link.springer.com/article/10.1007/s11457-019-09247-8/figures/1>

Even though Kelantan has many resources that might be used to develop into a fantastic tourist attraction, the development of its tourism industry has not yet been completed. To maximize the performance of this tourism sector, the responsible parties were required to carry out a quick, brief development (Sufahani *et al.*, 2013). The natural environment and cultural heritage of Kelantan have had an impact on the growth of the tourism sector to help the local economy. The expansion of the local tourism industry will be aided by the increasing number of domestic and international tourists visiting Kelantan (Marzuki, Hussin, Mohamed, Othman & Mat Som, 2011). Tourists can choose from a variety of fresh and unique provincial interactions thanks to cultural and natural tourism activities. This is crucial for travelers who view the moving experience as a chance to learn more about their overall surroundings (Amran & Hairul, 2008). However, effective promotion is necessary to draw attention to Kelantan's culture and traditions among tourists. The tourism business must employ advertising as its main instrument for competitive advantage. This is how each nation's tourism is effectively promoted, with an emphasis on cultural values and a knowledgeable awareness of the value of advertising (Salehi & Farahbakhsh, 2014).

According to Gwati (2017), by using effective marketing and advertising strategies and luring more visitors to the locations of our cultural heritage, we can increase productivity. Advertising is becoming a key component of the tourism sector, attracting potential travelers with information about the distinctiveness of culture and heritage. Due to the widespread usage of advertising in the tourist industry, there is now more focus on determining how advertising affects travel (Weng & Huang, 2018). In addition to the actual goal of tourism advertising, which is to foster effective interactions between visitors and the local culture, advertising for tourism also needs to convey information (Kalita, 2013). Visitors and tourists are presented with the appropriate detailed information through advertising. By using tourist attractions, they have been convinced to visit Kelantan (Salehi & Farahbakhsh, 2014). For both domestic and international tourists, Kelantan is an alluring and fascinating tourism destination. It is quite well demonstrated how tourism promotion plays a part in presenting a certain image. The creation of the image reflects the knowledge gleaned from sources like trip brochures, travel websites, televisions, and other media to learn more about exotic cultures. Additionally, tourism and advertising go hand in hand (Ahmed, Mat Som & Mansor, 2019). For the tourism industry to flourish successfully, marketing, and promotional advertisements are required (Ibrahimi & Associates, 2009). A persuasive advertisement must grab the attention of the tourist to attract them. Digital illustration is one of the visual methods used in advertising to convey a visual of Kelantan Cultural Heritage.

The illustration is a visual component that supports or enhances text by appearing alongside it. Maps, charts, diagrams, and decorative elements may be visuals, but they are typically depictions of events, people, or things that are directly, indirectly, or symbolically related to the text they accompany. Consequently, digital illustration refers to the process of rendering images using computer software resources (Onwuekwe, 2012). In the era of the digital world, when individuals spend more time working on electronic devices, less paper is being used. Many professionals, including graphic designers, cartoonists, architects, and soon, filmmakers, are now delivering their work via digital media (Jadon, 2016). Digital illustration enables a high level of communication. It stands out for its reproduction potential, making it practically impossible to avoid making exact duplicates of the original images or the models from which they are derived, especially with digital publishing (Pillsbury, 2012).

2. Research Problem

The tourism sector in Kelantan is expanding because of the massive influx of visitors. A variety of reasons affect variations in foreign tourist arrivals. Making Kelantan the top choice for cultural tourism, ecotourism, and shopping tourism has been the Board of Kelantan Tourism's main goal. However, the earlier advertisements regarding the cultural heritage of Kelantan are still not entirely attractive to tourists. The tourism market may have suffered from a lack of advertising and promotion efforts, as suggested by the decreased budget during the past few years (Toh, 2018).

As stated in TheStar (2017), the state tourist action council claimed that the state government's marketing plan for the visit to Kelantan last year campaign was completely ineffective. The quality of tourism is impacted by the traveler's perspective of the visit. Because Kelantan's cultural legacy is not generally promoted or well-known, neither through brochures nor social media, tourists and visitors are less likely to plan to return (Adib, Ab Rahman, Suzuki, & Najib, 2018). It is proven how important advertising is in motivating and luring tourists to learn more about Kelantan's cultural heritage. Most of the current advertising for Kelantan's cultural heritage still relies solely on photo manipulation in the advertisement.

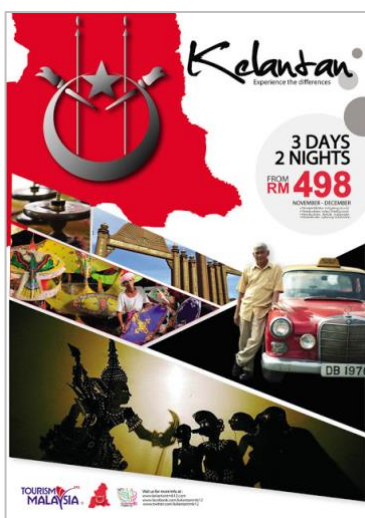


Figure 2. *Poster of Kelantan Cultural Heritage*

Source: <http://anisfitrisya.blogspot.com/2013/05/kelantan-poster-experience-differences.html>



Figure 3. *Poster Festival Kesenian Rakyat Kelate*

Source: <https://www.facebook.com/mysenibudaya/photos/pcb.1686263438051721/1686263361385062/>

The current advertising, as seen above, continues to use a photo-manipulation cropping combo with a lot of topic matter combined without a suitable arrangement design layout. To emphasize a message, several photos have been arranged in the poster without proper organization. The poster's portrayal of an idea without synchronization is due to image processing paired with a few graphic images. To increase the effectiveness of advertising, it is essential to make sure that the campaign is creative and unique in a way that can draw viewers to the message that it is trying to spread (Abdullah, Hanaysha, & Abdghani, 2017).

3. Research Objective

According to Nasir & Salleh (2014), with the full contribution of states, private agencies, and the media, the approach to promoting new tourism products should be improved internationally. In the area of new tourism products, several promotional strategies are encouraged to increase repeat visits by tourists. By referring to the current situation of Kelantan Tourism's Advertisement, there are a few objectives in this research which include:

1. To study what type of Kelantan cultural heritage is the most popular and main subject originated from Kelantan's state.
2. To analyze what types of digital illustrations are suitable to illustrate the subject matter in the advertisement.

4. Methodology

This section's goal is to discuss the research methods for the study's construction of the role of visual communication in promoting Kelantan heritage using digital illustration techniques. A mix of quantitative and qualitative research designs will be used to perform this investigation. This study offers a framework for creating sampling designs for mixed-method studies.

The researcher will first discuss sample plans that are connected to both quantitative and qualitative research. In the second section, the researcher will go over sample size considerations and offer suggestions for sample sizes for each of the main study designs, including both qualitative and quantitative ones. Thirdly, the researcher will outline the sampling strategy for ideation and show how digital illustrations for advertisements can be categorized based on their parts and how they relate to quantitative and qualitative samples. Therefore, this section emphasizes the researcher's methodological approaches and describes them in detail. This section will advocate for and outline a systematic approach to the research methodology. Consequently, to collect information on how the researcher will manage the research and how to accomplish the goal and purpose of the investigation. As the main sources of information for this study, the researcher will use a questionnaire, interviews, observations, notepads, audio and video recordings, and sample photographs. An effective and trustworthy source is used in this study to gather comprehensive information. The secondary data used in this study will come from content analysis of documents including books, periodicals, newspapers, journals, and publications.

In carrying out the research, to conclude the study of the digital depiction of Kelantan's history represented in advertising, the researcher will triangulate data from various data sources. These many viewpoints all stem from the notion that qualitative and quantitative methods ought to be considered complementary rather than competitors. Both the quantitative and qualitative phases take place at the same time and are often given equal weights. The convergence model, which integrates during the interpretation phase, has been the standard paradigm for mixed-method triangulation design (Doyle, Brady, & Byrne, 2009).

In general, this study focuses on assessing the promotion of Kelantan's cultural heritage by utilizing a digital illustration technique to pique tourists' interest in the local way of life. The researcher will design and produce a digital illustration to be used in the promotion of Kelantan's cultural heritage once the appropriate subject matter and type of digital illustration have been determined. The research framework, which is depicted in the figure below, describes the direction and viewpoint of the research.

Digital Illustration concept in Kelantan Cultural Heritage advertisement

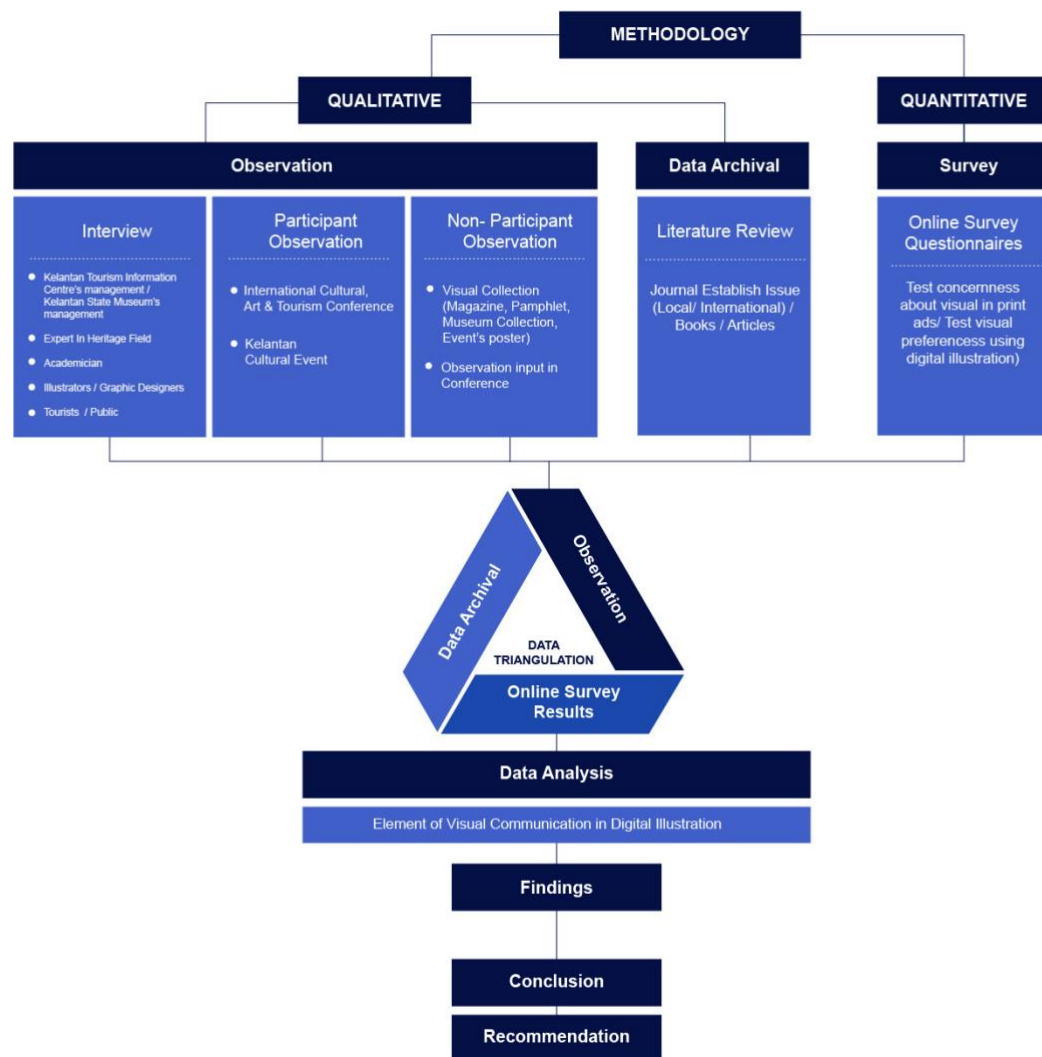


Figure 4. Data Collection Framework

5. Results and Discussion

To produce the subject matter of Kelantan Cultural Heritage in digital illustration artwork, two types of images must be considered which are vector graphics and raster images (also known as bitmaps). Through the right visual by using digital illustration, the right message can be delivered to the right audience. Understanding the type of different file formats and media is useful to successfully communicate with the audience.

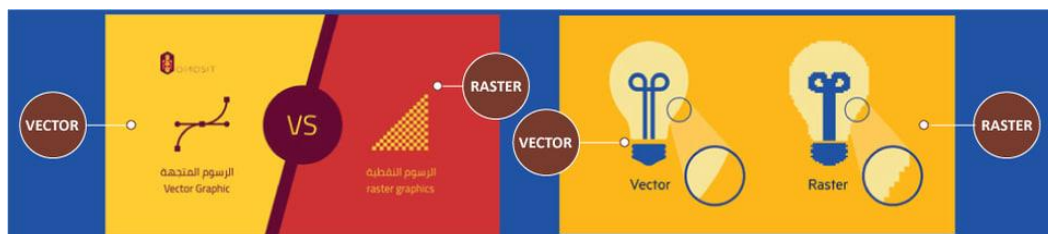


Figure 5. The Difference Between Vector and Raster

Source: <https://www.pspaint.com/resources/difference-between-raster-vector/>

Each path that makes up a vector graphic includes a mathematical formula that describes how it should curve and what color it should be filled with or bordered with. Vector images retain their appearance at any size.

Raster images, on the other hand, are made up of distinct color pixels, and each color pixel contributes to the overall image. It has a similar aesthetic to pointillist paintings, which are composed of a series of little colored dots. Each paint dot in a pointillist painting could be used to represent a single pixel in a raster image.

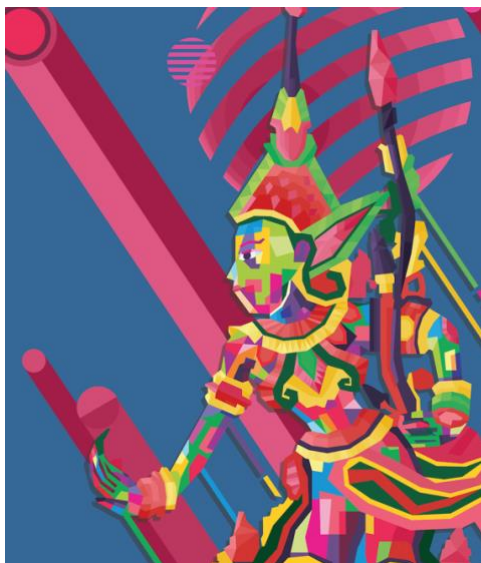


Figure 6. *Vector Graphic Stylization of Wayang Kulit*

Using vector graphics, which contain distinct lines and forms that can be scaled to any size, artists may produce high-quality works of art. Vector graphics are very useful for simple or geometrical visuals like logos, icons, graphs, and typography. They have a small file size and are very scalable. With the notion of WPAP (Wedha Pop Art) Illustration in geometric shape, the digital illustration artwork seen in figure 1.6 above was created using Adobe Illustration.



Figure 7. *Raster Graphic of Stylization Wayang Kulit*

Raster graphics are best for producing complex and detailed pictures. A raster image is complicated and has a wide range of hue and variance since each pixel in it has the potential to be a different color. The digital illustration artwork for figure 1.7 above was created in Adobe Photoshop using brush strokes to create the appearance of wayang kulit. The brush in Adobe Photoshop can create a tone-color representation with fine precision. In addition to Photoshop, there are additional programs like Corel Painter, Clip Studio Paint, Procreate, and Krita that can create raster illustrations.

5. Conclusion

This research concludes that promoting Kelantan's cultural heritage requires using the correct visuals in advertisements as the initial impression. By utilizing digital graphics in the commercial, this study assists other researchers working in a related field in studying the current visual trend in greater detail. The results of using digital artwork to depict Kelantan's cultural history in advertising were very beneficial to society, culture cultures, Kelantan's tourism industry, and upcoming researchers. Through this research, the researcher will contribute to developing a fresh method for presenting a topic about Kelantan's cultural

legacy using digital media in line with the digital age. Given that many young generations have lost their culture and tradition, Kelantan's advertising could benefit from using an appropriate graphic to entice more tourists to visit the state and learn more about its rich Kelantan cultural heritage.

5. Acknowledgement

The authors acknowledge the Faculty of Art and Design, Universiti Teknologi MARA (UiTM Cawangan Kelantan), and Universiti Teknologi MARA (UiTM Shah Alam) for the research data. Special thanks to those who contributed to this project directly or indirectly.

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