



SOARING  
UPWARDS  
MALAYSIAN BUSINESS EDUCATION

**UNIMAS**  
UNIVERSITI MALAYSIA SARAWAK

# SILVER JUBILEE CONFERENCE 2017

**TRANSFORMING COMMUNITIES TOWARDS  
A SUSTAINABLE AND GLOBALISED SOCIETY**

**ABSTRACT**



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This paper describes the design of a transcription tool developed for the Kelabit community of Bario, Sarawak based on the community's requirements and feedbacks. Transcribing is the process of making a full written copy of spoken or dictated material. Using this transcription tool, users can listen to audio files of recordings and proceed to do the transcribing within the tool itself. Afterwards, they can save the transcription into text files for future uses. Users can control the audio file while it is playing, and do updating or editing to the transcription. This project was carried out on the motivation to assist in language preservation works as Kelabit is an under-resourced language.

#### ORAL 033 ICCT

##### THE IBAN FOLK BELIEF

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This paper aims to examine Iban's miring tradition using Victor Turner's (1985) theoretical framework of sociodrama. Miring is a worship presentation by providing food to extraordinary powers consisting of god, goddess, good spirit and evil spirit, and their ancestors' spirit that have died long ago in order to seek for solution to the problems they encountered in their daily life. In other words, miring is part of Iban's folk belief system passed down from one generation to another. By incorporating Turner's sociodrama, it gives new perspective on miring ritual as a form of sociodrama, of which mantra and ritual dance are performed with many other ingredients prepared alongside the ritual. Symbols that signify Iban people's life is very much interconnected with their environment and the supernatural world are recorded and given meanings in this article.

#### ORAL 034 ICCT

##### DESTINATION IMAGE OF UNESCO WORLD HERITAGE SITES IN MALAYSIA

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People travel from one place to another for different purposes. Based on literatures, destination branding is found to be very significant to attract the tourists to places of interests. In Malaysia, there are variety of cities, beaches, rainforests, villages and mountains' sites to be visited. In addition, we should be proud that part of our cities and sites in Malaysia have been recognized



and listed by United Nations Educational, Scientific and Cultural Organization (UNESCO) as world heritage sites. One of the listed site, Georgetown, Penang was selected by Los Angeles Times as one of "16 must see destinations in 2016". This exploratory research looks into the tourists' expectation towards signages at the UNESCO World Heritage sites in Malaysia based on tourist expectation model. This research is intended to evaluate the reliability of signages in terms of the visual graphics and tourist experience expectation. This paper identifies currently used signages system within the specific locations in Malaysia in portraying the brand of UNESCO as part of branding strategies through photo-based visual analysis. The findings of this research show that there is inconsistent visual representation of signages found at the World Heritage Sites between Melaka, Georgetown and Kinabalu Park. This paper summarizes the element of visual identity found on the signages at the specific locations within the WH sites for this study. Overall, this article seeks to address the importance of tourist expectation when visiting the UNESCO World Heritage sites through preliminary investigations on the visual representations of the UNESCO destination image.

#### ORAL 035 ICCT

##### THE IBAN TEXTILES

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The Iban traditional textiles are very well decorated with beautiful motifs. Some motifs are small and simple but some are complex (Durin, 2011). Both the simple and complex motifs are embedded meaning and symbols which depict the Iban traditional culture especially their traditional beliefs. This research aims to relate the motif of the Iban Textile and their traditional belief. Secondly, this research is also to analyse the usage of Pua Kumbu traditionally and currently. The data collection are carried out through observation and interviewing the experts in Iban textiles weaving in Kuching, Betong and Bintulu. The analysis method is used for the data collection is content analysis. In the research finding it is proven that the usage Pua Kumbu currently is not only confined to ritual purposes but also for the daily used as decorative accessories. It's also proven, not only the Iban community weave the Pua Kumbu but few communities also weave the Iban's textile motif. For example, Azmeer Sharkawi in Betong.