



Faculty of Applied and Creative Arts

**THE PERSPECTIVE OF THE PORTUGUESE'S YOUTH
TOWARD SAN PEDRO FESTIVAL IN PORTUGUESE
SETTLEMENT**

**CARMELLIA CHOO SIEW YIN
46435**

**BACHELOR DEGREE WITH HONOUR
(ART MANAGEMENT)**

2016

UNIVERSITI MALAYSIA SARAWAK

Grade: _____

Please tick (✓)

Final Year Project Report ☒

Masters ☐

PhD ☐

DECLARATION OF ORIGINAL WORK

This declaration is made on theday of2017.

Student's Declaration:

I CARMELLIA CHOO SIEW YIN, 46435, FACULTY OF APPLIED & CREATIVE ARTS hereby declare that the work entitle **THE PERSPECTIVE OF PORTUGUESE'S YOUTH TOWARD SAN PEDRO FESTIVAL IN PORTUGUESE SETTLEMENT** is my original work. I have not copied from any other student's work or from any other source except where due reference or acknowledgement is made explicitly in the text nor has any part been written for me by another person.

Date submitted

CARMELLIA CHOO SIEW YIN (46435)

I declare that Project/Thesis is classified as (Please tick (✓)):

☐

CONFIDENTIAL (Contains confidential information under the Official Secret Act 1972*

☐

RESTRICTED (Contains restricted information as specified by the organization where Research was done)*

☒

OPEN ACCESS

Validation of Project/Thesis

I therefore duly affirmed with free consent and willingness declare that this said Project/Thesis shall be placed officially in the Centre for Academic Information Services with the abiding interest and rights as follows:

- This Project/Thesis is the sole legal property of University Malaysia Sarawak (UNIMAS).
- The Centre for Academic Information Services has the lawful right to make copied for the purpose of academic and research only and not for other purpose.
- The Centre for Academic Information Services has the lawful right to digitalize the content for the Local Content Database.
- The Centre for Academic Information Services has the lawful right to make copies of the Project/Thesis for academic exchange between Higher Learning Institute
- No dispute or any claim shall arise from the student itself neither third party on this Project/Thesis once it becomes the sole property of UNIMAS.
- This Project/Thesis or any material, data and information related to it shall not be distributed, published or disclosed to any party by the student except with UNIMAS permission.

Student Signature: _____ Supervisor Signature: _____
(Carmellia Choo Siew Yin) (Prof Madya Dr. Noria Tugang)

Current Address:

SU 209, JALAN MAWAR 4, TAMAN SUNGAI BARU ULU, 78300, MASJID TANAH, MELAKA

Note* If the Project/Thesis is **CONFIDENTIAL** or **RESTRICTED**, please attach together as annexure a letter from the organization with the period and reason of confidentiality and restriction.

Catatan :* Tesis dimaksudkan tesis bagi Ijazah Doktor Falsafah, Sarjana dan Sarjana Muda

** Jika tesis ini SULIT atau TERHAD, sila lampirkan surat daripada pihak berkuasa/organisasi berkenaan dengan menyatakan sekali sebab dan tempoh tesis ini perlu dikelaskan sebagai SULIT atau TERHAD.

Projek bertajuk **“THE PERSPECTIVE OF PORTUGUESE’S YOUTH TOWARD SAN PEDRO FESTIVAL IN PORTUGUESE SETTLEMENT”** telah disediakan oleh **CARMELLIA CHOO SIEW YIN** dan telah diserahkan kepada Fakulti Seni Gunaan Dan Kreatif sebagai memenuhi syarat untuk Ijazah Sarjana Muda Seni Gunaan dengan Kepujian **Pengurusan Seni**.

Diterima untuk diperiksa oleh:

(Prof. Madya Dr. Noria Tugang)

Tarikh:

PENGAKUAN

Saya mengaku bahawa bahagian daripada penyelidikan dalam diserta ini telah digunakan sebagai bahan sokongan untuk sesuatu ijazah atau kelulusan sama ada kepada universiti ini atau institut pengajian tinggi lain.

.....

(CARMELLIA CHOO SIEW YIN)

No. Matrik: 46435

APPRECIATION

Gratitude to Lord the mercy for having simplify all these Final year Project task. Adequate the health and continuity in all the time in the implementation of this project. Thankful to Assc.Prof Dr. Noria ak Tugang as supervisor. Thanks to the guidance for the completion of this final year project. Her willingness to sacrifices]d the time and energy in order to make sure this Final Year Project complete.

Next, very thankful to parents in supporting. They prepare the variety of needs in terms of financial, vehicle, and any necessary assistance during my time to finish this final year project. Do not forget also to the colleagues for the help in distribute the idea and inspiration throughout completion during these task.

Lastly, very thankful to the informant involve directly or indirectly during my collection of data. The respondent that cooperate to answer a survey question. They are really try their best to give answer and help me throughout the research progress.

ABSTRACT

San Pedro Festival is a cultural and religious event celebrated every year by The Portuguese in Malacca. This festival is celebrated to commemorate the St. Peter and the citizen. Researcher used the mix method for data collection. The youth were satisfied overall of the event and they have the intention to uphold tradition and revisit the festival.

Keyword: Festival, Youth, Perspective, Satisfaction, Intention.

INDEX

Content	Pages
Declaration of original work	2
Appreciation	6
Abstract	6
Index	7
Chapter 1 : Introduction	
1.1 General	9
1.2 Problem Statement	11
1.3 Research Objective	15
1.4 Research Question	17
1.5 Research Scope	18
1.6 Location	19
1.7 Limitation	19
1.8 Conceptual Framework	20
1.9 Research Important	25
1.10 Tecnical Problem	26
Chapter 2: Literature Review	
2.1 Introduction	27
2.2 Significant of research	27
2.3 The satisfaction of the Portuguese's youth toward the San Pedro Festival	
2.3.1 Infrastructure and service provided	30
2.3.2 Variety of Festa San Pedro	32
2.3.3 Implementation of Festa San Pedro	34
2.3.4 Summary	36
2.4 To determine the intention of the youth to revisit the festival and uphold the tradition of San Pedro as being articulated in the past.	
2.4.1 Motivation	39
2.4.2 Behavioral Intention	40

2.5 Conclusion	42
3.0 Research Methodology	
3.1 Introduction	44
3.2 Source of data	44
3.3 Study Area	45
3.4 Qualitative Method	46
3.5 Quantitative Method	46
3.6 Instrument	47
3.7 Conclusion	48
4.0 Data analysis and Research Finding	
4.1 Introduction	49
4.2 Observation	49
4.3 Data analysis	
4.3.1 Informant	50
4.3.2 Respondent	62
4.4 Research Finding	86
4.5 Summary	87
5.0 Conclusion and Recommendation	
5.1 Conclusion	89
5.2 Recommendation	91
Reference	92
Attachment	96

CHAPTER 1

INTRODUCTION

1.1 General

For the study, researcher focus on the perspective of Portuguese's youth toward San Pedro Festival celebration. It will be a broader reviews the history of founding of Portuguese Settlement and the San Pedro Fiesta celebration. The relevant issues and problems related to San Pedro Fiesta in Portuguese Settlement and all over will be include. The details will be given in this section in both tradition and modern perspective. There will be also the important of the perspective on the development of San Pedro Festival. The learning processes of the youth's perspective in cultural events and carnival have developed and turn out to be more essential in this study. The cultural tradition event may possibly have happened from a small festival celebrated among the community to a national festival that celebrated throughout country to devoted religious celebrations and more.

St. Peter's Fiesta has attracted to stranger generally told completely the world especially youth who love to be in festival. At various times, the festival been taking on the weekend closest of the Feast of St. Peter, 29 June. A invent century once up on a time, profuse Italian having earned their life as fishermen, they were unquestionably attracted to this favored fishing port. It was further same to the Portuguese in Portuguese Settlement, Melaka. During the 20th century, house of the Portuguese Settlement nation was deep in thought to the fishing capital and labor. It was the dominant of the Portuguese Settlement's residents. The Feast pays fealty to this doctrine and its patron which has been day and night to get in a significance of the fishing employment of this seaside community.

As in regularly the situation, the Italian also continued copious of the method they had worldly in the retired country. The roughly important of these, paying salaam to St. Peter, the

benefactor saint of fishermen. Gradually, this annual procession grew to a day-long exhibit of prospect to all fishermen. In Portuguese Settlement, the Fiesta San Pedro has permanently been on fishermen and their prayers for a profitable catch, commercialism in the games, cuisine and drinks stalls have adopt a centerpiece of the celebrations. Religious aspects adjoining, the Fiesta San Pedro is a week day life of satire and drunk for the Portuguese community. (The Story Behind The Fiesta)

The Fiesta San Pedro is by the same token one of the outstanding times to accept a facet of the Portuguese Eurasian culture. The boat-blessing ritual is held. After a rapidly morning trade at St. Peter's Church, a faith healer and his retinue of servers troop completely to the seafront. A marine defense of fishing boats propped natural and willingly decorated by all of colorful buntings, streamers and tinsels hang onto the hat of the religious procession. The barge owners coming to a standstill proudly by their boats as the alternative practitioner blesses the boats. The achievement of the week conceive Feast is the Eucharist celebrations on the main Feast day, followed all lighting of candles and the boon of beautifully-decorated boats resplendent mutually flags, banners and colour paint.

For the fishermen, the gone candles persecute the Light of Christ who guides them on the trials and tribulations of period whether in their journey country of origin land at bounding main, or on land. There is further procession to carry St. Peter at the hand of the Settlement, as commendation and ritual for a bigger and eclipse catch for fishermen who back depended on the tide for their livelihood. Following by the group is a convoy composed of all bands and floats, hundreds of crew participants, and the statue of St. Peter changed on the shoulders of eight fishermen. After the Bishop blesses the express, the vessels' vapor horns are blown. These blasts boot be looked at all everywhere Cape Ann. (The St. Peter's Fiesta History).

Community of Portuguese tribe appears in Melaka eastwards the Portuguese captured Malacca in 1511. It is estimated that there were 20,000 tribe of Portuguese parentage in Malaysia. His at the cutting edge village or further called regedor, Peter Thomas Gomes reputed, clan are automatic to have a weakness for the religion and etiquette inherited from their ancestors. Peter circulating the government besides encourages them to uphold the cultural heritage of their ancestors as future generation. Example, the Feast of San Pedro have been the Ministry of Tourism as one of the 50 joy or pastime at the resident level under the Visit Malaysia Year (VMY) .

‘On 29th June each year, fishermen will honor their advocate saint, St. Peter, a doctrine kept apprehensive for 500 years. Known as Festa de San Pedro, the fiesta relives the glories of aging Portugal to what place gaily-dressed fishing-fleets hast a portion of in the gift from on high of the soaring [...], traditionally held elsewhere Lisbon. There will by the cognate token be reactionary drama and dances’ (Melaka Tourism). The feast was enlisted as idol programmed in chat Malaysia Year. (Tourism Malaysia, 2006) ‘Participate in a Festival unlike whole other! Fiesta San Pedro or Feast of Saint Peter is a major occasional celebration of the Portuguese fishing community. Get like a bat out of hell for a past filled by the whole of fun and inspire as you regard traditional games, cultural performances, cuisine fairs and a ‘best decorated’ life raft contest’ (Great Events 2007).

1.2 Problem Statement

i.) The satisfaction of the cultural event present, variety, diversity and exclusiveness during San Pedro Festival celebration among Portuguese’s Youth.

It is difficult to prove the worthy of cultural festivals. To study the value guidance in feast is an unsettled issue. In the time, it is difficult at some point to verify an unassailable performance, not to indicate the judgment of an entertainments, implementation and more. It

is also not easy as a substitute to the way such to judge the heels of the festivals. Heritage festivals and cultural events have adopt the unique attractions for sub urban destinations that charge many civic residents by creatively blending of the marvelous rural career and cultural traditions (Getz, 1991). Therefore, trade union authorities evaluate events and festivals within their sector to throw in one lot with advance offbeat range of monetary and civic objectives (Wood, 2005).

A component of San Pedro celebrations, it can be consider to gain the enthrallment of the goal for non-local visitors, and specially in youth. They are source of strength funds for rare, civil or permissive projects, grant opportunities for the community to deal with and help to extricate and recreate local cultures and traditions. The local may extend suited leisure big idea outlets, devise social cohesion and provide opportunities for society members to have a source of strength their bounds, prompt civic preoccupation with self and cohesion (Weaver & Robinson, 1989; Janiske, 1980; Getz 1991; Liang, Illum & Cole, 2008; Getz, 2008).

“Perayaan San Pedro ini merupakan satu lagi keunikan budaya pelbagai kaum di Malaysia. Ianya bukan sahaja dirayakan oleh masyarakat Portugis Melaka malah turut mendapat perhatian semua kaum. Para pelancong dari negara luar juga begitu terpegun dan merasa begitu seronok dapat merayakannya bersama”
(Kosmo Melaka, 2008)

Satisfaction is the zoned to have pleasurable joy (Oliver, 1997). McDowall, 2011 defines entertain satisfaction as "a mixture of the experiences the attendees had at the festival." While, Yoon 2010, has define satisfaction as "overall entertain value that has been evaluated through all dimesion." Satisfaction is the tenor psychological attitude resulting when the vigor surrounding disconfirmed expectations by all of the consumer's previous feeling (Oliver, 1981). Furthermore, customer satisfaction is a person's instinct of laughter or insolvent resulting from comparing a product's stance (outcome) in litany to his or her

confidence (Kotler and Keller, 2006). Satisfaction is a arduous element in sustaining democracy in the tourism transaction and boot be bounded as “a guidance that a annual production, or business achievement, or the annual production or service itself, provides a pleasurable freely of consumption” (Meng, Tepanon & Uysal, 2008).

“Bagi Gloria John, 26, selama seminggu, penduduk di situ berpesta dan sepanjang ia berlangsung, nama Kampung Portugis sering terukir di bibir masyarakat luar.

As conclusion,even though it was circulating the bloom is assistance mutually the head of San Pedro celebration, but likewise it cannot only did what one is told by a party. Through this feast, there are many groups from variance streams make and get experiences of the festival. But does the youth of the Portuguese itself over any schema of ministry to the activities be experienced to hold a candle to the satisfaction over the activity? Through the contingent, are there stuffing to catch a glimpse of the cultural event describe satisfaction, departure from the norm, divergence and exclusivity in edict to figure it an unforgettable and enjoyable experience amid youth?

ii.) The intention of the youth to revisit the festival and to uphold the tradition during San Pedro Festival as being articulated in the past.

Take a look at the competition of the world as global villages. It is essential to present the youth with the understanding through cultural events to the local and international viewers. Therefore, the purpose of research is focusing on the youth’s intention to come again and in continue the tradition of San Pedro Fiesta. With the intention, it may educate the youth about the cultural heritage and increase the number in attending the event. In addition, this research will facilitate the improvement of the cultural event management and activities.

“ Menurut Maureen De Roche, 36, satu ketika dulu, Pesta San Pedro semakin dilupakan oleh generasi muda kaum itu namun hasil komitmen kumpulan masyarakat terdahulu, akhirnya pesta itu berjaya dipopularkan semula.”

(Utusan Melayu (M) Bhd,2009)

Deck as the name of the Portuguese, many teens do not take a beautiful polish on their culture, but to people of different races, they have a greater interest in studying the cultural of Portuguese tradition. Through this festival, there are many people from various streams come and join the tradition such as service mass, decorating the boat and more. But do the youth of the Portuguese itself through any scheme of management to the activities be able to measure the want to continue the tradition? This is because, they are going through the same party, the same tradition repeated every year. However, we can't just rely on one party. There are a number of teenagers in Portuguese Settlement still appreciate and have a strong interest in preserving these traditions of their ancestors to this day, especially on San Pedro's festival.

“ Bagi Kimberly Caroline, 15, walaupun dia merupakan generasi baru Portugis di kampung tersebut tetapi dia tidak pernah merasa bosan untuk mempelajari asal usul nenek moyangnya di kampung itu. Sebelum ini saya agak pelik melihat ramai pelancong asing malah di kalangan orang Melayu, Cina dan India datang ke kampung saya semata-mata ingin mempelajari tentang budaya masyarakat Portugis," katanya.

Beliau berkata, lama kelamaan perasaan aneh itu hilang dan digantikan dengan rasa bangga kerana kebudayaan nenek moyangnya itu diminati oleh pelbagai lapisan masyarakat dan pelancong luar negara.”

(Utusan Melayu (M) Bhd,2009)

The festival was celebrate annually at the end of the June. Year by year, these festival improved the revenue to the heritage, cultural and religions. The cultural heritage has been

given significant attention in the industry recently (McCain & Ray, 2003: 713-717). Obviously, the youth and the visitor are becoming enthusiastically interested in opportunities to find out all about through their visit. Furthermore, they take the chance to revisit again to learn more about the heritage, cultural and the background.

Conclusion, it is important parts of minority culture's identity such cultural expression and preservation form might encourage youth in struggling to collectively and revisit. (Goodman, 2009) The fact remains the celebration and expression of culture will allow minority local to preserve their culture, both as a collective group or as one part of an individual's identity, and to ensure its continuation from one generation to another (Lentz, 2001; Osterlund-Potzsch, 2004). Some other, the festivals and activities that held on certain dates provide visitor especially to the youth with customary cultural products so that they can revisit the place (UNWTO, 2010).

1.3 Objective

The objective for this case study as follow:

- 1. To investigate the satisfaction of the cultural event present, variety, diversity and exclusiveness during San Pedro Festival celebration among Portuguese's Youth.**

It is crucial for festival management to monitor and evaluate visitor satisfaction especially for the youth in order to identify their needs and perceptions of the fiesta, which in turn might give organizers to design and observed more elements towards them and leading to higher satisfaction, positive word-of-mouth advertising, and increased likelihood of repeat attendance (Lee, Lee and Choi, 2011; Lee & Beeler, 2009). Local festivals may provide the opportunity for leisure, social, and cultural experiences (Getz, 1997) for youth and locals alike.

The study will be examined in multi-dimensional approach to measure the youth satisfaction. Due to the difficulty of examined the emotional, functional elements will be the priority in the research. It is because the organizers do not meet the basic physical needs, there will be evaluated negatively by the youth either the visitors. (Morgan, 2008). However, the emotional elements can't be underestimated. Especially the critical to festivals where the majority of the attendance (youth) are liked to an emotional need such as escape, entertainment and novelty (Crompton & McKay 1997; Nicholson & Pearce, 2001). Furthermore, the study of satisfaction will include the satisfaction of the young toward the implementation, the infrastructure prepared during the event and the variety of activity during the event.

2. To determine the intention of the youth to revisit the festival and uphold the tradition of San Pedro as being articulated in the past.

Through San Pedro festivals, the values and beliefs of the group are demonstrated, they gave all meaning to the mutual, political and religious period of the heirs and assign celebrating them. They are noteworthy mainsprings in the firm education and the adjustment of the people's culture. Generally speaking small number festivals are no longer salient to make a hit without the values in them. It is indisputable that the practice of firm religion is declining rapidly particularly in the trend of worship and cultic activities. The new today are try their needs and please such as what a well know is in to, design and more. They have no way for the ball bounce in amount to be asked known the orthodoxy of the cultural festival. It is vital mainsprings in the traditional education and the remit of the people's culture.

In the book of Ryan Davis, 2010 (5-6) had mention: The inherent response of different rational by a culture of their liberate to trendy conditions completely get to impress, at a contrasting historical instant, a survival in conformity with their enjoy beliefs and values.

Finding out what will be the factual context for a feast will determine consulting by all of tradition-bearers and the expected audience. One where one headed of folklorists in crowd sector function is “to extend the finish of right cultures everywhere collaborative content facing varied feasible forms of representation.” (Spitzer 82).”

1.4 Research Question

To determine the satisfaction of the youth toward celebration of San Pedro Festival. The question below will be ask.

1. What festival attributes did the youth consider to be the most important in determining satisfaction?
2. What are the youth’s perceptions of the implementation on the festival attributes?
3. How the infrastructure and the services prepared during the event?
4. What are the youth perception of the variety in term of activity and the performance during the festival?
5. Why did you think the needs and the wants of the youth importance in determine the overall satisfaction on festival?
6. How the satisfied of the youth overall in the event celebration?

For the intention of the youth in continue the tradition of the celebration, the general question will be ask

1. What festival attributes did the youth consider to be the most important in get that intention to continue the tradition and revisit?
2. What did the youth’s perceptions of the tradition and the important of the festival?
3. Why are the youth perception importance versus tradition for each festival attribute?

4. What are the perceptions of the religion period during the festival?
5. How it is might be as the motivator to the youth to revisit the festival?
6. What the new idea may help in preserving the tradition and the cultural for the event?

1.5 Research Scope

The study will be conducted a field study on the total level of satisfaction among the youth and their intention to continue the tradition as it been articulated in the past on San Pedro celebration. In accordance with the objectives of the study, researchers will study detail much about the need and want of the youth through the festival. Furthermore, researcher conduct detailed study on the positive and negative point of view among the younger in their intention to keep the tradition of the festival. The field studies in Malacca to get the data's and information to assist in completing the research. Further than that, the research focus on the Portuguese's youth, the village chief management officer, the community and the patron of church community to ensure that the understanding of the research objective and the idea of research is reached. In addition, the researchers also wanted to find out the public's acceptance of the feast of San Pedro and adolescent view of the tradition practiced during the festival takes place from year to year.

1.6 Location



When talk about the Portuguese community, the issue aspect will be the Melacca Portuguese Settlement. There is in-house that sharpen up organisations within community folks, both outside and inside at Ujong Pasir, Melaka. They should be given a merit on their efforts for preserving and protected the old folklores, traditions, customs, legacy and even the language (Cristao) in the dates back till today. There are small village where all the Portuguese are live there and life peacefully as their originated. Precisely, since 1511 the year when it was original Portuguese settlers' inward on Malacca shoreline under the leadership of Alfonso de Albuquerque. It located at Portuguese Settlement, Ujong Pasir, Melaka. The feast of San Pedro was often annually been celebrated in Kampung Portugis. Researchers able to get any service information that involve the studies in the region due to its own researchers have family who live in the area. Not only information related to the researcher may even experience a welcoming atmosphere the festival of San Pedro. Researchers can conduct observations.

1.7 Limitation

There are some limitation during the study faced by researcher. The researcher had not enough academic sources in finding the information about the festival. Due to the research,

researcher only focus in Malaysia and it is Melaka, the information such as journal, article is hard to get through any kind of media. The term of the festival itself only use in Melaka among the Portuguese citizen. There were the same celebration and tradition throughout the worldwide but term use difference depend on the country.

Next, the respondent hard to get because there were a lot of younger stay out of the village. The researcher need to be lower the amount of respondent in delivery the questionnaire. But, the informant of the research study were happily enough to get involve and join the session in giving information.

1.8 Conceptual Framework

Research conceptual was the important idea used by the researcher for the research. It play an important role to define the concept and the subject for the study. Nether less, research conceptual been divide into some group that related to the study.

‘On 29th June each year, fishermen will honour their advocate saint, St. Peter, a doctrine kept apprehensive for 500 years. Known as Fiesta de San Pedro, the feast relives the glories of aging Portugal to what place gaily-dressed fishing-fleets hast a portion of in the gift from on high of the soaring [...]. There will by the cognate token be reactionary drama and dances’ (Melaka Tourism).

1.8.1 Religion ritual

Religious aspects adjoining, the Fiesta San Pedro signal theirs propose to start for the abstract of life as Portuguese’s lives mostly was depend on the sea. The virtually important of the San Pedro Fiesta was their faith and grace to the God’s. They must paying praise to Saint Peter, the benefactor saint of fishermen. In Fiesta San Pedro has infinitely been on fishermen and their prayers for the boat-blessing, a prosperous catch, restore in protection. Mahatma Gandhi had state religion is not sectarianism, it should pervade every one of the actions and

belief in ordered of moral government in the universe. It is not less real because it is unseen but it can be feel. The religion does not supersede but gives the harmony and reality. While, ritual is the key concepts in the sociology of religion. Ritual has been define as to give a cultish vibe - or something considered more tribal but sometime there is not related to the religion. It may be define as “the series of actions or type of behaviour regularly and invariably followed by someone”. Emile Durkheim (1965) posited affair between ritual practice and the adherence to social decision, putting collective veneration of the sacred truly his philosophy of social solidarity. It is an important part of the festivals. It have to start the entire festival with the religion aspect including to the church through mass lead by Archbishop.

1.8.2 Symbol

Religious sign system is the view of symbols, including archetypes, acts, artwork, events, or inherent phenomena, by a religion. Religions observe religious texts, rituals, and all of it of gift as symbols of unambiguous ideas or ideals. Symbols uphold create a resonant to those expressing the integrity values of the society or the teachings of the religion, trigger solidarity in adherents, and lure adherents closer to their complain of worship. Many of visitors the youth specially see there are to be pleasant and enlightening experiences as a journeys completely the cultural landmarks in Malacca. For the trade union Catholic which the Portuguese Eurasian society, the feast was the approaching important event back and afterwards Christmas and Easter Day. The group persecute composed of generally bands and floats, hundreds of people participants, and the describe of St. Peter displaced on the shoulders of eight fishermen. The floating of quick such hundred fishing vessels, generally gaily decorated with signal flags, presents a seldom impressive panorama. There were revere Saint Peter being the Portuguese ship alternately came at 16th century before. During the eve of feast, a life-size statue of Saint Peter was carried around the settlement. There are a group

of people either local and visitor join the ceremony. They will pray the Hail Mary to the end of the ceremony. During the time, the girls and helps every citizen in white dressed casting with the celebrity petal overall the procession to hold a candle and guide the way.

1.8.3 Identity

“Identity is used to describe the way individuals and groups define themselves and are defined by others on the basis of race, ethnicity, religion, language, and culture” (Deng 1995). There were also state that identity here is to identified the people's concepts of who are they, of what types of people they are, and how are relating to others" (Hogg and Abrams 1988) that plays a central role in nationalism and ethnic connect. San Pedro Festival is the first Asian Portuguese Community Conference that provided public to participate in a part of the unique tradition. Through San Pedro Festival is a cultural festival of Portuguese Settlement's residents and celebrating those festival annually on June. It is because of their lives were mainly as fisherman and related trades such making net, boat and selling fish. These celebration directly bring the communities the relief and allow them to forget the daily grind and the hectic day of their works. The fishing boats will be cleaned and oiled. Then, it will be candlelit and colourfully decorated with flags and biblical quotes. The boat decorate with the theme of the fisherman life through the sea. The local will wear the traditional costume and wear some cloth that showing they are fisherman. Sometimes, you could even enjoy a mock Portuguese wedding during the Fiesta de San Pedro. The activities held vary each year and depends on the organizing committees.

1.8.4 Cultural Heritage

The cultural fallacy can be reputed to be intended when such defines culture as an ideational repression the ways of life to incline or reify facing an individualistic ontological entity that continue from generation to other generation.(Bidney,1953). The identity of Portuguese had been show up in term cultural heritage. They put up the tents to show up their identity and cultural. For the information, all the citizen have their own symbol of surname. They have their efforts for preserving and protected the old folklores, traditions, customs, legacy and even the cultural festival that dates back some five hundred years. Through a week festival running, there were the showcase of the tradition community of song, music and dance presentation, with food and games. Abdullah,1997 said that heritage is something that been passed from passed generation to generation. In this regard, it was a treasure that has been owned by someone or a group of people. The dancers, dressed in colourful costumes, will twirl and dip in medley of traditional dances of old Portugal like Branyo, Chirkoti & Serempah de Mor. Aside from that, a tradition known as “Gensay Barco” or blessing of the fishing boats, traditionally held off Lisbon could be experienced during that day.

1.8.5 Management

People have their personal point of view about management. Different person have different understanding of management. In these research, management mean the arts of something getting done through work and person. James A.F.Stoner state that management is process of planning, organizing, leading and controlling the effort of workers to get things done by using all the resources and achieve the organization goals. San Pedro festival or St.Peter feast are having a bunch number of community that still celebrating traditional ceremonies with much enjoyment and passion. San Pedro Fiesta had developed become a

popular tourist attraction over the years and been declared as annually program by tourism ministry. The host organization of the San Pedro Festival show the ethnic affairs that to preserve cultural and encourage tolerance and diversity. In-depth of the result in celebration of San Pedro Festival, it will be important to relate to the course expert, including the organization, the community, the tourism and the youth. It will be facilitate the implementation of the event. It was because the priority of handling the event was given to the community of Portuguese Settlement. For the research, it is focused on the ways how they implement and organizing the event.

1.8.6 Perspective

Perspective is the point of view on something. H.Blumber, 1986 state that perspective is related to the attitude on someone. It is the process of organism or brain cells in comment and interpret the originality in something. That somebody may act by themselves in get touch with the difference. In general, perspective is the acting organism of someone to get the social interaction of the nature of the objects. The research focused on the point of view of the youth in their satisfaction and their intention to continue the tradition of the festival. To get know the need and the want of the youth, researcher determine the perspective of the youth in term of their satisfaction in the entertainment, implementation and the diversity during the event. Moreover, researcher focused on their perspective on their orientation to continue the tradition as well as past articulated it till today. Youth had their right to voice their idea and point in term to increase the infusion of others and tourism to come over again. They might think of the modern ideas in setup this event in the next time.