

ABSTRACT

(The purpose of this research is to present a comprehensive analysis of African and Borneo Beads, and unveil the various messages and roles beads played in these two communities; In understanding the roles of African and Borneo beads, relevant theories have been examined to outline the symbolic classification system observed to be prevalent between these two cultures;

(Studies of beads sign as cultural phenomena deals closely with social functions which review customs and structures through semantic and semiotic analysis of visual concept.) There are various reasons why certain elements like forms, materials, colours and ornaments are used in certain beads in Africa and Borneo.) The semantic interpretations of these elements as well as the semiotic analysis of beads symbols explain the significance, communication, expression and representations of beads in Africa and Borneo.)

The Data are collected from a combined bead survey and literature review. Reviews in the study were based on the origin of beads in Africa and Borneo, semantics of bead elements, and the semiotics of African and Borneo bead. The result can be given as follows: (1) beads entered Africa and Borneo by traders from foreign countries, (2) the theoretical study of meaning regarding beads forms, materials, colours, ornamentations and types reveal beads elements were not just used for the production of beads – rather, each elements were composed of meanings and messages. In addition to this, such analysis creates a concept guideline by which African and Borneo beads can be observed.