

ABSTRACT

This research is purposely aimed to seek the relationship and the potential of visual experiential as well as art practices in cultural context through the case study onto the megalithic forms of Kelabit Highlands. Visual engagements in the cultural studies such as in anthropological study are often overlooked by the researcher and this particular domain is continuously misrepresented. Meanwhile, the artists are always being criticized for their inappropriate creative employment of culture into their personal artwork concerning the misleading concept and ideas for the audience to interpret. Thus, visual experiential and art practices were conducted by employing practice-based research onto the megalith structures of the Kelabit Highlands. Additionally, this research will apply new method for cultural appropriation known as ICE model consisting of *internal*, *context* and *external* factors as a mean of adaptating selected visuals to compliment the content by the art practitioner or researcher. Through the application of visual experiential and art practices with ICE in cultural context as the approaches in the adaptation of the cultural subject have aided towards enhancing the study and also cultural representation for the megaliths. The effectiveness of these methods has been tested by extending its application to exhibitions that is highlighting the Kelabit megaliths and potentially into the other field of visual research area. It is hoped that this research will contribute to the enhancement of cultural representation through the effectiveness methods in visual research. Nevertheless, it is also hoped that for future research recommendations visual arts should offer more beneficial roles particularly in documenting and disseminating cultural knowledge back to the community.

Keywords: Visual experiential, art practices, culture, megalith, Kelabit

***Pengalaman Visual dan Pempraktisan Seni dalam Konteks Budaya melalui
Kajian terhadap Bentuk Megalitik Kelabit Tanah Tinggi***

ABSTRAK

Kajian ini bertujuan untuk mencari hubungan dan potensi pengalaman visual serta amalan seni dalam konteks budaya melalui kajian kes terhadap bentuk megalitik masyarakat Kelabit. Penglibatan visual dalam kajian budaya seperti kajian antropologi sering diabaikan oleh penyelidik dan sering memberi gambaran kurang tepat dalam representasi. Di samping itu, para seniman sering dikritik terhadap aplikasi kreatif yang kurang sesuai bagi penyatuan budaya dalam karya seni peribadi, memberikan kekeliruan terhadap konsep dan idea untuk interpretasi audiens. Melalui kajian ini, pengalaman visual dan pempraktisan seni diaplikasikan dalam penyelidikan berasaskan amalan terhadap struktur megalitik masyarakat Kelabit. Selain itu, model ICE yang terdiri daripada internal, context dan external turut diaplikasi dalam kajian ini sebagai pendekatan apropriasi budaya untuk pegamal seni atau penyelidik menyesuaikan visual terpilih bagi menyokong makna tertentu. Melalui aplikasi pengalaman visual dan praktis seni bersama ICE model sebagai kaedah adaptasi subjek budaya telah membantu dalam penambahbaikan kajian dan representasi budaya untuk megalit. Keberkesanan kaedah-kaedah kajian telah diuji dengan memperluas aplikasi untuk pameran yang memfokuskan megalitik Kelabit dan pendekatan ini berpotensi diaplikasi dalam bidang penyelidikan visual yang lain. Penyelidikan ini diharapkan menyumbang dalam representasi budaya melalui keberkesanan kaedah dalam penyelidikan visual. Selain itu, turut diharapkan agar seni visual dapat menawarkan lebih banyak peranan yang bermanfaat terutamanya dalam pendokumentasian dan perkongsian pengetahuan ilmu kepada masyarakat.

Kata kunci: *Pengalaman visual, amalan seni, budaya, megalit, Kelabit*