



**Faculty of Applied and Creative Arts**

**The Effectiveness Communication of *Selayah Keringkam* Towards The  
Development of Sarawak Cultural Tourism Industry**

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The Effectiveness Communication of *Selayah Keringkam* Towards The Development of  
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## DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Malaysia Sarawak. Except where due acknowledgements have been made, the work is that of the author alone. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.



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## ABSTRACT

Sarawak Malay cultural and heritage products are generally less identified as one of the main products in the Sarawak tourism industry, this study applied mixed method in collecting the data by using 384 set questionnaires distributed among international and domestic tourists and in-depth interview with 5 related authorities using purposing sampling whereby sample size is chosen to collect the information among suitable target of individuals chosen for this study. This study is about the method in ensuring the basic pattern of *Selayah Keringkam* can convey the message about the existence of this beautiful Malay heritage of Sarawak through the basic pattern of *Keringkam* embroidery to domestic and foreign tourists. This study is to highlight the common motif of *Keringkam* as the ethnic identity of Sarawak Malays thus enhancing the knowledge of tourists about *Selayah Keringkam* like other ethnic textiles such as *Pua Kumbu*. Effective communication is very important in ensuring that tourists understand the message about the common motif of *Selayah Keringkam*. In general, this study is about the most preferred and easily accepted communication channel by tourists in recognizing the common motif of this embroidery. Thus, this study also displays a significant relationship of variables between independent variables (Common Motif *Selayah Keringkam*), dependent variables (Communication Channels) and mediator (Supplements of Effective Communication) as a new framework aimed at ensuring that the message conveyed can be received well and clearly at once boosting the Malay ethnic identity to tourism industry.

**Keywords:** *Selayah Keringkam*, Common Motif, Communication Channels, Tourist.

***Keberkesanan Komunikasi Selayah Keringkam Terhadap Pembangunan Industri  
Pelancongan, Kebudayaan Sarawak***

**ABSTRAK**

*Produk budaya dan warisan Melayu Sarawak secara amnya kurang dikenal pasti sebagai salah satu produk utama dalam industri pelancongan Sarawak, kajian ini menggunakan kaedah campuran dalam mengumpul data dengan menggunakan 384 set soal selidik yang diedarkan dalam kalangan pelancong antarabangsa dan domestik serta temu bual mendalam dengan 5 pihak berkaitan menggunakan persampelan bertujuan di mana saiz sampel dipilih untuk mengumpul maklumat di antara sasaran yang sesuai bagi individu yang dipilih untuk kajian ini. Kajian ini adalah berkenaan dengan kaedah dalam memastikan corak asas Selayah Keringkam dapat menyampaikan mesej mengenai kewujudan warisan melayu Sarawak yang indah ini melalui corak asas sulaman Keringkam kepada para pelancong dalam dan luar negara. Kajian ini adalah untuk mengutarakan corak asas keringkam sebagai identiti etnik Melayu Sarawak sekali gus mempertingkatkan ilmu para pelancong mengenai Selayah Keringkam seperti mana tekstil etnik lain seperti Pua Kumbu. Cara komunikasi berkesan adalah amat penting dalam memastikan para pelancong memahami mesej mengenai corak asas Selayah Keringkam. Secara umumnya, kajian ini adalah mengenai saluran komunikasi yang paling disukai dan mudah diterima oleh para pelancong dalam mengenali corak asas sulaman ini, tambahan dari itu juga kajian ini memaparkan hubungan pembolehubah yang ketara antara pembolehubah tidak bersandar (Motif Asas Selayah Keringkam), pembolehubah bersandar (Saluran Komunikasi) dan pengantara (Suplemen Dalam Keberkesanan Komunikasi) sebagai rangka kerja baharu bertujuan memastikan mesej yang disampaikan dapat diterima dengan baik dan jelas sekaligus melonjakkan identiti etnik Melayu kepada industri pelancongan.*

***Kata Kunci:*** *Selayah Keringkam, Motif Asas, Saluran Komunikasi, Pelancong*

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## LIST OF ABBREVIATIONS

(%)	Percent
<	Smaller Than
>	Bigger Than
4C	Comprehension, Connection, Credibility, Contagiousness
AKYBMS	Amanah Khairat Yayasan Melayu Sarawak
B	Standardized Coefficients, Beta Results
CA	Cronbach's Alpha
CFA	Confirmatory Factor Analysis
CM	Common Motif
Df	Degree of Freedom
DS	Descriptive Statistics
DV	Dependent Variables
EFA	Exploratory Factor Analysis
FA	Factor Analysis
FTC	Federal Trade Commission
H <sub>1</sub> @ H <sub>2</sub> @ H <sub>3</sub> @ H <sub>4</sub>	Hypotheses One, Hypotheses Two, Hypothesis Three, & Hypotheses Four

IPC	In-Personal Communication
IV	Independent Variables
KMO	Kaiser-Meyer-Olkin
M	Mean
Max	Maximum
Min	Minimum
MSA	Measure of Sampling Adequacy
MV	Moderator Variables
N	Number
NGO	Non-Government Organization
NPC	Non-Personal Communication
OKshe	Old Kuching Smart Heritage
P	Significant Value
P2P	person-to-person
PCA	Principal Components Analysis
PhD	Doctor of Philosophy
R	Regression Analyses