

## LOCAL PEOPLE'S PERCEPTION OF CERAMIC BEADS IN KUCHING, SARAWAK

Aina Marini ATON<sup>1</sup>, Aida Afifah ZAMHARI<sup>2</sup>, Shaik Azahar SHAIK HUSSAIN<sup>3</sup>

<sup>1</sup>Universiti Malaysia Sarawak, 0009-0001-0616-268x

<sup>2</sup>Universiti Malaysia Sarawak

<sup>3</sup>Universiti Malaysia Sarawak, 0000-0001-6601-6986

### **Abstract:**

*This study investigates the perception of ceramic beads among the local population, focusing on factors that increase young people's interest, affect the duration of the process, and analyze the community's perception of promoting beads using ceramic beads. The study, conducted in Kuching, reveals that the perception of residents towards ceramic beads is influenced by various factors. The findings highlight the importance of understanding community perception and offer recommendations for improvement.*

**Keywords:** Ceramic Beads, Kuching, Community's Perceptions, Promotions

**JEL classification:** Z32

### **1. Introduction**

Handicrafts in Sarawak, a diverse society with diverse ethnicities, are a valuable heritage that reflects the uniqueness of the products produced. The state's diverse handicrafts include forest products, soil, wood, and pandan, offering a variety of designs, motifs, patterns, and techniques used by entrepreneurs. This diverse culture and customs contribute to the richness of Sarawak's cultural heritage.

In addition, beads are also one of the handicraft products found in craft products. Beads have different types such as glass, agate, ceramic, and iron. Glass beads, or better-known Indo-Pacific beads are said to be the first produced in South India approximately 2400 years ago (Ramli, et. al, 2014). In Malaysia, ceramics is also known as clay that is molded and then fired at a certain temperature according to the type of clay (Savage & Norman, 1980). The compound or mixture that forms soil when mixed and dissolved with water is clay. Originally, ceramic beads were made by Orang Ulu and then the Iban people also started making ceramic beads from this clay. Among the popular products produced are bracelets, necklaces, earrings, and even anklets.

The researcher aims to understand residents' perceptions of ceramic beads in Kuching, Sarawak, to understand their acceptance in the fashion and daily affairs sectors. The product is popular as jewelry for women and is used in various events and daily affairs.

### **2. Perception**

According to Edward de Bono (1969), thinking is a process that occurs in two phases, the first phase is perception, and the second phase is logic. Perception is an important element because it works in opening and preparing the thinking screen at an early stage. This process takes place continuously in individuals until they reach the end of life.

<sup>1</sup> 22020300@siswa.unimas.my\* - corresponding author

<sup>2</sup> 68948@siswa.unimas.my

<sup>3</sup> shazahar@unimas.my