

InTEX 2023



Gauging Sarawakian Identity through Connection with Indigenous Music (SICIM)

MyIPO Copyright Registration Number: LY2023Q03096

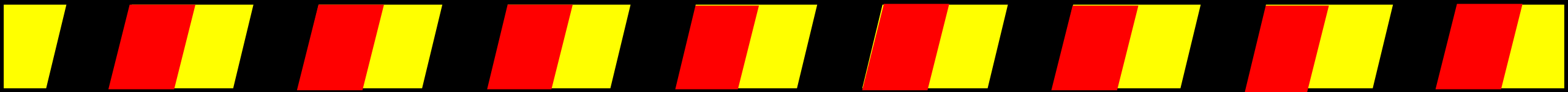
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Gauging Sarawak Identity through Connection with Indigenous Music (SICIM)



Oooo haa Segik Dua Taruh

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Problems leading to Invention

1. Indigenous people constitute 48% of Sarawak population. But there is the perception that **being Sarawakian** may not entail **familiarity with indigenous cultures**.
2. Spotlight has been language and cultural heritage elements of Sarawak identity but **hardly on the music**. In fact, indigenous music embodies the past and the present way of life in Sarawak.
3. The connection to indigenous music is central to the Sarawakian identity but its **potential as an identity marker has not yet been realised**.

Description of Invention

WOW FACTOR

INNOVATIVENESS OF THE INVENTION

EXISTING/OTHER INVENTIONS	THIS INVENTION
Existing identity measures (questionnaires) have been language and cultural heritage but hardly on the music dimension.	SICIM is the first identity measure that taps into the oneness felt by Sarawakians when they hear indigenous pop music.
No similar invention in patent search (lens.org)	It categorises SICIM scores into high, medium and low “Sarawakianness” based on research on identity.

Description of Invention: Solution/ How it works

Use a fun quiz platform to measure Sarawakian identity using song clips and questions on knowledge and attitudes towards indigenous music.

We trigger interest in whether knowledge of indigenous Sarawak music is a part of Sarawakian identity.

Music plays a vital role in shaping cultural identities, and is a key aspect of cultural traditions. It helps to pass down stories, values, and beliefs, thus reinforcing a sense of identity and unity within a culture.

SOLUTION/ HOW IT WORKS

1

- Select iconic song clips and facts about Sarawak indigenous music & Add questions on appreciation of the music

2

- Measure **S**arawakian **I**ntity through **C**onnection with **I**ndigenous **M**usic

3

- Score responses and categorise into high, medium and low connection based on research

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CONNECTION TO SARAWAK INDIGENOUS POP MUSIC/

6. [\(Click here\)](#) Listen to the song and guess the title of the song.

Biar Bekikis Bulu Betis

Joget to the moon

Patah ke Lidi

Redak Seribu

Back

Next

<https://take.quiz-maker.com/QE9RYUHGO>

SICIM ©

High

You truly embody the spirit of Sarawak!

You have deep appreciation for indigenous Sarawak music, and it has become an integral part of being a Sarawakian. You display remarkable knowledge of indigenous Sarawak musicians and their works, and are enthusiastic about indigenous Sarawak music. To you, Sarawakian identity can be created by listening, watching and participating in indigenous Sarawak music.

Medium

You're a Sarawakian at heart! You have moderate appreciation for indigenous Sarawak music, and it connects you to other Sarawakians. You display reasonable knowledge of indigenous Sarawakian musicians and their works, and have favourable attitudes towards indigenous Sarawak music. To you, indigenous Sarawakian music is a potential avenue through which Sarawakians can create and express their Sarawakian identity.

Low

You have an intrinsic connection to Sarawak
A low score doesn't mean you're less Sarawakian. Your intrinsic connection to Sarawak stands. You display modest knowledge of indigenous Sarawakian musicians and their works, and are currently not strongly inclined towards indigenous Sarawak music. To you, indigenous Sarawak music is not the only measure of Sarawakian identity.

Description of Invention

IMPACTS OF THE INVENTION:

- 1. Cultural tourist attractions** subscribe to SICIM to give tourists an alluring “local music experience”.
- 2. Record labels and radio stations** get insights to draw more listeners to Sarawak indigenous music.
- 3. Individuals** pay a small fee to find out their Sarawakianness score.

Potential of Commercialization

Intellectual Property:
Copyright LY2023Q03096

Market/Social Benefit:
Inclusive community for
individuals to feel connected
and valued within society

 **INTELLECTUAL PROPERTY CORPORATION OF MALAYSIA**
An agency under the Ministry of Domestic Trade and Consumer Affairs
COPYRIGHT ACT 1987
NOTIFICATION OF COPYRIGHT IN A WORK
(Subregulations 5(2) and 5(3)) 


CR - 1

Application No: LY2023Q03096

Applicant :

*Title of work (Original language) : Sarawak Identity through Connection with Indigenous Music (SICIM)

Translation (If the title of work is neither in Bahasa nor English) : _____

Transliteration (If the title of work is neither in Bahasa nor English) : _____

Name of the Language (Language used in the work) : English

***Section A : Category of Works (Please tick only ONE category of work in item (i) or (ii))**

(i) Copyright Work
 Literary Musical Artistic Film Sound Recording Broadcast (Applicable only for broadcasters)

(ii) Derivative Work
 Translation Adaptation Arrangement Collection of work or compilation of mere data (database) Other transformation of work eligible for copyright

Date of Creation / Fixation : 20 / 06 / 2023

Section B : Publication

The Work is : Published Unpublished

If published (please state date first published) (Year of Compilation) (Date of first publication) (Country) : _____

*** Section C : Author** (Note : i. Author is an individual person, not a company. To add additional authors, please attach separate sheet. ii. If author is anonymous, please state name of legal representative)

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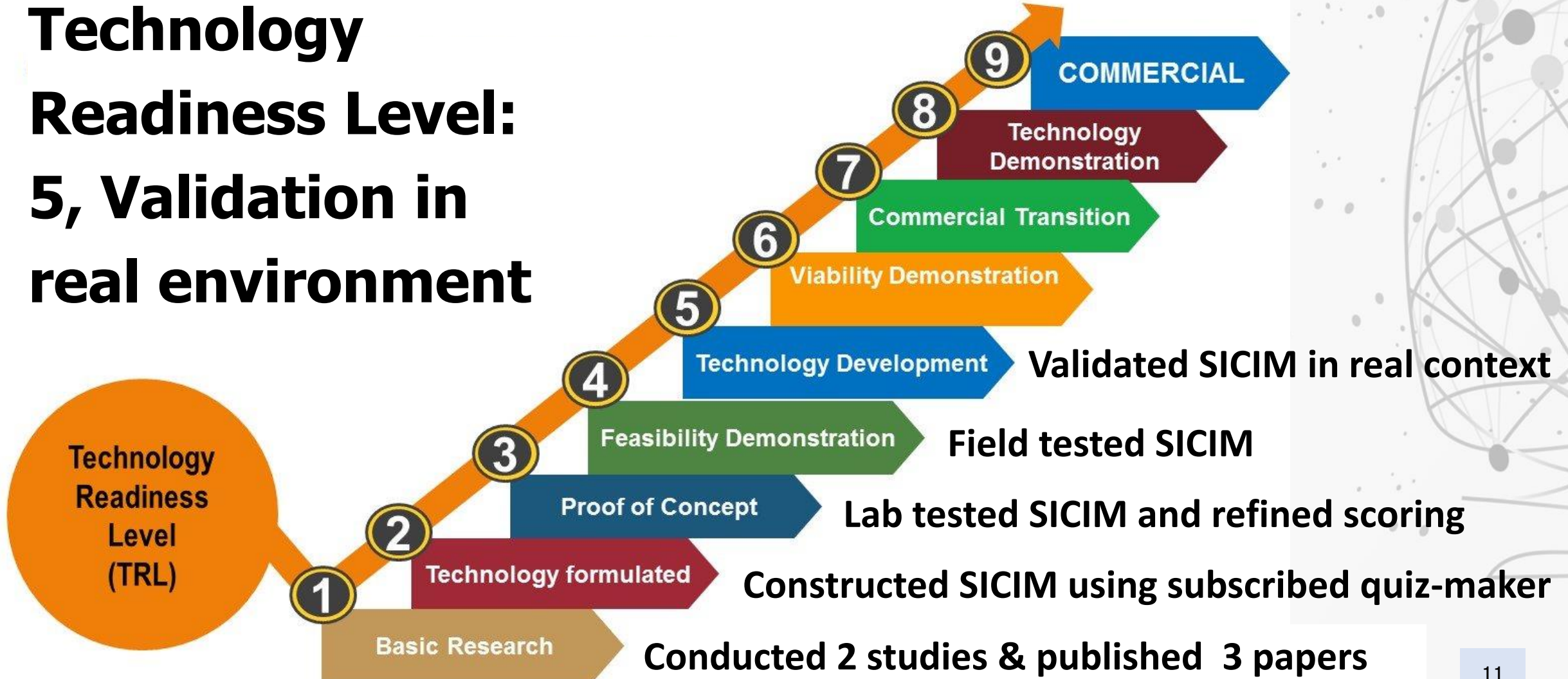
E-mail : jcollin@unimas.my Date of Death : ___ / ___ / ___

Telephone No. : 082-581000 Fax No. : _____

* Required to be filled in PAGE 1 OF 3

Potential of Commercialization

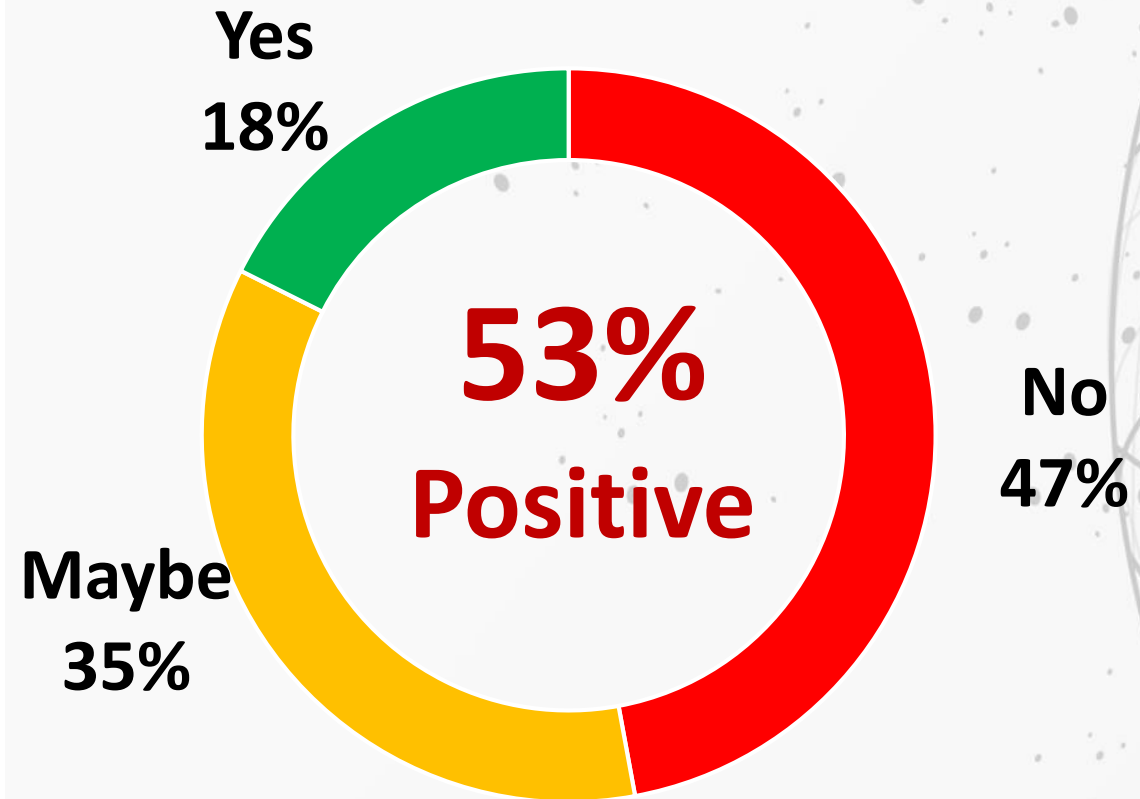
**Technology
Readiness Level:
5, Validation in
real environment**



Potential of Commercialization

Business Model:

- **Subscription-based model for corporations** to get updates on indigenous music interest trends
- **Pay-to-try** for interested individuals **(RM5)**



<https://forms.gle/igtSXWyEXcX8jAwa9>

Related Research

Research Title: “Music that represents and binds us: Sarawak indigenous popular music, identity and sense of belonging”
- P. Ramlee Research Chair F09/PRC/2179/2021

Investigation:

- Content analysis of Sarawak indigenous popular music lyrics
- Questionnaire on knowledge and attitudes towards Iban songs

Key Finding:

Role of music in minority languages should be accepted and recognised as a tool for forging unity and a common identity within the context of multicultural nation-states.

Related Research: Publications

1. Jerome, C., Ting, S. H., & Perry, E. (2022). Rethinking visions of “unity” and “belonging”: Insights into audience responses towards popular music of Malaysia’s indigenous ethnic communities: A case of Iban pop song. *Kajian Malaysia, 40*(1), 109-131. (SCOPUS)
2. Jerome, C., Perry, E. J., & Ting, S. H. (2022). Malaysian pop music in the minority language: A tool for forging unity and a common identity. *International Journal of Social Science Research, 4*(1), 401-413.
3. Ting, S. H., Alvin, Y. A., & Jerome, C. (2023). Blame it on my parents! - Parental influence on Iban popular music consumption and ethnic identity. *Journal of Ethnic and Cultural Studies, 10*(2), 109-128. (SCOPUS)
4. Iban Songs and Identity Questionnaire (IBSIQ) – Copyright - LY2022Q03676

Achievements: Human Capital

Undergraduate students:

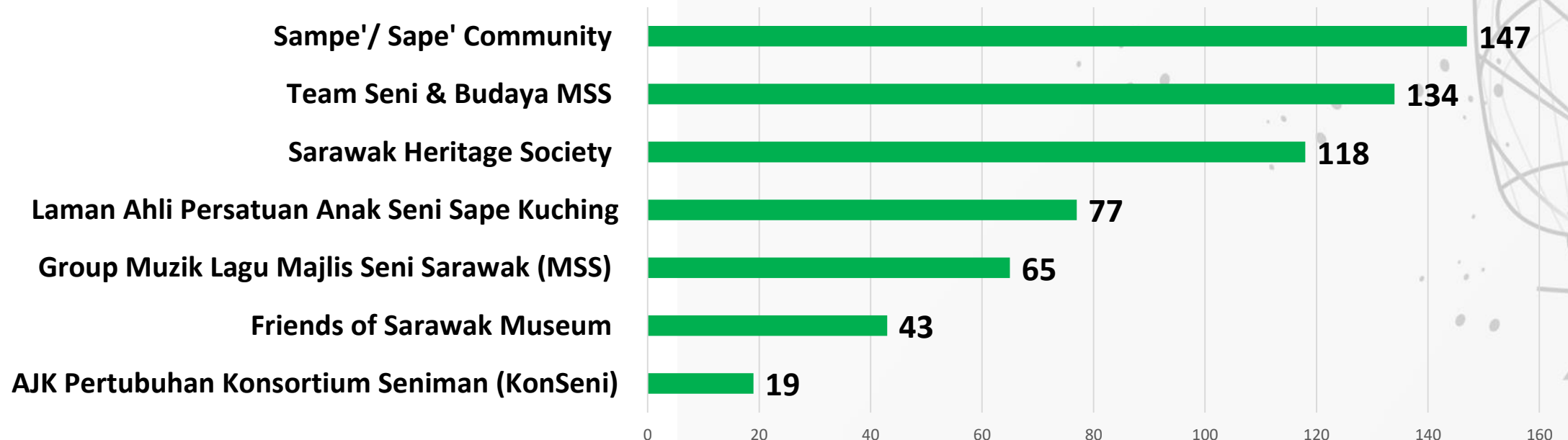
Youri anak Alvin Ajan (Matric No. 68432)

Gilbert Ancar anak Angking (Matric No. 66038)

Achievements: Collaborative Partners with Music Practitioners

Industry Partnership: Kaban Music Production, Kuching

Community Engagement: 603 individuals





Thank You from:

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