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Special Focus on

Social Science and Humanities

Part 2: Social Transformation



FOREWORD

In many parts of Southeast, people's lives are undergoing enormous changes as they move from a traditional, rural agricultural lifestyle to that of a modern, urban one in the cities. This often entails migration, taking up paid work and having a different relationship with their families. Those left behind in the villages confront different challenges as they struggle with diminishing natural resource base and population depletion. This volume of Research Update highlights research by Faculty members of the Social Sciences, Creative Arts and Centre for Language Studies in UNIMAS. While their focus is on the transformation of Borneo, their approaches are varied and their findings are diverse. Each throws light on a different facet of the rapid changes which are occurring. From analyzing changing identities amongst the Kedayans to language use amongst Bidayuh families, all the researchers endeavour to put a human face on the transformative processes in contemporary Sarawak. Research which informs policy and provides a better understanding of the multiethnic communities in Sarawak is the bedrock of scholarship in UNIMAS. It is hoped that the projects highlighted in this volume of Research Update will give a glimpse of the diversity and breadth of research in the Social Sciences and the Liberal Arts.

All contributors are acknowledged with thanks. Special thanks also goes to Dr. Ting Su Hie of the Centre for Language Studies for initiating, editing and compiling this volume and Associate Professor Dr. Hew Cheng Sim of the Faculty of Social Sciences for her assistance.

Prof Dr Murtedza Mohamed

Deputy Vice Chancellor (Research & Innovation)
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MARKET EXPANSION, ROLE OF THE STATE, AND THE COASTAL MALAY COMMUNITIES OF SOUTH-WESTERN SARAWAK

This is an ethnographic study of 14 coastal villages in south-west Sarawak undertaken by a team of seven researchers from Faculty of Social Sciences and Institute of East Asian Studies UNIMAS. It seeks to explain the coastal dwellers' lives in the context of the wider national, political, social, and economic systems and to understand selected facets of their lives at the local level. In particular, it endeavours to explain the influences of two motive forces of social change in Malaysia - the state and the market forces - upon their lives. This paper highlights the salient findings of the cluster research by, first of all, conceptualizing the controversial notions of 'community', 'market', 'modernization' and thereafter providing the social economic profile of the locale of study; their life strategies and work patterns; their political culture, both imposed and given; local level tourism; the practice of the social institution of gotong royong; the changing patterns of land use; the perennial landlessness; their subjective work experience; and social relations in a modern factory in a rural setting, a full report of which appears in Institute of Eastern Asian Studies, UNIMAS research report Masyarakat Pesisir Sarawak Barat Daya published in 2005. In the main, this study concludes that the market expansion occurs relatively slowly in the coastal areas although none is capable of escaping its intrusion into their lives. It would appear that the institution of the state still has the capacity to bring about transformations among the coastal dwellers half of whom are living with an income of below RM500 a month. Only in the domain of land distribution and ownership that the market forces have an edge over the state.

Researchers

Professor Abdul Halim Ali, Professor Dr Abdul Rashid Abdullah, Ahmad Nizar Yaakub, Awang Mashabi Awang Mohamad, Mohd Faisal Syam Abdol Hazis, Mohamad Suhaili Salleh, Zamri Haji Hassan

Supporting Grant

UNIMAS 3(25)1378/2003 (115)

STUDY ON USAGE OF NEIGHBOURHOOD OPEN SPACES IN KUCHING AND EFFECT ON SOCIAL INTERACTION

The purpose of the study is to assess the level of neighbourhood open space usage as well as to evaluate its role as a catalyst for social interactions in Kuching City. It attempts to identify the developmental characteristics of those open spaces which can help advance this cause, as well as to study their pattern of provision and distribution. The findings of the study can contribute to a more holistic physical and social planning policy as part of an effort to provide optimum benefit to the community.



Saiz yang kecil serta lokasi yang tersorok menghadkan penggunaan Kawasan Lapang Kejuruan Star Garden Lorong 4 (DBKU).



Faktor kurang penyelenggaraan juga mempengaruhi tahap penggunaan kawasan lapang: Kawasan Lapang Kejuruan Taman Pheonix (MPP)



Haji Baki neighbourhood open space: the unique topography in this area has been fully utilised in the design of the open space

The study looks at neighbourhood open spaces in the three administrative areas of Kuching City, namely, Kuching North City Hall (DBKU), Kuching South City Council (MBKS) and Padawan Municipal Council (MPP). The study adopts both quantitative and qualitative approaches and instruments such as surveys and direct interviews are used to collect data to create the respondents' demographic profile as well as their perceptions toward neighbourhood open spaces.

Apart from doing population sampling, the study also conducts an inventory exercise of the city's neighbourhood open spaces in order to assess their attributes in terms of quality, design as well as present physical conditions. 30 neighbourhood open spaces were sampled as representatives of the low, middle and high residential areas of the city and 60 respondents were interviewed from each of these neighbourhood open spaces, giving a total sample size of 1800 respondents.

Initial findings indicate that the practice of putting aside at least 10% (ten percent) of the development area for open space as adopted by all the three local authorities has influenced the size and distribution of the city's open spaces as well as the pattern and level of their usage. Many of the open spaces are dull and unimaginative, and facilities provided are mostly standard fare. The findings also demonstrate that social interactions do occur amongst neighbourhood open space users but only in cases where the open spaces are strategically sited, tastefully designed and properly furnished. It is also found that better interactions occur where organised recreational activities are organised and conducted at these neighbourhood open spaces.

Researchers

Dr Abdul Mutalip Abdullah, Dr John Phoa, Haslina Hashim

Supporting Grant

Urbanisation and Social Development Council

ASSESSMENT OF ECOTOURISM MANAGEMENT AND SERVICES IN MOUNT KINABALU NATIONAL PARKS OF SABAH



The Mount Kinabalu National Park is one of the most popular tourist destinations in the South East Asian region. Like other protected areas of the world, the management of the national park is intricately linked to ecotourism. Yet the management of national parks in Malaysia is directly under the responsibility of the State and has been viewed by some people as a drain of public funds and revenue earned from other sectors of the economy. Thus, the need to assess the contribution of national parks and ecotourism activities to the overall tourism revenue and economy was necessary. This study was conducted at the Mt. Kinabalu National Park involving key respondents such as visitors to the park, local business operators, employees of the Park and local people living near the park. The main objective of the study was to assess the ecotourism management and services at the Mt. Kinabalu National Park. The findings of the study revealed that ecotourism activities in the national park have contributed positively to the socio-economic well-being of the local community and at the same time found to have very little negative impact on the natural environment. The conservation management strategies implemented in the park was found to be effective. This is largely attributed to the effectiveness of the enforcement division of the Sabah Park in enforcing the Parks Enactment which governs and controls the park. However, there are potential threats to the integrity of the national park. These threats arise from native rights to land, and agriculture and climate change. Human-induced changes can also lead to both environmental and social conditions that visitors find unacceptable or inappropriate. Visitors, nevertheless, expressed a lot of satisfaction with their visits to the park as their expectations are met.

Researchers

Associate Professor Dr Spencer E. Sanggin Associate Professor Dr Gabriel T. Noweg, Professor Dr Abdul Rashid Abdullah, Dr Andrew A. Tuen, Associate Professor Dr Mustafa Abd. Rahman

Supporting Grant

UNIMAS 03(05)/311/2002(48)

TRANSFORMATION OF MARRIAGE AND FAMILY IN URBAN SARAWAK

Globalisation, a mobile work-force, increasing educational attainment for women and rapid urbanisation have all led to the transformation of marriage and family structure. Although the divorce rate in Sarawak is low by global standards, delayed marriage, children born out of wedlock, increased cohabitation and ambivalence as to the value of marriage and children are all indications of shifts in people's perception and expectations of marriage and the family. It is therefore important to investigate the changing nature of marriage and examine family processes as these are the bedrock of not only individual well-being but has wider implications in terms of public policy for the support of fragile families and vulnerable children. In this study, the ways in which women's and men's perceptions and expectations of marriage are changing and their gendered experiences of marriage are investigated. Statistical data on various aspects of marriage and divorce are easily available but what is lacking are more nuance studies of other more complex issues surrounding the institution of marriage which can only be studied using a more ethnographic approach. A major part of this study will be qualitative in nature but there will be some descriptive quantitative elements in the data. This study also includes a generational dimension in that respondents are asked to recall what their parents taught them/said about choice of a spouse and what they are telling their children now. This study is still on-going.



Researchers

Associate Professor Dr Hew Cheng Sim, Goy Siew Ching

Supporting Grant

UNIMAS 03(75)/558/2005(57)

NON-MARRIAGE IN KUCHING: A STUDY OF NEVER-MARRIED WOMEN AND MEN

There was a time when spinsters and bachelors were seen as anomalous. Family members, friends and matchmakers were always on hand to introduce a partner for those who are eligible for marriage. Times and society have changed. Being single is no longer seen as an aberration of society. Images of incomplete old maids and old bachelors are fading away, and are being replaced by the image of a vibrant career woman and man who are living life to the fullest. Lately, there has been a tremendous increase in the percentage of never-married women and men. For example, never-married Chinese women in Kuala Lumpur number was reported to be 4.5 percent in 1970, but the number increased to 10 percent in 2000. The statistics for Philippines show an increase from 5.6 to 6.2 percent, while for Thailand there is a dramatic increase from 3.0 to 8.0 percent. The most cited factors to explain this trend are higher education and, with it, employment and independence, as well as difficulties in finding a partner. Kuching, and Sarawak in general, is also in the midst of rapid social and cultural transformations. According to the 2000 census in Sarawak, 6.24 percent of women aged 35 and above have never married, while the percentage for never-married men is 5.89 percent. It is therefore important to study non-marriage in Sarawak. The object of study in this research is the never-married women and men in Kuching. Factors such as education, employment, living arrangements and other perceptions and values in life are evaluated to get a better understanding of the lives of never-married persons.

Researchers

Dr Oei Hong Lim, Associate Professor Dr Hew Cheng Sim

Supporting Grant

UNIMAS 03(84)/569/2006(02)

THE CHANGING MINDSET OF HAKKA WOMEN: A CASE STUDY OF TAPAH VILLAGE, SARAWAK, MALAYSIA



This is an ethnographic study on Chinese Hakka women residing in Tapah, a closely-knit resettlement village. Tapah was established during the communist upsurge in the 1960s and 97 percent of its population are Hakkas. Hakka women are well known for their perseverance and for being hardworking. However, despite modernisation and rapid increase in educational attainment, Hakka women in Tapah are still in a traditional enclave where marriage, motherhood and domesticity take priority over paid employment outside the home. Although other villages around Tapah are experiencing a high rate of outward migration of their young (both males and females), Tapah is an exception in that young women stay behind in the village. Preliminary findings showed that despite receiving higher education, young women aged 35 years and below put little priority on full-time employment. Instead, many focus on marriage and motherhood. The factors contributing to this situation in Tapah is the impetus for this study. Interviews have been conducted with 121 women in different age groups in order to investigate changes in age at first marriage, age gap between husbands and wives, and their views on marriage. These are correlated with their educational attainment.

Researcher

Elena Gregoria Chai Chin Fern

Supporting Grant

UNIMAS 03(82)/565/2005(64)

CHANGE AND CONTINUITY IN TWO RIVERINE COMMUNITIES IN KOTA SAMARAHAN, SARAWAK

This study attempts to examine the social changes as a result of modernisation processes for the last twenty years in two communities in Samarahan Division. The focus of this study is social transformation and economic benefits as a result of modernisation process initiated by the state. It examines how modernisation process initiated by the state and assisted by market forces influences the villagers in the selected communities. Using community studies as an approach, the study examines changes and continuity in the aspects of economics, culture, psychology, politics, social, housing, settlements, and religiosity of the communities. In addition, a quantitative approach is used to examine demographic changes, income level, employment and occupational patterns, and educational attainment, lifestyle and consumption patterns; whereas a qualitative approach is used to study social relationships, the communities' sense of well-being, and community resources in addressing emerging needs and social issues.



Reseachers

Dr John Phoa, Dr Ling How Kee, Kamsiah Ali, Haslina Hashim, Noor'ain Aini, Awg Mashabi Awang Mohamad

Supporting Grant

DG/05(07)/636/2006(67)

BREAKING NEW GROUND: FROM BEJALAI TO RECONSTRUCTION OF BILIK FAMILIES IN IBAN COMMUNITIES

The present study examined how external forces influence the institution of bilik family, its characteristics and evolution of its new form arising from these forces. Community as a social collectivity, like organisations and human kinds, is not static; it evolves from like-minded groups of people; it grows; it expands and can also become extinct. In the Iban community, the basic unit of social organisation and/or collectivity is a bilik family. The bilik family is analogous to the nucleus of a living cell. Viewing the community from an open system theory, this social organisation is not independent of its environment: social, economic and political institutions. As much as it can draw resources from its environment, a turbulent environment can also cause chaos to a social organisation that impinges upon its growth, expansion and even its lifespan over time. All members of a bilik family live under one roof and/or in the same bilik. In the past, the survival of a bilik family was tied to the collectivity of family labour as the primary input in subsistence production. Hunting and gathering activities were an integral part of the subsistence economy. Traditional division of labour was principally based on gender. Labour exchange during farming season was common place among bilik families in a longhouse. Today, it is being replaced by hired labour. Although rights of access to farmland, fruit trees, rivers and streams are given to members of a longhouse community, property ownership essentially belongs to a bilik family, which Apple (1986) terms as corporate ownership. For this reason, it is common to see families from outside the longhouse who still claim rights of access to farmland, fruit trees and other non-landed properties that belong to a bilik family. The same applies to the Iban inheritance system called *lanting*. In other words, bilik family, is more than a social organisation; it is an important production unit; it is the legal proprietor of family assets.



Researcher

Professor Dr Dimbab Ngidang

Supporting Grant

UNIMAS 03(73)/547/2005(46)



CHANGING TRENDS IN ETHNIC IDENTIFICATION AND SENSE OF BELONGING AMONG THE KEDAYAN COMMUNITIES IN SARAWAK

The Kedayan communities in Sarawak traditionally inhabit the state's northern region from Miri to Limbang. There is also a large Kedayan population outside of Sarawak, especially in Brunei Darussalam, Sabah and the Federal Territory of Labuan. The Kedayan are a very mobile community. Traditionally, the Kedayan do not have permanent settlements in one area. They are nomads in search of fertile land for cultivation. Because of their constant exploration of new areas, the Kedayan have been closely associated with rice planting, rubber tapping and copra production. Appell (1976) argued that the Kedayan community's cultural identity is based on their proficiency in wet rice cultivation. The concept of ethnicity plays a major role in determining one's social identity, especially in relation to the individual's sense of belonging in a group. There are various levels of ethnic identifications that need to be considered. This research concentrates on the need to clearly delineate the Kedayan's sense of identity, their sense of belonging in different socio-cultural, political, and economic contexts. This research uses Shamsul Amri's (1998) "two social reality" approach, namely the authority-defined and everyday-defined approaches.

Researcher

Kelvin John Egay

Supporting Grant

UNIMAS 03(75)/568/2006(01)

EVERYDAY POLITICS

Patronage politics is still very much a salient feature of Sarawak politics. At a much higher level politicians use patronage to mobilise and sustain grassroots support while grassroots supporters look for ways to hook themselves to the patronage networks in return for tangible benefits. Patronage is often in the form of business opportunities, contracts, job opportunities, and even information. Distribution of patronage is controlled by politicians who distribute them in return for political support. This study goes to the ground to get a first hand feel of grassroots sentiments on democratization, patronage and political control. It examines grassroots leaderships and the dynamics of everyday politics using the institution of village chief (*Tuai Rumah*) and politically appointed local councillors who sit in the local council as examples. They are the front liners and supposedly the “bridge” between grassroots supporters and the politicians or power holders. Central to grassroots leaderships are the “developmentalist state” approach adopted by Sarawak. People are often asked to trade-off their political rights with economic development. Sarawak politics of development has some features of a “developmentalist state.” The study is based on interviews and field observations. Village chiefs and councillors are chosen based on convenient sampling method. A total of 50 community leaders will be interviewed. Information gathered during months of fieldwork will be cross-checked using “triangulation” method by interviewing politicians and the retired civil servants who have dealt directly with grassroots leaderships. The finding of this study will contribute to the study of local politics at the grassroots level which ultimately shapes both state and national politics.



Researchers

Dr Neilson Ilan Mersat, Associate Professor
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LANGUAGE CHOICE FOR FAMILY COMMUNICATION: A CASE STUDY OF MALAY, FOOCHOW AND TAMIL FAMILIES

Language use in family communication is often indicative of that of the larger community. This case study examined the role of ethnolinguistic vitality in the intergenerational transmission of the ethnic language of the Malay, Foochow Chinese and Tamil Indian communities in the Malaysian state of Sarawak where Malay is the national and official language, and English is the *de facto* official language for the private sector. Interviews were conducted with 77 participants from 5 Tamil Indian, 9 Malay and 14 Foochow Chinese families to find out proficiency in the ethnic language and the place of the ethnic language in family communication. The results showed that the members of the third generation in the Malay and Tamil families under study are still proficient in their ethnic language but Chinese Mandarin and English are displacing Foochow in the repertoire of the younger Foochows. For Tamil families, Tamil is used alongside other languages and English is preferred over Malay by families with higher socio-economic status at this point in time but language shift is imminent. The Malay families invariably speak their ethnic language at home mainly due to the strong ethnolinguistic vitality of this group. These findings showed that factors which have been found to slow down language shift such as strength of language as a marker of ethnic identity and numerical strength are not as strong as perceived educational and economic benefits associated with knowing societally-valued languages in this sociocultural and political context.

Table 1. General patterns in proficiency in ethnic language across generations in Foochow, Tamil and Malay families

	G1	G2	G3	G4
Foochow (n=5)	Proficient	Proficient	Older – proficient	Not proficient
Tamil (n=5)			Younger – less or not proficient	-
Malay (n=7)			Proficient	-

Legend:

G1-G4 Generations 1-4

Less proficient Ranges from reduced fluency, adequacy for basic communication to comprehension only

Not proficient Unable to understand or use the language at all

Table 2. General patterns in language use for family communication in Foochow, Tamil and Malay families

	G1	G2	G3	G4
Foochow (n=5)	Foochow	Mandarin > English, Foochow	Mandarin > Foochow, Hokkien	English > Mandarin
Tamil (n=5)	Tamil	English > Bahasa Melayu, Sarawak Malay, Tamil	English > Tamil, Bidayuh, Sarawak Malay	-
Malay (n=7)	Malay dialects of both	Sarawak Malay & Malay dialects of both	Bahasa Melayu, Sarawak Malay, English	-

* Fathers are from the ethnic group under study

Researchers

Dr Ting Su Hie, Mahanita Mahadhir

Supporting Grant

UNIMAS 03(38)/421/2004(158)

EMERGENCE OF BAHASA MELAYU AS A LANGUAGE FOR FAMILY COMMUNICATION: CASE STUDY OF A BIDAYUH FAMILY IN SARAWAK

This research aims to investigate the impact of the national language policy in promoting the use of Bahasa Melayu as a medium of communication in a multiethnic community, specifically within the context of families with intermarriages. The case study focussed on social motivations for language choice in interactions among members of an extended Bidayuh family. The family participating in the study comprised 32 members across three generations. The first generation patriarch and matriarch are Bidayuhs from different areas, and they were not able to speak each other's language when they first met. The second and third generations intermarried with other ethnic groups. The data collection techniques employed were participant observations and semi-structured interviews. The results showed that Bahasa Melayu, particularly Sarawak Malay dialect is the main language for family communication. Among the factors contributing to this were intermarriages, geographical location, socio-economic status and educational background of the family members. The beginning point for the use of Sarawak Malay dialect was the use of this language by the first generation with each other and subsequently with their children and grandchildren, and this language was found to be a useful language for communicating with family members from other ethnic groups in the case of intermarriages. This study found that the lifestyle and culture of the Bidayuhs were maintained and transmitted to the younger generation despite the non-use of the Bidayuh language as the common language for family communication.

Researchers

Dr Ting Su Hie, Yvonne Michelle Campbell

SALUTATION SYSTEM IN THE MELANAU COMMUNITY: A PRELIMINARY STUDY



This research examined the salutation system that is used by the Melanau community in Belawai, Sarawak. The different types of salutations that are used by the Melanau community were analysed to examine the influence of standard Malay on the salutation system of the Melanau community. The framework for the analysis was based on Jariah Mohd Jan (2006)'s three-pattern usage, namely, basic family categorisation, family-related salutations and relationships and general salutation in the community, and Ervin-Tripp's (1974) rules of salutation which encompasses alternative rules, same-incident rules and consecutive rules. In the preliminary analysis, it was found that the forms of salutations in the Melanau language showed differences as well as similarities with the standard Malay salutation system. The three patterns of salutation usage comprised reciprocal *Bahasa Halus* – *Bahasa Halus*, reciprocal *Bahasa Kasar* – *Bahasa Kasar* and non-reciprocal *Bahasa Halus* – *Bahasa Kasar* or *Bahasa Kasar* – *Bahasa Halus*. This research identified the important role played by social and economic factors in influencing the salutation system of the Belawai Melanau community.

Researchers

Salbia Hassan, Dayang Sariah Abang Suhai

Supporting Grant

STIDC.9. PRO

MALAY LANGUAGES AND CHANGE IN THE MELANAU LANGUAGE: A STUDY IN KUALA REJANG



This study focuses on language variation of the Melanau language in the Kuala Rejang region, covering the area of Bandar Baru Tanjung Manis, Kampung Rejang, Jerijeh and Belawai. The industrial development in the Kuala Rejang region, particularly in Tanjung Manis, may affect the development in the Melanau language which may result in a conflict between the Melanau language and other languages and dialects. The study aimed to examine the influence of Bahasa Malaysia and Malay dialects on the Melanau language. The changes in the language, including use of terms in the Melanau language and pronunciation of Malay terms in the Melanau language across four generations, were studied. Questionnaires based on domains of language usage were distributed to determine the extent of the change. Respondents were also interviewed. Socio-economic and linguistic factors were found to influence the language change, and the change is spreading in the Melanau community. Other than these, the mass media also contributes to the change in mastery of the language.

Researchers

Dr Norsiah Fauzan, Salbia Hassan, Dayang Sariah Abang Suhai

Supporting Grant

STIDC.9. PRO

IS COUNSELLING ADVICE-GIVING? EXAMINING THE SPEECH ACTS OF TRAINEE COUNSELLORS IN COUNSELLING SESSIONS



This research project focused on language use among trainee counsellors in counselling sessions in Universiti Malaysia Sarawak (UNIMAS). More specifically, this study was conducted to identify the speech acts which are usually used by trainee counsellors to influence clients (students), and to examine whether there is empirical support for societal views of counselling as advice-giving service. The theoretical framework for this study is the Speech Act Theory, and Bach and Harnish (1979) categorisation was used for the analysis of speech acts into constatives, directives, commissives and acknowledgements. For this preliminary study, 30 trainee counsellors in the Counselling degree programme were selected and their counselling sessions were taped. The analysis of speech acts in the counselling transcripts showed that the most dominant speech act is questioning, and this is in line with the purpose of counselling service which is to help clients explore their problems and come to a solution themselves. This study has shown that the societal view of counselling as advice-giving is a misconception. The use of a linguistic methodology in the field of counselling has opened up possibilities for inter-disciplinary research to attain a better understanding of counselling.

Researchers

Wan Robiah Meor Osman, Hamidah Abdul Wahab, Siti Marina Kamil

INTELLECTUAL LANGUAGE IN CYBER SPACE



The cyber space has become one of the interaction spaces in today's world, and the interaction and sharing of information in the cyber world reflect the communication taking place in the real world. This is consistent with Noriah Mohamed's (2006) observation that the cyber space or virtual space created through networking and ICT channel disseminates and structures information through a new kind of language. The data for this study were from the online forum conducted in the postgraduate diploma course organised by the Centre for Applied Learning and Multimedia, Universiti Malaysia Sarawak. The respondents were 12 academic staff members from various faculties and places of origin, and their age ranged from 27 to 35. Eleven had postgraduate qualification and one was a degree-holder. The purpose of this study was to examine the patterns of language use in a discussion forum in an intellectual community in cyber space. The analysis of the interaction revealed that the language used in the online forum in cyber space showed characteristics of spoken language, and the language often used in the cyber space is moving into the realms of language use in daily life. The language use patterns were found to be influenced by social factors such as background and place of origin. The data also showed that the language used by the intellectual community in the online forum is similar to the language used in other chatting spaces, with the main difference being the use of code-switching and figurative language. The code-switching phenomenon occurred because of the respondents' educational background whereas the use of figurative language is due to the respondents' attempt to convey hidden meanings in their messages based on the context of the discussion.

Researchers

Hamidah Abdul Wahab, Wan Robiah Meor Osman

PRINCIPLES OF ADVERTISING DESIGN EFFECTIVE TO THE RURAL COMMUNITY OF SARAWAK

The focus of the research is determining elements of advertising which are suitable and effective to the rural community of Sarawak, especially the Sarawak native people. Numerous models that explain consumers' cognitive, affective, and cognitive reactions have been advanced and tested (Moriarty, 1986). Although many studies were conducted on the psychology of the audience, there is not much on the elements of advertising that are perceived as most effective to the rural society. Therefore this research will focus on the advertising design, and how consumers react toward the advertising. After reviewing relevant literature, a summary model that focuses on the amount and type of cognitive elaboration and subsequent effects on consumer recognition of the brand and message points was formulated. Hypotheses are developed that predict interaction effects between the type of advertising media, elements of advertising, and the level of consumer involvement in the commercial (Belch & Belch, 1995). The study makes use of an experimental design where the mode of presentation of the advertisement and the level of consumer involvement (low *versus* high) are experimentally manipulated. This advertising research will provide considerable evidence regarding consumer response to persuasive messages, and seeks to achieve greater discrimination in understanding the important dimensions of consumer response. This research contributes to the investigation of differences that exist in message processing (elements of advertising) among alternative advertising media, with the indigenous people of Sarawak as the population for this study.



Researcher

Mastika Bin Amat

Supporting Grant

UNIMAS 03(89)/591/2006(24)

SARAWAK TRADITIONAL FOOD PACKAGING: ART, DESIGN, MATERIALS, FUNCTION AND TECHNOLOGY



Designing a package to fit a specific food product is much like designing a food product: it requires a high level of technological artistry to bring it from concept to the marketplace. Today there is more to a package than just providing conveyance for a food product. The package must sell, it must protect the contents, and it must fit the product. Furthermore, it must meet the demands of today's consumer. It sounds simple, but for the past few years food packaging has gone through a tremendous change as materials and technologies have evolved. Though steel cans, glass jars and bottles, and paper and paperboard packages continue to dominate, plastics and aluminum have entered the arena, thus giving packaging designers a new avenue to explore. With the emergence of increasingly modern food packaging design and use of new materials and technologies, research on traditional food packaging design has largely been neglected although traditional food packaging still plays an important role in our daily life. One aspect that will be examined is how packaging portrays the identity of various races and culture. For instance "Kuih Koci" which is folded with banana leaves is a trademark for the Malay people and can be found almost everywhere in Malaysia. This project delves into the art, design, materials and functions of traditional food packaging in the Sarawak local community.

Researchers

Sylvester Wielding Jussem, Mastika Bin Lamat, Musdi Haji Shanat, Muhammad Firdaus Abong Abdullah

Supporting Grant

UNIMAS 03(90)/597/2006(30)



The history of development in the music industry is said to begin in King Studio



An analogue recording machine



A music production studio which uses the analogue and digital (MIDI) recording systems

A STUDY OF TECHNOLOGICAL DEVELOPMENT IN MUSIC AND MUSICAL INSTRUMENT DIGITAL INTERFACE (MIDI) IN THE MUSIC INDUSTRY IN MALAYSIA FROM 1982 UNTIL NOW

The use of digitalised music production technology or *Musical Instrument Digital Interface* (MIDI) was introduced in 1982. This has provided new opportunities for artistes, composers and lyricists to produce music pieces with ease. The effect on the economic development in the local music industry is of concern. This study aims to describe the development in the use of technology for music production, especially those involving the use of analogue and digital systems, and to evaluate the impact on the quality and cost of album production. This study focuses on recording studios which make use of analogue and digital recording systems in the Lembah Kelang area. A qualitative approach was adopted in this research. Field trips to selected recording studios were made, and respondents directly involved in album production were interviewed. The preliminary findings showed that the use of technology not only lowers the cost of music production but also makes the process of album production less complicated. In fact, albums can be produced in home studios with the help of computer technology such as MIDI. This has caused a decline in the value of the recording industry in Malaysia as was reported by the Recording Industry Malaysia (RIM) in 2007. Several gigantic recording studios had to be closed. Other aspects that will be researched on in this project include the quality of albums produced using the digitalised MIDI system.

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Supporting Grant

UNIMAS (03(85)/570(03)

PERCEPTIONS OF REALITY IMAGES: A STUDY ON EFFECTIVENESS OF THE TECHNICAL ASPECT OF MANAGING REALITY TELEVISION PROGRAMMES IN MALAYSIA



In the entertainment industry in Malaysia, reality television programmes has gained a big following. The transition from conventional production to more natural and impromptu production, although still carefully planned, in the form of reality television programmes is a new dimension in the local broadcasting industry. The question of how reality television programmes manage to attract an extensive audience who follow the programme from beginning to end is one which needs to be investigated. This study seeks to unearth the factors leading to the effectiveness of reality television in attracting sustained audience participation in the programme. According to Gerbner's Cultivation Theory, the more television viewers there are, the more perceptions there are of the reality that is created on the television screen, and as a result the reality images assume the dimensions of social reality for the viewers. The outcome of this study is a video documentary entitled *An Observational Documentary on Perceptions of Reality Images, Akademi Fantasia* to show the pattern of management, public opinion, views of the programme managers, and the process underlying the production. Technically, every production of a television programme or film makes use of a shot composition with a subject in the space to convey a message. The preliminary findings revealed that the effectiveness of reality television programmes could be attributed to two factors, namely, (1) experimental and humanistic psychology, and (2) popular values driven by popular demand, audience preference and mass production.

Researcher

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Supporting Grant

UNIMAS 03(76)/559/2005(58)

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