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PRESERVING THE CULTURAL HERITAGE TO ELEVATE SARAWAK TOURISM

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Abstract: *This paper is to analyse the factors of awareness of the Sarawak Malay embroidery to local community. Qualitative method was applied to gain the information of this issue through interview session and site observation. The focusing factor of awareness of Selayah Keringkam are location, community participation and heirloom. The field of observations have been coded and analysed accordingly through Interpretative Analysis of visual documentation. These factors are vital to be emphasized in ensuring that this heritage embroidery is preserved and remains as one of the heritage products that elevate cultural and heritage tourism in Sarawak in particular.*

Keywords: *Sarawak Malay Embroidery, Selayah Keringkam, Sarawak Malay Cultural Heritage*

Introduction

Nowadays, embroidery is slowly shrinking and forgotten by local community especially young generation because based on preliminary interview some of them were rarely heard nor spotted this beautiful veil although they are living in Sarawak more than a decade. All parties need to work together to do their best to protect this valuable cultural heritage. Cultural heritage produced by humans or society can suffer loss, extinction and damage.

Sarawak Malay Cultural and heritage products generally less focused or identified as one of the main product in the Sarawak tourism industry. According to (The Borneo Post, 2018) Abang Johari stated that promoting another value-added product from Sarawak generally the traditional handicrafts of Malays such as 'Keringkam', which is a traditional embroidery work, can be promoted as products from Sarawak like the 'Pua Kumbu'. He added "We sustain and showcase our culture including the 'Kain Keringkam', which we can actually market as a souvenir. The Malays who live in the city must develop the uniqueness that we have because we are very rich in culture." This statement was supported by (Said, Preliminary Interview, 2019) through preliminary interview he mentioned that we are focusing on dominant cultural heritage in Sarawak like 'Pua Kumbu' from Iban textile and adapting the motif all around Sarawak to represent Sarawak's image while there is another cultural heritage product that is less attention especially the Malay ethnic Sarawak.

Thus, it was supported by (Mohamad, 2019) this respondent is a recipient of the Sarawak Women in Arts Award in 2015 for having served in a Sarawak traditional costume since 1974. She agrees with the fact that Sarawak Malay textile were lack of attention since the '70s, which is the last year a special Sarawak Malay costume exhibition was held. She also