

## DEVELOPING A CONCEPTUAL FRAMEWORK OF STREET ARTS PROJECT IN PRESERVING THE MALAYSIAN CULTURE (MEMBANGUNKAN RANGKA KONSEPTUAL YANG BERKAITAN DENGAN PROJEK SENI JALANAN BAGI PEMELIHARAAN BUDAYA MALAYSIA)

JIMMY ANAK SALAU\*, QISTINA DONNA LEE ABDULLAH, SALMIAH ABDUL HAMID  
AND ALIFFAZRAIE JALI

Faculty of Applied and Creative Arts, Universiti Malaysia Sarawak, 94300 Kota Samarahan, Sarawak, Malaysia.

\*Corresponding author: jimmysalau37@gmail.com

**Abstract:** Malaysia has unique and distinct culture, with a multi-racial population that brings diversity to the cultural facet of the country. Therefore, Malaysian culture should be maintained to prevent extinction. Preserving the culture and heritage is vital in the development of the modern world. Notwithstanding the increasing attention on technology advancement at the global level, the preservation of culture and heritage of local impacts points towards a prime role for regional tourism industry. This paper presents a conceptual framework that describes the street arts projects in Malaysia. It addresses the following key independent variables such as cultural content and audiences; moderator variables such as guidelines and demographic factors; and dependent variables such as city image and tourist expectations. The aim of this paper is to analyse and create new set of guidelines for Street Arts Project to preserve the Malaysian culture in the tourism sector. Through preliminary research, the main problems have been identified such as limited study on cultural and themes of street arts. From this paper, researchers suggested that culture Malaysian culture can be preserved through the street arts project.

Keywords: Preserved culture, street arts, multi-racial.

**Abstrak:** Malaysia mempunyai budaya yang unik dan berbeza, dengan populasi berbilang kaum yang membawa kepelbagaian dari segi budaya serta warisan. Oleh itu, budaya Malaysia perlu dikekalkan daripada kepupusan. Memelihara budaya dan warisan adalah penting dalam pembangunan dunia moden. Walaupun peningkatan perhatian terhadap kemajuan teknologi di peringkat global, pemeliharaan budaya dan warisan kesan tempatan menunjuk ke arah peranan utama industri pelancongan serantau. Kajian ini adalah berkaitan dengan kerangka konseptual yang menggambarkan projek-projek seni jalanan di Malaysia. Ia menangani pemboleh ubah bebas utama berikut seperti kandungan budaya dan penonton; pemboleh ubah penyokong seperti garis panduan dan faktor demografi; dan pemboleh ubah bergantung seperti imej bandar dan harapan pelancong. Tujuan kertas kerja ini adalah untuk menganalisis dan membuat garis panduan baru untuk Projek Seni Jalan bagi mengekalkan budaya Malaysia dalam sektor pelancongan. Melalui penyelidikan awal, masalah utama telah dikenal pasti seperti kajian terhadap mengenai budaya dan tema seni jalanan. Dari kertas penyelidikan ini mencadangkan budaya di Malaysia dapat dipelihara menerusi projek seni jalanan.

Keywords: Budaya terpelihara, seni jalanan, masyarakat berbilang bangsa.

### Introduction

Malaysia is not an exception to the invasion of street arts. In fact, some cities are gaining popularity since the creation of street arts such as cities in Penang, Malacca and Selangor. Visual street arts created in these cities demonstrate reflection of the 'everyday life' in

literal sense. Although, local street artists started producing artworks several years ago, it is not until recently that their works are garnering attention. In George Town, Penang, visual street arts began popping up like mushrooms in 2012, (The Straits Times, 2013). Some street artists portray their families as subject of interest