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The Implication of Communication Framework towards The Selayah Keringkam as a Form of Communication

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Abstract

The role of communication in embroidery has increased through the diversity of cultural or heritage. Motif in textile possess an important communicative role as an extension of spoken and written language. This research focuses on motif of *Selayah Keringkam* embroidery as a content to be delivered through communication channels, 4C's Effective Communication that consists of Comprehension, Connection, Credibility and Contagiousness. Mix methods have been using in this study by distributing 50 set of questionnaires and in-depth interview session with related authorities. Conceptual framework in this study aims to position *Selayah Keringkam* embroidery among tourist to raise awareness of this cultural product.

Keywords: Communication Channels, 4C's Effective Communication, Selayah Keringkam, Motif, Tourist.

Introduction

Selayah Keringkam has an aesthetic motif that can be delivered as a message towards consumers by using various personal and non-personal communication methods. Delivering the message efficiently aids this product to be recognized equally as other cultural heritage products in Sarawak. This study focuses on positioning the *Selayah Keringkam* while improving the tourism industry as well as enhancing the Malay ethnic identity of Sarawak in order to be known as the traditional textile in Sarawak especially among tourists.

Literature Review

Selayah Keringkam is a gold thread which is worn by Sarawak Malays women as a traditional head cover during special occasions (Daud, 1999). Usually the color of this embroidery is in deep red and the motif is an integral part of *Selayah Keringkam*. This is because, the sophistication of the products depends on the fineness and motif of the pattern used with gold and silver coated metal threads (Jaini, 2019). The motifs used indicate the identity of the people in their respective places (Sarkawi &