



**UMS**  
UNIVERSITI MALAYSIA SABAH



**UMS**  
UNIVERSITI MALAYSIA SABAH  
**AKADEMI SENI DAN TEKNOLOGI KREATIF**  
UNIVERSITI MALAYSIA SABAH

**E-PROCEEDING ABSTRACT: INTERNATIONAL  
VIRTUAL CONFERENCE ON CREATIVE  
TECHNOLOGY AND VISUAL ARTS 2021  
(IVCCTVA 2021)**



Transformation towards  
**UNIVERSITY  
INDUSTRY 4.0**



**E-PROCEEDING ABSTRACT:  
INTERNATIONAL VIRTUAL CONFERENCE ON CREATIVE  
TECHNOLOGY AND VISUAL ARTS 2021  
(IVCCTVA 2021)**



# **IVCCTVA 2021**

---

**INTERNATIONAL VIRTUAL CONFERENCE ON CREATIVE TECHNOLOGY AND VISUAL ARTS 2021**

**Organized by:**

**Academy of Arts and Creative Technology,  
Universiti Malaysia Sabah**

**E-Proceeding Abstract:  
International Virtual Conference on Creative  
Technology and Visual Arts 2021  
(IVCCTVA 2021)**

**Date: 18-19 October 2021**

**Copyright 2021**

**Publisher: Academy of Arts and Creative Technology**

**All reserved, no part of this publication may be reproduced in any form or by any means, whether electronically and/or mechanically including photocopying, recording or any means of storage of information and retrieval system, without the written consent of Publisher: Academy of Arts and Creative Technology / Author.**



**UMS**  
UNIVERSITI MALAYSIA SABAH



**Published By:  
ACADEMY OF ARTS AND CREATIVE TECHNOLOGY,  
Universiti Malaysia Sabah,  
Jalan UMS, 88400 Kota Kinabalu, Sabah**

## TABLE OF CONTENT

NO.	TITLE	PAGE
	<b>Preface</b>	<b>i</b>
<b>1</b>	<b>Idang Manis (Jamuan Terhormat): Simbolik Meraikan Upacara dalam Budaya Panakod Babulung Masyarakat Bisaya Di Limbang, Sarawak.</b> <i>Alvin Sapun, Humin Jusilin</i>	<b>1</b>
<b>2</b>	<b>Penggunaan Simbol Budaya dalam Catan oleh Dua Pelukis Negeri Kedah</b> <i>Azizah Ibrahim, Humin Jusilin (Ph.D), Surayah Hj Bungsu</i>	<b>2</b>
<b>3</b>	<b>Estetika Dan Makna Motif Lukisan Tangan Masyarakat Lun Bawang</b> <i>Bell Suut, Ismail Ibrahim, Zaimie Bin Sahibil</i>	<b>3</b>
<b>4</b>	<b>Dokumentasi Nilai-nilai Tradisional dalam Seni Bina Usungan Masyarakat Bajau Sama, Kota Belud</b> <i>Dayang Nadia Mawi, Zaimie Sahibil</i>	<b>4</b>
<b>5</b>	<b>Hala Tuju Platform Penstriman Muzik Digital dan Kesannya Terhadap Isu Cetak Rompak Dalam Industri Muzik Iban.</b> <i>Everestto Tingle</i>	<b>5</b>
<b>6</b>	<b>Analisis Fungsi Lagu Terhadap Struktur Naratif dalam Visual Filem Muzikal Malaysia. Kajian Kes: Magika (2011)</b> <i>Faezahnor Binti Saddi</i>	<b>6</b>
<b>7</b>	<b>Hasnul Jamal Saidon Artworks: Semiotic Analysis on Veil of An Artist and Veil of Nurbaya Series (Installation Version)</b> <i>Hannah Kong Nyuk Fun, Imelda Ann Achin, Addley Bromeo Bianus</i>	<b>7</b>
<b>8</b>	<b>Kategori Motif dan Makna Budaya dalam Seni Anyaman (Tepo) Bajau di Daerah Kudat Sabah</b> <i>Humin Jusilin,, Andry Chin Yung Tet, Zaimie Sahibil), Musnin Misdih</i>	<b>8</b>
<b>9</b>	<b>Alat Ritual <i>Komburongo</i> Dusun Tobilung: Hiasan dan Kepercayaan</b> <i>Ick Ellyrenzine Linsap, Low Kok On</i>	<b>9</b>
<b>10</b>	<b>Symbolic Messages Behind the Visual Artwork Entitled Wira by Haris Abadi Abd Rahim in the Context of the Covid-19 Phenomenon</b> <i>Issarezal Ismail, Siti Humaini Syed Ahmad @ Said Ahmad, Hairulnisak Merman, and Muhamad Rozali Othman</i>	<b>10</b>

- 11 **The Potential of Augmented Reality (A.R.)Technology in Moral Education For Educational Module Of Surah Luqman Al-Hakim** 11  
*Izati Nabila Marzuki, Tengku Fauzan Tengku Anuar, Md. Ariff Ariffin Tan Tse Guan, Asma Lailee Mohd Noor, Sudirman Kiffli, Suraya Md Nasir*
- 12 **Curriculum Standards, Content and Practice of Chinese Dance Teachers' Higher Education Training** 12  
*Jin Xuan, Low Kok On, Sim Chee Cheang*
- 13 **Analisis Model Lasswell Terhadap Nilai Patriotisme dalam Filem PASKAL The Movie (2018)** 13  
*Juhan Junaidi, Zairul Anuar Md. Dawam, Rosli Sareya*
- 14 **Akhlakul Karimah Dalam Puisi Tradisional Melayu Dan Peranannya sebagai Medium Dakwah Bil-Qalam** 14  
*Mashor Awang Long, Prof. Madya Dr Asmiaty Amat, Dr Mazni Mustapha*
- 15 **Meninjau Kaedah Ko-Kreasi dalam Konteks Kuratorial Seni Visual** 15  
*Mohamad Faizuan bin Mat, Hasnul Jamal Saidon*
- 16 **Keselamatan Sosial Pekerja Industri Kreatif: Polisi Pemerintah Dan Suara Dari Lapangan** 16  
*Mohammad Puad Bebit, Salmie Jemon, Mohd Safri Saiman, Mohd Ali Hindia*
- 17 **Media Documentation Development: Sustainability Of Gambus Padang Changkat** 17  
*Mohd Rafi Jafranee*
- 18 **Penulisan 'numbering' atau 'proofing' dalam penghasilan karya Seni Cetak Konvensional di Malaysia** 18  
*Mohd Fawazie Arshad, Khizal Saad*
- 19 **Pameran Karya Seni Visual di Anggerik Square, Ujana Kewangan WP Labuan: Di Awal Pandemik Covid-19** 19  
*Musnin Misdih*
- 20 **Rejuvenation of Bisaya cultural identity in the landscape development of Taman Tasik and Tamu, Beaufort Sabah** 20  
*Noorliana Erdenaa Musnin, Musnin Misdih*
- 21 **An Exploratory factor Analysis to Measure Self-Efficacy in Instrumental and Vocal Performance Among University Music Students** 21  
*Resot Iggau, Ian Stephen Baxter*

<b>22</b>	<b>Sabah Traditional Music: How Covid-19 Expose the Industry Fault Lines and What Can Be Done</b>	<b>22</b>
	<i>Roslee Haji Wahid</i>	
<b>23</b>	<b>Pandemik Covid-19: Kesan dan Strategik Meningkatkan Ekonomi Industri Kreatif dalam Kalangan Pekerja Belakang Tabir Produksi di Sabah</b>	<b>23</b>
	<i>Rosli Sareya, Zairul Anuar Md Dawam, Sharip Zainal Sagkif Shek, Borhan Abdullah, Hajijah Lamiri, Mohamed Syafiq Salleh</i>	
<b>24</b>	<b>Perspektif Berbasis Lingkungan dalam Animasi Nausicaä Of The Valley Of The Wind Karya Hayao Miyazaki</b>	<b>24</b>
	<i>Sari Mulyani, Adinda Usin Muka</i>	
<b>25</b>	<b>Pendidikan Tari: Penggunaan Bahasa Tubuh dalam Penyampaian Maklumat dan Maksud Tersirat dalam Tari</b>	<b>25</b>
	<i>Sharip Zainal bin Sagkif Shek), Zairul Anuar Bin Md.Dawam, Rosli Sareya</i>	
<b>26</b>	<b>Nilai Estetika dalam Imej dan Pembungkusan Kuih Tradisional Masyarakat Brunie di Daerah Beaufort: Tradisi dan Identiti</b>	<b>26</b>
	<i>Surayah Hj Bungsu, Humin Jusilin, Azizah Ibrahim</i>	
<b>27</b>	<b>Academy Color Encoding System (ACES) in The Era of Digital Cinematography: A Review on The Implementation in Polis Evo Two</b>	<b>27</b>
	<i>Tan Teck Zee</i>	
<b>28</b>	<b>User-Centered Design (U.C.D.) Approach in Food Logo Design Practice</b>	<b>28</b>
	<i>Teddy Marius Soikun</i>	
<b>29</b>	<b>China's Identity and Cultural Approach in its Economic Engagement in Asia</b>	<b>29</b>
	<i>Tendy, Sari Mulyani</i>	
<b>30</b>	<b>Urban Square Dance in Haidian District of Beijing: Issues and Suggestions</b>	<b>30</b>
	<i>Wang Hehui, Low Kok On, Victor Pagayan</i>	
<b>31</b>	<b>Examining Zhuang Cultural Production Mo-Mie from a Gender Perspective</b>	<b>31</b>
	<i>Xiaoqin Zhou, Musnin Misdih</i>	
<b>32</b>	<b>Studio Terbuka untuk Seni adalah Bersama Komuniti di Pulau Lagaton, Pitas, Sabah</b>	<b>32</b>
	<i>Zaimie Bin Sahibil</i>	

- 33** ***Midpoint* dan Kepentingannya dalam Pembentukan Naratif Filem: Analisis terhadap Filem Malaysia Terpilih** **33**  
*Zairul Anuar Md. Dawam,, M. Fazmi Hisham, Rosli Sareya*
- 34** **The Inheritance and Development of Chinese Characters in Dragon Lanterns** **34**  
*Zhao Cong, Low Kok On, Maureen De Silva*
- 35** **The Concept of Interactive in Video Installation Artworks: The Manipulation of Space** **35**  
*Zhao Ming, Musnin Misdi, Baharuddin Mohd. Arus*
- 36** **Koreografi Tarian Sayau Kolombujang Etnik Dusun Tatana, Kuala Penyu, Sabah** **36**  
*Sri Ningsih Sukirman, Patricia Jipoh*
- 37** **Anxiety and Depression: Analysis of Joker Characteristics in *Joker* (2019)** **37**  
*Addley Bromeo Bianus, Imelda Ann Achin*
- 38** **Kaedah Alternatif Penghasilan Video Animasi dalam Sesi E-Pembelajaran Semasa Pandemik Covid-19** **38**  
*Imelda Ann Achin, Addley Bromeo Bianus*
- 39** ***Social Constructions* dan Pembentukannya dalam Watak dan Perwatakan: Analisis terhadap Filem Terpilih Malaysia** **39**  
*M. Fazmi Hisham, Zairul Anuar Md. Dawam, Rosli Sareya*
- 40** **Narative Analysis on Malay Advertising Campaign During The “Idulfitri” Celebration in Year 2021** **40**  
*Hajjah Binti Lamiri*

## PREFACE

The International Virtual Conference on Creative Technology and Visual Arts (IVCCTVA 2021) with the theme "Touch of Arts: From Local To The Global" is the first conference organized by the Academy of Creative Arts and Technology (ASTiF), Universiti Malaysia Sabah. The main purpose of organizing IVCCTVA 2021 is to provide opportunities for lecturers, postgraduate students, local and international researchers, and relevant organizations to present their research results. The goal of IVCCTVA 2021 is to bring together researchers among academics, including postgraduate students, to discuss research findings intellectually, exchange ideas and share knowledge and experience in creative technology and visual arts.

The IVCCTVA 2021 Committee received more than 39 abstracts and full papers from Indonesia, Brunei, China and Malaysia. Apart from the publication of proceedings, selected papers will also be published in special editions of UMS journals such as Jurnal Gendang Alam and the publication of books. All papers presented and published in the IVCCTVA 2021 Proceedings discuss various art issues covering sub-themes such as fine arts, film, animation, graphic design, performing arts, music, literature, tradition and culture, and new media. The Committee is confident that all the papers presented **on 18 to 19 October 2021** in IVCCTVA 2021 can benefit all researchers and be a reference to all parties.

The IVCCTVA 2021 Conference Committee would like to congratulate all the presenters who have successfully submitted abstracts and apologize if the publication of these proceedings is not perfect. For your information, all information and statements in all abstracts and working papers contained in these proceedings are the responsibility of the respective article authors.

Once again, we would like to take this opportunity to thank all the committee members who worked hard to make this conference a success and not to forget all the presenters who have given their support for this conference.

Regards,

Addley Bromeo Bianus (PhD)  
Chairman of IVCCTVA 2021  
Academy of Arts and Creative Technology, UMS

17<sup>th</sup> October 2021



## Meninjau Kaedah Ko-Kreasi dalam Konteks Kuratorial Seni Visual

Mohamad Faizuan bin Mat<sup>1,\*</sup> dan Hasnul Jamal Saidon<sup>2</sup>

<sup>1</sup>*Sekolah Pengajian Seni, Universiti Sains Malaysia, (E-mail:mohdfaizuan@gmail.com)*

<sup>1</sup>*Fakulti Seni Gunaan & Kreatif, Universiti Malaysia Sarawak,  
(E-mail:mmfaizuan@unimas.my)*

<sup>2</sup>*Muzium Galeri Tunku Fauziah, Universiti Sains Malaysia, (E-mail:hasnuljsaidon@usm.my)*

### Abstrak

Pameran-pameran seni visual kontemporari di Malaysia kebanyakannya masih lagi dipersembahkan secara konvensional. Persembahannya masih lagi terikat dengan ruang galeri, penggunaan dinding untuk menggantung catan, pemasangan arca dan bentuk-bentuk dua atau tiga dimensi yang lain. Oleh itu, ianya memberikan cabaran dalam aspek kuratorial pada masa kini bagi membuat satu anjakan terhadap amalan konvensional sebegini. Justeru itu, makalah ini dihasilkan bertujuan untuk mendedahkan penggunaan kaedah ko-kreasi dalam aspek kuratorial. Hasil daripada tinjauan ini, kaedah ko-kreasi didapati baharu dan asasnya adalah rentas disiplin. Ko-kreasi juga menawarkan sajian *objek* kepada *pengalaman*, *pasif* kepada *aktif*, *hal-benda* kepada *rasa* dan *berpusatkan institusi* kepada *berpusatkan komuniti*. Oleh itu, perbincangan dan huraian tentang ko-kreasi ini dapat memberikan satu pandangan serta kaedah yang boleh dijadikan pegangan dalam amalan kuratorial di Malaysia. Akhirnya, pengamal kaedah ini mampu mengembangkan kepakaran mereka melalui penyelidikan, pengalaman dan refleksi individu.

**Kata Kunci:** Ko-kreasi, kuratorial, pengalaman, seni visual, format kuratorial