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## Academics' Perspectives of The Visual Complexity and Community Acceptance of Pua Kumbu Textile

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### Abstract

This study highlights the aesthetic perceptions of academics regarding the visual complexity of Pua Kumbu design motifs and the community acceptance of this tangible heritage. The complexity of the symbols presented in the design motifs contributes to the current lack of interest in this art form, especially among the young generation, tourists, and other races in Sarawak. The complexity of the symbols has also led to these motifs being further misunderstood, as well as the mistreatment and misuse of this majestic art form. This study used a qualitative approach to explore the perspectives of four academics in the fields of textiles, art, and culture. Thus, utilizing in-depth interviews with structured and unstructured questions were conducted in this study. According to the findings, weavers are the masterminds behind the visual complexity of the Pua Kumbu textile, which reveal Iban's knowledge through the design motifs. Prior knowledge of the community should be acquired to gain an in-depth understanding of the use of versatility in promotional approaches. In conclusion, prior knowledge of Iban culture can broaden the community acceptance of this art form, minimize the knowledge gap and prevent these masterpieces from being forgotten and neglected.

**Keywords:** Aesthetic Perception, Community Acceptance, Design Motifs, Pua Kumbu, Visual Complexity.

### Introduction

Visual complexity is an activator that prompts individual preferences towards the tangible object of cultural heritage. Studies on visual complexity have been conducted since the early 20th century and influenced by its origin in the Gestalt psychology theory are and still being studied up till today. Sun and colleagues (2018) defined visual complexity as the degree of