Perceptions of Contemporary Malaysian Hand-Drawn Batik Apparel

Pegah Jahangiri
Cultural Centre, University of Malaya

Loo Fung Ying
Cultural Centre, University of Malaya

Sabzali Musa Kahn
Academy of Malay Studies, University of Malaya

Abstract
This study aims to explore the perceptions and ideas about hand-drawn batik designs as a fashion wear in the Klang Valley area, Malaysia from two perspective: experts’ ideas and youth perceptions. The study collected data through qualitative interviews, with informants ranging from batik experts and judges at batik competitions to academicians, and a quantitative survey administered to 375 students as its approach in data collection. In this study, a semi-structured interview was carried out with batik experts to explore the development of the hand-drawn batik industry while a five-point Likert scale questionnaire was administered to 375 student respondents aged 19 – 25 in order to identify their perception over hand drawn batik apparel. The outcome reveals different perceptions about the local hand-drawn batik as an apparel, including issues surrounding the aesthetic in design, which is a major influence in the use and selection of hand-drawn batik apparel.

Keywords: Hand-drawn batik, apparel, perception, batik expert, youth

Introduction
In the scholarship of cultural apparel around the world, revived interest in clothing research has become a main area of research in the field of anthropology and culture (Hansen 2004). In the view of Marxism and the Western capitalist movement, alongside popular culture, scholars argued traditional attire and its identity have faced challenges as changes took place and emerging fashions replaced traditional ones (Breward, 1998;


CONTENTS
Kandungan

Exploring Dalcroze Eurhythmics Elements in Frank Martin’s 8 Préludes pour le piano
Poon Chiew Hwa, Cultural Centre, University of Malaya

Tarian Sebagai Rehabilitasi: Kajian Kes Candy Girls Breast Cancer Support Group
Muhammad Zharif Azzudin bin Mohd Tahir, Pusat Kebudayaan, Universiti Malaya
Premalatha Thiagarajan, Pusat Kebudayaan, Universiti Malaya

Coping Music Performance Anxiety with Breathwork: Piano Students’ Narratives
Yeap Li Ying, Cultural Centre, University of Malaya
Wang I Ta, Cultural Centre, University of Malaya

Bangsawan Panji Asmara dalam Konvensi Persembahan Bangsawan Rahman B.
Marlenny Deenerwan, Pusat Kebudayaan, Universiti Malaya
Nur Afifah Vanitha binti Abdullah, Pusat Warisan dan Bitara Melayu, Fakulti Sains Sosial dan Kemanusiaan, Universiti Kebangsaan Malaysia

Perceptions of Contemporary Malaysian Hand-Drawn Batik Apparel
Pegah Jahangiri, Cultural Centre, University of Malaya
Loo Fung Ying, Cultural Centre, University of Malaya
Sabzali Musa Kahn, Academy of Malay Studies, University of Malaya