

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

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To Link this Article: <http://dx.doi.org/10.6007/IJARBSS/v11-i14/8944>

DOI:10.6007/IJARBSS/v11-i14/8944

**Published Date:** 25 March 2021

### 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 & Abd Rahman, 2016) The aesthetic attraction of a

motif in a textile is set to hook consumers' attention, acts as a story, and a marketing message.

The history of fashion has been altered by adding textile motifs or art patterns to express their thoughts and feelings as part of communication (Kaakkomäki, 2018).

Communication channel is a medium that sender uses to transmit the message (Flatley, 2019). According to (Albanese, 2007) the receiver tend to react to the messages delivered when the communication is up to a point, relevant and compelling.

Appropriate channel is important to deliver the context of the message successfully. Combining all the media is even more efficient because using multimedia approach, message can be delivered through various channels of communication to reach consumers with their own media preference. As a good return, message delivered increases awareness, prevents lack of attention on products and maintaining product or brand loyalty (Herhold, 2018).

In regard to (Kaushik, 2011) communication needs to fulfill the 4C's of the message in order to be accepted by receivers. First is comprehension whereby the message is short and clear. Secondly, the connection that communicates the idea resonates with the message content to trigger the emotion. Third is credibility, which is vital because the receiver of the messages need to believe who is the sender, what is conveyed, and how it is communicated. Basically, it is about trust and accurate source of message. Lastly, contagiousness, refers to the message spread by sender or receivers and indirectly creating a memorable message.

### **Research Conceptual Framework**

Conceptual Framework is a crucial guide for any researcher (Khalid, 2016). In general, the conceptual framework has its own role to serve as a source of guidance for researchers in examining the elements involved in the study that relates to providing a visual presentation of the relationship between keywords in the diagram. Conceptual framework can be interpreted as an initial reflection of the interrelationship between the elements in framework (Khalid, 2016). The whole theory and variables are presented in the framework by showing the relationship between each other. Researchers need to illustrate the relationship of the study elements in the conceptual framework (Khalid, 2016). Through this conceptual framework, researcher able to develop interview questions and questionnaire to achieve the research objectives.

### **Findings**

There are three essential parts in this conceptual framework which are the independent variables, mediator, and dependent variables. This conceptual framework presents *Selayah Keringkam* motif as the independent variables, 4C's Effective Communication as mediator whereas communication channels comprise of personal communication and non-personal communication as dependent variables. The process of forming the finest and beneficial conceptual framework for this study is divided into four parts.

*Common Motif of Selayah Keringkam*

Figure 1: Items of Independent Variables Sources: (Su'ut, 2019)

Before running the interview researcher has obtained data through reading materials regarding common motifs of *Selayah Keringkam* According to (Josmani, 2012) the most common motif in *selayah keringkam* has 13 motif names *Tali air, Kacang-kacang, Bunga tabur, Pucuk rebung, Orkid, Ros mekar, Bunga cengkih, Ros melelat, Lipan, Tulip, Tabur selit, Selit daun* and *Tabur lampu*. However, researcher has interviewed two *Selayah Keringkam* makers who have been in the field for decades to validate the data from the literature. The embroider mentioned that there were several motives that are not the common motif, instead were varied and fabricated by the embroider in accordance with their ideas based on the time and customers' demand which were more contemporary.

Therefore, there are less than 9 common motifs listed. After conducting an interview with the maker, the researcher confirmed that the *Tabur Bintang* and *Tabur Selit* motifs are of the *Bunga Tabur*. Just like a *Selit Daun*. Hence, these three motives have been removed. Whereas the *Ros Mekar* motif is changed to *Bunga Ros* because according to the informant the original name of the *Ros Mekar* and *Ros Melelat* is *Bunga Ros*. *Ros Mekar* and *Ros Melelat* are newer motifs inspired from *Bunga Ros*.

While *Selit Bunga* can be likened to *Tabur Selit*. *Lada Tumpah* is a basic motif created from a double motif of *Tali Air* that has been used to create this motif.

As such, there are only seven motifs that have been listed as common motifs of *Selayah Keringkam* and will be the content to be delivered in this study.

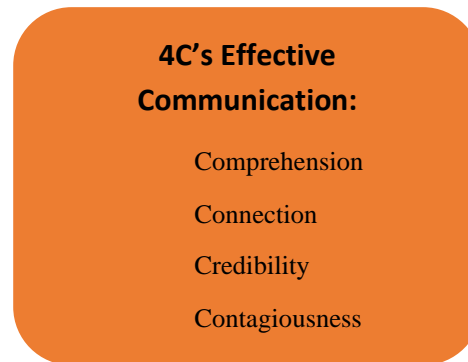
*4C's Effective Communication*

Figure 2: Items of Mediator Sources: (Albanese, 2007)

The function of the mediator is to mediate the relationship between independent variables to dependent variables for a better result. Comprehension itself is the ability to understand the information or messages received as the key to understanding.

The first 'C' is vital in order for the receiver to get the main idea of message, thus the message must be clear and sharp for people to appreciate value of heritage. Comprehension is an important mediator because when potential consumer of *Selayah Keringkam* understand the message of each motif, they will appreciate the heritage more. This is because, effective communication depends on acceptance and understanding of the message. Researcher has randomly run a preliminary study with 50 respondents to verify the significance of understanding of the message about *Selayah Keringkam* motif. There are 94% respondents who agreed that comprehension will lead to better communication to increase appreciation towards each motif of *Selayah Keringkam*. Effective communication likewise is about understanding the emotion and intention behind the information. Based on (Swisher & Shepard, 2013) 50% of every buying decisions is driven by emotion.

The second C is regarding connection in communication that not only receiver accepts the message but resonates it to trigger an emotional response and when connection is built in communication, it will lead to a new behavior that can precede the receiver to love the information received (Albanese, 2007). Consumers' emotional relationship with the *Selayah Keringkam* motif is essential to increase potential consumers' passion and trigger them to know more about the motif of this embroidery. Incorporating the second 'C' of 4C's effective communication to help potential consumer react with emotion towards *Selayah Keringkam* motif can lead this heritage to gain attention equally Like *Pua Kumbu*. Furthermore, 84% of the respondents agreed with the statement that connection will lead to effective communication because it will trigger an emotion from the message about *Selayah Keringkam's* beauty. Continuous connection will begin immediately once receiver of the message believes the sender and the content of the message and the credibility (Albanese, 2007).

Credibility is defined as the believability source of message. Facts and evidence are the vital component to build credibility in communication especially due to message received. The significance of having credibility in any information is to reveal a personal connection to the topic shared and it also helps to establish interests with receiver of the message about motif of *Selayah Keringkam*. Clear briefing of the message leads the audience to trust the message

more likely. Credibility is a judgment that the audience make about how believable the communicator is and usually it is through personal communication. This is crucial because receiver of the message often choose to respond to a persuasive message not only on the content but also on the source of the message delivered (Quinn, 2016). Researcher conducted preliminary study to measure the essential of credibility in a message towards fifty respondents. Results founds that 88% of respondents agree on the statement of credibility will build a better communication. In relation to that, it is necessary for *Selayah Keringkam* motif to be delivered with credibility since this is a historical embroidery of Sarawak Malay ethnic and to avoid misleading information regarding the facts of the *Selayah Keringkam*.

Conforming to (Albanese, 2007) professionals, communications work hard to comprehend what ensures a message to be delivered in an unforgettable way. The receiver of the message needs to catch the message at that point to identify the information and believe the message in order for it to be memorable and have the passionate effect that prompts contagiousness.

Contagiousness is a good thing in communications as it is intimately linked to the second 'C' which have a positive sense in communicating. The term contagious means getting spread, in a good way. Contagiousness shows how the message is being spread and becomes appealing to receivers of the message. This statement is supported by (Botha, 2014) whereby the existence of contagious communication as a role of emotion in viral marketing which is a form of peer-to-peer communication wherein people are encouraged to pass along the messages within their social networks.

Contagiousness term in communication also define memorable message that brings an energetic, new, different message. It should also evoke a vivid emotional reaction, motivate the receiver to act and elicit a demonstrable response (Albanese, 2007).

Based on the preliminary study among local and international tourist, result founds 86% respondents agree to practice the Final 'C' in delivering knowledge about motif of *Selayah Keringkam* to ensure it becomes a recognizable embroidery by the audience especially tourist as they are the main concern in this study.

#### *Personal Communication*

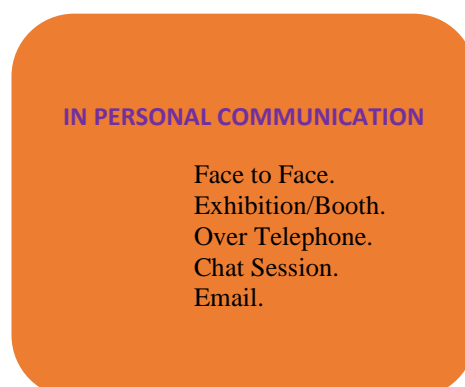


Figure 3: Item of Dependent Variables Sources: (Omar, 2017)

Personal communication is a direct communication that involves two or more people to communicate, which includes face to face, exhibition or booth, over the telephone, chat

session (WhatsApp, Skype), email and any platform that involves direct communication. According to (Williams, 2019) face-to-face is one of the most effective channels of communication that can be used as a product information distribute as this is convenient for complex or emotional messages to be delivered. Through this channel, potential consumers of *Selayah Keringkam*, tourist or fans of cultural and heritage product can further understand *Selayah Keringkam's* motif which benefits to capture tourists' attention because it allows interface between speaker and recipients to clarify any doubt that emerges.

For a sender's voice to be heard can appear challenging but with the right approach it might succeed, so it is necessary to have a compelling and relevant exhibition to attract potential consumer of the product towards related exhibitions (Williams, 2019). The advantage of having an exhibition is it eases in creating product relevancy (Situma, 2012). Exhibition is a good way to increase the motif value of *Selayah Keringkam* in generating appreciation towards the embroidery.

Recognizing the significance of participating in an exhibition will boost the product advertising opportunities, and by this way it can encourage product engagement from large number of visitors (Situma, 2012). Product familiarity can be developed through exhibition by connecting with visitors. This closeness promotes *Selayah Keringkam* as well since it assists the sender of the message to understand target audiences' needs. Exhibition stance will support product like *Selayah Keringkam* to get noticed by relevant association or organization. Through exhibition, motif of *Selayah Keringkam* will be positioned in the minds of attendees. Allowing visitor to engage with *Selayah Keringkam* during exhibition by organizing a variety of charming activities with branded giveaways will create remarkable experiences for audience thus helping *Selayah Keringkam* build brand closeness.

According to (Nestor-Harper, 2019) communication over telephone which attaches a caller with a human voice, creates a link that other channels may not have, and it is still an influential medium in communication. Quick conversation about motif of *Selayah Keringkam* with someone face-to-face, and over telephone channel are the best way to get a fast-personal response. If the contact person can be reached by phone call, business can be discussed on the spot through telephone. Over telephone communication have a voice support in the way of voice mail, just in case the contacted person does not answer, then the caller is able to leave details using voice mail. Conveying information about *Selayah Keringkam* in this way is also effective in positioning this legacy product, as the caller can identify the level of interest in the way one responds (Nestor-Harper, 2019). The caller needs to make the atmosphere more pleasurable by using appropriate tones and emotions to ensure communication accomplishment about motif of *Selayah Keringkam* to tourists as a potential consumer to grab their interest in the beauty of Sarawak cultural or heritage. Potential consumer of the *Selayah Keringkam* can share the information or purchase the real or replica as souvenir since the product is quite expensive, in which the *Selayah Keringkam* is indirectly recognized by potential consumers. This way might be appropriate among the travel tour agency since the agency provide information about the country to attract tourists' attention.

Using the chat session, the message can be transmitted instantly among receiver as long as their device is online. Potential consumer can exist in any attitude that communicator is unable to control or predict, hence the chat session might help the sender communicate with

potential consumer straightforwardly. Carrying the conversation, nonverbal messages are more valuable than the actual words as miscommunication can potentially drop or ruin any communicator target sales (Omar, 2017). Information that sender needs to share regarding the *Selayah Keringkam* can also be done this way to diversify the technique of communication about *Selayah Keringkam* motif as each receiver has a different preference of communication channel.

E-mail ensures information to be delivered without involving any facial gesture or body language. Pursuant to (Sherman, 2017) there are advantages in technological contact approach in delivering a message, email, or memos as it delivers a message faster than taking time to talk to someone in person. Since email only takes voluntary subscriptions, sender of the email can blast out the same email to potential consumers of the *Selayah Keringkam* at one time. Continuing contact with potential consumer through email can be annoying, subsequently sending out one newsletter a month about the *Selayah Keringkam* is enough to keep in touch with potential consumers. Regular tracking in the percentage of people who reads their emails to get to the *Selayah Keringkam* news or information is a valuable data to show the support to enhance the marketing strategy. Organization or association of *Selayah Keringkam* can apply this way of communications to boost up *Selayah Keringkam* information or motif to all potential subscribers of the website in getting the notifications though email. It will be helpful to deliver messages about it especially during events about *Selayah Keringkam* that will be held and indirectly persuade potential consumer to join and learn more about *Selayah Keringkams'* motif.

#### *Non-personal communication*

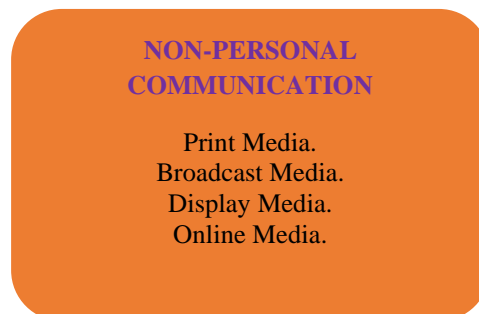


Figure 4: Item of Dependent Variables Sources: (Omar, 2017)

Every non-personal communication medium above has its roles to communicate any advertisement. Maximum influence to strengthen the message is whereby marketing campaign should be united utilizes various types of channels. According to digital marketing survey, a successful advertisement about the product communicates the message to consumers and instructs them about the product and consumers dislike advertisements that fail to execute it (Herhold, 2018). About 51% of consumers dislike advertisements because they did not learn anything and 48% could not relate to the product dislike this kind of message in marketing (Herhold, 2018). Therefore, message of *Selayah Keringkam* motif through non-personal communication need to have a value of teaching in communicating this embroidery.

Study found that readers read more slowly when reading upon print media than online (Bean-Mellinger, 2018). Slower reading let people to earn deeper comprehension of information,

which is good for print media. People perceive print media as more reliable than others digital formats which appears fleeting. Based on researcher's preliminary study, most of *Selayah Keringkam* makers are more likely to use online media platforms than print media because of the wide range of availability of digital platforms such as Facebook. However, the use of print media platforms can be informative to tourists as tourists often obtain print media such as brochures from related sectors.

The use of print media by *Selayah Keringkam* makers among the tourism sector in furthering information keenness for readers especially tourist who want to know about *Selayah Keringkam* in details benefits people to understand about *Selayah Keringkams'* motif.

Recently, broadcast media has become very essential in delivering a message especially in advertising (Herhold, 2018). Broadcast media is a way within mass communication that relates to video and audio substance for use on a range of platforms and it is declared on radio and televisions as an important part of broadcast advertising (Juneja, 2018).

Radio and television reach a broader audience differently, compared to the print media. Mass marketing include radio and television channel commercials to reach global audience, also function to persuade potential consumer regarding the product advertised and considered as a practical platform in delivering a message (Juneja, 2018). Broadcasting media in delivering a message about *Selayah Keringkam* motif through proper documentation for example Media Prima company which provides a documentation series like *Majalah 3* could reach much wider audiences than other forms of media can capture. Grabbing the attention of viewers and listeners is vital and the message should be catchier, memorable yet still delivering facts of the *Selayah Keringkam*.

Display media such as banner advertising is a form of broadcasting that delivers a commercial message visually using text, logos, animations, videos, photographs, or other graphics. Display advertisers normally target users with specific traits to escalate the impact of message delivering. As claimed by (Herhold, 2018), mostly people prefer banner advertising as one of the common forms for display media in delivering a message or advertising a product. Graphical urge to attract attention, location to maximize communication of the *Selayah Keringkam* information, and relevancy to develop feedback, hence display advertising has become a common practice in marketing today. Focus on capabilities and visuality in display media message offer countless benefits to a business, from view of display advertising to brand or product awareness (Heitman, 2019). Display media are generally referred to as banner but sometimes it does not mean exact banner form. Graphics that can be a various shape or form also can appear on the any side of a web page or digital signboard. Display advertising media platforms offer marketing activities to be tracked with the data provided, advertiser can exactly check the number of times the advertisement have been clicked. By using display media to show the beauty of *Selayah Keringkam* is necessary to reach wide potential consumer. Display media helps to enhance awareness of the *Selayah Keringkam* in boosting this cultural heritage product of Sarawak.

Finally, for online media, the Internet or the World Wide Web is used for attracting consumers to purchase product and services (Wong, 2009). Online advertising on search engine result



pages, social network advertising, and email marketing and so on has its advantages (Wong, 2009).

Therefore, since online media have massive users, ethics in using online media is very essential for it to be successful and avoid spam or phishing in receiving a genuine message. The usage of an online media is a quick growth in social media throughout the world and organization or related sector can utilize it to increase their *Selayah Keringkam* interest in potential consumers. This channel can benefit the sender of the message about *Selayah Keringkam* motif and effortlessly distribute the information to reach large number of potential consumers.

**Results of New Conceptual Framework**

Based on the findings a new framework has been created. It is develop based on the referral on preliminary study and literature review with finalize variables added into it as well as the removal of unnecessary items from this study. The item of common motif is added into the framework to propose a precise common motif which is obtained from experienced *Selayah Keringkam* maker. Basically, to sum up on the function of this conceptual framework is the dependent variables which consist of two sub of communication channel; personal communication and non-personal communication communicates all the common motif since it is the key part of *Selayah Keringkam* that make it special and unique. Further to make it communicate even better researcher used 4C’s Effective Communication model as a mediator. Mediator and dependent variables closely link to each other, in order to position *Selayah Keringkam* motif in potential consumers’ mind.

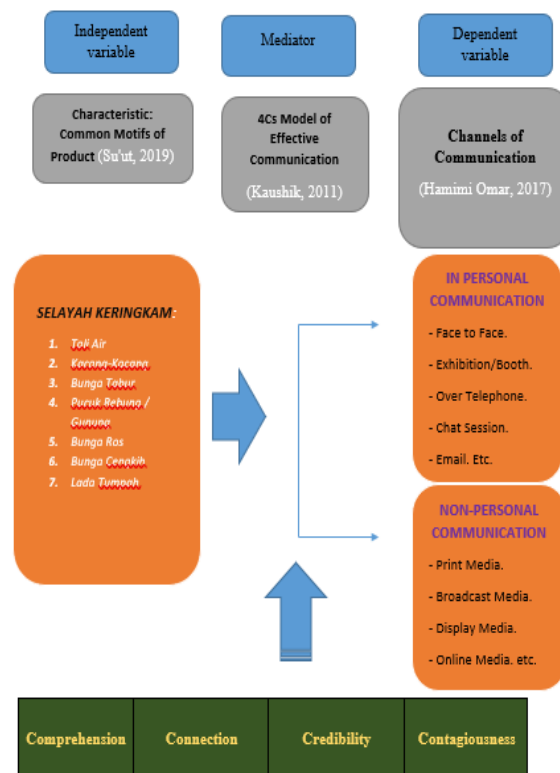


Figure 5: New Purpose Framework

## Conclusion

The findings describe that common motifs of *Selayah Keringkam* are valid independent variables to be included in this new conceptual framework. Meanwhile, personal, and non-personal communication items are relevant, therefore dependent variables are to be incorporated into the conceptual framework in positioning Sarawak Malay traditional *Selayah Keringkam* in boosting the Sarawak Malay ethnic identity.

## Acknowledgement

We thank the Faculty of Applied and Creative Arts, UNIMAS who provided insight and expertise that greatly assisted the research. We would also like to show our gratitude to all the respondents and informants for sharing their pearls of wisdom with us during this study, and we would like to thank “anonymous” reviewers for their so-called insights. We are also enormously grateful to our colleagues and friends for their comments on an earlier version of the manuscript, although any errors are our own and should not tarnish the reputations of any esteemed persons and organizations. Finally, to our creator the almighty for His blessing.

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