

ADDRESSING EXPERIENCING PRIOR TO PRE-CONTROL OF PHYSICAL MOVEMENT AFFECTED BY COVID-19 PANDEMIC ISSUE

Muhamad Firdaus Ramli

Chief Editor

Faculty of Arts, Computers and Creative Industries
Sultan Idris Education University
35900 Tanjong Malim, Perak, Malaysia

firdaus.ramli@fskik.upsi.edu.my

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ABSTRACT

Article placement on session of Vol. 8 No. 1, (2020): *KUPAS SENI: Jurnal Seni Dan Pendidikan Seni* is composed of five (5) educational institutions from within Malaysia. Among the authors are from Fakulti Seni, Komputeran & Industri Kreatif, Universiti Pendidikan Sultan Idris, Tanjong Malim, Perak; Department of Advertising and Public Relation, Faculty of Art and Social Science, Universiti Tunku Abdul Rahman, Kampar, Perak; School of The Arts, Universiti Sains Malaysia, Pulau Pinang; Universiti Teknologi MARA, Puncak Alam, Bandar Puncak Alam, Kuala Selangor, Selangor; and Faculty of Art & Design Universiti Teknologi MARA, Shah Alam, Selangor.

Keyword: *Peradaban*, Advertisement, *Tipologi*, Eksperimentasi, Propaganda, Webcomic

BACKGROUND

The article that parted and meet for Vol. 8 No. 1, (2020) represents six (6) study topics namely as *Seni Ragam Hias Ukiran Warisan Peradaban Merong Mahawangsa* by Mohd Johari, Said and Ramli (2020). The second (2) article is Visual communication on social media advertisement that influence consumer buying behaviour on a skin-whitening product by Mahsan, Harun, Zulkefli dan Mat Alim (2020). The third (3) article is mentioned to the expression of *Tinjauan awal 52 Steel Rod Sculpture di Bandar Raya George Town, Pulau Pinang: Tipologi idea dan tema asas* by Mohamad, Shahir dan Rosli (2020). The fourth (4) article is *Eksperimentasi tanah liat habu sebagai refleksi kreatif seni seramik kontemporari* oleh Shariff, Said dan Ramli (2020). The fifth article (5) is Visual propaganda: A symbolic anti-thesis towards Japanese occupation in Malaya (1942-1945) by Che Cob (2020). The final article is with respect to Webcomic as Means to Fight Stigmatization of Mental Disorders Among Adolescents by Mustafa Bakri and Che Cob (2020).

ARTICLE DISTRIBUTION

Mohd Johari et al. (2020) shared through *Seni Ragam Hias Ukiran Warisan Peradaban Merong Mahawangsa*. Their study intends to highlight several art forms that are believed to have endured since the time of the Langkasuka Kingdom. Their study also highlighted the traditional Malay arts

and sculpture, contemporary art that influenced from the times mentioned. Their study is a qualitative study that uses the research method of artefacts and works of art, manuscript evaluation and interview sessions are applied in their research. Their findings demonstrate that traditional Malay carving decorative features of the flora and fauna influenced motifs associated with a dragon motif, Lotus flower and Eagles. Their research also showed a continuation of the effects of design motif that is believed to exist at the time stated to artistic decorative motif traditional and contemporary sculptures. Indirectly highlight the knowledge of these motives related to socio-cultural factors during the reign of the kingdom. Evidence of the various arts shown in traditional Malay wood carving, particularly in the architecture of traditional houses, mosques and the Palace.

Furthermore, visual communication on social media advertisement that influences consumer buying behaviour on a skin-whitening product by Mahsan et al. (2020). Social media and beauty labels are a fuse made in height exposed. Consumers are exposed to thousands of social media advertisements specifically to the beauty brands that meet which are matches made. Mean to big labels are now recognising the importance of social media as a requirement in generating consumer consciousness as part of their marketing approach that induces a positive effect on the attitude and sales intention towards the brand. Social media such as Instagram and Facebook ads are cost-effective, faster and better engagement in build brand awareness. Many consider social media ads generated immense exposure and engagement with online potential customers as a repertoire to be attached as a component of their integrated marketing communications strategy. Advertisers utilized the usage of social media with highly-crafted campaigns by telling a story such as reviewing the testimonial about the effectiveness of their product by enhancing the criticisms and feedback of the customers to reach marketing purposes. However, not all the advertised product that purpose to lighten the skin are illegal because they are also many unregistered brands that contain chemicals banned with the authority under safety regulations. This could not only generate misleading knowledge but the users will easily be trapped by the copy or/and visuals image featured in the ads. The desire for white skin that ingrained into the cultural aspects of beauty ideals made most of the consumers or potential buyers just rely solely on the information which is fed by the advertisers. The objective of this research is to discover consumers' opinions towards persuasiveness and believability in social media advertisements. This research is developed by using the mixed method in enhancing survey and content analysis.

In addition, *Tinjauan awal 52 Steel Rod Sculpture di Bandar Raya George Town, Pulau Pinang: Tipologi idea dan tema asas* by Mohamad et al. (2020). Their article shared an introductory reflection of the production of 52 steel rod sculptures in the circumstances of the development of public art in the city of George Town, Penang, Malaysia. The 52 creations not only highlight the aspects of formalistic of beauty and expression. The art form as an addition also displays the idea and theme of the uniqueness of the identity. Based on a survey of steel rod sculpture, the idea and theme of uniqueness theme showed identity in the city of George Town can that be appreciated. Through the clear representation of the content of visual images as well as the absolute interpretation of the storytelling background. There are several aspects of the tendency of important ideas and themes that form the basis of the production of steel rod sculpture including economic aspects. The display of the uniqueness of traditional clothing, language and writing elements, social and family values is associated with the unique design of historic buildings. The diversity of religions and beliefs on the story of greatness and end once as a special form of celebration of the local community.

Moreover, *eksperimentasi tanah liat habu sebagai refleksi kreatif seni seramik kontemporari* by Shariff et al. (2020). Their study was conducted to identify the applicability of

the Gray Landfill precipitate as a creative reflection of contemporary ceramic art. Studio-based experimental arrangements are practically applied in designing to compose contemporary ceramics based on Habu Landfill Deposition. A qualitative method with experiments based on practical studios to inquire the relationship of plasticity and workability of the Habu Landfill. The precipitate is a productive reflection of contemporary ceramic art concerned from the Habu Landfill in Cameron Highlands. The material samples were coded and divided into two (2) classification categories as namely as unprocessed H1 and processed H2. For sample processing and sample coding of Habu Landfill 1 (H1) and MTLs of Habu Landfill 2 (H2). In addition, the press mould technique is implemented in the production of contemporary ceramics to obtain attractive appreciative significance. The results of the study showed that the sediment samples at the Habu Landfill had unsatisfactory soil toughness characteristics with unsatisfactory plasticity, but high workability based on the applied design. In addition, samples of H1 & H2 can be used as a creative reflection of contemporary ceramic art as well as be able to adapt basic ceramic techniques. The unique aesthetic features in terms of design, function and colour of contemporary ceramics. In conclusion, the new methods and procedures of locating this Habu Landfill can be commercialized. The developing and further expanding the creative applications of this contemporary ceramic art.

Therefore, visual propaganda: A symbolic anti-thesis towards Japanese occupation in Malaya (1942-1945) by Che Cob (2020). His article aims to address an approach of propaganda used by the military regime of Japan (*Dai Nippon*). The liberation campaign of Greater East Asia in Malaya in the period of 1942 to 1945. The arrangements used is through the impact and influence of visuals as a platform of effective brainwashing. The approach is recognised as *Minshin Ha'aku* (winning the hearts of the people) and *Senbu Kosaku* (indoctrination and subduing of the people). The propaganda has attacked Western exploitation of Asia while the West lack respect for Asian peoples and culture. Hence, the portrayal of Japan as the liberator and leader of a newly united Asia associate with Freedom from White Domination and freedom from injustice and oppression. The Japanese regime through the Department of Propaganda (*Senden-Bu*) is a unit that is responsible to enforce those program through rigid censorship before it reaches the masses. Hence, his article systematically analyses the visuals as a propaganda existence that can persuade the people of Malaya to support the New Order and its policies (*Shin Chitsujo*) promoted by the Japanese administration. The manifestation of visual artworks in the form of propagandistic such as posters, pamphlets, illustrations and editorial cartoons. The material has filled the spaces of buildings, offices, schools and in media prints such as newspapers and magazines.

Subsequently, Webcomic as Means to Fight Stigmatization of Mental Disorders Among Adolescents by Mustafa Bakri and Che Cob (2020). They have stressed about mental disorders are a serious subject frequently being avoided. According to the World Health Organization (WHO), mental disorders are one of the most severe public health issues of the 21st century. As a new studies show that mental disorders impact children and adolescents all over the world. These issues where associate with half of all mental disorders begin at the age of fourteen (14) years old. The issue associated with an important part of the Sustainable Development Goals (SDG) agenda for improving the future by 2030. Notably, the deadly trend among adolescents in Malaysia is rising alarmingly due to technological progression and stigmatization. Stigma is closely related to faith and experience. It is a cynical outlook that causes bias within a group of individuals, resulting in stereotyping and discrimination. Those challenges become the heavy effect that the stigma on the public. The research aims to ascertain whether webcomics can rationalize knowledge or understanding and the potential to oppose stigma against mental disorders. They propose a series

of webcomics as awareness and means to fight stigmatization. The selected webcomics were then analyzed qualitatively, using both formal analysis and content analysis. The most influential keyword in these webcomics was depression and anxiety. While the issue is considered serious and requires more focus to express social messages. The webcomic needs a positive denotation to enlighten, motivate and persuade the audience to an impression towards Etsuro Shin no Manga.

CONCLUSION

Mohd Johari et al. (2020) shared the implications of their study that provide a piece of new knowledge to particular artists and historians and the general public about susurgalur designing the decorative motifs of the traditional Malay heritage of civilization is told. According to Mahsan et al. (2020), they have stated that the importance of the research is to look at the key factor implied by the marketers. Their content ideas of visual communication in attracting the audience and how they motivate the potential buyers in their online purchasing process. On the other hand, Mohamad et al. (2020) shared that the displays of unique ideas and themes are presented as a reflection. The privilege of branding historical, heritage and cultural values in the city of George Town as a UNESCO World Heritage Site identity. Furthermore, Shariff et al. (2020) does mention solving the problem of piles of river mud at the Habu Landfill by contributing to the maximum reuse of new materials in the ceramic industry in Malaysia. In addition, Che Cob (2020) shared that clear historical records tend to describe a negative tendency towards the Japanese occupation. Therefore, his article gives a new and alternative perspective, which shows that there is support towards the occupation and its policies whereby visuals becomes its pictorial narrative. Conclusively, Mustafa Bakri dan Che Cob (2020) emphasised that the webcomic series would somehow manage to communicate a profound impact. Moreover, a suitable medium that through the powerfulness of the visual language may help bring the mental disorder to insight and recognition.

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