

**RESEARCH ON PROMOTING BORNEO  
CULTURAL FESTIVAL**

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## **Credits**

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## **ABSTRACT**

This research leads to the awareness of the importance in promotional and advertising campaign of Borneo Cultural Festival, as well as the perception of the Malaysian society regarding the Borneo Cultural Festival that is considered as one of the extravaganza festivals in Sarawak. This study is measured through a qualitative and quantitative research. From the research, it can be concluded that the event (BCF) needed an effective and thorough advertising campaign to create awareness in order to attract audiences. Thus, this research will focus on promoting the Borneo Cultural Festival to become one of the successful festivals in Malaysia.

# **RESEARCH ON PROMOTING BORNEO CULTURAL FESTIVAL**

## **1.0 INTRODUCTION**

Borneo Cultural Festival (BCF) is the annual cultural festival (since 2002) which organized at Sibuan, one of the major towns in the state of Sarawak, Malaysia. The local authority of Sibuan, Sibuan Municipal Council is the organizer for the event. The BCF is a fun filled showcase of the rich racial harmony, ethnic diversity and culture in this region on the Malaysia side of the Borneo Island. It brings together the main ethnic groups in a kaleidoscope of cultural performances. It also aims to promote Sibuan as the gateway to Central Sarawak and a City of Culture & Festivals.

Apart from the main ethnic groups in Sibuan, the Dayaks, Malays, Melanau, and the Chinese, foreign troupes from around the region are also invited to perform. The performances among the foreign and local groups are showing the interaction of culture across the countries. Everyone is invited to enjoy the best of Beauty in Ethnic Diversity from 8th till 16th September 2006. There are a few major components in BCF as follows:



## **A. Variety Cultural Shows**

BCF is featuring the stage presentations with hundreds of dancing, singing and music performances continuously throughout the eight days event; the Borneo Cultural Festival showcases the very best from local talented.

### Highlights:

- Mandarin Festival
  - Dragon and lion dance
  - Qi gong (martial arts)
  - Cheong-sam show
  - Lantern competition
  
- Malay/Melanau Festival
  - Silat (martial arts)
  - Bangsawan (traditional theatre)
  - Joget
  - Drama and Traditional costume

- Dayak Festival
  - Blowpipe contest
  - Ngajat Warrior Dance
  - Dayak musical instruments
  - Poetry recital & Chanting
  
- Foreign Cultural Performances
  - BCF coincides with the East Asian Tourism Forum (EATOF) which will bring cultural groups from China, Korea, Indonesia, Vietnam, Japan, Mongolia and other countries. It will be an eye-opener.

## **B. Food Fair**

A scrumptious medley of traditional Chinese, Malay/Melanau and Dayak dishes at down-to-earth prices are available at BCF. Visitors will be fascinated by the rich varieties of local delicacies and food presented by the local communities.

### **C. Traditional Games**

BCF served a chance for every visitor to gain a rare experience filled with excitement, and fun by trying to play the traditional games and skills of various races in Sarawak.

- Tug of War
- Tarik-Tarik Lelengan
- Congkak
- Tibau
- Helang Tangkap Ayam
- Walking on Stilts
- Batak Lampong
- Gusti Payu
- Layang-Layang
- Gasing

### **D. Trade & Exhibition**

The Trade & Exhibition is definitely a must-participate for parties who want an ideal platform to showcase their products and services. It will start earlier than the BCF proper this year from 1st till 16th September 2006.

It gives retailer and wholesaler the opportunity to place their product/service in front of thousands of prospective customers across a span of 16 days.

## **E. Craft Work & Souvenirs**

The rich variety of ethnic culture promises unique and attractive arts and crafts. There are skilled artists and craftsmen, selling and demonstrating their unique products. You may find interesting indigenous handicrafts, traditional clothing and accessories, beadwork, embroidery and floral arrangements

## **1.1 STRENGTH**

Borneo Cultural Festival is a fun filled event that converges and showcases the rich ethnic and cultural diversity in Sibuan, Sarawak on the Malaysian side of Borneo Island. It is one of the biggest festivals in Sarawak to show a kaleidoscope of cultural performances from the gathering of the main ethnic groups in Sibuan: the Ibans, Dayaks, Melanau, and the Chinese. Apart from these, foreign troupes from around the region are also invited to perform in order to enhance the racial harmony.

### **1.1.2 WEAKNESS**

As many cultural festivals held in Sarawak, Borneo Cultural Festival was one of the biggest annual celebrations and one of the attractions of the Sarawak tourism industry. However, It has its weakness in further promote the event not only in Sarawak, but also to the peninsular Malaysia and the other countries on the Borneo Island.

Limited promotional media or items is also limited the range to reach the largest number of desired consumers possible. A promotional campaign is not effective if it is not seen by a sufficient number of interested consumers (Chris Hackley, 2005).

### **1.1.3 OPPORTUNITY**

Borneo Cultural Festival has a good opportunity to attract more visitors on different status and races with the free of admission. It is creating “spin off” attraction and destination during the “Visit Malaysia 2007” campaign in celebrating 50<sup>th</sup> Anniversary of Malaysian Independent.

### **1.1.4 THREAT**

Others event of celebration in Sarawak, such as Rainforest World Music festival, World Harvest Festival, Miri International Jazz Festival, Mooncake Festival will give a great challenge in attracting the visitors.

## **1.2 HYPOTHESIS**

With research and reference to the respondent in Sarawak, hypotheses were formulated. The first hypothesis is to experiment the popularity of the event.

The hypothesis is analyzing an effective advertising campaign in promoting a product, service or event. A famous product or service derives from an effective and successful advertising campaign.

*H1: The more promoted effective advertising campaign, the greater popularity of Borneo Cultural Festival.*

The second hypothesis is analyzing the uniqueness of the Borneo Cultural Festival.

*H2: Gathering of multiracial lifestyle or cultural was the uniqueness of Borneo Cultural Festival to attract the public and tourists.*

### **1.3 PROBLEM STATEMENT**

Borneo Cultural Festival is annually held in Sibu, Sarawak. The visitors to the event are increasing year by year. However, many inhabitants in Sarawak never heard about the event before. The phenomena obviously showed the Borneo Cultural Festival lack of awareness in advertising and promotion.

Borneo Cultural Festival (BCF) is lack of promotion to the public through media either print or electronic. Most of the people in Sarawak doesn't or never know there is such a big event organized in Sibu, Sarawak because there are no TV commercial, magazines, merchandising and so on.

The existing poster, billboard and catalog are not enticing enough to attract the audience. The billboard are not clearly presented or sending the message to the public. Obviously BCF is lack of an effective advertising campaign to promote the Festival.



## **1.4 OBJECTIVE**

Borneo Cultural Festival (BCF) aims to introduce the living style and the etiquette of ethnic groups in Borneo Island to the public through a gathering of cultural festival. Public are invited to experience the multi racial traditional life style at BCF. Therefore, the main objective of this research is to study and understand the impact of advertising in promoting a product or service and to examine the awareness of public to the Borneo Cultural festival.

Besides that, it is also aim to create an effective advertising campaign on promoting the Borneo Cultural Festival to become one of the famous festivals in Malaysia.

Lastly, it is studying on the elements such as layouts, visuals, design concept, colors, and others that are used in the promotional campaign to further understanding the development process.

## **1.5 SCOPE OF RESEARCH**

The scope of research for this thesis will include the background of Borneo Cultural Festival, basic elements of advertising campaign and traditions of advertising in Malaysia.

The research will study on the previous and current promotional campaign of festivals throughout the nation, such as the elements that were being used, the strategies in promoting, as well as the effectiveness of the campaigns to the target audience.

The scope of study will also include a research on etiquette and lifestyle of different ethnic groups in Borneo Island to further understanding the uniqueness of the multiracial to become the attraction to the others.

The location of the research will mainly around the area of Sibu and also some of the other places in Sarawak. The research will also include secondary data with references from library in UNIMAS such as books, magazines and journals.

## **2.0 RESEARCH METHODOLOGY**

This section will show in detail the methods which has been used to collect the relevant information for my research and is subdivided into primary data and secondary data collection.

### **2.1 PRIMARY DATA COLLECTION**

There are a lot of ways to collect data through primary data collection. One good example is by using interviews, observation and questionnaires. It has been decided to use interviews and questionnaire for my research project since both of these methods are proven to be a very effective way of obtaining a holistic view of how people responded to the Borneo Cultural Festival.

#### **Interview Method**

Basically, most of the information gathered through this method is by using interviews. Structured interviews have been used to gather information directly from officers of the BCF secretariat, since it will enable the interviewee to answer me directly on the topic which I needed the information. Besides that, I would also be able to ask the questions which are relevant to the topic, so that the interviewee could give me the correct information.

## Structure of the questionnaire

Questionnaire consists three sections. Section A of the questionnaire was designed to collect respondents' knowledge towards the Borneo Cultural Festival. Part B answered by the respondents who have knowledge about Borneo Cultural Festival and it collected respondents' feelings and expectation toward the festival. However, part C collected the respondents' expectation and opinions who never visit to the festival. 50 copies of the questionnaire are passed to the public at Kuching and Sibul, and 50 copies are passed to the visitors of the Borneo Cultural Festival on the spot.

## **2.2 SECONDARY DATA COLLECTION**

Research could also be source from the internet since it is the cheapest way to get accurate information which is relevant to the research proposal. This can be done by using various search engines such as Yahoo, Google, MSN, Excite, Altavista, and Lycos.

The advantages of using this method are that it will save time and money spending on primary data collection. On the other hand, the information gather from this method is also much more reliable and easily obtainable.

## 2.3 LITERATURE REVIEW

Fairfax Cone, a famous advertiser said: “Advertising is something you do when you can’t go see somebody. American Marketing Association: *“Advertising as any paid form of nonpersonal presentation and promotion of ideas, goods, or services by identified sponsor.”* (Jugenheimer White, **Basic Advertising, Pg 8**).

Advertising is a presentation of the persuasive selling message for the ideas, products, and services to the right prospects or target audience. It is a process, not a medium in its own right, although it uses different media forms to communicate. The main purposes of advertising are promote or introduce the products or services to the retailer, target audience or consumers to increase the selling or get famous. It is communicating the products or services. *“The purpose of creating advertisement is to persuade and convert potential consumers.”* (Gillian Dyer, **Advertising As Communication, Routledge, London and New York, Pg 13**)

The media planning task is important in the effectiveness of a promotional campaign. The most frequently used media are newspaper and magazines. However, electronic media such as television, cinema, and radio advertising are now the dominant advertising medium. Some of the popular mediums are print advertisement (brochure, catalog, Flyers .....), Out-Of-Home media, billboard.



**Figure1: Example of Out-Of-Home Media: Billboard**

Advertising and promotions is bringing a service to the attention of potential and current customers. Advertising and promotions are best carried out by implementing advertising and promotions plan. The goals of the plan should depend very much on the overall goals and strategies of the organization, and the results of the marketing analysis, including the positioning statement

Consumers are being introduced to new, better advertising by new, better technology by the people who know sound and affects is the movie industry. Last year when the film 'Spider-man' came to the big screen, promotion came to your computer screen.

Advertisers are shifting larger portions of their budget to media that cost less and target more effectively. Three media benefiting greatly from the shift are outdoor advertising, cable television, and digital satellite television systems. Outdoor advertising provides an excellent way to reach important local consumer segments at a fraction of the cost per exposure of other major media. Cable television and digital

satellite systems are also booming. Such systems allow narrow programming formats such as all sports, all news, nutrition, arts, gardening, cooking, travel, history, and others that target select groups<sup>i</sup>. Advertisers can take advantage of such “narrowcasting” to ‘rifle in’ on special market segments rather than use the ‘shotgun’ approach offered by network broadcasting.

*Promotion is a short-term incentive to encourage the purchase or sale of a product or service. (Kotler, Principles of Marketing, 9<sup>th</sup> Edition, Prentice Hall, 2001, Pg559)*

The purpose of using this strategy is to create awareness and pass messages to the potential or current customers. Besides that, sales people also intend to bush up the short-term sales or help to build the long-term market share.

For example, cosmetics can be considered as the daily necessities for most of the female. There are many brands of cosmetic in the current market. SK-II, Christian Dior, Shiseido, Estee Lauder, Olay and others. Most of advertisements intend to send the message to female on becoming a glamorous and confidence after applying their cosmetic. Marketers always use promotion strategic to attract female to purchase their product. Producer will advertise their product through the mass media such as television, Internet and radio. Compare to the past, producers have not much choices on what medium they can choose to advertise their product. But after the improvement of technology, the advertisement can be done in more attractive method and let the presentation looks more impressive. SK-II used beauty endorsement strategy by hiring