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Visual Ethnography and Its Applications in Ethnographic Painting

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Abstract

This paper argued that Visual Ethnography could be used as an alternative in the production of Visual Arts. The researcher suggested that various Visual Arts composition could be engaged in enhancing the quality of Visual Ethnography images and be part of the Ethnographic Painting. The discussion was established from the biography of the cultural object of *Pagan Melanau, bilum*. Then, the relationship between Social Science and Visual Arts were observable within the context of academic research after the analysis process was clarified. The approach was enlightened through the visual studies and production of two paintings in establishing the employed method.

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1. Introduction

This paper reflects upon the relationship between Visual Ethnography method in Social Science and its use in creative Visual Arts production, namely as Ethnographic Painting. This research is important to see the chances of collaboration between these two especially in the context of academic research. It indirectly opened up opportunities for both areas in exploring new knowledge and integrates the possibilities that had previously seen different and unrelated to each other. Previously, the explanation-related social sciences were more focus on written text formats,

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