

VISUAL EXPERIENTIAL IN DIGITAL DOCUMENTATION FOR RURAL TOURISM PROMOTION OF BA'KELALAN, SARAWAK

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This paper aims to share some research information based on the visual experiences during the field trip to Ba'Kelalan, Sarawak. Ba'Kelalan is a traditional village of the Lun Bawang community and is well-known as an eco-tourism area in Sarawak. All the experiences were documented using the digital documentation tools and have been recorded with reference to the formalistic artistic methods; in ensuring the visual effects have the best quality and high artistic value. The results will be discussed based on the implemented process and the impact of digital document preparation through experiential learning theory. Next, this article will provide new ideas and visual insights that can help data enhancement, especially in the promotion of the rural tourism sector.

Keywords: Visual Experiential, Digital Documentation, Rural Tourism, Ba'Kelalan, Lun Bawan