

Promoting Malaysia's Cultural Heritage Sites Through Plastic Label Wrapped on the Material Bottle

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Abstract

Cultural heritage tourism is also one way to promote and attract visitors who are interested in exploring it, but this study focuses on heritage sites in Malaysia that have the opportunity to take advantage of their cultural heritage by providing a variety of innovative products and alternatives to the tourism experience when on holiday in Malaysia. On the other hand, the issue is that many valuable cultural heritage sites are at risk due to a lack of awareness of their historical and architectural significance and the increasing development and urbanization of the country. Rapid development and urbanization can lead to the destruction or neglect of cultural heritage sites, which can have a negative impact on tourism and the local community. It's important for governments, organizations, and individuals to recognize the value of cultural heritage and take steps to preserve and promote it to tourists. In that case, the objectives of this study are to analyze suitable digital illustrations to represent these places effectively and to evaluate the visual impact of plastic label wraps on mineral bottles in conveying Malaysia's cultural heritage. Furthermore, the data collection method used in this research is qualitative. The qualitative method entails an in-depth interview as well as an in-depth interview with three graphic designers that can get information to analyze suitable digital illustrations to represent these places effectively. Therefore, it can be a potential product for tourism and can be utilized more effectively and efficiently, particularly in art and design for educational and innovative purposes.

1. Introduction

The various cultural combinations have formed in Malaysia over time. This have resulted in a heritage that is significant in the development of the country's diverse histories and identities. However, the lack of awareness of the historical and architectural significance of cultural heritage is putting it under threat from new developments (Ismail, N., Masron, T., & Ahmad, A., 2014). Cultural heritage tourism is also one way to promote and attract visitors who are interested in exploring it. Therefore, Malaysia has the opportunity to take advantage of its cultural heritage by providing a variety of innovative products and alternatives to the tourism experience when on holiday

in Malaysia. Including a QR code scan on the bottle to provide additional information is a smart and convenient way to engage tourists and enhance their experience. Furthermore, the use of plastic labels on mineral water bottles is an innovative way to promote Malaysia's cultural heritage and attract more tourists to historical places. There are a few examples of the design that might be helpful to refer to as a guideline.

Furthermore, one of the options for promoting cultural heritage to tourists is to employ QR codes. Previous research has revealed information regarding QR codes which is a two-dimensional barcode that can be read with a smartphone or QR code reader (Deineko, Z., Sotnik, S., & Lyashenko, V., 2022). It was originally designed to track parts in automobile manufacturing, but it is now widely utilized for a wide range of applications. One of the most common uses for QR codes is mobile ticketing. Ticket information can be stored in QR codes, which can then be read with a scanner and smartphone. This method of ticket distribution and access management is both convenient and secure. QR codes can also be used for event advertising, allowing consumers to scan the code to quickly and easily access event information. In tourism, QR codes can be used to give travelers visual information about historical places, such as information about historical attractions. This can enhance the tourist experience while also promoting local businesses. Overall, QR codes are a simple and effective means of mobile communication that may be utilized for a wide range of purposes.

Effective marketing and advertising strategies can increase the productivity of the tourism industry, notably by promoting cultural heritage sites to attract tourists (Nashir, R. M., Nasir, M., Daimin, G., & Jarit, M. M., 2022). To persuade travelers to visit a location, advertising delivers information and provides extensive information on tourist attractions. In addition, digital illustration is one of the visual ways used in advertising to present visuals of Malaysian historical sites. The process of making graphics utilizing computer software resources, known as digital illustration, is becoming more widespread in the digital age, has advantages, and makes it simple to create visuals (Ahmed, N. Y., Mat Som, A. P., & Ma'asor @ Mansor, M. A., 2019). Digital illustration in tourism advertising can be an effective visual component that complements or enhances the content by displaying it alongside it. It can be used to create an image of a cultural heritage site that will attract tourists while also conveying important details about the site. It is useful in tourism advertising since it can help promote cultural heritage sites and increase tourism productivity by capturing the attention of potential visitors and providing them with a visual representation of what they can expect to experience. Digital illustrations can showcase the unique features and cultural significance of a heritage site, making it more appealing to tourists.

Therefore, within this scenarios, many valuable cultural heritage sites are now at risk due to the lack of awareness of their historical and architectural significance, and the increasing development and urbanization of the country (Nashir, R. M., Nasir, M., Daimin, G., & Jarit, M. M., 2022). The rapid technology development and urbanization also lead to the destruction or neglect of cultural heritage sites, which can have a negative impact on tourism and the local community. It's important for governments, organizations, and individuals to recognize the value of cultural heritage and take steps to preserve and promote it to tourists. Thus, the aim of this study is to providing an information about attractions in Malaysia creatively by using plastic labels wrapped on mineral water bottles. On the other hand, promote Malaysia creatively and the potential of this innovative approach to attract the attention of tourists.

2. Background Studies

Malaysia's cultural heritage is diverse and influenced by many different groups and cultures. The country has a rich history and a unique blend of traditions, customs, and architectural styles that have been preserved and passed down from generation to generation (Ismail, N., Masron, T., & Ahmad, A., 2014). It is this cultural richness that has made Malaysia a popular tourist destination, with visitors from all over the world coming to experience its unique cultural heritage (Nashir, R. M., Nasir, M., Daimin, G., & Jarit, M. M., 2022). Cultural heritage values are diverse and can have different meanings for different people. Cultural heritage tourism is an important aspect of travel that allows people to experience the unique history and way of life of different societies. Malaysia is a country with a rich cultural heritage, which attracts many visitors interested in exploring its architecture, natural environment, and various cultural and historical attractions (Gwati, A. A., 2017). Cultural heritage in Malaysia is a unique expression of the country's history and identity that has been formed by the combination of various cultures, religions, and traditions.

According to Gwati, (2017). by using effective marketing and advertising strategies and luring more visitors to the locations of our cultural heritage, we can increase productivity. Advertising is becoming a key component of the tourism sector, attracting potential travelers with information about the distinctiveness of culture and heritage. In addition to the actual goal of tourism advertising, which is to foster effective interactions between visitors and the local culture, advertising for tourism also needs to convey information (Vaidya, G., & Kalita, P. C., 2021). Visitors and tourists are presented with the appropriate, detailed information through advertising.

The illustration is a visual component that supports or enhances text by appearing alongside it. In the era of the digital world, digital illustration refers to the process of rendering images using computer software resources (Onwuekwe, 2012). Consequently, digital illustration enables a high level of communication.

3. Methodology

The data collection method used in this research is a qualitative method entails an in-depth interview with four graphic designers to get information on suitable digital illustrations to represent those places effectively. The researcher used these methods to answer the objectives one of this research study. Participants were selected based on their extensive knowledge of digital illustrations. The inclusion criteria for respondents are females and male in age between the ages of twenty-four and fifty-seven, with at least five years of work experience.

The researcher conducting online interviews and allows interviewees to express their own thoughts, knowledge, and perspectives in their own words. The instrument used is open-ended questions, which provide respondents with a variety of ways to answer questions. Using the data gathered from the interview, the researcher further compiling the number of heritage site images from internet. With that images, the analysis of the content was conducted to established the final looks of the label.

4. Data Collection

4.1 Experts Views on The Digital Illustrations to Promoting Cultural Heritage Sites

Based on the interview conducted, it been determined that most of the experts were agreed with digital illustration to promoting cultural heritage site. Table 1 is the summary of the expert's view.

Table 1 *The Experts View*

Questions Keywords	Experts 1	Experts 2	Experts 3	Experts 4
Essence of Cultural Heritage	Historical Building	Historical Site Building	Unity Or National Day	Historical Building
Types of shape for mineral water bottle	A striped and flat type	Cylindrical	Normal Cylindrical	Normal Cylindrical
Types of digital illustration	A simple line drawing	Vector	Detail Illustration	Vector
Effectively convey Malaysia's Heritage	If the label is unique and beautiful, surely some people will keep the bottle	Unique and eye-catching	Creativity and engagement of designers towards society	Unique to catch public attention

All participants agreed that digital illustrations can effectively promote and enrich Malaysian heritage sites on mineral water bottles by visually appealing architectural elements and cultural significance. These illustrations can draw attention to historical value by redesigning historic buildings on the bottles, triggering curiosity and interest. The use of historical elements in graphic design is crucial for creativity and engagement with society. The unique and eye-catching label design can capture people's attention, making the bottle or label a valuable souvenir during visits to that place. For question number two, there are similar opinions that digital illustration is a versatile tool used by graphic designers to create visually appealing designs for various types of products, including mineral

water bottles. The design on a mineral bottle is typically seen on a plastic label, making it easier to print or select the bottle itself. However, if the bottle has lines, bends, or texture, it can be more challenging to design the top. Graphic and line art are more suitable for drawing cultural heritage sites due to their ability to attract consumers and effectively convey messages. Line art, on the other hand, is more basic but can be more interesting and unique with good drawing skills. The concept of illustration is fundamental in graphic design, and drawing in virtual form is easy to process and design. Vector illustrations can be bold or retro, providing a nostalgic feel for the target audience.

For question number one, every participant has different perspectives or opinions towards cultural heritage sites by using digital illustrations to accurately capture the essence of a mineral water bottle but what researcher can conclude is mineral water bottles come in various types, such as striped or flat, with the plastic label on the top or completely enclosed in the bottle. A flat bottle is easier to visually represent the cultural heritage site, while cylindrical and flat bottles are more common. The selection of cultural heritage sites should match the type of bottle chosen, as plastic label wraps may not provide enough detail or visual impact to accurately represent the intricacies of heritage sites. For a vertical bottle, it is important to find a historic building that is vertical and make it visible on the bottle. Other types of bottles may not be suitable for promoting cultural heritage sites, as some buyers may prefer normal mineral bottles, while others prefer Evian water due to its high quality and affordability. Collaboration with mineral water companies can also be effective in promoting cultural heritage sites through hotel guests. This approach can be more effective in promoting cultural heritage. The appropriate heritage for promoting and illustrating mineral water bottles should be a combination of all cultures, including Malay, Chinese, and Indian races. Malaysia includes racial diversity and should involve all cultures, such as unity or national days. Prioritizing historic sites, such, Georgetown, Malacca Straits mosques and as A-famosa buildings and "*Batu Bersurat*," is crucial in promoting cultural spatiality. These sites have unique identities and appearances, making them easily identifiable by people when they look at the illustration with famous heritage sites in Malaysia.

5. The Design Process

5.1 Phase 1: Choosing Mineral Water Bottle

Based on the analysis of the respondents, the types of mineral bottles shape are flat and cylindrical shape. This bottle shape is better suited for the promotion of cultural heritage sites. This is because the bottle's shape helps to emphasize photographs of historical locations. Bottles with a minimum volume of 500 milliliters are preferable, as they are comparable to standard mineral water bottles that can be purchased in stores today and are simple to bring anywhere. Because of this choice, there is the possibility that more people in Malaysia may become aware of the historic buildings in their country.



Fig. 1 *The example of mineral bottles*

5.2 Phase 2: The Choosing Historical Building and Illustrations

Researcher choose to conduct their studies at The Leaning Tower of Teluk Intan, the Sultan Abdul Samad Building, and the Tan Beng Swee Clock Tower for a variety of reasons. To begin, the drawing needs to be in accordance with the suitability of the bottle. This is necessary not only because of the long shape of the bottle, which makes it ideal for vertical architecture or buildings but also because of the information provided by the interviews. In addition, the style of digital illustration that is utilized is either line art or vector with a dash of black to demonstrate how successful it is in marketing historic locations. These three buildings make up a famous landmark in Malaysia that is widely recognized for its distinctive architectural style.




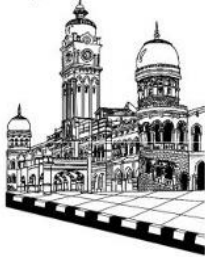


ACTUAL IMAGE	DRAWING
	
<p align="center">THE LEANING TOWER OF TELUK INTAN</p>	<p align="center">RESULT</p>
	
<p align="center">SULTAN ABDUL SAMAD BUILDING</p>	<p align="center">RESULT</p>
	
<p align="center">TAN BENG SWEE CLOCK TOWER</p>	<p align="center">RESULT</p>

Fig. 2 *The example of Historical Buildings and Illustrations*

5.3 Phase 3: QR Code

A QR code scan will be provided for each bottle that includes a visual historic site. The QR code scan function provides information on the history of each visual image displayed on the bottle's plastic label. This makes it easy for users who are curious about what is behind the historic structure to find out by scanning the QR code with a smartphone rather than searching on the website, Safari, or Google. Fig. 3 demonstrates that each QR code features a visual of the building in the middle to notify users of the QR code's function.



Fig. 3 The example of QR codes scan function

5.4. Phase 4: Designing Plastic Label for Mineral Bottles

The next step is designing the plastic label which involved with the illustration preparation. Fig.4 depicts all of the equipment in terms of graphics, composition, color, position of the QR code, and branding on the front and back plastic labels.

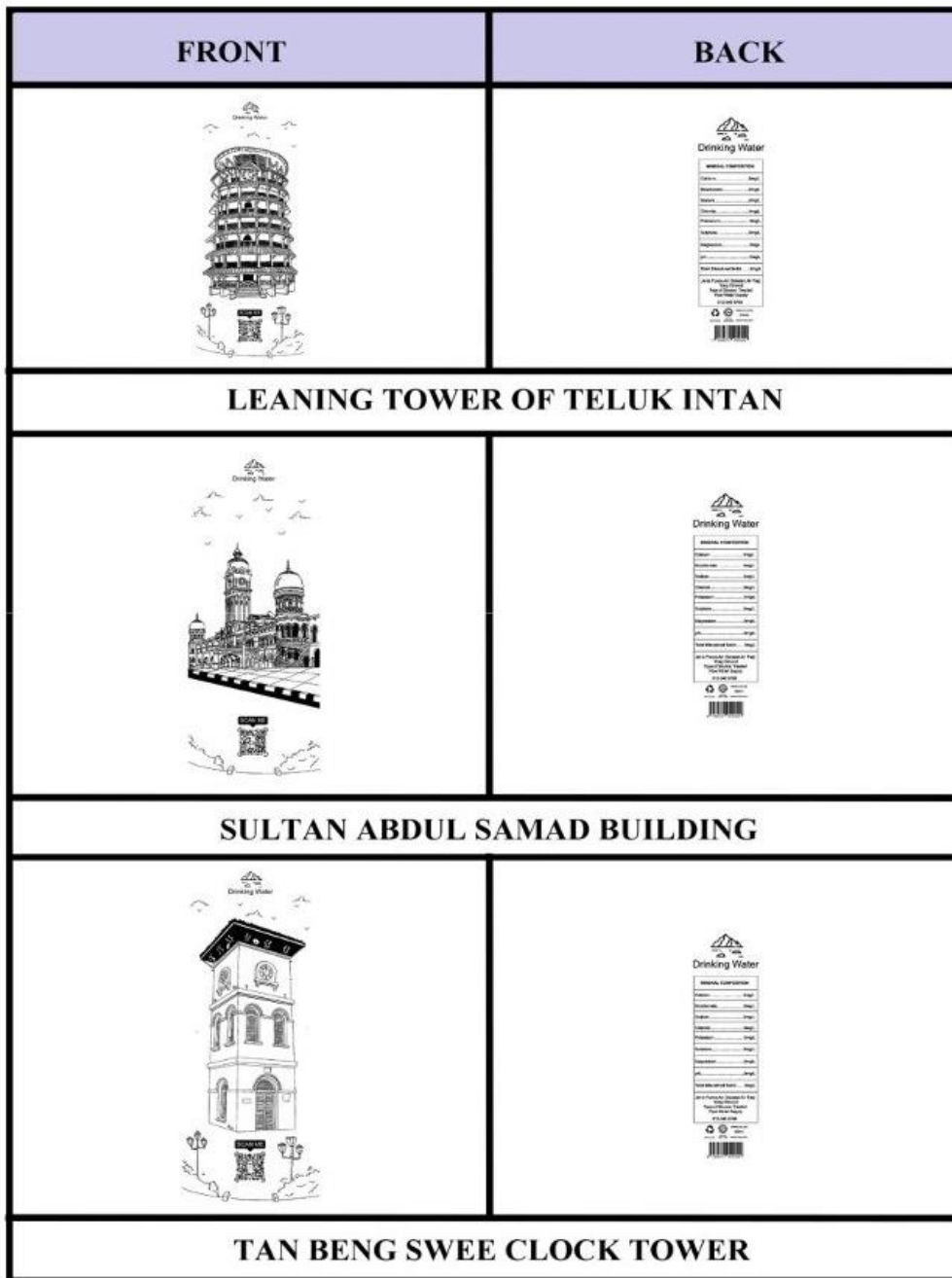


Fig. 4 The example of Illustrations Plastic Label for Mineral Bottles

5.5. Phase 4: The Final Product

This is the final product that has the potential to promote Malaysia through the use of a 500-ml translucent container adorned with three distinct cultural heritage sites. The concept of using bottles to promote a heritage site is intended for tourism and can be utilized more effectively and efficiently, especially in art and design, for educational and innovative purposes.



Fig. 5 The final looks of the plastic label

6. Conclusion

When it comes to the process of designing heritage sites on label mineral water bottles, this study needs to choose bottles that are suitable for promoting cultural heritage sites accurately. It is possible to effectively promote and embellish Malaysian heritage sites through the use of digital illustrations on mineral water bottles. These illustrations should include visually appealing architectural elements and cultural significance. These graphics have the potential to attract attention to the historical worth of the bottles by reimagining iconic buildings on the labels, which will hopefully pique the reader's curiosity and interest. It is essential to creativity and involvement with society for graphic designers to make use of historical components in their work. Digital illustration is a flexible tool that graphic designers employ to produce aesthetically pleasing graphics for a wide variety of items, like the labels on bottles of mineral water. Because plastic label wraps might not provide adequate depth or visual impact, the choice of cultural heritage locations should be tailored to the particular type of bottle that will be used.

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Conflict of Interest

Authors declare that there is no conflict of interests regarding the publication of the paper.

Author Contribution

The authors confirm contribution to the paper as follows: **study conception and design:** Yasmeen Arnie Jr Jasni Adie, Norfadilah Kamaruddin; **data collection:** Yasmeen Arnie Jr Jasni Adie, Norfadilah Kamaruddin; **analysis and interpretation of results:** Yasmeen Arnie Jr Jasni Adie, Norfadilah Kamaruddin; **draft manuscript preparation:**

Yasmeen Arnie Jr Jasni Adie, Norfadilah Kamaruddin. *All authors reviewed the results and approved the final version of the manuscript.*

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