

How Kebud: Back To Roots Programme Affects Volunteers' Perceptions And Appreciation Towards Cultural Arts Performances
(*Bagaimana Kebud: Program Back To Roots Mempengaruhi Persepsi Dan Penghargaan Sukarelawan Terhadap Persembahan Seni Budaya*)

NUR SYAZANA SERUJI*, MOHAMAD IQWAN ROSLANNI & NUR HUSNINA MOHAMAD YUNUS

ABSTRACT

Volunteerism has always been synonymous with giving back to society. According to Bjalkebring et. al (2020) volunteering is considered a prosocial behaviour which is a behaviour that benefits society. Next, we must consider the potential factors that influence students' recognition of cultural arts. The main objective of this study is to establish the future relationship between cultural performing arts and volunteerism. The second objective of this study is to accelerate students' growth and help them become part of a high-functioning society that integrates volunteerism in managing and organizing cultural arts performances. The third objective is to showcase the potential of Malaysia as a developing country that places cultural heritage as its core speciality. The motivation for volunteering is based on personal values towards oneself and society for the sake of their country (Moore et. al, 1996). "Hersberger-Langloh et al. (2010) hypothesized that students volunteer for cultural arts performances either because they enjoy the activity itself or the outcomes it produces. This involvement not only enhances the students' appreciation of the arts but also enables them to influence and encourage other communities to value these cultural performances. The impact of the study is that it enables the community to conduct more volunteering activities that contribute to all cultural arts performances in Malaysia.

Keywords - cultural arts performances, art, volunteerism, motivation, psychology, culture

ABSTRAK

Kesukarelawanan sentiasa sinonim dengan memberi kembali kepada masyarakat. Menurut Bjalkebring et. al (2020) sukarela dianggap sebagai tingkah laku prososial iaitu tingkah laku yang memberi manfaat kepada masyarakat. Seterusnya, kita mesti mempertimbangkan faktor potensi yang mempengaruhi pengiktirafan pelajar terhadap seni budaya. Objektif utama kajian ini adalah untuk mewujudkan hubungan masa depan antara seni persembahan budaya dan kesukarelawanan. Objektif kedua kajian ini adalah untuk mempercepatkan pertumbuhan pelajar dan membantu mereka menjadi sebahagian daripada masyarakat yang berfungsi tinggi yang mengintegrasikan kesukarelawanan dalam mengurus dan menganjurkan persembahan seni budaya. Objektif ketiga adalah untuk mempamerkan potensi Malaysia sebagai sebuah negara membangun yang meletakkan warisan budaya sebagai keistimewaan terasnya. Motivasi untuk menjadi sukarelawan adalah berdasarkan nilai peribadi terhadap diri sendiri dan masyarakat demi negara mereka (Moore et. al, 1996). "Hersberger-Langloh et al. (2010) membuat hipotesis bahawa pelajar menjadi sukarelawan untuk persembahan seni budaya sama ada kerana mereka menikmati aktiviti itu sendiri atau hasil yang dihasilkannya. Penglibatan ini bukan sahaja meningkatkan penghayatan pelajar terhadap seni tetapi juga membolehkan mereka mempengaruhi dan menggalakkan masyarakat lain menghargai persembahan kebudayaan ini. Kesan daripada kajian ini membolehkan masyarakat menjalankan lebih banyak aktiviti kesukarelawanan yang menyumbang kepada semua persembahan seni budaya di Malaysia.

Kata kunci - persembahan seni budaya, seni, kesukarelawanan, motivasi, psikologi, budaya

INTRODUCTION

Cultural arts performances are not generally associated with volunteerism as the topic itself focuses on entertainment and not solely for the purpose of serving the community. The problem statement arises when there is less awareness in regard to the innovation that the community can take to associate both cultural arts performances and volunteerism. It is an important issue to tackle, as when students are able to find the initiative to establish the link between these two topics, we will be able to expand the community of performers who pursue or are actively involved in cultural art performances in Malaysia. Furthermore, the successful attempt to reintroduce the concept of involvement in cultural arts performances with volunteerism will establish a positive image of Malaysia that is rich in cultural heritage and, next, will be able to form bonds between communities of other countries. It is suggested that one of the ways to link cultural arts performances and volunteerism is to conduct a cultural exchange mobility program where the community offers to teach other communities in regards to the countries' culture in stage performances, poetry, martial arts, and any historical facts and figures. In addition to knowledge transfer, the participants must consist of members who are willing to volunteer or take part in coaching sessions.

This cultural exchange program is able to elevate the status of Malaysia as a multiracial, harmonious country that appreciates cultural art performances such as the Malaysian theatre, traditional dance which consists of Zapin, Joget, The Sumazau, and martial arts performances such as Silat Cekak.

RESEARCH SIGNIFICANCE

This research allows communities to identify or determine the efforts to elevate Malaysia as a multiracial country that is rich in cultural heritage.

Furthermore, this research is essential in achieving the three main objectives, which are to establish the future relationship between cultural performing arts and volunteerism, accelerate students' growth to become part of a high-functioning society that integrates volunteerism in managing and organizing cultural arts performances, and lastly to showcase the potential of Malaysia as a developing country which places cultural heritage as its core speciality.

MATERIALS AND METHODS

The preparation for establishing the relationship between volunteerism and cultural art performances is done in phases, the first phase consisting of involvement with Halic University in Istanbul. The first phase consists of participants travelling to Istanbul to undergo the program 'Global Mosaic: Uniting Cultures Through Art' for 14 days starting from Feb. 25 2024. Prior to this program, participants from various universities are trained from December 2023 to February 2024. It is an essential process to ensure participants are able to perform well as representatives of Malaysia, where they will be actively involved with the International media.

The First Phase Of 'Global Mosaic: Uniting Cultures Through Art' Program

The first phase of the program is to establish the relationship between volunteerism and cultural arts performances in its initial stage. The effort of how volunteerism and cultural arts performances could be linked is by organizing a cultural exchange program such as the upcoming program entitled 'Global Mosaic: Uniting Culture Through Art' that is set to be conducted for 14 days in Istanbul. The participants for the program involve students from various Universities in Malaysia, such as Universiti Kebangsaan Malaysia (UKM), Universiti Poly-Tech Mara Kuala Lumpur (UPTM), Universiti Islam Antarabangsa (UIA) and Universiti Tenaga Nasional (UNITEN). This program is organized by Universiti Putra Malaysia (UPM) and is led by Nur Syazana Seruji, a Student Representative Council for the 2022/2023 session.

The tentative included in the program is heavily dependent on the participants' involvement with international participants. One example that can be taken from this is the coaching session where participants coach Turkish and other foreign students at Halic University who are unfamiliar with Malaysian cultural art performances to perform alongside them. The activities included in the program must also include contributing to the foreign society's norms, such as conducting other volunteerism activities such as cooking battles and cultural sharing sessions. Hence, the program itself is carefully tailored to suit the needs of participants from Malaysia and International students, as there is potential to elevate the cultural heritage of both countries.

The Second Phase Of 'Global Mosaic: Uniting Cultures Through Art' Program

The second phase of the program is conducted after the 14-day expedition in Istanbul. The participants from various universities in Malaysia will showcase the cultural art performances that they have learned from international students in Istanbul. The platform for this is provided by conducting another cultural art performance program entitled 'Global Mosaic: Cultural Showcase', where the main objective of this program is to share the theoretical and practical knowledge gained during the first phase with the Malaysian media and students from other national Universities. One of the highlights of this program is the participants performing various traditional performances such as Zapin, The Sumazau, and Turkish traditional dance. This program also celebrates the effort and involvement of participants in Istanbul, where the organizer, UPM, will give them awards and acknowledgements.

RESULTS AND DISCUSSION

It is predicted that by conducting the program in a series of two phases, participants will be able to enhance their intrinsic motivation and altruistic motivation in an effort to contribute to the growth of society's knowledge and appreciation of cultural art performances. Both phases of the program shared a common goal, which is to make the participants feel valued and useful in society. By contributing to the reputation of Malaysia, participants are emotionally and physically invested in both series of the program.

Furthermore, this program allows students to volunteer due to the outcome of volunteerism, where foreign students gain tremendous benefits on the receiving end. Commonly known as altruistic motivation, it is further accelerated by the context of the tentative, where participants must be fully immersed in the provided activities and confident in the impact of the program. Some examples of impactful activities include performance coaching sessions and cultural exchange cooking where Halic University students learn how to cook Malaysian national food, Nasi Lemak from Malaysian students, and Malaysian students learn how to cook Turkish national food, Manty. Therefore, other than considering the main objectives of the program, it is clear that the activities must be carefully chosen based on their appeal to the participants themselves.

CONCLUSION

Global Mosaic: Uniting Cultures Through Art' and 'Global Mosaic: Cultural Showcase' are considered a stepping stone for developing a solid relationship between volunteerism and cultural art performances. By organizing cultural events that are aligned with the interests of participants, we are able to tap into students' intrinsic and altruistic motivation directly. Specifically, participants will achieve a sense of value toward themselves by offering to volunteer in coaching sessions. In addition to this, participants are able to achieve motivation by contributing to the exposure of Malaysian cultural heritage on International platforms. It is hoped that this research is able to help the community brainstorm ideas for the sake of elevating the country's status. Lastly, it is also hoped that this research will help others identify the relationship between volunteerism and cultural art performances.

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Nur Syazana Seruji*, Mohamad Iqwan Roslanni & Nur Husnina Mohamad Yunus
 Secretariat of Culture, Arts and Unity,
 Universiti Putra Malaysia,
 43400 UPM Serdang, Selangor D.E., Malaysia.

*Corresponding author: syazanaseruji.mppupm2223@gmail.com