

HYPOTHESES TESTING ON THE VALIDITY OF EFFECTIVE COMMUNICATION AND COMMON MOTIF OF *SELAYAH KERINGKAM*

Qistina Donna Lee Abdullah

Universiti Malaysia Sarawak

Norsyahbany Binti Mansor

Universiti Malaysia Sarawak

Corresponding Author
dlqistina@unimas.my

This paper is to deliberate the subjects of the effective communication channel in delivering common motifs in *Selayah Keringkam* by assessing the local and International tourists' preference. It is to evaluate the hypotheses Testing On validity of Effective Communication and Common Motif of *Selayah Keringkam* Towards the communication channel. The finding of this paper is to enhance the implications on developing a significant way to disseminate *Selayah Keringkam* as a heritage product in Sarawak. This paper will expose a substantial relationship between the independent variables (Common Motif of *Selayah Keringkam*), the dependent variables (Channels of Communication) and the mediator (Supplement of Effective Communication) as a new framework to the body of knowledge. This research involved 384 respondents with 5 relevant authorities related to answering research questions. The data collected from the fieldwork were analysed using SPSS version 24. The measures used in this article are methodically deliberated using factor analysis and correlation analysis. Lastly, the results of the regression analyses testing on hypotheses and summary of hypotheses assessments are presented.

Keywords: *Selayah Keringkam*, communication channel, common motif, heritage product

1. INTRODUCTION

Selayah Keringkam is a treasure for ethnic Malays Sarawak which must be preserved and retained so that it is become visible and capable of being aspect in the development of cultural tourism and heritage in traditional textile Sarawak same as other ethnic groups in Sarawak. Disregarding this embroidery can be the cause of the loss of one of the treasures of Sarawak so it must be conserved by ensuring that every tourist can recognize and understand entire beauty of traditional textiles in Sarawak in depicting the magnificence of heritage in Sarawak locally and internationally. This valuable product can be cooperating in the Sarawak tourism industry and indirectly capable to boost the identity of ethnic Malays in Sarawak (Ling.S, 2018). The concern of this study rendering to Said, 2019 mentioned that, consistently people in Sarawak tend to emphasis on main cultural heritage in Sarawak like '*Pua Kumbu*' from Iban textile plus acclimatizing the motif all around Sarawak to present Sarawak however there is another cultural heritage product that is lack of attention specifically the Malay ethnic Sarawak heritage namely *Selayah Keringkam*.

2. LITERATURE REVIEW

2.1. The Literature Reviews Three Main Aspects Such as *Selayah Keringkam*, The Motif in *Selayah Keringkam*, And Communication Channels.

- *Selayah Keringkam*

Keringkam, a gold thread embroidery done on veils is a traditional head cover worn by the Sarawak Malays for weddings, engagements, cultural festivals or other special occasions. Traditionally, the *Keringkam* veil or *Selayah Keringkam* made by the Sarawak Malays are always of a deep red color and play a significant role in their weddings (Daud, 1999, p. 124). This is because, the intricacy of the products depends on the refinement and motif of the pattern used with gold and silver layered metal threads (Jaini, 2019). The motifs used specify the individuality of the people in their particular places (Suhana Sarkawi, Norhayati Abd Rahman, 2016).

- The Motif in *Selayah Keringkam*

The motif that embroidery create based on the nature found in the area near the embroider itself. Although the motif is the same but the motif embroidered according to the skill of the embroiderer to name a motif on the *kain Keringkam* (Su'ut, 2019).

- Communication channels

Appropriate channel is important to successfully deliver the context of message. In the basic communication process, a sender delivers a message in words and transmits it to a receiver who interprets the message. Communication channel is the medium that sender used to transmit the message (Flatley, 2019). According to (Kaushik, 2011) Communication need to fulfill the 4Cs characteristic of the message to make it more acceptable by receivers. The 4Cs is comprise of 'comprehension' that giving a message short and clear to make receivers understand the main message easier, second is 'connection' which is not only communicate idea or message to the audience, but it is also resonates with them, which usually triggers a positive or negative emotional response like frustration, excitement, anger, passion, joy, happiness, sadness based on the content in the messages. Third is 'credibility', it is vital because the audience needs to believe who is the sender, what is being said, and how it is being said. So receivers can fully understand and even connect with the message of a sender through few level of emotional effects which basically is about trust and accurate source of the message, comprehensible transmission of visual messages from artwork together with those obtained from visual realism to individuals is the key point. It takes place through a difficult process of aesthetic involvement and aesthetic transmission in which emotional and rational mechanisms are swapped. Lastly is, 'contagiousness', refer to the message given spread by receivers to others and they memorize the message given.

3. METHODOLOGY

Data analysis is a significant part in research methodology to allows the researcher to cultivate a strong body of evidence from the gathering of data. Analysis of the data will lead researcher to interpret data more competently. On the other hand, the findings of the questionnaires were examined using five-point Likert Scale and the Version 24 software of Statistical Package for the Social Sciences (SPSS). For the preliminary study, the researcher interviewed five producers and 52 Sarawakian. The reason behind only choosing few respondents from related authorities is because they are experienced and knowledgeable to recognize about common motif of *Selayah Keringkam*, to verify the first line of data regarding problem issue found, although this research's main aim is on tourist preference of right communication channel and make it effective for cultural and heritage products like *Selayah Keringkam*, but only the producer or related authorities know details about *Selayah Keringkam*. While for questionnaires, this study has successfully distributed to 384 respondents in order to achieve the research objectives. According to (Krejcie, R.V. & Morgan, D.W., 1970) a

population more than 1000000 will have 384 total of sample size that refers to the total of respondents for this study.

3.1 Population and Sampling Method

Sampling is a technique that is part and parcel of a behavioural research since studying the total population is not possible and not practical (Singh, 2006). Sampling is about selecting a subset of individuals from a population to represent an estimate the characteristics of the whole population. The sampling method used in this study is the non-probability sampling, specifically the convenience sampling. The convenience sampling is based on the assumption that the members of the target population are homogenous (Ross, 2005). Questionnaires had been distributed around tourists' area in Kuching, Sarawak that involved *Songket* and *Selayah Keringkam* gallery, museum textile, and Sarawak Cultural Village (SCV). The arrangement of fieldwork aims to allocate the questionnaires were planned by the researcher.

There are 384 chosen respondents which involved the local and international tourists. This study practices Krejcie and Morgan's sampling method to set the numbers of respondents. Sampling needed to prepare printed survey questionnaires to be distributed among tourists as selecting a subset of respondents from the entire population as an implication to the whole population in Kuching, Sarawak. The population of the study was determined preceding sample size can be calculated.

Table 1: Sampling calculation (Source: Lee, 2014)

Size of total population	Sampling error of 5% with a confidence level of 95% Size of Simple population	Sampling error of 1% with a confidence level of 99% Size of sample population
50	44	50
100	79	99
200	132	196
500	217	476
1,000	278	907
2,000	322	1,661
5,000	357	3,311
10,000	370	4,950
20,000	377	6,578
50,000	381	8,195
100,000	383	8,926
1,000,000	384	9,706

After searching for the total of tourist population in Sarawak in five few years, the researcher calculated the total of respondents by the formula below. According to (Krejcie, R.V. & Morgan, D.W., 1970) a population more than 1,000,000 will have 384 total of sample size that refers to the total of respondents.

Table 2: step of sampling calculation

X ÷ Y = Z	23264782 ÷ 5 =
X: Grand Total of Tourist	4652956.4
Y: Year	X: 23264782
Z: Overall	Y: 5
	Z: 4652956.4

3.2 Pilot Test

A pilot test was carried out using the items in the questionnaires. According to (Baker, 1994), pilot study be able to equally like pre-testing of a specific research implement. One of the key parts of leading a pilot study by giving advance caution about where the main research project may possibly fail if the research protocols are not well conducted or inappropriate methods are too complex. A pilot test was conducted among 45 respondents before the main data collection was disseminated to 384 respondents. 45 respondents were randomly chosen around Kuching area to test the validity of the questionnaires. The analysis result of the pilot test using SPSS based on Cronbach's Alpha value are shown as shown below:

Table 3: Reliability Test Result

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.833	.847	33

3.3 Factor Analysis (FA)

FA is used to discover patterns in the correlation between variables. Patterns are used to cluster the variables into a groups, and we call them as factored. The factor can be treated equally new as a composite variable, Paul (2007). Factor analysis can be used to search patterns among any set of correlated variables. FA were used when the analyst is identifying a fewer number of components, in the factors Gaur (2009).

There are two broad categories of factor analysis: *Exploratory Factor Analysis* (EFA) and *Confirmatory Factor Analysis* (CFA) Paul (2007). EFA focuses on finding structures (Patterns) of correlations in the data. It is used most regularly in the early stages of research in an area to construct measurement scales.

CFA is a key component of structural calculation modelling. In this study there are three variables which are known as independent variables, mediator and dependent variables that were used for data analysis in the factor analysis.

Independent variable is the common motif in *Selayah Keringkam* and will be analyse using the EFA. However, 4Cs model of Effective communication as mediator will be analyse using CFA and dependent variables, next communication channel divided into

two, first is In-Personal communication channel and second is Non-Personal communication as components in EFA.

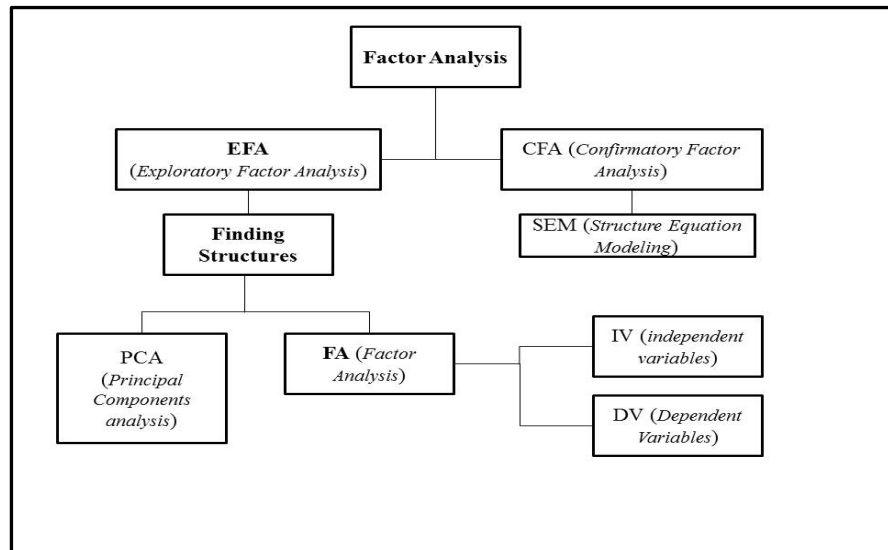


Figure 1: The process of data analysis using Factor Analysis
Sources: Paul (2007)

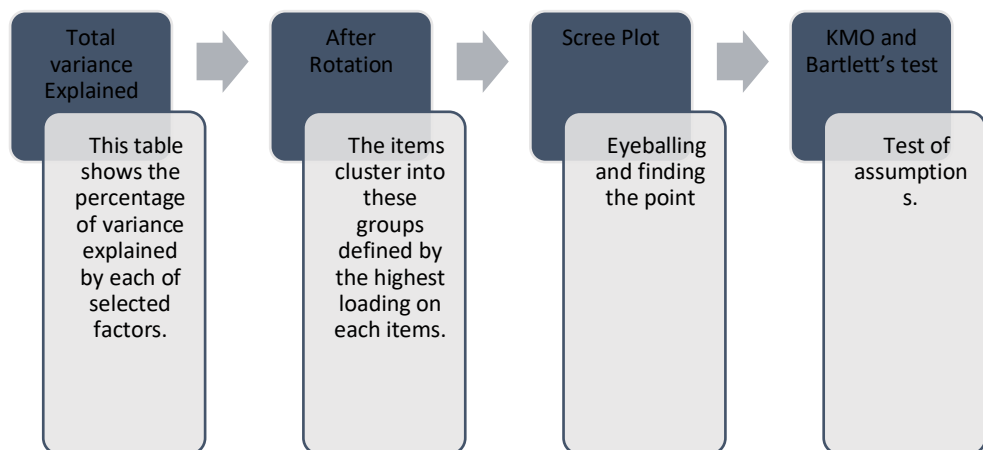


Figure 2: Flow of Factor Analysis Report

The data collected were analysed by means of descriptive analysis, factor analyses, regression and frequency analysis. The analysis was conducted based on the data tabulated in SPSS. Referred to Krejcie and Morgan in (Lee, 2014) table for defining sample size used to get appropriate sample size for the study and deliberated as part of the design of the study as well as a sample of the study, data collection method and data analysis method.

4. HYPHOTHESES

4.1 Statement of Hypotheses

The principle of art communication with selected samples is based on research learning, as well as the liberty of creative interpretation. Goodarzarparvari, P. and Bueno Camejo, F. (2018) Communication with heritage on the sequence of fine arts is also a chance, history progression is also a decent opportunity to communicate with the desired topic through preference platform of communication by receiver for example *Selayah Keringkam* topic. In some case, the clarification on the culture and its heritages would be introduced by a sender of the messages who would provide the supporting material to discuss with receiver about the message as a role of the mediator of certain known knowledge, story and context of *Selayah Keringkam*. Delivering a message with the right communication medium by attempt to surge the competencies of the receiver of the message, by putting them in the situation of thinking about the value of heritages and conveying with them, it is conceivable to inspire artistic knowledge together with cultural knowledge Goodarzarparvari, P. and Bueno Camejo, F. (2018).

There are four hypotheses statements have been created in this study such as below based on the literature found in Goodarzarparvari, P. and Bueno Camejo, F. (2018):

Table 4: Hypotheses Statements

H ₁ High knowledge of <i>Selayah Keringkams'</i> common motif by tourists will effect a high difference preference of In-personal communication medium.
H ₂ High knowledge of <i>Selayah Keringkams'</i> common motif by tourists will effect a high difference preference of Non-personal communication medium.
H ₃ Practice of significance supplement of effective communication will mediate high familiarity of common motif in <i>Selayah Keringkam</i> and impact In-personal Communication medium preference by tourist.
H ₄ Practice of significance supplement of effective communication will mediate high familiarity of common motif in <i>Selayah Keringkam</i> and impact Non-personal Communication medium preference by tourist.

In order to test the hypotheses by accepting or rejecting the hypotheses, regression analysis was used to test the hypotheses. From the correlation analysis, it is found that the common motif of *Selayah Keringkam* as independent variable is related and can be incorporated into 4Cs Effective Communication as mediator and In-personal communication channel together with Non-personal communication channel as it shows in tabular below the significant value with .000 and .003 below than 0.05 that displays significance value, conferring to Pallant (2005), "if the significance value is less than .05 for instance, .01, .0001, etc., then the variable is making a significant unique contribution to the prediction of the dependent variable'. Values above .05 can

be reckoned that the variable is not making a significant unique contribution to the independent variables in the model (Pallant, 2005).

In accordance with that, regression analysis was further employed to test if these independent variables can result in a better outcome of mediator also dependent variable as per the hypotheses. H₁ was firstly analysed to see the influence of the independent variables with the dependent variable. H₂ was then be evaluated to regulate the influence of the mediator (4Cs Effective Communication) towards common motif of *Selayah Keringkam* as independent variables and preference communication channels as dependent variables

Table 5: Correlation Analysis

Correlations				
		Common Motif	4Cs Effective Communication	In-Personal Communication Channel
Independent Variables: (Common Motif of <i>Selayah Keringkam</i>)	Pearson Correlation	1	.232**	.394**
	Sig. (2-tailed)		.000	.000
	N	384	384	384
Mediator: (4Cs Effective Communication)	Pearson Correlation	.232**	1	.227**
	Sig. (2-tailed)	.000		.000
	N	384	384	384
Dependent Variables 1: (In-Personal Communication Channel)	Pearson Correlation	.394**	.227**	1
	Sig. (2-tailed)	.000	.000	
	N	384	384	384
**. Correlation is significant at the 0.01 level (2-tailed).				
Correlations				
		Common Motif	4Cs Effective Communication	Non-Personal Communication Channel
Independent Variables: (Common Motif of <i>Selayah Keringkam</i>)	Pearson Correlation	1	.232**	.152**
	Sig. (2-tailed)		.000	.003
	N	384	384	384
Mediator: (4Cs Effective Communication)	Pearson Correlation	.232**	1	.153**
	Sig. (2-tailed)	.000		.003
	N	384	384	384
Dependent Variables 2: (Non-Personal Communication Channel)	Pearson Correlation	.152**	.153**	1
	Sig. (2-tailed)	.003	.003	
	N	384	384	384
**. Correlation is significant at the 0.01 level (2-tailed).				

5. HYPOTHESES 1

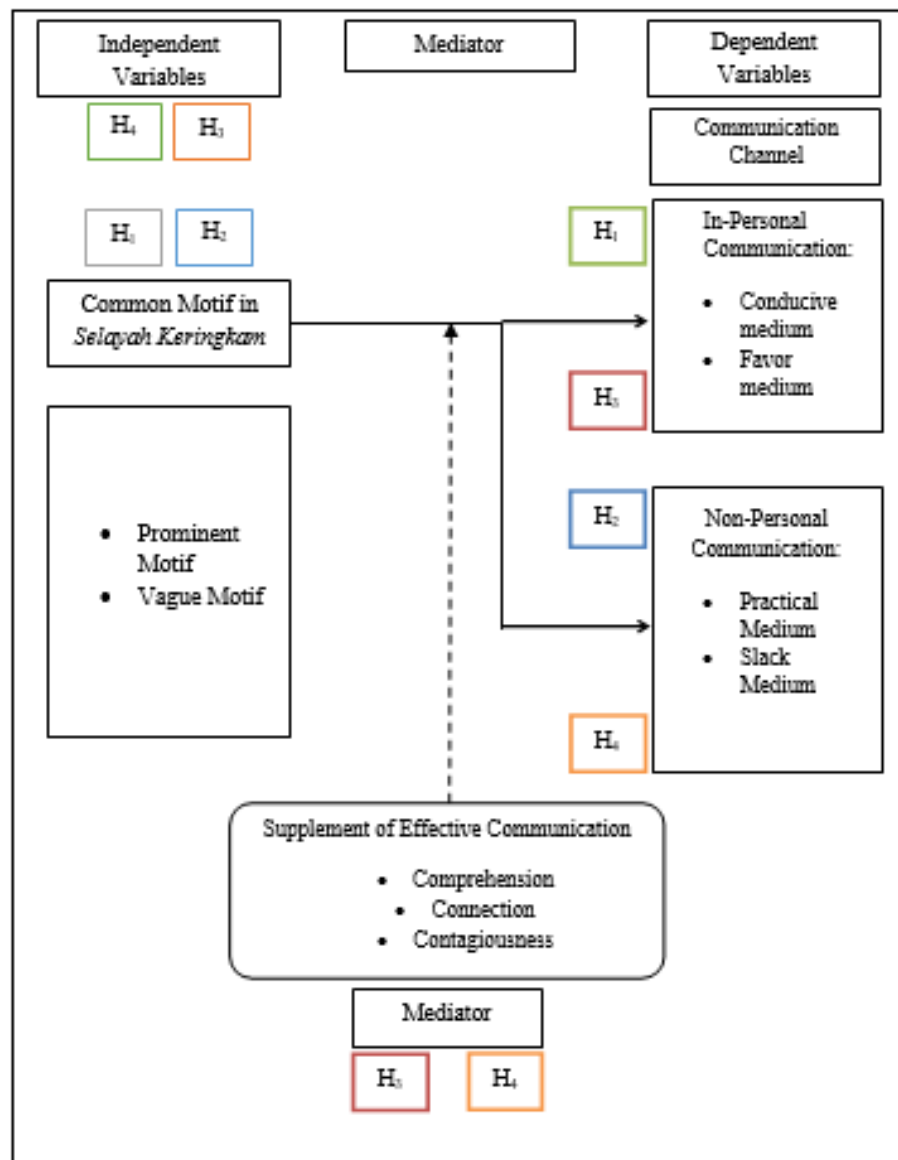


Figure 3: Framework of Hypotheses Testing

- High knowledge of *Selayah Keringkams'* common motif by tourists will effect a high difference preference of In-personal communication medium.

To test the hypotheses as stated above, a regression analysis had been employed for independent variables (Common Motif) with dependent variables (In-Personal communication channel) to regulate hypotheses formed whether it can be accepted. This part of the hypotheses answers the objective to analyse the preference of communication channel among tourist to deliver the common motif in *Selayah Keringkam* prospects.

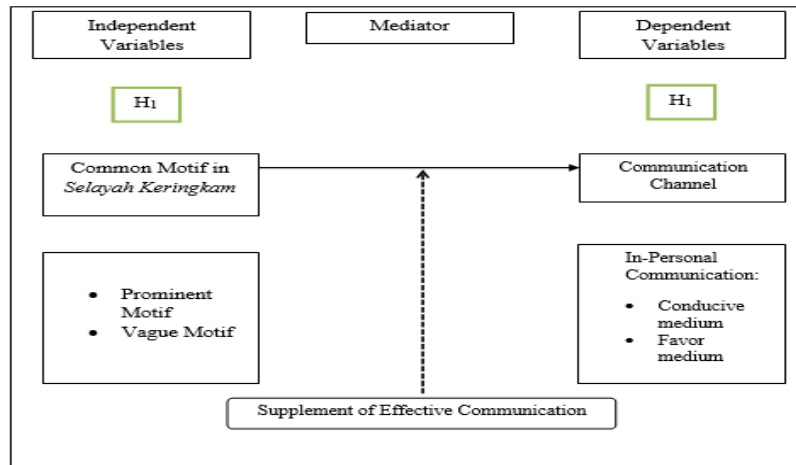


Figure 4: Connection between independent variables towards dependent variables

Figure 4 shows the summary on the relationship of independent variables (Common Motif of *Selayah Keringkam*) and dependent variables (Communication Channels). The Independent variables comprise *Tali Air*, *Kacang-Kacang*, *Bunga Tabur*, *Pucuk Rebung/Gunung*, *Bunga Ros*, *Lada Tumpah* as prominent motif of *Selayah Keringkam* while vague motif is *Bunga cengkih*. Dependent variables 1 consist In-personal communication channels contain over telephone and email as conducive medium and exhibition or booth as favor medium. The table 6 below displays model summary of relationship of independent variables (common motif of *Selayah Keringkam*) and dependent variables (In-personal communication channel) which the value of R Square is 0.155 which mean 15.5 of the variance in the common motif on influence by communication channels and the value of Durbin-Watson is 1.504 which is displayed as a positive value, according to Chen Y (2016) the Durbin-Watson statistic will always have a value ranging between 0 and 4. A value of 2.0 indicates there is no autocorrelation detected in the sample. Values from 0 to less than 2 point to positive autocorrelation and values from 2 to 4 means negative autocorrelation.

Table 6: Summary of relationship of independent variables (common motif of *Selayah Keringkam*) and dependent variables (In-personal communication channel)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.394 ^a	.155	.153	.53895	1.504
a. Predictors: (Constant), Independent Variable (common motif of <i>Selayah Keringkam</i>)					
b. Dependent Variable: DV1 In-personal communication channel					

Table 7: Coefficients of hypotheses one (H¹)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.886	.129		22.413	.000
	Independent Variable	.310	.037	.394	8.383	.000

Table 7 above displays the results of coefficient hypotheses one, which is between the independent variables (Common Motif in *Selayah Keringkam*) and the dependent variables (In-personal communication channel). Based on table 7 shows above, largest standardized coefficients beta is 0.394 satisfactory contribution between the common motif of *Selayah Keringkam* as independent variables and In-personal communication as dependent variables. The significance also shows a great value of 0.000 for both variables which is hypotheses is accepted. According to Pallant (2005), "if the significance value is less than .05 for instance, .01, .0001, etc., then the variable is making a significant unique contribution to the prediction of the dependent variable'. Values above .05 can be reckoned that the variable is not making a significant unique contribution to the independent variables in the model (Pallant, 2005).

6. HYPOTHESES 2

- High knowledge of *Selayah Keringkams'* common motif by tourists will effect a high difference preference of Non-personal communication medium.

To test the hypotheses as stated above, a regression analysis had been employed for independent variables (Common Motif in *Selayah Keringkam*) with dependent variables (Non-personal communication) to regulate hypotheses formed whether it can be accepted. This part of the hypotheses answers the objective to analyse the preference of communication channel among tourist in delivering the common motif of *Selayah Keringkam*.

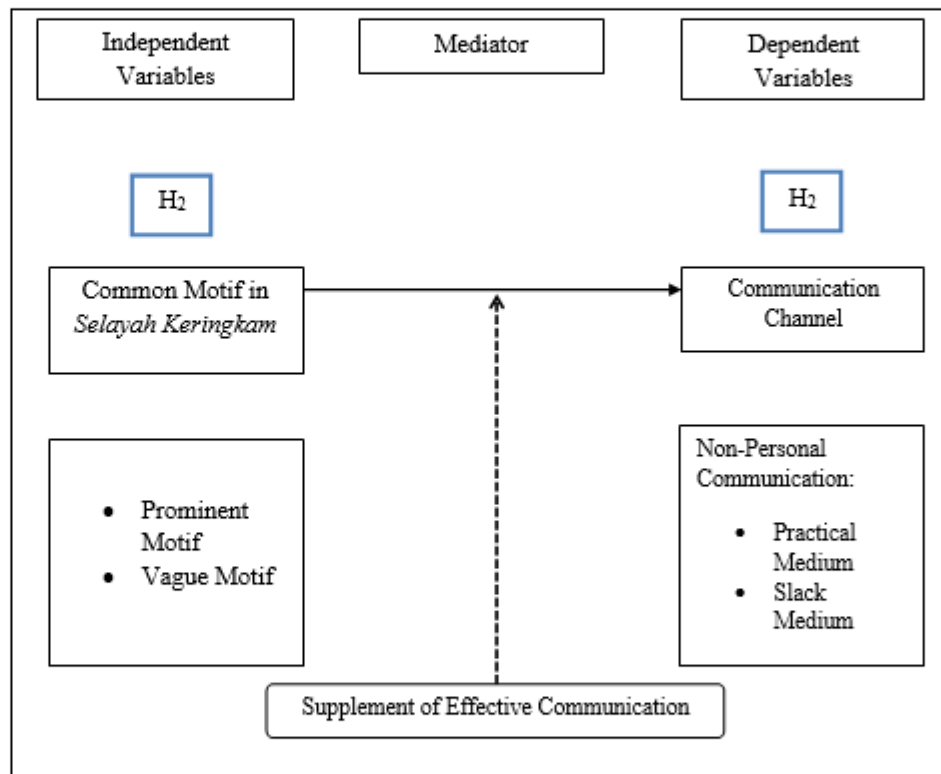


Figure 5: Connection between independent variables towards dependent variables 2

Figure 5 above shows dependent variables 2 contain Non-personal communication channels incorporate with practical media consists print media, broadcast media and online media while for slack medium only include display media. Rendering to Chen Y (2016) the Durbin-Watson statistic will always have a value ranging between 0 and 4. A value of 2.0 indicates there is no autocorrelation detected in the sample. Values from 0 to less than 2 point to positive autocorrelation and values from 2 to 4 means negative autocorrelation. Table 8 below shows model summary of relationship of independent variables (common motif of *Selayah Keringkam*) and dependent variables (Non-personal communication channel) in that the value of R Square is 0.023 and the value of Durbin-Watson is 0.952 which are similarly displayed as a great value means the hypotheses is accepted.

Table 8: Summary of relationship of independent variables (common motif of *Selayah Keringkam*) and dependent variables (Non-personal communication channel)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.152 ^a	.023	.021	.56281	0.952
a. Predictors: (Constant), Independent Variable (common motif of <i>Selayah Keringkam</i>)					
b. Dependent Variable: DV2 Non-personal communication channel					

Table 9: Coefficients of Hypotheses two (H₂)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.401	.134		25.296	.000
	Independent	.116	.039	.152	3.009	.003

Table 9 displays the results of coefficient hypotheses, one which is independent variables (common motif) between dependent variables (Non-personal communication channel). Based on table 9 above display coefficients of hypotheses two (H₂), the largest standardized coefficients beta, which is 0.152 that means the contribution between the common motif of *Selayah Keringkam* as independent variables and Non-personal communication as dependent variables is satisfactory. The significance also shows a great value of 0.000 and 0.003 for the variables and the hypotheses is accepted because in confirming with Pallant (2005), "if the significance value is less than .05 for instance, .01, .0001, etc., then the variable is making a significant unique contribution to the prediction of the dependent variable'.

7. HYPOTHESES 3

- Practice of significance supplement of effective communication will mediate high familiarity of common motif in *Selayah Keringkam* and impact In-personal Communication medium preference by tourist.

To test the hypotheses as stated above, a regression analysis had been used for the independent variables (Common motif of *Selayah Keringkam*) and dependent variable (In-personal Communication) together with the mediator (Supplement of effective communication) in determining either the hypotheses can be accepted or rejected.

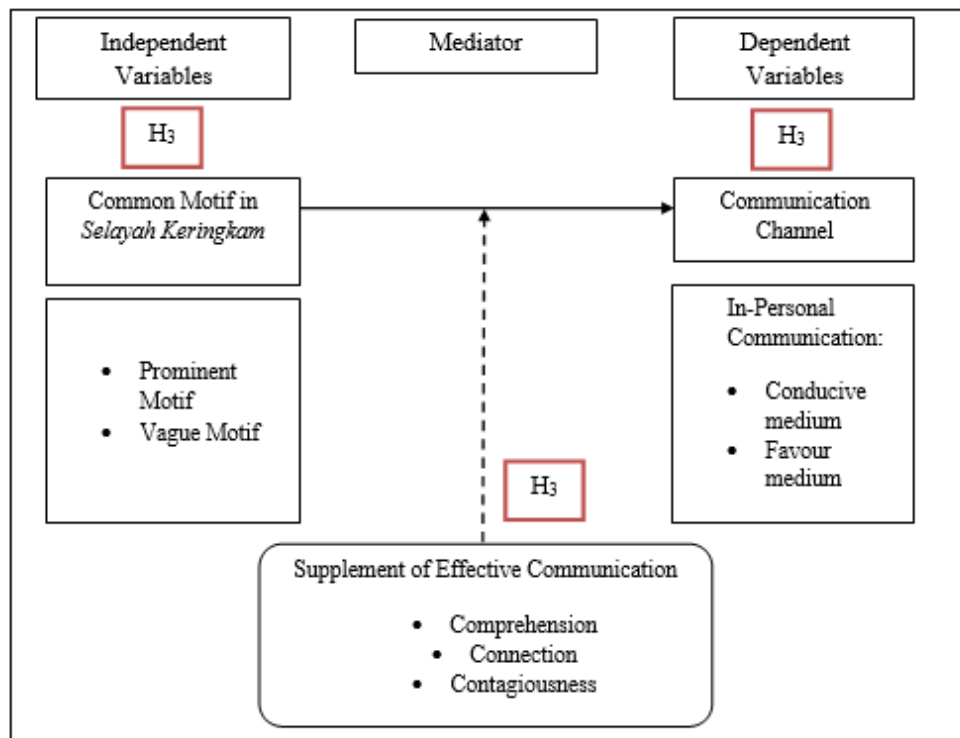


Figure 6: Relationship between independent variables and dependent variables with mediator

Figure 6 above shows the summary on the relationship between the independent variables (common motif of *Selayah Keringkam*) and the dependent variables (In-personal Communication medium) with the mediator (Supplement of Effective Communication). The independent variables consist of aspects such as *Tali Air*, *Kacang-Kacang*, *Bunga Tabur*, *Pucuk Rebung/Gunung*, *Bunga Ros*, *Lada Tumpah* as prominent motif of *Selayah Keringkam* while vague motif is *Bunga cengkih*. Dependent variables 1 consist of in-personal communication channels that contains over telephone and email as conducive medium while exhibition or booth as favour medium. The mediator (Supplement of Effective Communication) incorporates three aspects such as comprehension, connection, and contagiousness.

Table 10 below shows summary of relationship of independent variables (common motif of *Selayah Keringkam*) and dependent variables 1 (In-personal communication channel) with mediator (supplement of effective communication), model summary of Supplement of Effective Communication (Mediator) and In-personal communication (dependent variables) identified in R Square is 0.52 while Durbin-Watson is 1.278. Common Motif and In-personal communication relationship contribution R Square is 0.155 then Durbin-Watson is 1.504, it is significant value for positive autocorrelation in

between variables as show in the results of the value in model summary in table 10 below.

Agreeing to Chen Y (2016) the Durbin-Watson statistic will always have a value ranging between 0 and 4. A value of 2.0 indicates there is no autocorrelation detected in the sample while values from 0 to less than 2 point to positive autocorrelation and values from 2 to 4 means negative autocorrelation, clearly the hypotheses is accepted.

Table 10: Summary of relationship of independent variables (common motif of *Selayah Keringkam*) and dependent variables 1 (In-personal communication channel) with mediator (supplement of effective communication).

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1 (SEC-IPC)	.227	.052	.049	.57113	1.278
2 (CM-IPC)	.394	.155	.153	.53895	1.504

*SEC-Supplement of Effective Communication, *IPC-In-personal communication*, CM-Common Motif

8. HYPOTHESES 4

- Practice of significance supplement of effective communication will mediate high familiarity of common motif in *Selayah Keringkam* and impact Non-Personal Communication medium preference by tourist.

To test the hypotheses as stated above, a regression analysis had been used for the independent variables (Common motif of *Selayah Keringkam*) and dependent variable (Non-personal Communication) together with the mediator (Supplement of effective communication) in determining either the hypotheses could be accepted or not.

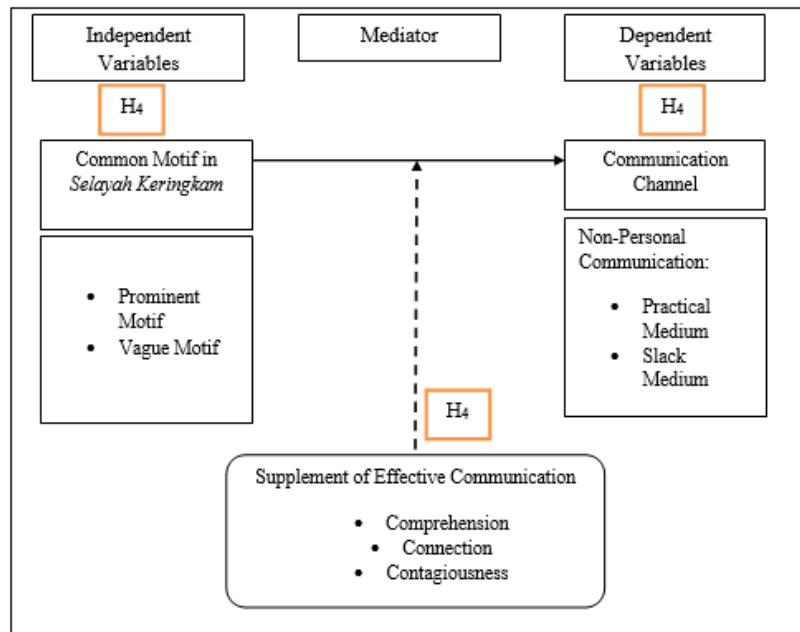


Figure 7: Relationship between independent variables and dependent variables with mediator

Figure 7 above shows the summary on the relationship between the independent variables (common motif in *Selayah Keringkam*) and the dependent variables (Non-personal Communication) with the mediator (Supplement of Effective Communication). The independent variables consist of aspects such as *Tali Air*, *Kacang-Kacang*, *Bunga Tabur*, *Pucuk Rebung* or *Gunung*, *Bunga Ros*, *Lada Tumpah* as prominent motif of *Selayah Keringkam* while vague motif is *Bunga cengkih*. Dependent variables 2 consist of Non-personal communication channels contain print media, broadcast media and online media as practical medium and display media as slack medium. The mediator (Supplement of Effective Communication) incorporates three items such as comprehension, connection, and contagiousness.

In table 11 below displays model summary of Supplement of Effective Communication and Non-personal communication that identified R Square is 0.23 while Durbin-Watson is 0.908. Common Motif and Non-personal communication relationship contribution R Square is 0.23 then Durbin-Watson is 0.952, it is acceptance value for positive autocorrelation in between variables as shows in table 11 below. Supportive by Chen Y (2016) that Durbin-Watson statistic have a value ranging between 0 and 4. A value of 2.0 indicates there is no autocorrelation detected in the sample while values from 0 to less than 2 point to positive autocorrelation and values from 2 to 4 means negative autocorrelation, clearly the hypotheses is still accepted with the range of the value stated.

Table 11: Summary of relationship of independent variables (common motif of *Selayah Keringkam*) and dependent variables 2 (Non-personal communication channel) with mediator (supplement of effective communication).

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1 (SEC-NPC)	.153	.023	.021	.56277	.908
2 (CM-NPC)	.152	.023	.021	.56281	.952
*SEC-Supplement of Effective Communication, *NPC-Non-personal communication*, CM-Common Motif					

8. SUMMARY OF HYPOTHESES TESTING

After analysing the data, table below summarizes the result of the Hypotheses testing. All the hypotheses are supported based on the acceptable value number as display in the body of article.

Table 12: Supported Hypotheses

H ₁	High knowledge of <i>Selayah Keringkams'</i> common motif by tourists will effect a high difference preference of In-personal communication medium.	Supported
H ₂	High knowledge of <i>Selayah Keringkams'</i> common motif by tourists will effect a high difference preference of Non-personal communication medium.	Supported
H ₃	Practice of significance supplement of effective communication will mediate high familiarity of common motif in <i>Selayah Keringkam</i> and impact In-personal Communication medium preference by tourist.	Supported
H ₄	Practice of significance supplement of effective communication will mediate high familiarity of common motif in <i>Selayah Keringkam</i> and impact Non-personal Communication medium preference by tourist.	Supported
*H ₁ -Hypotheses one *H ₂ -Hypotheses two * H ₃ -Hypotheses three *H ₄ -Hypotheses four		

10. SUMMARY

As a result, the supplement of effective communication as mediator that allied to independent variables as common motif in *Selayah Keringkam* and dependent variables as communication channels data was analysed and discussed accordingly. From the component of communication to ensure the effectiveness of message delivering on *Selayah Keringkam* to be well-known to others especially among tourist as this study concerned.

Factor analysis and rotated components in the variables clearly explains to answer the objective which is to identify the most preference communication channels of Sarawak Malay traditional *Selayah Keringkam* prospects. There are seven common motifs of *Selayah Keringkam* that include *Tali Air*, *Kacang-Kacang*, *Bunga Tabur*, *Pucuk Rebung/Gunung*, *Bunga Ros*, *Lada Tumpah* and *Bunga cengkih*. After the rotated components there are new framework identified. New framework shows that common motif of *Selayah Keringkam* as independent variables have two categories namely prominent and vague motif.

Similarly, after the analysis was conducted novel mediator name 4Cs Effective Communication as mediator, consist four items namely comprehension, connection, credibility and contagiousness were modifying when rotated analysis been done. There are only three items identified in mediator classification as supplement of effective communication in new name in framework that only consists of comprehension, connection, and contagiousness that advantage in delivering common motif among tourists effectively. Dependent variable 1 consist In-personal communication channels become two components contain over telephone and email as conducive medium while exhibition/booth as favor medium. Correspondingly, dependent variable 2 become two components which involves of printed media, broadcast media and online media as practical medium then only display media as slack medium.

As a final point, the hypotheses also clarify and confirmed to be supported that significance supplement of effective communications as mediator in this study will influence level of the familiarity of common motif in *Selayah Keringkam* (independent variables) and ultimately contribute positive impression towards communication medium preference by tourists to certify them be acquainted with *Selayah Keringkam*.

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