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"Indonesian-Malaysian: Beauty in Harmony". The Integration of Illustration and Augmented Reality



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This visual art project, titled "Indonesian-Malaysian: Beauty in Harmony," is a multimedia exploration of cultural diversity, unity, and female empowerment in Indonesia and Malaysia, brought to life through the integration of Augmented Reality (AR) using the Artivive app. The artwork features two women representing different cultural identities—the Dayak woman adorned in traditional warrior attire of Borneo with a feathered headdress and fan, and a Malay woman in a modern Baju Kurung and hijab, accessorized with gold jewelry and a songket sash. The composition celebrates harmony across ethnic lines and highlights the beauty of cultural coexistence. Created through digital painting with Procreate, the piece was enhanced with animated layers activated via AR. When viewed through the Artivive app, the static image transforms with movement and interactive elements, enriching the viewer's experience and deepening the emotional narrative. The animation was designed to accentuate key symbols such as traditional patterns, floral motifs, and vibrant colors that represent cultural pride and unity. The integration of AR not only elevates the visual engagement but also serves as an innovative method of storytelling, making heritage more accessible and immersive, especially for younger, tech-savvy audiences. Viewer responses indicated heightened emotional connection and cultural appreciation when interacting with the animated layer. This project contributes to contemporary digital art practices and cultural education by blending tradition with technology. It exemplifies how digital tools like AR can be effectively used to preserve, celebrate, and share cultural narratives in a way that is both modern and meaningful.

Sustainable Development Goal(s) Relevancy

Goal 8: Decent Work and Economic Growth

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