

The Diversity of Local Wisdom, Art and Cultural in Yangon, Republic of the Union of Myanmar

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Abstract: The Republic of the Union of Myanmar has the largest territory in South East Asia, border with China, India and Thailand which results the diversity in local wisdom, art and cultural and also ethnic groups. This study aims to gather the knowledge and develop multimedia of local wisdom, art and cultural in Yangon. For data collection, both primary data (survey and interview) and secondary data are applied in this research. This study is the research collaboration between Thepsatri Rajabhat University and University of Yangon. The series of multimedia in "The Diversity of Local Wisdom, Art and Cultural in Yangon, Republic of the Union of Myanmar" are developed in 7 categories as 1) Myanmar..the land of rice field and river, 2) The local wisdom in performing art, 3) Yangon, 4) The local wisdom in art and craft, 5) The local wisdom in art and cultural, 6) The biodiversity and tourist attraction in Yangon, 7) The local wisdom in Myanmar cuisine. The evaluation of production quality by 5 experts reveals that the multimedia is attractive with useful and understandable content/sound, also appropriate to utilize as a learning resource.

Keywords: Local wisdom, Art and Culture, Yangon, Myanmar

1. Introduction

Myanmar or the Republic of the Union of Myanmar, the largest country in South East Asia, boarded by China and India where Tenasserim hills is in between Myanmar and Thailand in their northern and central region. The richness of natural resource is the prominent point including agricultural land, mineral ore, and petroleum. The art and cultural of Myanmar are also of interesting aspect to investigate as a result of diversity in culture and racial. In present, western culture currently has an influence and changing society; such as technology advancement, living, clothing, cuisine, social manner, or education system which result in the risk of loss in traditional knowledge, culture, art, and local language [1]. For this reason, this research aims to study and gather data regarding "the diversity of local wisdom, art and cultural in Yangon, Republic of the Union of Myanmar" in purpose to protect precious knowledge from the loss. The collected knowledge would collect in the form multimedia which is attractive and easy to understand.

2. Research Objectives

Data gathering, analyzing in "the local wisdom, art and culture of Yangon, the union of Myanmar", developing into a series of multimedia and evaluate production quality are the main research investigation.

3. Research Methodology

Materials and Methods [2,3]

1. Secondary research in related context which are socio-cultural context, local wisdom, and knowledge transferred.
2. Primary research is applied in this study using field survey and interview to gather wisdom of knowledge in Art and Cultural in research field.
3. Data Triangulation: to confirmed the validity and reliability of data before the production phase.

Film Production [4,5,6,7]

4. Pre-production

- 4.1 Develops the production schedule and define the location.
- 4.2 Prepares the movie script with quality, value, performance, ethic.

5. Production

Conducts video production followed by production schedule. The 57 episodes of multimedia are developed. The length of each episode is about 3 minutes.

6. Post-production

6.1 Audio post production and video editing using Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe Audition, Adobe after Effects, DVD Encoder, Macromedia Flash, Stop Motion Pro 4.0 and Nero Express

6.2 Validation and correction.

7. Evaluation

Evaluates the quality of multimedia production in appropriateness, timeline, duration, attractiveness, and content with 5 experts in multimedia production.

8. Edits and Revises the multimedia.

9. Summarizes and develops the final report.

Data Analysis [8,9]

1. Content analysis is applied to summarizes and develops data into document and multimedia production.

2. Qualitative analysis is applied to evaluates the production quality of multimedia in 6 main issues.

4. Research Results

The results are presented into 2 parts;

(1) Multimedia production

The multimedia in "The Diversity of Local Wisdom, Art and Culture in Yangon, Republic of the Union of Myanmar" is developed 57 episodes. The length of each episode is approximately 3 mins, the appropriate duration to get audience attention. The content is divided in 8 categories as follows;

1. Myanmar...the land of rice field and river

Myanmar, officially the Republic of the Union of Myanmar is the country in Southeast Asia, is the country of great ancient civilization with the long mountain range and the large forest area as well as the distinctive style of pagoda, the Buddhist monk in dark red brown robe, and the city of artistic teak. Myanmar also considered as the country of ethnically diverse with more than 135 distinct ethnic groups with more than 242 different ethnolinguistic groups. In present, there are more than 60 million population. Mainly 8 major national ethnic races as (1) Bamar, (2) Kachin, (3) Kayah, (4) Kayin, (5) Chin, (6) Mon, (7) Rakhine, and (8) Shan [10,11]. Myanmar is also known as a country of magnificent culture with the long history and grand architecture. A long great history the majority culture is influenced by Theravada Buddhism which manifested in their language, music, cuisine and the place of worship as a center of life. The faint in religion is on the mind of all people. There are variety in Myanmar cuisine, Way of Life, and Social Living in regard to the myriad of ethnic group. In this category, there are 18 episodes as follows; 1) Ways of Life, 2) The Great Faith, 3) History of Myanmar, 4) Tradition and Culture, 5) The Circle of Season, 6) The Land of Agriculture, 7) The Land of Mineral Resource, 8) the Ethnicity and Diversity, 9) Religion, Faith, Believe, 10) The Spirit of Myanmar, 11) Naming and Believing, 12) Sport and Recreation, 13) Clothing and Apparel, 14) TANAKA "the Secret of Beauty", 15) Betel Chewing, 16) "Longyi, the Traditional Style of Myanmar Wearing", 17) The Golden and Silver Multi-Tiered Umbrella, 18) the Blessing Card, the Key of Victory.



Figure 1(a) Myanmar...the land of rice field and river



Figure 1(b) Myanmar...the land of rice field and river

2. Myanmar Traditional Performing Art

Traditional music comedy and dance drama have a fundamental inspiration from myth as well the moral and religion precept of Buddhist and Brahman. Dancing is the main type of performing art during the festival in Myanmar called "Pwe". The most famous is "Zat Pwe duet dance" which is all night performances which combine melodrama, slapstick, traditional dance, and even pop music. In addition, Myanmar puppet show or "Yokhe Pwe" is a special performance compared with the other performance as a set consists of at least 28 puppets. Some puppet has around 60 strings controller while each puppet has its own particular way of dancing, with accompanying music and song. In this category, there are 3 episodes as follows; 1) Myanmar Traditional Dancing, 2) Myanmar Traditional Dancing Drama, 3) Myanmar Traditional Puppet Show.



Figure 2 Myanmar Traditional Performing Art

3. Yangon...the City of History

Yangon or previously known as Dagon is Myanmar's largest city and a place of tourist destination as it is a historically important with ethnic diversity and religions which surrounded with the river as its traditional peninsula setting between Bago, Yangon, and Hlaing river. The upstream river is on the Pegu mountain range roundabout the west to the south of city through Shwedagon Pagoda and the gulf of Martaban. Yangon is a city of main trading port, 30 kilometers away from the deep-sea port, with wonderful array of colonial-era buildings. In this category, there is 1 episode: Yangon... the city of history.



Figure 3 Yangon... the city of history

4. Myanmar Local Wisdom of Art and Craft

Art and Craft of Myanmar are categorized into 10 types called "Pan Sel Myo" as Panchi (painting), Punpu (wood sculpture), Panbe (iron work), Panyun (handicraft), Panpoot (wood rubbing), Panyan (constructing), Pantaut (decorative floral design), Pantamaut (stone curving), Patatin (making object with gold and silver), Pante (making material with copper bronze or brass). Myanmar traditional woven fabric is reflecting the ways of life and performs as the record of history. "Lun taya or Lun taya acheik" is a distinctive wave pattern of Myanmar textile. In this category, there are 7 episodes as follows; 1) Myanmar Traditional Craftsman, 2) Yun-The, Myanmar Traditional Lacquerware, 3) Myanmar Woven Fabric, 4) Metalware, 5) Wood Sculpture, 6) Wooden Figure Sculpture, 7) Needlecraft.



Figure 4 Myanmar Local Wisdom of Art and Craft

5. Myanmar Religion, Believe, Sanctity and Monastery

Myanmar also considered as the country of ethnically diverse with more than 67 distinct ethnic groups while the majority culture is influenced by Theravada Buddhism with strong faith and believe on the mind of people which affect in Myanmar cuisine, Way of Life, and Social Living in regard to the myriad of ethnic group. Shwedagon Pagoda, the great golden pagoda in Yangon is the one of five most sacred and impressive Buddhist site for the people of the Union of Myanmar as reflection of Myanmar religion, believe, sanctity and monastery. In this category, there are 16 episodes as follows; 1) Wisdom of Knowledge in Religion, Believe, and the Concept of Fine Arts, 2) Shwedagon Pagoda, 3) Sule Pagoda, 4) Kyauk Htat Gyi Buddha, 5) Botatung Pagoda, 6) Bo Bo Gyi, the Myanmar Guardian Spirit, 7) Nan Oo, the Statue of Buddha, 8) Mya Nang New, the Myanmar Guardian Spirit, 9) Nga htat Gyi Pagoda, 10) Kaba Aye Pagoda, 11) The Great Cave..Maha Pasana Guha, 12) The Mable Buddha, Kyauk Taw Gyi Pagoda, 13) Swe Taw Myat Pagoda, 14) Royal White Elephant Garden, 15) Mahabandoola Park, 16) Colonial Architecture.



Figure 5 Myanmar Religion, Believe, Sanctity and Monastery

6. Biodiversity and Botanical Tourism in Yangon

Myanmar is one of the countries with rich of natural resources. Yangon is considered as the largest city in Myanmar. However, there is diversity of plants and animals. Kandawgyi lake and Inya lake are the main lake in Yangon to provide a clean water supply to the city during the British colonial administration. Also, Hlawga Wildlife Park is one of the best getaway spots where visitors can enjoy both the beauty of national park and the fresh air. The park was established in 1982 with joint-funding by the UNDP and the Burmese government in order to protect the forests and indigenous wildlife species in their natural habitats. In this category, there are 3 episodes as follows; 1) Kandawgyi Lake, 2) Hlawga wildlife park, 3) Mahabandoola Park.



Figure 6 Biodiversity and Botanical Tourism in Yangon

7. Myanmar Traditional Food and Cuisine

Myanmar has a variety of food and cuisine from different nationalities which is influenced by neighboring countries, including Thailand, Laos, India and China. Meat and fish product including fish sauce and ngapi (fermented seafood) are main ingredient of food, then served with fresh vegetables, rice while rice flour, coconut milk, granulated sugar, and sugar cane are main ingredient of dessert. In this category, there are 9 episodes as follows; 1) Myanmar Food and Cuisine, 2) Myanmar Food and Cuisine in region, 3) Samosa, 4) Nga Si Bryan, 5) Mo Hin Ga, 6) Laphet Thote, 7) Nangyi Thohk, 8) Sengpeh, 9) Halawa.



Figure 7 Myanmar Traditional Food and Cuisine

(2) The evaluation of multimedia production

In evaluating the multimedia production, close-ended questionnaire with 5 scales rating is applied in this research to investigate 6 major issues using qualitative technique. The series of multimedia production is evaluated by 5 experts who are specialize in multimedia production and tourism. The evaluation result is shown as follows;

Table1 the evaluation of multimedia production

Issue(s)	Satisfaction level		
	\bar{x}	S.D	Interpretation
1.the content is clear/understandable	4.80	0.44	Highest
2. the content is present in a creative way and stimulate learning	4.80	0.44	Highest
3. the video is relevant with the information of movie script	4.80	0.44	Highest
4. the video could enhance presentation information	4.60	0.54	Highest
5. the sound could enhance presentation information	4.80	0.44	Highest
6. the multimedia is effective and useful and able pass on knowledge to audiences	4.60	0.54	Highest

5. Discussion

According to the research results, there are 7 categories with 57 episodes of a series in "the Diversity of Local Wisdom, Art and Cultural in Yangon, Republic of the Union of Myanmar". In production process, the production is conducted throughout the year, some part of episodes is able to perform during special event or festival yearly. Therefore, the production is required to design and manage carefully in all necessary aspects such as documentary, financial budget, personnel, production equipment, and location. Particularly, in Myanmar which is considered as outbound and governed by military. Also, some of production requires drone camera to record video footage in bird's eye view. Therefore, all of productions are necessary to require a permission and verify the correctness of content. In addition, result of evaluation by experts in series of multimedia in "*The Diversity of Local Wisdom, Art and Cultural in Yangon, Republic of the Union of Myanmar*" in all 6 major issues; (1) clear and understandable content, (2) creative to stimulate learning, (3) the video is relevant to the information of movie script, (4) the video is enhancing presentation information, (5) the sound is enhancing the presentation information, (6) the effectiveness and usefulness to pass on knowledge to audiences, are in the highest ranking position in all aspects. In consequence, this series of multimedia is appropriated as a source of knowledge and material of learning.

6. Conclusion

Local wisdom is a part of the cultural local knowledge that is formed through a process of learning which could be interpreted as a set of knowledge, values and norms of a particular form of adaptation and life experience of social. The knowledge could be integrated with modern education to understand local society and living sustainably. This research is a medium to gathers Myanmar local wisdom to protect the valuable knowledge from the risk of loss in the form of multimedia which is attractive and attain a deep understanding. The 57 episodes of multimedia in "*Diversity and Local Wisdom of Art and Cultural in Yangon, the Republic Union of Myanmar*" are developed. From the perspective of experts, the multimedia is attractive with useful and understandable content/sound, also appropriate to utilize as a learning resource.

7. Acknowledgement

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