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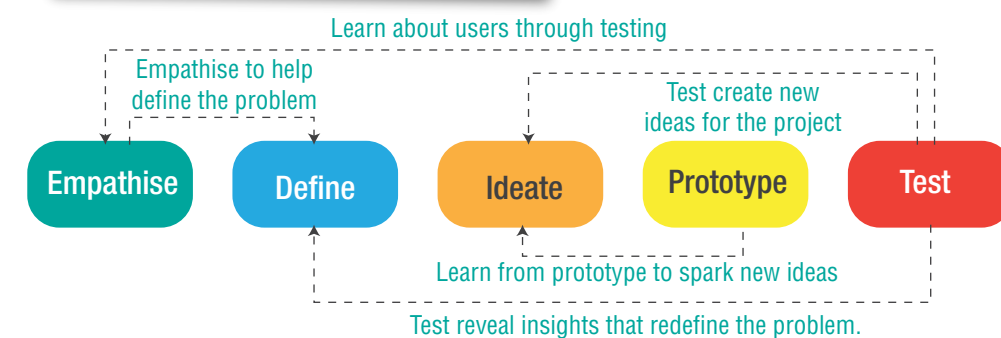
ABSTRACT

Cross-cultural application efforts are not only focused on physical activity in communities, but it can be applied through a variety of mediums. Islamic Art are broad and needs to be developed and enriched with creativity. This study will identify the elements of cross-cultural art that possible to generate new ideas for the design of Islamic Art motifs. The cross-cultural component in this study is the cultural basis of Malaysia's three main ethnic groups. The study of creating cross-cultural-based motifs are limited. There are no new addition and creativity in the field of Islamic Art. This study aims to identify the art elements of cross-culture that can be used as inspiration for motif design and propose a new possible cross-cultural Islamic Art motif design. Qualitative study is used to collect the data by the application of content analysis and unstructured observation methods. Cross-cultural elements that do not conflict with the core of Islamic Art can generate high creativity, inspire innovation in producing Islamic Art motifs and have the potential to be applied on various platforms. In conclusion, the cross-cultural art element can be used as inspiration for the design of new Islamic Art motifs that have local multi-cultural identity characteristics.

INTRODUCTION

Cross-cultural study is the study of communication that bridges communities by emphasising the comparison of forms, visual design, and patterns from various cultures. Cross-cultural, according to Dewan Bahasa dan Pustaka, refers to a comparison or clash between two or more different cultures. Cross-cultural encounters are not uncommon in Malaysian society, which is characterised by a pluralistic society. Understanding the importance of cross-cultural understanding must extend beyond the local context to the global level, where there are many different cultures and languages. Artistic activities are permitted in Islam, but must follow a specific path. The Islamic concept of art is one that is in accordance with human instincts, leading to safety and pleasure. The artistic motifs proposed by Islam are aimed at goodness and morality.

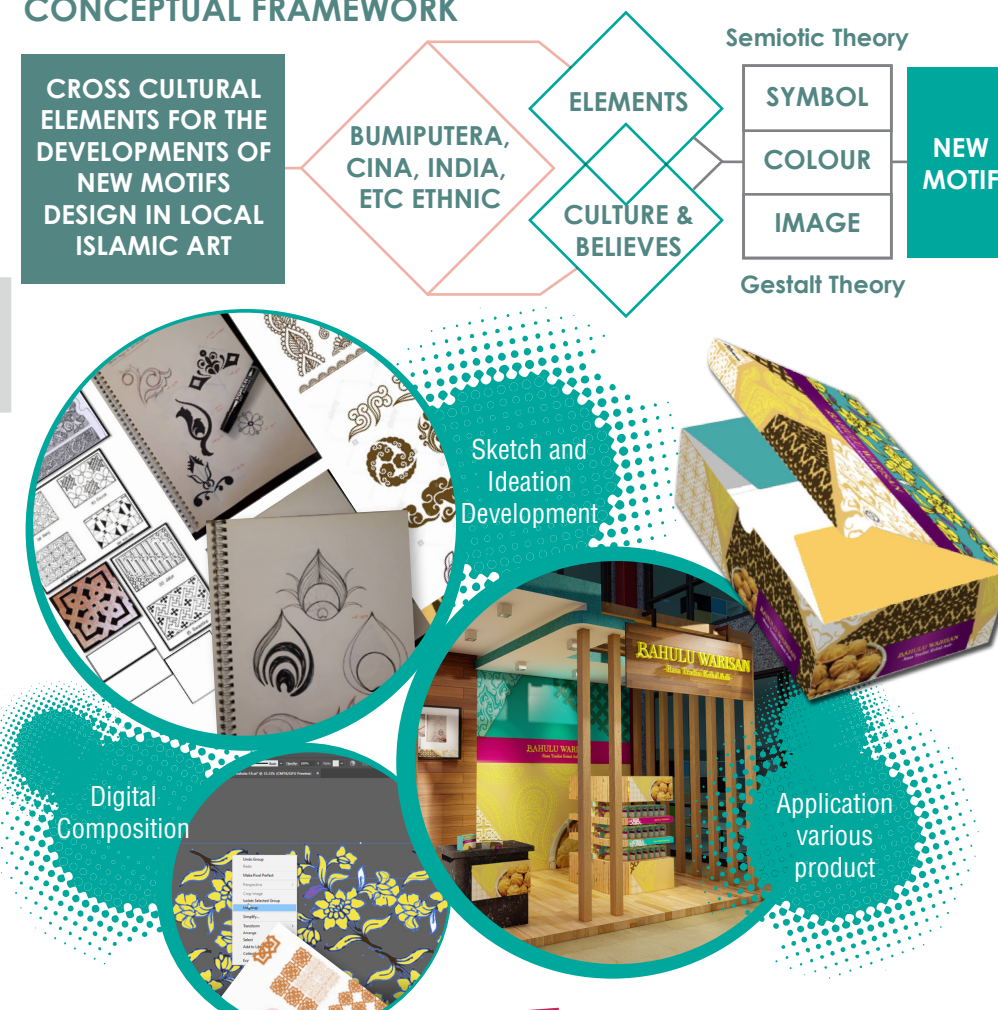
METHODOLOGY



PRODUCT DESCRIPTION

This research contribute in the form of knowledge and design of cross-cultural Islamic Art motifs, and the motifs will adhere to the stipulations outlined in Islam. Islam defines ethics in the arts and does not limit itself to aesthetic values alone. The creation of new Islamic Art motifs based on elements of local cross-cultural art has the potential to enhance local identity. Ethnic patterns as well as artistic elements from cross-cultural Islamic law adherents will inspire creativity in the generation of a variety of new ideas that are relevant to the current situation.

CONCEPTUAL FRAMEWORK



SHARIAH COMPLIANCE

Islam is practised by many nations and the clash between cultural art and Islamic art has a positive impact. Cross-cultural elements and influences inspired motif designs with creative pattern arrangements and appropriate subject matter selection. Floral, symbol, image, and stylize element motifs that do not contradict Islam are combined to create a new Islamic motif design.

SIGNIFICANCES

This research can contribute in the form of knowledge and design of cross-cultural Islamic Art motifs, and the motifs will adhere to the stipulations outlined in Islam. Islam defines ethics in the arts and does not limit itself to aesthetic values alone. The creation of new Islamic Art motifs based on elements of local cross-cultural art has the potential to enhance local identity. Ethnic patterns as well as artistic elements from cross-cultural Islamic law adherents will inspire creativity in the generation of a variety of new ideas that are relevant to the current situation.

NOVELTY

- The application of islamic cross-cultural arts elements and the integration of technological skills within the development of elements for each of the major components of the Islamic cross-cultural model.
- Balance in the mastery of knowledge, skills, and development of cross cultural models based on islamic priciple and outlines.
- Identity design based on Islamic cross-cultural concepts will be more easily understood and accepted universally and will be flexible to meet the needs of the INDUSTRIAL REVOLUTION 5.0.

AWARD PUBLICATION & RESEARCH

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