

World Heritage Site: Kempen Warisan Lenggong 2013

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Abstract

Kempen Warisan Lenggong 2013 is a social campaign organized by final year students in Persuasive Communication, School of Communication, Universiti Sains Malaysia (USM). This is the first campaign done outside of USM and Penang Island. Famously known as one of the world heritage sites in Malaysia, Lenggong Valley, Perak had been recognized by the United Nations Educational, Scientific and Cultural Organization (UNESCO) on 30th June 2012 as the fourth World Heritage Site. The campaign was done to raise the awareness among the local students on the importance of conserving and preserving Lenggong Valley as the heritage and the historical site as well as create an awareness towards the recognition of being one of the World Heritage Sites. Furthermore, the Kempen Warisan Lenggong was initiated to foster a sense of ownership among students and also to increase the involvement of the students in the efforts of maintaining the World Heritage Site status in Lenggong Valley.

A baseline research was done earlier prior to the campaign, in order to identify problems or issues especially on the knowledge, attitudes and practices of local students towards Lenggong. 175 students from three different schools participated in the survey. The research found that local students had low levels of knowledge and understanding especially on the recognition and the importance of Lenggong Valley as one of the World Heritage Site. Some respondents were not even aware about the recognition at all. Only 5.7% of the respondents knew about the recognition given towards Lenggong Valley. More than half of the respondents (58.3%) were unsure that they would want to continue to stay at Lenggong after they finished their studies. The main reason was because they could not see any job opportunities available in Lenggong valley since it is a rural area.

Therefore, various activities have been planned for Kempen Warisan Lenggong 2013 from December to May 2013. 'High School Attack' exploration series at Sekolah Menengah Kebangsaan Sultan Azlan Shah, Sekolah Menengah Kebangsaan Tan Sri Abdul Aziz and Sekolah Menengah Kebangsaan Dato' Ahmad was successfully held on 19th and 20th March 2013. Several activities were carried out during the 'High School Attack' exploration series, such as promoting the Photography Contest with the theme 'Kehidupan Di Lenggong', Scrapbook Competition with the theme 'Lenggong Tanggungjawab Saya' and also Explorace 'Jejak Warisan Lenggong'. The explorace was designed to educate students on Lenggong in a fun way, using the edutainment approach. This exploration series had attracted over 700 entries from the two schools. Participants were students from Form 1 to Form Upper 6. Other than that, a website and a Facebook fan page of this campaign had been created to disseminate the information about Lenggong to the people. Bookmarks, button badges, t-shirts, banners, flyers,

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posters, videos and a song about Lenggong has been produced as well. This campaign was well promoted through radio station, Perak.FM, TV1 news channel and also some local newspapers.

The highlight of this campaign was the event called 'Sedetik Mengimbau Warisan' officiated by YBhg. YB Dato' Shamsul Anuar bin Nasarah, state Member of Parliamet for Lenggong. The event was held at the Dewan Serbaguna Kota Tampan, Lenggong on 11 May 2013. Also present were Profesor Dr Mohd Mokhtar Saidin, the director of Pusat Penyelidikan Arkeologi Global (PPAG), USM, Dr Bahiyah Omar as representative of the Dean from School of Communications, USM, Mr. Mohd Nazaruddin bin Mohd Yusoff, Chief Executive Officer at KPerak, Mr. Mohd Syahrin bin Abdullah, officer at Jabatan Warisan Negara, Mr. Noor Ekhsan bin Baharuddin, Secretary of Lenggong District Council, village headmen, sponsors, the media, lecturers and students. The purpose of the event was to give recognition to the sponsors and prizes to students involved in activities throughout this campaign. KPerak was the main sponsor and contributed RM10,000 for this campaign. The campaign was also supported and sponsored by the Honourable Dato' Shamsul Anuar bin Nasarah, Lenggong District Council, Penang state government office, Global Archaeological Research Centre USM, Division of Industry and Community Network (DICN) USM, Student Affairs and Development Division (BHEPP) USM, School of Communication USM, Malaysia Perak Information Department, and local schools in Lenggong.

Keywords: world heritage, heritage, lenggong, awareness, kempen warisan lenggong