

Budaya pop adalah sesuatu cabang yang menjadi kecenderungan insan kreatif dalam apa jua bidang, baik lukisan atau rekaan fesyen. Ikuti takrifan budaya pop dari kaca mata pelukis potret dan lukisan media fesyen. BERITA HARIAN melaporkan.

Budaya pop pencetus ilham



GALI TAKRIFAN 'MASKULINITI': Menerusi projek tahun akhirnya di Maktab Seni Lasalle, Encik Muhammad Jayakhidhir Mohd Edrus menghasilkan buku bertajuk 'Yalam' yang mengupas pandangan 30 lelaki Melayu mengenai kelekakan. – Foto BH oleh NUR DIYANA TAHA

Karyawan media fesyen tinjau tanggapan lelaki Melayu tentang maskulinititi

KETIKA meniti usia remaja, Encik Muhammad Jayakhidhir Mohd Edrus kagum dengan cara ikon fesyen Sudirman, David Bowie, Grace Jones, Yuna dan Leslie Cheung, mengayak busana mereka.

Lebih menarik lagi di luar skop fesyen dan penampilan, takrifan dan pendirian lima personaliti daripada dunia hiburan berbeza ini terhadap kehidupan.

Kerana teruja ingin tahu mengapa dan bagaimana individu umum menampilkan diri mereka di khidmat akhbar menerusi busana dan aksesori, maka Encik Muhammad Jayakhidhir, 26 tahun, memilih pengajian ijazah Sarjana Muda Seni (Kepujian) dalam Media dan Industri Fesyen di Maktab Seni Lasalle.

Baru-baru ini, anak bongsu dalam tiga beradik yang sebelum ini mengambil Diploma Filem, Bunyian dan Video di Politeknik Ngee Ann (NP), tamat pengajian dengan meraih Kepujian Kelas Pertama.

Bagi projek tahun akhirnya, Encik Muhammad Jayakhidhir menghasilkan buku bertajuk *Yalam* (Jilid 1) tentang takrifan 30 lelaki Melayu mengenai pelbagai tanggapan maskulinititi atau kelekakan dan bagaimana setiap individu Melayu mewakili pendapat umum ini.

'*Yalam*' adalah imej cermin atau diterbalikkan daripada perkataan 'Melayu'.

Apakah yang cuba dikupasnya dalam projek ini? Ikuti wawancara Berita Harian dengan Encik Muhammad Jayakhidhir, editor digital kreatif di Heart Media yang menyelar penerbitan majalah *L'official* dan *Men's Folio*.

Soalan (S): Apakah perasaan anda apabila menerima ijazah Kepujian Kelas Pertama?

Encik Muhammad Jayakhidhir (MJ): Saya tidak menetapkan sasaran akademik apabila memasuki universiti. Saya hanya secara tulus ingin lebih mempelajari apa yang diajar dalam sukatan pendidikan kursus saya ini, iaitu apakah fesyen jika dikaitkan dengan media dan wacana yang berlegar sekitar dua subjek

ini, fesyen dan media.

Mendapat ijazah Kepujian Kelas Pertama justeru adalah bonus buat saya.

S: Ceritakan tentang projek tahun akhir anda 'Yalam'. Mengapa anda ingin hasilkan projek yang condong dengan isu identiti Melayu dan apakah pula cabarnya?

MJ: Projek tahun akhir saya, *Yalam*, dihasilkan mengimbas kembali pada pengalaman peribadi. Ketika meniti usia remaja, saya pernah mendengar perkataan 'Yalam' ini digunakan oleh teman saya sebagai lontaran kata negatif terhadap masyarakat Melayu setiap kali orang Melayu dianggap tidak boleh memberi kerjasama atau pemalas dalam pelbagai situasi sosial.

Saya memilih untuk menggunakan kembali perkataan 'Yalam' ini bagi berkongsi pengalaman kehidupan orang Melayu yang membesar dalam negara sekular.

Dalam konteks Singapura, orang Melayu perlu berunding tentang pelbagai aspek kehidupan mereka dengan kadangkala perlu mengetepikan beberapa aspek identiti Melayu/Islam mereka dengan cara mereka berpakaian atau bertindak mereka untuk menyesuaikan diri dengan kaum lain.

Penunggang bersejarah mengenai apa yang masyarakat Melayu di sini telah lalui selama berdekad lamanya juga menarik kerana ia mendedahkan saya ingin ambil tahu apakah yang diketepikan masyarakat kita dari segi budaya dan kepercayaan dalam usaha memburu kemajuan kebendaan.

Dengan berbuat demikian, apakah kita menjadi sebaliknya daripada takrifan orang Melayu yang kita sedia maklum?

Cabaran yang saya hadapi memang besar kerana ramai individu antara usia 16 hingga 30 tahun yang ingin saya paparkan di rumah masing-masing tidak selesa jika saya, orang yang tidak dikenali berada di rumah mereka.

Dalam buku ini yang merupakan jilid pertama, terdapat 30 indi-

vidu lelaki Melayu yang berkongsi tanggapan mereka mengenai kelekakan.

Saya berharap dapat meneruskan projek ini dengan lebih banyak jilid dihasilkan dengan tumpuan pada tema tertentu yang akan saya fikirkan kelak.

S: Apakah yang anda harapkan daripada industri fesyen Singapura?

MJ: Jenama tempatan harus bersandarkan budaya dan sejarah Singapura dan kemudian membangun pengikutnya dengan matlamat jangka panjang daripada tertumpu pada usaha mengaut margin untung buat jangka pendek.

Namun, saya dapati terdapat lebih banyak pendekatan eksperimental berisiko yang diambil beberapa jenama tempatan dari segi pengimejan visual dan pemasaran.

Jenama setempat juga harus mendengar kehendak pelanggan busana, apa yang mereka inginkan mengambil kira cuaca dan budaya di sini. Janglah dibandingkan dengan tuntutan jenama busana antarabangsa lebih besar.

S: Di luar skop fesyen, adakah anda mencuba pekerjaan lain?

MJ: Saya tentunya tidak menjangkakan diri saya akan menjadi penolong ujian swab sejurus tamat pengajian di Lasalle.

Tugas ini memang tiada kenamengena dengan media fesyen. Dalam paradigma pandemik, bagaimanapun, kita harus bersikap terbuka pada perubahan yang memerlukan kita membuat penyesuaian.

Pengalaman bekerja sewaktu tempoh pandemik ini amat bermakna. Sepanjang bertugas sebagai penolong ujian swab, saya berkunjung ke banyak tempat meliputi estet kejeranan HDB, dormitori, hotel dan sekolah.

Kerana saya dapat menyaksikan sendiri dan berinteraksi dengan ramai individu daripada pelbagai lapisan masyarakat adalah pengalaman membuka mata.

*Pop culture has become an interest for creative people from any field, be it painting or fashion design. Follow the definition of pop culture from the perspective of portrait painters and fashion media graduates. **BERITA HARIAN** reports.*

Pop culture ignites inspiration

EXPLORING THE DEFINITION OF 'MASCULINITY': Through his final year project at LASALLE College of the Arts, Mr Muhammad Jayakhidhir Mohd Edrus produced a book entitled 'Yalam' which explores the views of 30 Malay men on manhood. –BH Photo by NUR DIYANA TAHA

Fashion media professional surveys perceptions of masculinity among Malay men

While in his teens, Encik Muhammad Jayakhidhir Mohd Edrus became impressed with the way fashion icons Sudirman, David Bowie, Grace Jones, Yuna and Leslie Cheung styled their clothes.

More interesting to him, beyond the scope of fashion and appearance, was the definition and stance on life that these five personalities from the different worlds of entertainment had.

Eager to discover why and how individuals in general present themselves in public through clothing and accessories, Mr Muhammad Jayakhidhir, 26, chose to pursue a Bachelor of Arts (Hons) degree in Fashion and Media Industries at LASALLE.

The youngest of three siblings, who previously took a Diploma in Film, Sound and Video at Ngee Ann Polytechnic (NP), recently graduated with a First Class Honours.

For his final year project, Mr Muhammad Jayakhidhir produced a book entitled *Yalam* (Volume 1) on definitions given by 30 Malay men on various notions of masculinity or manhood and how each Malay individual represents this general opinion.

'*Yalam*' is a mirror image or inversion from the word 'Malay'.

What is he trying to address in this project? Follow the *Berita Harian* interview with Mr Muhammad Jayakhidhir, creative digital editor at Heart Media who coordinates the publication of *L'Officiel* and *Men's Folio* magazines.

Question (Q): How did you feel when you received the First Class Honours degree?

Mr Muhammad Jayakhidhir (MJ): I had not set academic targets when I entered university. I just sincerely wanted to learn more about what was taught in the syllabus of my course, which is what fashion is if associated with media and the discourse that revolves around these two subjects, fashion and media.

Getting a First Class Honours degree is therefore a bonus for me.

Q: Tell us about your final year project 'Yalam'. Why did you want to produce a project that focuses on the issue of Malay identity and what were the challenges?

MJ: My final year project, *Yalam*, was produced reminiscent of my own personal experiences. When I was a teenager, I heard the word 'Yalam' used by my friend as a pejorative against the Malay community whenever Malays were considered uncooperative or lazy in various social situations.

I chose to use the word 'Yalam' again to share the life experiences of Malays who grow up in a secular country.

In the Singapore context, Malays need to negotiate various aspects of their lives by sometimes having to set aside some aspects of their Malay/Muslim identity through the way they dress or adjusting their behaviour to fit in with other races.

The historical evidence of what the Malay community here has gone through for decades is also interesting because it urges me to take note of what our society has set aside in terms of culture and beliefs in the pursuit of material progress.

In doing so, have we become the opposite to the definition of Malays that we know?

The challenge I faced was indeed huge because many of the individuals between the ages of 16 to 30 which I wanted to portray in their respective homes were uncomfortable that I, a stranger, was in their home.

In this book, which is the first volume, there are 30 Malay men who share their perceptions of masculinity. I hope to continue this project with more volumes produced focused on specific themes that I will think about later.

Q: What do you hope for from Singapore's fashion industry?

MJ: Local brands should build on Singapore's culture and history and then develop a relationship with their followers with long-term goals, rather than focus on short-term profit margins.

Still, I find there are more risky experimental approaches taken by some local brands in terms of visual imaging and marketing.

Local brands should also listen to the wishes of fashion customers and what they want, taking into account the weather and culture here. Don't compare with the demands of larger international fashion brands.

Q: Beyond the scope of fashion, have you tried other occupations?

MJ: I certainly didn't expect myself to be a swab test assistant soon after graduating from LASALLE.

This job certainly has nothing to do with fashion media. In a pandemic paradigm, however, we must be open to changes that require us to make changes.

The experience of working during this pandemic period was very meaningful. During my tenure as a swab test assistant, I visited many places including HDB neighbourhood estates, dormitories, hotels and schools.

It was an eye-opening experience because I was able to witness for myself and interact with so many individuals from all walks of life.