

GERBANG MEK MAS AS A NEW ICONIC STRUCTURE AT KAMPUNG PANTAI MEK MAS, KOTA BHARU

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Highlights: Facilities in a village are very important to provide convenience to the villagers. The facilities provided can provide opportunities for the villagers to generate income. Therefore, Gerbang Mek Mas can give guidance and attract the attention of visitors as well as show the identity of this village as a fishing village. In addition, this iconic sculpture can also increase the aesthetic value of this village as a unique fishing village.

Key words: *Gerbang, entrance, history, identity, tourist, local communities.*

Introduction

Gerbang Mek Mas is a new iconic structure gateway in Kampung Pantai Mek Mas and become main focal point before the tourist go to another cultural and heritage place. Gerbang Mek Mas also can identify entrance points to the village and key destinations as well as its neighbourhood. It represents the Mek Mas story and Kampung Pantai Mek Mas as a fishing village. Gerbang Mek Mas can bring back the history of Mek Mas based on the characteristics of Gerbang Mek Mas.

The first characteristics of Mek Mas is fish trap or "Bubu". Bubu is tools for catching fish. It's like a basket that allows fish to get into it but is blocked for fish to get out. Mek Mas use the "Bubu" to catch the fish. The second characteristics of Mek Mas is Batik motive. It is a type of cloth that worn by Mek Mas when she explored the village by catching the fish at the river. The third characteristics of Mek Mas is water. The element was taken because Mek Mas catch the fish at the river. The last characteristics of this Gerbang Mek Mas is "Perahu". It represents the culture of Kampung Pantai Mek Mas as a fishing village.

Gerbang Mek Mas is important for the education because it can be a guideline to be implement at suitable cultural and heritage design especially for the landscape architecture study. It is because at Gerbang Mek Mas there are the element of the cultural and heritage of a place to indicate in cultural and heritage studies. This element is very important to show the identity of the place.

There are many advantages of this iconic structure to the tourist, local community and local authorities. The advantages to the tourist is they can know about the history of "Mek Mas" and Kampung Pantai Mek Mas itself. Next, Gerbang Mek Mas can give new experience and they can take photos at the unique Gerbang Mek Mas. Gerbang Mek Mas also have its advantages for the local communities that is because it can promote business opportunities for the villagers using the characteristics of this structure that symbolize this village as a fishing village. Lastly, the advantages for the local authorities is the can use this Gerbang Mek Mas as a guideline to be implement at suitable cultural and heritage design.

In order to commercial this Gerbang Mek Mas, I try to promote the uniqueness of this Gerbang Mek Mas through social media as that is the latest platform now days. User just need to scan the Qr code and view the page to see the content and some info regarding the Gerbang Mek Mas. I have use the social media that is facebook to promote this iconic structure. There are 4 simple step in order to access to facebook Pantai Mek Mek Mas to see this Gerbang Mek Mas. The step is open the phone menu and than open the Qr code scanner. Next, scan the specific Qr code that has been given and the visitors can get in to facebook Pantai Mek Mas that represent the iconic structure that is Gerbang Mek Mas.

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