

Factor Analysis Based on Semantic Differential of the Public Perception of Public Art: A Case Study of the Malaysia National Monument

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Abstract : This study attempts to address factors that contribute to outline public art factors assessment, memorial monument specifically. Memorial monuments hold significant and rich message whether the intention of the art is to mark and commemorate important event or to inform younger generation about the past. Public monument should relate to the public and raise awareness about the significant issue. Therefore, by investigating the impact of the existing public memorial art will hopefully shed some lights to the upcoming public art projects' stakeholders to ensure the lucid memorial message is delivered to the public directly. Public is the main actor as public is the fundamental purpose that the art was created. Perception is framed as one of the reliable evaluation tools to assess the public art impact factors. The Malaysia National Monument was selected to be the case study for the investigation. The public's perceptions were gathered using a questionnaire that involved (n-115) participants to attain keywords, and next Semantical Differential Methodology (SDM) was adopted to evaluate the perceptions about the memorial monument. These perceptions were then measured with Reliability Factor and then were factorised using Factor Analysis of Principal Component Analysis (PCA) method to acquire concise factors for the monument assessment. The result revealed that there are four factors that influence public's perception on the monument which are aesthetic, audience, topology, and public reception. The study concludes by proposing the factors for public memorial art assessment for the next future public memorial projects especially in Malaysia.

Keywords : factor analysis, public art, public perception, semantical differential methodology

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