

The effectiveness of preserving Iban "ensera" (folktales) through the medium of radio in Miri Division.

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Abstract

The Ibans are the largest ethnic group in Sarawak, constituting about 30% of the population of Sarawak. Like other Dayak tribes in Sarawak, the Ibans did not have a writing system earlier. Instead, they relied on a rich oral tradition to pass on ancient tribal knowledge and traditions. Being a component of the indigenous knowledge, "ensera" (Iban folktales) was transmitted through orality. The art of "ensera" or Iban storytelling is one aspect of the expressive arts of Iban oral literature. With the advent of globalisation and modernisation, much of the traditional cultures of the Ibans have eroded (*The Borneo Post* July 27, 1997). As the present generation's Iban Language proficiency is declining, Iban Literature is vulnerable to be gradually forgotten (Ani 2002). This paper examined the effectiveness of preserving the oral tradition of "ensera" in Miri Division through the medium of the Iban radio weekly programme named "Pengingat Tuai".

Keywords (Ensera, Iban folktales, oral literature, oral tradition preservation)