

# **Understanding values of the Malay cultural responsive landscape through informational processing model**

## **ABSTRACT**

**Background:** Landscape preference study is another field of environmental research that has the relevancy in understanding the Malay culturally responsive landscape.

**Objectives:** There are several theories that have been developed in accordance to this research, for instance the Informational Processing Model. A case study is conducted at Kampung Parit Sayang of Benut, Johor. These cognitive studies examine the physical character of the setting by the help of landscape photograph of particular interest.

**Results:** The Informational Processing Model focuses on the aesthetic preference of human being in their landscape setting.

**Conclusion:** Based on their comprehensive studies, it is concluded that the four factors; coherence, legibility, complexity and mystery are the most important factors that determine human preferences to the environment.

**Keyword:** Landscape preference study; Malay cultural responsive landscape; Informational processing theory