

The Cultural Effectiveness of Hakka Festival: Example of Xinpu Yimin Festival

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ABSTRACT

The culture of Xinpu Yimin Festival is a common custom retained by the Hakka. It retains the local cultural features and traditional religions. The main of this research is to evaluate the cultural effectiveness of Xinpu Yimin Festival. The researcher wants to study the cultural connotation of Yimin Festival. And also the researcher wants to know what kind of people would participate in this activity. After participation, whether the people there are the difference in understanding to the Hakka culture. The researcher through the semi-structures interview to know what the activity items are. Then, the researcher designed the questionnaire to survey the participants of Yimin Festival in 2018. This research applies T-test and one-way ANOVA.

The findings of this research are the different age groups, the different ethnic groups (Hakka people or Non-Hakka people), the join times of Yimin Festival, and the different locations (Hsinchu County, Hsinchu City, or Other City/County) have significant differences. Especially participants' the different ethnic groups and the different locations have more understanding of the cultural implication of Yimin Festival. Each festival has the cultural implication. One of the main contributions of this research is that, the researcher through the questionnaire to understand the level of

awareness for participants in Yimin Festival and to know the cultural effectiveness of Yimin Festival.

Keywords: Hakka Festival, cultural effectiveness, Xinpu Yimin Festival