

UNIVERSITI TEKNOLOGI MARA

**THE EVOLUTION OF DIGITAL
COMICS : THE POTENTIAL OF
MOTION COMICS IN MALAYSIA**

TUNKU YUSRINA TUNKU NAZRIN

Thesis submitted in fulfilment
of the requirements for the degree of
Master of Art and Design

College of Creative Arts

February 2024

ABSTRACT

In Malaysia, digital comics are still considered new as most citizens are still used to physical comics since the golden era of local comic magazines such as Apo?, Gila-Gila and Gempak while online platforms such as Tapas (Tapastic), ComiXology and Webtoons are much more appealing to the younger generation that were born after the year 2000 as they were exposed to communication gadgets at such a young age, giving them unlimited creativity and adapting to the advancements of technology easily. This also leads to further experimentation of digital comics as the medium was then combined with visually animated sequences, sound effects and interactive graphics leading it to the production of motion comics to this day. In hopes of finding more about the evolution of digital comics and it's potentials to the local market, this research was made to highlight on the evolution of existing digital comics in Malaysia from the year 2010 until 2022 and how motion comics contributes to the growth of our creative industry towards the digitization of the economy in the future. The methodology used to conduct this research is through a qualitative method such as observation and semi-structured interviews with experts from the creative field, especially with those who contributed to the development of digital comics in the local scene. The information gathered from the relevant reading sources and interviews was then conducted through a thematic analysis method to extract the themes and findings about existing Malaysian digital comics and motion comics from the year 2010 until 2022. The results obtained from this study managed to provide new information and knowledge on the remarkable discovery of existing local digital comics and motion comics. From here, motion comics was also studied for future development to keep on making an impression as a hybrid medium in the creative industry towards the digitization of the economy.

ACKNOWLEDGEMENT

In the name of Allah, The Most Gracious and The Most Merciful.

First and foremost, I would like to thank God for giving me the opportunity to embark on my Masters studies and for giving me the strength to be able to complete this challenging journey successfully after 2 and a half years. I also wish to thank the best supervisor in the world, Dr. Mohamed Razeef Abdul Razak for having the patience to guide me throughout my studies and for being a great role model. I could not have done this without his long lectures, guidance and infinite amount of dedication to get me moving with my progress.

Not to forget my emotional support team, Mr. Shahrir Shuib and Siti Nabilah Yusuf for being there for me whenever I am in need of help and for keeping me sane and highly motivated at all times. I would also like to thank both of my parents and my two fat- I mean, fabulous sisters for trusting me with my decision of continuing my studies in this creative field on a higher level. It means a lot to finally be able to finish my studies and breathe happily.

- Thank you for all the love, support, and for believing in me after going through all the ups and downs with this research.

Not to forget, my appreciation goes to the Malaysian Digital Economy Corporation (MDEC) for providing me the funds to be able to start on this research and to the mentors of Digital Content Grant (DCG PRISMA) and Digital Content Creators Grant (DC3+) for guiding me with the motion comic projects and giving me the insights of the creative industry.

Finally, I dedicate this thesis to all the creatives out there whom are looking for inspiration in the digital comics field. Hopefully, this piece of work will help to benefit the arts in the future!

TABLE OF CONTENTS

	Page
CONFIRMATION BY PANEL OF EXAMINERS	ii
AUTHOR'S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	viii
LIST OF FIGURES	ix
CHAPTER 1 INTRODUCTION	1
1.1 Introduction	1
1.2 Background Study	2
1.3 Problem Statement	4
1.4 Aim of Research	5
1.5 Research Objectives	6
1.6 Research Questions	6
1.7 Significance of Study	6
1.8 Scope of Study	7
1.9 Limitation	8
1.10 Delimitation	8
1.11 Conclusion	9
CHAPTER 2 LITERATURE REVIEW	10
2.1 Introduction	10
2.2 The Transition Of Comics From Traditional To Digital Medium	11
2.3 Webtoons Changing The Digital Comics Scene	15
2.4 Digital Comics As The Ultimate Guide For Visual Learners	17
2.5 The Early Days Of Motion Comics	19

CHAPTER 1

INTRODUCTION

1.1 Introduction

In this age of modernization, people looked up to new changes in society, politics, and culture. Wherever people may be, there is always something that is looked up upon for the betterment of growth. Growing up can be a pain, but growing up with comic books is not that bad. Everybody knows of the classic cartoons in the newspapers like Garfield, Snoopy, Peanuts and lots more, but as time changes, technology changed, thus the economy needs to move forward towards digitization. Not everyone is happy with change, but we needed change to move forward. Many comic books today have mostly been digitalized, and this shows that media is evolving according to time. Throughout the years after the Internet was launched, digital comics have been widely commercialized in many parts of the world, and this includes our country, Malaysia. With the support of the government, our creative industry is moving forward towards the digitization of the economy, and this results in many innovative creations and ideas being introduced by local talents, especially digital comics. But have anybody ever thought of when did digital comics begin to emerge and has become popular in this country? And what are motion comics? Where did motion comics originate from? In this chapter, the researcher will be introducing the topic of the evolution of digital comics, and discuss on the potential of motion comics in Malaysia. Hopefully, this discussion will be an eye opener for people to gain interest in knowing about the history of digital comics and the advantages of the motion comics.