

UNIVERSITI TEKNOLOGI MARA

**THE POLITICAL ECONOMY OF
CONTEMPORARY MALAYSIAN
FILM: A CASE STUDY OF TWO
ASTRO SHAW PRODUCTIONS**

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MACT

May 2021

AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

This study focuses on the political economy of Malaysian film productions by examining the relations between Astro Malaysia Holding and the government through industrial policy areas, capital investment and strategic management. It investigates the 'box-office' achievement factors of two contemporary Malaysian films *The Journey* (2014) and *Polis Evo* (2015), both of which are produced by Astro Shaw Productions. The study explores the industrial features and correlations, particularly based on marketplace circumstances and issues. The study aims to identify the close relations between the current Malaysian film industry and inconsistent features and unpredictable marketplaces of contemporary Malaysian film productions. It argues that the integration and relationship between corporate-capitalism and government on issues of policies and investment support and give rise to the lucrative and commercial successes of the Astro Shaw productions. In-depth interviews are conducted with industry specialists as to discover that quality content and production with the effectiveness of corporate capital resources and the accumulation of the most essential mechanisms of 'box-office' revenues. Through the case studies involving two Astro Shaw productions, the study applies Adam Smith's theoretical framework (*The Wealth of Nations*, 1776) in examining the political economy aspects. The findings indicate that systematic practices and strategic resources administration have had a positive influence on most investments made, and on imperative marketing and promotion with commercialism order. Therefore, the film industry is in a need of more quality productions that are accomplished strategically by significant capital investment for regional market exploration as to attract a wider segment of potential audiences towards improving revenues and sustainability of productions.

ACKNOWLEDGEMENT

I would like to extend sincere gratitude to my family and parents for their support in completing this thesis. I also extend my appreciation to the Faculty of Film Theatre and Animation (FiTA) led by the Dean, Dato' Professor Ts Dr Abdul Razak Mohaideen, as well as to my research supervisor Dr Norman Yusoff, other lecturers and fellow postgraduate students, all of whom have lent their help and support. This thesis is supported by private and corporate organisations such as Astro Malaysia Holding (AMH), Astro Shaw, Apocalypse Studio Sdn Bhd and the National Film Development Corporation (FINAS), without which this thesis would not have been completed. I would like also to thank the Institute of Graduate Studies (IPsis), FINAS Library, Malaysian National Library and UiTM Library (PTAR) for the material, information data assistance and the research development programs conducted, all of which have become essential for the research process.

My appreciation also goes to those who have contributed to and participated in the research interview process, mainly primary and secondary informants. As well, to academic individuals who have helped in sharing their knowledge and insight: Professor Dr Darussalam (Mass Communication Faculty, UiTM), Professor Willem Smith, Asia School of Business (ASB), Dr Rosdeen Suboh, University Malaya (UM), Dr Nasharudin, Universiti Tenaga Nasional (UNITEN), and Fatima Sabbir, Universiti Teknologi MARA (UiTM).

Lastly, I would like to acknowledge everyone who has been directly or indirectly involved in this academic journey. May Allah bless all of you.

Amen.

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