

UNIVERSITI TEKNOLOGI MARA

**THE
MALAYSIAN ANIMATION
INDUSTRY:
A STUDY ON
GOVERNMENT FUNDING
AND GRANTS**

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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 qualitative study focusses on the Malaysian animation industry and government with regards to its funding and grants. To gain insight into the central focus of this study, four research questions were addressed: (1) What are the issues hindering the success of companies / studios in the Malaysian animation industry? (2) What kind of funds and grants are available in the Malaysian animation industry? (3) How relevant and effective are these funds and grants for animation companies and studios? And (4) how are these funds and grants being distributed and received by companies and studios? This qualitative study examines the various Animation Industries that currently exist in certain South East Asian countries, with Malaysia as its focus. Case study research methods uncovered key discoveries through in-depth semi-structured interviews with nine companies or studios located in the Cyberjaya area. Thematic analyses were employed to analyse the data. It was found that there are plenty of government funding and grants available and that these funds and grants greatly assist in keeping afloat companies and studios in the local animation industry. As such, many companies and studios rely wholly on the government for their subsistence. This study also managed to observe areas where the system can be abused leading to inefficiencies in the animation industry. Despite the problems that were observed, the Malaysian animation industry continues to grow at a steady pace. The findings reveal that perhaps this growth could be higher and faster than what it currently is.

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Praise be to the Lord of the worlds. Prayers and peace be upon our Prophet Muhammad ﷺ, his family and all of his companions.

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