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**COM363  
PROFESSIONAL PROJECT**

**THE STEREOTYPING FILM VIEWERS TOWARDS  
MALAYSIAN FILM PRODUCTIONS: A STUDY OF ABANG  
LONG FADIL 2 & PENCURI HATI MR CINDERELLA**

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## **ABSTRACT**

The film industry was born on 1930 and began on 1933 with the first film. In fact, Malaysia produces about 20 feature films annually and between 300-400 television drama and series a year apart from the in-house productions. The dictionary of Cambridge has defined stereotyping as a set of idea that people have about what someone or something is like, especially on idea that is wrong.

The purpose of researchers did this research is to know why does *Pencuri Hati Mr Cinderella* film by Ahmad Idham Film Academy (AIFA) Motion Pictures Sdn Bhd, did not get attention from the society as they gained less than RM100,000 compared to *Abang Long Fadil 2* film by Skop production which they earned about RM 1.3 million. Researchers wanted to know why does the society chose to enjoy Skop Production's film rather than watch Ahmad Idham Film Academy's.

This research was conducted using in-depth interview by interviewing two lecturers and four students from Faculty of Communication and Media Studies, University Teknologi MARA (UiTM) Rembau. The main objective for the interview was to get the specific answer of Malaysians stereotyping viewers towards both of the local films.

**Keywords:** stereotyping, film industry, genre, actors, promotional tools

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