



**UNIVERSITI TEKNOLOGI MARA (UiTM)
FACULTY of COMMUNICATION & MEDIA STUDIES
DIPLOMA in COMMUNICATION AND MEDIA**

**COM363
PROFESSIONAL PROJECT**

**THE INFLUENCING FACTORS OF WATCHING HORROR FILM
AMONG DIPLOMA IN COMMUNICATION AND MEDIA STUDENTS IN
UiTM CAMPUS REMBAU:
A CASE STUDY OF “MUNAFIK”**

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ABSTRACT

Film industry in Malaysia has emerged greatly from time to time. Many genres have been presented to the viewers, from romance to comedy to horror genre. These horror films have their own followers based on the viewers' acceptance. The purpose of this research is to identify the leading factors of watching horror film. Secondly, this research also will examine the viewers' preferences to watch horror genre instead of other genres. And lastly, the objective of this research is to study the role of good cinematography as one of the influencing factors. The data had be collected through a qualitative method, where the researches already conduct in-depth interview sessions with 10 Diploma in Communication and Media students consists of 5 male and 5 female students around UiTM Rembau Campus. The data had been analyses by using thematic analysis.

Keywords: Film, Industry, Genres, Factors, Thematic Analysis.