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DIPLOMA in COMMUNICATION AND MEDIA**

“Exploring the Determinants of Dottie’s Drama Audiences Satisfaction”

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Abstract (Summary)

The research is conducted to study the determinants of the Dottie drama and the audience's satisfaction. The researchers aim to determine the impact that the drama Dottie gives to the audience and know how the audience response to the drama Dottie. Besides that, we have identified that the Dottie drama has given an impact towards the audience. Many positive impacts that have been produce by the showing of this drama and they have recognized that this drama have open people's eye on the issue of people discriminating obese person. The research adopted two types of qualitative findings in their findings which is in-depth interview and participant observation. Besides the public, the directors and the main character were also interviewed. The information obtained from the study was analyzed. From the research, the researchers concluded that this drama Dottie has tremendously helped to change people's perception towards the obese people in Malaysia. This drama Dottie also helps to change people's mind set not to discriminate obese people by their appearance and by not holding them back to do what they want to achieve in life by not giving bad critics to them. Besides changing the perception of people, it has really help in boosting the confidence of obese person in Malaysia and make them feel motivated by watching the drama. By that, the drama is also the main choice for the obese person which makes them feel inspired by watching it. This TV series also has given a new breadth of style drama in Malaysia with the plot driven style of it and the uniqueness of its concept. However, the emergence of this drama have put a slight disadvantages to the obese people because by them watching the act of Dottie in the drama they tend to think that by being obese is a normal thing and by that, they will not have the need to change the size of their body and this will affect their health. As a conclusion, this drama have really made an impact especially towards the obese person by it giving contribution in giving moral support to the obese people and make them feel that they also can strive in life.

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