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INTERNATIONAL CONFERENCE OF RESEARCH ON LANGUAGE EDUCATION 2023

EMBRACING CHANGE:
EMANCIPATING THE LANDSCAPE OF RESEARCH IN LINGUISTIC, LANGUAGE AND LITERATURE

13 - 14 MARCH 2023

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"Embracing Change: Emancipating the Landscape of Research in Linguistics, Language and Literature"

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MOVIE: THIS AND THIS

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ABSTRACT:

Movie: This or This is a project that achieves to recommend and guide people on what movies to watch based on their liking and favourite genres. The platform used to execute this plan is TikTok, where videos will be created, edited and posted on what movies to watch based on a specific movie. Videos will explain the similarities, brief plot of the two movies and why people should watch the recommended movie, based on a movie they like. This project's outcome depends heavily on creativity, fluency and intonation to persuade and attract people to watch the videos, which traits can be increased through this project. The target audience for this project consists of the general public, who are interested in exploring new movies and movie enthusiasts. An online survey was conducted before starting the project to clearly visualise the audience for this project. With all the 300 responses, the majority agreed that this project is surely entertaining and something people look forward to.

Keywords: Videos, Movies, TikTok, Recommend.

1. INTRODUCTION

Movie is a form of entertainment for most, where a series of pictures are recorded visually and verbally, and is projected in rapid succession in order to produce a video that serves as an end product after being edited thoroughly (Stephenson, 2023). Movies can also be recognised as motion pictures, as the word "movie" itself originated from the phrase "moving picture". A vast number of people enjoy watching movies for a variety of reasons; there are multiple new things a person can learn through movies and it is considered an escapism for people who are just looking to spend their free time. Other than that, movies are also considered a form of art, where people appreciate the stunning scenes, plot, acting, writing and realistic CGI that movies are implementing (Manikandan, 2020). Well-made movies leave enjoyers with great memories, impressions and the experience that people crave more.

With the opportunity that the Professional Communication Exercise (ELS304) assessment brings, the project "Movie: This and This" comes into play. This project will be in the form of videos, explaining and convincing people why a certain movie should be watched based on a certain movie. The platform used to execute this project is an app called TikTok, where I am taking advantage of an existing account of mine, @izhaikalkot, with over 70 thousand followers to ensure my videos can get a good amount of engagement. The problem with today's world is that there are countless movies to choose from, whether it be from a romantic genre, thriller, or a mix of both; the options are countless. With the majority of the world's population having a favourite movie of their own, it is hard to experience the same emotion that their favourite movie provides in a new movie. Browsing the internet to find good movies might take some precious time and effort out of someone's day, as many have

experienced. Therefore, movies that give out incredible plots, beautiful scenes and great acting might be overlooked. With the help of this project, my service can definitely clear people's confusion about what movies they need to look forward to watching.

1.1 Project Objective / Purpose

The main purpose of this individual project, "Movie: This and This" aims to recommend and suggest to people what movies to watch mostly based on a movie they like or a popular, high-rated movie in the form of videos on TikTok. For instance; I will make a video recommending the movie "Justice League" if people enjoy watching the movie "Avengers: Infinity War", with both providing similar excitement and thrill to viewers. Movies are for everyone no matter the age, gender or preferences. That is why varieties of genres and movies were created; to tell different stories. It can be overwhelming to choose what movies to watch due to the countless options. As a movie enthusiast, pursuing this project is surely inevitable due to the urge to spread one's movie knowledge to the general public. Since this project focuses on movies; an entertainment media which sparks the majority population of the world's interest, not only can this project be beneficial for those who are looking for some fresh movies to watch, but it also can benefit anyone who interacts with this project.

Another purpose of this project is to create easy access to feed movie information to the public through my videos on TikTok's for you page, which is a page for recommended videos to watch. Though the chances of my videos appearing on one's for you page is slim, having a TikTok account with a decent amount of following can surely help boost engagement, and those who are able to interact with it can surely benefit from it. Having this idea of execution in mind, people who are too lazy or have insufficient time to surf the internet for movies to watch can surely appreciate this project as it sets their mind on what movies to watch later on.

1.2 Entrepreneurial Opportunities

One of the sustainability of being an entrepreneur is generating revenue for the business. Movie: This and This offers plenty of entrepreneurial opportunities, benefiting businesses and companies to generate income and increase revenue. Posting enjoyable and informative videos will ultimately attract more viewers and increase engagement, indirectly marketing myself to potentially work with companies. TikTok is a major social app with more than one billion active users monthly (Doyle, 2023). By executing the project Movie: This and This with an account of 70 thousand followers on TikTok, many businesses and companies are looking for accounts with high followings for marketing and exposure purposes, which this project can surely benefit from. Companies usually reach out to creators for paid promotion in the form of videos to help promote their products or service. An active account with a decent following and engagement surely catches businesses' eyes; that way, Movie: This and This can generate revenue easily without having to think about how to in the first place. Good negotiating skills are also an important trait of being an entrepreneur, which is needed in order for this project to provide revenue. As to how much I charge per paid promotional video, there is no fixed price for this project to gain income because companies tend to state their price first, but in the end, the final price all comes down through negotiating; thus proving this project can surely help sharpen my negotiating skills as an entrepreneur. That being said, companies usually offer no less than RM800 per paid promotional video.

For this project to succeed, a clear vision and structured planning are essential in order to make this project run smoothly with minimal errors and disruption. This project started off by proposing "Movie: This and This" to my supervisor, followed by an online survey afterwards. The online survey was conducted for approximately two weeks with a total of 7 questions and

300 responses, which was publicised through my TikTok account. The survey was an important factor to help lead this project in the direction it's heading. Howard (2019) claims that they have a high response rate since they are generally affordable and convenient, and respondents are given the freedom to complete the survey at their own pace and on their own time. Brainstorming Ideas was also crucial in order to get and create ideas for the project to be as beneficial as possible. Next, A Gantt Chart was made in order to track the progress of the project itself. Gantt Chart helps with laying down planning and scheduling clearly to ensure easy organising. Below is Figure 1, the Gantt chart made for the project planning.

TASK	OCTOBER			NOVEMBER				DECEMBER				JANUARY		
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14
Project Proposal														
Online Survey														
Idea Brainstorm														
Video Recording/ Editing														
Video Uplaod														
Project Portfolio/ Abstract														
Poster Presentation Preparation														

Figure 1. Project Planning

Moreover, companies and businesses tend to reach out to me via TikTok Creator Marketplace, a page from the TikTok app to negotiate business opportunities and paid reviews between creators and companies. The process will start by negotiating a price per video, elements needed in a video, video script and also special requests if proposed by the client. The lowest rate I would go for a paid promotional video is RM800. This is mainly due to the reputation I hold on the TikTok app, where I have gained over a million followers on my main account. Because of the reputation and recognition I possess, I am able to work with clients for a good amount of money, even on my second account which consists of over 70 thousand followers.

Since this project is in the form of videos, an editing app is essential in order to ensure I can get the best out of it. For editing purposes, I used an app called InShot which I have installed on my phone. The reason I prefer using InShot compared to software is due to the convenience of editing videos on my phone, which puts no restrictions or limits on when and where I can edit. Secondly, there are multiple tools and elements that I can overlap for the video and lastly, I am already familiar with the app, as I find the navigation is very easy to spot. This app ensures I stay productive with my project and helps me polish the end product of the video.

3. RESULTS AND DISCUSSION

Figure 3.1 and figure 3.2 below show evidence of reaching an agreement with a company called Pico, which specialises in virtual reality headsets for a paid promotional video. The contract shown agrees on a total fee of 300 USD for the collaboration to be done, which is equivalent to RM1296. The contract requested exclusivity which requires me to not post any

products similar to theirs, which is their new virtual reality headset for at least 30 days after this paid promotional video has been posted. This special request allowed me to negotiate the price higher as I am limited from searching for new clients to work around with similar products.

MANDALA INTERNATIONAL MEDIA

SECTION I: Memorandum of Agreement (MOA)

PROJECT NAME	Pico Project
PARTY A	Mandala International Media
PARTY B	Izhaikal Ameen
PRODUCT	Pico product(Non-sponsored)
PUBLISH PLATFORM	TikTok
ACCOUNT ID & LINK	ID: @izhaikalkot Link: https://www.tiktok.com/@izhaikalkot?lang=en
SHOOTING GUIDELINE	Online Link: https://drive.google.com/file/d/1PQkABumrBHWoNmlxTCfTNtXNSfF7c5rr/view?usp=drive_link Party B shall guarantee that Party B will follow the SHOOTING GUIDELINE carefully and provide the same description and quality content.
DELIVERABLES	**1x Tik Tok Video Post** The CLIENT and Sponsor, shall have the right to exercise their discretion to reject the Deliverables and request a replacement if the Deliverables are not compliant to the description under the MOA. The Producer shall then supply to the CLIENT the replacement Deliverables within a reasonable amount of time as agreed between the Parties. If the Producer fails to deliver the Deliverables or have the Deliverables ready for collection in accordance with the MOA, the Producer shall be liable for the costs and expenses incurred by the CLIENT in obtaining replacement goods of the same description and quality. The DELIVERABLES after publishing will be kept at least for ninety (90) days. If the Producer wants to delete the content posted for CLIENT, it must notify CLIENT in advance in writing and obtain written confirmation from CLIENT.
LICENSE	The copyright of the texts, images, audios, videos and other works created by Party B for the performance of the MOA shall be owned by Party B.

Figure 3.1. Contract

MANDALA INTERNATIONAL MEDIA

PAYMENT	FEE: : 300USD Payment of the Fees shall be made no later than thirty (30) days after receipt of an invoice following the Producer's fulfillment of its obligations under such MOA. The Producer shall be fully responsible for its own tax liability, whether in the Philippines or any part of the World arising from the fees. The bank charges incurred by each exchange shall be borne by both parties separately.
TIMELINE:	Party B shall post the contents confirmed by Party A at the specified time according to Party A's demands or the provisions of the MOA, and shall not delay the post. In case of delayed post, Party B shall inform Party A 2 workdays in advance and obtain the written consent of Party A.
Termination and Warranties	If Party B delays publishing the content not because of the force majeure event, Party B has to pay the liquidated damages to Party A, the amount will be 30% of the payment under the MOA.
EXCLUSIVITY	Party B shall guarantee that Party B will not post contents on the products of the same category as Party A's product within thirty (30) days upon the post by Party B.

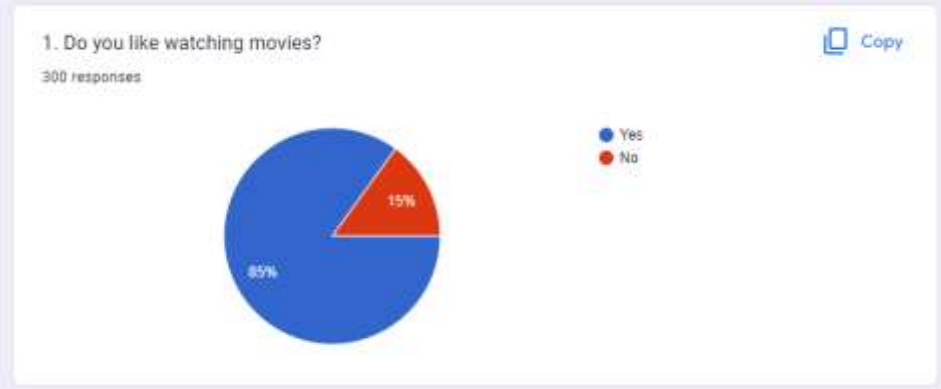
SECTION II: Approvals

By: Director of Brand Deal
Mandala International Media

By: Izhaikal Amsan (TikTok Content Creator)

Figure 3.2. Contract

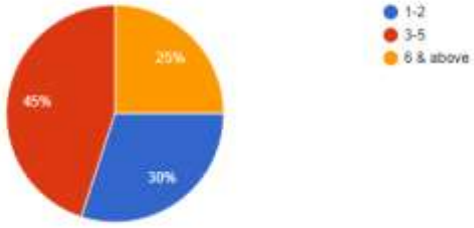
Next, the results of the online survey conducted show that eighty percent out of 300 people struggle to find a new movie to watch, and eighty-five percent out of 300 people agree that my project, Movie: This and This would be beneficial to them. Although this survey was done on a small scale, I am convinced of the benefit that the majority can consume from my videos would be informative. There are a total of seven questions with constructed answers, which helps simplify the data that I am able to analyse for my project. Not only this online survey helps to picture a better idea for my project, but it also taught me that a lot of people are struggling to find new movies to watch; just like me. Below are the questions and responses from the online survey.



2. How often do you watch movies per week?

Copy

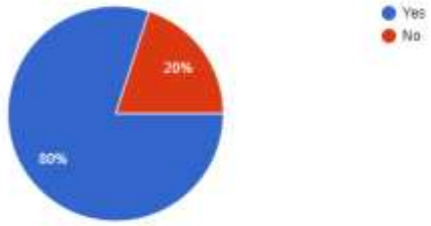
300 responses



3. Do you struggle finding new movies to watch?

Copy

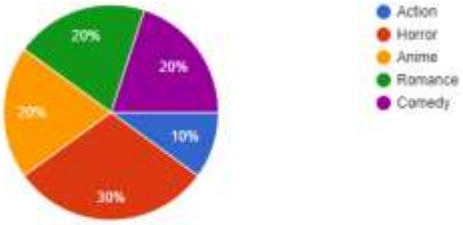
300 responses



4. What genre do you enjoy most?

Copy

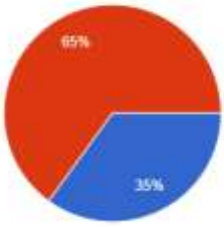
300 responses

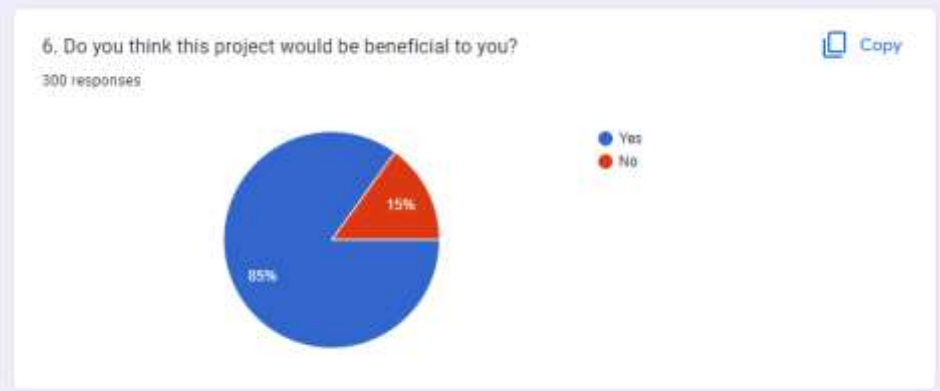


5. Are you updated on the latest and popular movies?

Copy

300 responses





4. CONCLUSION

In conclusion, the project Movie: This and This provided me with the opportunity to gain knowledge of not only being an entrepreneur, but as a content creator as well. I have learned that every social media platform has its own algorithm to boost certain types of videos to the public, and specific requirements must be met in order for a certain video to go viral. The TikTok algorithm is a system embedded in the TikTok app as a tool to help recommend to people what types of videos to watch, and what videos you see on your feed (Ashbridge, 2022). It is difficult for the algorithm to detect your videos and show it to the public as there are a lot of specific requirements needed in order for a video to get boosted by the system. This matter has drained me to a certain level as one of the videos I have posted has only gotten ten views, which completely demotivated me as I have spent hours recording and editing that video. Other than that, I have learned the hard way that content creation is no easy task. Constant brainstorming sessions must be held in order to gain numerous usable ideas. Also, handling enquiries as an entrepreneur is also very difficult as there are clients who are very strict and want things to go only their way, without any compromisation. These types of clients are very hard to work with. Although they're paying me to create a video for them, it is hard to compensate for their specific needs such as wanting me to hard sell their products, as that usually ends with lesser engagements which in the long run, will affect my account's overall engagement according to TikTok's algorithm. All in all, despite all the horrors I have faced in completing this project, I

am now a more knowledgeable person who has acquired skills of being an entrepreneur and a content creator, which I believe can help my self-development in the future.

ACKNOWLEDGEMENT

I would like to show my highest gratitude and respect to everyone involved in the entirety of completing this project, especially Miss Suhaili Binti Mohd Yusof and Miss Fadzilah Md Kassim for guiding me towards creating a successful project that can help me in the future. My efforts and dedication alone were not enough, as I struggled with many difficulties and obstacles throughout this project; thankfully, constant consultation sessions with Miss Didie have helped me tremendously to stay on track in completing Movie: This and This. This project could not be called successful if it were not for Miss Didie's support, guidance and generosity in ensuring I get the best out of everything.

I would also like to take this opportunity to thank my fellow friends and classmates for constantly giving encouraging words, feedback and thoughts on this project; without it, the process would be very draining. Not to mention my parents, who had always believed in me, even before I had a clear picture of what to do for this project. I have learned numerous new and exciting things throughout this project and I am beyond grateful to have such supporting surroundings and circles. I hope that this project will be beneficial to me in the future so that I can repay everyone who has helped me complete Movie: This and This.

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