

The Study On the Best Smartphones Applications for Comic Reading and Publishing During a Pandemic

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ABSTRACT

The adoption and continuous advancement of technology has permeated society, changing the way people interact with technology itself and with the help of technology. Nowadays there are many modern devices are being invented to help with our daily life, including Smartphones, which are widely used around the world. In early 2020, Covid-19 was confirmed, which spread all over the world. The Covid-19 outbreak has made a huge difference in people's lives and economic effects including a lacking source of entertainment like reading a comic book for the people who are locked down during the pandemic. This has led Comic publishers or artists to have a difficult time finding an audience during the pandemic physically. Hence, these Comic publishers and retailers have to adapt to a digital platform 'mobile publishing' for smartphone users through a mobile applications approach since smartphone usage worldwide has increased according to the studies. Therefore, this paper will discuss the best smartphone applications for Comic artists to publish their work as a step to find an audience during the pandemic.

Keywords: Covid-19, Smartphones, Mobile Applications, Comic, Comic artists, Publishing.



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1. INTRODUCTION

At the start of the year 2020, the world has been confronted with the Covid-19 pandemic, which has claimed many lives around the world while also having an impact on the country's economy. This has led to smartphone users around the world being locked down in their homes and can't get out. Because of this, they usually spend most of their time 24 hours on their smartphones surfing the internet and stuff. However, they can still work from their home and study from home despite having to live a new norm of life during this pandemic. This shows that internet usage is an individual need to find a piece of information to study, and work on and most likely be a main source of entertainment like watching movies, listening to music, and reading online books. This has caused smartphone users worldwide has increased by 98.6 percent compared to 2019 which is only 90.1 (The Malaysian Reserve, 2021).

With the advent of digital technology, the problem of maintaining the quality of entertainment stuff such as comics depending on the production time has been solved. Comic book fans will no longer need physical room to store their comic books, such as shelves and cartons, thanks to portable technology. For less than the cost of printing comics, they may digitally transfer hundreds of comic book files and

pages and upload them to premium sites. Comic book fans may read digital comics anytime, anywhere thanks to the built-in reading lights on electronic devices. Hence, this will help the Comic publishers to adapt to digital publishing to find an audience. According to (Azman, Zaibon, & Shiratuddin, 2014) for the enjoyment of other readers, comic book creators can post their works on a number of well-known websites, including Webtoon, Patreon, Tumblr, Tapas, and many others. Therefore, the aim of this research is to study the best smartphone applications for Comic artists to publish their work as a step to find an audience during the pandemic.

2. LITERATURE REVIEW

When we think of comics, we immediately think of printed magazines, such as low-priced, high-circulation monthly magazines, and more expensive versions of limited-edition graphic novels. However, these media have evolved over the past year, moving from a paper environment to a digital one, reaching new audiences rather than necessarily engaging an already integrated audience (Alexandra, Gilson, & Eduardo, 2021).

However, a pandemic happened in 2020 resulting a difficulty regarding physical comics published at comic book stores or events. According to (Itzkoff, 2020), like every other business hit by the coronavirus pandemic, comic book publishing - the source material for countless blockbusters and TV shows - is under serious threat. Over the past few weeks, the industry has been stifled each time. Comic book store owners have closed their stores and the distribution of new titles has frozen. Writers and artists continue to create works, without knowing how or when readers can see them. Comic conventions have done the same, retrofitting existing platforms like YouTube and Zoom with panels and Artist Alley experiences, and in some cases creating entirely new custom platforms for their experiences. The direct marketer is rescheduling, adjusting sales strategies, and rethinking how and where to publish his work, moving talent from its usual place to new options like Webtoon and his ComiXology Unlimited. did.

The comic app will include reading comics on the go among its many features. Additionally, the system will suggest comics based on the genres that the comic readers can enjoy or frequent. They can also sign up for updates for any comics they like, and it will send them notifications if there are any new issues in the comic app (Tanmay, Kaustubh, Pranav, Ketan, & Vishwajit, 2022). According to (Hannah, 2013) internet-published comics challenge the elitism associated with the comics' industry, reaching out to the masses and producing stories that appeal to a more diversified audience.

3. RESEARCH METHODOLOGY

The study that was carried out in this research does not involve any human participants or any sensitive data collection. The type of methodology that is used in this research is the qualitative method by collecting the data from a case study observation. The purpose of using this method is to find the best smartphone application for Comic artists to publish their work as a step to find an audience during the pandemic.

In general, the main objective of this research is to find a solution to the research problem. To achieve this objective, the researcher will need to identify what is the best comic applications on smartphones based on the case study observation. After observing the comic applications on smartphones, analyses are made to carry out on which ones are the best comic app for the comic artist to publish their work.

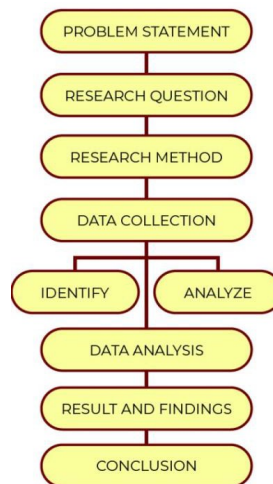


Figure 1 Research Design Flow Chart

4. DATA FINDINGS AND ANALYSIS

This chapter will discuss the result and findings of the identify and analyse the best smartphone app for comic publish. The qualitative results and analysis will be based on the latest usage statistic of comic applications on smartphones and its user interface. The first section will discuss the statistic of the most downloaded comic application on smartphones based on the data findings. Finally, the second section will discuss the comic application user interface and its functionality on which comic applications are the best ones for a comic artist to publish their work during a pandemic.

4.1 MOST COMIC APP DOWNLOADS STATISTICS

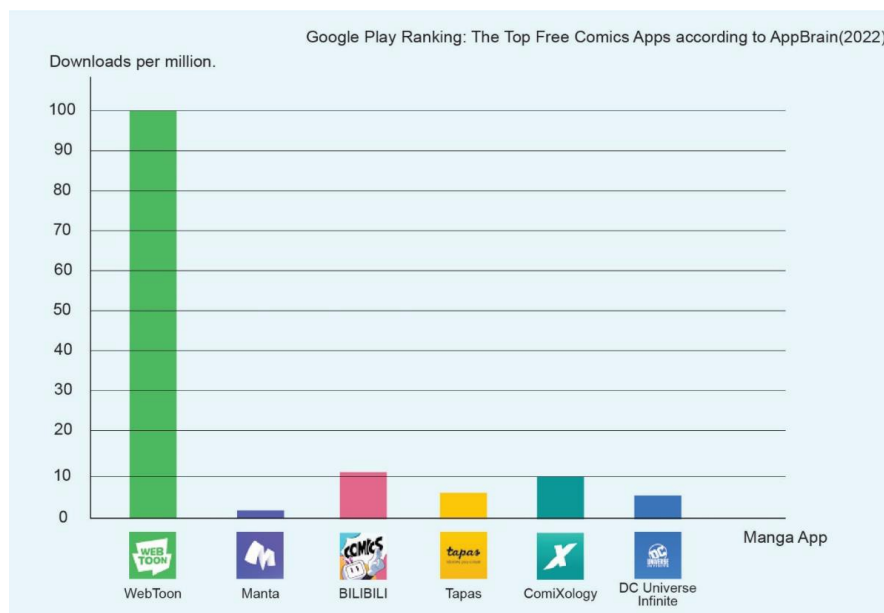


Figure 2 Most Comic App downloads statistics

4.1 USER INTERFACE AND FUNCTIONALITY ANALYSIS

This chapter will discuss the result and findings of the identify and analyse the best smartphone app for comic publish. The qualitative results and analysis will be based on the latest usage statistic of comic applications on smartphones and its user interface. The first section will discuss the statistic of the most

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5. CONCLUSION

Based on observation and analysis, the main point is the functionality for the comic artist to publish their work during a pandemic. A comic artist had to step up to the digital publishing to gain more audience from international. This way gives more benefits to the comic artist since not only they can gain income after sales, but a recognition and popularity from a comic fan from around the countries. Many comic artists had to face a difficulty regarding a comic publishing since pandemic, and some of them put their efforts to step into the online publishing in a comic websites and applications. Because of this, most of the comic artist create their fame, popularity and recognition by stepping into online publishing.

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It was equally divided to all author; everybody took part for this research.

CONFLICT OF INTEREST

There is no conflict of interest.

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