



**WHAT IS THE X-FACTORS THAT MAKES
JAPANESE SUPERHERO SERIES POPULAR IN MALAYSIA
(CASE STUDY: ULTRAMAN, KAMEN RIDERS, SUPER SENTAI)**

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ABSTRACT

This research is conducted to investigate about the x-factors that make Japanese superhero series popular in Malaysia. As we know, some Malaysians were die-hard fans of American superheroes from Marvel and DC Comics such as Superman, Batman, and Spider-man. Some others were fanatic about Japanese Super Sentai, Kamen Rider and Tokusatsu heroes such as Ultraman. Ultraman and Kamen Riders were some examples of Japanese superheroes which have not only become fictional characters, but also a symbol for their country even though they have been Americanized for a long time. This research was done to reveal about the success of Japanese superheroes and how do they attract viewers from other countries such as Malaysia. The research also tries to reveal some major factors that make Japanese superheroes popular in Malaysia. It important to know all these because the study will find out about the method used in Japanese superhero series to be inserted into Malaysian filmmaking which was now related to superheroes.

CHAPTER 1 : Introduction.

1.1 Background of Study

Superheroes were one of the elements to complete a childhood memories of almost every people in the world. When people talk about childhood memories, 50% of the story would be about their childhood superheroes that they always pretended to be. Some Malaysians were die-hard fans of American superheroes from Marvel and DC Comics such as Superman, Batman, and Spider-man. Some others were fanatic about Japanese Super Sentai, Kamen Rider and Tokusatsu heroes such as Ultraman.

However, people do not realize what makes they like Japanese superhero instead of superheroes from other country. Most of Japanese superheroes like Ultraman, Kamen Rider, and Super Sentai appeared on TV as a live –action series where there is a group of actors acting as the characters unlike American superheroes where mostly appeared on TV series as an animation from the original comics such as Superman, Batman, and Spider-man. However, sometimes American superheroes do appear in live-action series, but normally live-action only happen in the movies.

To relate this research to art and design, a research had been done on costume design, special effects and art direction on selected Japanese superheroes. The research found major factors which could affect viewers to remember such characters from Japanese superhero series.