

**UNIVERSITI TEKNOLOGI MARA**

**MALAYSIAN ANIMATED TV SERIES:  
*UPIN & IPIN* THROUGH PIAGET'S  
COGNITIVE DEVELOPMENT**

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Thesis submitted in fulfillment  
of the requirements for the degree of  
**Master of Arts**

**Faculty of Film, Theatre and Animation**

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## AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulation of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as reference work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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## ABSTRACT

Malaysia's animated TV series, *Upin & Ipin* is one of the biggest names when it comes to the animation industry. *Upin & Ipin*'s ability to attract a large number of local and international fans has inspired an investigation into the internal workings of the elements that contribute to its success. This research aims to identify the content development of the *Upin & Ipin* series in association with notions of child psychology. By framing Piaget's Theory of Cognitive Development, this research explores the development of a child's psychology in efforts to formulate animation content best suited for a young viewership. The research identifies with young children below the age of twelve with regards to their preference and interests through observation and questionnaire survey. Furthermore, this research paper debates Livingstone (2000) who disagrees with Davies's (1989) view that television is an important medium for children. Although they use different media in their everyday life, television remains the most popular medium and occupies a significant proportion of children's time. And up until 2003, Kaiser Family Foundation has revealed the how's and why's of children watching television. Finally, this research paper has discussed the content and type of stories that psychologically impact and appeal to children.

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