

**UNIVERSITI TEKNOLOGI MARA**

**ONLINE MARKETING PLATFORMS TO  
PROMOTE YOUR CREATIVE WORK: CASE  
STUDY FOR ILLUSTRATOR**

**MUHAMMAD HAZIQ BIN  
RAHIM**

Thesis submitted in fulfillment of the requirements  
for

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**Faculty of Art & Design**

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## CONFIRMATION BY EXAMINER

I certify that an examiner has met on 6<sup>th</sup> February 2022 to conduct the final examination of Muhammad Haziq Bin Rahim on his Bachelor Degree (Hons) in Graphic Design thesis entitled A Study on Challenges Faced by Illustrator in Malaysia in accordance with Universiti Teknologi MARA Act 1976 (Akta 173). The examiner undersigned recommends that the student be awarded the relevant degree.



Siti Sarah Bin Adam Wan  
Senior Lecturer  
Faculty of Art & Design  
Universiti Teknologi MARA  
Cawangan Melaka  
(Internal Examiner)

Date: 6 February 2022



Azahar Harun, PhD  
Assoc. Prof. Dr.  
Academic Writing Coordinator  
Faculty of Art & Design  
Universiti Teknologi MARA  
Cawangan Melaka  
Date: 6 February 2022

## **AUTHOR'S DECLARATION**

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced 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 I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student : Muhammad Haziq Bin Rahim  
Student I.D. No. : 2020983391  
Programme : Bachelor Degree (Hons) in Graphic Design- AD241  
Faculty : Art & Design  
Thesis Title : ONLINE MARKETING PLATFORMS TO PROMOTE YOUR  
CREATIVE WORK: CASE STUDY FOR ILLUSTRATOR

Signature of Student



Date : February 2022

## ABSTRACT

Most artists and designer in graphic industry earn income by working as a full -time or part time designer under a company and some of them working alone as a freelance artist, especially illustrator artists out there face difficulties in getting customers due to increasing competition and there are many skilled and highly capable illustrator artists who attract customers to get their services compared to illustrators who are still new or good illustrators but get less customers. Being an illustrator artist not only requires a good portfolio to attract customers but also requires skill and knowledge to market their artwork to gain customers from time to time. **This research aim is to study the challenges faced by Illustrator in Malaysia focusing on marketing and selling artwork strategies.** This study sourced data from the internet such as articles, blogs and **this study also uses the survey questionnaire method for local illustrators in Malaysia in regard to effectiveness of marketing and sell as an illustrator.**

Data will be collected and will be adjusted to the objective of the study to ensure that the data obtained is useful and effective and provide solutions to the main problems that are related on marketing and sell artwork. This study will examine the strategy of how to market and sell illustrator artwork or get a project in an effective way and the right way to find customers. At the end of this study illustrator can learn marketing is an important knowledge if you want to be an illustrator and illustrator must be good at marketing their artwork to get customers in an effective way. *(268 words)*

## **TABLE OF CONTENTS**

<b>CONFIRMATION BY EXAMINER</b>	<b>2</b>
<b>AUTHOR'S DECLARATION</b>	<b>3</b>
<b>ABSTRACT</b>	<b>4</b>
<b>ACKNOWLEDGEMENT</b>	<b>5</b>
<b>TABLE OF CONTENTS</b>	<b>6</b>
<b>CHAPTER ONE: INTRODUCTION</b>	<b>1</b>
1.1 Research Background	1
1.2 Problem Statement	2
1.3 Research Objectives	4
1.4 Significance of study	5
<b>CHAPTER TWO: LITERATURE REVIEW</b>	<b>6</b>
2.1 Introduction	6
<b>CHAPTER THREE: RESEARCH METHODOLOGY</b>	<b>7</b>
3.1 Analysis	7
<b>CHAPTER FOUR: RESULT AND DISCUSSION</b>	<b>10</b>
4.1 Design Output	10
4.2 Discussion	11
<b>CHAPTER FIVE: CONCLUSION</b>	<b>20</b>
5.1 Conclusion	22
5.2 Recommendation	22
<b>REFERENCES</b>	<b>24</b>
<b>APPENDICES</b>	