

**UNIVERSITI TEKNOLOGI MARA**

**COMMEMORATING ICONIC MALAYSIAN FILM  
THROUGH CREATIVE MARKETING CAMPAIGN**

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Thesis submitted in fulfillment of the  
requirements for

**Bachelor's Degree (Hons) in Graphic Design**

**Faculty of Art & Design**

**February 2022**

## CONFIRMATION BY EXAMINER

I certify that an examiner has met on 6<sup>th</sup> February 2022 to conduct the final examination of Siti Zulaikha Safiyah Binti Mustafar on her Bachelor's Degree (Hons) in Graphic Design thesis entitled Commemorating Iconic Malaysian Films Through Creative Marketing Campaign in accordance with Universiti Teknologi MARA Act 1976 (Akta 173). The examiner undersigned recommends that the student be awarded the relevant degree.



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## **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.

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## **ABSTRACT**

Malaysian films are tearing down barriers and jumping through hurdles to attain the finest in order to meet worldwide standards, but the effort has never been recognized or acknowledged by the local audience. The most important element for the film industry to achieve globalization is local support. Getting sufficient support is easier said than done as the industry itself is struggling within the South East Asian region such as countries like Thailand, Indonesia, and Singapore. Therefore, in order to garner more audience inside the country, several of the most well-known films should be reintroduced to raise their awareness of the local film industry's caliber. This research aims to analyze creative methods of celebrating the most renowned Malaysian films through substantial means and also to evaluate Malaysians' appreciation towards the local film industry. To investigate the appreciation and knowledge of local films among Malaysians and their opinions on utilizing illustration in a marketing campaign, an online questionnaire was distributed to the selected population using a link. The results indicate that despite their beliefs in the importance of appreciating and preserving local films, Malaysians are reluctant in giving out their full support due to the substandard quality of the film production. Furthermore, they are of the opinion that using illustrations for a marketing campaign could be seen as a unique and fresh outlook for these existing films as they have already partially established their presence in the market. The film industry and production companies must first focus on winning local support by making films that are worth viewing and then putting utmost effort into effectively promoting the movie. In the long term, the success of local films may not only help the economy, but it may also help to promote and maintain the country's important culture and tradition.

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