



PROFESSIONAL PROJECT

THE ROLES OF NATIONAL FILM DEVELOPMENT CORPORATION (FINAS) IN  
IMPLEMENTING SOCIAL VALUES TOWARDS MALAYSIA FILM

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## **ABSTRACT**

The goal of this study is to examine the roles of National Film Development Corporation Malaysia (FINAS) in implementing social value towards the Malaysia film industry by taking FINAS as the subject to be focused. As known by many people, FINAS is one of the government initiatives to help the local film maker and local film.

The researchers used qualitative method because it allowed looking at specific themes and message through the guided interview with the informants. The main objective was to study the role of FINAS in implementing social value towards Malaysia film.

Tujuan utama kaji selidik ini adalah untuk mengkaji tentang peranan Perbadanan Kemajuan Filem Nasional Malaysia (FINAS) dalam menerapkan nilai-nilai kemasyarakatan dalam filem tempatan dengan mengambil FINAS sebagai subjek utama untuk di fokuskan. Seperti yang diketahui ramai, FINAS adalah sebuah agensi kerajaan yang membantu penggiat filem tempatan dan juga filem-filem tempatan.

Pengkaji menggunakan kaedah kualitatif menggunakan garis panduan wawancara bersama responden. Objektif utama kajian adalah untuk mengkaji peranan FINAS dalam menerapkan nilai-nilai kemasyarakatan dalam filem tempatan.

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