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# ACROSS BORDERS

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AN OVERVIEW OF ISSUES IN  
MANAGEMENT & BUSINESS / SCIENCE & TECHNOLOGY  
/ SOCIAL SCIENCE & HUMANITIES  
2009-2011

## PROJECT TEAM

Dr. Roaimah Hj. Omar  
Dr. David Loh Er Fu  
Nor Raihan Abu Bakar  
Siti Zuraina Gafar@Abd Ghaffar  
Muhamad Hanapi Khamis  
Siti Nurshahidah Sah Allam

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**Division of Research, Industrial Linkages & Alumni  
Universiti Teknologi MARA  
Cawangan Melaka**

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# **PREFACE**

Across Borders is designed for use in knowledge development in various disciplines. It is written to accommodate the interest of academicians and industry. The compilation of research abstracts from different fields provides valuable information to assist the expansion of knowledge and development. It also serves as a reference for Universiti Teknologi MARA (UiTM) Melaka Campus and the Division of Research, Industrial Linkages & Alumni.

The compilation of proceeding abstracts includes 83 research abstracts that are divided into 3 sections according to their respective disciplines; Management and Business, Science and Technology, and Social Science and Humanities.

It is hoped that this book would inspire its readers to undertake further research in the specific fields or disciplines.

# **ACKNOWLEDGEMENT**

The project team of this Across Borders would like to express their deepest appreciation to all the researchers from the various faculties for their participation. Without their on-going contributions the book would not be possible. We are indebted to the Rector of Universiti Teknologi MARA (UiTM) Melaka Campus and the Division of Research, Industrial Linkages & Alumni for mooted the idea of having this book and getting the project started.

We would like to sincerely thank all our friends, colleagues, and acquaintances for their roles, direct and indirect contributions and invaluable support in the compilation of the 83 proceeding abstracts.

## “HIKAYAT SANG KANCIL” REVISITED: A FORMALISTIC PERSPECTIVE OF THE FIRST MADE IN MALAYSIA CARTOON ANIMATION

Azhar Harun  
Mohamed Razeef Abd Razak

### ABSTRACT

In 1983, Radio Televisyen Malaysia (RTM) premiered an animation short titled *Hikayat Sang Kancil* produced by Filem Negara Malaysia (FNM) (Hassan Abd Muthalib, 2007). This particular animation was done single-handedly by Anandam Xavier, an artist at the art department of FNM, and is recognized by local researchers as the first made in Malaysia cartoon animation (Mulyadi Mahamood, 2003; Hassan Abd Muthalib, 2007; Ahmad Rafi, 2008). Adding to this achievement, 2 more episodes (directed by Hassan Abd Muthalib) were produced later, *Sang Kancil & Monyet* (1984) and *Sang Kancil & Buaya* (1986). However after the last episode, the series were never to be seen again. After more than 30 years, surprisingly there has not been any research that discusses the production and visual meaning of *Hikayat Sang Kancil*. Therefore, this study attempts to examine *Hikayat Sang Kancil* cartoon animation using a mixed method, compositional interpretation (Monaco, 2000) and content analysis (Rose, 2007). Basically the aim is to establish an understanding regarding to the relationship between cinematic form and visual meaning (metaphor). In addition, personal recollection from two Malaysian animation pioneers, Goh Meng Huat and Hassan Abd Muthalib were also obtained to build historical foundation. Our analysis reveals that *Hikayat Sang Kancil* possesses strong interplay between cinematic form and visual meaning. These findings not only suggest the co-existence of both activities; they may actually reinforce one another.

### KEYWORDS

*Hikayat Sang Kancil*, Filem Negara Malaysia, Cartoon Animation