

**UNIVERSITI TEKNOLOGI MARA**

**CONTENT, MARKETING,  
SCHEDULING, CHARACTERS,  
NARRATIVE, AND CULTURAL  
VISUAL BACKGROUND AS  
CONTRIBUTING FACTORS TO BOX  
OFFICE ANIMATION FILMS IN  
MALAYSIA : THE MOVIEGOERS  
PERSPECTIVES**

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## ABSTRACT

The *Upin & Ipin* animation series, which first aired in 2007, is one of the animation film that received a positive response in Malaysia. This success was further enhanced by the release of an animation film titled *Upin & Ipin: Keris Siamang Tunggal*, which raised over RM 26 million in a groundbreaking collection in 2019. Previous literatures has stated that content, marketing, scheduling, characters, narrative and cultural visual background contributed to box-office animation films. This study intends to explore whether content, marketing, scheduling, characters, narrative and cultural visual background are the factors that has contributed to box office animation films among moviegoers in Malaysia. This study was done using a qualitative analysis with 10 Informants whom are animation films moviegoers in Malaysia. The results of interviews with 10 informants who are local animation film enthusiasts found that content with interesting concepts and ideas, marketing efforts through various mediums, scheduling of showtimes, positive animation characters, an effective and understandable narrative and the visual background of Malaysian culture are important factors contributing to box office animation films in Malaysia. Several other factors have also been found contributing to box office animation films in Malaysia, which are the theme songs and music, trailer, production companies's brands, animation script, government support, and animation series. Based on these results, this study suggests that all these factors should be taken into account before an animation film is produced in Malaysia. This also marks the good response of the local audience to the Malaysian animation arena.

Keywords: Box-Office, Animation Films, Malaysia.

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# CHAPTER ONE

## INTRODUCTION

### 1.1 The Research Background

According to Roslan (2019), the animation film *Upin & Ipin: Keris Siamang Tunggal* (2019) had recorded a total collection of RM 26.5 million while *Boboiboy The Movie 2* (2019) had collected RM 29.8 million, subsequently creating a major phenomenon within the local film industry. Meanwhile, the last Malay animation film released in 2019, *Ejen Ali : The Movie* (2019), had made history when it collected RM 29.3 million.

Animation films in Malaysia are believed to have been gaining more interest and attention among the local audiences. This is evident by several animation films like *Upin & Ipin: Keris Siamang Tunggal* (2019), *Ejen Ali : The Movie* (2019), and *Boboiboy The Movie 2* (2019) that recorded vast collections in 2019, earning millions of ringgit, and crowned as box office films, subsequently creating a new history for animation films in Malaysia (Roslan, 2019).

On 18<sup>th</sup> of March 2020, the Malaysian government had announced a temporary halt to all activities that involve mass gathering, including the films and dramas production as well as cinemas, due to the contagious COVID-19 pandemic outbreak. From the entertainment business perspective, the movement restriction had forced the postponement of entertainment events like the concerts of famous local singers as well as the screening of local and foreign films in cinemas as part of the preventive measures to curb the spread of COVID-19 under the Prevention and Control of Infectious Diseases Act 1988 and the Police Act 1967 (Nordin, 2020).

During Malaysia's Movement Control Order (MCO) in 2020 and 2021, no animation films are shown in cinemas due to various government restrictions on most economic sectors in Malaysia. As a result, this study deals with animation films that were box office hits in Malaysia before the MCO period.

On November 2020, the Malaysian Association of Film Exhibitors (MAFE) had agreed to halt the operation of cinemas throughout Malaysia due to the drastic surge in