



# INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES



## Depiction Heroic Animated Characters: Describing a Brief Process of Archetype Embodiment into a Genuine Nusantara -Inspired Content

Ahmad Azaini bin Abdul Manaf, Fythullah Hamzah, Azwan Abidin

To Link this Article: <http://dx.doi.org/10.6007/IJARBSS/v11-i7/10241>

DOI:10.6007/IJARBSS/v11-i7/10241

**Received:** 15 May 2021, **Revised:** 18 June 2021, **Accepted:** 24 June 2021

**Published Online:** 04 July 2021

**In-Text Citation:** (Manaf et al., 2021)

**To Cite this Article:** Manaf, A. A. bin A., Hamzah, F., & Abidin, A. (2021). Depiction Heroic Animated Characters: Describing a Brief Process of Archetype Embodiment into a Genuine Nusantara -Inspired Content. *International Journal of Academic Research in Business and Social Sciences*, 11(7), 230–240.

**Copyright:** © 2021 The Author(s)

Published by Human Resource Management Academic Research Society ([www.hrmars.com](http://www.hrmars.com))

This article is published under the Creative Commons Attribution (CC BY 4.0) license. Anyone may reproduce, distribute, translate and create derivative works of this article (for both commercial and non-commercial purposes), subject to full attribution to the original publication and authors. The full terms of this license may be seen at: <http://creativecommons.org/licences/by/4.0/legalcode>

**Vol. 11, No. 7, 2021, Pg. 230 - 240**

<http://hrmars.com/index.php/pages/detail/IJARBSS>

**JOURNAL HOMEPAGE**

Full Terms & Conditions of access and use can be found at  
<http://hrmars.com/index.php/pages/detail/publication-ethics>