Character Pleasantness in Malaysian Animated Cartoon Characters

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Abstract. Current global trends have proved the creative industry to be one of the important sources of economic growth among developed countries. Creativity and its importance for Malaysia have made it imperative for any business organization to use creativity in a range of ways including multimedia content and animation. Malaysian animation viewers are rapidly influenced by digital media entertainment. The rise of such entertainment tends to drive them away from understanding what lies behind it that affect their emotion and thoughts. Therefore, the focus of this paper is to look into the experiences of "pleasantness" in viewer's emotions that stimulate the perception of pleasure when watching Malaysian animated cartoon characters. A descriptive and One-Way Anova will be implemented in this study to examine the design aesthetics and perception from the animation viewers that affects the psychological experiences in emotions that determines the pleasantness feeling. Overall, the results indicate that perceived pleasantness on Malaysian animated cartoon characters did not differ between age and gender. We believe this finding will benefit the creative content creators and help them to understand more about local animation viewers.

1 Introduction

Animation films, as a part of entertainment has long been recognized and accepted as a media content that influences people in any society. The importance of character design in animation and other media entertainment may have an indirect impact on the emotion of the viewers. According to Hodges's 2011 (as cited in Adi Bunyamin, Dahlan Ghani & Amir Asrieff Amir Hussin, 2017), the importance of graphically rendered characters has been paramount in this new form of entertainment. He suggested that a successful animated character is comparable to a successful actor whose popularity can be used to sell products, concepts, information etc. A simple graphic representation becomes instantly recognizable, appealing, emotionally accessible and engaging. Animated feature films are extremely expensive to create, costing some studios hundreds of millions of dollars. On a large scale

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