

RESPONSIVENESS AMONG MALAYSIAN SOCIETY OF COVID-19

2D Animation: Storytelling

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ABSTRACT

This purpose of this research is to create a storytelling video about responsiveness among Malaysian society of COVID-19 using 2D animation which provides storytelling contents on the topic. This study is focusing on creating storytelling that will expose storytelling animation. ADDIE model is the most suitable method to use for the project as it consists all of the methods which are analysis, design, development, implementation and lastly evaluation. Overall, this study will provide users with self-awareness stepped forward knowledge of the coronavirus and a useful understanding of sanitation, self-care, and infected viruses, particularly whilst defined in the storytelling technique. Through this storytelling, it's miles anticipated that the reality approximately the historic tale thru this lively 2D storytelling may be transmitted to our network and could have a fantastic impact on the country of Malaysia in the future.

I. INTRODUCTION

Animation is the way in which photographic groupings which can be coordinated in blended media and gaming items are planned, drawn, designed, and ready. Liveliness involves the misuse of nevertheless pics and the executives to provide the deception of production. To create the appearance of easy movement from those drawn, painted, or computer-generated photos, frame rate, or the variety of consecutive photos which can be displayed every second, is considered (MAIO, 2020). 2D animation storytelling that will increase via way of means of combining multimedia factors such as, text, graphic, audio, animation, and video effect. This takes a look at targets to introduce 2D storytelling of animation and unfold recognition to human beings approximately the COVID-19 amongst society.

At the end of 2019, coronavirus become identified because the purpose of a cluster of pneumonia instances in Wuhan, a town with inside the Hubei Province of China. It unfolds exponentially, main to an endemic throughout China, accompanied by a growing quantity of instances in different nations throughout the world. The World Health Organization named the disease in February 2020 as COVID-19, which in 2019 stands for coronavirus disease. The virus that causes COVID-19 is called Coronavirus 2 (SARS-CoV-2) Extreme Acute Respiratory Syndrome, formerly known as 2019.

Since Malaysia is one of the international locations wherein a damaging sickness coming from a virus has been attacked, an awareness measure needs to be taken to keep away from its spread. The dire necessity of containing the disease to keep the healthcare device from failing has brought on the authorities to take extra sturdy measures. On sixteenth March 2020, the

Malaysian Prime Minister confirmed a restricted lock-down called the Movement Control Order (MCO). The first MCO (MCO1) was released from March 18 to March 31, 2020. It was then extended until 14 April 2020 for another 2 weeks (MCO2).

II. PROBLEM STATEMENT

1. There a group Malaysian purposely do not follow Movement Control Order (MCO) and government directives.
2. Lack of attractive medium to increase awareness regarding Standard Operating Procedures (SOP) compliance.

III. RESEARCH OBJECTIVE

1. To design a storyline that will improve awareness toward MCO's SOP.
2. To develop 2D animation that will explain the consequences of disobeying standard operating procedures (SOP).
3. To evaluate the acceptance of message delivery by using developed 2D animation.

IV. TARGET USED

For the scope of this project, the researcher will be focusing more on all Malaysian society that not following standard operating procedures by using 2D animation concepts such as at restaurants, shopping malls, and public transport. It will include 2D animation with 3 series in this project.

After that, the researcher will illustrate the importance of following standard operating compliance (SOP) and movement control order (MCO) so the audiences will be able to visualize the actual environments during this time. Also, all interactive

components such as text, graphics, audio, animation, and video would be able to be used by the researcher.

Moreover, this study was conducted in the area around Kuala Lumpur. The rationale behind the selection of this field by the specialist is that the task should be focused on among youngsters. Our target audience age are within 13-19 years old. Bahasa Melayu is the main language used in this campaign.

LITERATURE REVIEW

2D animation is the artwork of entertainment in a two-dimensional area that creates movement. Characters, creatures, FX, and backgrounds are included. 2D, or two-dimensional animation can be a mixture of the inventive method and media layout in two-dimensional surroundings that creates the phantasm of movement. How they had been created is that, in line with their layout, they could draw the individual and plot. Not simply 1 individual that they've to attract however the historical past too is important. In order to deliver extra realism to it and upload a few impacts to look as though they're moving, as an example like a touched item with inside the picture. This is most not unusual place in animated movies and television, however, it's also utilized in video games, apps, mobile apps, and advertisements. The COVID-19 outbreak that hit Malaysia has had a large effect on the structures countrywide political, economic, social, health and education. Even the effect additionally includes own circle of relatives institutions as much as the inner elements of psychology and human well-being. Health is vital in figuring out mental due to the fact it's far a detail of human self-functioning and influences the extent of health and well-being, especially in the face of the spread of this epidemic. The Movement Control Order (MCO) to Malaysians, has been introduced via way of means of the Malaysian authorities following the outbreak. This is to cut back transmission of the COVID-19 pandemic in society via the implementation of social incarceration (social distance), even regulations were imposed via way of means of the a government that is the police and military to ensure no person has received this MCO instruction.

CASE STUDY



Figure1: Storytelling about What it's actually to have the coronavirus (COVID-19) (The Infographics Show, 2020)

The strength in figure 1 show above 2D animation have the build of the video plot exceptionally intriguing. After that, The substance remembered for this video is understanding and intelligent. Lastly, Good graphics and image.

The weakness in figure 1 show above this video has no subtitle. Next, the portrayal is snappy now and again. Lastly, video duration is longer.



Figure 2: Storytelling about what is coronavirus? (Peekaboo Kidz, 2020)

The strength in figure 2 shows above 2D animation has the build of the video plot is extremely inquisitive. Next, The substance remembered for this video is understanding and intelligence. Lastly, The narrator's voice is simple and intelligible.

The weakness in figure 2 show above this video not suitable for kids in this 2D animation.

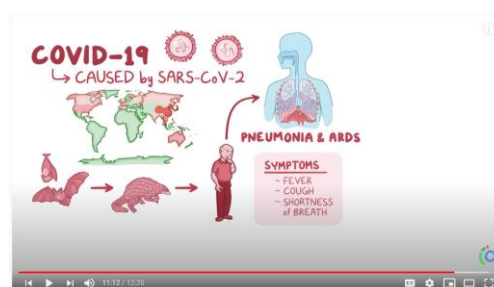


Figure 3: Info graphic that explain about causes, symptoms, diagnosis, treatment and pathology about coronavirus. (Osmosis, 2020)

The strength in figure 3 shown above 2D animation is in is the info easy to know. Next, The textual style utilized is effectively clear. Lastly, The utilization of tones is restricted, and the illustrations are nice.

The weakness in figure 3 show above the video length is somewhat more. Beside, that, the storyteller is rather reckless.

RESEARCH METHOD

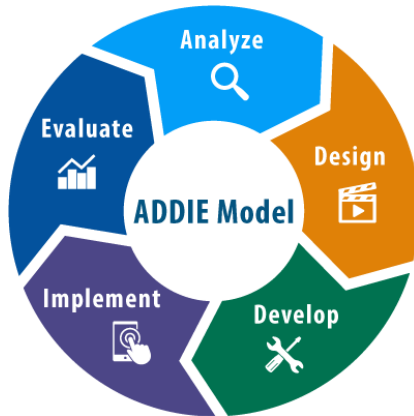


Figure 4: ADDIE Model

A. Analysis Phase

This is in which with inside the experience of necessary, numerous accumulated and processed items are analyses, correlated, and made beneficially. That's in which understanding is going from being most effective carefully related bits of facts to a finished product that is beneficial for decision-making. (Chris Sanders, Jason Smith,, 2014). The analysis is a phase for pre-planning for the assignment title as Responsiveness Among Malaysian Society of COVID-19. In this segment, trouble assertions are simplified. A researcher wants to set an aim for the assignment in addition to goal a few goals to obtain after the assignment has been carried out on this segment to identify the layout for the assignment and in addition to train the strategies. During this segment, the researcher wants to research for the assignment, study the title, assignment and definition. In order to get a higher concept to construct something interesting, the developer consults with the supervisor. The developer agrees to retain with the supervisor's suggestion, that is 2D Storytelling Responsiveness Among Malaysian Society of COVID-19 is a totally extreme problem till now with inside the complete world.

B. Design Phase

In the ADDIE model, this stage is important. The problem statement and background study must be solved at this stage by the developer to determine what the designer needs to do. The designer must select the subject and conceptualize the idea for the assignment. From that point onward, need to do a storyline for the designer simple to do a storyboard. At that point designer outline, it first before drawing the genuine storyboard.

C. Development Phase

Sketch-based animation has gained increasing popularity in the field of computer graphics due to its intuitiveness and

importance as a useful tool for character modeling and animation. With sketch-based techniques, animators can translate their 2D drawings directly into 3D models. 2D animation has not benefited as much from the progress in 3D animation. Most experienced cartoon studios also create large quantities of key-frames for animation and manually, which is a laborious and time-consuming operation in between. The two most significant and labor-intensive phases in 2D animation development are the generation of key-frames and in-between frames. To best use the time of the animator, the key frames are drawn by the skillful key framers, while the in-between frames are drawn by those who are less experienced and skillful.

D. Implementation Phase

In this implementation phase, covers the learning outcomes, objectives, purposes, methodology, method delivery, and testing. The developer can already take action on the final project to ensure that it is being built based on the necessary specifications. It considers the project to be double-checked in terms of the preparation, design, topics, and content of the project that has been carried out. It is also a stage where developers need to ensure the product can be completely understood by the viewer for this project. We will use the Wix website, YouTube channel, and social media to promote the campaign and it easy for the public to give a response. We choose this kind of platform to target younger that involve will improve awareness toward MCO's SOP.

E. Evaluation Phase

Evaluation is the last step of the ADDIE process. Researchers need to propose to collect reactions from the user who watch this 2D animation. The objective is to give evaluate the acceptance of message delivery by using developed 2D animation. This part researcher will understand how the user understands himself through a questionnaire that will be suitable for the crowd using this animation. In this kind, MCO decides to do an online questionnaire by using Google Form. Target about 20 people to answer the questionnaire that will improve awareness toward MCO's SOP.

PROTOTYPE/PRODUCT DEVELOPMENT

This is an initial activity or beginning to start the animate development as the researcher done the sketch and storyboard of the 2D storytelling.

I. Design



Figure 5: Storyboard for 2D animation storytelling.

The Storyboard was the most important method of displaying a video to explain the appearance of a project that shows how a story or plot unfolds and arrange a sequence of scenes before the project was implemented.

II. Graphic

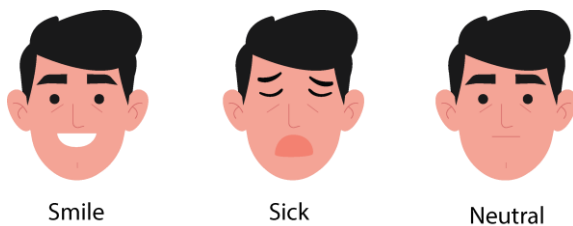


Figure 6: Character sheet

The figure 6 shows above are a graphic that have in video project. The developer used Adobe Illustrator 2020 to create digital image.

III. Development

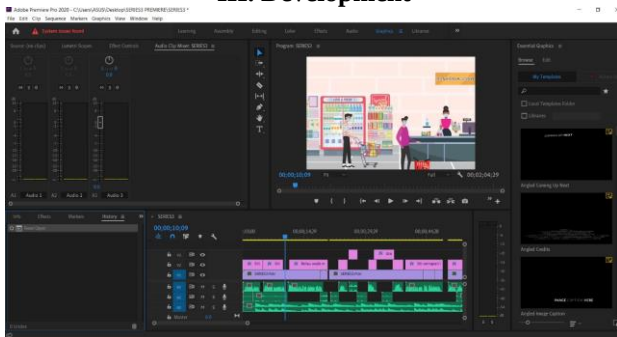


Figure 7: Progress development

The figure 7 above show the scene after the process making the animate changed into done, the animation turns into the video and will switch into Adobe Premiere Pro 2020 for editing by carrying out a few audio, sound effect, and background music.

V. COLORS



Figure 8: Color palette

Figure 8 above displays specific shades of color. Each color represented a specific sort of content. Because the developer desires to maintain the audience interested in the video and make it greater colorful and much less boring. The developer uses specific background color for every content. Lastly, the developers make use of a variety of background colorings to help the audience sense the surroundings of the area.

TESTING AND RESULT

In this questionnaire, a total of 26 questions were given and answered online. In order to get the responses and feedback from the users about the Responsiveness among Malaysian society of COVID-19 through 2D animation storytelling. The main target user is youngsters between 13-19 years old. There are several methods that can be used in order to test the 2D storytelling video. I choose to use the questionnaire technique to gather feedback and comment about the Responsiveness among Malaysian society of COVID-19.

SECTION A: Demographic Questionnaire

1. Berapakah umur anda? (What is your age?)
45 responses

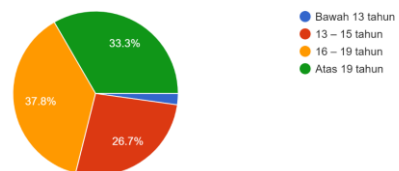


Figure 9: Age result

Figure 28 shows a pie chart that the majority of respondents (37.8%) were aged 16–19 years. A large number of them are still young who love to see 2D animated storytelling. Meanwhile, (33.3%) were over 19 years old. Finally, (26.7%) were 13-15 years old.

2. Apakah jantina anda? (What is your gender?)
45 responses

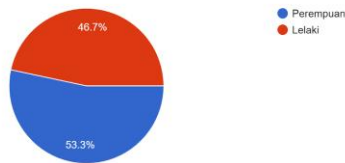


Figure 10: Gender Result

Figure 10 shows pie that the highest of the responses (53.3%) is female over than male is (46.7%) because they are more interested in answering a questionnaire.

SECTION B: Level Awareness

1. Se jauh mana anda tahu tentang SOP terkini daripada Majlis Keselamatan Negara. (How much do you know about the latest SOPs from the National Security Council.)
45 responses

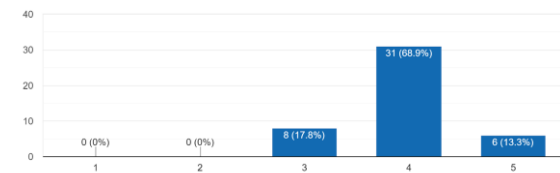


Figure 11: Result 1

Figure 11 shows the bar chart the result of responses see know about the latest SOP from the National Security Council is 31(68.9%) say “Agree”. It shows Malaysian citizens know very aware of the standard operating procedure (SOP). Meanwhile, 6(13.3%) responses say “Strongly agree”. Lastly, 8(17.8%) responses say “Neutral” about this statement.

2. Bagaimana anda mendapatkan maklumat tentang SOP terkini. (How do you get information on the latest SOPs.) boleh memilih lebih daripada 1 pilihan.
45 responses

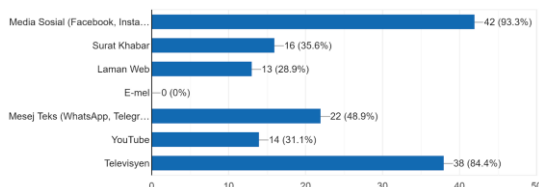


Figure 12: Result 2

Figure 32 shows a bar chart of how do you get information on the latest standard operating procedures is highest from Media social (93.35%). The second is television (84.4%). The third is a text message (48.9%). The fourth is from a newspaper

(35.6%). Fifth is from YouTube (31.1%). The sixth is from a website (28.9%). Overall it shows the youngsters get information about standard operating procedures (SOP) from media social.

4. Pada pengetahuan anda, tandakan SOP yang perlu dipatuhi selaras dengan arahan Majlis Keselamatan Negara (MKN). (To your knowledge, mar... (MKN).) boleh memilih lebih daripada 1 pilihan.
45 responses

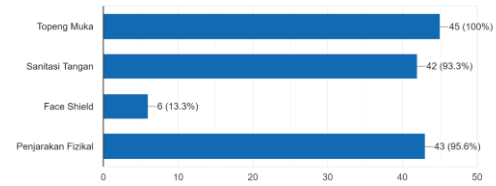


Figure 13: Result 3

Figure 33 shows a bar chart a knowledge about the standard operating procedure (SOP) that need to follow in accordance with National Security Council is face mask (100%), Hand sanitizer (93.3%), and social distancing (95.6%) It shows Malaysia citizen still know compliant about standard operating procedures (SOP).

SECTION C: Animation Quality Questionnaire

1. Adakah jalan cerita animasi mudah difahami? (Is the storyline of the animation easy to understand?)
45 responses

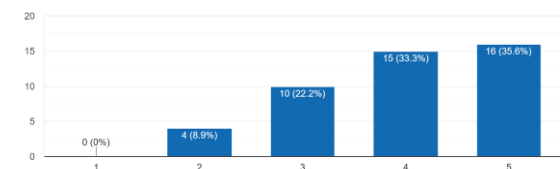


Figure 14: Result 1

Figure 14 shows the bar chart is the storyline of the animation easy to understand?. The respondent rate the highest is 16(35.6%) responses say “Strongly agree”. It shows the youngsters understand the storyline of the 2D animation storytelling. Meanwhile, 15(33.3%) responses say “Agree”, 10(22.2%) responses say “Neutral”. Lastly, 4(8.9%) responses say “Disagree” about this statement.

5. Suara pencerita jelas dan senang didengar. (The narrator's voice was clear and easy to listen to.)
45 responses

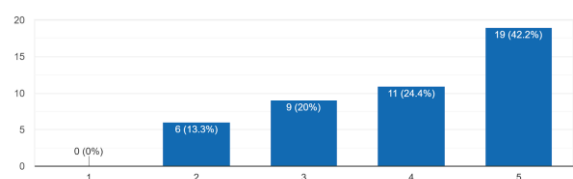


Figure 15: Result 2

Figure 37 shows a bar chart the narrator's voice was clear and easy to listen to. The 19 (42.2%) responses has agreed with the audio narrator's voice. This can be explained that respondents can see 2D animation storytelling with more understanding and clarity. Meanwhile, 11(24.4%) responses say "Agree", 3(20%) responses say "Neutral" and 2(13.3%) responses say Disagree" about this statement.

6. Kesan khas bunyi yang digunakan sesuai dengan paparan animasi. (The special sound effects used correspond to the animated display.)
45 responses

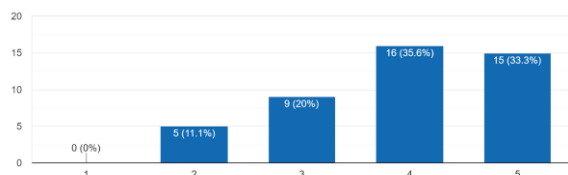


Figure 16: Result 3

Figure 16 shows a bar chart is the highest is 16(35.6%) responses say "Agree". Although using the 2D animation storytelling, the majority of respondents believe that the sound is uplifting the atmosphere and that the audio is clear. The use of sound is very important in delivering the content of this 2D animation storytelling. This is because the majority of the descriptions are conveyed by a sound effect. A clear sound effect track is needed to meet the requirement.

SUGGESTION

There are a few works that also want to be finished consisting of enhancing the 2D animation to be extra thrilling and effective. The 2D animation wishes to be improved in terms of animation and graphics to be greater appealing to the target audience. The advantages a part of the video additionally wishes to be greater understood and exact so that the consumer can truly sense the pleasure whilst looking at the animation. The animation and graphics in the video have to be consistent in order that the user does now no longer have to be confused when viewing the 2D animated video.

FUTURE RECOMMENDATION

This project has been developed and carried out successfully. However, in the subsequent level of research, it could be stronger to target more advanced and better 2D animation. For future development, developers try to commercialize this 2D animation widely around Malaysia and overseas. Another language especially 'Bahasa Indonesia' could be applied to this 2D animation more user-friendly. In addition, the convenience of the audience, more functions, and features have been added. Hopefully, this task is anticipated to be the benchmark for

future development in order that it'd come to be a reference for future research.

CONCLUSION

Based on the project, developers able to complete this project within the given time. Some many tasks and impediments faced by the developers. Despite the challenge and obstacles, developers study many new things related to how to construct a 2D animation. Developers encounter challenges not covered by the book since each project is distinctive and every possible scenario can't possibly be covered. Cooperation among lecturer and friends are really important to make sure the project runs smoothly.

In this project, developers need to know the awareness to maintain the standard operating procedure (SOP) from the national security council to evaluate the youngster by ensure the effectiveness or not. Lastly, I hope this 2D storytelling: Responsiveness among Malaysian society of COVID-19 can be applied in new norms.

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