

# The Development of Sadaqah, A 2D Animation Public Service Announcement

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**Abstract-** The Public Service Announcement is a free public service announcement that creates public awareness of a social issue and encourages people to action. Charity is an Islamic financial mechanism with a wide range of features that is based on volunteerism. The value of beginning this habit at a young age may also be significant. Teenagers are less aware of charity nowadays due to a lack of information from the charity's organization. Many organizations continue to utilize ineffective physical posters that waste money and time for youth. Because today's youngsters are more tech-savvy, a Public Service Announcement video is the most effective way to educate and raise awareness. This research aims to create a 2D animation Public Service Announcement (PSA) about Sadaqah. The ADDIE model is used as a research instrument for the study. In comparison to the physical poster, 100 per cent of respondents agreed that the 2D public service announcement is an effective way to promote awareness. This Sadaqah 2D Public Service Announcement is intended to encourage youngsters to be more charitable and shape them into better Muslims.

**Keywords**—Public Service Announcement, Charity in Islam, Awareness, Sadaqah.

## I. INTRODUCTION

Sadaqah is a type of charity in Islam. It is a voluntary Islamic method with a wide variety of characteristics. It is also essential to introduce generosity to the younger generation since it will establish a sense of humility, simplicity, and compassion. The most excellent way to spread this information is through a 2D Animation Public Service Announcement video. This project

focuses on the creation of three 2D Animation Public Service Announcements videos: "Apa itu Sedekah," "Kelebihan Bersedekah," and "Mari Bersedekah."

Today's youth are unaware of the importance of charity, specifically Sadaqah. Their attitudes about donating are unfavorable, according to a study [1], when it comes to charity fundraising, just eight out of thirty individuals usually participate. Malaysia received 62 percent, 58 percent, and 37 percent in the Charity Assist Foundation (CAF) based ranking which looks at three measures: contributing money, volunteering time, and helping strangers[2]. This percentage, however, is low, indicating that, despite Malaysia's position as one of the world's most giving countries[3], Muslim youths in Malaysia are less charitable.

This project is beneficial in raising awareness among Muslim young adults about the need of donating to charity. The majority of Muslim youth are unaware of the importance of charitable giving, which results in a low proportion of them making philanthropic contributions.

This 2D animated public service announcement is targeted for Muslim youth age 17 to 25 as an effective method to catch their attention and educate them about the importance of Sadaqah (Islamic charity). Its primary goal is to raise awareness about the importance of charitable giving and encourage them to contribute.

## II. RELATED WORK

Sadaqah is derived from the Arabic term "sadaqah," which refers to a contribution meant to please God [4]. Sadaqah is a kind of charity that is supported by donations. This word is often used in conjunction with the phrase shadiq, which means honest, and refers to a real buddy who is not afraid to tell the truth, and defend himself vocally when he feels threatened. Almsgiving is defined as a person's generosity as a virtue in which they seek Allah SWT's pleasure and reward alone.

Sadaqah with sincerity, not manipulating, complaining, yelling, or hurting the heart of the person receiving alms, since this action is prohibited and harms the practice of almsgiving as a consequence of the deed. Charities offered in secret are more beneficial since they are provided by the right hand while the left hand is unaware.

Two-dimensional animation is a way of creating action in a two-dimensional environment. Additionally, there are characters, special effects, and backdrops provided. Almost all internet advertising and entertainment, including video games, makes use of animation. Animation has proven to be an extremely effective tool for attracting attention, influencing spectator behaviour, and fostering positive attitudes [5].

A study by [6] found that students' reactions to animated PSAs differ significantly from those to non-animated PSAs. They are more receptive of message using animated characters as they left viewer with pleasant and unforgettable feelings.

Findings in another study [7] shows that animated PSA is more effective rather than Visual PSA due to the animation, audio used in the Public Service Announcement. When the viewers are more receptive, chances are they will be sharing the message with their friends and family and highly likely to be shared on social media. This will result in spreading the message and inspiring good deeds.

## CASE STUDY



Fig. 1. What is Almsgiving?

The purpose of case study 1 is to educate the audience on the topic of What is Almsgiving? It is a public service announcement (PSA) made by Array of Hope on YouTube. This video was 1.06 minutes long and was released on YouTube. The background for this video is Animation 2D Motion Graphic, and there is just one presenter in this video. It has a unique concept and delivers a satisfying message. Because this film is brief, the viewers will not get bored while viewing it. This video has the problem of having no subtitles, which is a drawback in several ways. Because the presenter does not speak correctly, it isn't easy to comprehend what they are saying. Aside from that, the background music is much too loud for the listener to be distracted from experiencing and hearing the presenter's voice.



Fig. 2. Six Benefits of Giving Sadaqah

As for the second case study, the content was wonderfully communicated with the use of straightforward 2D motion graphic typography. The music playing in the background is upbeat and creates an emotional response from the audience member. However, this video has a flaw in that it does not have a subtitle, which is essential for deaf viewers to comprehend and access information.

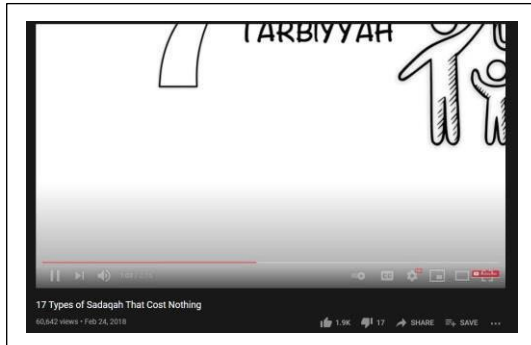


Fig. 3 . Types of Sadaqah that cost nothing

The final case study provides information on 17 types of Sadaqah that are free of cost. This video from Muslim Mastery on YouTube was uploaded on February 24, 2018. The runtime of this video is 2.15 minutes, which is a reasonable length for a public service announcement. This video provides the viewers with knowledge of Sadaqah, which they may do at no cost. This movie combines a 2D Motion Graphic animation with a narrator's voice over the audio and a musical accompaniment to tell stories. The benefits of this public service announcement are that it is given and contains valuable material. In addition, the motion graphic is charming, and the text is easy to read. The audio quality for this movie is excellent and crystal clear. This video has a significant disadvantage in that it does not offer the viewers a subtitle. Furthermore, this video is primarily an animation in black and white, which is not engaging. There are no subtitles available for this video.

### III. RESEARCH METHODOLOGY

The ADDIE model has been used as the research method in this project. This is due to the fact that the ADDIE model is a design methodology that includes simple and easy to learn stages[8].

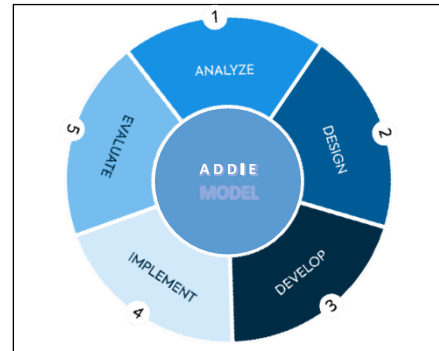


Fig. 4. ADDIE Model

The outcome of each phase is summarized in Fig. 5 below:

Level of development	Activity	Output
Analysis	<ul style="list-style-type: none"> <li>Determine aim of project</li> <li>Define objective</li> <li>Define scope</li> </ul>	<ul style="list-style-type: none"> <li>3 Problem statement</li> <li>3 Objective projects</li> <li>Scope and effectiveness</li> </ul>
Design	<ul style="list-style-type: none"> <li>Create the storyline</li> <li>Select theme and concept</li> <li>Sketch storyboard</li> </ul>	<ul style="list-style-type: none"> <li>Understanding the storyline.</li> <li>Know the info that needs to put in.</li> </ul>
Development	<ul style="list-style-type: none"> <li>Create 2D infographic</li> <li>Create 2D text</li> <li>Create 2D Animation</li> <li>Create Animation video in After Effects.</li> </ul>	<ul style="list-style-type: none"> <li>Prototype creation and put all the animation material to editing software.</li> </ul>
Implementation	<ul style="list-style-type: none"> <li>Render video to get smooth sequence.</li> <li>Export editing file to H264 video.</li> </ul>	<ul style="list-style-type: none"> <li>Test the video quality before publish it to audience.</li> </ul>
Evaluation	<ul style="list-style-type: none"> <li>Prepare questionnaires</li> <li>Distribute questionnaires</li> <li>Collect data result</li> </ul>	<ul style="list-style-type: none"> <li>The effectiveness level of PSA to spread awareness about Sadaqah among teenagers.</li> </ul>

Fig. 5 Summary of Methodology

#### IV. DESIGN AND DEVELOPMENT

This section discusses on the prototype development approach that will be employed in ADDIE’s Design and Development stages. At the design stage, the characters' design, the video's colors and character design, typography, and composition are all created. A development phase is the stage of a project during which all of the design phase material is used and compiled to create a solid video. The development phase is composed of many steps.

##### A. Pre – Production

Pre-production refers to the stage preparation that works as a reference point and the stages that occur before the animation's start time. When a video is being made, the voiceover is recorded before any scenes are shown on the screen. Concept development, scriptwriting, storyboarding, and style are all part of the process.

##### 1) Concept

At the start, there is just an idea. In this stage, the project will discuss several different concepts for the animation to develop a script. Before getting too carried away, it's essential to understand the limitations of the animation and

software being used. It will be up to the animation creators to write a storyline that will allow the animation to create a plot. A screenplay serves as the foundation of any animated film. In the animation creation process, the animated video serves as a reference point throughout the entire process.

##### 2) Scriptwriting

This pre-production stage assists in the development of the narrative style and storyline flow. A solid script is lively and has a natural flow, which helps in the rhythm of the animation and attracts viewers. The script should be compact enough to deliver the point while sticking to the time limitations of the play.

##### 3) Storyboard

The storyboards illustrate critical scenes from the animation. These storyboards will have subtitles that

describe the plot of the storyline. This helps with camera angle and animation time. This also helps to identify the storyline and determine what works and what does not.



Fig. 6: Storyboard

##### 4) Style

The ability to define a style is essential to the success of an animation. It helps to connect the identity to the storyline and define the storyboard by detailing the kind of movements needed, and sometimes even possible, for the chosen style. This is the stage in which it determines the characters' types and the video's colors, fonts, and design.

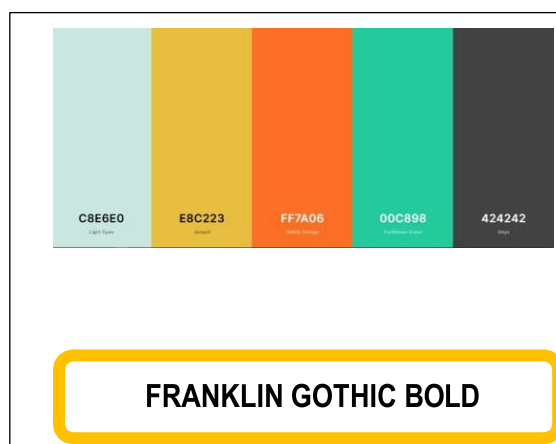


Fig. 7: Font type

5) Web Design

The first step in this phase is to create a site map based on the idea, navigation structure, and feature list. This website must be easy to use and well-structured. The procedure involves developing a website for an interactive platform utilizing

Weebly as the development platform. Weebly is a free website that allows you to create a website with an easy-to-use user interface. It may construct and publish websites utilizing their domain, allowing researchers to use it for free.

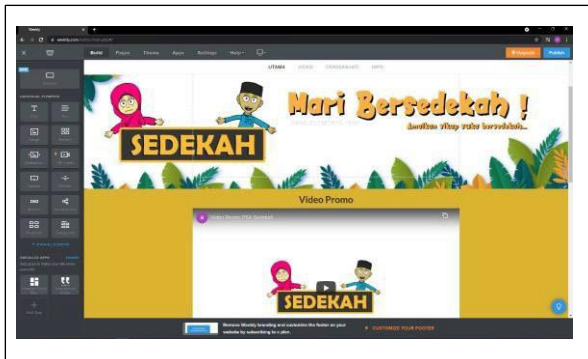


Fig. 8. Website Design

B. Production.

The production stage is when the animation is brought to life in accordance with the pre-production strategy. This technique involves the creation of characters, their animation, and editing. This stage involves the conversion of the animation to a digital format and the creation of the final product.

1) Character Design

This phase is dedicated to designing and creating a character for this 2D animated Public Service Announcement. This stage will be focused on Malaysia's environment and culture. It establishes two characters, a boy and a girl, using Adobe Photoshop.

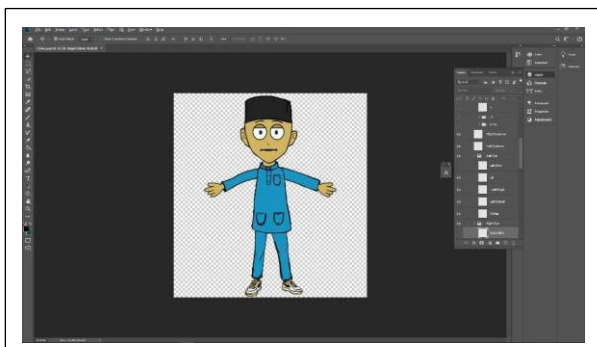


Fig. 9 Character Design Boy



Fig. 10: Character Design Girl

2) Character Animation

The animation phase is the step during which all characters are animated. This process is the same for every Sadaqah 2D animated public service announcement generated using Adobe Character Animator. This process is used to create character movement, which gives the character a sense of life. This method employs a keyframe that must be recorded depending on the camera's face detection. Following the completion of the recording, this project was imported in its entirety at the high-quality video.



Fig. 11 Animation boy character



Fig. 12 Animation girl character

### 3) Animation

The animation stage is when the movement and visual effects of the project are applied. Additionally, it is utilised to enhance and polish the aesthetic of the final output via the use of special effects and text. This phase makes use of Adobe After Effects. After Effects is used to create visual effects, text, motion graphics, and transitions, this procedure is divided into compositions for each effect, and each keyframe is unique. Following the completion of the animation process, the video is generated in Full High Resolution.



Fig. 13. Animation

### 4) Editing

Editing is the last phase in the production of this project. Combining all animation footage, sound effects, and narration creates the animation according to the storyboard. The last part of the process is editing, which is accomplished using Adobe Premiere Pro and reflected in the final product. Adobe Premiere Pro was used to edit "Apa itu Sedekah", "Kelebihan Bersedekah", and "Mari Bersedekah". This application is used to compile all animation video material for each series and add audio narration and music. After gathering all of the footage, it was exported in Full High Resolution. This is the last phase of development.

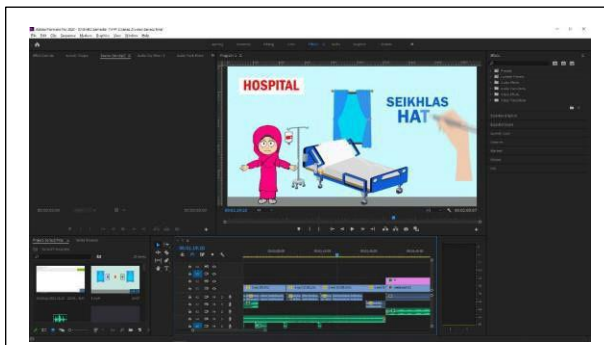


Fig. 14. Editing

## V. RESULTS AND FINDINGS

To collect data and determine the outcome, three parts of 28- question questionnaires were distributed. A survey was performed online to get views and recommendations from the audience about the Sadaqah 2D animated public service announcement. Thirty-one individuals contributed responses to twenty-eight different questions throughout the testing. The procedure started with an audience viewing a Sadaqah 2D animated public service advertisement (PSA), which linked to the web page.

### A. Demography

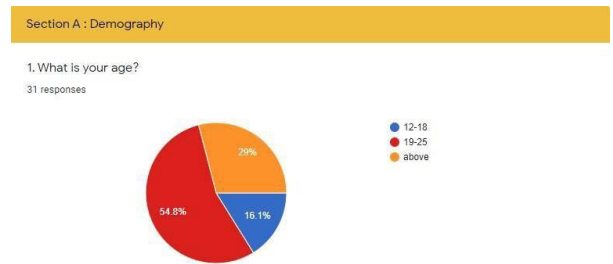


Fig.15. Respondent Age

According to Fig. 16, the pie chart illustrates the respondent's age. 44.8% of respondents are between the ages of 19 and 25 years old. Meanwhile, 29% are over 26 years old, and 16.1% are between 12 and 18 years old. These findings indicate that the majority of respondents are between the ages of 19 and 25 years old.

### B. Evaluation of Project Content.

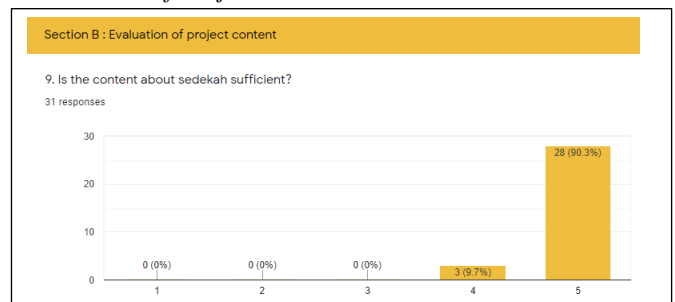


Fig. 16. Is the content sufficient?

The graph above shows the percentage of respondents who think that the content about Sadaqah is sufficient. As shown, 90.3% of respondents rate the material about Sadaqah as enough, compared to 39.7% who rate it as insufficient. It demonstrates 28 that the majority of them believe that the content of Sadaqah is adequate for them to understand to get further knowledge.

## VI. CONCLUSION

### A. Summary of Findings

This study project defines three research objectives. For the first objective, the study found that youth are less aware of Sadaqah because they lack access to the appropriate platforms, mainly for information. Sadaqah information is often distributed by physical posters, which are ineffective in attracting youngsters today. Nowadays, youngsters spend more time browsing the web and viewing online movies. For this project, the PSA was published on a Sadaqah campaign website that has more significant potential for youngsters to get information and knowledge than a physical poster provides.

The second research objective is to encourage youngsters to make Sadaqah contributions through the development of a PSA. Nowadays, animation is one of the most effective methods of attracting people since it has no age restriction. Animation in PSA especially, can attract audiences with its innate characteristics, offering it a new and effective method of conveying knowledge and information to youngsters.

The final research objective is to evaluate the effectiveness of the PSA in terms of information delivery. Findings suggest that the 2D animation PSA is indeed an effective method to spread awareness as 77% of the respondents strongly agree.

In conclusion, the majority of the respondents agree that the PSA: Sadaqah was able to achieve all the objectives. Thus, it can be clearly concluded that the PSA is a success as it is able to spread awareness about Sadaqah, especially to youngsters in Malaysia through its usage of 2D animations.

### B. Recommendation

This project has been developed successfully. However, it does have certain limitations that may be improved in the future. These public service announcements can enhance the excellent voice actor and make it more attractive to the video. Additionally, the researcher could include more infographics to increase user engagement and to enable users to rapidly access information through the infographic. Finally, the movement of this 2D animation is not very smooth. To get a better outcome, the developer should improve the animation's movement and transition. As a result, the suggestions for future study were developed to enhance the project's creativity and make it more beneficial to the target audience.

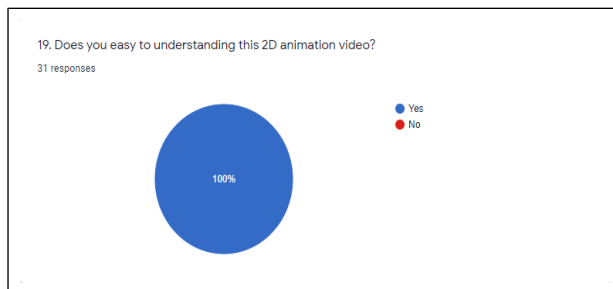


Fig. 17. The 2D animation PSA is easy to understand

The pie chart above shows that 31 respondents easily understand this 2D animation public service announcement video. This percentage is higher than agreed. This PSA is easy to understand and reach the target.

### C. Evaluation of Project Criteria.

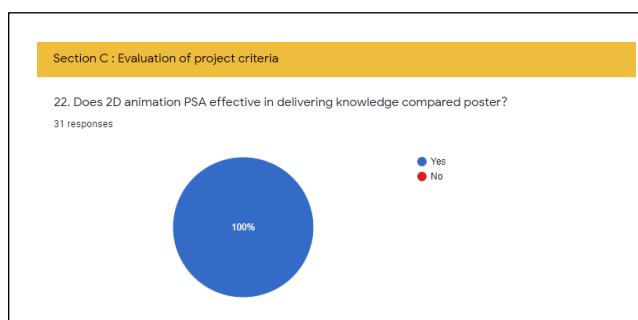


Fig. 18. The 2D animation PSA is effective compared poster

According to the pie chart above, 100% of 31 respondents feel that 2D animation PSAs are the most effective presenting information compared to posters since they are more engaging and align with the current age of globalization.

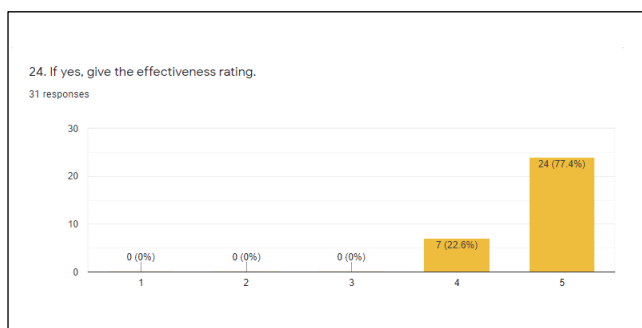


Fig. 19. Respondent rate the effectiveness of this PSA.

As we can see in the bar chart above, 77% of respondents give 5 ratings to the effectiveness of 2D animation PSA as a medium to spread awareness. They find it easy to attract people to watch the video and spread awareness better than spreading the attention using the poster. Next, only 22% of respondents give 4 ratings because they may think that this Sadaqah 2D animation PSA is not good enough to spread awareness to the public.

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