

Interactive Documentary: The Impact of Covid-19 on The Creative Industry Faced by Local Artists in Pasar Seni, Kuala Lumpur and How They Overcome It

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Abstract— COVID-19 had a significant impact on everyone and has affected many sector industries in Malaysia. There are many people who have lost their jobs because businesses had to shut down, and employers can no longer afford to pay salaries. Hence, there is still a lack of effort in spreading awareness of the situation faced by local artists, although the creative industries, which have contributed RM29.4 billion to the Malaysian economy, have shown a decline in 2020 due to COVID-19. The research method for this research is qualitative research to gather in-depth information. This study aims to evaluate the effectiveness of documentary platforms in spreading knowledge and educating the public about the topic raised. The Addie Model is utilized as a research method. The findings indicate that the documentary has benefited society. Also, storytelling played a pivotal role in connecting with the audience. Therefore, this research concludes that a documentary is the best way to assist people in understanding current issues.

Keywords— documentary, creative industry, awareness, benefits, impacts

I. INTRODUCTION

Late in 2019, the world was rocked by the rapid spread of a novel and extremely perilous pandemic: the 2019 Coronavirus outbreak (COVID-19), a previously unknown strain of the Coronavirus. Since the discovery of this virus, governments throughout the world have adopted various responses to prevent the spread of the disease and its potential effects on their economies. The increasing number of reported instances of Chronic Obstructive Pulmonary Disease (COPD) in Malaysia prompted Prime Minister Tan Sri Muhyiddin Yassin to issue a special announcement establishing the Movement Control Order(MCO). This MCO prohibits religious, social, sporting, and cultural gatherings in public spaces; closes schools, government buildings, and businesses; limits the number of people who can leave Malaysia; and limits the number of people who can enter Malaysia. Many businesses have been forced to shut down as a direct result of these Standard Operating Procedure(SOPs) and the subsequent decrease in client demand. An online home

services platform called Recommend.my conducted a poll and discovered that 68.9% of local Small Medium-sized Enterprise (SMEs) saw a decline in business of more than 50% within a week of the MCO [1]. For instance, many of the Kuala Lumpur area's creative professionals in Pasar Seni are from SMEs, which means they face unique difficulties. As a result of the restrictions, they are seeing a significant drop in revenue as fewer people are making their way to Pasar Seni. In response to the consequences of the pandemic, several artists have reduced the prices of their works by as much as 30 percent, despite the fact that the amount of revenue generated from sales is declining.

II. RELATED WORK

Documentary films are some of the best resources for knowledge, inspiration, and entertainment, and they reveal significant tales that are frequently unknown to the general public and bring awareness to a wider audience [2]. However, the term "interactive documentary" refers to any documentary that incorporates elements of audience participation as an essential component of its distribution system [3]. There have been many documentaries made about COVID-19, but few have addressed the impact on the creative industry.

This section of the article will examine the related work that can be found that is linked to the issues that have been raised. Although numerous documentaries have been created regarding COVID-19, few have focused on the effects on the creative industry. Most of these videos or documentaries can be found on YouTube.

A. Kesan COVID-19 kepada Industri Kreatif Malaysia



Fig. 1. Kesan COVID-19 kepada Industri Kreatif Malaysia

The first existing work similar to the project was a talk show called 'Selamat Pagi Malaysia' held by RTM TV1, where they interviewed Dato' Jurey Latiff Rosli, the chairman of the Malaysian Creative Industry Association(CCIG), to discuss the impact of COVID-19 on the creative industry.

The Malaysian Creative Economy consists of many sub-sectors. Traditional & Cultural Arts are one of the leading sectors in the creative industry. According to a report by the Department of Statistics Malaysia, this industry contributed 1.9%, or RM29.4 billion, to Malaysia's GDP in 2019. This indicates that it has been expanding and has the potential to become a new economic driver in helping the country achieve its goals [4]. However, COVID-19 resulted in a complete and total disruption in the creative and cultural industries.

The discussion failed to address the primary goal of illuminating the challenges faced by workers in the creative industries, where Dato' Jurey seemed unprepared for the questions that were thrown at him. He mostly talked about the new norms and the use of technology in boosting sales or services offered. According to Evan Nierman, founder, and CEO of crisis management firm Red Banyan, preparation is the key to success, and candidates who have done their research and are knowledgeable about their subject matter should be able to answer questions with confidence and authority [5].

B. Who Are Malaysia's New Poor? The COVID-19 Recession



Fig. 2. Who Are Malaysia's New Poor? The COVID-19 Recession

The second documentary was produced by CNA Insider that portrays the story of the hardships endured by certain Malaysians as a result of the pandemic and the worldwide economic downturn. Genevieve Woo, the narrator, reported that Malaysia's unemployment rate had reached a 27-year high as a result of the Movement Control Order (MCO). The documentary also tells the tale of Anton Ngui, the proprietor of the NAK Hotel, who was forced to close his establishment due to a lack of customers. In addition, the director of operations of Kechara Soup Kitchen, Justin Cheah, discusses his experience with the increased number of homeless individuals in Kuala Lumpur following the MCO.

CNA Insider has done an excellent job in producing this documentary, as the video and audio quality were very clear. Hence, the quality of a video creates the first impression and opinion of your company or organization in the minds of viewers [6]. On the other hand, the documentary's color grading appears unappealing and dreary. In films, color may evoke a particular mood and set of feelings, which has a significant impact on us as filmmakers. Finally, they used linear storytelling, making the audience feel less involved with the material presented in the documentary.

C. VIRUS(2020) – A COVID-19 Documentary Short



Fig. 3. VIRUS(2020) – A COVID-19 Documentary Short

The third documentary was made by Luminosity Entertainment. According to the narrator, Ben MacLaine, all industries saw a decline in revenue as a result of COVID-19 and the resulting lower demand. It is concerning that there has been an increase in the number of workers in the hospitality sector who have lost their employment, given that the hospitality sector employs 8% of Australia's total workforce. Because of the restrictions, the majority of locations that typically host a large number of guests were currently deserted. When a limitation order is put into place, the positives for many people are that they get to spend more time with their family and that they have the opportunity to learn new skills.

Among the deficiencies that have been identified are they did not provide subtitles in the documentary. This factor causes the audience to be less engaged with the content of the video or the narrative of the story they were attempting to convey. Video

content that includes subtitles has a greater level of engagement than its counterpart that does not have [7].

However, the storytelling can be enhanced by slightly accelerating the narration, as it was not really compelling. Too much time elapses between narrations, and some of the delays are needless. It will remove the audience from the narrative. Good pacing is vital to the effectiveness of a story's flow. The audience will become bored if the tempo remains constant for too long, regardless of how amazing it is [8].

D. How COVID Affected the Creative Industry | Documentary



Fig. 4. How COVID Affected the Creative Industry | Documentary

The last documentary was created by Melo Productions named *How COVID Affected the Creative Industry*. It provides an explanation for what transpired in the United Kingdom when the government launched a campaign titled "Rethink, Reskill, Reboot," which resulted in outrage among individuals working in the creative industry on social media. The campaign was canceled and the decision was made to develop the skills assessment course by the government of the United Kingdom. The students that participated in the course, on the other hand, were taken aback by the findings since they believed that their abilities went unrecognized.

The documentary's visual quality was spotty and unsteady in parts. A lack of variety in camera placement and shot length also detracts from the documentary's ability to engage its audience. Moreover, subtitles were not provided despite the fact that the audio quality was subpar, particularly during the interview session when the interviewees' voices could not be heard properly due to background noise. The use of sound in film and video production is crucial because it can connect with an audience on a deeper, more perceptive level than just through the images or the plot [9]. Also, it aids in the dissemination of information to the target audience; conversely, it is essential that the message be conveyed clearly and audibly.

III. METHODOLOGY

The methodology is the most crucial aspect of conducting research. Here is where the information was obtained. This approach describes the steps and methods required to accomplish the project's objectives. The qualitative method has

been selected for this project's data collection. Two interviews were carried out in which the researcher asked the interviewees questions in one-on-one conversations to gain a deeper understanding of the individuals' first-hand experiences and points of view. Research and development have been conducted based on the ADDIE model, which consists of five stages that include Analysis, Design, Development, Implementation, and Evaluation. The ADDIE model has been implemented because it is one of the most dependable and secure approaches for designing courses that teach and engage learners [10].

A. Analysis

During the analysis phase, the documentary will be created in consideration of the audience's needs, limits, existing knowledge, abilities, and desired objectives. Next, determine whether the purpose, scope, and intended message are appropriate. In order to develop an interactive documentary that raises awareness of how COVID-19 has influenced Pasar Seni's creative business, the data will be gathered through observing the Pasar Seni and conducting extensive research. Additionally, the documentary will be produced in Malay so that individuals who do not know English well can comprehend it. Additionally, English subtitles will be included to reach a larger audience. The interactive documentary's target audience consists of young adults between the ages of 16 and 30 who are interested in art and adventure. The interactive documentary will be uploaded online so that it is freely accessible to viewers.

B. Design

During the design process, the sort of media used to create the documentary was decided. At this stage, the duration of each task has been determined to ensure that it can be performed within the allowed time. Creating storyboards, interview schedules, and shooting schedules, as well as filming and generating footage for the project, are processes that are being carried out. For the structure, a website flowchart and wireframe were developed. The selection of fonts and color schemes have also been carefully identified to give a pleasant experience for users in viewing the website. This phase has determined that the duration of the documentary is anticipated to be 15 minutes and that it will be developed in an interactive format.

C. Development

Based on the data collected from the analysis phase, the information was used to create a documentary that will relay what needs to be taught to the audience. Two types of software have been used to create the interactive documentary: Adobe Premiere Pro and Adobe Audition. The process of inserting audio and video has been generated and incorporated into the documentary. Adobe Premiere Pro was used to put transition effects, color grading, sound editing, and adding subtitles when the video was completed. Other than that, Adobe Audition was used to remove background noises from the interview audio

because Adobe Premiere Pro has the limitation of doing it. Lastly, the interactive documentary website has been successfully created using WIX website.

D. Implementation

This phase is crucial to determine whether the process of developing and designing an interactive documentary is successful. This procedure ensures that an interactive documentary is an effective platform for the public to gain information. The interactive documentary was published on a website and made accessible to the public. After that, users were given the opportunity to test the website on their preferred device. In order to get ready for the prototype testing, the developer started collecting feedback from users to improve the prototype before delivered.

E. Evaluation

Following the delivery of the prototype, a number of questionnaires were distributed to the general audience in order to collect their responses regarding the effectiveness of the interactive documentary in raising awareness about the influence of COVID-19 on the artistic community of Pasar Seni. The functioning and usability of the website was evaluated by a total of fifty-two users who provided feedback. The website for the interactive documentary has been made to work properly on all kinds of devices. Any device can be used to test it, as it is compatible with all of the available options. During this phase, users will be able to provide feedback on the website's interface, and data will be collected to improve the functionality of the prototype.

IV. RESULTS AND DISCUSSIONS

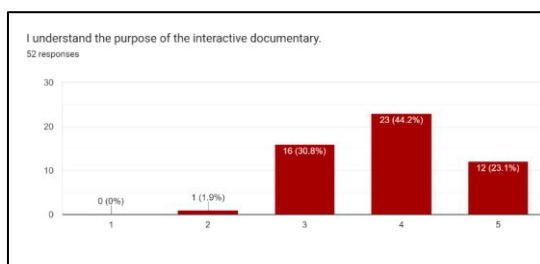


Fig. 5. A Bar Chart on Understanding The Purpose of The Interactive Documentary

The respondents' level of knowledge regarding the goal of the interactive documentary in terms of increasing awareness about the influence of COVID-19 on the creative industry and the challenges faced by local artists in Pasar Seni is displayed in the bar chart that can be found above. The majority of respondents, 44.2% (n=23), were in agreement with the statement, 23.1% (n=12) of whom strongly agreed, and 30.8% (n=16) of whom had no opinion either way. Only 1.9%

(n=1) of respondents were unable to understand what the purpose of the interactive documentary was.

It can be said that the development of the prototype was successful because the vast majority of respondents are aware of the purpose of the interactive documentary. It will be unsuccessful if more than half of them do not comprehend its intended purpose.

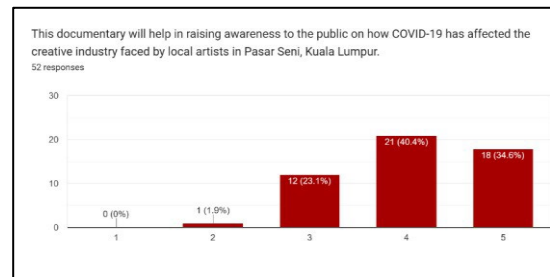


Fig. 6. A Bar Chart on Documentary's Effectiveness in Helping to Raise Awareness

The discovery suggests that the major purpose of the interactive documentary, which was to assist in raising awareness about the influence of COVID-19 on the creative industry, has already been achieved.

The results that the respondents had on the contribution that the documentary made to public knowledge of how COVID-19 has affected the creative sector that is faced by local artists in Pasar Seni, Kuala Lumpur are displayed in the bar chart that can be found above. The vast majority of respondents, 40.4% (n=21), agreed, and 34.6% (n=18) strongly agreed that the documentary would be helpful in spreading awareness among the general public regarding the influence of COVID-19. In contrast, the remaining 23.1% (n=12) of respondents did not have strong opinions either way. The percentage of people who thought the documentary was insufficient to increase awareness was only 1.9% (n=1).

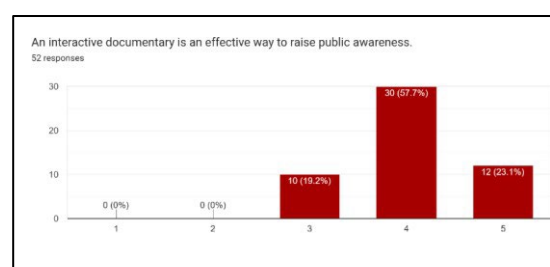


Fig. 7. A Bar Chart on Understanding The Purpose of The Interactive Documentary

The third purpose is to evaluate the effectiveness of interactive documentaries in promoting awareness and educating the public. The results of the respondents on the usefulness of an interactive documentary as a medium through which the general public can acquire information are displayed in the bar chart, which can be found above. The majority of respondents, 57.7% (n=30), agreed with the statement, and

23.1% (n=12) were in agreement that an interactive documentary is a great approach for developing public awareness. Only 19.2% of them, or ten out of all of them, were unsure about it.

According to the findings, nearly all of the respondents agreed with the opinion that an interactive documentary is a very engaging choice for a platform in the process of raising public awareness.

V. CONCLUSION

As a result of the outcome, it is possible to draw the conclusion that this website is useful in increasing awareness about the impact of COVID-19 on the creative industry experienced by local artists in Pasar Seni, Kuala Lumpur. This can be determined based on the fact that it has met the standard criteria of this project's primary objective. The vast majority of respondents are happy with the website since it helps them to comprehend and gain additional knowledge on the impact that COVID-19 has had on the artistic community of Pasar Seni. The development of this project has been successful in meeting the goals and objectives that were specified in an earlier period.

According to the results of this study, 75 percent of respondents thought that a documentary would help in increasing public awareness, and 80.8 percent felt that an interactive documentary is an effective method of providing access to information. The preceding aims and goals of the project have been accomplished as a direct result of the findings of this questionnaire.

The finding of this study recommends a recommendation for further researchers to improve the audio quality by employing high-quality equipment to ensure that consumers can hear well. This recommendation is suggested by the finding of this study. In addition to that, you should give visitors the option of seeing the website in Malay so that you may appeal to a larger audience. Additionally, you should give them the ability to toggle between English and Malay as their chosen language.

During the course of the presentation, numerous points were brought up in relation to the prototype. One of these points was that the typeface used on the website ought to be changed from Serif to Sans-serif, as the Serif typeface becomes unreadable as the amount of content on the page increases. In addition, provide

further information on Pasar Seni by adding another page to the interactive documentary. On this page, individuals will be able to get knowledge regarding the history of Pasar Seni as well as the history of the art community.

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