

Projects on Islamic Edutainment and Islamic Systems

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IIUM PRESS

INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

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Editors

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IIUM Press

Published by:
IIUM Press
International Islamic University Malaysia

First Edition, 2011
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Perpustakaan Negara Malaysia

Cataloguing-in-Publication Data

ISBN: 978-967-418-104-8

Member of Majlis Penerbitan Ilmiah Malaysia – MAPIM
(Malaysian Scholarly Publishing Council)

Printed by :
IIUM PRINTING SDN. BHD.
No. 1, Jalan Industri Batu Caves 1/3
Taman Perindustrian Batu Caves
Batu Caves Centre Point
68100 Batu Caves
Selangor Darul Ehsan

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2. STOP MOTION ANIMATION: ANTI-KIDNAPPING AWARENESS CAMPAIGN

Muadz Fauzi and Media Anugerah Ayu

ABSTRACT

This chapter presents a short story about the anti-kidnapping awareness campaign which is presented using stop motion animation by adopting the clay animation technique. It tells a short story about a child who was kidnapped while she was left alone by her parents in a restaurant. The animation is aimed at promoting awareness among the parents on the importance of safe-guarding their children especially when there have been many kidnapping cases in Malaysia. It is also hoped that this short animation can trigger the interest in animation among younger generations in conveying good messages and values.

2.1 Introduction

Jabatan Kebajikan Masyarakat Malaysia (JKMM) is one of the departments under the Ministry of Women, Family and Society Development. The mission of this department is to develop the society towards social prosperity by concentrating on current issues pertaining women, family and society. One of the activities that are currently organized by the department is the 'Anti-kidnapping awareness campaign' by having the road shows campaign.

2.1.1 Problem Background

The current problem faced by JKMM is they do not know how to convey the message regarding the anti-kidnapping campaign using simple and short presentation. The activities that were done throughout