

Exploring Human Capital Issues in the Film Industry in Malaysia

Abdul Razak Haja Mohaideen

Universiti Teknologi MARA, Malaysia

Mohd Syuhaidi Abu Bakar*

Universiti Teknologi MARA, Malaysia

*Corresponding email: syuhaidi@salam.uitm.edu.my

Abstract

Ticket sales for all local films have been declining from year to year. The figures in 2015 were at RM52 million and decreasing to RM50 million in 2017. The trend continues to worsen in July 2018 when gross selling tickets accumulated at only RM20 million. Researchers linked this poor collection with the workforce (human capital) aspect within the industry itself. This study uses a qualitative method by interviewing informants from the film industry in Malaysia. The findings show that informants have repeatedly categorized the problems of human capital in the film industry in Malaysia to six categories of problems namely fund and capital deficiency problems, script quality, Bank Scripts Issues at FINAS, slot screening, and narrative weaknesses. The findings of this study are expected to help the government and the industry to seek solutions and enhance the potential of human capital in the film industry in Malaysia.

Keywords: Malaysian film industry, Human Capital, FINAS.