

A STUDY OF SOCIAL MEDIA INFLUENCES
THE INTENTION AND MOTIVATION
FOR DOING COSPLAY IN MALAYSIA

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Approval Form

This research paper attached hereto, entitled "Title of Research Paper" prepared and submitted by "Candidate's Name" in partial fulfillment of the requirements for the Bachelor of Social Science (Hons) Psychology is hereby accepted.

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DECLARATION

I declare that the material contained in this paper is the end result of my own work and that due acknowledgement has been given in the bibliography and references to ALL sources be they printed, electronic or personal.

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ABSTRACT

This study explores the influence of social media on the motivation of Malaysian cosplayers. It addresses a research gap by investigating how social media platforms like Facebook and Instagram have shaped the motivations and intentions of cosplayers to participate in this interest culture. This research seeks to understand how Malaysian cosplayers participate in cosplay, whether it has a connection with the rise of social media. To study this connection, two theories apply in this research: Social Media Engagement Theory by Rebecca Dolan, J. C. (2015) and Motivation Theory by Edward L. Deci, R. J. (1991). The results of this research are trending to show that social media has influence and provides a better entrance for the individual to study cosplay culture and participate in it, but there are no answers that state the motivation that pushes the individual to have the intention to continue cosplay is their self-interest.

TABLE OF CONTENTS

	Page
DECLARATION	
ABSTRACT	i
TABLE OF CONTENTS	ii
CHAPTERS	
I INTRODUCTION	
Background	1
Research Gap	2
Problem Statement	3
Research Objective	4
Research Questions	5
Key Concept	6
II LITERATURE REVIEW	
Study in Cosplay	7
Study in Social Media Engagement Theory	9
Study in Motivation Theory	11
II METHODOLOGY	
Qualitative approach	13
Sampling	13
Research Design	14
Measurement	14
Procedure	15
III FINDINGS & ANALYSIS	
Content Analysis	16
IV DISCUSSION & CONCLUSION	36
How the cosplayers explain their motivation to cosplay?	36
How the cosplayer engages on social media after join into cosplay culture and how they with the other cosplayers?	38
Did the raise of social media have brought convenient to cosplayers?	39
Conclusion	40
REFERENCES	41
Appendix A Interview Questionnaire	44
Appendix B Turn it In Report	45

Social Media influences the intention and motivation for doing cosplay in Malaysia.

Chapter I

1. Introduction

1.1 Background

When the anime culture is raising in Malaysia since the Kimetsu no Yaiba have create a more than RM4.3 million at Malaysia box office, the imitation of the character has become a famous activity between the teenagers, and it bring the cosplay culture into the public. On August 2022, have estimated 35,000 attendees the highest in the history who are joining the Animangaki 2022 Event held at The Mines which is one biggest ACG event in Malaysia since 2009. The cosplayers have increased depends on 2019 Animangaki event, they dress up as the comic, games or anime character. Cosplay is a famous culture between Malaysia anime fandom, the word cosplay is a portmanteau of the English words costume and play. Nobuyuki Takahashi of Studio Hard is often credited with coining the term after attending the 1984 World Science Fiction Convention (Worldcon) in Los Angeles, California (Jones, 2016). The culture evolved from performance to a fandom hobby through the time flew with the raise of quantity where people are imitating the favourite characters. Cosplay is a type of fan appropriation when a fan closely connects their performance, actualization, and transformation of an existing story to their own identity (Lamerichs, 2011).

There are several reasons for an individual participating in cosplay. According to Eriko Yamato research in Malaysia cosplay, Rahman, Liu, and Cheung (2012) once defined cosplay as "an identity marker.", where the cosplayers use the opportunity to transform their identity (Yamato, 2020). The concept of cosplay is how an ordinary person could transform themselves into a character in an imaginary world, as a temporary change in self-identity that contributes to the development of social skills. Then we can see that it provides a wide variety of cultural practises are included in cosplay intention each of which has significance and value for the participants. Both cooperative and competitive methods can be used in the

cosplay culture where it could satisfy the comparison mentality as a human. Although fans frequently collaborate in groups, there may be tension and disagreement both within and between the groups (Okabe Daisuke, 2012). When the MCO pandemic attacked the entire world, the platform for the cosplay have moved onto the social media where the event is held online with the attendees join the event by hashtag the event (AMG, 2020). The expose of the cosplay culture to the public is expanded and it increase the attendees in between 2020 and 2022.

The raise of the number in Malaysia act events and the attendees have seen a phenomenal of increasing of people interested with cosplay with the MCO where people are staying in house and spend entire time on the social media. Therefore, it brings up a topic where people are wondering whether the social media have influenced the intention of people joining cosplay culture. Cosplay culture in the pass is ways too different compared with nowadays, the social media have brought a huge change in the community. In the books of Elena Dorfman written in 2007, Fandomania have label the cosplay culture have generate an incomplete image of cosplay in public mainstream where they are people are exposure the cosplay towards the surrounding that is behind the cosplay and even ACG fandom culture (DORFMAN, 2007). The community as to protect their impression by requires the media intervention to facilitate sort of the understanding between each community.

1.2 Research Gap

As have studies some of the reason of motivation in joining the cosplay culture, currently no studies that have addressed whether the social media have influences Malaysian in their desire of doing cosplay. The convenient brings by the social media towards the cosplay culture and the way the cosplayers have interact in social media have brings changes

in the surroundings, therefore, throughout this study will address how the social media influences on the motivation of Malaysian cosplayer and their intention of being cosplay.

The development of social media has had a significant impact on the cosplay culture. As a result of increased global connectivity among cosplayers, the cosplay community has undergone changes. This study will examine how social media has affected Malaysian cosplayers' motivation and intent to cosplay. I would like to focus on how Malaysian cosplayers perceive themselves and their profession in relation to social media sites like Facebook, Instagram, and Twitter and whether this have become their motivation on doing Cosplay. The study will also make an effort to comprehend why Malaysian cosplayers carry on with their hobby in spite of any unfavourable encounters. In the end, this research seeks to advance knowledge of the Malaysian cosplay community and its motivations when the social media is spreading.

Currently no study has addressed that social media could influences the intention of people joining the cosplay culture in Malaysia, this study will address how the social media create chances and motivate the individual participate in Cosplay in the context of George Gerbner (1960) Cultivation Theory.

1.3 Problem Statement

Participant in cosplay need huge finance support and time need to make the preparation just for a photograph section or an event. The giving and rewarding in physically are not equal enough to cover the cost of doing a whole set of characters cosplay. When the rewards are not equal, it is not worth the time, money, and effort to cosplay an entire cast of characters. Spending all that effort for a payout that is only a small portion of what is required to cover the costs is not worthwhile, especially for teenagers or students who do not have income. It is preferable to concentrate on one or two characters who can be performed well

and receive the proper compensation. Although it is self-satisfaction as to fulfil to wish of being in the characters but would this influencing teens' perceptions of spending money leads them to lose financial control. The raise of social media has packaged the cosplay culture brightly in surface, but it doesn't show the side of other people's hard work and sacrifice toward the hobby, would this lead to the teenagers go astray to get their advantages and break the balance on the community.

Thus, when the social media have created the chances for certain cosplayer to break the old stereotype where people think cosplay is only a hobby, some cosplayers started to use the advantages of cosplay to makes it as an income source that not only earn money but also could gain followers. I would like to study whether this situation happened in social media will influence the motivation of doing cosplay in the future.

1.4 Research Objective

The reason of doing this study is to determine how the social media have influences the motivation for cosplayers to dress up in costume from different perspective. The raise number of cosplayers in Malaysia have strengthen the event organization in Malaysia and more and more event is held in Malaysia within 2022 depends to the past based on the Malaysia Events Facebook page summarize. Half of the event is new to the market after MCO, and it create huge opportunity for cosplayers to attend the event (Event, 2022). The data shown the new appeared event that held in Malaysia in 2022 is increased where we can see the Facebook Page is new register. This situation has proven that within the MCO period people are joining the cosplay culture have increased. It is likely that data saturation, where all reasons for cosplay are revealed, could be accomplished by using a study specifically focused on how the social media have infiltrate in the fandom (McGeehon, Motivations in Cosplay, 2018)

RO: To investigate how the social media have influences the intention and motivation for a cosplayer to dive into the cosplay culture.

1.5 Research Questions

1. How the cosplayers explain their motivation to cosplay?
2. How the cosplayer engages on social media after join into cosplay culture and how they with the other cosplayers?
3. Did the raise of social media have brought convenient to cosplayers?

1.6 Key Concepts

A definition of terms on the present study:

1. **Cosplay** defines as the activity or practice of dressing up as a character in a fictional work; it combines the terms "costume" and "game". They might perform like the characters, mimicking their mannerisms and behaviour when they dree up in the character and participant in the event (McKay, 2021).
2. **Fandom** is a fan community that participants in fan events and interact with other fans that have same interest as in a community. Collecting and organising are the main components of curatorial or therapeutic fandom could through several ways. (STITCH, 2021)
3. **Social media** is platforms where people can connect and share information through online. The evolution of social media has grown to allow businesses and customers to connect in ways that were previously impossible (Leonidou2, 2020).
4. **Facebook** is a social media platform that allow users who sign up to connect with people in long distance and without reveal their real identity. The platform allows users no matter friends or strangers to share their pictures, music, videos and articles (Explained: What is Facebook?, 2019).

5. **Instagram** is a similar social media platform that allow who sign up to connect with friends and strangers. Instagram is a tool that allows users to sign up and connect with friends or strangers, the user can upload and edit pictures and brief videos using a mobile app. In addition to adding a caption to each post, users can use geotags and hashtags to index their content and make it searchable by other app users (Holak, 2017).

Chapter II

2. Literature Review

In earlier research on fandom, cosplay, and motivation, the motivation theory has drawn a lot of attention. The present study focuses on cosplay, one type of fandom, and investigates how social media can motivate fans to engage in cosplay. In order to comprehend how social factors have affected cosplay and the fandom, as well as how cultivation theory has contributed to the situation where people are persuaded to participate in cosplay by social media, it is first necessary to comprehend how social factors have affected cosplay and the fandom. The rate of spreading the reputation of cosplay has increased as a result of social media's emergence as one of the primary gathering places for fans, so we would like to know that ongoing communication with fans. Therefore, when the social media have become one of the main platforms for the fandom to gather, the rate of spreading the reputation of cosplay have increased, therefore we would like to know that prolonged contact to the social media with a lots of cosplay content would influence individual to participant into it.

2.1 Studies in cosplay

Firstly, we need to understand the concept of cosplay and how its culture began. The word Cosplay or “Kosupure” in Japanese is generate from the combination of the word “costume” and “play” or “role-play” which we could know as playing the costume or dressing up the role. (Osmud Rahman, 2012) According to journalist Nobuyuki Takahashi, which is the founder of Studio Hard Deluxe Inc., he first wrote the word “kospure” in his article printed on the magazines name “My Anime” in June 1983/1984 (Jee, 2008). In his article have introduce the "WorldCon" event was a global sci-fi gathering held in the United States, featured a stage where a masquerade, in which participants dressed as their preferred fictional character from a film or book. (Jee, 2008)When Comike moved to Harumi in Japan

between 1981 and 1983, there were fans who dressed up as characters from "Lupin the Third" and "Fuxing Kid." As the manga market grew, these fans' performances and images became more popular. (Hirano, 2013)

When the cosplay culture first entered the conservative Asian country such as Malaysia, we started to face argument toward the cosplay culture whether it is a drug habit or a normal teenager interest. One of the reasons role-playings has fallen into disfavour is partly because of the characters themselves (Romano, 2014). While cosplay have a huge persistent where requires acquiring or recreating clothing worn by popular, existing characters (Kane, 2017). Accuracy is significant in cosplay culture, but fans also add their unique touches. According to Jenkins 1997, the cosplayers add excitement by using weapons, donning elaborate make-up and prosthetics, and even utilising Star Trek languages like Klingon in their speech (Lotecki, 2012). To have more fun, some fans also dress up as their preferred characters. We can understand that accuracy as the original character is very important as role-playing the characters.

For cosplayer, the major venue for them is at convention and that is where people will hold an event. Conventions in Malaysia can separate into small, medium and huge event where they are held in different venue that can accommodate different attendees, huge event such as Comic Fiesta, Animagaki (AMG, 2020) both are the biggest event in Malaysia especially Comic Fiesta is the biggest in Southeast Asia (Comic Fiesta Official , 2002). Depending on the convention, cosplayers can participate in costume contests, having a speech section for those who have cosplay for long time to have a tutorial how to cosplay, and also take pictures with other cosplayers dressed as characters from the same series or different (Okabe Daisuke, 2012). In conclusion, cosplayer is using the opportunities get to know more people who are like them though a convention, and also it is a place that they could become character them wish to be.

2.2 Studies in Social Media Engagement Theory

Unrestricted online access to social media empowerment for everyone Continual additions to their knowledge base. Social media undoubtedly has a significant impact on our culture, economy, and overall worldview in the modern world (Amedie, 2015). The proliferation and widespread use of social media platforms have opened up brand-new possibilities for companies whose social media content improves client relationships, cross-selling, customer spending, and profitability (Kumar Ashish, 2016). In the context of this discussion, "social media" refers to online platforms that make it easier to assemble resources, both real and virtual, through solid interpersonal ties or looser affiliations that encourage familiarity and recognition among users. Numerous studies have shown that social capital, which is defined as the advantages derived from social networks, has a significant impact on people's experiences in social networking communities (Kane, 2017). Particularly, it has been demonstrated that bridging social capital, which is characterised by connections between various groups, has the most notable influence on promoting favourable outcomes within these digital communities (Kumar Ashish, 2016).

Social Media Engagement theory have been taken into how technology serves as the foundational platform that's required to enable the social interact between the social media users. Although they are geographically and chronologically dispersed. The social media have provided a bridge that connect user to have the special experience or have communicate to more unique individuals to learn more culture and experiences (Ramaswamy, 2004). The user experience that is being discussed in this study uses the definition of experience as the details of firsthand involvement or observation of an event (Gangi, 2016). The impact of technology and media on organisational structures varies depending on the particular processes and interests they are used in (Barley, 1986), this means that every user-to-user interaction will give the system purpose and aid users in determining how deeply they want

to engage. This thorough analysis of the contexts and mechanisms for IT, which we could currently define as the internet, enables organisations to pinpoint key intersections where decision-making bottlenecks or strategic goal misalignment are taking place (Ryan Peterson, 2000). These instances of protracted or disorganised decision-making can have a domino effect, causing inefficiencies, duplication of effort, and even missed opportunities.

According to the research article about social media engagement behaviour written by Rebecca Dolan, Jodie Conduit, John Fahy, and Steve Goodman, social media engagement primarily represents just one point of contact between customers and a brand within the larger context of the brand experience. A more comprehensive concept known as customer brand engagement includes a variety of interactions that take place between customers and the brand. Future research should examine how customers interact with businesses using all available channels of communication (Rebecca Dolan, 2015). To understand the combined effects of various forms of customer engagement with the brand, future research should also examine and compare these various customer-brand interaction points. Comparing interactions between online and offline settings would also be necessary. In the previous research (Kane, 2017), it was made clear how strongly critical mass affected user engagement and usage patterns. Given the social nature of Facebook, it is not surprising that user engagement and usage were significantly influenced by user relationships. A reporting mechanism is incorporated into today's large-scale social media platforms like Facebook and Twitter. This allows any website user to contribute to content oversight and the enforcement of user adherence to regulations, at the same time to affect society decision making.

2.3 Studies in Motivational Theory

Talks about motivation, we must understand the basic concept of motivational theory. According to Pinder 1998, the definition of motivation can be known as a set of internal and external forces that convince or initiate an individual to make the actual action (Mohammad Faizul Haque, 2014). The research of motivation has identified motivational is assumption that an individual decides or choose to be participant in a particular behaviour (Edward L. Deci, 1991) as to fulfil their needs. The theory were originally developed by Deci & Ryan after they have over the course several works and wide use in communication studies, anthropology, sociology etc (Edward L. Deci, 1991), because the theory itself have based on how human needs, they are “active, development-oriented organisms that naturally gravitate towards combining their psychic components into a single sense of self and integrating themselves into their larger social structures” (Deci R. R., 2000)

In their introduction to SDT, Deci and Ryan assert that there are at least two general levels of motivational orientation: intrinsically motivated and extrinsically motivated (Deci R. R., 2000) . According to SDT 1991, intrinsically motivated are carried out for their own sake, they did the action for their own satisfaction, people that participate in certain activities that attracted their attention (Deci R. M., 2000). In contrast, the extrinsically motivated is more being push or instrumental in nature, their motivations are motivated by external power. When the motivational are integrated with the individual, it may lead to a positive feeling. Their satisfaction might not be fulfilled in this situation and tend to have lower pleasure for those are less integrated (Deci R. M., 2000). In the research of Deci & Ryan, they stated this combination process as internalization.

In the Motivational Theory, the internalization can be occurring when individuals are using their own values to integrate with the extrinsically motivation. It said internalization is

an active process where people will tend to integrate their experiences to accepted norms or beliefs and behaviours they are familiar with (Legault, 2017). Internalisation, seen as a spectrum, describes how people's reasons for acting differently (Deci R. M., 2000), from being unmotivated or unwilling to passively complying to actively and wholeheartedly embracing a behaviour. In extrinsic motivation, although the motivation was given by external sources, the decision-making process makes a deliberate, active decision to engage in the behaviour despite potential harm to their own satisfaction (Deci R. R., 2000). In this situation, people will have identified extrinsic motivation is most like intrinsic motivation.

With the motivational theory, we can study that whether the social media is one of the external sources for an individual to make an extrinsic motivation or it was an intrinsic motivation that people do the action for self-pleasure.

Chapter III

3. Methodology

3.1 Qualitative approach

To study the different perspective on this topic, the research question will do in qualitative questionnaire with semi structured interview toward 5 interviewers. By using qualitative research, it is the most potential method to apply in this research were more infectively measure the information are deemed capable of describing their own experiences in detail by doing a face-to-face interview. The questionnaire developed in response to the research questions and the study's purpose.

Research question 1: How the cosplayers explain their motivation to cosplay? This question is asked in open-ended question because it might have several of reason of changed over time, drill down on alternative responses to understand the answers are different from others. With this research question will ask straight forward to the interviewees what their motivation is or how they start cosplay together with the ages they started.

Research question 2: How the cosplayer engages on social media after join into cosplay culture and how they with the other cosplayers? was answered using open ended questions. This question is asking how Malaysian cosplayers perceive themselves and their profession in relation to social media sites like Facebook and Instagram such as when looking at other photobooks, photo posting or videos posting and interaction with the other cosplayers.

Research question 3: Did the raise of social media have brought convenient to cosplayers? This question is to know how the changes in social media have also change cosplayers making their cosplay. The question asked to be knowing the sources they have get the costumes from, so as to start a topic inquiry about changes in the way the various sources of clothing were acquired before and now.

3.2 Sampling

The study using probability cluster sampling on target population for this interview is 5 different cosplayers from the event and started cosplay in different period. This approach is suitable for dealing with a large number of dispersed cosplayers, but there is a certain risk of error in the collected samples, because even though they represent different time periods of cosplay culture, there may be large differences between their clusters.

3.3 Research design

In this current study, I decided to use qualitative design to analysis the influences of social media in motivate cosplay intention. This study is focus among anime fandom that's have cosplay experiences in 2022 cosplay event in Kuala Lumpur area, the interview will apply on 5 participant that have cosplay from different ages and years as. The interview will be doing on any Malaysia ACG event in 2022 Dec till 2023 June, the participant should (a) Have experiences in doing cosplay, (b)Have a social media account. The interview questionnaire included demographics questions and deep into asking the intention of cosplay. In this interview, questions were asked specifically to get to know the participants and understand their motivations for cosplaying now and in the past. Key words cited in this row by the participant cosplay for friendship, creativity, and fun are a few examples of questions that can help direct the interview process step-by-step to deeper in asking for further question.

3.4 Measurement

By using the ladder technique in the interview, it causes each interview to ask a number of distinct questions based on the answers and experiences of that participant. The question prompt participant to explain their intention to participant, we are taking all the keyword from each participant to understand their intention (Kane, 2017). The research is going as nominal variables, and the question is going as an open-ended technique for the participant to explain more on their answer and express their emotion, using this technique is basically to

collect detailed descriptive information from different participant and their intention and motivation.

3.5 Procedure

The participant is randomly chosen in Malaysia ACG event in 2022 Dec which is the biggest event in Malaysia Comic Fiesta by fulfil the requirement by first will ask for their times participant in Cosplaying, and decided whether they have cosplay experience for more than half a year and spend money for doing cosplay as to make sure they are participant that have certain knowledge of cosplay. All the participants were kept anonymous, as no identifying features were included in the interview, they will firstly understand the purpose of this interview and have their permission to record their answer for the entire interview. Interview questionnaire printed in paper and show to the participant before the interview started.

Chapter IV

4. FINDINGS & ANALYSIS

4.1 Content Analysis

On both day 17 & 18 on December 2022, the estimation of cosplayers that attend Comic Fiesta is over 65,000 people entered the event hall for the two-day event, which not included those who only gathered outside the event hall. This number of attendees which is an increase 5 thousand people from the reported estimate of 60,000 people at their previous event in 2019. (Kit, 2022) By using a **physical street interview**, I approached 5 cosplayers that have different experiences and represent different time periods of cosplay culture. Recordings of the interviews were transcribed into word by recording and the google transcript and translator when the interview is done under different language, and it will be transcribed in Microsoft word. All identifying information, including for persons wishing to use pseudonyms, cosplay aliases, real names, and other potentially identifiable information is recorded with the individual's consent or edited or changed to protect individual privacy.

***Research Question 1:** How the cosplayers explain their motivation to cosplay? How do you know about cosplay and why you decided to participant in cosplaying?*

The coding process of the first research question were divided into two groups: Motivation for beginning cosplay and reason for continuing it. Each category has divided into 2 Themes. These themes addressed various demands within the cosplay community while shedding light on the initial allure and ongoing motivations. Chapter 5 will go into greater detail about these motivating factors and how they affect people's cosplay participation. **The way they learn about cosplay culture.** First when a direct question is given toward the participant, the question straight to the point to get their answer. There are two main theme that separate from their answer: Through friends/family influences and Through internet and social media. And

it led to the elaboration of the question, which is the sub-theme to study why, where they answer why they decided to start cosplay. The detail will be described when they are answering the question.

The question: How do you know about cosplay?

Theme 1: Through friends/family influences. This is the most least answered answer by only 2 participants, they have explained why and how they knew Cosplay and take part in it. Jasmine, who have cosplay for 10 years, she stated that she learns the cosplay culture from her relative(cousin) when she was secondary school.

I don't really remember how the progress from I is knew cosplay to I joined into it, but I remember that I learned that from my cousin because she has the picture together with the cosplayer, so she told me what this is. Yah, this is like more than 10 years ago, I still studying Form 2 that time, I am now 27 already. -Jasmine

In her answer, she didn't mention any social media but a virtual photograph with a cosplayer. Together with Remy, who have cosplay for 4 years, in her answer she stated, *"I started to know cosplay is when I attended my first event on Comic Fiesta 2015. My friend invited me to join her for anime convention and I get to know about cosplay there."* Both of them are having the knowledge by having a physical experience with the cosplay culture, the photograph and the actual event. Getting to understand the Participant have taken part in doing the cosplay, the more information will be discussed in a subsequent section.

While in **Theme 2: Through internet and social media.** The theme emerged from participant that have experience cosplay culture through internet and study it by doing research online. Especially while year 2020, Malaysia have invaded by Covid-19 and implement the Movement Control Operation (MCO) where people are forced to stay at home to keep away from the infection of Covid. This have because they have more time and space

to surfing online and spending our all their time on internet especially social media.

According to their answer, mostly have answer that the culture is easier approach by the public.

I became engrossed in a role-playing Facebook page where I assumed the identity of a character from an anime. On this platform, I immersed myself in portraying the character's persona to engage with fellow fans. Unbeknownst to me, the concept of cosplay had yet to make its way into my awareness. — Claire

Claire started cosplay from 2012. Through her words, it has clear that she first discovers the cosplay culture is through the social media Facebook. Which it has led her to a new information of the ACG culture. Also, with Miyu who started cosplay less than a year, *I learned cosplay culture toward Instagram because I like to watch anime*, she said. She used to surf on Instagram on her free time to admire all the anime drawing and screen shot, and when she tries to search her favourite character, Instagram push notification with the cosplay tag for her, and that is where she first discovers Cosplay. Hana, who started cosplay since 2018 have said: *I first discover cosplay culture is through Facebook Friend who are doing cosplay, we have plenty conversations on this topic through Messenger*. From what she told, the cosplay culture also has start not only since the Covid era, but before the lock down people already started active in social media and share the cosplay culture.

Throughout the first question, the participants are categorised into 2 themes where the way they have learn the cosplay culture which is with and without social media, by following the different themes, I elaborate the question as to have their further answers on the subtheme. After understanding their ways to acknowledge cosplay culture, the subtheme is to learn their reason of doing cosplay.

The question: Why you decided to participant in cosplaying?

Theme 1: Because people around me is doing it, so I join with them. In this theme could be divided into two subthemes where: 1) People started cosplaying with the intention of joining a new community, and 2) people wanted to continue being present in their current friendship group through their cosplaying involvement. Participants observed cosplaying either offline or online and recognised their desire to join this collective. This led to the initial theme where I define that "individuals began cosplaying as they aspired to integrate into the anime community," to materialise.

I decided to cosplay is to have fun with my friend. I love to see people cosplay my favourite character too, I feel like joining cosplay would make me more friend who have same interest with me. — Remy

Basically, Remy is type of 1) Started cosplaying with the intention of joining new community. She mentioned that they made new friends in the role-playing community. While some others mentioned that they joined for the sake of playing with friends.

I saw people doing cosplay on Facebook, they invited me to have the CP (coupling) character together with them, as to make my favourite CP come true, therefore I start my first cosplay. We have the group cosplay, or we said group-photo shot after that, until now I still hanging out or doing cosplay together. — Miyu

When I am interviewing Miyu, she is with couple of people hanging beside the convention having a photo shooting section. Besides, I also have Jasmine word said that: *When I doing cosplay is because my cousin has invited me to attend the cosplay event back in 2012, when we decide what to wear to the event, we come out an idea to cosplay just like the others.*

Theme 2: Looking at the influencers on social media, they look fun when posting cosplay picture. While in Theme 2, it is very straight forward without a separation,

participant have a straight intention joining the cosplay culture because of having experience or looking forward to something interesting and enjoyable that they wished to experience for Themselves. All of them expressed the opinion that cosplayers were impressive, exuded fun, and were something they wished they could try and participate in.

When I start watching anime, I have several friends that added in Facebook, they will share cosplayer's photo to see how people doing cosplay with me. After accumulating for a long time, I felt that these people are very good at cosplay, and then I found it very fun. At first, I just wanted to imitate, and after trying it, I found it very interesting, so I liked it even more. —Hana

The reason of joining cosplay because of feeling fun and interesting and wanted to be in part of the cosplay fandom.

Theme 3: Aspired to share my enthusiasm for the anime or artwork. There is different answer apart with others too, the participant is more into self-influence, she has the desire to show her creation to the public.

I noticed my friends' sharing images of cosplayers on the page. These pictures depicted individuals who had painstakingly recreated the appearance of their beloved characters through cosplay. Witnessing this, a fervent desire welled up within me to partake in this practice and embody my cherished characters just like those cosplayers did. I aspired to share my enthusiasm for the anime or artwork, fostering broader awareness and comprehension among enthusiasts. Motivated by this aspiration, I made a resolute decision to embark on my own cosplay journey, marking a pivotal moment in my life. —Claire

Her witness on other cosplayers have caused her motive to join cosplay culture.

Research question 2: *How the cosplayer engages on social media before join into cosplay culture and how they with the other cosplayers?*

After having their answer of why and how they joined the cosplay culture, the research question 2 is the main focus on the social media engagement among the cosplayers. The RQ2 state the 2 situation which is **after they join cosplay, is there any difference they engage on social media**. Following prepared cosplayers and cosplay-related accounts on social media sites like Instagram, Twitter, TikTok, and Facebook is how most aspiring cosplayers start their careers. They are exposed to a wide range of cosplay creations, tutorials, event coverage, and discussions through these accounts. This first exposure attracts interest and entices people to learn more about cosplay as a form of expression and cultural phenomenon. As people develop their self-confidence and produce their own cosplays, they begin posting their creations on social media sites. This might become an essential step towards assimilating into the cosplay culture where people invite comments, acclaim, and collaboration from other cosplayers and enthusiasts by highlighting their works. The question separates into After joining cosplay, and what and how they are involved in social media and cosplay.

The question: Do you have social media account?

The first question we first need to know is whether they are using social media and which smethey prefer. All the participant used and have a social media account, especially on Facebook and Instagram. Half and above have account in both social media.

The question: How often do you use social media and approach to cosplay content?

What will you do to maintain your social media activities?

The second question will study how frequently they spent time on social media and get their elaboration on how they do to maintain their social media activation to remain their activeness. This question would like to know whether they will keep their social media activation active and responsive by developing connections with their audience and staying on top of trends and opportunities.

Theme 1: Often use social media to post cosplay pictures update. This theme is a quite common answer for the participant, mostly have use the social media to update their cosplay pictures, all the participants have the different motive to post their pictures on Facebook. The participant could separate into 2 subthemes: 1) Post pictures after event and 2) Post pictures after cos test (Cosplay Testing: Doing cosplay in house) 3) Post pictures after photo-shooting. The reason to separate the subtheme is their intention to post on social media is different based on their action.

I will post my pictures on social media, such as Facebook and Ig post, usually will be after I attend the ACG event or I have a cos test while I am free, sometimes also post in story to have engagement with my IG friend. — Hana

Yes, I will update my Facebook account, mostly after event and have selfies with all my cosplay friends. Basically, I post the pictures in the Facebook album to easy myself refer all those memories— Jasmine.

I post pictures after event take pictures with my friends, also I will be waiting for people tag me into the pictures I have taken by others. I will also send photos of the characters I cosplay that day in the Facebook group to get photos of strangers and me. — Miyu

From three of the participants, they are placed in the subtheme 1) Post pictures after event, which their intention to post cosplay pictures on social media to remain their friendship on the social media when they have an actual meeting with each other after the physical event. According to Miyu, most of the cosplayer will post their pictures on local cosplay group to collect their selfie with stranger and it has become one of the ways they gain new friends and followers after they posted on social media.

While based on 2) Post after cos test, some of the participants will update their social media account after they have cos test in house. Cos test is where people do cosplay occasionally not because of an event or competition, but only for improving their cosplay skills/updates their cosplay experiences/testing new techniques/trying new make-up skills or costumes/only for fun.

I will post my picture of cosplay on my Instagram story when I do cos test, or sometimes I think this is better than usual, I will post it as a post to update my improvement. — Hana

I might share a few photos on my story on both Facebook and Instagram. I'm not really an avid poster on any of my social platforms, but occasionally I do upload everyday photos on Facebook and share some enjoyable moments as posts. —

Claire

Through the 2 participants' answers, apparently that they will also post their pictures to gain support to upgrade themselves. The advice from the social media could become their improvement skills. Therefore, some people are willing to share their pictures of cosplay on the social media.

While they are also answering that follows 3) Post pictures after photo-shooting.

Sometimes if I am doing photo shooting for my cosplay characters, I will hire an editor or sometimes will be edited by myself and posted on my Facebook account or

Facebook page. I am doing this because others also did the same, and it is not cheap to make a full set of photo shooting, I must share it on social media to show them I am cosplaying these characters. Sometimes, I would have a storyline for the whole photo shooting, will think about the caption but usually will use the original script from the character itself——Remy.

The subtheme 3) is more different than the others where they need to put more effort into preparing, therefore their intention to post the cosplay pictures on the social media is stronger than others, as to gain more attention and follow from the society.

Theme 2: Often use social media to gain followers and connection with friends. This theme has study how the participants have used social media to makes more friends. It separates into subtheme: 1) Gain Followers and 2) Connection with friends. Cosplayers can easily find and connect with others who share their interest in cosplay, which often leads to the formation of friendships.

For the subtheme 1) Gain followers. Miyu who often use Instagram have hundreds of followers in her social media accounts, she stated that: *I use Ig story to share my daily update and have the engagement with my followers. Usually, my followers are paying more attention to my latest cosplay information than other story, based on the Likes I gain on my posts. Therefore, I will keep my cosplay update frequently.* Miyu has the intention to gain followers and would like to update her information to her followers to maintain their relationship.

Together with Yuki said that: *Yah so I do a lot of photo-shooting to keep my Facebook Page update, but not only quantity also with quality, people will comment on my picture and tell me where I had improved and I will learn from their advice, it is kind of mutual benefit for me, so I would not be hesitated to gain more followers.*

While for subtheme 2) Connection with friends. Hana stated that she knew a lots of friends through the social media and that is where she first learned about cosplay, she also said: *social media is the main platform I contact with my cosplay friends, because we all from different place, it is hard for us to meet physically.* In overall all the participants are using social media to remain their relationship between other cosplayers.

My focus leans more toward staying connected with friends and expanding my social circle, rather than aiming to accumulate a large fan base for my cosplay content on social media. — Claire.

Theme 3: Purchase cosplay costume/props/wig through social media group. After the internet shopping are penetrated our society and getting more convenience, lots of people are using this convenience to solve their problems, included cosplayer get their costume or accessories from the internet. 3 participants stated that they would buy costume from social media group to get the cheaper price.

I buy my costume from Facebook group; they sell the second-hand costume. Because mostly the second-hand costume would be cheaper than I buy from Taobao. Costume does not like our daily usage T-shirt, no one would wear every day, so for the hygiene problem I don't think is a big deal for me —Miyu

Sometimes I would buy my costume from the second-hand group, like those costume is cheaper and are ready stock, it is more convenience for me especially when I need it immediately — Remy

I have few cosplays have heavy props which I think is not worthy for me to pay the high postage if I use Taobao, so I would post on the cosplay society group to seek for

help, asking any prop's maker would make it. Surprisingly we got a lot of props maker in local market, and they are all professionals—— Hana.

The ease of online shopping has greatly benefited cosplayers, who frequently find the affordability and variety of costume options especially appealing. Due to competitive pricing, direct interaction with sellers, community trust, and customization options, social media groups have emerged as a popular choice for obtaining costumes and accessories.

According to the first question, apparently all the participants are very active in social media, and they spend a lot of time to it. We could total up that they often use social media for remain relationship, post their cosplay picture and trade purpose.

The question: Will you follow influencer cosplayers? Why?

The third question approaching the participants follow list and study why they follow those cosplayers. This question is made up to understand the motivation to follow the influencer cosplayer and what they have gain from them.

Theme 1: Yes, appreciate others beauty and hard work, admire other cosplayers. Based on Theme1, the admiration for the work of others is more than just a recognition of effort in the cosplay subculture; it reflects a true celebration of creativity and dedication.

Yes, to appreciate others beauty and hard work, admire other cosplayers. Such as Hakken the famous cosplayer in Malaysia. Because they really did a very good works in their cosplay, I feel happy to enjoy looking their creation—— Hana.

Yes, because I like their passions on how to cosplay the characters perfectly. I enjoy their effort on the cosplay they did. ——Miyu

Apparently for 2 of the participant Hana and Miyu, they are understandable the others passion that goes into creating costumes, perfecting makeup, and reappear the character.

Theme 2: Yes, want to take other talents to strengthen own ability. Cosplayers frequently draw inspiration from other people's work, whether it's makeup techniques or creative photoshoot ideas.

Yes, want to take other talents to strengthen own ability. Because they must have their own strength that I could learn from. Especially on the talents of making props, I learn from their post to study the making process. — Jasmine

It varies based on the situation, but I don't follow too many accounts. I tend to follow cosplayers who excel in their craft, not only in their cosplay skills but also in their personal qualities. They strive to emulate the characters from anime and manga as accurately as possible. I don't believe that influencers necessarily make for good cosplayers, nor are all skilled cosplayers influencers, but I would like to look at others how to cos in their own style. —Claire

Yes, I follow some of them because of their amazing skills and they are in the same fandom as me which will be cosplaying the character, I love but unable to cosplay. —Remy

Through their answer, clearly that they can broaden their own creative idea and discover new possibilities for their cosplay creation by regularly viewing and admiring the work of accomplished cosplayers.

Research question 3: *Did the raise of social media have brought convenient to cosplayers?*

We hope to uncover the fundamental a part that social media plays in their lives as cosplayers as we delve deeper into their social media habits and activities. The current research is focused on understanding their differing perspectives on how social media interacts with and impacts the cosplay community. Furthermore, we want to know if their participation in these online platforms has resulted in tangible benefits and enhancements to their cosplay experiences. It delves into their attitudes and behaviours when it comes to activities like sharing photobooks, posting photos or videos, and interacting with other cosplayers online. This investigation seeks to uncover the various ways in which social media influences cosplayers' cosplay experiences and self-identity in Malaysia. In essence, the question invites cosplayers to consider how they use social media to express themselves, network, learn, and build their personal brand within the larger cosplay community. It also wants to **know how these online interactions affect their perception of their role and profession as cosplayers in Malaysian cosplay culture.**

The question: What is your opinion on the current social media has caused many people to yearn to join cosplay?

The first question we are looking for their opinion and perception, it seeks to gain insight into how cosplayers perceive the influence of social media on cosplay culture. Furthermore, it seeks to investigate whether they agree or disagree with the notion that social media has an impact, and if they do, to delve deeply into their personal experiences and perspectives on how they are affected by this dynamic interaction between social media and the cosplay community.

Theme 1: Most common platform for cosplayers. Most participants agree that social media is the cosplayer community's main and most popular platform. It has developed into the

preferred setting for cosplayers to present their work, make connections, and interact with their audience.

It is a good thing that more people understand and join cosplay, the more the merrier. I would think yes, as nowadays social media is the most common platform for people interact with others and gain new information, therefore the possibility of them gain interest through social media is pretty high. —Remy

I agree that I think lots of people felt interested by looking at those fancy photo on social media and wanted to join the cosplay culture. —Hana

Remy and Hana believe that social media significantly contributes to increasing interest in and draw newcomers into the cosplay culture.

Nowadays, many young people prefer to spend most of their time on social media, but this can lead to them developing an introverted personality. However, participating in role-playing activities or taking part in role-playing can help them transform into extroverts. —Jasmine

Together with Jasmine, she is agreeing that people are spending their time on social media, therefore it would be one of the factors that cause them for joining cosplay.

Theme 2: Social media has amplified the visibility and appeal of cosplay.

From my perspective, social media has indeed played a substantial role in influencing people's interest in joining the world of cosplay. The widespread sharing of cosplay photos, tutorials, and community interactions on platforms like Facebook, Instagram, Twitter, and TikTok has significantly raised the visibility and allure of cosplay. Social media has amplified the visibility and appeal of cosplay, but it's just one factor among many that contribute to people's decision to participate. The motivations for engaging

in cosplay are often diverse and multifaceted, ranging from personal interests to creative expression and social connections. —Claire

Claire agrees with social media have greatly influence people interest by increase the visible and appealing, but it is more into personal interest where that people already have the will to do so.

The question: How do you think nowadays cosplay culture on the social media

This question seeks to elicit people's thoughts on the profound impact of social media on cosplay culture, where it has emerged as one of the most important communication tools among cosplayers. It also aims to learn how they perceive current trends related to social media's role in the cosplay community.

Theme 1: Feels like the cosplay circumstances is complicated, people judging a lot.

Regardless the participant words, the cosplay community appears to be quite complex, with a significant amount of judgement and scrutiny.

Feels like the cosplay circumstances is complicated, people judging you often if you didn't follow the character personality, many people cosplay without doing proper make up or accessories. —Hana

Theme 2: newbie mainly focus on benefit than interest. Some people cosplay primarily to gain popularity and enjoy having an online following, even if they have no deep understanding or connection to the characters they portray, some people will think that they are using the advantages of social media to become a cosplayer.

Newcomers or beginners in a particular field often tend to prioritize the perceived benefits over their initial interest or passion for that activity. —Jasmine

There were also group of people who cosplay just to gain popularity and enjoy having 'fans' online and does not knew the character they cos just because the character is popular and they took it as a trend, even though it is their freedom, but I will not have any good impression about them no matter how good they cosplay. — Remy

Theme 3: creates the illusion that cosplay seems to be very simple. Indeed, there is an acceptance in some circles that cosplay can appear deceptively simple, as if all you need to get started is to buy costumes and accessories online.

Social media, in my opinion, is the main reason why most people got into cosplay. It creates the illusion that cosplay seems to be very simple like just buying all the stuffs on Internet then you can start to cosplay. — Miyu

Miyu stated that this illusion may be caused by the visibility of cosplayers who value convenience and trendiness over traditional craftsmanship and a deeper connection to characters, which some fans value. Therefore, it would cause more people involved in cosplay culture without knowing how expensive to finish a full set of costume.

Theme 4: Actions risk tainting the community's reputation, hence giving negative image towards the public. It was widely assumed in the past that maintaining a positive and respectful image of the role-playing community was critical, regardless of the setting or event. After the more and more people using social media to linked cosplay with certain unhealthy behaviour have cause another negative image towards the public.

Assessing the present atmosphere within the community poses a challenge for me due to a distinct disparity and contrast between the current fundamental norms of the community and those from a decade ago. Upholding a positive image of the cosplay community was deemed essential regardless of the setting or occasion in days gone

by. However, the landscape of contemporary cosplay culture has undergone substantial transformation, with emphasis shifting towards personal expression and the liberty to engage in activities that resonate with individuals, even if these actions risk tainting the community's reputation. — Claire

In concluded of Claire opinion, over the past ten years, there has been a significant change in the cosplay community. Even though it puts the community's reputation in jeopardy, maintaining a positive image is no longer as important as it once was in modern cosplay culture.

Nowadays, there were a lot of cosplayers doing OOC (Out of Character) behaviour or costume that is not appropriate and does not relate to the character they are cosplaying. There will be two side of voices, one will be accused them using the name of cosplay to do not appropriate behaviour during the event and will let the cosplay community gain more negative impression by the public. The other side will be saying this is their freedom to cos whatever they want if they don't like they could just scroll away. Almost every event will have drama on the social media as both parties will start to fight online. — Remy

Overall, the participants didn't have a positive response towards the current situation.

The question: What is the benefit using social media as a cosplayer?

After the second question, we intend to know what their opinion of social media is being a good platform as for cosplayer. This question seeks to delve into participants' perspectives on the usefulness of social media platforms within the cosplay community. This investigation seeks to elicit their nuanced perspectives on the benefits and drawbacks of using social media, with the ultimate goal of determining whether they see it as a conducive and

beneficial platform for cosplayers in terms of fostering creativity, community engagement, and personal growth within the cosplay culture.

Theme 1: Get friendships through social media. One of the common advantages of the social media is making friends through the social media, it becomes the platform where people get along and strengthen their relationships.

Cosplayer may meet new friends with the same hobby and able to gain experience and knowledge from different people how they do their costume, wig, props etc.—Remy

One of the greatest advantages is the opportunity to forge friendships through social media. Friends can easily connect with you and explore the plethora of cosplay photos you've shared on your platforms. — Claire

In concluded both participants, they have the same agreement on social media can makes friends and improving their cosplay skills together.

Theme 2: Wise use it as an income platform. Certain cosplayers wisely use social media as a platform for their business, leveraging their artistic abilities and online presence to earn money.

The social media are good for me that it provides a platform for me to sell my costume which I could make it as a return back on my financial. Also, people are using some social media platform to take cosplay appointment where people pay to see others cos their favourite characters. —Hana

I think one of the most popular benefits can make money through the social media platform, when they do live or post private picture, people need to pay to see. — Miyu

With both of the participants answers, they did knowledge that some people use social media as their additional or primary source of income, there is no denying that most people do this.

Theme 3: One of good propaganda for cosplay culture. As the social media have popularize in the society, the way people are more easy approach to the social media content, which mean that cosplay culture posted online will become one of the ways where people learn about it.

The social media become greatly extending its reach and enabling a more thorough understanding and appreciation of this vibrant subculture among a diverse and extensive audience, which is a good propaganda thing in the society. —Jasmine

In concluded all the participant have agreement on social media did brought lots of benefits into cosplay culture and make a big different into it.

The question: How do you think about cosplayers who have high followers, does their popularity will influence the other in joining cosplay?

This question aims to find out whether respondents think that current individuals are drawn into the cosplay culture is because of the influence of cosplay influencers on the social media, hence influencing their motivation to engage in this hobby.

Theme 1: Capture their target audience attention. Social media cosplay influencers find it simpler to build a loyal fan base and entice their target audience to embrace the cosplay culture, thereby effectively exercising their influence.

To have a high number of followers, they are very talented and knew how to capture their target audience attention. I believe there are lots of people get to know and/or joining cosplay by knowing famous cosplayer. For example, like Hakken. —Remy

Since many people lack confidence in their appearance, when cosplayers with high followings encourage them, it makes them feel good to be appreciated by someone they look up to. As a result, they are likely to gain confidence and try cosplay to get a chance to meet the cosplayers they like. —Miyu

We can assume that the influencer has a certain ability to influence individuals' intention.

Theme 2: Their high reach is easier to be exposed to the public. Because they are popular and have more exposure, they are more likely to be recognized by the public, and some people will be attracted into this fandom.

Yes, because of they usually have high reach on social media, they are more easily exposed to the public eye, so most people become aware of such activities. Hence it would pull in some of their fandom to join into this culture. —Jasmine

Theme 3: Having the ability to influence them does not mean they will continue to play for a long time. The participant thinks that there will be a chance of attracting a temporary public, but it will not be long-lasting.

I don't necessarily agree. While it's true that some individuals may only follow high-follower cosplayers for their photos, it's not accurate to assume that all such cosplayers lack the personal qualities that make them worth following in the long run. It's possible that some people are initially drawn to the hobby due to the influence of these highly popular cosplayers, but not all can sustain their involvement for an extended duration. —Claire

Those high followers' cosplayers very cool. Yes, because nowadays teenagers like to follow the trend and influences, there are people who want to become famous and

used cosplay as gimmick, exp I knew a Johor influencer wanted to gain more followers and started cosplay, but she couldn't tell the character name. —Hana

Overall, the discussion revealed differing views on the long-term impact of high-fandom cosplayers. Claire argues that people who join because of a fad don't stay here for long, while Hana highlights the short-term ways some people use cosplay for quick fame don't last. Ultimately, a high-profile cosplayer's impact on the masses depends not just on trends and gimmicks, but on genuine enthusiasm and audience connection.

Chapter VI

5. Discussion

The intention of current research is to investigate whether social media has influenced individuals to participate in cosplay culture. Through analysis from interviews, we uncover the intricate web of interactions between social media and cosplay, revealing their evolving relationship and impact on enthusiasts and society at large and learned the views and understanding of all parties on this.

5.1 How the cosplayers explain their motivation to cosplay?

In the answers from the participant, we found that most of the cosplayer joining the cosplay culture is because of friendship and curious. Majority from the research were introduced to participant into cosplay by friends who were already fans of cosplay or have acknowledged cosplay culture. This sense of camaraderie and the prospect of sharing creative and collaborative hobbies with like-minded peers appears to be a powerful draw for individuals seeking a sense of belonging and community in the role-playing world. Friendships built through role play not only provide emotional support but also create an environment conducive to skill sharing and improvement. From the previous research by Stephen Reysen et. al on 2018, have state that fun, character identification and enjoyment also become one of the motivations for the individual to participant (Stephen Reysen, 2018), comparing the previous research and current's, that is a connection between it were people are still taking part in cosplay because of fun and enjoyment. Dressing up as a beloved character from their favorite series or delving into the intricacies of costume design and craftsmanship proved to be their favorite part and irresistible. Because having curiosity as a driving force compels these individuals to explore role-playing culture, immerse themselves

in its multifaceted aspects, and embark on creative journeys that allow them to push the boundaries of their artistic abilities.

Summarizing the questions and discussions on research question 1, we learned that most people are exposed to or obtain information about cosplay culture through social media and are therefore invited to participate in cosplay by people around them or on the Internet. To enjoy the joy of becoming their favourite characters and gain more friends with the same interests, they came up with the idea of joining cosplay and implemented it.

5.2 How the cosplayer engages on social media after join into cosplay culture and how they with the other cosplayers?

Towards the answer and words from participants, they have the similarity on the engagement which is using social media to maintain or to gain connection with others. As Amanda Lenhart et. al stated in their journal, the social media provide a platform and giving them the opportunity to learn more about them and develop closer relationships (Amanda Lenhart, 2015). In their perspective. this new category of social motivations has not only absorbed the pre-existing concept of "belonging to a group," but it has also broadened its definition to include a broader range of social dynamics. This includes attending events, fostering social connections, discovering new friendships, spending quality time with family members, and even the possibility of meeting a life partner (McGeehon, Motivations in Cosplay, 2018).

Besides, the general consensus among the cosplay community is that social media platforms can serve as powerful catalysts for skill enhancement, thereby elevating their own worth and standing within the community. This conviction not only fosters an unwavering intention to use social media as a pivotal tool, but it also significantly increases the likelihood

of expanding their repertoire of cosplays, thus contributing to the ongoing evolution and diversification of their artistic endeavours.

5.3 Did the raise of social media have brought convenient to cosplayers?

Through our interviews with participants, we have observed that the impact of social media that has placed on cosplay culture. It's clear that social media plays a key role in every aspect of a person's cosplay journey, from initial contact to ongoing engagement and advancement within the community. From the observation, the social media exerts influence is by serving as a gateway for newcomers. Many participants described how platforms such as Facebook and Instagram first introduced them to the culture of cosplay. These platforms not only provide stunning costumes and carefully transformed visual displays, but also facilitate connections with experienced cosplayers who generously share their knowledge and experience. As a result, social media becomes an educational resource, a source of inspiration, and a virtual portal through which individuals can enter the fascinating world of role play. Moreover, social media's impact goes beyond just helping them understand cosplay culture, it also provides valuable assistance by allowing them to learn and improve themselves. It serves as a platform for self-expression as well. Some participants stated how these platforms help them connect with other cosplayers during their ongoing cosplay activities. They also mentioned that social media is useful for receiving feedback and support from a worldwide audience. This aspect of social media not only fosters a sense of belonging within the cosplay community but also accelerates their skill development as they continually learn and improve.

5.4 In conclusion, According to the Social Media engagement Theory, it refers to the belief that users actively take part in and interact with content on social media platforms

(Johnston, 2018). Both instrumentalism and interpretivist perspectives have highlighted the connection, participation, and involvement from acknowledge to participant. Which we can observe from the participants, most of this group became aware of the rich and varied cosplay culture primarily through interactions on different social media platforms, which sparked a deep curiosity that prompted them to start investigating and investigating this newfound area of knowledge. As passionate fans of anime and anime-related gaming with a deep passion for the derivative content that arises from these captivating worlds, there is a common thread of shared interests among this group. Because of their inherent love for these cultures, they are thrust into a deeper understanding and immersion into the vibrant and multi-faceted world of role-playing culture through the coincidental fusion of the seductive allure of social media's promotional power. From this aspect, we know that social media has indeed penetrated deeper into cosplay culture and allowed more people to learn about this culture and activities through social media, the convenience and reach of social media have had a certain impact on individuals who are interested in cosplay, making them more interested in joining this culture.

After analysing the answers of the participants, there are many people who want to gain benefits from social media through cosplay, therefore we can infer that people will indeed participate in cosplay because of social media. However, the persistence and depth of this engagement seemed intricately intertwined with the recipients' prior love of animation and their overall interest in the immersive world of ACG culture. This suggests that a person's continued participation in role-playing may indicate genuine enthusiasm, whereas brief attempts may be attributed to more fleeting whims and external factors.

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Appendix

Appendix 1. Questionnaire

Q1. How do you know about cosplay and why you decided to participant in cosplaying?

- (a) How Long you have been cosplaying?
- (b) Have many characters you have been cosplay before?
- (c) How many events you have attended?
- (d) How long does you take to finish a full set of cosplay?

Q2. Do you have social media account? Which social media do you prefer? Facebook or Instagram?

- (a) How often you use social media and approach to cosplay content?
- (b) What will you do to maintain your social media activities?
- (c) Will you follow influencers cosplayers? Why?
- (d) Will you buy cosplay accessories through social media, exp: Facebook market.

Q3. How do you think nowadays cosplay culture on the social media?

- (a) What is your opinion on the current social media has caused many people to yearn to join cosplay? Do you think most of them participant in cosplay is because social media?
- (b) What is the benefit using social media as a cosplayer?
- (c) How do you think about cosplayers who have high followers, does their popularity will influences the other in joining cosplay?

Appendix 2. Turn it In Report

Research paper of SOCIAL MEDIA INFLUENCES THE INTENTION AND MOTIVATION FOR DOING COSPLAY IN MALAYSIA by Lee Ming Jie

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