

What Makes Malaysian Fandom *sei-katsu-sha* Unique?

INCLUSIVE COMMUNITY SEEKERS



Ideal Community

Malaysian Fandom *sei-katsu-sha* initially join fandoms looking for entertainment, excitement, to alleviate boredom and stress, and to add positivity to their lives. The connections made through fandoms are described as **close and personal real-life relationships**. They like that they've found a community with others who share common interests, have fun together, and receive **support outside of fandom topics**.

As Malaysian Fandom *sei-katsu-sha* are multicultural, multiethnic, and multireligious; diversity is a point of pride and also a point of tension. They strive for a peaceful and harmonious society, one in part formed by historical and cultural narratives such as how Malaysia achieved independence through non-violent negotiations and that Malaysians are tolerant, peace-loving people. However, it is still a fine balance of sensitivities. Thus, fandoms can be **"neutral grounds"** of shared interest where Malaysian Fandom *sei-katsu-sha* come together **to achieve their ideal harmonious society**.

Expected emotion when joined fandom
"I wanted to make life more exciting"



Base: ASEAN Fandom *sei-katsu-sha*



"The fan club is like my second family. We're very close and always spend time together even if it's nothing to do with the artist."

Local Artist Fandom *sei-katsu-sha*, 32

#SapotLokal

On a global scale, Malaysia is a small country. Malaysian Fandom *sei-katsu-sha* want to support and help local brands/personalities succeed and are **proud when they are recognized on the global stage**. Additionally, the community-centric spirit comes through in their support for local causes.



"I was watching this Chinese idol audition show and my focus was on one candidate because he's Malaysian, and I want to support Malaysians."

C-pop Idol Fandom *sei-katsu-sha*, 24



"Our football academy provides quality education for kids, teaching commitment, punctuality, responsibility, stamina, discipline, and environmental conservation."

Football Fandom *sei-katsu-sha*, 38

Integration with Sociocultural Beliefs

Fans are often seen as obsessive. To change this, they go out of their way in **attempt to give their fandom a positive image** and to **integrate their passion with social and cultural beliefs**.

For instance, some communities are not encouraging of non-Malaysian popular culture. Thus, charity work could be a way to show positive values learned from fandoms and integrate them with positive cultural values. Fandoms also become more acceptable when monetization is possible.



"Many women are financially disadvantaged because women's rights are not implemented the way they should be. This motivated me to build my personal financial security. I also care about social justice issues, so I include that aspect in my web content."

Personal Finance KOL, 33



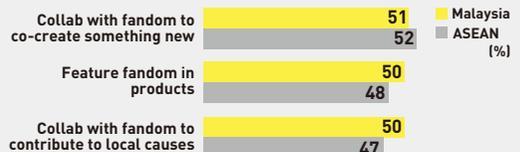
"Parents usually want their children to do well in their careers, and feel that fandoms are a waste of time. But perspectives are changing, and the entertainment industry is much more accepted now."

Comic Fandom KOL, 38

Inclusive Marketing

They don't want to be marketed to, but to be included in the process in meaningful ways (e.g. co-creating something new and collaborating on local causes). They are looking for excitement in life and enjoying life together with others. Malaysian Fandom *sei-katsu-sha* said they currently rarely see brands doing these things.

Top 3 things want brand to support fandom



Base: ASEAN Fandom *sei-katsu-sha*