

The Challenge of Digital Webtoon Artists in the case of Malaysia: The Trend of Freeloaders Exploiting Comics in the Internet Platform

주저자: Ahmad Azaini Manaf Prof. of Universiti Malaysia Kelantan,
교신저자: Fytullah Hamzah Managing Director, Kromosomlab Sdn. Bhd.
공동저자: Lee, Hyun Seok Prof. of Pusan National University

Keyword Webtoon Intellectual property, , Problems

Summary

This article discussed the findings of Plagiarism (piracy) or in Malay word for (ciplak) of transmedia works, especially webcomic and animation, has long been an issue and still occurs today in Malaysia.

The primary purpose of this article is to investigate rampant webcomic plagiarism in Malaysia. This article discusses the feedback from respondents who are majorly comic readers, on their insight whether the responses agreed to the actions taken if plagiarism appears upon uploading illegal comics online.

Based on the findings, major respondents' feedback found that they are aware of the importance of IP in a platform for reading comics. However, respondents said that they would not take action if they knew that the comics they were reading were plagiarized.

The findings prove to the researcher that most readers do not care about the importance and wrongdoing of digital comic plagiarism. Researchers can also embrace that comic readers only want self-satisfaction to read comics without caring if the comics they read are plagiarized comics.

largely comic readers and social media users do not condone plagiarism activities against digital comics, in fact there is a group of them who encourage and support such activities.

In conclusion, the webtoon industry seen a large growth in both content economy and supporting businesses. However due to the lack of

enforcement, educational awareness, these should also be a basic investment for the well-being of the webcomic industries.

1.Introduction

Malaysia has a stable IP protection, through Intellectual Property Corporation of Malaysia (MyIPO), its function to administer and enforces Intellectual Property Legislation. MyIPO actively granting of patents, trademarks, industrial designs and geographical indications and also original works to protect creators. There are also several studies that have been conducted by academics and researcher to solve overdue issue. However currently, Webtoon artist are not spared becoming a victim of piracy. Not only does occurs and affected the artist, even multitude of effort to protect the original artwork, and yet they face copyright issue through the internet platform. The question that arises is whether this piracy behavior is realized by the perpetrator or is it taken for granted because there are various piracy platforms that exists locally or internationally are blocked. Also, how much impact breach of Intellectual have on internet comic artists?

The Malaysian youth loves cheap and free, the freeloaders would do anything without paying, downloading movies, animations, songs and currently reading comics for free, via pirated or personal websites. There demands for these contents, pirates and supporters by reading comics illegally - it's the

이론 세션

youth who try get access to free comics.

Therefore, a study needs to be conducted to study the impact plagiarism to comic artists as well as the importance of Intellectual Property (IP) to digital comic artists.

In discussing the problems highlighted, namely the relationship between plagiarism and the importance of Intellectual Property (IP) security, most past studies are about plagiarism and IP in a practical and technical context.

However, based on the internet of things and challenges, the latest literature study covers the issue of plagiarism, which is directly related to webcomics.

In this article, the issue of plagiarism in Malaysia will highlight information obtained through previous studies, the views of digital comic artists and the author's own experience. References through literature studies are mainly from overseas studies.

3. Observation

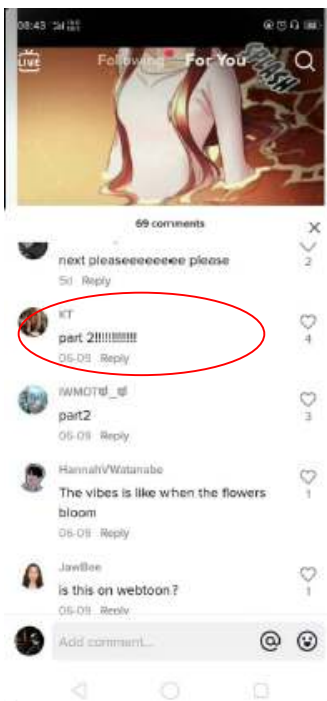


Figure. 1

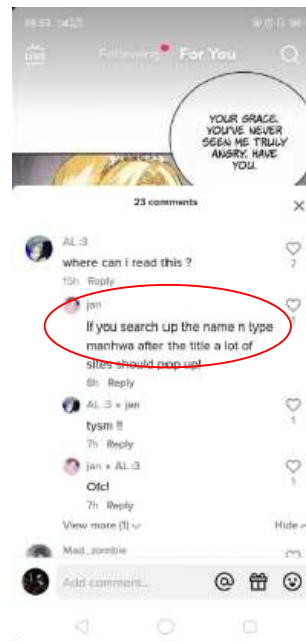


Figure 2.

Based on the results of the research that has been conducted, especially in Figure 1 and Figure 2 the researcher can identify that mostly social media users as well as digital comic readers are aware of the importance of IP in digital comics.

However, largely comic readers and social media users do not condone plagiarism activities against digital comics, in fact there is a group of them who encourage and support such activities.

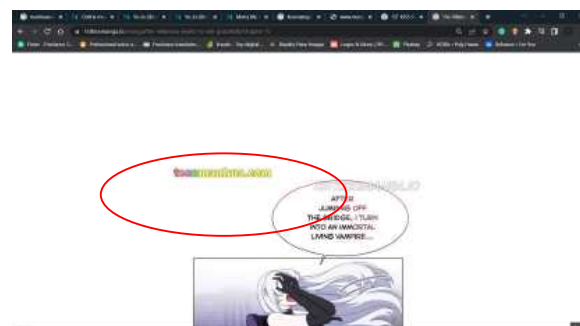


Figure 3.

Based on the researcher's observations on social media, the researcher found that there are some social media users who re-upload digital comics on their social media sites.

This activity, however, was not reprimanded or

reported to the social media admin as a plagiarism activity because according to comments or feedback from other social media users, the researcher can see that they also support this activity.

In figure 7, the researcher found that other social media users encouraged social media users who uploaded all the comics to continue the activity.

However, in figure 9, the researcher found that there are still users who are aware and know about the importance of IP when reading digital comics because there are social media users who choose to read the comics on registered platforms.

4. Conclusion

Based on the observation results, the findings identify that most social media users and digital comic readers are aware, and they mostly agree on the importance of IP in digital comics.

The observation depicted a more precise reflection of the findings, where the issue is the cause of digital comic plagiarism and why the understanding of the reasons why the activity reoccurs.

However, most comic readers and social media users do not condone plagiarism against digital comics; the same group also encourages and supports such activities.

Therefore, an approach and innovative method in

education awareness and empowerment in protecting all artworks from the ground, especially the younger readers, the importance of safeguarding original comics and protecting the comic artist.

As the more significant webtoon readers increases, a need for higher security visual and compulsory applications to protect the contents. The platforms' agencies, advertisements, and sponsors also need to work hand in hand with webtoon artists to protect IP across nations in order to succeed in the IP global market. The application will create a more sustainable economy network for the webtoon ecosystem.

References

1. Between Fan Culture and Copyright Infringement: Manga Scanlation. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2555283
2. Grolleau, G., El Harbi, S. and Bekir, I. (2016), "Playing with pirates: how companies can win the endgame", *Journal of Business Strategy*, Vol. 37 No. 3, pp. 30-36. <https://doi.org/10.1108/JBS-11-2014-0142>
3. Aristodemou, L., & Tietze, F. (2018). The state-of-the-art on Intellectual Property Analytics (IPA): A literature review on artificial intelligence, machine learning and deep learning methods for analysing intellectual property (IP) data. *World Patent Information*, 55, 37-51. doi:10.1016/j.wpi.2018.07.002 . <https://www.sciencedirect.com/science/article/pii/S0172219018300103?via%3>
5. Zeilinger, M. (2016). Digital Art as "Monetised Graphics" : Enforcing Intellectual Property on the Blockchain. *Philosophy & Technology*, 31 (1), 15-41. doi:10.1007/s13347-016-0243-1 <https://link.springer.com/article/10.1007/s13347-016-0243-1>
6. Jayasekara, D. N., & Fredriksson, P. G. (2021). Culture, intellectual property rights, and technology adoption. *The Quarterly Review of Economics and Finance*, 80, 317-330. doi:10.1016/j.qref.2021.03.007/ <https://www.sciencedirect.com/science/article/abs/pii/S1062976921000521?via%3Dihub>