

Yongren County, Chuxiong City Under the Background of "Internet + Ecology" Feasibility Study on Yi Nationality Animation Driving Local Development

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Abstract: "Internet + ecology" is an important technical condition that can help spread and publicize the excellent traditional culture of the Yi nationality, and it is a new opportunity that we have ushered in in the long-term protection and dissemination of the Yi nationality culture. The form of animation will not only enhance the Yi people's understanding of the Internet, but also improve the integrated development guarantee system of the characteristic economy of the Yi region and the "Internet + ecology". The project is based on field visits to investigate the operation mode of mainstream animation companies and the development history of Yi nationality animation. Through the promotion of "Internet + Ecology" animation, the project will further show the festival customs, daily life and clothing characteristics of the Yi nationality to the public. Provide a platform for the development of the Yi nationality through actions, let the public understand the Yi nationality, promote the Yi nationality culture to the public, accelerate the application of the Yi nationality in "Internet + ecology", and promote the economic development of the Yi nationality.

1. Foreword

With the gradual promotion of national cultural self-confidence awareness, Yi nationality animation related practitioners and professional teaching and research instructors intend to carry out further related research on the development history, production technology, script creation, industrial model and future development of Yi nationality-themed animation. Planning and developing a new situation in which the traditional culture and art of the Yi nationality and modern animation art are integrated, which strengthens the in-depth exploration of the traditional culture of the Yi nationality in the animation industry, and explores the inheritance route that meets the current political

expectations. The research and thinking on the current development and living environment of ethnic minority animation is a strategic topic that cannot be ignored.

This article will start from the perspective of market analysis, analyze the development advantages and existing problems of Yi nationality animation, and propose constructive solutions. Based on the myths and legends of the Yi nationality, we will further develop animation script creation and secondary creation, focusing on showing the Yi nationality. The arts and crafts design and the creation of the Yi nationality animation image are mainly presented in the modern animation creation of the Yi nationality culture. And then promote the combination of Yi cultural elements and the animation industry. From the perspective of folk literature, story materials and script creation from the perspective of literature mainly discuss how to mine the folk literature resources in the creation of animation scripts, study the interaction between folk literature and animation art under the background of globalization, and learn from high technology to realize folk literature. The creative transformation of literary resources from cultural resources to cultural capital points out the direction and fundamental way out for the modern development, integration and innovation of animation art. This article has been implemented as an innovation and entrepreneurship project, which provides the main reference and ideas for the writing of this article. There are also several review articles that use literary theory to analyze the creation of Yi-themed animation scripts, but the theoretical depth is not enough and the academic value is not high. The marketing methods of animation and the development model of the creative industry have always been the hotspots in the research of Yi nationality-themed animation. From the perspective of marketing and cultural industry, this paper puts forward suggestions and ideas for the industrialization development of Yi nationality-themed animation. Many have been applied in practice and achieved good cultural and economic benefits. From the above point of view, the research results of Yi nationality-themed animation at this stage are mainly concentrated in the field of art. Although they cover a wide range, they basically stay at the surface stage. The basic theoretical achievements of Yi nationality-themed animation are not perfect, and the research and interpretation of specific animation works have not received due attention. Although many valuable research results have emerged in the fields of literature, communication, economics, etc., it is still in its infancy. In general, the current domestic academic research on the animation of the Yi nationality lacks the sorting out of the academic history of the entire research field, let alone the systematic integration of these new aspects since the 21st century.

2. Investigation Background Analysis

2.1. Small Market Value and Profit

According to the research needs of this study, we conducted a survey and analysis of the domestic animation industry. 39 representative enterprises were selected.

By analyzing the operating income of these companies, we found that the overall market value of these companies is relatively small. Among them, only six companies including Jiewai Animation, Huaqiang Fangte, Zhongnan Cartoon, etc. have an operating income of more than 100 million yuan. Among these six large companies, there are four companies whose main business is not animation production. Market survey data shows that 30.77% of animation companies in the country are in a state of negative profitability, and 69.23% of animation companies have a net profit of less than 5 million. From this point of view, the overall profitability of China's animation production industry is not ideal.

2.2. Various Development Models

According to our research and analysis, among the animation companies we surveyed, they are mainly engaged in animation OEM production and original creation. Most of the company's main projects are the development and sale of auxiliary products and related derivative toys that expand children's preschool education in animation theme parks. Most of the projects integrate the development level model of " multi-directional + multi-angle + multi-round " through the aggregation and integration of existing IP resources, and try to increase corporate income with more and richer business types.

3. Advantage Analysis

3.1. Cultural Integration

Enrich the forms and methods of dissemination of the fine traditional culture of ethnic minorities through Internet technology. The best way to protect, inherit and disseminate traditional culture is to achieve popularization. Rooting in the grassroots and the people is the most important cornerstone of cultural inheritance.

3.2. Cultural Entrepreneurship

The upsurge of innovation and prosperity of the cultural industry stirred up by the Internet provides an opportunity for the development and utilization of excellent traditional culture. The general secretary of the leadership pointed out that "strive to realize the creative transformation and innovative development of traditional culture, so that it can be integrated with the real culture, and jointly serve the task of the era of cultural people."

3.3. Diverse Platforms

Provide a cross-border collaborative platform for the protection, inheritance and dissemination of the excellent traditional culture of ethnic minorities through the Internet. In general, Chinese animation companies are relatively weak in competitiveness and have limited profitability, but most of them have learned from the world's top companies and generate revenue through various channels, not only relying on traditional businesses such as original animation creation and animation contract production. However, if the minority elements are actively added, the business level can be greatly improved, the business channels can be broadened, and the industrial capital source can be stabilized.

4. Design Goals

4.1. Heritage Protection

The cultural heritage of the Yi nationality is a very precious cultural wealth in China. In this highly developed modern society, the impact of commercialization has brought great pressure and challenges to the protection and development of the Yi nationality culture [1]. However, the Internet and the powerful network power have also brought us opportunities to publicize the excellent traditional culture of the Yi people through the channels with the most contact with the people, bringing hope to our protection and inheritance work. The spread of national culture at the grassroots level and among the people is the popular means of dissemination we most expect.

4.2. Cultural Entrepreneurship

Leader and general secretary proposed to "promote the creative transformation and innovative development of Chinese excellent traditional culture". The boom of cultural industry innovation has provided a good opportunity and a very good platform for the development, innovation and reuse of excellent traditional culture, all of which rely on the Internet platform.

4.3. Diverse Platforms

Internet provides a cross-border platform for the dissemination of traditional and excellent Yi culture, which makes the exchange and inheritance of similar cultural bodies very convenient. Although the competitiveness of Chinese animation companies is relatively weak and their profitability is limited, most of them have begun to learn from the world's top companies and generate income through various methods, rather than relying on traditional businesses such as original animation creation and animation OEM production. By adding the characteristic elements of the Yi nationality, the business level of animation enterprises can be greatly improved, the income channels of animation enterprises can be broadened, and the source of industrial funds can be stabilized.

5. Project Planning

"Internet + ecology" is an important technical condition for modern cultural dissemination and the main carrier of contemporary social and cultural dissemination. The arrival of the era of "Internet + ecology" provides us with a new opportunity to protect, inherit and spread Yi culture. This can be done in three ways:

- (1) Through the form of "animation", the cultural exchange of the Yi people will be improved.
- (2) In the form of "animation", promote the integration and development of the "Internet + Ecology" system in the Yi area.
- (3) Through "Internet + ecological animation", the festival customs, work and rest life, clothing characteristics, etc. of the Yi people will be displayed to the public. These measures provide a platform for the development of the Yi nationality, let the public know about the Yi nationality, accelerate the application of "Internet + ecology" in the Yi nationality area, and promote the economic development of ethnic minorities.

6. Project Mode

6.1. Poverty Alleviation Model

In addition to direct capital investment, we distribute promotional videos and commercials, take advantage of the respective advantages of products, combine various advertising forms, and use animations to tap the characteristic resources of poverty-stricken areas, help poverty-stricken areas increase their popularity, broaden income channels, and increase urban publicity, cultural Tourism, historical inheritance, traditional technology income. Establish an animation poverty alleviation mechanism [2], improve the policy system, enrich the types of products in this industry, and increase publicity efforts, so as to expand social influence, further integrate social resources, gather labor force, and accelerate the promotion of animation tourism in the new era. Targeted poverty alleviation measures, Improve the quality of poverty alleviation through animation tourism and ensure that poverty alleviation through animation tourism achieves practical results.

6.2. Promotion Mode

6.2.1. Internet Promotion

Refer to the promotion methods of modern e-commerce platforms: mainly cooperate with large or characteristic e-commerce platforms such as Alibaba and local e-commerce, and register product patents for promotion. Cooperate with Internet providers such as post offices and China Mobile that support local agricultural development to promote products with local characteristics. In addition, the latest status of cultural activities and the latest news of cultural enterprises can be released through the establishment of WeChat official accounts, official accounts of registered enterprises, etc.

6.2.2. Offline Promotion

Promote the cooperation of city-level agricultural characteristic industrial parks, bring Yi nationality characteristic products and other agricultural and sideline products to the mainland, drive the consumer market, and open up the mainland consumption mechanism. With the help of the government and convenient channels, we will vigorously develop characteristic agricultural products and form large-scale industries. At the same time, vigorously publicize and promote the development of tourism, provide special information related to Yunnan tourism and accurate publicity of poverty alleviation products during the peak tourist season, so that local characteristics are not only popular in Yunnan, but also in other regions. Invite financial channels, agriculture, tourism and other related media to conduct interviews and reports, quickly increase the popularity of the website, and attract corporate investment.

7. Construction Form

7.1. Differentiation Strategy

In the process of integrating the Yi nationality animation into the tourism industry, we can not only adopt different marketing methods according to the customs and characteristics of the Yi nationality, but also change the marketing content according to the cultural differences of the Yi nationality. In the propaganda process of Yi nationality animation, different target groups can be selected according to the difference of tourism resources and economic base. For example, in the production of Yi animation in famous tourist cities such as Dali and Lijiang, the target group should be expanded to the whole country and even the whole world, while some emerging tourist attractions or cities with outstanding local characteristics should be promoted primarily to consumers in the province.

7.2. Convergence to Promote Innovation

In Yongren County, Chuxiong Yi Autonomous Prefecture, Yunnan Province, Yi animation is widely circulated, which is an important part of the innovative culture and art of Yi traditional culture. We combined Yi culture with modern animation technology, and also promoted Yi special music. In order for the public to more easily accept the traditional culture and folk music in the works, we need to combine them with modern music forms on the premise of retaining the original essence of folk music. This kind of dynamic music will be displayed in front of people in a more vivid picture, combining Yi culture and animation skillfully, and has greater market potential.

7.3. Hybrid Development Strategy

In the tourism market of Yunnan, the combination of Yi culture and animation [3] is in a leading position in the means of publicity, and the leading technology and creativity enable Yi animation to quickly arouse a wave. In addition, the use of emerging technologies and multimedia to promote tourism culture is no longer an advanced technology in my country. To a certain extent, this reduces the technical barriers of Yi nationality animation, improves the feasibility, and makes Yi nationality animation have a strong market share and cost reduction. potential.

8. Project Development Planning

8.1. Target Market

Through government support and self-financing, we will create an animation environment with strong cultural heritage, so that we can integrate the animation of ethnic minorities into it. This environment can be divided into understanding the development, process, and development prospects of the animation industry; in addition to understanding the characteristics of ethnic minority animation, and predicting the feasibility of integrating it into animation; Audiences love and admire animation that incorporates ethnic minorities.

8.2. Development and Innovation

Through the intervention of the government, it advocates the integration of minority culture into the film and television talent training plan in colleges and universities, and is determined to cultivate a group of film and television animation designers with innovative thinking and cultural connotations. While adding new elements and innovations to my country's animation industry chain, it has become a top priority to pass on the culture of ethnic minorities from generation to generation and spread the culture of ethnic minorities around the world. The realization of this idea requires the attention of the country, the government and even the people. It is imperative to cultivate film and television animation design talents with innovative thinking and cultural connotations. Only by constantly absorbing "nutrients" from the national culture can we create more classic film and television animations. Works, let Chinese film and television animation stand in the world.

9. Marketing Strategy

9.1. Meet the Diverse Needs of Consumers with the Help of Online Platforms

At present, when many companies implement new media marketing strategies, they only expand the communication channels of traditional information, and some even directly cover traditional marketing concepts on new media platforms, making new media become corporate information or products. The promotion window, but does not make a substantial distinction between new media and traditional media. New media is based on network technology, not only limited to the dissemination of information, but also a brand-new communication platform. Through the interaction with consumers, enterprises can meet the needs of consumers and achieve marketing purposes at the same time. Therefore, under the Internet thinking, when developing new media marketing, it is necessary to conduct a comprehensive analysis of consumers' consumption behavior, purchasing power, new media audience groups, and original purchase intentions on the basis of new media communication. It is regarded as a commodity purchase behavior. In this regard, it is necessary to expand the new media marketing concept of Internet thinking, take meeting the

diversified needs of consumers as the main goal, and gradually realize the company's marketing plan in the process of achieving this goal.

9.2. Strengthen Multi-Screen Integration to Achieve Cross-Border Marketing

The advantages of new media have been highly recognized by enterprises and consumers, and more and more people are turning their attention to new media. Due to the convenience of the new media consumption model, people gradually break away from the traditional consumption methods and have a strong dependence on new media consumption. However, over time, some consumers have gradually turned to traditional consumption after realizing the harm of Internet addiction. This also shows that the rise of new media does not mean the elimination of traditional media. However, all kinds of media in the traditional consumption model are independent individuals, and enterprises cannot carry out overall integrated marketing. However, the new media marketing in the era of "Internet ecology" can break this limitation of traditional marketing, form a multi-screen linkage network system, and then achieve the goal of cross-border marketing. Through the platform built by this network system, business operators can grasp the consumption situation of consumers on different platforms in real time, and conduct big data analysis on these consumption behaviors, and then judge consumers' consumption preferences and consumption habits, and based on this The first result is to provide consumers with reasonable consumption suggestions, help consumers to consume rationally, and then improve the reputation of the company among consumers, so that the market position of the company is gradually improved.

9.3. Build a New Media Publicity System with Multiple Linkages

The current new media environment is relatively complex. New media platforms of traditional media, new media platforms of corporate nature, and self-media platforms can freely release information to achieve the purpose of marketing. For modern enterprises, if only relying on a single publicity channel, it is difficult to expand the popularity of products or services, and it is difficult to play the role of publicity. Therefore, in the era of "Internet ecology", enterprises can choose a variety of media platforms for promotion according to their actual conditions. At present, most new media platforms adopt a paid advertising model, and attracting enterprises to invest in marketing mainly depends on click-through rate and user pageviews. Of course, from the perspective of marketing costs, companies can also choose many free new media channels to enrich their publicity system, such as official Weibo, WeChat official account, corporate micro-shop, etc. are all good choices. Taking WeChat official account as an example, enterprises apply for enterprise official account through WeChat, and use the official account to publish enterprise brand, product information, preferential activities, etc., in order to tap potential consumers. Of course, they can also cultivate loyal users of enterprises by pushing relevant articles, in order to form an interactive mechanism, through the development of various interactive activities to enhance the user's perception. The multi-linkage of paid new media marketing platform, free new media marketing platform, and traditional media marketing platform can enrich the publicity system of enterprises and implement more targeted marketing activities for consumers at different levels.

9.4. Combining Virtual and Real, Opening up Channels Online and Offline

In real life, consumers' consumption behaviors show diverse characteristics, and consumers' consumption behaviors are different. Many consumers can access the Internet, but it does not mean that consumers will have consumption behaviors. Although precision marketing or customized marketing in the era of "Internet ecology" can greatly promote consumer purchase behavior, it is

easy to make consumers misunderstand the formalism of media marketing. It's like a product's advertisement, no matter how good it is, but the product itself does not have excellent quality, then the product or even the enterprise cannot achieve long-term development. The new media marketing under the Internet thinking has the limitation of mismatch between online and offline. In order to break through this barrier, under the background of the current "Internet ecology" era, it is necessary to realize the organic combination of online and offline, and achieve no Seam connection, build a perfect marketing platform. In fact, new media marketing needs the strong support of offline entities in the communication stage. For example, whether the logistics is fast, whether the after-sales service is guaranteed, and whether the physical store is convenient for sales, etc., have a profound impact on the online marketing of products, and also determine whether consumers have consumption behaviors to a large extent. Therefore, it is necessary to strengthen the integration of online and offline, and only in this way can the value and role of new media marketing in the era of "Internet ecology" be truly brought into play.

9.5. Double-headed Development to Achieve Multi-Party Sales

Under the background of today's market development, the new media marketing market channel mainly adopts the development mode of two channels, which mainly refers to the development of the network direct sales channel while the company actively develops the network indirect sales channel. While conducting product marketing through the internal information platform, actively communicate with customers online. At the same time, it is also necessary to cooperate with other large network service providers, use other network platforms for product marketing, and conduct product promotion through website page views. In general, publicity through online platforms and other information channels not only brings more pageviews than traditional media, but also has a greater competitive advantage in product marketing costs. Generally speaking, enterprises can provide consumers with more efficient corporate marketing information through this intuitive marketing combination method, reduce the time for consumers to understand the information, and improve the development efficiency of corporate marketing.

9.6. Knowledge Marketing Drives Market Breakthroughs

Knowledge marketing is also one of the innovative models for the development of new media marketing. Compared with the current traditional commodity marketing, knowledge marketing has great advantages in technology, and belongs to the marketing methods and means of technology application. Knowledge marketing is mainly based on the combined development of information and intelligence brings more breakthroughs to the marketing development of enterprises through continuous research and innovation. To achieve marketing goals by using the most efficient marketing methods, and actively pay attention to network marketing, and realize the rapid development of enterprise marketing by changing the way of enterprise development concept.

10. Conclusion

"Internet ecology" constitutes an important technical condition for the inheritance and dissemination of the excellent traditional culture of ethnic minorities. The arrival of the "Internet ecology" era provides a new scene for the protection and dissemination of ethnic minority culture. The form of animation will not only enhance ethnic minorities' understanding of the Internet, but also improve the guarantee system for the integrated development of the characteristic economy of ethnic minority areas and the "Internet ecology".

The project further displays the festival customs, work and rest life, clothing features and so on of ethnic minorities to the public through "Internet ecological animation". Provide a platform for the development of ethnic minorities through actions, let the public know about ethnic minorities, accelerate the application of "Internet ecology" by ethnic minorities, and promote the economic development of ethnic minorities.

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