



BACHELOR OF ADMINISTRATIVE SCIENCE (Hons)
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDY

THE VOTERS PERCEPTION OF ELECTION ISSUES UNIQUE TO
SABAH IN LIKAS

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THE ABSTRACT

This research aims to examine the general perception of voters on the issues in the N:14 Likas election. In particular, this study was conducted to identify key issues in the election. Among the areas of focus are information, knowledge and perceptions of voters and others criteria which are seen as vital in assessing the perceptions of voters. The main objective of this study is to examine the voter's perception towards the election issue in Sabah. The methods that have been use are qualitative and quantitative. A judgement sampling types of purposive sampling in determining our sample of 100 respondents which involved in this study. The finding shows the pattern of perception, voting behaviour and the election issues that unique to Sabah among the voters especially in Kg. Likas.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

1.1.1 Background Of Study

In recent years, politics in this country is very interesting to be discussed. But, the most interesting is the competition aspect of the political parties and the issues raised by certain quarters, especially after the General Election-12. This can be seen, especially after the recent election. In the peninsular, the change in voting pattern called as "political tsunami", while the voting pattern in Sabah and Sarawak are not affected. However, in the 12th general election recently, Likas is the area close to falling into the hands opposition, where Barisan Nasional only gets 4,097 votes. Meanwhile for the opposition they get 3,235 votes.

The questions that arise here is why there is change in voting patterns at Sabah, especially in Likas. It is undeniable; there are several factors that can influence the voters' vote.

Based on this statement, a study was carried out to voters in the N14: Likas to identify the perceptions of voters about the unique issues, particularly in Sabah.