

UNIVERSITI TEKNOLOGI MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY  
STUDIES



THE EXPLANATION OF PREFERENCE OF THE YOUTH  
DECISION ON THE CHOICES BETWEEN UITM  
AND IKM AS A PLATFORM FOR A BETTER FUTURE

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## Abstract

The research explains on the factors that influence decision making made among the youth in the rural area that comes from poor family and possess average SPM result in between the choosing of UiTM and IKM. The research is based on qualitative method as the interview with the administrator of the program was taken as the subject of justification. The quantitative method used is to confirm the findings quantitatively. Among the factors discussed in the research paper are benefit, risk, interest, knowledge, environment, economy and policy which are constructed by the researchers. The factors described also represent the internal factor and the external factors. The factors will be used to determine the enrolment success of UiTM and IKM respectively. As qualitative measure, researchers will analyse the findings from the horse's mouth of each program respectively as well to see the alignment of rural youth towards each institution. IKM is used to be the benchmark of the enrolment success as it's managed to fulfil its quota for its annual intake as well as to represent the vocational education. The UiTM findings determine the rural youth alignment towards academic oriented education. The comparison between UiTM and IKM influencing factors will be discussed and used for the purpose of recommendation on the UiTM enrolment success.

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# THE DECLARATION

## Declaration

We/I hereby declare that the work contained in this research paper is original and our own expert those duly identified and recognized. If we later found to have committed plagiarism or acts of academic dishonesty, action can be taken in accordance with UiTM's rules and academic regulations.

Signed.



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# THE EXPLANATION OF PREFERENCE OF THE YOUTH DECISION ON THE CHOICES BETWEEN UiTM AND IKM AS A PLATFORM FOR A BETTER FUTURE

## CHAPTER 1 INTRODUCTION

This first chapter is focusing on the background of the study. The study is about the explanation of the decision among the youth based on the choices available for them to enhance their marketability in the future as a workforce. Section 1.0 is discussing about the background of the study, while section 1.1 explains the problem statement, section 1.2 states about the research objectives and section 1.3 states the research questions. The scope of the study is explained in Section 1.4. In the Section 1.5 the researchers explains the significance of this research. Lastly, Section 1.6 states about the definition of terms and concepts.

### 1.0 Background of Study

*Bumiputra* has always been left behind by other races in terms of economy and education. To encourage the participation of the *Bumiputra* in the education and economic activities, the government under the leadership of the late Tun Abd Razak, the second Prime Minister of Malaysia has come out with the New Economic Policy in 1971. As a result of implementation of the policy, New Economic Policy was using the strategy of restructuring the society through the redistribution of corporate ownership, equity and education.

After the visit to Ceylon in 1961, Tun Razak had come with the idea to establish *Dewan Latihan RIDA*. Under the programs, there are three (3) courses which were introduced, stenography, secretary ship (ACS) and Accountancy. The name RIDA had been changed to MARA in 1965, which makes the name of *Dewan Latihan RIDA* was changed into *Maktab MARA* or Mara College. This change in the name shows that the *Maktab MARA* are no longer be operated under RIDA. On the 14<sup>th</sup> October 1967, Mara College has been officially changed into Mara Technology Institute (MIT) or *Institut Teknologi MARA (ITM)*.