

**UNIVERSITI TEKNOLOGI MARA KEDAH
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES
BACHELOR ADMINISTRATIVE SCIENCE**



**“POLITICAL PERCEPTION ON GENERAL ELECTION AMONG
YOUTH:
A STUDY IN UITM KEDAH”**

**MIMI IZZAIFA NAJWA BINTI JAIZAN
2016565819**

**NUR NAJIHAH BINTI MAT FAZLI
2016329557**

DECEMBER 2018

**CLEARANCE FOR SUBMISSION OF THE RESEARCH PROJECT BY THE
SUPERVISOR**

Name of Supervisor : Puan Marhapizah Binti Ismail

Title of Research Report : Political Perception on General Election Among Youth :
A Study in UiTM Kedah

Name of Student I : Mimi Izzaifa Najwa Binti Jaizan

Name of Student II : Nur Najihah Binti Mat Fazli

I have reviewed the final and complete research proposal and approve the submission of this report for evaluation.

(Signature)

Declaration

We hereby declare that the work contained in this research proposal is my own except those which have been duly identified and acknowledged. If I am later found to have plagiarized or to have committed other forms of academic dishonesty, action can be taken against me under the Academic Regulations of UiTM's.

Signed

Name : Mimi Izzaifa Najwa Binti Jaizan

Matric No.:2016565819

Signed

Name : ~~Nur Najihah~~ Binti Mat Fazli

Matric No.:2016329557

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Politics can be defined as at the heart of all collective social activity, formal and informal, public and private, in all human groups, institutions and society (Leftwich, 2004). According to (Research Gate, 2010), politics is a decision making process and a struggle to gain access to decision-making positions and the resources that can be used to further one's own interests. Meanwhile, political perception was studied as a function of the perceiver's political viewpoint (Ekehammar, 1977). The studies of political perception are focused on the analysis of images of different political objects in public mentality such as images of authorities and political leaders, especially candidates in electoral campaigns, images of political institutions, the state in general, images of political parties and countries. The previous government which Barisan Nasional has ruled the country for 61 years without fail and this dominant party was the largest party with two million members. In addition, Barisan Nasional also known as the longest ruling party in governing a country in Asia. After the tsunami politic occurred during recent 2018 General Election, the country has successfully change into the new government, which lead by Pakatan Harapan (Jumain, 2012).

The changes of this new government in Malaysia in some aspect were contributed by people involved in 14th General Election last May 2018. Most of them have their own perceptions towards politics, parties and the candidates that compete in the election. The engagement of university student in politics can be a creative force, a dynamic source of innovation which can contribute to catalyse important changes in political systems (United Nation, 2012). Since the youth voters engage in the election process, most of them have the perception that the ruling government should be changed as they believe the new government is necessary and can rule the country better compared to previous government which was Barisan Nasional. Since the purpose of this study is to observe the real