

**UNIVERSITI TEKNOLOGI MARA**

**FORMULATING MONO-ETHNIC  
UNITY MODEL BASED ON  
POLITICAL AGENDA VIDEOS AND  
PEOPLE'S ATTRIBUTES OF  
EMOTION**

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**PhD**

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## AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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## ABSTRACT

Malaysia, a unique multi-ethnic country, which consists of Malays, Chinese, Indians and indigenous communities that co-exist, though the groups have distinct histories, religions, cultures and languages. It would, however, prove to be more threatening if the racial problems actually befall among a race's own ethnicity – mono-ethnic crisis. As we live in today's world of technology encompassing the sophisticated use of the Internet, e.g. YouTube – as one of the popular new media channels, has their “own communication power” via its broadcasted videos. Nowadays, this video-based medium has been used in many official campaigns by political parties and citizens to win the hearts and minds of people by portraying many social reality issues related to politics. These political agenda videos would be powerful vehicles for prejudice and public opinions that could affect people's unity. To understand the situation between people's emotional responses and their surroundings, especially with the involvement of technology and the new media, this study aims to comprehend the sensitivity of the people, particularly among the Malays, towards various political issues in Malaysia, which posted on YouTube. This study also strives to investigate relationships between people's emotional responses and the political agenda videos that in turn could affect Malay unity, hence formulating a model, which could affect the unity as well. Therefore, this study performed qualitative analyses i.e. Interview, Thematic Analysis and Evaluation Grid Method of Laddering and quantitative analysis – Kansei Watching Experience evaluation and has been analysed using the multivariate statistical methods, in order to find evidence to support the research's aims of the study. The results from the entire qualitative and quantitative analyses have successfully answered all the research questions that lead to the achievement of all its objectives, which are i) to identify positive and negative emotions; ii) to investigate the relationship between people's emotional responses and YouTube video design elements; iii) to formulate a mono-ethnic unity model, and iv) to validate a mono-ethnic unity model using Malay ethnic as a case study. Ultimately, the results from this study are proposed to be utilised as a basis of understanding for future investigation into emotions, especially in political awareness, as well as the design elements of video, which could influence unity.

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