

**UNIVERSITI TEKNOLOGI MARA**

**BARISAN NASIONAL DEFEAT AT TERENGGANU IN THE 14TH  
GENERAL ELECTION : FACTORS INFLUENCING THE  
BEHAVIOR OF MALAY YOUTH VOTERS IN DUNGUN  
PARLIAMENT, TERENGGANU**

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## ABSTRACT

*Studies on the political orientation of voters in Malaysia in the general election are nothing new. This is because this study can serve as a benchmark for a political party to gauge their popularity, and the results of this study can be used to analyze to determine the next general election. Current issues, party leadership and attention and the influence of the new media are key factors in determining which political parties are the electorate during the general election. Therefore this study attempts to look at the factors significantly different youth Malay voters in the Dungun parliamentary constituency for the choice of the Barisan Nasional State in the 14th general elections ago. The Dungun parliamentary seat saw a change in the 14th general election in which PAS won three state seats and one parliamentary seat with a huge majority of votes cast among the Terengganu state contributors. The focus of the study is to identify issues of importance given by political leaders and the party's performance during and new media as well as the factors that influence voters in Dungun Malay youths to make a choice on election day will come. Directions and improvements can be taken by political party leaders in an effort to attract voters to win elections.*

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