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**THE STUDY OF 11<sup>TH</sup> SARAWAK STATE ELECTION: CANDIDATE  
PERSONALITY VERSUS PARTY IDENTIFICATION  
CASE STUDY: KOTA SAMARAHAN**

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## Abstract

This paper examines on the coming 11<sup>th</sup> Sarawak State Election especially on the voter's preferences whether they vote based on candidate personality or political party identification in P. 197, Kota Samarahan for it's as the targeted population for this study. This paper will focus on these two factors; candidate personality and political party identification that could influence the voter preferences. Under many electoral systems voters can choose between candidates and under some, between candidates of the same party or other parties, a situation that makes it possible for voters to choose the best factors which is influence them to vote. This paper uses an extensive set of instruments to study and explore the extent to which voters decide on candidate personality factors as opposed to political party identification ones. Historically, the electoral behavior in Sarawak tends to focused on political party choice because the political competition is closely relative to its demographic structure where the state Barisan Nasional party has enjoyed preeminence at the polls in all election. When it comes to the current political situation, there is recognition that the political party identification is not all matters and that personal attributes of the candidates have an importance roles in campaign of election. Yet there is a significant and growing literature that argues that candidate personality should be and are important sources of votes in many elections.

**Keywords:** Candidate Personality, Political Party Identification, Voter Preferences, Electoral System, Election

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## CHAPTER 1

### INTRODUCTION

#### 1.0 Introduction

This chapter focuses on the background of the study which is on the voter preferences especially between candidate personality and political party identification. This chapter also will covered on the background of the study, problem statement, research objectives, scope of study, significant of the study, and definition of terms or concepts.

#### 1.1 Background of Study

According to Zakaria (2000), the election in Malaysia was at two levels which are federal and state level. Federal level election also called as general election, are those for membership in the *Dewan Rakyat* also known as the lower house of parliament. While, the state level election are for membership in the state legislative assemblies. The traditional practice in Malaysia is that most of state assemblies to be dissolved at the same time as Parliament, except Sarawak.

Politic are from Greek word “politikos” means relating to citizens. Politics is about the practice and theory of influencing other people on a civic or individual level or to achieving and exercising position of government. Politics is defined in such different ways: as the exercise of power, the science of government, the making of collective decisions, the allocation of scarce resources, the practice of deception and manipulation, and so on (Etzioni, 2001).

## CHAPTER 2

### LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

#### 2.0 Introduction

In this section of the study, we shall consider the research work which was carried out by the different researchers. Literature review is a brief but focused survey of related and relevant studies which provides a context within which the study and its objectives can be positioned and its value understood. This is to help us to know the problem or phenomenon and its interrelationships with other variables. Moreover, this literature review will guide us on what are the variables that affect or influence the problem as we discuss in the conceptual framework. Here, we will study and looking further on candidate personality and political party identification as our study that we find from the research work of different researchers.

#### 2.1 Literature Review

##### 2.1.1 Candidate Personality

Natural selection may have favored the ability to detect qualities of effective leadership because the choice of a leader affects an individual's ability to survive and reproduce within a social group (Darwin, 1871; Trivers, 1971).