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**GENDER ISSUES AND MEDIA IN 15TH MALAYSIA GENERAL
ELECTION:**

A CASE STUDY IN P198 PUNCAK BORNEO

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ABSTRACT

This research delves into the complex intersection of gender issues and media dynamics during the 15th Malaysia General Election, focusing on the P198 Puncak Borneo constituency. It aims to reveal how media portrayals of gender concerns shape public perception and political discourse, utilizing a multi-pronged approach.

The study employs content analysis of media coverage, in-depth interviews, and examination of public discourse on social media platforms. By scrutinizing media narratives, the research seeks to uncover potential biases, stereotypes, and coverage gaps that influence voter perceptions and contribute to the wider discussion on gender equality and political representation.

Furthermore, the study explores the experiences of female candidates and voters in P198 Puncak Borneo, investigating the challenges faced and strategies employed within the electoral landscape. It sheds light on the media's role in either reinforcing or challenging gender norms within the political arena, with implications for fostering a more inclusive and equitable democratic process.

The findings of this case study aspire to contribute valuable insights to academic and policy discussions on gender, media, and electoral politics, promoting a more informed and inclusive democratic environment in Malaysia.

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CHAPTER 1

INTRODUCTION

1.1 CHAPTER REVIEW

This chapter focuses on the background of study which is on Gender Issue and Media in the 15th Malaysia General Election. The scope of study is focusing on P198 Puncak Borneo by interviewing IANA Anak Akam as this is qualitative research. Section 1.1 discusses on the Chapter Review, Section 1.2 the background of study, Section 1.3 explains the research objectives, Section 1.4 is the Research Problem and Section 1.5 states the research issue and gaps, Section 1.6 is on the significance of study. Section 1.7 additionally is about the scope of research and Section 1.8 explains about the research questions. In addition to that, Section 1.9 states the research hypotheses, Section 1.10 is about the definition of terms and concepts and finally Section 1.11 is on chapter summary.

1.2 BACKGROUND OF STUDY

Malaysia is a country that practices a constitutional monarchy system, and the parliament is practicing the principles of democracy. Constitutional monarchy systems bring means where the monarch became the leader for the states meanwhile the government is runned by the democracy system where the Prime Minister are elected according to the elections. General elections in Malaysia are conducted every five years to elect members of parliament and state legislative assemblies. The Table 1.0 below shows the most recent general election results which is the General Election 15th in Malaysia was held on 19th November 2022, which shown the Pakatan Harapan (PH) winning and led by Anwar Ibrahim with 82 seats, defeat Perikatan Nasional led by Muhyidin Yassin with 74 seats and the incumbent Barisan Nasional (BN) coalition, led by Ahmad Zahid Hamidi with 30 seats. The PH coalition secured a majority in parliament, marking the first time in Malaysia's history that the BN coalition had been voted out of power. On the other hand, in Malaysia, each state has its own written constitution, legislative body, and executive council, which belongs to the legislative body and is led over by a chief minister.

CHAPTER 2

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 LITERATURE REVIEW

INTRODUCTION

A literature review is one of the most important initial activities in any research. This chapter will review many sorts of literature on the Gender Issue and Media in the 15th Malaysia General Election. This chapter will explain on the media coverage, gender issue, stereotype, women participation in Politics and the extended Feminism Theory.

LITERATURE REVIEW

A literature review is a complete and critical evaluation of the body of knowledge previously published on a particular subject or research question. To give a summary of the most recent research on the topic, it requires methodically looking through, analysing, and synthesizing important scholarly books, papers, and other sources. The primary objective of a literature review is to point out areas that need more research and to find gaps, conflicts, and conflicts in the existing literature.

2.2 MEDIA COVERAGE

Media socials are widely used by people nowadays as it can spread more information globally and fulfill the needs of people especially in gathering information. Media social is one of the main platforms that able to share information in a brief time and able to influence people in believing about the information. Muhammad Raqib Mohd Sofian et al.,2018 media is known to a play major role in providing information to the public about any event that happening around them. As we all know, social media is one of the largest platforms that can influence society's perception towards an issue based on the information content. Andres Scherman et al.,2022 research also has shown that mass media has a crucial role to play as they influence the beliefs and values of the populations. People nowadays tend to use TikTok or Instagram as one of their main platforms in sharing their perspective or opinion regarding to a matter and Peter Fernandez,2022 stated that seeing video can be entertaining but also able to influence decision-making and provide brand recognition.