UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES

**LEVERAGING THE USAGE OF SOCIAL-MEDIA ON POLITICAL
ENGAGEMENT AMONG EMPLOYEES AT JKR BAHAGIAN SERIAN.**

JENNIFER JANE ANAK EDWARD
2021173225

JANUARY 2024

Table of Contents

CHAPTER 1

1.0 Introduction

This chapter focuses on the background of the study Leveraging the usage of Social-Media on Political Engagement among employees at JKR Bahagian Serian. The presentation of this chapter begins with the research background, followed by the problem statement, research question, research objectives, scope of study, the significance of the study and lastly the definition of terms and concepts used in this study. The social media has become vital for political discussion and political engagement. Political engagement is a broader concept that encompasses a range of activities, attitudes, and behaviors individuals exhibit concerning political issues or processes. It includes not only direct involvement in political actions but also being informed about political issues, discussing politics with others, staying updated on current affairs, and having an interest or concern about public policies. It includes not only direct involvement in political actions but also being informed about political issues, discussing politics with others, staying updated on current affairs, and having an interest or concern about public policies.

1.1 Research Background

Political engagement encompasses the active involvement of individuals or groups in political processes, from participating in elections and policymaking to expressing opinions and influencing public discourse (Moeller et al., 2018). In contemporary governance, political engagement plays a pivotal role in ensuring accountability, transparency, and citizen participation within democratic systems. It is fundamental for shaping policies, holding leaders accountable, and fostering a vibrant democratic culture. As Stetka (2022) explains, political engagement of citizens provides an essential connecting link between stakeholders and policymakers, enabling collaborative governance through pluralistic civil participation.

At the heart of political engagement lies the interaction between citizens and their government. It empowers individuals to voice their concerns, advocate for change, and contribute to decision-making processes. Moreover, political engagement enhances public awareness, strengthens social cohesion, and instills a sense of civic responsibility among citizens, vital for a well-functioning democracy.

In the modern digital age, social media has emerged as a transformative tool for political engagement. Platforms like Facebook, Twitter, and Instagram offer accessible and interactive

CHAPTER 2

LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

The second chapter consists of seven sections: Section 2.1 Social media usages in politic, Section 2.2 explains political engagement and political participation concept, section 2.3 explain political agenda-setting theory on social media, section 2.4 explains engagement using uses and gratifications theory, section 2.5 presents proposed conceptual framework, and section 2.6 Chapter 2 summary.

2.0 Literature review

2.1 Social media usages in politic

As social media becomes a growing force in everyday life. Approximately 26.8 million Malaysians, or 78.5% of the country's total population, utilize social media for communication, social media connections, and community building (Howe, 2023). Numerous studies, such as those by Kenski and Stroud (2006), Kaid, McKinney, and Tedesco (2007), Tedesco (2007), Baumgartner and Morris (2010), Kushin and Yamamoto (2010), Bakker and de Vreese (2011), Jung et al. (2011), Vitak et al. (2011), Gil de Zuniga et al. (2012), Dimitrova and Bystrom (2013), and Strandberg (2013), have delved into the realms of political efficacy, political knowledge, and political participation. Scholars, like Kenski and Stroud, Kaid, McKinney, and Tedesco, among others, contribute to the growing body of research exploring the link between social media usage and political engagement The observed connection between political efficacy, knowledge, and participation aligns with broader discussions about the role of information dissemination and online platforms in shaping civic engagement. These investigations often indicate a robust connection between political efficacy, political knowledge, and the propensity for political involvement (Chan, 2022).

According to the current study, social media can have a significant impact on the political landscape (Enli & Rosenberg, 2018; Odić et al., 2022; Shepherd et al., 2022; Yamamoto & Kushin, 2022). Social media platforms give individuals a platform to engage with politicians and political parties and voice their political opinions (Koc-Michalska et al., 2022).

On the other hand, social media can serve as an entry point for individuals who may not be traditionally engaged in politics, potentially leading to increased political participation. An

CHAPTER 3

RESEARCH METHOD

3.1 Introduction

This chapter presents the research methodology applied in this study including the research design, unit of analysis, sample size, sampling technique, measurement, data collection, and data analysis.

3.2 Research design

To achieve the objective of this study, a cross-sectional design by using the quantitative method will be used in this study. Cross-sectional designs using quantitative research methods offer valuable insights into the characteristics, relationships, and prevalence of variables within a population at a specific time. Quantitative research methods involve the collection and analysis of numerical data. They aim to quantify phenomena, establish relationships between variables, and make generalizable conclusions. Furthermore, a quantitative research method will be used in this study which relies on the primary data from an online survey that is conducted amongst the staffs of JKR Serian.

The first phase is research philosophy, which employs optimism since it involves scientific methods of calculation, observable and quantifiable facts, and casual prediction as a contribution to the advancement of this study. This study aims to understand and analyze the impact and influence of social media usage and agenda-setting effects on political engagement among staff in the JKR department.

The second phase for the foundation of this study design will be theory development, which will use deductive methodologies because data gathering is used to evaluate propositions or hypotheses connected to an existing theory, as well as theory falsification or verification. Thus, this study shall answer the questions of relationship between social media frequency usage and political engagement among JKR department employee and relationship between how media coverage and narratives impact the perception and prioritization of political issues among the staff under influence of social media usage and agenda-setting effects on political engagement among employees in the JKR department. The quantitative method is the third phase, which is the methodological decision to be applied in the research. This is related to the desire to reach