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A STUDY ON THE SOCIAL MEDIA IMPACT IN MALAYSIA GENERAL ELECTION 2022

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ABSTRACT

The fifteenth general election (GE15) held in Malaysia on November 19, 2022, marked a turning point in the democratization of the nation as new political parties and movements faced up against long-standing political alliances. The characteristics of Malaysian electoral politics have been evident up to now. The purpose of this study is to determine whether the social media has impact in Malaysia General Election 2022 or not. This study will sample voter in Accountant General of Malaysia Sarawak, Malaysia with a proposed sample size of 92 persons. The research data will be gathered using surveys in which questionnaires will be sent digitally to respondents. It is to aims the relationship between social media and the 15th general election result, election campaign and voters.

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CHAPTER 1

INTRODUCTION

1.1   Introduction

Social media is important because it gives people a place and a tool to create and share information and knowledge. People from all over the world can talk to each other and share information through social media. It is also becoming more popular and important as a source of information (Kim et al, 2012). In this way, social media is an important tool for getting information and knowledge out to more people. Around 2003, Myspace was the first social media site to appear in the new century. After users liked Myspace, other sites like Facebook (https://facebook.com), Twitter (https://twitter.com), Instagram (https://www.instagram.com), etc., were made. The most popular and widely used social networking sites in the world today are Facebook, Twitter, Instagram, and WhatsApp (https://web.whatsapp.com). In the end, the fast growth of social media has changed a lot about how people find groups of people with similar interests, get information or advice, and share their thoughts.

Through social media, lots of different kinds of information can be shared and spread. Health and beauty are two of the most talked-about topics on social media (Forbes, 2016; Neiger et al., 2012). Another industry that uses social media a lot is tourism (Xiang & Gretzel, 2010; Munar & Jacobs, 2014). Social media is also used to talk about family matters (O'Keeffe, Clarke-Pearson, & Clarke-Pearson, 2011; Jelenchick, Eickoff, & Moreno, 2013). Financial worries and how to handle them are another topic that is often talked about on social media (Aral, Dellarocas, and Godes, 2013; Sul, Dennis, and Yuan, 2014). Politics and elections are another common subject that is often talked about on social media (Muniandy & Muniandy, 2013; Shirky, 2011). In addition to these areas, people share a lot of other kinds of information through social media, which is

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CHAPTER 2

LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

2.1 Literature review

Although Malaysia has had access to the Internet since the early 1990s, not many people used it for a long time. The ruling Barisan Nasional (National Front, or BN for short) maintained at least two-thirds of the parliamentary seats in each election from 1957 to 2004. The Opposition at that time had little to no access to the mainstream media. Additionally, they had received threats and were forced to operate in accordance with laws including the Defamation Act, the Sedition Act, the Official Secrets Act, and the Printing Presses and Publications Act (Willnat et al., 2013). Since 1996, Malaysia's government has resisted the urge to censor the Internet as part of its attempts to position the country as a regional centre for information technology (Tan & Zawawi Ibrahim, 2008). The opposition and civil society movements adopted a new Internet public sphere after the Multimedia Super Corridor (MSC) Bill of Guarantees was approved to avoid media control and a blackout in mainstream media (Hao, X., Wen, & George, C. (2014). (2010) Mohd Azizuddin Mohd Sani & Zengeni. Online political activists and independent media outlets have criticised the administration and rallied support for social and economic problems (Willnat et al., 2013). Due to this, Malaysian voters are now engaging in politics on a level that has never been witnessed before (Willnat et al., 2013). This is because they are directly or indirectly owned by political parties, traditional media have a negative reputation for being strongly pro-government. This is yet another important factor for individuals to use the Internet (Yong, 2008).

According to (Casero-Ripollés, 2018), the press, radio, and TV are no longer as essential as they once were as providers of political news. According to Chen et al. (2015), whether or not users are actively seeking for it, social media platforms serve as