



**Faculty of Administrative Science
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Teknologi MARA**

Bachelor of Administrative Science

Factors that Influence Youth Voting Behavior at Dun Tanjung Dawai, Kedah

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CLEARANCE OF SUBMISSION OF THE RESEARCH BY THE SUPERVISOR

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I have reviewed the final and complete research proposal and approve the submission of this report for evaluation.

(Madam Marhapizah Binti Ismail)

THE DECLARATION

We hereby declare that the work contained in this research proposal is our own except those which have been duly identified and acknowledged. If we are later found to have plagiarized or to have committed other forms of academic dishonesty, action can be taken against us under the Academic Regulations of UiTM's.

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ABSTRACT

Many countries including Malaysia, struggle with political exclusiveness and engagement by young people in the political process. Young voters are not interested in participating in political affairs and thus do not engage in democratic process. In this study, the total population of voters in Dun Tanjung Dawai (N26), Kedah is 39,415 includes 47.90% out of 39,415 are young voters. The study is to examines the factor that influence youth voting behaviour at Dun Tanjung Dawai, Kedah. The study also depends on quantitative technique, which gives new knowledge and information of the subject research. In this study, the proposed sampling technique is nonprobability sampling technique because the element of the population must fulfill requirement in order to be selected as sample subject. The numbers of questionnaire distributed were 169 and all were completed returned and useable. The data obtained analyzed and these following findings were found out. The relationship of social media, party leader and party track record towards the youth voting behaviour that are the variables in this study were further examined. All of these relationship were found to be significant. However, the levels of youth voting behavior in at Dun Tanjung Dawai (N26), Kedah is high. The study also provides strong evidence that it is essential to raise the intention to increase the number of youth to invovle in election.

Keywords: *Youth Voting Behaviour, Social Media, Party Leader, Party Track Record.*

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