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BACHELOR OF ADMINISTRATIVE SCIENCE



EFFECTIVENESS OF SOCIAL MEDIA USAGE IN POLITICS

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DECEMBER 2018

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



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## DECLARATION

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

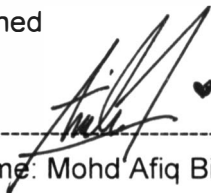
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## **ABSTRACT**

Social media is an important form of communication in the world of global era nowadays. As Internet-based applications, social media allows its users to contribute and feedback openly and share information in a rapid and unrestricted. In the context of politics, social media acts as the power tools most influential. It provides a common space (public sphere) for people to disclose their political participation freely and without any pressure. Social media provide space or special area in society where each individual can interact and thus affect the free of a political action. Thus, this research studies the correlation between the effectiveness of social media in politics and good content and attractive homepage, effective campaigning tools and political discussions. The research explores the effectiveness of social media usage in the rural area in Bagan Serai, Perak. Based on overall observation, the social media has being become an important tool in political activities. The research shows on how the social media influences the youth to know about politics. The election result reflects the influence of social media in Malaysian politics.

**Keywords:** Youth, Social Media, Facebook, Twitter