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**STUDIES**



**THE ROLE OF MEDIA IN SHAPING YOUTH TRUST ON**  
**GOVERNMENT: A CASE STUDY IN SEPANGGAR**

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# CHAPTER I

## INTRODUCTION

### 1.1 Introduction

The Youth Unit UN-HABITAT (2012) defined youth as the people aged 15 to 24 years old while commonwealth is 15 to 29 years old. According to Datuk Seri Ahmad Shabery Cheek the former Youth and Sports Minister, youth is categorized as those aged 18 to 40 years old. In addition, according to the National Youth Development Act of 2007, the young generation is defined as consisting of people between the ages of 15 and 40 years old (Samsudin A. Rahim, 2012). Generally, a Malaysian citizen who is residing in any Election Constituency in Malaysia, who has reached 21 years of age and registered under Election Commission Malaysia is eligible to register as a voter. This group is important source of voting power which able to vote a government, in or out. Youth play important role in determine the future of the government.

Generally, a government is the power that governs, control, directs the public affairs of the country or any part thereof, a state or a city. It comprises of a body of persons with its own methods or system of governing. It has the power to enact laws and enforced them on the masses (Sady, 1962).

Based on the survey done by Edelman's 2012, they found out that 52% from 1, 000 respondents polled trusted the government, where 35% from the respondents consider government officials and regulators to be credible. From this result, it put Malaysia in rank ninth among 25 countries for trust in government (The Malaysian Insider, 2012). This statement also supported in The Malaysian Reserve (2012), where the Malaysian general public's trust in government is at 52%.

In theory, Hetherington (1998) state political trust links between the people and institution that represent them, enhancing the legitimacy and also effectiveness in democracy government. Political trust may reflect support for the institutions (government or opposition), which means low trust may associate with anti-system behavior. Bouckaert and Van de Walle (2001) clarify trust in government is complex. It involves two factors which are general and systemic factors, such as legitimacy accorded to administration of political system, but it is more specific with the government services. The effectiveness of government delivery services will form a positive perception towards government which in turn builds trust on the government.

In Malaysia, the media nowadays reinforce their role as important agent of socio-political, economic and cultural change in our society. Its power, influence and impact has no limits and if wrongly managed may disrupt our society. The mass media become significant element which could describe the factor of decreasing in trust among the political authorities and institutions. Through media exposure, particularly of corruption in high places has helped bring down governments. Besides that the corruption issues also give impact on people's perception on political administration system which in turn supports people's efforts to change behavior. The people may lack of trust towards government if they failed to combat corruption cases in the country.

Generally, media plays an important role in the lives of society today in any country. It works as an informer, an educator, a form of entertainment and opinion influencer. In Malaysia, media can be categorized into two categories which are, mainstream media and alternative media. The mainstream media is referring to media that is distributed through large distribution channels, newspaper, radio and television. For instance, the major English newspaper such as The New Straits Times, The Star and television channels like TV1, TV2 and TV3 which is controlled by the government. Meanwhile according to Silverstone (1999), he described the alternative media is a method for alternative voices that provide the focus both for specific community interests as well as for the contrary for instance, online journalism and blog.