

**UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES**



**A STUDY ON LEVEL POLITICAL CONSCIOUSNESS AMONG FIRST SEMESTER
STUDENTS OF BACHELOR ADMINISTRATIVE SCIENCE FROM UNIVERSITI TEKNOLOGI
MARA (UITM) SEREMBAN 3**

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ABSTRACT

The purpose of the study was to study to investigate the factor that can lead to political consciousness among the first semester students of bachelor of administrative science in Universiti Teknologi Mara (UiTM) Seremban 3, Negeri Sembilan. The study carried out between April 2021 until January 2022. This study use convenience sampling in order to collect the data. The result of the study revealed two important finding. First, there are relationship between social media influence, participation in politic, political knowledge and social environment with the level of political consciousness. Second, political knowledge has the major factor towards the level of political consciousness among first semester students of bachelor of administrative science. The work illustrates and provides some insight and builds on the literature in the area of political awareness and political influence.

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Contents

.....	I
DECLARATION	II
ABSTRACT	III
ABSTRAK	IV
ACKNOWLEDGEMENT	V
CHAPTER 1	1
INTRODUCTION	1
1.1 Introduction	1
1.2 Research Background	1
1.3 Problem Statement	2
1.4 Research Question	5
1.5 Research Objective	5
1.6 Scope of Study	6
1.7 Significant of Study	6
1.8 Definition of Terms, Terminology and Concept	7
1.9 Challenge of Participation of Youth on Political Issue	8
1.10 Summary of the Chapter	10
CHAPTER 2	11
LITERATURE REVIEW	11
2.1 Introduction	11
2.2 Level of Political Consciousness	11
2.3 Factor Led to Political Consciousness	13
2.4 Conceptual Framework	18
2.5 Hypothesis	20
2.6 Summary of the Chapter	23
CHAPTER 3	24
RESEACH METHOLOGY	24
3.1 Introduction	24
3.2 Research Design	24
3.3 Units Analysis	25
3.4 Sample Size	25
3.5 Sampling Technique	27

3.6	Measurement.....	27
3.7	Data Collection.....	36
3.8	Data Analysis.....	36
3.9	Summary of the Chapter.....	39
CHAPTER 4:		40
FINDING		40
4.1	Introduction.....	40
4.2	Demographic Profile.....	40
4.3	Preliminary Analysis.....	42
4.4	Main Finding.....	45
4.5	Summary of The Chapter.....	51
CHAPTER 5		52
DISCUSSION AND CONCLUSION		52
5.1	Introduction.....	52
5.2	Summary of Research Finding.....	53
5.3	Research Recommendation.....	55
5.4	Research Limitation and Future Recommendation.....	57
5.5	Conclusion.....	59
REFERENCES		60
APPENDIX		63