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**Factors of Winning and Losing of an Election
Case Study: N.9 Padungan & N14 Asajaya
Sarawak State Election 2011**

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CHAPTER 1

1.0 INTRODUCTION

Predominantly, politics has an expressive landscape and elections are the main architects of these landscape. In the Malaysian context, its landscape has been shaped by elections dated since 27 July 1955 and *Merdeka* in 1957. Despite enjoying regular elections and political stability, Zakaria (2000) highlighted a turnover in the Malaysian politics and the election results was heralded as a barometer of the electorate's choice and an expression of happiness or dissatisfaction with the government in power and its adversaries.

Crouch and Harold (1993) labeled the Malaysian participatory political system as semi democratic as the requirement for a fully fledged democracy is of three essential conditions which are extensive political competition, high level of political participation and guaranteed civil and political liberties. This is further postulated by Jesudason (1996) which has described Malaysia as a syncretic state, which operates at a multi-dimensional level, mixing coercive elements with electoral and democratic procedures and propagating religion in society as it pursues secular economic goals, engaging in ethnic mobilization while inculcating national feelings.

Malaysia's bicameral parliament consists of the Senate and the House of Representative. 29 senators of the Dewan Negara are appointed by the State assemblies, while the King appoints the remaining 40 senators. The federal parliament presently holds 193 member constituencies with plurality voting, Federal elections are held at intervals no longer than five years. Each of the states has a unicameral State Legislative Assembly, whose members are elected at the same time and in the same manner to the federal elections.

The "First Past the Post" (FPTP) system in Malaysia has led to a broad governing coalition (BN, Barisan Nasional, "National Front") of 13 parties representing various ethnicities. Likewise, the system presents an incentive to the opposition parties to follow the example of the ruling coalition and merge in a comparable coalition oppositionist.

Meanwhile, FPTP has been criticized for some crucial disadvantage: Minorities are excluded from fair representation; women are less represented in FPTP systems

CHAPTER 2

LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

2.0 Literature Review

This chapter focuses on the review of literature pertaining to researches that is relevant to the study, on factors that contribute to a political party to win or lose in an election.

2.1.1 Introduction: Election in Malaysia

Heufers (2002) denotes that Malaysia has two levels of elections that are the national level and the state level. He further added that the national level elections determine the membership for the *Dewan Rakyat*, the lower house of Parliament, while state level elections are for membership in the various State Legislative Assemblies.

“At the national level, voters elect the 222-member House of Representatives (Dewan Rakyat) of the bicameral Parliament. At the state level, voters elect representatives to the Dewan Undangan Negeri (State Legislative Assembly). The number of representatives varies between the different states, with as many as 71 electorates in Sarawak as of 2011. Members are elected from single-member constituencies drawn based on population using the first-past-the-post system. State assembly constituencies are usually smaller (in area and population) than the parliamentary constituencies. The party that forms the majority of the state assembly will form the state government.”

(en.wikipedia.org/wiki/election_in_Malaysia)

The Constitution of Malaysia requires that a general election must be held at least once every five years. However, the Prime Minister can ask the Yang di-Pertuan Agong to dissolve the Parliament at any time before this five year period has expired. A general election should be held no later than two months in West Malaysia and three months for East Malaysia (Sabah and Sarawak) after the dissolution of the Parliament.

Over the years, the predominant winner of the parliamentary election has always been the Barisan Nasional (National Front), a coalition of fourteen parties.

CHAPTER 3

RESEARCH METHODOLOGY

3.0 Introduction

This chapter will show how this research is designed. Moreover, in this chapter will also suggest how researcher can collect data needed to generate information regarding the intended research topic. For the purpose of this research, both primary and secondary data will be used in obtaining necessary data for the completion of this research.

3.1 Research design

The purpose of research design is to define the major contributing factor of a political party win and loss during an election, using the recent the Sarawak state election 2011 as the case study. This is to obtain the feedback on what do they perceived as major contributing factor to a political party win. This study also tries to examine factors of political maturity of the voters, political media of the political party, political manifesto and the aggressiveness of the political campaign in securing voters to win in an election. ~~All the data and information we need will be collected and obtained from the responses of the voters that we get from the distributed questionnaire.~~ The research design will be cross-sector survey. The research demands for information from rural and urban constituent. The researcher will use self-administered questionnaire as a medium for survey. Cavana (2000) has mentioned that the correlation study is specifically used to identify the relationship between independent variables (Which refers to political maturity, political media, political manifesto, political campaign) and the dependent variables (winning or losing of a political party). Moreover, the researcher used primary and secondary data are relied on for the purpose of gathering research findings. Primary data are obtained from questionnaire while secondary data are obtained from a number of sources such as the internet, journal and newspaper.