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TITLE

VOTING BEHAVIOR OF KAKUS VOTERS IN P214 SELANGAU

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter focuses on the background of this study, which identifies the voting behaviour of Kakus voters in P214 Selangau during the previous 15th general election of Malaysia. This chapter begins with the background of the study, followed by the problem statement, research questions, research objectives, scope of the study, significance of the study, and finally the definition of the terms and concepts used in this study.

1.2 Background of study

In general, democracy is a system of government based on the voice of the people, which is expressed through votes for candidates who are deemed worthy. According to Abraham Lincoln (1863), the definition of democracy is "government of the people, by the people, for the people." Socialization and political literacy need to be extended to the community so that the democratic system is used in the best possible way by choosing parties and candidates who are capable and have integrity. Socialization is the process whereby one internalizes the norms of his group so that a distinct 'self' emerges, unique to this individual - Horton and Hunt. A few of us have our own ideologies and tendencies, so we indirectly have romantic value for a particular party or leader, not to mention that political parties have long existed in the political system. Leaders come and go, as does the effectiveness of a political party. This is because it depends on the extent to which an individual leader mobilizes the party for the welfare of the country.

Sarawak's politics are dominated by a dominant and solid political party called "The Sarawak Parties Alliance" (GPS), especially in the rural areas of Sarawak. According to Ong. E. (2022), the majority of people who live in communal settings, longhouses, "kampong" (villages), and extended villages in rural regions have close-knit lifestyles and are typically linked to one another by blood, marriage, or shared religion, as well as frequent the same places of worship. Seldom can you find communities that are divided down the middle by various political affiliations - there would always be a prominent leader whose side would influence the rest. Their upbringing has instilled in them a desire to avoid conflict and live together in peace and

CHAPTER 2

LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

2.1 Introduction

The purpose of this literature review and conceptual framework is to provide an overview of the existing research on the topic of Voting Behaviour of Kakus Voters in P214 Selangau and to develop a conceptual framework that will guide the current study.

2.1.1 Behavioural Theory or Behaviourism

Behavioural theory holds that psychological events can be described and explained in terms of observable behaviour and its associations with environmental stimuli and occurrences. Behaviour theory, also known as behaviourism, is a psychological framework that focuses on observable behaviours and the environmental factors that influence them. It emphasizes the idea that behaviour is shaped by the interaction between an individual and their environment, rather than being solely determined by internal mental processes or innate factors. Numerous fields, including education, therapy, and behavioural treatments, have benefited from the influence of behaviour theory. It has produced insights into how behaviours may be altered, modified, or eliminated by manipulating environmental conditions and utilizing specialized reward tactics. However, it is important to note that behaviour theory has its limitations and does not account for complex cognitive processes, emotions, and internal mental states, which are also essential aspects of human behaviour.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the research methodology that has been used in this study, including the research design, unit of analysis, sample size, sampling technique, measurement, data collection, and data analysis.

3.2 Research Design

Data collection is the process of gathering and measuring information on variables of interest in an established, systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes. Data collection is important as part of the research process. Solid data collection will be helpful in ensuring that the collected data answers the research question. The data collection process consists of some stages, such as planning, designing, and executing.

In the planning stage, the researchers will collect data from the respondents by using the Google Form. The reason for using the Google Form is that it is cheaper, less time-consuming, and more efficient. The researchers are going to distribute the Google Form online because the researchers are aware that certain responders may be difficult to reach physically. Therefore, the Google Form questionnaire is the most efficient method to ensure that it is easy and convenient for the respondents and the researchers.

Lastly, there is the execution stage. In this stage, the researchers will distribute the link to the Google Form through WhatsApp, Facebook Messenger, Telegram, and Instagram. All the collected data will then be saved on the researcher's Google Drive.