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**13TH SARAWAK STATE ELECTION: A PRE-ELECTION
SURVEY ON VOTING BEHAVIOR AMONG VOTERS IN DUN
TUPONG, KUCHING**

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ABSTRACT

As the upcoming 13th Sarawak State Election which is set to take place soon. The result of past year state election in 2022, it can be concluded that the people concern about the cost of living, education, ethnicity and religion and many more. However, the Gabungan Parti Sarawak (GPS) at first initially pledged its support to Perikatan Nasional (PN) but later they joined Pakatan Harapan (PH) which made Sarawak the king maker for PH. In the constituency of DUN Tupong, which its currently legislative member is Yang Berhormat Fazzrudin Abdul Rahman, there are significant number of registered voters who will be deciding on their preferred candidate. To provide valuable insights to political parties, candidates, and election strategist, therefore a pre-election survey on voting behavior among voters in DUN Tupong, Kuching is needed.

For this purpose, out of 52912 total respondents in DUN Tupong, Kuching area about 381 respondents were selected from sample size. It is to determine the relationship between voting behavior, public participation and rational of voting behavior regarding ethnic and political tolerance towards the upcoming 13th Sarawak State Election. The methodology use in this study is quantitative method which is using the convenience sampling technique.

The perspective of the pre-election survey will analyse the outcome of the public survey in this area. It will be interesting to track and record what further benefits will come to the citizens in DUN Tupong, Kuching in future.

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CHAPTER 1

The upcoming 13th Sarawak State Election marks a crucial moment in the political landscape of DUN (Dewan Undangan Negeri) Tupong, Kuching, Sarawak. As the electorate prepares to cast their votes, understanding the intricate web of factors that shape voting behavior becomes paramount. In a bid to unravel the nuances of the upcoming election in Sarawak, a comprehensive pre-election survey needs to be conducted to explore the diverse perspectives, concerns, and preferences of the voters in this constituency.

This survey will delve into the hearts and minds of the residents of DUN Tupong, Kuching which are situated in the heart of Kuching city, which aiming to shed light on their motivations, priorities, and the underlying dynamics that influence their political decisions. Through a meticulous exploration of voting behavior, this research seeks to contribute valuable insights into the candidates, political parties and policymakers, paving the way for a more informed and responsive electoral process.

The finding aims to empower political actors with the knowledge needed to craft campaigns and policies that resonate with the diverse needs of the community. By understanding the multifaceted dimensions of voting behavior in DUN Tupong, Kuching, this research seeks to contribute to a more transparent, inclusive, and responsive democratic process in the context of 13th Sarawak State Election.

As we embark on this journey of exploration, the voices of the voters in DUN Tupong, Kuching, take center stage, shaping the narrative of their political future.

CHAPTER 2

LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

2.0 Introduction

In this chapter, a literature review concerns a critical look at the existing research that has significance on the study. Literature review is done by consulting other researcher work to understand and investigate problems of the study. This review is important to suggest what knowledge and ideas have been established in the study.

2.1 Voting Behavior

Voters' behavior is related to human behavior in the context of an election. Voters' behavior is the act of determining which political choice they feel is the most suitable or the most preferred to be chosen (International Journal of Academic Research in Business and Social Sciences, 2021). The research on the voting behavior of voters can be traced to the 1950s. Town analyzed the behavior logic of voters and politicians based on the hypothesis of rational economic man. In 1960, Angus Campbell successively proposed the influence of "identification, attitudes, social grouping, candidate evaluation and issues" and other influencing factors of election behavior and have produced fruitful research results. Nevertheless, there are still few studies on the relationship between voting behavior and election commitment. Based on the existing literature, the academic circles have formed the following opinions on whether and how election promises affect the voting behavior of voters (Open Journal of Social Sciences (2020).

The studies of voters' behavior in election showed that voting decision do not occur in a vacuum or happen by themselves. However, decision making is based on a person's life experiences. There are many factors that influence due to the voters' choice. As stated by Prysby and Scavo 1993, the study showed that voters can determine their vote based on one or more considerations, such as the performance of the government in power, the personality of the candidate, the voter position or orientation on specific