



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

**“PERCEPTION ON HOW TO INSTILL CULTURE OF
EXCELLENCE, ACCEPTANCE, HUMILITY AND
INTEGRITY VALUES AMONG UITM STUDENTS IN
SARAWAK”.**

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JANUARY – MEI 2010**

Acknowledgement

Completing this research was a challenging project for us. However, fortunately we had the help of many parties that made this project less difficult. We would like to thank our lecturer, Dr Kuldip who taught us many things about research but did not tell us that it would be this difficult. We learned a valuable lesson about research in action. Things did not go as expected or planned. You have to make adjustments but these adjustments must be justified or qualified.

Our Supervisor, Mr Fairuzz Hidayat deserves a special mention here. He was insistent on the meetings and datelines which we did not quite appreciate then. But looking back, his toughness made us work harder and for that we will always be grateful. We thank him from the bottom of our hearts for being there in our moments of need. Syukran.

Last but not least, our sincere recognition goes to friends, classmates, individuals who involved directly or indirectly in the process of accomplishing our goal that is to complete this research proposal successfully.

We would like thank God Almighty without whose blessing we will not have successfully completed this study.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

One Malaysia concept is new alternatives by our current Prime Minister, YAB Dato Sri Mohd. Najib Tun Razak. On 17 September 2008, Najib launched his personal website at www.1Malaysia.com.my in order to create a link with the people. 1Malaysia is intended to provides an opportunities to express and explore the many perspectives among citizens. 1 Malaysia's goal is to create a new nation of nationhood out of various races that comprise this land. 1 Malaysia is design to re- orient Malaysia towards the new direction geared towards greater unity and success. This idea is useless, yet will not be achieved without greater understanding of what it means to be a nation united, and the sacrifices necessary to achieve it. (1 Malaysia, *People first, Performance now*-Tan Sri Najib in Speech, the idea and his thinking towards 1Malaysia concept)

1 Malaysia is not a new concept or formula. What has changed is the method and implementation according to the ever changing times and generations. Meaning to say that, 1 Malaysia concept is to enhance unity amongst the multi- racial of Malaysia, substantiated by key values that every Malaysian should study. 1 Malaysia complements the Government's policies to further strengthen the solidarity in order to ensure stability towards achieving higher growth and development for Malaysia and its people. This means that, 1 Malaysia is a formula conceptualized as precondition in ensuring the aspirations of the country to secure a developed status by 2020 are met; as the roadmap that guides us towards that destination. (Citra Cinta Terindah, Monday, June 22, 2009 part 1 by Mila)

Unity as envisioned through 1 Malaysia concept varies greatly from the assimilation concept practiced in other countries where the ethnic identities are wiped out and replaced with one homogeneous national identity. 1 Malaysia underlines the value of Acceptance, Perseverance, Education, Integrity, Meritocracy, Humility, Loyalty, and

CHAPTER 2

LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

2.1 Literature Review

This chapter provides a review of the literature on 1Malaysia Concept and also the conceptual framework of the study.

2.1.1 The 1Malaysia concept

The new PM has chosen 1 Malaysia as his guide and goal for his premiership, to take this young nation of 27 million to new and greater heights; to forge a new level of nationhood out of the various races that comprise this land. His goal is admirable, yet will not be achieved without greater understanding of what it means to be a nation united, and the sacrifices necessary to achieve it (Noraini Abd. Razak- dewan masyarakat, July 2009). Despite the last 50 years of rapid development, relative peace and prosperity, Malaysia has miles to go before it can call itself a nation united. There are those that say that the peace that exists is fragile; that all it takes is one major incident to re-ignite the racial riots of 1969 (Zulkiflee Bakar- Malaysia Insider, 2009). However, it is not feared of such a tragedy that drives the quest for 1 Malaysia. Rather, it is the knowledge that to achieve its goal of being a nation on par with the rest of the global community, Malaysia must rely on its people – all of them – and make full use of its human capital to achieve its potential. Only when this occurs can an achievement like Vision 2020 become a reality (Dr. Sivamurugan Pandian-Malaysia Tribune, 11 July 2009.) The vision 2020 has 9 challenges that the students should apply in order to achieve the 1malaysia goals. Most of the challenges that the students practice can develop them to get more excellence of attitude in term of culture of excellence, humility, acceptance, and integrity of values that were stated in 1Malaysia Concept.