

Appropriate Manifesto Based in General Election: An Analysis

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Abstract: Politic are determined through election, which described as a post and selection made through a vote of a group or 'constituent body'. Appropriate manifesto will ensure winning seat in general election. This study conduct to determine respondent's the appropriate manifesto that being applied in the general election. Questionnaire method based quantitative approach are used in targeting 100 respondents in Malacca State, which the questionnaire are divided into two categories namely (1) respondent's demographic profile, and (2) respondent's perception towards manifesto designed in general election. Results indicate majority are male with ages from 31 to 40 that working in private sector. Most of respondent studied until secondary level and having monthly income of RM 1501 to RM 2000. On the other hands, education with affecting respondents are more likely towards candidates promises, personality, and issues; education with manifesto influence are positively towards 'yes' than 'no'; education with influencing respondents are more prefer issues and personality; education with attracting issues are more concern for inside the country; and income with getting manifesto information are likely towards candidate, general area, and distribute circular. Conclusion, majority respondents are concerned on surrounding safety, healthy, financially, as well as educationally not only for present day but for the sake of children's future. Therefore, every voter will have the right to determine the government that they prefer to bring for the bright future.

Keywords: politic, election, manifesto, quantitative approach, bright future

INTRODUCTION

Politic can be defined as the process in making uniform decision in applying to all member of a group [1]. In other words, politic are simply related to a person who have power to influence the behavior of other person. As such, it's also referring as the study or practice of distribution of power and resources in a community or between communities [1]. Political culture includes attitudes, beliefs, emotions, and values of a community related to political system or political issues; whether it is beneficial or disastrous, depend on the way it's used. Politic are determined through election, which described as a post and selection made through a vote of a group or 'constituent body' [2]. In other words, the act of choosing someone to a post or position is done openly by a group of people are counted as election. Rahman [2] do stress again on the meaning of holding election is to choose a person who will represent the interest of voters in certain matters which lie within jurisdiction of a particular organization in which the person concerned have been selected for duty. The concept of election can be identified as two categories namely proportional system that is the system of ration, and the simple majority system which stand for simple-first-past-the-post or single number territorial representation.

Malaysia country is having the elections for the category two, which is the simple majority system, and through this system the winning candidate will get the most votes, even winning by a single vote. The system being used since the first general elections held in 1959 and it's applied until today, especially in a state newly independent country with over 65% population belongs to category of illiteracy and country required the establishment of a stable and strong government. Instead, the ratio is considered inappropriate because it might end up with a conflict in a connection with the phenomenon and the policies that will hinder the smoothness of the country [2]. Several advantages that had been detected in electoral system practices, namely (1) easily understand and practiced, (2) voters get to vote for candidates directly satisfaction, (3) voters can choose candidates for the designed area, (4) multi-party elections (Multi-Party) practiced in the country is essentially for a party to get a majority of over 50 percent for forming a stable government, a government that will be more stable if the opposition-led government has 2/3 or over the majority and as such can exist through the existing electoral system, (5) can prevent the emergence of a coalition government decision that usually do not encourage creating a stable government, and (6) the election results can be seen quickly and efficiently because the counting process

can be speeded up and was able to avoid the tensions that have arisen in elections [3].

Democratic governance is the people who had power that being determined by popular vote. In other words, democratic government is the government that subject to the approval of the people and carries out the tasks and policies to implement the will of the people. Thus, through election, people are giving the right to choose their own government. Therefore, the government that is based on the pattern of despotism is totally not allowing in an election. Power and basic rule of his kingdom is dependent on the strength of weapons. People are not given the government's policies and actions. If people oppose the prohibition and these restrictions, they would be arrested and perhaps to be killed. So, the people who have the power to rule with guarded by the army led to their alienation from the people. Thus it is not surprising that in the event of a revolt from time to time to bring down the governments cruel. Since the democratic government depends on the election to determine the power of the government, then it is very important that the election were held is fair. Election containing unwanted things like getting a bit too power by deceit and did not satisfy the people. This could lead to an armed uprising, as happened in some countries. To hold elections that are clean and free, (1) the election was organized by an agency need to be honest and can be trusted by the people, (2) the election law must be based on justice and prevent bad things, and (3) any disputes concerning the election must be resolved immediately by the special court. Therefore, this research study is conducted to determine the appropriate manifesto that being applied in the general election.

METHODOLOGY

Malacca State are border to Negeri Sembilan at North and Johor at South, which located at the West Coast of Peninsular Malaysia [4]. Malacca State are divided into three districts, which is Alor Gajah, Jasin and Malacca Central, with having a total area of 1,650 km² [5]. Due to the awarded as Heritage Site by UNESCO in July 2008 [6], the population growth between 821,110 in 2010 to 842,500 in 2011, which increase about 21,390 within one year period of time [5]. Increasing in population growth will determine the sampling size, which can be decided based on the formula below [7];

$$\text{Sampling Size} = \frac{X^2NP(1-P)}{d^2(N-1)+X^2P(1-P)} \quad (1)$$

Where X^2 is the value of Chi-Square for 0.05 = 3.84 or 0.01 = 6.64, N is the population size, P is the population proportion which normally refer to be 0.50, d is the degree of accuracy that expressed as a proportion. Since the research are using quantitative approach based questionnaire methods, the target for sampling size are 100 respondents. Several studies

based librarian include historical, documentation, and interview, together with field observation are conducted to understand the real situation before designing questionnaire. The questionnaire is divided into two categories, namely (1) respondent's demographic profile, and (2) respondent's perception towards manifesto designed in general election.

RESULTS AND DISCUSSIONS

The analysis of result for respondent's demographic profile can be shown in Table 1. Majority respondents spending the time in answering the questionnaire are male with 54 people, and only 46 respondents are from female. Among of respondents are ages between 31 to 40 with 29 people, 41 to 50 with 28 people, 51 to 60 with 23 people, 21 to 30 with 14 people, and 61 to 70 or more than 71 are only 3 people. Most respondents are working in private sectors with 57 people, continue by business with 36 people, government with 4 people, and little in farmer sector with 3 people. Since majority respondents are working in professional sectors, the monthly income is gross between RM 1501 to RM 2000 with 41 people, continue for RM 0 to RM 500 with 23 people, RM 501 to RM 1000 with 21 people, and only some respondents have RM 1001 to RM 1500 with 15 people. Majority respondents having the education level until secondary with 68 people and minority respondents are studying until primary or pra-university with 16 people.

Meanwhile, respondent's perception towards manifesto designed in general election can be shown in Table 2. There are five categories taken into account, namely education with affecting respondents, education with manifesto influence, education with influencing respondents, education with attracting issues, and income with getting manifesto information. In education with affecting respondents, the highest are secondary level with 29 respondents choose for candidate promises, while second highest are pra-university level with 22 respondents choose for personality, and the last one will be primary level with 4 respondents choose for candidate promises. Continuously, education with manifesto influence resulted that secondary level showing highest rating with 45 people choose for yes, while second highest are pra-university level with 14 people choose for no, and the last one will be primary level with 9 people choose for yes.

Next, education with influencing respondents indicate secondary level is the highest with 24 respondents choose for issues, continue by pra-university level with 22 respondents choose for personality, and the last are primary level with 10 respondents choose for personality. The forth are education with attracting issues expressed the result that 27 respondents choose for inside the country in secondary level, continue by 25 respondents choose for

inside the country in pra-university level, and the last category is primary level that also choose for inside the country with 20 respondents. Lastly, income with getting manifesto information indicate more than RM 2001 are 19 respondent are from candidate, continue by

RM 0 to RM 500 with 8 respondents are from candidate and general area, RM 1501 to RM 2000 with 7 respondents are from candidate, and the last is RM 501 to RM 1500 with 6 respondents are from candidate and distribute circular.

Table 1: Respondent demographic profile

Category	Frequency
<i>Gender</i>	
Male	54
Female	46
<i>Age</i>	
21-30	14
31-40	29
41-50	28
51-60	23
61-70	3
>71	3
<i>Occupations</i>	
Government	4
Private	57
Farmer	3
Business	36
<i>Monthly Income (RM)</i>	
0 – 500	23
501 – 1000	21
1001 – 1500	15
1501 – 2000	41
> 2001	-
<i>Education Level</i>	
Primary	16
Secondary	68
Pra-University	16
University	-

Respondent’s perception towards manifesto designed in general election are given below.

Table 2: Education versus Affecting Respondents

Education vs Affecting Respondents	Policy or Manifesto	Issues	Candidates Promises	Personality
Primary School	3	2	4	3
Secondary School	3	14	29	7
Pra-University	8	3	4	22
University	0	0	0	0

Table 3: Education versus Manifesto Influence

Education vs Manifesto Influence	Yes	No
Primary School	9	7
Secondary School	45	23
Pra-University	2	14
University	0	0

Table 4: Education versus Influencing Respondents

Education vs Influencing Respondents	Policy or Manifesto	Issues	Candidates Promises	Personality
Primary School	4	4	5	10
Secondary School	3	24	18	12
Pra-University	10	13	20	22
University	0	0	0	0

Table 5: Education versus Attracting Issues

Education vs Attracting Issues	Outside the Country	Inside the Country	Candidate Personal Issues
Primary School	5	20	19
Secondary School	6	27	10
Pra-University	3	25	14
University	0	0	0

Table 6: Income versus Getting Manifesto Information

Income (RM) vs Getting Manifesto Information	Candidate	Party Members	General Area	Distribute Circular	Mass Media
0 – 500	8	2	8	1	4
501 – 1500	6	2	3	6	4
1501 – 2000	7	0	4	3	1
>2001	19	3	4	7	8

CONCLUSION

As conclusion, education level and financial income plays an important role in deciding the appropriate manifesto to choose in general election. Majority respondents are concerned on surrounding safety, healthy, financially, as well as educationally not only for present day but for the sake of children's future. Therefore, every voter will have the right to determine the government that they prefer to bring for the bright future.

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