

Manifesto Based Geographical Applied in General Election: A Review

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Abstract: Manifesto is important tool in ensuring winning the seat in general election, while giving improvement and enhancing the quality of life in the country. Several categories are defined based on geographical perspective in manifesto, namely safety of our family, a better quality of life, gender equality and empowering youth, generate strong and sustainable growth, balanced development progress for bridging the gaps, increasing access to education and standard, and people's threatened crime-disaster hazard. Manifesto successfully implemented will bring better life to citizen in the country.

Keywords: Manifesto, general election, improving, enhancing, implemented

INTRODUCTION

Political development in Malaysia since independence of 50 years has changed drastically. Increasing number of political parties based on races reflects the peoples towards political situation in Malaysia are also increase. This condition led to the increasing number of parliamentary and state assembly, including the re-demarcation process is done to ensure a fair election and meeting the need of people around the constituency. In ensuring candidate or party contesting successfully won a seat in an election, manifesto during the election become very important to ensure the ideology and vision brought by a candidate or political party will be achieved and continuous until to the public or voters an area. Generally, manifesto explains about the ideology that will be taken and changes to be implemented by candidate or party in future, after the candidate won the election and have ability to make improvement in term of quality of life or local community development [1]. Manifesto becomes an important tool in ensuring winning the seat that competes with other candidate [2]. Therefore, this study conducted to determine the details undertaken into manifesto based on geographical perspective in general election. The geographical perspective are including location, population, and planned charging that been design into the manifesto.

METHODOLOGY

The sampling area for research study is Malacca State, which located on West Coast of Peninsular Malaysia facing the Straits of Malacca and Negeri Sembilan borders in the North and in the South of Johor. Malacca with 1,650 km² is divided into three

districts namely Alor Gajah, Jasin and Malacca Central [4]. The latest for total population recorded in year 2011 are 842,500; which can be divided into Malay (530,500 or 65.7%), Chinese (211,600 or 26.2%), Indian (50,200 or 6.2%), non-local (35,600 or 4.2%), local (10,300 or 1.3%), and others (4,300 or 0.5%) [1]. interestingly, the culture that adapted from centuries until today is still fresh practiced. For example, Baba and Nyonya wore kebaya with 'brooches' various forms and jewelry made from silver or gold; ethnicity of Portuguese with the popular dance of Beranyo and Frapeirra and adaption of Christmas Day and Easter Festival San Pedra; and Chitty cultural with Mariamman Festival or Festival Mayor of Hindu which is more towards Indian wedding ceremony that only carry out in May [2]. Apart from recognition by UNESCO as Heritage Site in 2008 [5], the state are fast developing in facilities and services like hospital, school, police station, industrial, and others.

RESULTS AND DISCUSSION

Several categories are classified according to the geographical perspectives concern in manifesto in general election;

Safety of Our Family

- Providing 100,000 policemen to patrol the roads, lanes and residential areas to eliminate crime and eradicate drug abuse.
- Establish a commission of independent police complaints and misconduct (IPCMC).
- Create jobs for the poor and marginalized.

A Better Quality of Life

- Encouraging rivalries for products and services to reduce prices of essential goods.
- To provide better quality health services, accessible and affordable to all citizen.
- Provide citizen bonus up to 6000 (financial support) for households earning below 6000 per year.

Gender Equality and Empowering Youth

- Encourage the program flexible working hours (flexible) to establish family ties more closely.
- Provide education and respect for the rights of women to eliminate gender discrimination.
- Empower youth to reach their full potential in an environment that is free and safe.

Generate Strong and Sustainable Growth

- Improve productivity, income and competitiveness.
- Sustain and increase tourist arrivals to improve country development.
- To implement the development plan of the five economic corridors in order to generate growth, investment and employment opportunities to all corners of the country.

Balanced Development Progress for Bridging the Gaps

- Expanding and improving public facilities and services for low-income households in urban areas.
- Improve the quality of income and employment opportunities in rural areas.
- Eradicate extreme poverty and reduce overall poverty.

Increasing Access to Education and Standard

- Expanding coverage of Textbook Loan Scheme to all primary and secondary schools.
- Abolish school fees and examination.
- Increase in investment in science and technology, particularly R & D in the country.

People's Threatened Crime-Disaster Hazard

- Protection the weak and The Right for women and girls from danger and disaster of crime.

CONCLUSION

Manifesto designed based geographical perspective are important in bringing changes to a better life. Result indicate 7 categories could increase the quality of daily life, namely safety of our family, a better quality of life, gender equality and empowering youth, generate strong and sustainable growth, balanced development progress for bridging the gaps, increasing access to education and standard, and people's threatened crime-disaster hazard. Achievement of

manifesto will be successfully be implemented when the candidates or parties winning the seat and have confidence to applied the manifesto in the country. Therefore, citizen will live in safe and good when manifesto are successfully applied.

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