



A Review of Research Framework in Manifesto in General Election: An Experience of Malaysian Politics

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Abstract Manifesto is an official ideology and vision by candidates or parties that will brings comfort to the public or local residents in ensuring victory to the parties. The manifesto is required to carry out by individuals or parties after winning the seat at the area. This research review of research framework is conducted to determine the effectiveness of manifesto in general election in Malaysian politics. Research framework is compulsory to involve with introduction that highlighted the important of manifesto in general election; problems statement that concentrated on location, geography, population, infrastructure and facility which become factor in determine the manifesto; research objective will targeted on solution toward the issues and problems of manifesto; methodology will explain on methods and techniques that applied and used in collecting the data; organization report will express on the milestone of preparation report from research design until collecting, analysis, and discussion data for the report; and research problems will be stress on problems and issues that facing by the researcher before, during and after research study are conducted. Lastly, conclusion will be discuss on summary of research study and define either objective study are archived or vice versa.

Keywords problem statement, objective, methodology, organization report, research problems

Introduction

Development of political awareness in Malaysia since the independence of 50 years has changed. This can be seen by the increasing number of political parties based on races or *vice versa* that will reflects the peoples towards the political situation in Malaysia are increasingly. This situation can also be seen by the increasing number of parliamentary and state assembly and re-demarcation process is done to ensure a fair election and meeting the need of people around the constituency [1]. In order to ensure that each candidate or party contesting obtain success and won a seat in an election, manifesto or political promises during the election is very important to ensure that the ideology and vision brought by a candidate or political party will be achieved and continues until to the public or voters an area [2-3]. Manifesto explains what will be taken and changes to be implemented by the candidate or party in the future, which won the elections and have the ability to make improvement in term of quality life or local community development. The manifesto also clarified that the candidates or contesting parties must always be aware that the will be any lack of progress and about to bring changes to particular area.

Problem Statement

The study of the role of this manifesto aims to conduct detailed research on location, geography, population, infrastructure that is available to study the role of manifestos of political parties contesting in the constituency Bachang. Researcher interested in the manifesto that was used and how its application is executed. Through the observation study in the state of Bachang, there are a number of state officials and members of the community service center political parties that control all programs in a planned election campaign. Based on the General Elections held in Malaysia found that the pattern of voting voters in the constituency Bachang this ever-changing significantly until they do not necessarily favor towards any political party and political parties that won seats always alternated from one election to the election

Research Importance

The researcher hopes that this study:



1. Provide clear space for every leader whether individuals, communities, regions and states
2. Analyzing the effectiveness of the election manifesto of party and candidates thorough the public or voters in the election results.
3. The results of this study will serve as a 'role model' to produce a manifesto to candidates and political parties at each other constituencies in the state of Malacca and Malaysia in designing a strategy to win the state election through Bachang's manifesto approach.
4. Adding alternative for candidates and political parties for those responsible for the compilation of their manifesto in depth in order to involve all levels of society. It will facilitate and enhance the understanding of each manifesto implemented.
5. Helping candidates and political parties who wish to participate in the coming election in implementing the work, especially when receiving feedback from the study. Finally, as an academic study that is controlled by variable-variables, the study is expected to be a precursor to subsequent scientific study.

Research Objective

There are several objectives in this research study, namely:

1. To determine research study through undertaken detailed manifesto by location, geography, population and planned charging.
2. To identify the appropriate manifesto by classification audience, cost and duration.
3. To evaluate the results obtained and analyzed using appropriate methods.

Research Methodology

Generally, the research studies can be divided into three stages, namely the initial stage, the stage of data collection and data analysis stage and make recommendations, which can be described as below [4-5];

Initial Stage

First, the researcher chooses the research topic and learns about the background of the selected study area. Once the research topics have been defined, the discussions will take places to identify the goals, objectives and justification of the study. In addition, issues related to the manifesto will also be specified and find information on the issue.

Data Collection Stage

In this stage, the first step to carry out is to identify the relevant data or information in order to strengthen the establishment of researcher and to identify the problems that occur over time. The data collected can be divided into two types, namely primary data and secondary data. Primary data includes data from observations, interviews with officers, statistics and so on. While secondary data is data mining of the report and the 'thesis' existing, books about politics and manifesto and so on. This stage ends with arranging the data gathered and make provision for the presentation of research studies on aspects of identity and lecturers of the data obtained.

Data Analysis and Recommendations Stage

Analyzing the data collected into the form that will be to easily understood, such as bar charts, pie 'and so on as needed in order to understand the relevant issues in detail. After analyzing the data, the problem has been identified. Criticisms and suggestions can be made and subsequently presented to the expertise before it's available for reader. After the presentation, the revaluation data together with recommendations and criticisms given in order to correct mistakes and shortcomings and strengthen the establishment of the researcher. This stage ends after the final presentation to the expertise of the entire research project and complete it.

Organization Report

After conducting a research study, a research report has been prepared and this report has been divided into six chapters, namely: -

Chapter One

The first chapter will describe in general about the background manifesto, aim, objectives, justification study and research methodology. In short, this chapter is dedicated to giving the impression to the readers.

Chapter Two

This chapter explains the study of literature read by researchers. This chapter contains a number of previous studies referenced by the researcher.

Chapter Three

In this chapter it explains the background of the study area, namely seats Bachang and Melaka. It described about the physical characteristics and culture of the area that you want to study.

Chapter Four

In this chapter, the manifesto of the contesting parties and was described in detail. The manifesto has been described as best as possible so that the original meaning is not changed.



Chapter Five

In this chapter, the researcher will describe the results of a study conducted to assess the effectiveness and role manifesto through discussion.

Chapter Six

The researchers make several suggestions to ensure that the manifesto role in the study area. In addition, recommendations to the government also presented in this chapter. Finally, the overall summary of research study will also be explained. Generally, this chapter will summarize each chapter and conclusion will be made.

Research Problems

This research study focuses on investigating the election manifesto and its relationship with the voters in the constituency Bachang. The study only focused on state Bachang. This research is focused on communities affected by the 2008 general elections only.

1. The main problem is the refusal of the Opposition political parties provide information and data needed by researcher. This is because when researcher conducted a study of the country's political atmosphere affects them not to provide any information about the data and manifesto. The situation is further complicated by a number of by-elections held after the 2008 general election on March 8, 2008 primarily electoral constituency Board, Kuala Terengganu, Batang Ai, Bukit Gantang and Bukit Selambau and the change of the leadership of the Perak state government is also contributing to the Barisan Nasional political situation unstable. This situation makes the party seem to take a cautious approach.
2. The cost to get the data and resources is increasing, especially to get data and update the electoral district map swallow higher expenses incurred by public and private agencies, although it is intended for research.
3. Analyze the questionnaire due to difficulties that there are some unanswered questions with the correct format and damaged.
4. The cooperation provided by officials in connection with the hardcopy data. This is because researcher is only allowed to see the pattern of data as well as maps of constituencies that are allowed to register without any information for national security purposes.

Conclusion

This chapter contains the background of the problem, problem statement, research objectives, research problems (or interests), the research question, the scope of the research and conclusions. The part of backgrounds manifesto described the scenario that happened in the present as well as the problems faced. In the part of problems statement, it's was discussed on how manifesto plays a role in the state Bachang to attract researcher towards this research study. As part of the research objectives and research questions were discussed about the purpose of this research was done, that refers to the manifesto, which was held in the area. Meanwhile, the research question is stated on the objectives of the study. As part of the research, are also explained the problems faced by researcher in the completion of the investigation.

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