



EXPLORING POLITICAL PARTICIPATION OF MALAY
FIRST-TIME VOTERS AND THE TIKTOK ROLE IN
MALAYSIA

LING SZE HUEY

A RESEARCH PROJECT
SUBMITTED IN
PARTIAL FULFILLMENT FOR THE AWARD OF
BACHELOR OF COMMUNICATION (HONS)
JOURNALISM
FACULTY OF ARTS AND SOCIAL SCIENCE
UNIVERSITI TUNKU ABDUL RAHMAN

JAN. 2023

EXPLORING POLITICAL PARTICIPATION OF MALAY FIRST-TIME VOTERS
AND THE TIKTOK ROLE IN MALAYSIA

LING SZE HUEY

A RESEARCH PROJECT
SUBMITTED IN
PARTIAL FULFILLMENT FOR THE AWARD OF
BACHELOR OF COMMUNICATION (HONS) JOURNALISM
FACULTY OF ARTS AND SOCIAL SCIENCE
UNIVERSITI TUNKU ABDUL RAHMAN

JAN. 2023

ACKNOWLEDGEMENTS

It would be impossible to complete this thesis without the assistance and cooperation of a host of individuals and organization. I am therefore deeply thankful to Mr.Teh Boon Teck (Supervisor), Dr. Ihediwa Samuel Chibundu (Co-Examiner), Mr. Afi Roshezry bin Abu Bakar (Coordinator) and Ms. Michelle Wong (Coordinator).

I am deeply grateful to my parents for their warm and sweet encouragement as well as their understanding. Besides, I must give special thanks to several friends whose continuous support and wise counsel I value and appreciate immeasurably: Barry Lee Wei Yung, Claryce Cheong Yong Qing, Tan Kang Zhuang, Chan Hoi Lun, Low Ye Rui, and my beloved family members who gave me strong moral support.

To every one of you, thanks for having my back. This thesis has been completed by having all of your efforts and contributions.

LING SZE HUEY

DECLARATION

I declare that the material contained in this paper is the end result of my own work and that due acknowledgement has been given in the bibliography and references to ALL sources be they printed, electronic or personal.

Name : LING SZE HUEY

Student ID: 19AAB02917

Signed : 

Date : 10/5/2023

APPROVAL FORM

This research paper attached hereto, entitled “Exploring Political Participation of Malay First-Time Voters and The TikTok Role in Malaysia.” prepared and submitted by “Ling Sze Huey” in partial fulfilment of the requirements for the Bachelor of Communication (Hons) Journalism is hereby accepted.



Supervisor

Mr Teh Boon Teck

Date: 10/5/2023

ABSTRACT

The emergence of Internet has permeated in almost every part of our lives, and the younger generations especially are the one been permeated at most. Especially in political aspect, the emergence of social media has brought the opportunity to change the way of people to experience the politics, information seeking and involved in some political activities. Furthermore, previous studies also found out the positive relationship between social media and political participation of the youth in Malaysia.

However, previous studies only focus on the social media such as Facebook, Instagram, Twitter. The new and rapidly grow social media – TikTok have not been studied before in Malaysia regarding the political participation of youth in Malaysia. Moreover, previous GE15 has been reported that TikTok is the effective and efficient tool to reach the young voters, especially the Malay first-time voters that utilized by PN and PAS. So, this study is aimed to investigate about the role of TikTok on the political participation of the first-time voters from UiTM Malaysia.

A survey questionnaire has been distributed to the UiTM Malay students using snowball sampling method and collected total of 196 survey result for further data analysis and discussions. Survey results indicates that three independent variables – TikTok Usage, Political Interest and Political Knowledge have positive significant relationship with the dependent variable – Political Participations. The analysis shown political interest is the core motivation driven the UiTM Malay students for political participation during GE15. TikTok played a significant role in here, because most of the respondents agreed that they rely on TikTok for political information consumption during GE15, and the younger first-time voters will use TikTok more frequent than the other age categories. Even though result indicates that the UiTM Malay students have medium high level of political knowledge, but researcher also found out their political knowledge is limited to certain extent, which they

will only obtain the political knowledge and information that related with the political parties, coalition, or candidates that they interested with, and mostly are related with PN. All the research questions and research hypotheses has been answered and accepted in the results and discussion part.

TABLE OF CONTENT:

CHAPTER 1 : INTRODUCTION	1
1.1 Background of Study.....	2
<i>1.1.1 Traditional Media and New Media</i>	<i>2</i>
<i>1.1.2 The Development of TikTok</i>	<i>6</i>
1.2 Problem Statement	9
1.3 Objective of the Study.....	12
1.4 Research Question.....	14
1.5 Research Significance	14
CHAPTER 2 : LITERATURE REVIEW	16
2.1 Introduction	16
2.2 Theoretical Framework	16
2.3 Youth as the Voters	18
2.4 Social Media and Politics	20
2.5 Political Participation	24
2.6 Political Interest and Political Knowledge	29
CHAPTER 3: METHODOLOGY	32
3.1 Research Design.....	32
3.2 Data Analysis Method.....	36
3.3 Measurement	36
3.4 Pilot Study	38
3.5 Chapter Summary.....	41
CHAPTER 4 RESULTS AND DISCUSSION	42
4.1 Overview of Data Collected	42
<i>4.1.1 Demographic Profile</i>	<i>43</i>
4.2 Data Analysis and Discussions.....	44
<i>4.2.1 Descriptive Analysis: Study The Mean Scores of Variables</i>	<i>45</i>
<i>4.2.2 There is a Positive and Significant Relationship between TikTok Usage / Political Interest/ Political Knowledge and Political Participation.....</i>	<i>54</i>
CHAPTER 5 CONCLUSION	61
5.1 New Achievement of This Study	61
5.2 Contribution of This Study	62
5.3 Limitation of The Study	63
5.4 Recommendation of The Study	63
Reference List.....	65
Appendix A (Survey Questionnaire).....	88
Appendix B (FYP Documents)	93

CHAPTER 1 : INTRODUCTION

Ever since social media has been introduced and widely used by the people, the mass communication field has the tremendous changes, in the form of academic or media landscape such as turning to social media for their information seeking, personal or business communication (Rahman & Hassan, 2015). Kaplan and Haenlein (2010) defined social media as the online medium that allows users generated contents such as the photos, videos, text messages or comments and more to be formed and exchanged with each other. In this context, we can understand social media is functioning for information seeking, information sharing, social interactions and communication that occurred online. In Malaysia, the percentage of online participations and content sharing are rising over the years, whereby the Malaysians are more reliant on the social media for their daily activities (Wok & Mohamed, 2017). As of January 2022, Malaysia's active social media users' penetration stood for 91.7% throughout the total population, and there is a significant increment between 2011 and 2022, where social media penetration in 2011 is only 41% (Kemp, 2011, 2022).

This statistic could prove that the social media penetration and usage is growing significantly by years. Statistic also found out that the main reason for using social media, 47.4% of them are using social media for news stories reading and 44.1% is looking for what is being talked about on social media (Kemp, 2022). Therefore, this is showing that the news information as well as the political information could be reached by the audiences on social media, and there is a positive relationship between social media usage and political participations of the social media users (Abdu, Mohamad & Muda, 2017). Previously, there are many studies had conducted the research on the role of social media towards political participations of youth in Malaysia, but their main research objects- social media was WhatsApp, Facebook, and Instagram, which are the most-used social media platforms in

Malaysia(Digital Business Lab, 2022). So, researcher will study on another social media platform- TikTok in this study since it is seeing a lot of interest by the generation Z that makes up to 28% of eligible voters, and it is emerging rapidly as an effective tool to reach the Malaysia youth (Ching, 2022).

1.1 Background of Study

1.1.1 Traditional Media and New Media

New media is referring to the any media that been delivered digitally, and any internet -related form of communication, like social media, website, online portals, online newspaper, streaming applications etcetera, these could be consider as new media (Cote, 2022). It is an umbrella term that include all related with internet and interplay between sound, digital technology, and visuals (Cruz, 2017). In plain, new media could be seen as the media that is everything online, by using internet and digital technology. For instance, the new media in Malaysia could be the online newspaper, such as Malaysiakini, The Star Online and more that are publishing their news article online through their own website portal or social media like Facebook, Instagram etcetera (Alivi et al., 2018). The social media platforms also a part of new media, which have lesser control by the government, therefore people could use social media to seek information or express their opinion freely without fear of censorship(Omar & Ahrari, 2020). While traditional media is a contrast with new media, which it exists before the emerging of digital technology, and the media like television stations, printed newspaper, radio, printed books, printed magazines, and any offline media are the examples of traditional media platforms (Shah, 2020). In short, traditional media is referring to the broadcast or print media, and it works the primary information source for many people before the existence and emergence of new media (Valencia, 2022). The traditional media in Malaysia could use the mainstream media, the major newspaper organizations as example, such as Berita Harian, Utusan Malaysia, The

Star; and the broadcast media – TV3 or RTM (Radio Televisyen Malaysia) and more that are mainly controlled by the government or political parties (Omar & Ahrari, 2020).

Due to the rising of new media, a significant development on media industry has occurred, whereby changing the domination of traditional media in Malaysia as the only source of news information through introducing the online platforms that distributing the online newspaper and information to the public (Minami, 2011). The existing of new media provides an alternative way and channels for the people to gather more information and have wider perceptions rather than only depends on the traditional media especially in political context (Weiss, 2012).

The evolution of technology and Internet has triggered the birth of new media which included social media, and it brings a new dimension of communication and conveying messages in the public (Alivi, 2018). In another word, the evolution of traditional media to new media has led to the development of social media, where social media provides the various platforms with different sources and information. Hence, social media been used by the people for their self-expression, information seeking and exchanging viewpoints, including political participation (Richardson et al., 2017).

The rising of social media in Malaysia can trace back to year 2009, the statistics of the internet users' access to social media in Malaysia was primarily recorded by Malaysian Communications and Multimedia Commission (MCMC) in the internet survey report. For the survey, MCMC has included 2633 Internet users in the household to find out their intensity of use among them. Statistics shown that during 2009, the purpose in using Internet for social networking (social media) stands 46.8%, and MCMC further found out that the most popular social media platform used was Facebook (76.1%), followed Friendster (60.9%) and MySpace was ranked at third frequent used social media (26.7%) ('Household Use of

the Internet Survey', 2009). As compared to 2008, MCMC report shows that the internet users mainly used blogs (43.9%) or Instant Messaging such as Yahoo Messenger (58.5%) or Skype (14%) etcetera ('Household Use of the Internet Survey', 2008). This has further proved that social media usage trend was started since 2009. Furthermore, Statista Research Department (2021) reported there is an increase on the Malaysians social media usage in 2016 (62%), gained 15.2% as compared to 46.8% in 2009. As of 2022, social media usage has increased to 91.7% of the total population in Malaysia during January 2022 (Kemp, 2022).

The rapid increase of social media usage also brings changes to the preferred social media platforms of the Malaysians. According to Kemp (2022), the Malaysians' most used social media platforms are WhatsApp (93.2%), Facebook (88.7%), Instagram (79.3%), Telegram (66.3%), Facebook Messenger (61.6%), TikTok (53.8%), Twitter (49.6%). To be note, TikTok is emerging rapidly among the young generation in Malaysia, which statistic shows that there are 14.59 million users who mainly aged 18 years old and above as of early 2022 (Kemp, 2022). This shows the difference of preferred social media of Malaysians between 2009 and 2022, especially the young generation in Malaysia is changing their consumption behavior to TikTok. This could be due to the evolution of technology has created a more diverse media landscape in Malaysia, and the newer social medial platform such as Instagram, WhatsApp, Twitter and TikTok in Malaysia been used as information sources, communication tool, and utilized by the politicians as political communication tool on these social media platforms (Mohamed, 2019; Cheong, 2022). Especially the gaining popularity of TikTok among the young generation in Malaysia, it has been utilized by the politicians to reach the young voters during General Election 15, make their active presence on the social media to catch up the trend and influenced the voters' decision (Cheong, 2022).

According to Mustaffa et al. (2010), Malaysians have utilized social media as the news consumption platform to obtain the latest news update compared to traditional media. Media control through the media laws, media censorship and media ownership by the authorities on traditional media such as the printed newspaper, television, radio have become few of the factors that motivated Malaysians change their consumption behavior to social media as new information seeking sources (Omar et al., 2018). On the social media, users could get the information from various sources which might decrease the biasness of information or the level of censorship to make sure the users will not be blinded by only one-side of stories which dominated by traditional media (Rosenstiel, 2015).

The changing media platform of Malaysians from traditional media to new media could be proved by the statistics. According to Nain (2022), the main sources of news in Malaysia are online media and social media which stood 89% and 75% respectively in 2022. The usage of television as the source of news is 51% in 2022, there is a decreasing of 4% from 2021. The print media is the lowest source of news within these four media, and it keeps dropping throughout the years from 45% in 2017 to 17% in 2022.

The statistics have proven that there is a significant changing in media, especially on the sources of news among the Malaysians. From this we could assume that social media is the potential and effective media in the strategies could encourage and increase the political engagement/participation and information seeking among youth (Bennett, 2008). The reason of social media becoming the potential source of information also could be seen from its interactive and faster way for the users to spread the information, obtain information, giving feedback or comments by using the electronic gadget such as smartphones or laptop with internet connection to a huge amount of people simultaneously (Dollarhide, 2022).

Meanwhile, the social media could work as the alternative sources for information seeking due to the MSC Bill of Guarantees that issued in 1996, and one out of ten points in the bill promises that in Malaysia, there will be no censorship towards Internet (Jalli, 2016). Thus, this provide the opportunity for the internet, including the social media to have the space for information and news sharing without censorship that is freer than the traditional media. This could gain the confidence of the Malaysians to use social media platform for information seeking. Compared to the traditional media, the internet and social media did not have the regulation or license renewals problem that restricting them to publish the information or convey message to the public (Wok & Mohamed, 2017). Therefore, social media users could access to the platforms and information freely since there is no license needed for them to register an account.

The conveniency, free, flexible, and easy to access are the significant role to attract the young generation of Malaysia to use social media as the information seeking platform (Tiung et al.,2016). When there is more internet access and penetration among the people, especially youth, it creates the flexible conditions for them to participate in each political activities on social media, perhaps only by criticizing on certain policies or involve in the political discussion on their social media could influence the political decisions (Saud et al., 2020).

Therefore, researcher in this study will focus on the angle of social media towards the political participations of the youth in Malaysia, the platform to be specified on will be further discussed in following parts.

1.1.2 The Development of TikTok

Whenever there is a study related with social media and public communication, most researchers will select the few ‘social media giant’ that have a high popularity where

attracted a great number of users in the worldwide such as Facebook, Twitter, YouTube (Fatema et al., 2022). After the China company – ByteDance introduced Douyin- the Chinese version of TikTok, it has gained the high popularity; while during 2018, the global version – TikTok has been launched and introduce to the world the high popularity among the worldwide users and rapid growth of its global users is to be seen as another political potential social media platform (Vijay & Gekker, 2021). This could be proved by the statistics. Tik Tok has over 1 billion of monthly active users across the world as of 2021, while during January 2018, Tik Tok only have 55 million active users (Bursztynsky, 2021). From here we could see the huge increment of the active global users of TikTok throughout the years, and it proved the growth of Tik Tok is unstoppable and seems to be improve in future.

The steady growth of Tik Tok cannot be set apart from its function, creativity, and easy content creation of the short duration video format. A Chinese company – ByteDance has founded TikTok in September 2016 where Tik Tok is known as Douyin at China. While the actual establishment and growth of Tik Tok was in the late 2017 when Musical.ly, the lip-synching app was acquired and merged by the company, and established a new company known as Tik Tok Global that focused on the U.S. market – the oversea version of TikTok (Dsouza, 2022).

TikTok is introduced as the short-form video that allows users to create 15-60 seconds video through the basic functions like shooting; music library and sound bites on TikTok; editing and customization tool that are free and easy to use, the content of video could be varying in topics based on users' own creativity and interest (Tillman, 2021). TikTok users could watch the videos at the home page, curated featured videos will be recommend to the users on 'for you' page, or users could watch videos from the followed users on 'following' page. Users also can search keywords or hashtags on the discovery icon

to seek for topics that interested by them, and could have interactions such as comments, double tap to like, and share the videos to others inside or outside the platform (Tillman, 2021).

According to Geyser (2022), localized content, easy content creation, sharing and viewing is the reasons why Tik Tok are able to surge its popularity tremendously. As for the localized content, Tik Tok has widely utilized the local trending hashtags in suggesting the trending topics for the users to create video contents and make that topic to be viral on the platform. The content creating will be more flexible, easy and anything related to the daily life, the short video format has eased the time and effort to create the video, it also made the audiences to be addicted on watching random videos by scrolling one-by-one without noticing the time.

These have shown the opportunity to use Tik Tok for political communication. Guinaudeau et al. (2020) have mentioned that the information density on Tik Tok will causes larger political media effects and information consumed compared to other platforms. They suggest that Tik Tok video able to provide both verbal and visual information which could help in communicate emotion and generate more emotional responses. On Tik Tok, the political information can be produced much faster, lower in cost, and could be consumed by the audiences quickly.

As mentioned, Douyin war primarily released in China during 2016, while after the merging with Musical.ly app in 2018, it became a global social media platform with the name of TikTok- the overseas version of Douyin, and it also being introduced to Malaysia in the same year (Tham et al., 2022). There are 4 million of Tik Tok users in Malaysia as of 2018 (Silver Mouse, 2018). Therefore, we could see a high penetration rate of Tik Tok in Malaysia whereby the Tik Tok users increased to 14.59 million in 2022 (Kemp, 2022).

In Malaysia, TikTok is the fastest-growing social media platform, Malaysia achieved the 6th highest penetration rate of Tik Tok globally and the Tik Tok users are majority under 30 years old and youth are the majority users. (Digital Business Lab, 2022). Furthermore, the strong influence power of TikTok could be perform on the general election in Malaysia. In previous GE15, the Islamic political party – PAS, under PN coalition party has utilized Tik Tok to reach out the young voters in Malaysia, especially Malay first-time voters, and it had attributed to their coalition's victory, and make PAS and its Islam political ideology became more attractive among the first-time voters in Malaysia (Morden, 2022). The possibility of youth in Malaysia to engage in political activities has significantly increased after UNDI18 bill been passed, and further allowed 5.8 million of eligible youth which are 18 years old and above to register as the first-time voters in the country (Ravi, 2022).

Hence, TikTok can be consider as a new and powerful social media platform for the younger generation, especially the first-time voters to undergo the political information seeking, sharing and further influence their political participation.

1.2 Problem Statement

Social media brings a significant impact in changing the way of people experience politics, and it plays an effective role in obtaining the young voters supports, especially the Malaysia youth between 18-24 age mainly depends on social media to get the political information and news (Tan, 2022). However, some scholars argue that consuming information and news on social media did not improve or help in their political knowledges (Dimitrova et al., 2014; Low, 2019). This has become a problem in studying the role of social media on political participation. It is because political awareness or interest is important for the people to become the knowledgeable voters, and political awareness also refers to political knowledge that people acquired (Rahman & Razali, 2018). Therefore, it

shows that it is crucial to find out whether voters in Malaysia have sufficient political knowledge to ensure they would have lesser doubt during political participation.

Before GE15 been held in Malaysia, Jamel and Salleh (2022) has mentioned that the young voters in Malaysia or so-called UNDI18 voters are still being questioned on their readiness to vote in coming. Yet, after the GE15 voting results being reported, many media in Malaysia stated that TikTok is the biggest factor that influenced the Malay young voters' voting behavior, especially it caused the high turn-out rate of the Malay young voters towards PN (Ragu, 2022; Easwaran, 2022). Furthermore, during GE15, Perikatan Nasional had gained a high turnover rate from the Malay young voters especially in the east peninsular Malaysia, the rural Malay states due to the usage of TikTok that significantly influenced their voting preferences (Tan, 2022).

Ismail (2022) mentioned that the 'Swipe' challenge video has more than 4 million views, and with the collaboration with influencers on TikTok, it has helped PN to spread the trend and attracted youth's interest. Through the Best campaign by PN on TikTok, able to generate a high interest particularly among Malay community. While users participate in this 'Swipe' challenge, there will have three types of coalition's logo on screen, with the background music of 'Aku ada type, Kalau aku like, aku like, Kalau tak, aku swipe', they will swipe away the coalition's logo that they refuse to support (Lee, 2022). Besides, there are 'Sokong PRU15' and 'Siapa Bakal PM Anda' stickers interactive games viral on TikTok, the effects pursue from these games is simple and direct to shows the real stands on which candidates or coalition they supported during GE15 (Lee, 2022). In the news articles, the media has reported the mentioned way of PN and PAS to reach out the Malay young voters. But, whether these cases are true or not, there is still a need to investigate on it.

The PAS president in Malaysia – Abdul Hadi Awang had opposed to the implement of UNDI18, said those 18 years old still immature and will choose immature government (Yatim, 2021). This statement is somehow similar with the netizens in Malaysia that shared their negative view towards the UNDI18 voters after the unexpected outcomes for the GE15, said some young voters around them did not have much interest in politics and do not have enough political knowledge and rational analysis to vote for who during GE15 (Nur'aiman, 2022). However, the pre-assumptions of immaturity and lack of intelligence could not be the factors in questioning the readiness and right to vote of these young voters (Today Online, 2018). Hence, readiness to vote of the young voters should focuses on their political participation, political knowledge, interest, and other factors that would help them to be prepared in coming elections, or to take necessary political actions (O'Neil, 2006 ; Moshidi et al., 2021).

In contrast, there was a mixed feelings statement by the netizen stated in the news article, stated that the rights should be given to the young voters in the name for democracy, and the AUKU 1971- act that restricting university student's political activities in campus should be repealed to ensure the students have an idea on how politics worked through practice the political participation (Nur'aiman, 2022).

Moreover, some researchers found out that Malaysia using social media as entertainment purpose and social networking rather than political participations (Salman & Saad, 2015 ; Freeman, 2013). Anyhow, there are different views and perceptions in previous studies towards the role of social media and political participation, and TikTok is a new platform in Malaysia, therefore it is important and significant to have further study on TikTok, its role in Malaysia and political participation of the first-time voters.

Although there is a survey has conducted to find out the opinion of the UNDI18 groups towards the politics during 2018 (National Assembly of Malaysian Students in America – NAMSA, 2018). However, there is not any survey regarding the use of social media by UNDI18 whether will influence their political participation or not. Indeed, the survey did help the organization to have more understanding on UNDI18 group's politics opinion, but there is lack of survey and studies regarding the social media role on political participation of UNDI18.

So, it is significant and meaningful to conduct this study to fill in this gap. Finding out whether or not TikTok would influence the political participation of the first-time voters (UNDI18) in Malaysia.

1.3 Objective of the Study

Social media platform such as Facebook, Twitter, YouTube provide a new platform for the users to access the information freely, especially the social media has been used wisely on the political communication during election in Malaysia by the politicians (Sani, 2014). Therefore, social media is not a new thing to be discussed when studying on political participation of youth. However, most of the study will use either Facebook or Twitter as the main subject to investigate the political participation (Abdu et al., 2017 ; Halim et al., 2021; Rauf et al., 2016). Taking Facebook as the example, the scholars believe that Facebook is reachable by large amount of people, and the sufficient information exposed to the users could be in local or global (Theocharis & Quintelier, 2016). The high user's penetration rate of Facebook could ease the process of disseminating political information on the platform, and users could seek and consume the information freely, and undergo political participation activity after that. As in Malaysia, Facebook users' penetration rate is as high as 88.7% in 2022, hence, it is normal for the scholars to study Facebook on this research area (Digital Business Lab, 2022).

However, the rapid development of TikTok in Malaysia and its notably features have become the new research directions towards the political participations of the youth, especially the first-time voters in Malaysia. The total number of TikTok users as of 2022 is 14.59 million, and 53.8% of the Malaysians claimed that TikTok is their most used social media (Mohd Salleh, 2022; Kemp, 2022). TikTok also is the top 2 mobile application that been downloaded in Malaysia, and most of the users are under 30 years old, 41% from the total numbers of the users are between 16-24 years old (Digital Business Lab, 2022). This shows TikTok in Malaysia have a higher opportunity to reach the young voters in Malaysia. The short-form video format and its accessibility provide the opportunity for political information shared on TikTok could be consumed faster by them and influence their political interest and participations (Guinaudeau et al., 2020). Besides, these group of TikTok users mostly are the first-time voters in GE15 Malaysia (Mohd Salleh, 2022).

As mentioned, the youth now are the biggest voting cohort in coming election after UNDI18 bill has passed in Malaysia, and this might be impactful towards coming GE15 in Malaysia (Harrison, 2022). Some UNDI18 voters pointed out during the interview of Malaysia Now, they are ready for the coming election, and used the social media platforms to update and seek for the political information (Jamal & Salleh, 2022).

In problem statement there stated different viewpoints towards the rights of UNDI18 to perform their duty in general election, thus researcher wish to conduct a research study to find out whether which statements are valid and could be established, especially focuses on the Malay young voters. Therefore, this study will choose UiTM students as the target population. In this case, researcher is going to focus on whether these Malay first-time voters that used TikTok in their daily routine will really influence their political participation, include their voting preferences or not. Hence, the objective of this study will be focused on

the role of social media – TikTok on the political participation and interest of first-time voters in Malaysia and narrowing down the target participants to UiTM Students.

The research objectives are as follow:

RO1: To examine the political knowledge of UiTM students.

RO2: To examine the interest level of UiTM students towards political participations.

RO3: To study the relationship between TikTok and political participations of UiTM students.

1.4 Research Question

RQ1: To what extend is the political knowledge of UiTM students?

RQ2: What is the interest level of UiTM students towards political participations?

RQ3: What is the relationship between TikTok Usage and political participations of UiTM students.

1.5 Research Significance

As mentioned, previous studies on political participations on youth more towards using Facebook or Twitter as their research direction, and TikTok only gained its popularity and penetration started from these few years. Thus, this research will extend the research scope by focusing on TikTok as the new research direction and examining on the political participation of first-time voters in Malaysia. From this, other researcher could fill up this research gap since there is lack of previous studies regarding the role of TikTok on political participation of youth in Malaysia. Another theoretical significant is contributing to examining the political interest level and political knowledge of the first-time voters in Malaysia, since there are limited studies on first-time voters' politic related studies because they are considering a new voter group in Malaysia. Besides, this research is the first and foremost study on the TikTok role in politics, since TikTok is a very new platform that others

might not be aware of its crucial role in affecting the political context in Malaysia. As such, if this research being conducted successfully, the outcomes could provide a new information to the field of study and contribute to another TikTok related research study to be conducted in Malaysia.

This research provides the practical significant to the political parties or candidates to be more aware in creating and sharing political information, because it became a challenge for them on how they could attract the voters on TikTok to consume the information that they shared. Besides, this research also contributes to the social media users, especially TikTok users the significant of TikTok and political participation of voters in Malaysia. Furthermore, this research also contributed to the government to alert that the political education and the media literacy education of the secondary students is important so that they could have sufficient political knowledge, and alert to the updated political affairs from time to time, to prepare them for the general elections in future.

CHAPTER 2 : LITERATURE REVIEW

2.1 Introduction

In this part, there will be plenty of the research and case studies that focus on the aspects related to social media and political participation. However, researcher found out that there is lack of studies to propose a theoretical framework to explain the relationship between social media and political participation. Therefore, researcher will try to use Social Influence Theory to explain how social influence could affects the political participation of individuals on social media. Followed by explaining the relationship between social media and politics, to make further understanding on what is the role of social media played in political matters, and lead to the political participation of individuals in different context. Researcher will show some case studies on how the individuals participate in politics. Furthermore, researcher has referred to previous studies to study on the relationship of political interest, political knowledge and political participation. Hypothesis also been formed under this part.

2.2 Theoretical Framework

The theoretical framework that underpins in this study is Social Influence Theory. This theory is mainly about how a person's behavior will change that influenced by the people around them in order to meet the group's norms (Flache, 2017). Although in this Social Influence Theory, the people are working as the role to influence other's decision making, but in this study, researcher tend to use this theory to explain how the social media work as the role for social influence on the people in today's era, influence their voting behavior and political participation.

Social Influence Theory has been proposed by Kelman (1958), that explaining on the individual's attitudes and subsequent actions are influenced by the interactions with others

intentionally or unintentionally. Kelman further explained that there are three processes that can distinguish social influence, which are compliance, identification, and internalization. In brief, compliance is referring to the people accept the influence not because he believes in the content, but to achieve a favorable reaction from others like approval or avoid punishments; identification is occurred when the person wish to establish or maintain the desired relationship with others, while internalization will occur when the content is intrinsically rewarding to the person if he accepts the influence, the content corresponded with his value system, and find it congenial to his need (Kelman, 1958; Liu, et al., 2020).

In the study of Zhou (2011), identification, which also represent by social identity have a significant effect on users' online participation intention. The study found out that affective identity- the sense of belonging to the community, such as emotional connection between each other and membership of the community is the factors that affected users on social network usage (Zhou, 2011; Zhang, 2010). This could relate to the usage of specific social media platform for the users to engage in political participation in this study, when they get used and have the sense of belonging to the social media platform, therefore they will rely on the social media platform to seek information from different sources, further exchanging opinions or information with other users in that platform.

Varnali and Gorgulu (2014) provided a better understanding where the process of compliance in Social Influence Theory could affect the person's decision, to either perform the behavior or not is being influenced by the social pressure, and expectations of others. They had provided the case study of Vitak et al. (2011) to prove this statement, in the research found out that a Facebook user's political activity can influence others to have similar political activity as well. Whenever a person on Facebook saw their friends are having political activity, their political activity will increase as well.

As mentioned by Bimber and De Zuniga (2022), social influence would work and reflect on the behavior related with the shared social or political norms, especially when there is social pressure. For instance, a person's sense of civic duty could be reminded and influenced to cast a ballot during election when he observed the voting behavior of people around him, and this action might lead by the desire of his to garner the social approval from the people (Gerber et al., 2008). Hillman and Trier (2013) also discussed in their study that Social Influence Theory is applicable in explaining the social media impact phenomenon. They further explained the sentiment of exchanged messages and the likeliness to response the message in similar manner is influencing the participations of people on social networking. Therefore, from here we could assume that social media has the opportunity to influence the political participation of the users. Since when there are discussions of politics on social media, political information will be shared among people on social media platform, it might affect the political interest of the users, at the end influenced the political participations of the individual.

2.3 Youth as the Voters

In a democratic society, the right to vote is an essential and fundamental component, whereby people in the country could participate in every decision that government have made, protect their rights in governing the country based on their own will (Beckman, 2009). Based on the International Covenant on Civil and Political Rights (1966), article 2 and 25, every citizen in the country has the equal right and political participations to vote without discriminations. It is a responsibility for the citizens to fulfill their civil duty through voting behavior. Therefore, age is no longer a restriction or as an excuse to stop youth in political participations.

The social movement – UNDI18 was pushed in the parliament at the post-GE14 to review on the voting age in Malaysia (Tham, 2019). UNDI18 has successfully pushed the

bill in lowering down the voting age of Malaysia from 21 to 18 years old, whereby it has significantly increased the possibility of the youth to engage in the political activities of the country (IDEAS, 2021). In Malaysia, youth is now defining as a person who at the age range of 15 to 30 after the amendment of Youth Societies and Youth Development Act (Amendment) 2019 been passed by Dewan Rakyat (Yunus & Landau, 2019). This reform has brought an enormous increase of around 6 million of first-time voters in coming 15th General Election in Malaysia (Harrison, 2022). Moreover, it also be considered as the opportunity to make a big change on Malaysia's democracy, with the young people positively engage in political decision-making process, practice their democratic rights in the polls, and they have more space to voice out, opinions being taken as considerations (IDEAS, 2021).

Although there are some researchers found out that youth are more likely to be political apathy, declining on political participation and somehow disconnected with politics, but there are also scholar argues that youth are not disconnected to politics, but they are changing to the new modes of political participation (Abdu et al., 2017 & Pruitt, 2017). In this point, social media platforms are providing the space for the young generation to engage politics online. As example, Malaysian Students' Global Alliance (MSGA) and VoteMalaysia using social media platforms to reach the youth and guide them with unbiased information related to the election; YPolitics is the independent youth-led program on Instagram that focuses on political awareness of youth, aimed to educate the first-time voters with the political landscape, policies, and other related information (Vochelet, 2022).

Other than having the potential in changing the way of users in information seeking, social media works as an interactive medium, low costs and low outside control has provided the opportunity to achieve a greater political participation of the youth (Gainous et al., 2018). With the help of social media platforms and the organizations, it is optimistic for the youth

or first-time voters in Malaysia to be more aware on the politics and increase their political participations either online or offline. Through this, youth are able to fulfill their responsibilities as civil citizen, and protected their democratic rights by engage in politics, made their voice been heard by the government, and use their power to make changes towards the community or current political environment.

2.4 Social Media and Politics

Social media is not only created a new two-way communication between people, but also playing the supporting role in political communication which utilized by the politicians, parties and also public for different purpose, either socially or politically (Business Bliss Consultants FZE, 2021). Goncalves (2018) explained that political communication is a series of communication process that bring up propaganda, political campaign, and marketing, sharing political information which involved the interaction among politicians, media and public. The emergence of social media affected the changes on traditional public communication to online, and it has become ubiquitous communication channels that utilized by the political institutions- politicians, parties etcetera to strengthen their political communication on social media, which could directly reach out to the audiences and voters (Stier et al., 2018).

Zhuravskaya et al., (2020) mentioned that two ways communication on social media has provided the space for citizen to provide their feedback towards political discontent or having the discussions and opinion towards the policy actions and proposals and it has eased the way for citizens to have the political surveillance, and their feedback could influence the political institutions in their political improvement. From here we could see that citizens are not a passive user on social media, but actively receiving and responding to the information, having their participation actively online. Besides, Stieglitz and Linh (2012) stated that the rapid growth of social media make the information diffusion goes in an easy way to be

widespread on the internet and reached large amount of people, therefore information obtaining is no longer restricted as before, so it become an opportunity for the politicians and citizens to increasingly utilized social media for political context, especially during general election.

Some researchers have supported the usage of social media in politics aspect, specifically impactful on the political activity which led to the successful political campaign and election eventually. Xenos and Moy (2007) found out that US presidential election in 2004 is the turning point of social media usage on politics which reached a high number of audiences to get political information online during that election season. Macnamara and Kenning (2011) identified the notable successful of social media use for election could relate to the Barack Obama the 44th United States presidential campaign, whereby he fully utilized social media especially YouTube in running his political campaign, voter turnout has been encouraged through this, and he has been eventually elected during 2008. During 2008 election, 60% of internet users in America went online to obtain the news and information of the campaign, about 59% of them utilized social media like Twitter, email, instant messaging, YouTube to receive or share campaign information (Smith, 2009). During 2016 U.S. presidential election campaign, Twitter gained its popularity as the direct source of news and work as the main communication channel online by the candidates – Hillary Clinton and Donald Trump (Enli, 2017).

Although TikTok is still a new social media platform to be discussed its effects in Malaysia, but in other countries, have few studies found out the usage of TikTok and political participation in their countries. For example, Vijay and Gekker (2021), the playfully political space in TikTok is the factor which caused TikTok to act as the political actor that reached the voters in Indian general election. Seppälä (2022) has found out the TikTok role in creating the creative political participation of the citizens during United States presidential

election during 2020, by using the memetic features to produce the political related content, like creating some ‘challenges’ for the trending topics, using some filters effects to create the short video. Besides, TikTok has transformed to a political expression space in Russia in 2021, especially used by the Alexy Navalny, the opposition politician’s supporters to support him using the hashtags, TikTok videos to voice out for him after he has been arrested (Glotov, 2022).

As in Malaysia context, people have found the significant role of social media as the alternative source of information and news, especially for the opposition parties and politicians in Malaysia that have nearly no access the mainstream media due to the dissenting voices against ruling party-Barisan Nasional, and its fully controlled on the media (Wok & Mohamed, 2017). Omar and Ahrari (2020) pointed out that media control in Malaysia is one of the factors that contributing to the growth of political use on social media to express the opposite views on the issues, and when Malaysians felt mainstream media is no longer credible due to the media control, news consumption behavior will alter to alternative media – social media.

The strong power of social media on general election in Malaysia could be seen from the 12th general election in 2008. Mohd Sani and Zengeni (2010) found out the opposition parties such as DAP, PKR, PAS etcetera had turned online effectively to blogs, online news media platform, YouTube to reach their voters, and the result of this general election is considered as the worst result in Barisan Nasional’s history that time. As the numbers of online users had increased during GE13 Malaysia, it has been labeled as ‘social media election’ by Malaysia’s former prime minister – Najib Razak, because the social media platforms had widely used by the oppositions and voters in political participation, especially on Twitter and Facebook to spread the messages through videos online, thus significantly affected the voter’s voting behavior, and caused a bitter election for BN (Mohd Sani, 2014).

The fallen of BN ruling era was during GE14 that held on 2018, it was called as ‘WhatsApp Election’ whereby as compared to Twitter and Facebook, WhatsApp was worked as more effective instant messaging tool to reach the crowd that simply could share messages, videos of the campaign and forward to other users by just a simple click (Mohd Nizah & Abu Bakar, 2019).

Trace back to date, GE15 that recently held on 19 November 2022 has been labeled as ‘TikTok Election’ as the political candidates for two weeks campaign to sought after the first-time voters, through TikTok trend that grow rapidly in Malaysia, whereby the new voting age has been lowered down to 18 years old (Krishnamoorthy, 2022). As mentioned, TikTok is popular among the young adults, Gen Z, and millennials, the total 14.59 million users, mostly are under 30 years old, while 41% of them are aged 16-24 (Kemp, 2022; Digital Business Lab, 2022). Therefore, during GE15, numbers of politicians and political parties has making full use of TikTok during their political campaign, like using the hashtag campaign by Pakatan Harapan (PH) - #kitaboleh with 94.5 million views; Perikatan Nasional (PN) - #PNbest that attracted around 53.4 million views; Barisan Nasional (BN) - #kestabilandankemakmuran gained 30.5 million views, with the creative short videos and challenges to spread the message and attract the young voters interest (Musa, 2022). However, further study shows that PN has stood out on TikTok and gaining its acceptance with the coalition party- PAS among the young voters in Malaysia, especially with the creative videos that spreading PN’s messages and shared virally. PAS is the party motivated by Islam and usually has its secured states such as Kelantan and Terengganu, the Malay heartland states(Gomez, 2007). So, PN has more advantages than other coalition as they could attract more Muslims’ vote during election.

As mentioned, PN and PAS had utilized the TikTok creative function like ‘challenge’ campaign and the stickers to increase the interactive between the Malay young voters and

their online presence. To be note, the aggressive campaigning of PN via TikTok and collaboration with young influencers has boosted their engagement and resulted on the high penetration to a large market of first-time voters, and PN fully utilized TikTok as their political tool made their domination on this platform (Rodzi, 2022). These case studies have thoroughly shown the role of social media played on politics, and it somehow could affect the election results. Focused on the current trend, TikTok is undeniable become an effective political tool to reach the young generations especially first-time voters in Malaysia, therefore in this study, TikTok will be the platform to be focused on. From this GE15 ‘TikTok Election’, it is clear that how social media plays a new, interactive, and attractive way for the political campaign to reach out the young voters.

To further discuss on the TikTok usage by PN to influence the voting behavior of Malay young voters, another incident has occurred on TikTok after the GE15. There are some aggressive contents on TikTok regarding the 13 May incidents that happened during 1969 in Malaysia, and it is related with the serious racial conflicts, has been publicly brought up on TikTok by the Malay youth through the short clips (Sidiq, 2022). There even have the contents that bring a sedition message like ‘Wake up, Malays’ along with the weapons visuals in the TikTok videos (Dzafri, 2022). As mentioned, PN has reached the Malay young voters on TikTok successfully and changed their voting behavior during GE15. Therefore, researcher is being curious that these aggressive contents on TikTok will affects their voting behavior or not since these contents are triggering the racial issue among the Malaysians. Hence, researcher aimed to find out whether TikTok is playing the role to affect the political participation, influence the voting behavior of the Malay first-time voters or not.

2.5 Political Participation

According to Uhlaner (2015), political participation is referring to the mass public and citizens that involved in political related activities voluntarily, to influence certain policy

directly or involved in the selecting process to choose the person that make policies. Whenever citizens involved in any political activities such as vote in elections, donate money to the political parties or candidates, volunteer to help during election campaign, posting online, involved in petition or protest are consider as political participation. van Deth (2016) further explained that political participations is one of the indispensable features for democracy system of a country, when there are more participations in making decisions, democracy then will be more, vice versa. Researcher is using ‘political participation’ this term in the study but not using the another ‘political socialization’ term is because, political socialization is the people will develop their political identities, knowledge, values, and ideology through the learning process (Longley, 2022). While as mentioned, political participation is referring to the ‘participate’ activities of the people, where people might have the participation but not necessarily have their socialization occurred during the participatory process. Furthermore, researcher is not going to study on the political identities or the values they learned of the target population, but only their political participation on TikTok, therefore researcher will focus on ‘political participation’ term in this study.

As previous studies presented the positive relationship between social media and politics, social media also contributed to the participatory behaviours, which provide more political participation opportunity for citizens (Dimitrova et al., 2011). Macefee and De Simone (2012) have demonstrated the positive relationship between expression on social media and offline political participation, no matter social media has been used in expressive or informational way, both are also predisposed to political action. Kushin and Yamamoto (2010) explained expressive behaviour on social media is referring to writing or sharing posts related with politics, political videos, attracting others’ attention to election, share their political opinions on social media accounts etcetera. Jung et al. (2011) found out informational use of social media, such as information-seeking on politics information from

news media could help in increase their political knowledge and efficacy, therefore promoted political participation as well. In fact, researchers view the online expression like sharing political content, interacting with each other by exchanging viewpoints and online political discussions participation are promoting the diverse viewpoint among citizens which could foster the sense of commitment to the society and bringing impact to political changes, thereby leading to further political participation (Gil de Zuniga et al., 2013).

There are considerable number of studies on social media and political participations have been conducted, the studies are either focus on social media in general or specifically study on the relationship on certain social media platforms and political participation of the users, in different context. Skoric and Zhu (2015) have conducted the research in the context of Singapore General Election 2011, investigate the relationship of various types of online media platforms such as Facebook, Twitter, blogs, and online forums and political participation. Results found out the Facebook users who consumed information and news of election from independent sources were likely to involved in the political activities. Mohamad et al., (2018) examined the political participation among Nigerian youth, the results also showed there are significant positive relationship between the Facebook use, political interest, information quality, interaction with politicians and offline political participation. Effing et al., (2011) found out that the high social media engagement of politicians in Netherland on Facebook, Twitter and YouTube are more likely to connect and have larger reach to the citizens, thus gained more votes as compared to those who do not. This is reflecting that the engagement of politician on social media is somehow will affecting the political participation of the citizens.

In Malaysia context, researchers have agreed that there is a significant positive relationship between social media and political participants of youth in Malaysia (Hassan et al., 2016; Abdullah et al., 2021; Willnat et al., 2013; Salman et al., 2018). Mohamad Salleh

et al., (2018) studies shows that Facebook and WhatsApp played a crucial role during GE14 in Malaysia, which the platforms spread the politically flavored information to the voters, whereby enhanced their political participation – share information among people, vote in election.

There is few research done in previous studies based on Malaysia context, after compare and contrast between those findings, researcher has found out that not all scholars agreed on the positive relationship between social media and political participation of the voters, which social media not necessarily to affect their voting behavior.

The survey research has been conducted by Sah Allam et al., (2022) using the media literacy theory to develop a decision to vote model, and use the variables – analysis, evaluation, act, access and create dimensions to study on whether social media will influence the voting behavior of new young voters or not. The survey findings showed that accept from create dimensions, other dimensions all have significant positive influence towards the political participation of the voters. Which means young voters that used social media to access, analysis and evaluate the content or information related to politics, there will be a significant influence occurred on their voting behavior.

A similar finding had shown in the research by Sarok and Azahar (2017) is focus on the social media usage among the youth and their political participation in Kuching, Sarawak. Results supported that youth in Kuching that have higher social media usage such as on Facebook (42%) to obtain political news; Twitter (20%) tweet on politics; Instagram(22%) used as the source of political information, and usage for more political activities tend to have greater political participation. The researchers also mentioned that when youth involved in more political activities, they will have the feeling of playing an important role to make changes on politics. However, their study also found out that there is no relationship

between political knowledge and political participation, and it somehow contrary with the findings of previous studies that political knowledge is an important indicator for political participation (Yamamoto et al., 2014; Vitak et al., 2014)

In contrast, the research done by Tan (2022) has opposite findings compare to previous two research findings, where he found out that using social media for political information have negative relationship towards the voting behavior of the voters. Which means when the voter is more rely on social media for political information seeking purpose, they will not be likely to cast a ballot or even register as voters. However, his research also found out the positive relationship between political interest and political participation. The study found out there is a moderate level of political interest, which the respondents are highly interested in election news, will have discussions of political issues with people around them and they have interest towards politics, these will make them to posses a positive effect towards the voting behavior (Tan, 2022).

Therefore, as compare and contrast this three research, the relationship between social media and political participation is not said to be fully significant positive, and it might or might not influence the voting behavior of the voters. Hence, in this study, researcher are going to use the social media platform – TikTok which never been studied by Malaysia scholars before, to investigate the first-time voters' political participation, whether there will be positive or negative relationship between social media and political participation.

As from the research found, the researchers have commonly focused on the similar social media platforms like Facebook and Twitter. Sarok and Azahar (2017) suggested that social media will evolve from time to time, therefore, it is significant for researcher to involve other social media platforms to examine the relationship between social media and political participation. Vochelet (2022) point out that social media platforms are the most

effective and useful political tool to reach the first-time voters in Malaysia, a freer space for them to engage in political participation. As mentioned, TikTok is now the popular social media platforms among the young generations in Malaysia, therefore, researcher wants to examine whether TikTok is significantly influence the political participation of the first-time voters from UiTM.

H1: TikTok Usage of first-time voters in UiTM will significantly influence their political participation.

2.6 Political Interest and Political Knowledge

Lupia and Philpot (2005) defined political interest as the citizens are willing to give up their attention towards other topics and pay attention to political phenomena. Stromback and Shehata (2010) stated that political interest also can be considered as the motivation which could strongly influence people to participate in politics, and it plays a crucial role to understand the differences in forming opinion, information learning and processing. Moeller et al. (2014) emphasized that political interest is the attitude of the individual which will provide different outcome in politics, whereby it could tell either the individual is politically active or passive. Therefore, if the individual is promoting their political interest online, involving the political activities like sharing political information etcetera, it is reflecting that they have political participation online.

Abdu et al., (2017) have provided a clear stand towards the significant positive relationship between political interest and political participation, and further explained that political interest of the individual is more likely to provide motivation for them in seeking political information, increase their political knowledge that would help them to analyze political alternatives further on. Furthermore, people that is interested in politics will tend to seek more political information to have better understanding on current political situation,

and also understand the perspectives from different sides (Dubois and Blank, 2017). Internet that created a high-choice media environment allows individuals to access and select the political information, news, and content through a diverse sources of media platforms (Van Aelst et al., 2017). Therefore, under the diverse media environment, people with political interest have wide range of options to access news and political information such as social media, online news sites, search engines etcetera (Dutton et al., 2017).

Dimitrova et al., (2011) stated in their study that informational use of social media, like information seeking, obtaining political news from different sources are likely to have significant effect on political knowledge, and influence the individual's political participation as well. Studies found out that social media plays a significant role for the youth to acquire political knowledge and increase in their political interest, because when the youth are more knowledgeable on politics, the more interest they will gained in politics, as results political participation are going to increase too (Kushin & Yamamoto, 2010 ; Zuniga et al., 2012). Rahman et al., (2018) has mentioned that adequate political knowledge is crucial for the voters, so they would become a knowledgeable voter that really aware and understand to any political matters that happened in the country. These studies have proved the statement of Kaufhold et al., (2010) that there is a positive relationship between the social media use and higher political knowledge.

Holt et al., (2013) investigated on the difference in age and the level of political interest along with political participation. Their results found out that younger citizens tend to involve in political activities more than the older group especially on social media, the political interest remain significant between both ages group. As mentioned, individuals on social media with political interest will have information seeking on politics, political knowledge and political participation will be influenced. Hence, the hypothesis of this study will be formed:

H2: Political interest of first-time voters in UiTM will significantly influence their political participation.

H3: Political knowledge of first-time voters in UiTM will significantly influence their political participation.

CHAPTER 3: METHODOLOGY

In this chapter, the researcher will focus on the survey procedures of the research that to be conducted. This chapter will separate to several parts that including the survey method, analysis, and measurement of the survey study. Researcher will apply the quantitative research method by distributing the online survey to the target respondents, and the snowball sampling method will be utilized to select the sample size. Google Form will be use as data collection tool in this study, and the use of SPSS analysis tool is suitable to evaluate the collected data in analysis part. The measurement of the items will adapt and adopt from related previous studies to make sure the survey could reach the objective of this study, and the pilot study will be conducted to make sure the accuracy of the findings.

3.1 Research Design

A research design is considered as the plan for proposed research study, and it is the structure which holds the elements in the research together and use specific methods and procedure to collect and analyze the information needed in the study (Akhtar, 2016). In more direct explanation, research design is work as a strategy by using the empirical data to answer the research questions of the study, and a well-planned research design could ensure the methods chosen in the study could match with the research aim and correct way to analysis the data (McCombes, 2021). Researcher need to consider which approach – quantitative or qualitative approach they wish to use, and further decides which type of research design are going to apply in the study (McCombes, 2021).

In this study, researcher will use the quantitative research method, carry out the online survey in the research to achieve the objectives of this study. Quantitative research method could be defined as the research type which collect and analyze the numerical data that are using mathematically method in order to explain the phenomena through the research (Sukamolson, 2007). According to Apuke (2017), the quantitative research method

is a scientific and systematic approach to find out the related information on specific topic, it also been used to investigate the facts, generate knowledge, and conduct the experiments to discover the cause and effect of certain things to provide a base for future studies on related topics. Allen (2017) also mentioned that quantitative research work as a way to study on certain group of people or known as the sample population through the measured findings in the research. Moreover, Hoy and Adams (2016) stated that quantitative research is concerning on generating theories to explain the phenomena and behavior; develop and test the hypothesis; generalize the results across the samples.

As mentioned, in this quantitative research, a survey designs will be the core way for the researcher to collect data from the sample group. Check and Schutt (2012) defined survey research as the way to collect information through the responses to questionnaire from the target respondents in the research. Watson (2015) has mentioned that in quantitative research, there are two category of research design, which is survey design and experimental design, both are used to study the relationship between the independent variables and dependent variables. The author further explained that survey is the most useful method to study on people and population, with the cross-sectional studies, the research could be conducted in an easier way since researchers only need to carry out the particular study once (Watson, 2015). In survey research, a subset of the population is used, and the results are then generalized back to the entire population (Glasow, 2005). Besides, the survey method allows the researcher to collect the target sample's data, reflect their thoughts and opinions, the motivation, and intentions etcetera (Glasow, 2005).

In this study, researcher aims to study on the relationship between the TikTok roles and political participation of the first-time voters in UiTM. Therefore, researcher will disseminate the online survey to 196 respondents who are the students of Universiti Teknologi Mara (UiTM). According to the official website of UiTM, they have a total of

165,594 students as of 2022 ('About UiTM', 2022). In order to find out the ideal sample size for this research, researcher has applied a confidence level of 95% and 7% margin of error along with the total population of UiTM students by using Raosoft sample size calculator and eventually generated out the 196-sample size for the survey (Raosoft, 2009). According to Delice (2010), a suitable sample size for quantitative survey research is in between 100-400 sample size. 6-7% margin of error will be applied when the total target population is between 10,000 to 40,000 (Creative Research System, 2012).

Snowball sampling technique is the way who researcher could recruit the research participants by requesting help from one research participants to identify the additional potential research participants who fit the research criteria ('Snowball Sampling', 2010). Etikan et al. (2016) stated that snowball sampling technique is important especially for the researcher who could not locate the people with specific population or specific research criteria, therefore this snowball will increase the possibility for researcher to include the target participation in survey.

Thus, the snowball sampling technique will be utilized by the researcher to target the students in UiTM, because the research objective of this study aims to find out the role of TikTok in the political participation of the first-time voters in UiTM. Researcher in this study need the member of specific population who are: (1) Tik Tok User ; (2) Malay First-Time Voters in UiTM, so researcher will find one research participants that meet these criteria and ask for his/her help to find additional research participants that fulfill these criteria, share the online questionnaire one by one until hit the sample size later on.

The reason to target the sample population in UiTM is because although this university is only opened for the Indigenous population such as Orang Asli, Anak Negeri Sabah & Sarawak and Malay descendant in Malaysia, but the students still mainly Malays

(Hussin, 2019). While the university students are mainly 18 years old and above, this has hit the criteria of UNDI18 group – First-time voters from 18 years old (‘Education structure in Malaysia’, n.d.). Researcher is targeting on the Malay first-time voters, is because of the curiosity to find out whether their political participation, including their voting behavior is really influenced by the usage of TikTok, such as political information sharing on TikTok or not. Since there was a high turnover rate for the Malay youth towards PN coalition during GE15 that mainly use TikTok as the political communication tool (Subramanian, 2022).

The survey tool for this research will be Google Form whereby the interface of it is straightforward and comprehensible, and the features are free to use as long as researcher and respondents owned a Google account (Marystone, 2020). Besides, Google Form is the ideal online questionnaire platform that offered various questions formats like close or open-ended questions, multiple choice etcetera, especially including the Likert Scale (Nayak & Narayan, 2019). Researcher will apply 5-point of Likert scale to measure the items, therefore Google Form with this feature could be utilize by researcher to distribute the online survey questionnaire to the target respondents.

A conceptual framework has been developed in this study based on the literature review of existing studies from the previous chapter, and there will be three independent variables: TikTok Usage, Political Interest, and Political Knowledge. Dependent variable in this study will be the political participation.

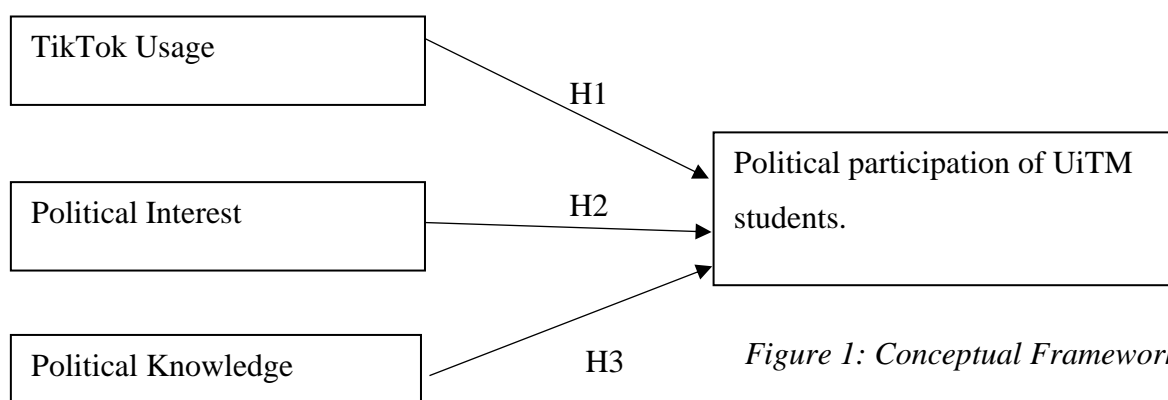


Figure 1: Conceptual Framework

3.2 Data Analysis Method

Data analysis is the process to calculate and evaluate the collected data to extract the useful and pertinent information from the data for further interpretation in the study, and it might need several steps for example measurement of variability, measurement of relationship, test the hypothesis etcetera to draw the conclusion (Ibrahim, 2015).

Hence in this study, Statistical Package for the Social Sciences software (SPSS) 29, the latest version of the statistical software platform will be utilized by the researcher to conduct the analysis of the research findings. Suresh (2015) stated that SPSS is important to use as the analysis tool for the Social Science Research especially for the survey method research for the data analysis. Both descriptive analysis and inferential analysis will be conducted to analyze the data using SPSS software. In this study, researcher will apply the Pearson Correlation Analysis to test the relationship between TikTok and political participation of the respondents as mentioned in RQ3. Besides, a descriptive analysis will be applied to calculate the mean of variables for RQ1 and RQ2. Three independent variables: TikTok usage, political interest and political knowledge will use SPSS to find the mean, and later on will use Pearson Correlation Analysis to test the relationship between them with political participation as Pearson Correlation Analysis commonly used to measure the relationship between the variables, the relationship's significant and strength level between two variables also will be study through this analysis (Turney, 2022). As such, it could comprehend that the variables are whether significantly impacting the UiTM students' political participation on social media-TikTok or not.

3.3 Measurement

The researcher adopts and adapts the measurement items from various previous studies to measure the variables for the study in order to find out the expected outcome for the research. The dependent variable (DV) for this study is political participation of UiTM

Malay students and three independent variables has been conceptualized: TikTok usage, political interest, and political knowledge. Researcher will use five-point Likert Scale from 1 (Strongly Disagree) to 5 (Strongly Agree) for all the items except the demographic questions and screening questions.

The first independent variable to be measure is TikTok usage by using 6 items: ‘TikTok is the platform that I used to spend more time watching political videos during the GE15 period.’ ; ‘TikTok is the platform that I used to spend more time sharing political videos during the GE15 period.’; ‘TikTok is the platform that I used to discuss politics in the comment section.’ ; ‘TikTok is the platform that I used to create videos related to politics.’ ; ‘TikTok is the platform that I used to follow Pakatan Harapan (PH) party and candidates' accounts.’ ; ‘TikTok is the platform that I used to follow Perikatan Nasional (PN) party and candidates' accounts.’ , these items are adapted from Abdul Rauf et al. (2016) with some amendment made to fulfill the nature of this study.

For the second independent variable, political interest will be measured using 5 items adapted from Whiteley (2005), Dimitrova and Bystrom (2013) : ‘ I am highly interested in politics, so I will search and look for political videos on TikTok.’ ; ‘My collegemate and I will share and discuss the political videos from TikTok with each other.’ ; ‘I pay close attention to TikTok political video content because it has an impact on my daily life.’ ; ‘I occasionally watch political videos on TikTok when someone shares them. Because politics is too complicated, I am not interested in it.’; ‘I only watch the political videos related to the political party and political leaders that I am interested in.’, some amendments have been made on the items adapted to fulfill the nature of this study.

For the third independent variable, political knowledge will be measured using 7 items adapted from Hassan et al., (2016), Jung et al. (2010), : ‘ As a first-time voter of

UNDI18, I have enough maturity and political knowledge to decide my voting behaviour.’ ; ‘I used the information that I received from political videos through TikTok to decide my voting behavior during GE15.’ ; Through the political videos on TikTok, I learned that Malaysia is practicing Parliamentary Democracy with a Constitutional Monarchy.’ ; ‘I can recognize and be aware of Malaysia's main political parties or coalition's proposed ideology and policy.’ ; ‘Before voting for GE15, I was clear and understood on Barisan Nasional (BN), Pakatan Harapan (PH), and Perikatan Nasional (PN) manifestos.’ ; ‘I am aware of who is BN, PH, and PN's component parties.’ ; ‘I know how the Prime Minister of Malaysia was appointed.’ some amendments have been made on the items adapted to fulfill the nature of this study.

As to measure the dependent variable, political participation, 7 items has been used to measure adapted from Hassan et al., (2016) and Dimitrova et al. (2014) : ‘I joined the political discourse because of TikTok’ ; ‘TikTok political videos encouraged me to voice out my rights.’ ; ‘TikTok encouraged me to turn out during GE15.’ ; ‘I am interested to communicate with the political leader through TikTok.’ ; ‘I am interested to update my status on political issues on TikTok.’ ; ‘I agree that the political leaders I followed on TikTok mainly focus on defending Malays and Islamic-based political parties.’ ; ‘Searching for political information from TikTok was the leading cause that prompted me how to vote during GE15.’. (*Refer to Appendix A for Survey Questionnaire*)

3.4 Pilot Study

To test on the efficiency and validity of this study, researcher has conducted a pilot study to make sure the usefulness of the question format, avoid the negative effects on the result and enhance the accuracy of the findings (Teijlingen and Hundley, 2002). Hertzog (2008) suggested that the pilot study sample size could be the 10% of the planned sample size. The planned sample size for this study is 196. Therefore, researcher determine to use

20 respondents' survey result (10%) for the pilot study. After pilot study has been conducted, researcher found out that the usage of Google form is smooth, all the respondents able to proceed with all the questions on the Google form and submit it without any problems.

For this pilot study, researcher has tested on the reliability for each variable to make sure the accuracy for the measurements. Uzeed (2020) has mentioned, when determining the degree of measurement error in quantitative research, the validity and reliability test must be considered. According to LoBiondo-Wood and Haber (2013, pp. 289–309) we can determine that validity is about the concept of accuracy of the measurement, whereas reliability is the consistency of the measurement. The test could be considered as reliable if the same measurement that applied to different respondents repeatedly could get the same results in return (Heale & Twycross, 2015). While validity is about the extent of whether the elements are the right and needed one to be measured in the study (Price et al., 2015). Furthermore, Taherdoost (2016) stated that for the research questionnaire, researcher need to make sure the information obtained is most valid and reliable, reliability and validity test could ensure that researcher is obtaining information in an unbiased and objective way.

Based on the previous studies related to political participation and TikTok, the scholars Daryus et al. (2022) and Huber et al. (2021) had used the Cronbach's Alpha the check on the reliability of the scale, and make sure each of the items are reliable in the study. Therefore, researcher is going to use the Cronbach's Alpha to run the reliability test for each variable.

Cronbach's Alpha or known as Cronbach's coefficient alpha are usually used to test the reliability of a set of items, for instance the Likert scale surveys (Glen, n.d.). Therefore, the researcher will run Cronbach's Alpha test using SPSS software to measure on the reliability and validity of the variables- 3 independent variables and 1 dependent variable.

According to rules of thumb to interpret Cronbach's Alpha result, the variable is considered as reliable and valid when the alpha value is 0.7 and above, if it is lower than 0.5 then considered as unacceptable (Gliem & Gliem, 2003).

Variable	Construct	Items	Cronbach's Alpha
Independent	TikTok Usage	6	0.738
	Political Interest	5	0.328
	Political Knowledge	7	0.875
Dependent	Political Participation	7	0.872

Table 2: Summary of Reliability Analysis

According to Table 2 the summary of reliability analysis, the variables – TikTok Usage, Political Knowledge and the dependent variable – political participation are all reliable and valid because the Cronbach's Alpha value is more than 0.7. As for political interest, this variable is not reliable because its alpha value only 0.328, whereby the Cronbach's alpha value below 0.5 is consider unacceptable. Sheposh (2019) stated that Cronbach's Alpha value is low probably due to the items have poor correlation with each other, or too few questions has been proposed.

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I am highly interested in politics, so I will search and look for political videos on TikTok.	12.85	2.766	.594	-.121 ^a
My collegemate and I will share and discuss the political videos from TikTok with each other.	13.54	3.060	.338	.101
I pay close attention to TikTok political video content because it has an impact on my daily life.	13.01	2.703	.616	-.150 ^a
I only watch the political videos related to the political party and political leaders that I am interested in.	12.48	3.533	.446	.103
I occasionally watch political videos on TikTok when someone shares them. Because politics is too complicated, I am not interested in it.	14.73	6.309	-.471	.828

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Table 3: Reliability Analysis for Political Interest

Refer to Table 3 above, the last item “I occasionally watch political videos on TikTok.....in it.” has the negative value for the total correlation. Sheposh (2019) further

explained in fixing this poor correlation issue, the researcher could make decision to discard the one that have lowest value. Therefore, as shown in Table 3, if the last item deleted, the Cronbach's Alpha value will be 0.828 and could be acceptable in result. To further verify the Cronbach's Alpha value after deleted the item, the researcher has re-run the reliability analysis for this variable, and the result shown as below:

Reliability Statistics	
Cronbach's Alpha	N of Items
.828	4

Table 4: Reliability Analysis for Political Interest (Re-run)

The Cronbach's Alpha value increased to 0.828, and it's in the acceptance value. Thus, the last item will be deleted from this variable, and a new variable with 4 items has been constructed. All in all, the new amended survey questionnaires have been distributed out which all the variables and measurement items are reliable.

3.5 Chapter Summary

In chapter 3, researcher has determined the research design and method for this study, the survey questionnaire also has been set using the measurement items adopts and adapts from the previous studies that researcher feel it is crucial and suitable to find out the expected outcome for this study. This is to make sure that this study could achieve the objectives, answer the research questions and test the hypothesis developed eventually. Pilot study has been conducted to enhance the accuracy for the actual survey later on, and the reliability test has been conducted for the accuracy of variables and items. In the next chapter, researcher will focus on the result findings and discussions of this study, and make a conclusion to wrap up the whole research conducted.

CHAPTER 4 RESULTS AND DISCUSSION

In chapter 4 will be focusing on sorting out the survey questionnaire results and analysing the findings through separating this chapter into two parts. For the first part of this chapter, the researcher will be focus on the findings part by applying the research measure tool – SPSS software (29), the statistical software platform to analyse these 196 respondents' demographic profile, the mean and conduct the reliability test for the variables (3 independent variables and 1 dependent variable). For the second part of this chapter, analysis part will be using the research result to answer the research questions (RQ) and three hypotheses of the research paper. For the analysis part, researcher will use descriptive analysis to test for the mean score to find out the agreement level of the respondents towards those variables and items. Pearson Correlation Analysis will be tested to find out the level of significant relationship between the variables and test on the acceptance of the hypotheses.

4.1 Overview of Data Collected

The researcher used the snowball sampling method to distribute out the survey questionnaire and randomly selected 196 survey results to study. However, the researcher found out that 9 of the survey results were not fulfilling the criteria, therefore select another 9 survey results to replace those not qualified. The unqualified survey results usually presented they are not using TikTok in their daily routine, and not interested in searching, receiving, and sharing political information on TikTok. As in Google Form setting, these students that are not using or not interested will requested them to end their answering process because they are not eligible to continue the survey, they are unsuited with the research object. The total respondents for this research are 196 UiTM Malay students.

For data analysis, the researcher has used the variables to run the test for the mean scores to check on the agreement level, and all the variables is in the medium high level. Means all the respondents are agree on the items constructed for the variables.

Variables		Mean
Independent	TikTok Usage	3.12
	Political Interest	3.68
	Political Knowledge	3.59
Dependent	Political Participation	3.73

Researcher also found out political interest get the highest mean score – 3.68 among other independent variables, and it is the major motivation of the respondents to participate in politics, followed by political knowledge – 3.59 and TikTok usage – 3.12. Besides, researcher has used different questions from the survey result to find the mean scores in order to answer the research questions proposed. At last, researcher has run the Pearson Correlation Analysis to test the proposed hypotheses, and all the hypotheses have been accepted from the result shown.

4.1.1 Demographic Profile

The following table shows the demographic information of 196 respondents. All the respondents are the Bumiputera Malays, first-time voters, and interested in searching, receiving, and sharing political information on TikTok, therefore the frequency and percentage of these three information will not be show in the following table, but the other demographic information like the TikTok usage frequency, age and level of study will be shown.

Respondent's Demographic		Frequency	Percentage
TikTok Usage Frequency	Always	117	59.7%
	Seldom	20	10.2%
	Sometimes	59	30.1%
Age	18-20	104	53.1%
	21-24	92	46.9%
	25 and above	0	0.0%
Level of Study	Bachelor's Degree	107	54.6%
	Diploma	8	4.1%
	Foundation	81	41.3%

Table 1: Demographic Information

The Table 1 showed that out of the 196 respondents, there are 117 of them (59.7%) always using TikTok in their daily routine, followed by 59 of them (30.1%) used TikTok occasionally, while only 20 respondents (10.2%) mentioned they seldom use TikTok in their daily routine. This result shows that the TikTok usage frequency of UiTM Malay students remain high because there is more than half of the total respondents always use TikTok in the daily basis. Moreover, Table 1 shows that most of the respondents – 104 of them are under 18-20 age category. Therefore, researcher found out that younger UiTM Malay students are preferring to use TikTok more than the other age categories.

From the data shown, nearly 60% of these UNDI 18 Malay first-time voters are using TikTok for the political information consumption. This finding is similar with the past study. As mentioned by Musa (2022), the study indicates that in Indonesia, Malaysia, and Philippines, 69% of those teenagers and young adult users aged between 13 to 24 years old mostly using TikTok as their primary source for information seeking, and the Malay new voters use TikTok as their first source of news and political information consumption platform.

4.2 Data Analysis and Discussions

Under this part, the researcher will be using two types of analysis tests to analyse the collected raw data, to find out whether this study could fulfil the proposed research questions and clarify on the proposed hypotheses' acceptance or rejection. Descriptive analysis will be using to calculate the mean of 3 independent variables and 1 dependent variable; whereby Pearson Correlation Analysis will be using to find out the level of strength and significant relationship between variables through SPSS software. Furthermore, researcher will discuss on the three research questions proposed with the findings and support by the related previous studies. Researcher chose to run the descriptive analysis is to test for the level of agreement of the respondents towards the questions and variables and which of the

independent variable is the core motivation that affected their dependent variable – political participations. As for the Pearson Correlation Analysis, it is the most direct way for the researcher to test on the relationships between independent variable and dependent variable, and answer the hypotheses proposed previously.

4.2.1 Descriptive Analysis: Study The Mean Scores of Variables

The descriptive analysis allows us to retrieve the information of the mean value, and through the calculation of mean value, the researcher could find out the average agreement level for those four variables of the respondents (Saunders et al., 2019). The following Table 5: Descriptive Analysis – Mean of Each Variables has shown the mean value for the 3 independent variables (TikTok Usage, Political Interest, Political Knowledge), and 1 dependent variable (Political Participation). The measurement for these variables are 5-point Likert scale: 1= Strongly Disagree ; 2= Disagree ; 3= Neutral ; 4 = Agree ; 5= Strongly Agree.

Variables		Mean
Independent	TikTok Usage	3.12
	Political Interest	3.68
	Political Knowledge	3.59
Dependent	Political Participation	3.73

Table 5: Descriptive Analysis – Mean of Each Variables

From the statistics shown in Table 5 above could tell that among the independent variables, political interest which has the highest mean value - 3.68, and it is the main factor that influence their political participation. In another way, this finding indicates that majority of the UiTM Malay students agreed that their political interest is the is the core motivation that influence them to participate in politics. This result is consistent with the study done by Abdu et al. (2017), their study found out that political interest has the most significant impact, and highly correlated with the online political participation of the youth. Lupia and Philpot

(2005) mentioned that citizens who have political interest are willing to give up their attention towards other topics and pay attention to political phenomena. This statement could be further proven by the result on one specific question that been asked in the survey form.

Question	Valid	Frequency	Mean
I am highly interested in politics, so I will search and look for political videos on TikTok.	Strongly Disagree (1)	1	3.81
	Disagree (2)	2	
	Neutral (3)	61	
	Agree (4)	93	
	Strongly Agree (5)	36	

Table 6: Political Interest Level

Table 6 above indicate that the UiTM Malay students has a medium high interest level in politics. The interpretation of mean score is based on the ‘Mean Score Interpretation Table’ constructed by Nunnally and Bernstein (1994) (as cited in Hassan et al., 2018), refer to Table 7: Mean Score Interpretation Table:

Mean Score	Level
1.00-2.00	Low
2.01-3.00	Medium Low
3.01-4.00	Medium High
4.01-5.00	High

Table 7: Mean Score Interpretation Table

Researcher has referred to Table 7: Mean Score Interpretation Table to analyse and discuss on the mean score results found in the descriptive analysis. For the low level of agreement, mean score for the variables or items will fall between 1.00-2.00; those with medium low agreement will have 2.01-3.00 mean score; and those with medium high

agreement on the variables or items will have 3.01-4.00 mean score, and lastly with high level of agreement will have 4.01-5.00 mean score.

From the Table 5&6 indicate that political interest of UiTM Malay students is in the medium high level, therefore this study shows that the respondents who have the political interest will lead them to search and look for political videos on TikTok, which political participation occurred. However, researcher also involve the item that tested on the respondents whether they are neutral or have their own party affiliation and result literally found out the respondents did have party affiliation, which they will choose to watch the political videos related with the political parties or candidates that they are interested in only. This result is in line with the past study by Tan (2022), he has discovered that the political interest and party affiliation both variables are more likely to influence the voting behavior of the voters, which voting behavior here reflecting the political participation of the voters. This finding also can use to support one of the question's results from the survey:

Question	Valid	Frequency	Mean
I only watch the political videos related to the political party and political leaders that I am interested in.	Strongly Disagree (1)	1	4.17
	Disagree (2)	4	
	Neutral (3)	4	
	Agree (4)	139	
	Strongly Agree (5)	48	

Table 8: Political Interest and Political Participation with Party Affiliation

The result in Table 8 above has clearly shown that the respondents are highly agree that they only watched the political videos that they are interested in, whereby the mean score for this question is 4.17, falls in the high level based on the interpretation table 7. This indicate that they have their own political affiliation, and it would affect their interest and

direction in political participation, such as watch the political video as mentioned in the question. Tan (2022) has found out in the research that the voters with the political affiliation will be more active in the voting behaviour as compared to those neutral, which those who registered as voter and voted in GE14 with party affiliation is 72.37% and 67.11% respectively; whereby those with neutral position only 48.23% and 36.17% respectively. This prove that the voters with party affiliation will affect their political interest and political participation, same goes to the UiTM Malay students.

The UiTM Malay students, as well as other Muslims voters, have a great possibility to be influenced by the political agenda and the propagated view of the Malay political elites which known themselves as the Muslim community ‘protectors’ (Welsh, 2020). This has created the mindset for them, those politicians are caring and protecting their community welfares/wellbeing, make sure their special position in Malaysia wouldn’t be affected by the other races. Furthermore, the Islamic religious organization is politically mobilizing the Muslims’ faithfulness to strengthen these organizations, especially in the education sector, the religious schools is focusing on the religious teaching which segregated them with the other races students (Welsh, 2020). Those religious schools or known as the ‘*Sekolah Tahfiz*’ have a major problem which they have a freedom to employ any of the ‘*Uztaz*’, their religious teachers that they think is fulfilling their criteria, without the supervision from the Ministry of Education Malaysia (MOE). These religious schools have the teaching syllabus that promotes the political agenda of those Islamic politicians, as well as disseminating the extreme and intrusive thoughts to the students, that would create resentments of the Muslims students towards the another races and religions (The Malaysian Insight, 2023). Through this, the Malay students might have the mindset of they should support the Islamic politicians and coalition rather than other coalition because they are Muslims, should protect their own religions and political power. Thus, own party affiliation occur here, and further influence

their political interest for information seeking, and affect their political knowledge to be not sufficient, at last influenced their voting behavior in general elections.

In this study, researcher has evaluated the political knowledge level of UiTM Malay students in order to answer the *RQ1: To what extend is the political knowledge of UiTM Malay students?*. One specific question's result has been taken from the survey questionnaire to find out the mean score.

Question	Valid	Frequency	Mean
As a first-time voter of UNDI18, I have enough maturity and political knowledge to decide my voting behaviour.	Strongly Disagree (1)	1	3.80
	Disagree (2)	0	
	Neutral (3)	55	
	Agree (4)	121	
	Strongly Agree (5)	19	

Table 9: UiTM Malay students Political Knowledge Level

Based on Table 9: UiTM Malay students political knowledge level, the total mean score for this question is 3.80, which under the medium high level. Besides, refer back to Table 5, the overall mean score for the independent variable – political knowledge is 3.59, still in the medium high level. Therefore, both results show proved that the political knowledge of UiTM Malay students are in medium high level, RQ1 has been answered. Rahman et al., (2018) has mentioned that adequate political knowledge is crucial for the voters, so they would become a knowledgeable voter that really aware and understand to any political matters that happened in the country. Hence, the result indicates that the UiTM Malay students, as well as the first-time voters in GE15 indicate themselves have sufficient political knowledge that prepared them to vote in general election.

However, researcher has found out that these respondents' political knowledge is not comprehensive enough and they are having the political knowledge tendency toward certain political coalition or parties that they are supporting or interested with. This is shown from the data result in Table 8 Political Interest and Political Participation with Party Affiliation, clearly shown that UiTM Malay students is highly agree that they only watched the political videos related with the political parties or candidates that they are interested in. As they have their own preference and interest on political parties, coalition, or candidates, they will selectivity on watching political videos on TikTok, then get the political information and knowledge only limited to the political party or coalition that they're interested, and further increase their confidence towards that party, influence their voting behaviour positively. Thus, researcher could point out that UiTM Malay students might have political knowledge, but it is limited to certain party based on their preference.

This study has included the social media- TikTok to find out whether the usage of social media to consume news and information will affect the respondents' political knowledge and political participation or not. The result shown that TikTok is helping in the respondent's political knowledge and political participation. This result could subvert the analysis of Zhang et al. (2010) and Low (2019) that argued on negative relationship between social media, political knowledge and political participation, as social media is only for entertainment purpose rather than political purpose. The data result shown in Table 10 below:

Question	Valid	Frequency	Mean
I used the information that I received from political videos through TikTok to decide my voting behavior during GE15.	Strongly Disagree (1)	2	3.87
	Disagree (2)	12	
	Neutral (3)	48	
	Agree (4)	82	
	Strongly Agree (5)	52	

Table 10: UiTM Malay students' Information Consumption on TikTok

Table 10 has shown the mean score for this finding as 3.87, this indicate that the UiTM Malay students mostly agree that consuming information from the social media – TikTok is helping them in their political knowledge and influence their voting behaviour eventually. In other hand, refer to Table 5, the overall mean score for the independent variable- TikTok Usage of the UiTM Malay students are 3.12. Even though it is the lowest among other independent variables, but it still in the medium high level. This result is in line with the finding of Dimitrova et al., (2014), they stated that informational use of social media, like information seeking, obtaining political news from different sources are likely to have significant effect on political knowledge, and influence the individual's political participation as well. Therefore, the results above show that the information use of TikTok by the respondents, such as watching on political videos on TikTok has the positive effects on the political knowledge and participation. Thus, the viewpoint of the scholars Zhang et al. (2014) and Low (2019) are not applicable in this study. The difference of finding result here might be affected by the political participation and interest of the respondents. Those results found out that the respondents usually use social media for civic participation like maintaining their relationship with friends, use for daily communication online rather than having discussion on politics or searching for political related information. As for this study, researcher specifically targeted the respondents who are the first-time voters and TikTok users for political information seeking, therefore able to study and get the direct result related to their political participation and TikTok usage.

Researcher has further analysis on the survey result to answer *RQ2: What is the interest level of UiTM Malay students towards political participations?*. Based on Table 5, the overall mean score for the dependent variable – political participations are 3.73, this indicate that UiTM Malay students' political participations interest level is medium high. Nevertheless, the researcher has found out that one of the questions under political

participations could further prove the interest level of the UiTM Malay students as well as the usage of TikTok of theirs.

Question	Valid	Frequency	Mean
Searching for political information from TikTok was the leading cause that prompted me how to vote during GE15.	Strongly Disagree (1)	2	4.58
	Disagree (2)	0	
	Neutral (3)	11	
	Agree (4)	53	
	Strongly Agree (5)	130	

Table 11: UiTM Malay students' Political Participations Interest Level and TikTok Usage

The result from Table 11 above further indicates that the interest level of UiTM Malay students in political participation and TikTok usage is in a high level. Bergstrom (2006) has mentioned that political participations is the voluntarily activities that involved themselves in the decision or policy making of the country, and the activities including information seeking, voting, and discussing etcetera. Therefore, when the UiTM Malay students search for the political information on TikTok, it is considered as one of the online political participations, and most of them are highly agree that information seeking from TikTok is the main factors that lead them to vote in GE15. This result is in line with the findings of Jung et al. (2011), they found out that informational use of social media, such as information-seeking on politics information from news media could help in increase their political knowledge and efficacy, therefore promoted political participation as well.

In contrast, Salman and Saad (2015) and Freeman (2013) have found out that Malaysians mostly using social media as entertainment purpose and social networking rather than political participations. However, this study has found out that the Malaysians is using social media for political purpose, and this finding is in line with the findings of Willnat et

al. (2013), that online media usage will positively influence the political participations of the Malaysia voters. Researcher has used a question's result to further explain and discuss on this finding:

Question	Valid	Frequency	Mean
TikTok political videos encouraged me to turn out during GE15.	Strongly Disagree (1)	1	3.79
	Disagree (2)	44	
	Neutral (3)	15	
	Agree (4)	72	
	Strongly Agree (5)	64	

Table 12: UiTM Malay students' TikTok Usage Led to Political Participations

Table 12 has shown the mean score for this item – 3.79 which is in medium high level. This further proved that UiTM Malay students is using the social media – TikTok for the political participations. As combined the results previously- Table 10: UiTM Malay students' Information Consumption on TikTok = 3.87; Table 10: UiTM Malay students' Political Participations Interest Level and TikTok Usage = 4.58, are indicating that TikTok is playing a positive role in affecting the political participation of the UiTM Malay students. TikTok is positively affecting the political knowledge, interest and participation of the users is because the flexibility and creativity contents, allows them to get the information in a quick and easy way through the successful information sharing in the video clips created by the politicians (Lee, 2022). With various political videos created and posted on TikTok, attached with the hashtags, the users could search for the topic easily and understand the political issues in a more interesting way as compared to the written articles.

4.2.2 There is a Positive and Significant Relationship between TikTok Usage / Political Interest/ Political Knowledge and Political Participation

Researcher has used the Pearson Correlation Analysis to test on the relationships between the independent variables – TikTok Usage, Political Interest and Political Knowledge with the dependent variable – Political Participations. Researcher has found the positive relationships between all of them, and all hypotheses proposed are accepted. Furthermore, researcher will use the past studies findings to compare and make the discussions on the results found from this study.

		Correlations			
		SumUsage	SumInterest	SumKnowledge	SumParticipation
SumUsage	Pearson Correlation	1	.791**	.642**	.815**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	196	196	196	196
SumInterest	Pearson Correlation	.791**	1	.573**	.818**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	196	196	196	196
SumKnowledge	Pearson Correlation	.642**	.573**	1	.549**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	196	196	196	196
SumParticipation	Pearson Correlation	.815**	.818**	.549**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	196	196	196	196

** . Correlation is significant at the 0.01 level (2-tailed).

Table 13: Pearson Correlation Analysis

The Table 13: Pearson Correlation Analysis has shown the relationship between the variables, independent variables: TikTok Usage (Usage), Political Interest (Interest), Political Knowledge (Knowledge); dependent variable: Political Participation (Participation). After conducting the Pearson Correlation test on these four variables, the researcher found out that the relationship of three independent variables and the dependent variable are significant. Turney (2022) mentioned that the relationship is significant if the p-value is below .05. As the statistics shown above, the significance value (*p-value*) for all the

variables are $p < .001$, the value is below .05, therefore the relationship between the variables are statistically significant.

Following part is going to test on the proposed hypotheses of this study using the statistics from the Pearson Correlation Analysis.

Based on the data shown in Table 13, the p-value between TikTok Usage and Political Participation is $p < .001$, below .05, shows that there is a significant relationship between TikTok Usage and the political participation of the first-time voters in UiTM, therefore *H1: TikTok Usage of first-time voters in UiTM will significantly influence their political participation.* is accepted. Apart from this, this result also can be used to answer the *RQ3: What is the relationship between TikTok Usage and political participations of UiTM Malay students.* The relationship between TikTok usage and political participations of UiTM Malay students are positively related and significant. To study the strength of relationship between these two variables, the researcher has referred to the Guilford's Rule of Thumb, a strong/ high correlation relationship should have the r value between 0.7 - 0.89 (Garba et al., 2016). Therefore, the strength of relationship for TikTok Usage and Political Participation is high correlations (strong) where $r = .815$ as shown on Table 6. In short, the relationship between TikTok usage and political participation is significant and TikTok usage could influence the political participation of the first-time voters in UiTM.

As mentioned previously, the overall mean score of the independent variable – TikTok usage is in the medium high level – 3.12, which means the respondents who agree that the level and frequency in using TikTok to spend time on the political discourse and information seeking is above average. This finding is in line with other researchers' findings, and these researchers have found out that TikTok is playing an important role in affecting the political participation and the result of the elections. For instance, Vijay and Gekker

(2021) mentioned that the politicians have fully utilized TikTok as the tool to reach out the voters in Indian general election; Seppala (2022) found out that by using the playfully features of TikTok, the citizens able to have a creative political participation, like involving themselves in the ‘challenges’ to make the topic trending in United States election during 2020. To relate in Malaysia context, this is similar with the previous GE15, whereby the politicians also using the creative short videos, challenges, stickers, and theme song to attract the voters participate or discussing on the topic, to gain the party or politician’s popularity among the voters and influence their voting behaviour eventually. To further prove on this statement, researcher will use a question’s result discuss:

Question	Valid	Frequency	Mean
I joined the political discourse because of TikTok's political videos.	Strongly Disagree (1)	2	3.79
	Disagree (2)	15	
	Neutral (3)	20	
	Agree (4)	145	
	Strongly Agree (5)	14	

Table 14: Political Discourse of UiTM Malay students

The agreement level of UiTM Malay students on their involvement in political discourse is medium high, which indicates they agree that TikTok is playing a somewhat important role to make them participate in the political discourse, discussing on the politics either online or offline. This result is in line with the finding of Vitak et al. (2011), when the social media usage for political activities is high, then it will positively affect the political participation of the users as well.

Rodzi (2022) has mentioned during GE15, Perikatan Nasional (PN) has held the aggressive and successful campaign on TikTok, collaborate with young influencers has

boosted their engagement and resulted on the high penetration to a large market of first-time voters, and fully utilized TikTok as their political tool made their domination on this platform. Following is a question's result to discuss on whether this statement is in line with this study or not.

Question	Valid	Frequency	Mean
TikTok is the platform that I used to follow Perikatan Nasional (PN) party and candidates' accounts.	Strongly Disagree (1)	4	3.92
	Disagree (2)	11	
	Neutral (3)	41	
	Agree (4)	81	
	Strongly Agree (5)	59	

Table 15: UiTM Malay students' Preference Political Party

From the result could indicate that most of the respondents are agree that they prefer to follow on PN candidates TikTok account, which its mean score is 3.92, nearly to the high level of agreement. Other than this, researcher has found out that there is a huge difference between the preference level between PN and PH, whereby the mean score for preferring to follow PH candidates' account is only 1.70, falls in the low level. Thus, this indicated that the statement made by Rodzi (2022) is in line with the result, and UiTM Malay students are mostly recognize PN as their supporting coalition in the election.

From all these results, researcher found out that TikTok did playing a significant role in affecting the political participation of the UiTM Malay students. Also, it is true that PN has successfully utilized TikTok to penetrate to the young voters' market, influence their voting behaviour through all the information posted through TikTok videos.

Furthermore, the p-value between Political Interest and Political Participation is $p < .001$, below .05, shows that there is a significant relationship between Political Interest and

the political participation of the first-time voters in UiTM, therefore *H2: Political interest of first-time voters in UiTM will significantly influence their political participation.* is accepted.

As for the strength of the relationship, both variables have the strong relationship as well which the data shown $r = .818$, and it is the highest among the variables. Thus, the researcher found out that the Political Interest is the factor that influencing the Political Participation of the first-time voters in UiTM the most.

Refer back to Table 5 Descriptive Analysis – Mean of Each Variables, the result shows that political interest has the highest mean score among the independent variables which is 3.68, compared to TikTok usage – 3.12 and political knowledge – 3.59. This shows that UiTM Malay students agree that political interest of theirs are leading them to have political participations, like watching political videos, information seeking etc. Besides, based on *Table 8: Political Interest and Political Participation with Party Affiliation*, the result indicates UiTM Malay students are highly agreed that they only will choose to watch the videos related to the political party or candidates they interested with. Hence, researcher able to find out that in this study, UiTM Malay students have their own preference and interest on certain party or candidates, this becomes a motivation for them to seek the related political videos on TikTok. Tillman (2021) mentioned that TikTok will recommend the featured videos to the users on the main page. Therefore, if students keep surfing on the similar videos, TikTok will recommend them the similar videos and topics as well. It might further enhance the students' political interest and knowledge, eventually affected their political participation like voting behaviour. This result also in line with the findings of Kushin and Yamamoto (2010), Abdu et al. (2017) that political interest has significant relationship with political participations of the users, and the motivation will guide them for information seeking, and influenced their viewpoints on the political issues or voting behaviour.

Moreover, the p-value between Political Knowledge and Political Participation is $p < .001$, below .05, shows that there is a significant relationship between Political Knowledge and the Political Participation of the first-time voters in UiTM, therefore *H3: Political knowledge of first-time voters in UiTM will significantly influence their political participation.* is accepted. However, the strength of relationship between Political Knowledge and Political Participation is moderate, which $r = .549$. The r value between 0.5-0.69 is consider as the moderate/ substantial relationship. From the statistics we could tell that Political Knowledge still significantly influence the Political Participation of the first-time voters in UiTM but in a moderate way, which means it is not as influential as the other two independent variable – TikTok Usage and Political Interest. This result could explain in the way that UiTM Malay students' political participation is driven by their interest and TikTok usage as what mentioned previously, they only will watch the political videos through TikTok when they have interest and preference towards certain political parties or coalition.

Nevertheless, the result of political knowledge is significantly correlated with political participation in this study is congruence with the findings of Man (2010) and Abdulrauf et al. (2017) that political knowledge enhances the online political participation of the respondents. Furthermore, Gil de Zúñiga and Diehl (2018) also found out that there is a positive significant relationship between political knowledge and voting behaviour of the respondents. In contrast, the findings of Sarok and Azahar (2017) had failed to find out if there're any relationships between political knowledge and political participations. The researchers argued that perhaps the self -interest or self-motivation is the main factor that drive the respondents for the political participations.

But the result in this study somehow subverts the part of analysis of Sarok and Azahar (2017), where UiTM Malay students has a medium high level of political interest as well as

political knowledge, and TikTok usage are significantly correlated with political participations. The difference between this study and the findings of Saron and Azahar (2017) is this study found a positive significance relationship between political knowledge and political participations but Saron and Azahar (2017) did not. However, their analysis on the self-interest is the main factor for political participation is in line with this study, where political interest is the core motivation of the UiTM Malay students for political participations.

In fact, researcher has found out that the political knowledge of the UiTM Malay students is not sufficient as they thought they are. Even though the survey results shows that their political knowledge is at the medium high level, but after the researcher further analyzed their political knowledge through the specific items, it shows that they have drawback on their political knowledge because they are choosing to receive the information that they are preferring or interested in. Hence, they are literally not sufficient for their political knowledge. Nevertheless, political interest still playing the role as the major motivation for them in political participations, followed by the political knowledge and TikTok usage. All hypotheses are accepted for this study.

Abbreviation	Hypothesis	Conclusion
H1	TikTok Usage of first-time voters in UiTM will significantly influence their political participation.	Accepted, strong relationship
H2	Political interest of first-time voters in UiTM will significantly influence their political participation.	Accepted, strong relationship
H3	Political knowledge of first-time voters in UiTM will significantly influence their political participation.	Accepted, moderate relationship

Table 7: Results of Hypotheses Testing

CHAPTER 5 CONCLUSION

5.1 New Achievement of This Study

This study has successfully expanded the research scope by focusing on TikTok as the new research direction and examining on the political participation of first-time voters from UiTM Malaysia. Previous studies have found out the positive relationship between social media like WhatsApp, Facebook or Twitter and political participation of the users and its influential power in general elections Malaysia. Even though TikTok is a newly gained popularity social media platform among the young generations in Malaysia, but this study able to identify its crucial role in politics. TikTok became the battleground of the politicians and political parties' in GE15, used it as propaganda tools to disseminate the emotion-provoking contents in a fast-paced way, and easy to share among the audiences across different social media applications (Ooi, 2022).

As compared to past studies, this research has reached a new achievement on not only studying on the UiTM Malay first-time voters TikTok usage, political interest, political knowledge, and political participations, but successfully found out that these young voters have their own party affiliation, and TikTok become a strong medium that further strengthen their supports toward the party or coalition that they originally supporting. This can be shown from the survey result that these young voters already have their own party affiliation, whereby most of them are more interested and supporting PN, thus they only will selectively be watching on the political videos that related with PN on TikTok. This has further enhanced the political interest and knowledge limited to the political parties or coalition that they interested in, but not comprehensively. The more they watched on those political videos, the more they will be influenced.

5.2 Contribution of This Study

Through the literature reviews, the researcher has found out that there are still lack of studies on whether the social media will influence the information seeking of the users or not when they have their own party affiliation. Therefore, this study able to fill in this research gap. Through the survey findings has shown that TikTok did not influence the UiTM Malay students to watch the videos or information seeking on the party or coalition that they are not supporting. In contrast, TikTok is playing the role as strengthening their own party affiliation because they will choose to watch and receive the information of the party or coalition that they are supporting.

Through the survey findings, the researcher has found out the political knowledge of the UiTM Malay students is not sufficient or indeed, not comprehensive enough because their political knowledge only limited to certain extent since most of them agreed that they only choose to watch the videos related with their own party affiliation, and most of them are watching PN's political videos.

The results indicates that UiTM Malay students' own party affiliation has caused them to selective watching the political videos of the party or coalition that they already supporting. This finding provides an opportunity for Pakatan Harapan (PH) that couldn't get the supports from most of the Malay young voters to have a better understanding and further considerations on how to counter this kind of problem. It is not about sharing political videos on TikTok could attract and increase the Malay young voters' supports. Because no matter how Pakatan Harapan vigorously reaching to the Malay young voters in TikTok, they are still facing a hardship to get their votes for the election. Thus, PH should find a way on how to attract those with own party affiliation to watch and understand their political videos on TikTok rather than only focusing to publish the videos on the platforms with more Malay voters. They need to pay efforts in creating the videos, to make the Malay young voters

willing to watch it. The way they present the political information and ideology should be aware of the sensitivity of the topics. Avoid using any terms or discuss issues that is bias toward certain race group and discuss the issue as a whole. They should create the contents that is creative enough to attract the Malay young voters to watch and understand easily on the issue or information, try to change the mindset of ‘DAP is only look after Chinese’ or ‘PKR is not taking care of Malays’. Whenever they could attract the interest of the Malay young voters on TikTok, the more frequent they watched on these videos, the more they will be recommended to watch the similar topic created by PH, and they might be influence by that information, and affected their political participations or voting behavior eventually.

5.3 Limitation of The Study

The limitation of this study is on the target participants. This research has narrowed down the target participants to focus on UiTM students, and only Malays. Thus, the results and findings might not be fully applicable to all first-time voters in Malaysia. Besides, this study has used the quantitative method for the research, hence, the result might not be comprehensive enough because the researcher is unable to have deeper understanding on the respondents on how they interpret on the political videos they watched on TikTok.

5.4 Recommendation of The Study

The researcher recommends the future studies or the scholars that opt to further study on the political participation of the first-time voters in Malaysia related with the TikTok role to conduct the qualitative survey like content analysis or interview to have deeper understanding on the motivation driven the first-time voters for their political participations and the role of TikTok played to what extent. Moreover, another recommendation for future studies, should extend the research field which is the research participants to study all races’ first-time voters, and including the secondary school students around 17 to 18 years old that fulfilled the UNDI18 criteria or going to be fulfilling. Through this could have better

understanding on the information seeking patterns of these first-time voters, and whether TikTok is also playing the role in strengthening their own party affiliation as what the Malay young voters from UiTM did, or it is affecting their political participations in another way. Consequently, the government should make their effort to solve this issue and prepare these young voters with sufficient political knowledge before vote in coming general elections.

From the data analysis findings, clearly shown that the first-time voters are lacking of the political knowledge and cognition, therefore government should pay efforts to make up for it. As for the concern on the political knowledge of the UNDI 18 voters' group, government should give sometimes for these young voters to be prepared in the general elections, but not letting them to vote in rush without much mentally prepared, or sufficient and comprehensive political knowledge on Malaysia politics. Apart from this, the researcher also recommend that the Ministry of Education Malaysia (MOE) should restructure their teaching syllabus and add in the political related subjects for the secondary students in Malaysia. This is to ensure those young voters could be prepared in the school for the political knowledge before they are going to fulfill the voting age. This could make sure the UNDI18 group's political knowledge is sufficient when they are ready to vote, and they are familiar with the current political affairs and issues happened in the society and country.

As mentioned previously, the more the first-time voters watched on those political videos, the more they will be influenced. It shows that they are short of media literacy and will easily be influenced by those video contents. Hence, the students should also be educated with sufficient media literacy, so they could be prepared with critical evaluation skills and be more aware on the information consumptions on social media. This could make sure they won't be negatively affects and mislead by the political video agenda.

Reference List

Reference (Book)

Bennett, W. L. (2007). *Civic life online: Learning how digital media can engage youth* (p. 216). The MIT Press. <http://library.oapen.org/handle/20.500.12657/26089>

Bergström, L. (2006). Political participation: A qualitative study of citizens in Hong Kong

Bergström, L. (2006). Political participation: A qualitative study of citizens in Hong Kong.

Check, J. W., & Schutt, R. K. (2012). *Research methods in education* (p. 160). Sage Publications.

https://books.google.com.my/books?hl=en&lr=&id=nSWYAAAAQBAJ&oi=fnd&pg=PP1&ots=U9kxSV_Gje&sig=67oiU5M8fYaoBlmhq

Glotov, S. (2022). TikTok political participation supporting Alexey Navalny during the Covid-19 pandemic in Russia. In *The Routledge Handbook of Media Education Futures Post-Pandemic* (pp. 479–487). Routledge.

<https://www.taylorfrancis.com/chapters/edit/10.4324/9781003283737-60/tiktok-political-participation-supporting-alexey-navalny-covid-19-pandemic-russia-sergei-glotov>

Gomez, E. T. (2007). *Politics in Malaysia*. Routledge.

Hoy, W. K., & Adams, C. M. (2016). *Quantitative research in education : a primer*. Sage Publications.

https://books.google.com.my/books?hl=en&lr=&id=hI87CgAAQBAJ&oi=fnd&pg=PP1&dq=quantitative+research+&ots=Y-lzrPXWQC&sig=GNrurNrEuoxWungByJ6y7o1mo1Q&redir_esc=y#v=onepage&q=quantitative%20research&f=false

LoBiondo-Wood, G., & Haber, J. (2013). *Nursing Research - E-Book: Methods and Critical Appraisal for Evidence-Based Practice*. In *Google Books* (pp. 289–309). Elsevier Health Sciences.

<https://books.google.com.my/books?hl=en&lr=&id=3tTsAwAAQBAJ&oi=fnd&pg>

=PA289&dq=reliability+and+validity&ots=JGlRw9MpY4&sig=1oHzeQRJtKf_K
QYmBuYcS2JS2Ts&redir_esc=y#v=onepage&q=reliability%20and%20validity&f
=false

Price, P. C., Jhangiani, R. S., & Chiang, I.-C. A. (2015). *Research Methods in Psychology*.
In *ecampusontario.pressbooks.pub*.

<https://ecampusontario.pressbooks.pub/researchmethods/>

Saunders, M., Lewis, P., & Thornhill, A. (2019). *Research Methods for Business Students*
(8th ed.). Pearson.

Weiss, M. L. (2012). *Politics in cyberspace : new media in Malaysia*. Friedrich-Ebert-
Stiftung, Fesmedia Asia.

Wok, S., & Mohamed, S. (2017). *Internet and social media in Malaysia: Development,
challenges and potentials*. In *The evolution of media communication*. IntechOpen.
https://books.google.com.my/books?hl=en&lr=&id=tnCPDwAAQBAJ&oi=fnd&pg=PA45&dq=social+media+%2B+malaysia+&ots=odiJGXsUe0&sig=eb_oZP8zo-Mj3jXWS-hDy0xLQNc&redir_esc=y#v=onepage&q=social%20media%20%2B%20malaysia&f=false

Reference (Journal & Online Sources)

Abdu, S. D., Mohamad, B., & Muda, S. (2017). Youth Online Political Participation: The
Role of Facebook Use, Interactivity, Quality Information and Political Interest. *SHS
Web of Conferences*, 33. <https://doi.org/10.1051/shsconf/20173300080>

Abdul Rauf, A. A., Abdul Hamid, N., & Ishak, M. S. (2016). Modelling The Effect of
Access to Information, Political Interest and Policy Satisfaction on Youth Online
Political Participation in Malaysia. *Jurnal Komunikasi, Malaysian Journal of
Communication*, 32(2), 317–340. <https://doi.org/10.17576/jkmjc-2016-3202-17>

Abdullah, H., Hassan, I., Fazil Bin Ahmad, M., Hassan, A., & Mahadee, M. (2021). Social
Media, Youths and Political Participation in Malaysia: A Review of Literature.

International Journal of Academic Research in Business and Social Sciences, 11(4), 845–857. <https://doi.org/10.6007/IJARBSS/v11-i4/9578>

Abdulrauf, A. A., binti Abdul Hamid, N., & bin Ishak, M. S. (2017). Cognitive Engagement and Online Political Participation on Social Media among Youths in Malaysia: The Moderating role of Political Knowledge. *SHS Web of Conferences*, 33, 00085. <https://doi.org/10.1051/shsconf/20173300085>

About UiTM. (2022). Universiti Teknologi MARA Official Website. <https://uitm.edu.my/index.php/en/discover-uitm/about-uitm>

Akhtar, I. (2016). Research Design. *SSRN Electronic Journal*. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2862445

Alivi, M. A., Ghazali, A. H. A., Tamam, E., & Osman, M. N. (2018). A Review of New Media in Malaysia: Issues Affecting Society. *International Journal of Academic Research in Business and Social Sciences*, 8(2). <https://doi.org/10.6007/ijarbss/v8-i2/3849>

Allen, M. (2017). The SAGE encyclopedia of communication research methods. *The SAGE Encyclopedia of Communication Research Methods*, 4. <https://doi.org/10.4135/9781483381411>

Apuke, O. D. (2017). Quantitative Research Methods : a Synopsis Approach. *Kuwait Chapter of Arabian Journal of Business and Management Review*, 6(10), 40–47. Researchgate. <https://doi.org/10.12816/0040336>

Beckman, L. (1966). *International Covenant on Civil and Political Rights*. OHCHR; United Nations. <https://www.ohchr.org/en/instruments-mechanisms/instruments/international-covenant-civil-and-political-rights>

- Bimber, B., & Gil de Zúñiga, H. (2022). Social influence and political participation around the world. *European Political Science Review*, 14(2), 1–20.
<https://doi.org/10.1017/s175577392200008x>
- Bursztynsky, J. (2021, September 27). TikTok says 1 billion people use the app each month. *CNBC*. <https://www.cnbc.com/2021/09/27/tiktok-reaches-1-billion-monthly-users.html>
- Cheong, P. K. (2022, November 6). TikTok a key stop on campaign trail for Malaysia GE candidates. *The Straits Times*. <https://www.straitstimes.com/asia/se-asia/tiktok-a-key-stop-on-campaign-trail-for-malaysia-ge-candidates>
- Ching, R. (2022, November 3). TikTok now a key battleground in wooing young voters. *Free Malaysia Today*.
<https://www.freemalaysiatoday.com/category/nation/2022/11/03/tiktok-now-a-key-battleground-in-wooing-young-voters/>
- Cote, J. (2022, September 23). *What is new media?* Wwww.snhu.edu.
<https://www.snhu.edu/about-us/newsroom/liberal-arts/what-is-new-media>
- Creative Research Systems. (2012). *Sample Size Calculator - Confidence Level, Confidence Interval, Sample Size, Population Size, Relevant Population - Creative Research Systems*. Survey System. <https://www.surveysystem.com/sscalc.htm#one>
- Cruz, S. (2017). *The New Media*. Medium. https://medium.com/@cruzstephieeee/the-new-media-ac2a360b767d#_ftn1
- Daryus, A. W. P., Ahmad, R., & Dada, M. (2022). The factors influencing the popularity of tiktok among generation z: A quantitative study in Yogyakarta, Indonesia. *Electronic Journal of Business and Management*, 7(1), 37–57.
https://ejbm.sites.apiit.edu.my/files/2022/04/Paper-3-The-Factor-Influencing-Popularity-of-Tik-Tok-Among-Generation-Z_A-Quantitative-Study-in-Yogyakarta-Indonesia.pdf

- Delice, A. (2010). The Sampling Issues in Quantitative Research. *Educational Sciences: Theory and Practice*, 10(4), 2001–2008.
<https://files.eric.ed.gov/fulltext/EJ919871.pdf>
- Digital Business Lab. (2022). *Social Media Penetration in Malaysia [Research]*.
<https://digital-business-lab.com/2022/07/%E2%91%A1-social-media-penetration-in-malaysia-research/#:~:text=Malaysia%20ranked%20the%206th%20highest,%2C%20and%2043.2%25%20are%20male.>
- Dimitrova, D. V., & Bystrom, D. (2013). The Effects of Social Media on Political Participation and Candidate Image Evaluations in the 2012 Iowa Caucuses. *American Behavioral Scientist*, 57(11), 1568–1583.
<https://doi.org/10.1177/0002764213489011>
- Dimitrova, D. V., Shehata, A., Strömbäck, J., & Nord, L. W. (2011). The Effects of Digital Media on Political Knowledge and Participation in Election Campaigns. *Communication Research*, 41(1), 95–118.
<https://doi.org/10.1177/0093650211426004>
- Dimitrova, D. V., Shehata, A., Strömbäck, J., & Nord, L. W. (2014). The effects of digital media on political knowledge and participation in election campaigns: Evidence from panel data. *Communication Research*, 41 (1), 95-118.
<https://doi.org/10.1177/0093650211426004>
- Dollarhide, M. (2021). *Social media definition*. Investopedia.
<https://www.investopedia.com/terms/s/social-media.asp>
- DSouza, D. (2022). *TikTok: What It Is, How It Works, and Why It's Popular*. Investopedia.
<https://www.investopedia.com/what-is-tiktok-4588933>
- Dubois, E., & Blank, G. (2018). The echo chamber is overstated: the moderating effect of political interest and diverse media. *Information, Communication & Society*, 21(5), 729–745. <https://doi.org/10.1080/1369118x.2018.1428656>

- Dutton, W. H., Reisdorf, B. C., Dubois, E., & Blank, G. (2017). Search and Politics: The Uses and Impacts of Search in Britain, France, Germany, Italy, Poland, Spain, and the United States. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.2960697>
- Dzafri, D. (2022, November 22). *This is why racially charged GE15 content on TikTok isn't moderated*. Malaysia.news.yahoo.com. <https://malaysia.news.yahoo.com/why-racially-charged-ge15-content-092659536.html>
- Easwaran, E. (2022, December 3). Peralihan undi Melayu, belia kepada PN “mungkin tak tahan lama.” *MSN*. <https://www.msn.com/en-my/news/berita/peralihan-undi-melayu-belia-kepada-pn-mungkin-tak-tahan-lama/ar-AA14QIMd>
- Education Structure in Malaysia, Levels of Education in Malaysia*. (n.d.). Malaysia Education.Info. Retrieved December 8, 2022, from <https://www.malaysiaeducation.info/education-system/education-structure-in-malaysia.html#:~:text=Higher%20Education%3A%20Higher%20education%20co>mpries
- Effing, R., van Hillegersberg, J., & Huibers, T. (2011). Social Media and Political Participation: Are Facebook, Twitter and YouTube Democratizing Our Political Systems? *Electronic Participation*, 6847, 25–35. https://doi.org/10.1007/978-3-642-23333-3_3
- Enli, G. (2017). Twitter as arena for the authentic outsider: exploring the social media campaigns of Trump and Clinton in the 2016 US presidential election. *European Journal of Communication*, 32(1), 50–61. <https://doi.org/10.1177/0267323116682802>
- Etikan, I., Alkassim, R., & Abubakar, S. (2016). Comparision of Snowball Sampling and Sequential Sampling Technique. *Biometrics & Biostatistics International Journal*, 3(1). <https://doi.org/10.15406/bbij.2016.03.00055>

- Fatema, S., Yanbin, L., & Fugui, D. (2022). Social media influence on politicians' and citizens' relationship through the moderating effect of political slogans. *Frontiers in Communication*, 7. <https://doi.org/10.3389/fcomm.2022.955493>
- Flache, A., Mäs, M., Feliciani, T., Chattoe-Brown, E., Deffuant, G., Huet, S., & Lorenz, J. (2017). Models of Social Influence: Towards the Next Frontiers. *Journal of Artificial Societies and Social Simulation*, 20(4).
<https://doi.org/10.18564/jasss.3521>
- Freeman, K.S. (2013). News consumption behaviour of young adults in Malaysia. *International Journal of Social Science and Humanity*, 3 (2), 121.
- Gainous, J., Abbott, J. P., & Wagner, K. M. (2019). Traditional versus internet media in a restricted information environment: How trust in the medium matters. *Political Behavior*, 41(2), 401-422. https://www.researchgate.net/publication/323997239_Traditional_Versus_Internet_Media_in_a_Restricted_Information_Environment_How_Trust_in_the_Medium_Matters
- Garba, A., Ekanem, E. O., Garba, I. H., & Mustapha, A. (2016). Evaluation of trends in physico-chemical parameters of groundwater from Hadejia Local Government Area of Jigawa State Nigeria: A correlation study. *International Journal of Basic and Applied Science*, 5(01), 1-12.
- Gerber, A. S., Green, D. P., & Larimer, C. W. (2008). Social Pressure and Voter Turnout: Evidence from a Large-Scale Field Experiment. *American Political Science Review*, 102(1), 33–48. <https://doi.org/10.1017/s000305540808009x>
- Geyser, W. (2022). *What is TikTok? – Everything You need to Know in 2022*. Influencer Marketing Hub. <https://influencermarketinghub.com/what-is-tiktok/>
- Gil de Zúñiga, H., & Diehl, T. (2018). News finds me perception and democracy: Effects on political knowledge, political interest, and voting. *New Media & Society*, 21(6), 1253–1271. <https://doi.org/10.1177/1461444818817548>

- Gil de Zuniga, H., Bachmann, I., Hsu, S.-H., & Brundidge, J. (2013). Expressive Versus Consumptive Blog Use: Implications for Interpersonal Discussion and Political Participation. *International Journal of Communication*, 7(0), 22.
<https://ijoc.org/index.php/ijoc/article/view/2215>
- Gil de Zúñiga, H., Jung, N., & Valenzuela, S. (2012). Social Media Use for News and Individuals' Social Capital, Civic Engagement and Political Participation. *Journal of Computer-Mediated Communication*, 17(3), 319–336.
<https://doi.org/10.1111/j.1083-6101.2012.01574.x>
- Glasow, P. A. (2005). *Fundamentals of Survey Research Methodology*.
https://www.mitre.org/sites/default/files/pdf/05_0638.pdf
- Glen, S. (n.d.). *Cronbach's Alpha: Simple Definition, Use and Interpretation*. Statistics How To. <https://www.statisticshowto.com/probability-and-statistics/statistics-definitions/cronbachs-alpha-spss/>
- Gliem, J. A., & Gliem, R. R. (2003). *Calculating, Interpreting, and Reporting Cronbach's Alpha Reliability Coefficient for Likert-Type Scales*.
<https://scholarworks.iupui.edu/bitstream/handle/1805/344/gliem+&+gliem.pdf?sequence=1>
- Gonçalves, G. (2018). Political Communication. *The International Encyclopedia of Strategic Communication*, 1–9. <https://doi.org/10.1002/9781119010722.iesc0129>
- Guinaudeau, B., Vottax, F., & Munger, K. (2020). Fifteen seconds of fame: TikTok and the democratization of mobile video on social media. <https://osf.io/f7ehq/download>
- Halim, H., Mohamad, B., Dauda, S. A., Azizan, F. L., & Akanmu, M. D. (2021). Association of online political participation with social media usage, perceived information quality, political interest and political knowledge among Malaysian youth: Structural equation model analysis. *Cogent Social Sciences*, 7(1), 1964186.
- Harrison, V. (2022, October 26). Malaysia's youth election: will the biggest ever cohort of under-40s voters make a difference?. *The Guardian*.

<https://www.theguardian.com/world/2022/oct/27/malaysias-youth-election-will-the-biggest-ever-cohort-of-under-40s-voters-make-a-difference>

Hassan, M. S., Allam, S. N. S., Azni, Z. M., & Khamis, M. H. (2016). Social media and political participation among young people. *Jurnal Sains Sosial: Malaysian Journal of Social Sciences*, 1(1), 95–114.

<http://www.kuim.edu.my/journal/index.php/JSS/article/view/54>

Hassan, R., Ahmad, J., & Boon, Y. (2018). Instructional Leadership Practice Among Headmasters in the Southern Region of Malaysia. *The Journal of Social Sciences Research, SPI 2*, 76–90. <https://doi.org/10.32861/jssr.spi2.76.90>

Heale, R., & Twycross, A. (2015). Validity and Reliability in Quantitative Studies. *Evidence Based Nursing*, 18(3), 66–67.

Hertzog, M. A. (2008). Considerations in Determining Sample Size for Pilot Studies. *Research in Nursing & Health*, 31(2), 180–191. <https://doi.org/10.1002/nur.20247>

Holt, K., Shehata, A., Strömbäck, J., & Ljungberg, E. (2013). Age and the effects of news media attention and social media use on political interest and participation: Do social media function as leveller? *European Journal of Communication*, 28(1), 19–34. <https://doi.org/10.1177/0267323112465369>

Household Use of the Internet Survey. (2008). Malaysian Communications and Multimedia Commission [MCMC].

https://www.mcmc.gov.my/skmmgovmy/media/General/pdf/HUIS08_02.pdf

Household Use of the Internet Survey. (2009). Malaysian Communications and Multimedia Commission [MCMC].

<https://www.mcmc.gov.my/skmmgovmy/media/General/pdf/inlayHUIS2009.pdf>

Huber, B., Goyanes, M., & Gil de Zúñiga, H. (2021). Linking Extraversion to Collective and Individual Forms of Political Participation: The Mediating Role of Political Discussion. *Social Science Quarterly*, 102(4). <https://doi.org/10.1111/ssqu.12978>

- Hussin, K. A. (2019, January 11). UiTM kekal untuk Melayu dan Bumiputera. *Berita Harian*. <https://www.bharian.com.my/berita/pendidikan/2019/01/518594/uitm-kekal-untuk-melayu-dan-bumiputera>
- Ibrahim, M. (2015). The art of Data Analysis. *Journal of Allied Health Sciences Pakistan*, 1(1), 98–104.
https://www.researchgate.net/publication/283269432_The_art_of_Data_Analysis#:~:text=The%20process%20of%20performing%20certain
- IDEAS. (2021). *An Emergence of Youth Participation in Malaysian Politics*.
<https://www.ideas.org.my/an-emergence-of-youth-participation-in-malaysian-politics/>
- Ismail, N. (2022, November 23). *Commentary: It's no silver bullet, but did coalitions get social media right in Malaysia's GE15?* CNA.
<https://www.channelnewsasia.com/commentary/malaysia-ge15-pn-ph-tiktok-youth-3092326>
- Jalli, N. (2016). The Effectiveness of Social Media in Assisting Opinion Leaders to Disseminate Political Ideologies in Developing Countries: The Case of Malaysia. *Jurnal Komunikasi, Malaysian Journal of Communication*, 32(1), 551–579.
<https://doi.org/10.17576/jkmjc-2016-3201-26>
- Jamal, A.A., & Salleh, N.H.M. (2022, October 30). What Undi 18 voters want at GE15. *Malaysia Now*. <https://www.malaysianow.com/news/2022/10/30/what-undi-18-voters-want-at-ge15>
- Jung, N., Kim, Y., & de Zúñiga, H. G. (2011). The Mediating Role of Knowledge and Efficacy in the Effects of Communication on Political Participation. *Mass Communication and Society*, 14(4), 407–430.
<https://doi.org/10.1080/15205436.2010.496135>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), 59-68.

- Kaufhold, K., Valenzuela, S., & de Zúñiga, H. G. (2010). Citizen Journalism and Democracy: How User-Generated News Use Relates to Political Knowledge and Participation. *Journalism & Mass Communication Quarterly*, 87(3-4), 515–529.
<https://doi.org/10.1177/107769901008700305>
- Kelman, H. C. (1958). Compliance, identification, and internalization three processes of attitude change. *Journal of Conflict Resolution*, 2(1), 51–60.
<https://doi.org/10.1177/002200275800200106>
- Kemp, S. (2011). *Digital 2011: Malaysia*. Data Reportal.
<https://datareportal.com/reports/digital-2011-malaysia>
- Kemp, S. (2022). *Digital 2022: Malaysia*. Data Reportal.
<https://datareportal.com/reports/digital-2022-malaysia>
- Kemp, S. (2022, February 15). *Digital 2022: Malaysia*. DataReportal – Global Digital Insights. <https://datareportal.com/reports/digital-2022-malaysia#:~:text=TikTok%20users%20in%20Malaysia%20in>
- Krishnamoorthy, H. (2022, November 18). *Malaysia's TikTok election: under-21s head to polls for first time*. The Guardian.
<https://www.theguardian.com/world/2022/nov/18/under-21s-given-vote-as-malaysia-goes-to-polls-in-tiktok-election>
- Kushin, M. J., & Yamamoto, M. (2010). Did Social Media Really Matter? College Students' Use of Online Media and Political Decision Making in the 2008 Election. *Mass Communication and Society*, 13(5), 608–630.
<https://doi.org/10.1080/15205436.2010.516863>
- Lee, S. Y. (2022, November 22). TikTok 是国盟最佳助选员? . *Malaysiakini*.
https://m.malaysiakini.com/news/645261?fbclid=IwAR0jp8XlNmSLcFdRkwSPvekQ9FJ07Gt93dOxZfT2Igm_uoRQOvLIFN4LQsg

- Lee, T. H. (2022). Tiktok Content in Communication Strategy: Politics of the 15th General Election in Malaysia. *Higher Education and Oriental Studies*, 2(6).
<https://doi.org/10.54435/heos.v2i6.83>
- Lim, H. H. (2021). 抖音对大学生思想政治教育的影响研究. 1–46.
<https://doi.org/10.27781/d.cnki.gwzdx.2021.000086>
- Liu, X., Min, Q., & Han, S. (2019). Understanding users' continuous content contribution behaviours on microblogs: an integrated perspective of uses and gratification theory and social influence theory. *Behaviour & Information Technology*, 39(5), 1–19. <https://doi.org/10.1080/0144929x.2019.1603326>
- Longley, R. (2022). *What Is Political Socialization? Definition and Examples*. ThoughtCo.
<https://www.thoughtco.com/political-socialization-5104843>
- Low, Z. (2019). *Agent of change? Malaysian Millennials' social media consumption and political knowledge, participation and voting in the 2018 general election*. In B. Cammaerts, N. Anstead, & R. Stupart (Eds.), Media@LSE Working Paper Series. <http://www.lse.ac.uk/media-and-communications/assets/documents/research/msc-dissertations/2018/low.pdf>
- Lupia, A., & Philpot, T. S. (2005). Views from Inside the Net: How Websites Affect Young Adults' Political Interest. *The Journal of Politics*, 67(4), 1122–1142.
<https://doi.org/10.1111/j.1468-2508.2005.00353.x>
- Macafee, T., & De Simone, J. J. (2012). Killing the Bill Online? Pathways to Young People's Protest Engagement via Social Media. *Cyberpsychology, Behavior, and Social Networking*, 15(11), 579–584. <https://doi.org/10.1089/cyber.2012.0153>
- Macnamara, J., & Kenning, G. (2011). E-Electioneering 2010: Trends in Social Media Use in Australian Political Communication. *Media International Australia*, 139(1), 7–22. <https://doi.org/10.1177/1329878x1113900104>

- Man, C. C. W. (2010). Impacts of digital inequality on civic and political participation. *Impacts of Digital Inequality on Civic and Political Participation*.
<https://doi.org/10.14711/thesis-b1102341>
- Marystone, M. (2020, December 10). *SurveyMonkey vs. Google Forms: Which Is Better?* Online Tech Tips. <https://www.online-tech-tips.com/software-reviews/surveymonkey-vs-google-forms-which-is-better/>
- McCombes, S. (2021). *How to create a research design*. Scribbr.
<https://www.scribbr.com/methodology/research-design/>
- Minami, H. (2011). *Newspaper work in a time of digital change: A comparative study of US and Japanese journalists*. Doctoral dissertation, University of Oregon.
https://scholarsbank.uoregon.edu/xmlui/bitstream/handle/1794/11980/Minami_Hiroko_phd2011su.pdf?sequence=1&isAllowed=y
- Moeller, J., de Vreese, C., Esser, F., & Kunz, R. (2013). Pathway to Political Participation. *American Behavioral Scientist*, 58(5), 689–700.
<https://doi.org/10.1177/0002764213515220>
- Mohamad Salleh, M. A., Abdullah, M. Y., Salman, A., & Yusoff, M. A. (2018). Political Engagement on Social Media as Antecedent for Political Support among Voters in Malaysia. *Jurnal Komunikasi, Malaysian Journal of Communication*, 34(2), 152–165. <https://doi.org/10.17576/jkmjc-2018-3402-10>
- Mohamad, B., Abdu Dauda, S., & Halim, H. (2018). Youth Offline Political Participation: Trends and Role of Social Media. *Jurnal Komunikasi, Malaysian Journal of Communication*, 34(3), 192–207. <https://doi.org/10.17576/jkmjc-2018-3403-11>
- Mohamed, S. (2019). Instagram and Political Storytelling among Malaysian Politicians during the 14th General Election. *Jurnal Komunikasi: Malaysian Journal of Communication*, 35(3), 353–371. <https://doi.org/10.17576/jkmjc-2019-3503-21>
- Mohd Nizah, M. A., & Abu Bakar, A. R. (2019). WhatsApp Election in Malaysia: Assessing the Impact of Instant Messaging on Malaysia's 14th General Election.

International Journal of Academic Research in Business and Social Sciences, 9(3).

<https://doi.org/10.6007/ijarbss/v9-i3/5643>

Mohd Sani, M. A. (2014). The social media election in Malaysia: The 13th general election in 2013. *Kajian Malaysia: Journal of Malaysian Studies*, 32(2), 123–147.
https://www.researchgate.net/publication/282909553_The_social_media_election_in_Malaysia_The_13th_general_election_in_2013

Mohd Sani, M. A., & Zengeni, K. T. (2010). *DEMOCRATISATION IN MALAYSIA: THE IMPACT OF SOCIAL MEDIA IN THE 2008 GENERAL ELECTION*.
https://www.researchgate.net/profile/Knocks-Zengeni-2/publication/229010402_DEMOCRATISATION_IN_MALAYSIA_THE_IMPACT_OF_SOCIAL_MEDIA_IN_THE_2008_GENERAL_ELECTION/links/00b7d51ca622637263000000/DEMOCRATISATION-IN-MALAYSIA-THE-IMPACT-OF-SOCIAL-MEDIA-IN-THE-2008-GENERAL-ELECTION.pdf

Morden, Z. (2022, December 5). TikTok behind PAS' victory in 49 seats during GE15, says Hadi Awang's son. *Malay Mail*.
<https://www.malaymail.com/news/malaysia/2022/12/05/tiktok-behind-pas-victory-in-49-seats-during-ge15-says-hadi-awangs-son/43582>

Moshidi, M. H., Latif, A., Syifaa'Fasihah, N., & Chai, S. Y. (2021). Youth Perceptions Towards Readiness of Youth in Kuching, Malaysia: Are they ready to vote?.
<https://ir.uitm.edu.my/id/eprint/55224>

Musa, M. F. (2022, November 15). "P225" TikTok: Malaysia's New Constituency? FULCRUM. <https://fulcrum.sg/p225-tiktok-malaysias-new-constituency/>

Mustaffa, N., Ibrahim, F., Samani, M. C., & Rahim, M. H. A. (2010). Persepsi khalayak terhadap kredibiliti media di Malaysia. *Journal of Social Sciences & Humanities*, 5(2), 153-160.<http://journalarticle.ukm.my/1614/1/normah010.pdf>

Nain, Z. (2022). Digital news report 2022: Malaysia. Reuters Institute.
<https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2022/malaysia>

- National Assembly of Malaysian Students in America – NAMSA. (2018). *[GE14 Youth Voter Survey] Undi18 is conducting a survey to get to know students' thoughts on politics better. Make your voice heard! [Facebook Post]*. Facebook.
<https://www.facebook.com/namsaofficial/posts/1362680223878032/>
- Nayak, M. S. D. P., & Narayan, K. A. (2019). Strengths and Weakness of Online Surveys. *Technology*, 6(7). <https://doi.org/10.9790/0837-2405053138>
- Nur'aiman, A. (2022, November 20). "This Was A Mistake" – Netizens Share Their Mixed Reactions Towards Undi18 After GE15. *SAYS*.
<https://says.com/my/news/netizens-have-mixed-reactions-with-undi18>
- Omar, B., & Ahrari, S. (2020). Mainstream and Nonmainstream Media in Malaysia: Does Lack of Credibility Lead to Displacement? *Newspaper Research Journal*, 41(2), 073953292091982. <https://doi.org/10.1177/0739532920919825>
- Omar, B., Ismail, N., & Kee, N. S. (2018). Understanding online consumption of public affairs news in Malaysia. *Journal of Asian Pacific Communication*, 28(1), 172–194. <https://doi.org/10.1075/japc.00009.oma>
- O'Neill, B. (2006). *Human capital, civic Engagement, and political participation: Turning skills and knowledge into engagement and action*. Ottawa, ON: Canadian Policy Research Networks.
- Ooi, K. H. (2022). How political parties used TikTok in the 2022 Malaysian general election. *RSIS Commentaries*, 133-22. <https://hdl.handle.net/10356/165438>
- Pruitt, L. (2017). Youth, politics, and participation in a changing world. *Journal of sociology*, 53(2), 507-513.
- Ragu, D. (2022, November 27). Use TikTok to counter PN's racial, religious propaganda, Anwar told. *Free Malaysia Today*.
<https://www.freemalaysiatoday.com/category/nation/2022/11/27/use-tiktok-to-counter-pns-racial-religious-propaganda-anwar-told/>

- Rahman, N. A. A., & Hassan, M. S. H. (2015). *Social Media Research Trends in Malaysia: An Analysis of Three Major Communication Journals in Malaysia*. <https://core.ac.uk/download/pdf/78390481.pdf>
- Rahman, S., & Razali, C.H.C.M. (2018). Political awareness among students. *GADING (Online) Journal for Social Sciences, Universiti Teknologi MARA Cawangan Pahang*, 22, 1-4. <https://ir.uitm.edu.my/id/eprint/29447/1/29447.pdf>
- Raosoft. (2009). *Sample Size Calculator by Raosoft, Inc.* Raosoft.com.
<http://www.raosoft.com/samplesize.html>
- Rauf, A. A. A., Hamid, N. A., & Ishak, M. S. (2016). Modelling the effect of access to information, political interest and policy satisfaction on youth online political participation in Malaysia. *Jurnal Komunikasi: Malaysian Journal of Communication*, 32(2), 317-340.
- Ravi, I. (2022). *Undi18: Are Malaysian Youths Ready as First Time Voters This GE15?* Taylors University. <https://university.taylors.edu.my/en/campus-life/news-and-events/news/undi18-are-malaysian-youths-ready-as-first-time-voters-this-ge15.html>
- Richardson, J. W., Nash, J. B., & King, A. (2017). Perceptions of Online Political Participation and Freedom of Expression: An Exploratory Study in Cambodia. *Information Technologies & International Development*, 13, 122–137.
- Rodzi, N. H. (2022, November 16). *TikTok trumps flag wars: Malaysia's parties battle on social media to woo young voters*. The Straits Times.
<https://www.straitstimes.com/asia/se-asia/tiktok-trumps-flag-wars-malaysia-s-parties-battle-on-social-media-to-woo-young-voters>
- Rosenstiel, T. (2005). Political polling and the new media culture: A case of more being less. *Public Opinion Quarterly*, 6(9), 698-715.
<http://dx.doi.org/10.1093/poq/nfi062>
- Sah Allam, S. N., Hassan, M. S., Jamri, M. H., Abdul Rani, N. S., Ab Hadi, S. N. I., & Meerangani, K. A. (2022). New Young Voters' Decision to Vote: Impact of Access, Analysis and Evaluate, Create and Act. *International Journal of Academic*

Research in Business and Social Sciences, 12(4).

<https://doi.org/10.6007/ijarbss/v12-i4/13080>

Salman, A., & Saad, S. (2015). Online Political Participation: A Study of Youth Usage of New Media. *Mediterranean Journal of Social Sciences*, 6 (4), 88.

doi:10.5901/mjss.2015.v6n4s3p88.

Salman, A., Ibrahim, F., Abdullah, M. Y. H., Mustaffa, N., & Mahbob, M. H. (2011). The impact of new media on traditional mainstream mass media. *The Innovation Journal: The Public Sector Innovation Journal*, 16(3), 1-

11.http://innovation.cc/scholarly-style/2011_16_3_7_ali_saman_media-impact.pdf

Salman, A., Yusoff, M. A., Mohamad Salleh, M. A., & Hj Abdullah, M. Y. (2018). The use of social media for political support in Malaysia. *Journal of Nusantara Studies (JONUS)*, 3(1), 51. <https://doi.org/10.24200/jonus.vol3iss1pp51-63>

Sani, M., & Azizuddin, M. (2014). The Social Media Election in Malaysia: The 13th General Election in 2013. *Kajian Malaysia: Journal of Malaysian Studies*, 32.

Sarok, A., & Azahar, A. S. (2017). Political participant through social media among youth in Sarawak. *Malaysian Journal of Youth Studies*, 16, 142-162.

<https://www.iyres.gov.my/images/MJYS/2017/MJYS%2016-147-166.pdf>

Saud, M., Ida, R., Abbas, A., Ashfaq, A., & Ahmad, A. R. (2020). The Social Media and Digitalization of Political Participation in Youths: An Indonesian Perspective.

Society, 8(1), 83–93. <https://doi.org/10.33019/society.v8i1.160>

Seppälä, M. (2022). *Creative Political Participation on TikTok during the 2020 U.S.*

Presidential Election. John Morton Center for North American Studies /

Department of Philosophy, Contemporary History and Political Science. University of Turku. <http://widerscreen.fi/assets/Seppala3-4.2022PDF.pdf>

Shah, M. (2020). *Traditional Media vs. New Media: Which is Beneficial*. Techfunnel.

<https://www.techfunnel.com/martech/traditional-media-vs-new-media-beneficial/>

Sheposh, R. (2019). *Cronbach's alpha*. Salem Press Encyclopedia of Science.

- Sidiq, A. (2022, November 23). *TikTok on high alert, removing hate content post-GE15*. MYKMU.NET. <https://mykmu.net/2022/11/23/tiktok-on-high-alert-removing-hate-content-post-ge15/>
- Silver Mouse. (2018). *How many TikTok users in Malaysia & what is the demographic like?* <https://www.silvermouse.com.my/blog/tiktok-total-users-demographic-malaysia/>
- Skoric, M. M., & Zhu, Q. (2015). Social media and offline political participation: Uncovering the paths from digital to physical. *International Journal of Public Opinion Research*, 28(3), 415–427. <https://doi.org/10.1093/ijpor/edv027>
- Smith, A. (2009). *The Internet's Role in Campaign 2008*. Pew Research Center. <https://www.pewresearch.org/internet/2009/04/15/the-internets-role-in-campaign-2008/#>
- Snowball Sampling*. (2010). Oregon State University. <https://research.oregonstate.edu/irb/policies-and-guidance-investigators/guidance/snowball-sampling>
- Statista Research Department. (2021). *Malaysia: social media penetration 2018*. Statista. <https://www.statista.com/statistics/883712/malaysia-social-media-penetration/>
- Stieglitz, S., & Linh, D.-X. (2012). Social media and political communication: a social media analytics framework. *Social Network Analysis and Mining*, 3(4), 1277–1291. <https://doi.org/10.1007/s13278-012-0079-3>
- Stier, S., Bleier, A., Lietz, H., & Strohmaier, M. (2018). Election Campaigning on Social Media: Politicians, Audiences, and the Mediation of Political Communication on Facebook and Twitter. *Political Communication*, 35(1), 50–74. <https://doi.org/10.1080/10584609.2017.1334728>

- Stromback, J., & Shehata, A. (2010). Media malaise or a virtuous circle? Exploring the causal relationships between news media exposure, political news attention and political interest. *European Journal of Political Research*, 49(5), 575–597.
<https://doi.org/10.1111/j.1475-6765.2009.01913.x>
- Subramanian, S. (2022, November 29). *Did TikTok Bring Young Malaysian Voters to the Polls?* Thediplomat.com. <https://thediplomat.com/2022/11/did-tiktok-bring-young-malaysian-voters-to-the-polls/>
- Sukamolson, S. (2007). Fundamentals of quantitative research. *Language Institute Chulalongkorn University*, 1(3), 1–20.
https://www.researchgate.net/publication/242772176_Fundamentals_of_quantitative_research
- Suresh, D. (2015). Important of SPSS for Social Sciences Research. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.2663283>
- Taherdoost, H. (2016). Validity and Reliability of the Research Instrument; How to Test the Validation of a Questionnaire/Survey in a Research. *SSRN Electronic Journal*, 5(3), 28–36.
- Tan, C. K. (2022, November 21). TikTok-mad Malaysian voters push Islamic politics to the fore. *Nikkei Asia*. <https://asia.nikkei.com/Politics/Malaysia-election/TikTok-mad-Malaysian-voters-push-Islamic-politics-to-the-fore>
- Tan, J. J. (2022). Social Media Political Information Use and Voting Behavior of the Malaysian Youth. *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, 7(9), e001725. <https://doi.org/10.47405/mjssh.v7i9.1725>
- Tan, J. J. (2022). Socio-political characteristics of the Malaysian net generation who use social media for political information: An exploratory analysis. *International Journal of Politics, Public Policy and Social Works*, 4(11), 15-32.

- Teijlingen, E., & Hundley, V. (2002). The importance of pilot studies. *Nursing Standard*, 16(40), 33–36. <https://doi.org/10.7748/ns2002.06.16.40.33.c3214>
- Tham, J. H., Tan, S. Y. X., & Ker, Y. C. (2022). The Impact of TikTok Toward the Daily Life of Young Adults in Kuala Lumpur, Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 12(7). <https://doi.org/10.6007/ijarbss/v12-i7/14128>
- Tham, J. V. (2019, July 17). How the #Undi18 Bill went from a “crazy idea” to being passed in parliament. *SAYS*. <https://says.com/my/news/here-s-how-the-undi-18-bill-went-from-a-crazy-idea-to-being-passed-in-parliament>
- Theocharis, Y., & Quintelier, E. (2016). Stimulating citizenship or expanding entertainment? The effect of Facebook on adolescent participation. *New Media & Society*, 18(5), 817-836.
- The Malaysian Insight*. (2023, May 5). 推行伊斯兰教育奏效 伊党探讨主导霹雳政权 . <https://www.themalaysianinsight.com/chinese/s/441125>
- Tillman, M. (2021). *What is TikTok and how does it work? Everything you need to know*. Pocket-lint. <https://www.pocket-lint.com/apps/news/146960-what-is-tiktok-the-musical-ly-successor-explained>
- Tiung, L. K., Meri, A., Nayan, L. M., & Othman, S. S. (2016). Kegunaan dan kepuasan portal berita dalam kalangan belia Malaysia. *Jurnal Komunikasi: Malaysian Journal of Communication*, 32(2), 790-816.
- Today Online. (2018 September 28). *Voting right cannot be based on maturity, says Malaysia's Youth Minister on lowering of voting age*. <https://www.todayonline.com/world/voting-right-cannot-be-based-maturity-says-malaysias-youth-minister-lowering-voting-age>
- Turney, S. (2022). *Pearson Correlation Coefficient (r) | Guide & Examples*. Scribbr. [https://www.scribbr.com/statistics/pearson-correlation-coefficient/#:~:text=The%20Pearson%20correlation%20coefficient%20\(r](https://www.scribbr.com/statistics/pearson-correlation-coefficient/#:~:text=The%20Pearson%20correlation%20coefficient%20(r)

- Uhlaner, C. J. (2015). Politics and Participation. *International Encyclopedia of the Social & Behavioral Sciences*, 504–508. <https://doi.org/10.1016/b978-0-08-097086-8.93086-1>
- Uzeed, N. A. B. A., Hisham, A. A. B. A., Fairus, M. D. B. M., & Zaini, N. A. A. B. M. (2020). Explore how social media influencer affect consumer purchase intention. Department of Commerce, 1–31. <https://bit.ly/3gy809t>
- Valencia, J. A. (2022, July 8). *What Is Traditional Media? A Comprehensive Introduction*. Letter.ly. <https://letter.ly/what-is-traditional-media/>
- Van Aelst, P., Strömbäck, J., Aalberg, T., Esser, F., de Vreese, C., Matthes, J., Hopmann, D., Salgado, S., Hubé, N., Stępińska, A., Papathanassopoulos, S., Berganza, R., Legnante, G., Reinemann, C., Sheafer, T., & Stanyer, J. (2017). Political communication in a high-choice media environment: a challenge for democracy? *Annals of the International Communication Association*, 41(1), 3–27. <https://doi.org/10.1080/23808985.2017.1288551>
- van Deth, J. W. (2016). What is Political Participation? *Oxford Research Encyclopedia of Politics*, 49(3), 349–367. <https://doi.org/10.1093/acrefore/9780190228637.013.68>
- Varnali, K., & Gorgulu, V. (2014). A social influence perspective on expressive political participation in Twitter: the case of #OccupyGezi. *Information, Communication & Society*, 18(1), 1–16. <https://doi.org/10.1080/1369118x.2014.923480>
- Vijay, D., & Gekker, A. (2021). Playing Politics: How Sabarimala Played Out on TikTok. *American Behavioral Scientist*, 65(5), 000276422198976. <https://doi.org/10.1177/0002764221989769>
- Vitak, J., Zube, P., Smock, A., Carr, C. T., Ellison, N., & Lampe, C. (2011). It's Complicated: Facebook Users' Political Participation in the 2008 Election.

- Cyberpsychology, Behavior, and Social Networking*, 14(3), 107–114.
<https://doi.org/10.1089/cyber.2009.0226>
- Vochelet, R. (2022, November 4). Will Malaysia's First-Time Voters Become a Driving Force of GE15?. *The Diplomat*. <https://thediplomat.com/2022/11/will-malaysias-first-time-voters-become-a-driving-force-of-ge15/>
- Watson, R. (2015). Quantitative Research. *Nursing Standard*, 29(31), 44–48.
<https://doi.org/10.7748/ns.29.31.44.e8681>
- Welsh, B. (2020). Malaysia's political polarization: Race, religion, and reform. *Political Polarization in South and Southeast Asia: Old Divisions, New Dangers*, 41–52.
- Whiteley, P. (2005). *Citizenship Education Longitudinal Study Second Literature Review*. *Citizenship Education: The Political Science Perspective*.
<https://www.nfer.ac.uk/media/1636/cee10.pdf>
- Willnat, L., Wong, W. J., Tamam, E., & Aw, A. (2013). Online Media and Political Participation: The Case of Malaysia. *Mass Communication and Society*, 16(4), 557–585. <https://doi.org/10.1080/15205436.2012.734891>
- Xenos, M., & Moy, P. (2007). Direct and Differential Effects of the Internet on Political and Civic Engagement. *Journal of Communication*, 57(4), 704–718.
<https://doi.org/10.1111/j.1460-2466.2007.00364.x>
- Yamamoto, M., Kushin, M. J., & Dalisay, F. (2013). Social media and mobiles as political mobilization forces for young adults: Examining the moderating role of online political expression in political participation. *New Media & Society*, 17(6), 880–898. <https://doi.org/10.1177/1461444813518390>
- Yatim, N. (2021, March 26). Pas setuju tangguh pelaksanaan undi 18: Abdul Hadi. *Sinar Harian*. <https://www.sinarharian.com.my/article/130415/berita/politik/pas-setuju-tangguh-pelaksanaan-undi-18-abdul-hadi>
- Yunus, A., & Landau, E. (2019, July 3). 'Youth' now defined as those between 15 and 30. *New Straits Times*. <https://www.nst.com.my/news/nation/2019/07/501288/youth-now-defined-those-between-15-and-30>

- Zhang, W., Johnson, T. J., Seltzer, T., & Bichard, S. L. (2010). The revolution will be networked: The influence of social networking sites on political attitudes and behavior. *Social Science Computer Review*, 28(1), 75-92.
- Zhang, Z. (2010). Feeling the Sense of Community in Social Networking Usage. *IEEE Transactions on Engineering Management*, 57(2), 225–239.
<https://doi.org/10.1109/tem.2009.2023455>
- Zhou, T. (2011). Understanding online community user participation: a social influence perspective. *Internet Research*, 21(1), 67–81.
<https://doi.org/10.1108/10662241111104884>
- Zhuravskaya, E., Petrova, M., & Enikolopov, R. (2020). Political Effects of the Internet and Social Media. *Annual Review of Economics*, 12(1), 415–438.
<https://doi.org/10.1146/annurev-economics-081919-050239>
- Zuniga, H. G. de, Bachmann, I., Hsu, S., & Brundidge, J. (2013). Expressive Versus Consumptive Blog Use: Implications for Interpersonal Discussion and Political Participation. *International Journal of Communication*, 7(0), 22.

Appendix A (Survey Questionnaire)

Section 2 of 6

Section A: Demographic Profile

The first section of this questionnaire will focus on the demographic statistics of respondents and include screening questions to ensure the eligibility of the respondents to continue the survey.

Which category of 'Bumiputera' do you fall under? e.g. Bumiputera Malays, Aboriginal People (Orang Asli), Natives of Sabah or Sarawak? *
Please state it:
Short-answer text

If you are not 'Bumiputera Malays' from UiTM, you're not required to answer the following questions because this survey focuses on Malay first-time voters from UiTM. Thank You.
Description (optional)

Are you the first-time voter in the past GE15? *
☐ Yes
☐ No

If 'No' is selected for the answer, you are not required to answer the following questions because this survey focuses on Malay first-time voters. Thank You.
Description (optional)

Do you use TikTok in your daily routine? *
☐ Always
☐ Sometimes
☐ Seldom
☐ Never
☐ Other...

If 'Never' or 'Other' is selected for the answer, kindly skip to the end of the survey because this survey focuses on TikTok users. Thank You.
Description (optional)

Are you interested in searching, receiving and sharing political information on TikTok? *
☐ Yes
☐ No

TikTok is the platform that I used to create videos related to politics. *

Strongly Disagree 1 2 3 4 5 Strongly Agree

TikTok is the platform that I used to follow Pakatan Harapan (PH) party and candidates' accounts.

1 2 3 4 5

Strongly Disagree Strongly Agree

TikTok is the platform that I used to follow Perikatan Nasional (PN) party and candidates' accounts.

1 2 3 4 5

Strongly Disagree Strongly Agree

Section C : Political Interest

This section is to investigate whether the respondents' political interest will influence their political participation or not. Respondents must determine their agreement with the statements below by selecting the five-point Likert scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

I am highly interested in politics, so I will search and look for political videos on TikTok. *

Strongly Disagree 1 2 3 4 5 Strongly Agree

My collegemate and I will share and discuss the political videos from TikTok with each other. *

Strongly Disagree 1 2 3 4 5 Strongly Agree

I pay close attention to TikTok political video content because it has an impact on my daily life.

1 2 3 4 5

Strongly Disagree Strongly Agree

I only watch the political videos related to the political party and political leaders that I am interested in. *

1 2 3 4 5

Strongly Disagree Strongly Agree

I occasionally watch political videos on TikTok when someone shares them. Because politics is too complicated, I am not interested in it.

1 2 3 4 5

Strongly Disagree ○ ○ ○ ○ ○ Strongly Agree

Section D : Political Knowledge



This section is to investigate whether the respondents' political knowledge will influence their political participation or not. Respondents are required to determine their agreement with the statements below by selecting the five-point Likert scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

As a first-time voter of UNDI18, I have enough maturity and political knowledge to decide my voting behaviour. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I used the information that I received from political videos through TikTok to decide my voting behavior during GE15. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Through the political videos on TikTok, I learned that Malaysia is practicing Parliamentary Democracy with a Constitutional Monarchy. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I can recognize and be aware of Malaysia's main political parties or coalition's proposed ideology and policy. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Before voting for GE15, I was clear and understood on Barisan Nasional (BN), Pakatan Harapan (PH), and Perikatan Nasional (PN) manifestos. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I am aware of who is BN, PH, and PN's component parties. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I know how the Prime Minister of Malaysia was appointed. *

	1	2	3	4	5
--	---	---	---	---	---

Section E : Political Participation

This section is to investigate the opinion of the respondents toward political participation. Respondents are required to determine their agreement with the statements below by selecting the five-point Likert scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

I joined the political discourse because of TikTok's political videos. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

TikTok political videos encouraged me to voice out my rights. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

TikTok political videos encouraged me to turn out during GE15. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I am interested to communicate with the political leader through TikTok. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I am interested to update my status on political issues on TikTok. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I agree that the political leaders I followed on TikTok mainly focus on defending Malays and Islamic-based political parties. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

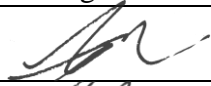






Searching for political information from TikTok was the leading cause that prompted me how to vote during GE15. *

1	2	3	4	5
---	---	---	---	---

Appendix B (FYP Documents)

Consultation Form

APPENDIX II: FYP MEETINGS WITH SUPERVISOR

FYP Student Name	ID: 1902917	HP Number : 010-3122388	
1. Ling Sze Huey			
Date	Attended by	Progress	Signature
19/1/23	Mr. Teh Boon Teck	Meeting for the discussions of survey questionnaires.	
24/1/23	Mr. Teh Boon Teck	Meeting for the discussions and final amendments on survey questionnaires.	
16/3/23	Mr. Teh Boon Teck	Discuss on the data collected from survey questionnaires, and type of data analysis test should be using Chapter 4.	
20/3/23	Mr. Teh Boon Teck	Briefing with supervisor on the data analysis tests will be using.	
4/4/23	Mr. Teh Boon Teck	Submitted draft for Chapter 4 and get feedback from supervisor for further amendments should be made.	
20/4/23	Mr. Teh Boon Teck	Discuss on the amendments been made on Chapter 4, further discuss on what should be added in the parts that lack of information etc.	
26/4/23	Mr. Teh Boon Teck	Discussions on the feedback of the full FYP2, the other amendments should be made to strengthen my findings and analysis	
5/5/23	Mr. Teh Boon Teck	Discussions on the final amendments should be made for the FYP2 after the FYP presentation.	

Turnitin Report

FYP2_LingSzeHuey

ORIGINALITY REPORT

5%

SIMILARITY INDEX

3%

INTERNET SOURCES

2%

PUBLICATIONS

2%

STUDENT PAPERS

PRIMARY SOURCES

1

Ching-Hsing Wang, Chia-hung Tsai. "Social Media as Mobilizer and Demobilizer: Evidence From Taiwan", SAGE Open, 2023

Publication

1%

2

Ching-Hsing Wang. "A Deeper Look at the Relationship between Political Knowledge and Political Participation: Evidence from Presidential and Legislative Elections in Taiwan", Asian Journal of Political Science, 2015

Publication

<1%

3

ir.umk.edu.my

Internet Source

<1%

4

www.researchgate.net

Internet Source

<1%

5

Submitted to Institut Pendidikan Guru Malaysia

Student Paper

<1%

6

Submitted to Universiti Teknologi MARA

Student Paper

<1%

Weak 1	Below Average 2	Average 3	Good 4	Excellent 5	Mark Awarded		
					CO1	CO2	CO3
Abstract 5% (CO3)							
Description of the research study, problem statement, research design, methods, findings and implication are irrelevant.	Description of the research study, problem statement, research design, methods, findings and implication incomplete.	Description of the research study, problem statement, research design, methods, findings and implication are present.	Contains a concise description of the research study, problem statement, research design, methods, findings and implication.	Contains a comprehensive description of the research study, problem statement, research design, methods, findings and implication.			
Introduction 5% (CO3)							
<i>Important elements: background of study, research purpose, research objectives, hypothesis / research questions, problem statement, scope of study and significance of study</i>							

All the important elements are included but irrelevant.	All the important elements are included, relevant but poorly describe.	All the important elements are included, relevant and briefly describe.	All the important elements are included, relevant and well describe.	Well written. Each of the important elements is distinguish highlighted.			
Literature Review 10%(CO3)							
Literature review used is not relevant.	Literature review used is relevant but insufficient and mostly outdated.	Sufficient literature review used is relevant.	Most of the literature review used is relevant to the study.	All the literature review are relevant to the study.			
The quality of the literature referred to is questionable or not relevant to the project's background or context. Few key studies referred to.	Points are supported with relevant literature, but scope of literature review is limited, as is background and context for project. Some key studies not referred to at all or only inferred.	Good range of literature examined throughout presentation that is mostly relevant to the project's background and context. Key studies contrasted but little evidence of evaluation.	Well-argued and logical literature review that provides a good overview of the background and context for the research project. Evaluation of key literature quite evident throughout.	Creative and highly organized literature review that outlines the background and context for the research project. Critical reading of the key literature clearly evident throughout.			
Methodology 15% (CO3)							
Description of the research methods are questionable.	Description of the research methods are incomplete.	Description of the research methods are present.	Contains a concise description of the research methods.	Contains a comprehensive description of the research methods.			
Description of the research design / framework are questionable.	Description of the research design / framework are incomplete.	Description of the research design / framework are present.	Contains a concise description of the research design / framework	Contains a comprehensive description of the research design / framework.			
Description of the sample size and sampling techniques are questionable.	Description of the sample size and sampling techniques are incomplete.	Description of the sample size and sampling techniques are present.	Contains a concise description of the sample size and sampling techniques.	Contains a comprehensive description of the sample size and sampling techniques.			

Finding and Analysis 15% (CO1)							
Inaccurate representation of results and difficult to understand.	The results analyzed have no clear link between interpretation of the data and the research objectives.	The results are analyzed but vaguely interpreted. Analysis of findings inconsistent with the research objectives.	The results are analyzed and interpreted clearly. Analysis of findings is clearly related to research objectives.	The results are synthesized and interpreted. Analysis of findings is compelling in accordance with research objectives.			
Figures, graphs, charts, are of poor quality, numerous inaccuracies and mislabeling, or missing. There is no corresponding explanatory text or redundancy with the text.	Numerous inaccuracies, missing and mislabeling in figures, graphs, charts. Incorrect corresponding explanatory text.	For the most part, figures, graphs, charts, are accurate and consistent with the text. They are generally labeled correctly and are referred to in the text.	All figures, graphs, charts, are accurate and consistent with the text. All are labeled correctly and are referred to in the text.	All figures, graphs, charts, are accurate, consistent with the text and enhance understanding of the text. All are labeled correctly and are referred to in the text.			
Results of the data collection are unclear and insignificant. Further elaboration of the results is needed and interpretation of findings needs further analysis.	Results of the data collection are presented but incomplete and findings are not related to the research question. The evidence or data presented confused relationships that exist among these findings.	Results of the data collection presented have limited connection to the research question. Evidence is discussed but does not offer any explanation.	Results of the data collection are presented accordingly to the research question. The evidence is described, able to identify relationships that exist among the findings.	Results of the data collection are presented and organized according to major findings for each research question. The evidence is described, explained, analyzed and revealed meaningful relationships that exist among the findings.			

Discussion and Conclusion 20%(CO2)							
Obtained findings are not integrated with research literature and no/ very limited discussion is included.	Obtained findings are partially integrated with research literature but the discussion is incomplete.	Obtained findings are moderately integrated with research literature and a brief discussion is included.	Obtained findings are well integrated with research literature and discussion is expansive.	Obtained findings are very well integrated with research literature and discussion is well-articulated.			
No discussion of implications of the findings in the study conducted.	Minimal discussion of implications of the findings in the study conducted.	Moderate discussion of implications of the findings in the study conducted.	Thorough discussion of implications of the findings in the study conducted.	A very thorough discussion of implications of the findings in the study conducted.			
Project is not completed and the conclusion is poorly written and hard to understand.	Project outcome is partially met and conclusion is not clearly described.	Project outcome is met and conclusion is not clearly described.	Project outcome is achieved and conclusion is clear and precise on the accomplishment.	Project outcome exceeds expectation with conclusion highlighting the achievements.			
No future work is suggested.	Vague or irrelevant description of future work.	Future work is described but not relevant with the progress of current research	Future work is clearly described but less relevant with the progress of current research.	Future work is clearly described and relevant to the progress of current research.			
Citations 5% (CO3)							
Citations in APA format in the report were not present.	Citations in APA format in the report were partially presented.	50% of the citations in APA format were presented.	75% of the citations in APA format were presented.	All needed citations in APA format were included in the report.			
Organization 5% (CO3)							
Deliver ideas unclearly, loosely and disorganized.	Deliver ideas with minimal clarity, comprehensiveness and organization.	Deliver ideas with satisfactory clarity, comprehensiveness and organization.	Deliver ideas with good clarity, comprehensiveness and organization.	Deliver ideas with excellent clarity, comprehensiveness and organization.			
Sub-Total					/15	/20	/45
Total					/80		

*Declaration Form***APPENDIX III: STUDENT DECLARATION FORM**

Department of Journalism
Academic Honesty Regarding Final Year Projects

The following are examples of academic dishonesty extracted from “Student Handbook” that are more applicable to final year projects.

- plagiarism, i.e., the failure to properly acknowledge the use of another person’s work;
- submission for assessment of material that is not the student’s own work;
- collusion, i.e., obtaining assistance in doing work which is meant to be solely the student’s own work;
- use of fabricated data claimed to be obtained by experimental work, or data copied or obtained by unfair means;

It is important that the student reads the Student Handbook and understands the seriousness of academic dishonesty. The student should pay particular attention on how to avoid plagiarism.

Student Final Year Project Declaration

I have read the student handbook and I understand the meaning of academic dishonesty, in particular plagiarism and collusion. I declare that the work submitted for the final year project does not involve academic dishonesty. I give permission for my final year project work to be electronically scanned and if found to involve academic dishonesty, I am aware of the consequences as stated in the Student Handbook.

FYP Title:

EXPLORING POLITICAL PARTICIPATION OF MALAY FIRST-TIME VOTERS
AND THE TIKTOK ROLE IN MALAYSIA

Student Name:

Ling Sze Huey

Student ID:

1902917

Signature:



Date:

10 May 2023