

# Influence of Political Agenda Videos Posted on YouTube Based on Social Reality Issues

Shamsiah Abd Kadir, Anitawati Mohd Lokman, Saidatul Rahah Hamidi, Shuhaida Mohamed Shuhidan

**Abstract:** Today, videos featured on YouTube are becoming one of the political parties' battlefields to win people's hearts and minds. Indirectly, that new media also become a medium that presents many issues of social reality to influence the people whether implicitly or explicitly towards current situations concerning the political issues. The new media which is an alternative media to Malaysian civil society is a component that cannot be disputed by most parties, especially the political leaders of this country. Therefore, this study focused on issues of social reality played by YouTube related to politics in Malaysia, as well as interviewing experts from three different backgrounds including politics, psychology and cinematography to identify the specimens - political agenda videos. These experts were required to analyse, confirm, and select the relevant videos, which contents they were then required to examine for subsequent confirmation on their suitabilities in transport the information that may effect people's emotion, which possibly may affect the unity of people. The study ultimately resulted in the selection on YouTube of 17 videos of social reality issues such as IMDB Scandal, BERSIH, GST, Corruption, BR1 M, etc. From now on, this study has also succeeded in providing an idea about people's emotions, sensitivity and awareness of social reality issues related to Malaysian politics.

**Keywords:** Social reality issue, Politics, Unity, YouTube, Emotion.

## I. INTRODUCTION

The last two general election results in 2008 and 2013 became a political breakthrough that challenged the government under the rule of *Barisan Nasional* (BN) and created a fragile balance of multi-ethnic coalition under its auspices. The 12<sup>th</sup> General Election (GE), which took place in March 2008, demonstrates greater political maturity of Malaysians, as voters have voted beyond the traditional ethno-religious cleavages; and eventually, the BN government (the then ruling government) monopolised the prime media – because of the emergence of the Internet as an alternative source of information warfare that became the beliefs of Malaysian. In May 2013, the 13<sup>th</sup> GE was confirmed that Malaysians were moving directly, marching hand-in-hand as well, which ultimately reject the ethnic political power.

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According to Lemiere (2014), 51% of the popular vote was won by the Pakatan Rakyat coalition (People's Justice Party [PKR], Democratic Action Party [DAP] and Malaysian Islamic Party [PAS]) and it was only because of the great manipulation by BN coalitions that the United Malaysian National Organization (UMNO) was successful in retaining its power at the time.

However, the irrational and illusion of most political rulers have gone, which has been eradicated by political awareness by the integrity of the stand of the people; media, NGO's and individual citizen's battle. Thus, it seems that Malaysians want to reorient the historical flow that has been in favour of the ruling party (BN) since independence, but today the wave of people marching in the rally on the streets shows that Malaysians are utterly aware of the meaning of democracy. In fact, on May 9, 2018, the 14<sup>th</sup> GE, it was the night that witnessed the collapse of BN coalition when one after one parliamentary seat was shifted to the opponent and shortly after 11.00pm, TunDr. Mahathir Mohamad announced that Putrajaya had fallen into the coalition of Pakatan Harapan (PKR, the United Indigenous Party of Malaysia [PBBM], the National Trust Party [Amanah] and the DAP) as well as 61 years since the end of the BN rule.

There are many factors that led to the result of the 14<sup>th</sup> GE, such as economic issues – GST; leadership and corruption – IMDB scandal issues, cost of living etc. (Tan, 2018). All the issues that led to the collapse of the BN coalition are the result of social reality issues, which, as Idid (2013) mentioned, encompass any social reality issues, especially that played by the new media, which could affect the results of the GE, especially the majority popular votes for the BN coalition. The new media which is an alternative media to Malaysian civil society is a component that cannot be disputed by most parties, especially the political leaders of this country. The situation has changed the political sphere in Malaysia and the results of the campaigns have been far more useful than ever before. For instant, about 90 per cent of Malaysians have Internet access – the rise of Malaysians using such technology is remarkably high for the region (Weiss, 2009; Ali, 2015).

This study therefore aims to understand people's sensitivity to the issues of social reality played by the new media–YouTube. This is because "humans can process images (visual images on YouTube) faster than text, making images more visceral emotionally, and image responses often more immediate and powerful than text responses" (Kadir, et al., 2018; Kadir, et al., 2016; Winkler & Dauber, 2014).

This study conducted meetings and interviews with experts from three different backgrounds – politics, psychology, and cinematography – to identify the social reality issues related to Malaysian politics posted on YouTube. The experts were required to analyze, confirm, and select the relevant videos, which content they scrutinized in order to subsequently confirm their suitability in conveying the messages that could affect the emotion of people, which in turn might affect their unity. Video selection was an important process for avoiding biases. Thenceforth, the results of identifying YouTube videos related to social reality issues at the end of the study would be described, representing the study's meaning and conclusion.

## II. LITERATURE REVIEW

### Political Scenario and Social Reality Issues in Malaysia

Malaysia has held general elections every five years since independence. After that, Malaysia has shown political stability and racial harmony that has made Malaysia a prosperous country. The situation, however, has encouraged the government to restrict civil liberties, such as freedom of speech and political rights, which has led many Malaysians to demand their right to make Malaysia a 'really prosperous' nation.

Before the 14<sup>th</sup>GE that was held on May 9, 2018, from the first elections after independence was held in 1959 and since that GE until the 13<sup>th</sup>GE in May 2013, the BN party in 1974 continued to administer the country with on-going control in the Parliament level. However, the results of the 14<sup>th</sup>GE brought an end to the 61-years rule of BN and the new government under the *PakatanHarapan* (PH) took its place.

The weakness of the BN government, as opposed to their strengths, are often allied to the victory of PH in 14<sup>th</sup>GE. The cooperation run by BN coalition is also characterised as temporal, always waiting for a moment as either to separate or if there will be a party that continues to disappear or die. According to Tan (2018), one of BN's weaknesses and factors that led to the results of the government transitions are economic issues – GST; leadership and corruption – 1MDB scandal issues, cost of living etc.

Consequently, the *Pakatan Rakyat* parties had very well-articulated issues in the 2013 GE, such as corruption, national security, lack of transparency, electoral injustice, economic as well as local issues, which could also be considered as issues of social reality (Kadir et al., 2018, Idid, 2013). The issues, such as politics, economics, social, crime, etc., could be considered as significant factors that may affect the general election (Idid, 2013). The voters are more concerned of these issues, as they will affect the national unity of the country, specifically for Malays as the largest ethnic group in Malaysia.

### Protest from the Society

Ali (2015) doesn't deny that there is an ethnic problem in many parts of the world; whether in both developing countries that were once under colonial rule and in developed countries in the West as well. In addition, he also mentioned that issues related to racial unity essentially exist

in many countries, whether overtly or covertly, so it would prove more difficult if racial problems and tension occur within the ethnicity of a race itself. According to Kadir (2012), the Malays – "as the majority of this country's race, as long as they have not united, would make it very difficult for Malaysians to attain national unity in general as well".

Every five years, Malaysia has held its general elections since gaining independence from the British colonial. According to Mansor (1991), several changes have been made to the party system, the electoral system, the nature of political dispute, and even the constitution to ensure that the Malays retain political power. He added, political stability requires the Malays to continue and maintain political power in the country. However, in all previous elections, the change in the percentage of Malay voters was not as clear as what was seen in the 12<sup>th</sup>GE in 2008 (Pandian, 2010). The decline of the percentage of Malay voters does not mean that Malays support the opposition (at that time, the opposition parties were PKR, DAP and PAS) but it was more of symbolising a sign of protest on other side issues, for which there were solutions because the majority was still a component party of BN.

During the 13<sup>th</sup>GE in 2013, the protests against BN still occurred. The profiles of voters had however changed, especially Malay voters. Most of them were urban oriented, educated and autonomous. Also, the voters were not dependent on BN government hand-outs, as well as not keen on being pontificated on what they should do and what they should not do (Idid, 2013).

On May 9, 2008, the results of the 14<sup>th</sup>GE shows that BN's defeat in general election was devastating. Unfortunately, many ministers and the presidents of four BN component parties had fallen, as well as the coalition was left with only four states under its control (with 79 parliamentary seats). Malaysians have accepted the outcome of the election with an open heart and maturity, and it is clear that they want a peaceful transition of power under the rule of PH. Ibrahim Suffian, the CEO of Merdeka Centre, stated that – "this time, there was a totally Malay swing or rather a revolt of Malay voters against BN which has changed the political landscape of the country, as well" (Tan, 2018).

### Prominent Social Reality Issues

The emergence of new media is now becoming a 'hot seat' medium for Malaysians to disseminate issues or ideas that could contribute to the rise of society to champion their political parties' interests. Any social reality issues could affect the results of the general election, especially for the ruling coalition's majority popular votes. For example, the opposition parties in the 2013 GE have very well articulated social reality issues such as corruption, lack of transparency, electoral unfairness, national security, health, economics, leadership, crimes, and playing on local issues (Kadir et al., 2018, Idid, 2013).

This study selected several prominent issues related to Malaysian politics. The period of selected issues for the study was starting from pre and post of 13<sup>th</sup> GE on 2013 until 2016.

The prominent social reality issues in Malaysia that related to politics are:

### 1MDB Scandal

An ongoing political scandal occurring in Malaysia is the 1Malaysia Development Berhad (1MDB) scandal. In 2015, according to The Guardian (2015), the former prime minister of Malaysia, NajibTunRazak, was accused of channeling RM2.67 billion to his personal bank accounts from 1MDB, a government-run strategic development firm. The event gave rise to widespread criticism among Malaysians, with many calling for the resignation of NajibTunRazak - including TunDrMahathir Mohamad, one of Najib's predecessors as Prime Minister, who eventually defeated Najibto after the general election in 2018.

According to Saleem & David (2015), in an increasingly critical public domain, the Najib - Led government has a difficult job in managing public calls for transparency over the 1MDB issue and maintaining its credibility. At that time, the former government's strongarmed movements involving media suspension, the removal of dissenters within the cabinet, and the implementation of changes that have stalled official investigations, not only give the perception of governmental interference with the 1MDB issue; they also raise other challenges facing the government; protests by civil society groups demanding transparency and accountability, and the potential for fractional splits within UMNO.

PakatanHarapan formed a new government headed by Prime Minister Tun Dr Mahathir Mohamad after the 14th GE, which marked a historic defeat for the BN coalition led by NajibTunRazak. Headed by former Attorney General Tan Sri Abdul GaniPatail, the government set up a special task force to renew investigations into the 1MDB scandal (The Star, 2018). Indeed, according to Hamdan (2018), Malaysia's Attorney - General Chambers filed criminal charges against Goldman Sachs subsidiaries, their former employees Tim Leissner and Roger Ng Chong Hwa, former 1MDB employee Jasmine Loo, and Jho Low in connection with Goldman Sachs' 2012 and 2013 1MDB bond offers. The prosecutors sought criminal fines in excess of US\$ 2.7 billion misappropriated from the bond's proceeds, US\$ 600 million in Goldman Sachs fees, and custodial sentences against the accused (Hamdan, 2018).

### BERSIH Movement

Coming from the Malay word for 'clean', BERSIH is a popular name for "The Coalition of Free and Fair Election" trying to reform Malaysia's electoral system by addressing widespread electoral misconduct to sweep away any 'unclean' practices to ensure free and fair elections. Several credited the first BERSIH rally in 2007 as a major contributing factor to a shift in the political landscape in the 2008 election when, for the first time since 1969, the ruling coalition BN failed to secure a two-thirds majority. The third and largest rally, BERSIH 3.0 in 2012, just a year before the next election, can be credited as well as mobilizing not only the highest turnout in Malaysian history, but also the relative success of the Pakatan Rakyat opposition coalition. From now on, in August 2015,

BERSIH 4.0 called for not only a clean election, but also NajibTunRazak's resignation.

BERSIH is an alliance of 62 NGOs seeking to reform the officially formed national electoral system on 23 November 2006. According to Lim (2016), the call of BERSIH can be summarised in eight points, such as; i) clean the roll of elections to avoid irregularities; ii) reform the system of postal ballots to ensure that all citizens have the right to vote; iii) Application of indelible inks; iv) Free and equitable media access; v) Minimum camp period of 21 days; vi) Reinforce and reform public institutions in order to act independently, uphold legislation and protect human rights; vii) stop bribery and; viii) stop unclean politics.

BERSIH defines itself as a non - partisan civil society movement, its main supporters being the three main Malaysian opposition political parties including the Pan Malaysian Islamic Party (PAS), the Democratic Action Party (DAP) and the Pakatan Rakyat (PKR) opposition coalition. The development of BERSIH therefore goes hand in hand with the emergence and trajectory of PR in some ways. It is not possible to separate BERSIH's relatively successful multi-ethical mobilization from PR involvement (Lim, 2016). While the movement itself has not succeeded in bringing Malaysia into a post - racial era, leaders and activists of BERSIH have continuously tried to mobilize their supporters beyond a racial division.

Nowadays, the time has come for BERSIH to continue its crusade for clean and fair elections regardless of political parties. BERSIH has thus been re-launched as BERSIH 2.0, a coalition of like-minded civil society organizations that are not affiliated with any political party, according to their steering committees, hence their aim is to monitor effectively both sides of the political divide.

### Malaysia People's Aid – BR1M

1Malaysia People's Aid or the BR1M program was first conceived in 2012 by former Prime Minister NajibTunRazak as part of the government's (then ruling) effort to ease the burden on Malaysia's lower-income group. This program was designed to help cushion the high cost of living in Malaysia by the lower income group. BR1 M was therefore also part of the Economic Transformation Program of the government to turn Malaysia into a high-income nation.

The government continues to give BR1 M handouts to the low-income group, according to Shamasundari (2015), because; i) the government wants to increase the lower income group's disposable income; ii) to boost consumer sentiment; iii) to complement other initiatives, and; iv) to channel subsidies elsewhere.

There are always sides to a coin, though. Shamasudari (2015) mentioned that BR1 M has pros, but if it is mismanaged, it can lead to a long-term disaster that can take a long time to resolve. It does not address, for example, the urban-rural cost of living disparity. That said, rental costs and food can vary widely between urban and rural areas, according to the Department of Statistics Malaysia.

These are the top two major components of the monthly expenditure of a household. Furthermore, BR1 M does not solve the crux of the problem because BR1 M is one of the initiatives that Malaysians need to tackle poverty. According to Shamasudari (2015), however, BR1 M should evolve in the future to avoid abuse or to prevent laziness or complacency from being encouraged. It is learning how to manage their money well that Malaysians need more than money. Good money management can eventually help one deal with debts and also accumulate wealth, so it's better than any handout. These are the challenges facing any government effort and it should be proactive in dealing with any issues that may arise.

### Goods and Services Tax – GST

As the Malaysian rally in Kuala Lumpur protests, it is clear that the introduction of the GST on 1 April 2015 has changed the political landscape of Malaysia. In recent months, the administration of Najib Tun Razak (the former Prime Minister) has redefined citizens' rights significantly, reducing freedoms while adding to their responsibilities at the same time.

Valuable analyzes have focused on the worrying changes in the rule of law, especially the political use and legal expansion of sedition and the negative implications of potentially introducing hudud, but less attention has focused on the measure that is likely to affect more people directly, the GST.

There are few interrelated issues that underline why the GST is so divisive and damaging, according to Welsh (2015). For example, the tax itself polarizes views. Having said that, Welsh (2015) scrutinized the high polarization of the GST, reflecting the deep political divisions of Malaysia. In fact, the views are so strong that 5.9% of Malaysians feel that the GST is one of the country's most important issues facing them (Welsh, 2015). Furthermore, the GST interpretation has also been politicized in other ways, with racial politics at play. It could, for example, reflect Malaysia's ethnic fragmentation, point to ongoing attempts to divide Malaysians along racial lines, and blame other communities for policies rather than the government (Welsh, 2015). They therefore reflect the persistence of race mobilization for political ends as well.

### Corruption

Corruption is an issue and a concern topic. Corruption concerns are evident both in developing countries and in developed countries. According to Othman et al. (2014), the corruption scores trend shown by the Corruption Perception Index (CPI) and the empirical evidence supporting the causal effect justification between corruption and these nations.

As a developing country, Transparency International's outcome released by Malaysia CPI shows that this country is among the nations that are projected to have corruption issues. Malaysia's reading of corruption, as shown in the range of perception indices of corruption, is not too pleasing – from 60th in 2011 to 56th in 2012 and 53rd in 2013, indicating that corruption must be taken seriously in Malaysia (Othman et al., 2014).

They are several issues have emerged to the forefront, for instance, the detection of various types of corruption is a complex and difficult task given the size and diverse nature, especially for the public sector (Hashim, 2017). According to Hashim (2017) again, this is compounded by the multiplicity of roles and levels of government involved in implementing, monitoring and evaluating development projects and programmes. Indeed, several types of corrupt activities could be happening simultaneously involving one or numerous development projects and programmes at the intra and inter organizational levels as well as the different governmental levels.

Why do they do the corruption? According to Othman et al. (2014), based on their findings there were three main factors such as power, opportunity and moral impurity – as the focal point of why corruption happens. Thus, it was found that these three factors are linked to corrupt acts. In addition, the strength of doing the corrupt act increases with two factors coming together and having an interesting link between power and opportunity (Othman et al., 2014).

### National Security

The security focus of Malaysia seems to have gone beyond issues of sovereignty defense and national boundaries. It can be argued that the country's survival could be threatened by some emerging security risks.

According to Thomas (1987) as quoted by Abdullah (2010), the insecurity of developing countries emanates from their struggle for political and subsequent economic independence first and foremost. Deteriorating economy produces domestic conflict which not only affects the social-political stability of the state, but also, more importantly, threatens the powerful regime. Having said, because the survival of the regime is one of the key elements of promoting national security in developing countries (Buzan, 1988; Azar & Moon, 1988; Ayoob, 1995; Collin, 2003; Hari, 2004; Abdullah, 2010)

The threats and security challenges faced by Malaysia derive from both internal and external variables. As a relatively young country, its internal sources of the threat are fundamentally more challenging; domestic cohesion is of utmost importance to the country's survival. The state's ability to strengthen its domestic sovereignty would determine its resilience to external threats. Therefore, Abdullah (2010) mentioned that, given domestic security issues such as poverty and development, racial conflicts, and religious militancy, there is also a gross distinction between state and regime security that requires strong regime involvement in power to manage the issues. It was the regime in power that defines the country's threats and security.

### Phantom Voter

Phantom voters' issue is nothing new. By definition, according to Election Commission, the phantom voters are those who are not eligible to vote but their names including those who had passed away, under aged or using faked identity cards – are in the electoral lists.

The existence of the so-called phantom voters is because – it contained the list of names who had registered but did not reside in the area. This fact has been misconstrued as phantom or “ghost voters”.

Arun et al. (2013), scrutinised that the phantom voters became the traditional ballot stuffing. There are few ways to perform a phantom voters’ fraud, including a bunch of new ballots from unknown origin for the defrauding party are added to the ballot box before or during counting – such as after a blackout; and after counting, increment the result count for the defrauding party, per channel.

For example, at 13<sup>th</sup> GE in 2013, many people are not satisfied with the results, consequently, many accusations and rumours of citizen arrest disseminated around the social media concerning of fraud, phantom voters allegedly hired by the party etc.

### **Kalimah Allah**

In 2010, Father Lawrence Andrew, editor of *The Herald* has made a statement at their weekly gatherings that all Catholic churches in Selangor can continue to use the word of ‘Allah’. On October 14, 2013, the Court of Appeal decided not to allow that weekly magazine, *The Herald* from using the word ‘Allah’ in their Malay publications.

However, there a few of Muslim’s political leaders have agreed to use the word of ‘Allah’ in Christian publications, as well as courage to show causes against the law and do not feel sensitive to the feelings of the Muslim themselves (*Utusan Malaysia*, 2014).

If the issue of the word ‘Allah’ has been politicised from certain parties, then it will give a negative effect on the relationship between Malay Muslims themselves, as well as with Christians. Moreover, politicised religious issues can also bring adverse effects on the security and stability of the country.

### **The New Media Influences: An Easy Access of YouTube**

Most people believe that one of the reasons why the Internet has worked so well is that it has been free of government regulation and is a vital force in providing information to the public. It is believed that the rules and regulations were designed to reduce the passion for Internet use, but ironically, the use of new media has flourished and contributed to the deliberation process of the public.

According to Rodan (2004), nowadays, the Internet is vital because this channel proved difficult for governments around the world to control it. For example, in Malaysia, when the BN coalition was the ruling government, the opposition parties went online and turned to new media, such as YouTube, news portals and blogs, and opposed the mainstream media, because the government has controlled as well as set tight campaign rules in the general election. In addition, the worldwide web enabled opposition parties to reach voters, especially young people, wherever they were, whether in their offices or in their homes (Kadir et al., 2018; Stewart, 2008).

New media influences, particularly YouTube, which would seamlessly connect with major Online Social Networks (OSNs) such as Facebook, Twitter, and Google+ enabled off - site broadcasting to serve as an avenue for

opposition to air their grievances and reach out to their supporters (Kadir et al. 2016).

In addition, humans process images faster than texts, making images more visceral emotionally, and image responses often more immediate and powerful than text responses. Not only do visual images attract viewers’ attention, they also expand the audience base for media campaign messages. Graber (1996) examined that images might attract the attention of younger or illiterate members of the audience who lack sufficient reading skills to process written text efficiently.

According to Kadir et al. (2018); Winkler & Dauber (2014), "On YouTube – the ease of viewing and downloading videos on cell phones, tablets and other mobile devices has rapidly swelled the audience of YouTube, thereby contributing to the rise in online media campaigns from political figures and parties, netizens, etc.

In this situation, "YouTube videos may be the best and most persuasive media for political parties as well as netizens to propagate their political agenda, as the audience can easily access it" (Kadir et al., 2018).

## **III. METHODOLOGY**

### **Scope and Limitation**

The main aims of the study concern political agenda videos posted on YouTube, which could explain the social reality issues that could elucidate the political scenario in Malaysia. However, this study faced a number of constraints. Among such constraints were the selection of the specimens that had been made according to the initially set time-line (before the 14<sup>th</sup> GE). Henceforth, the period of selected specimens (videos) for the study was based on various prominent social reality issues pre and post 13<sup>th</sup> GE between 2013 and 2016. Further, the meeting and interview sessions with the experts were held between March and April 2017.

As mentioned before, all the specimens and the issues used in this study were referred to and conducted before the 2018 GE, hence, the government mentioned in this study was also referring to the former ruling government – BN, under the reign of Najib Razak.

### **Specimens**

This study selected videos based on popularity, as shown in “View Count” “Like” and “Dislike” on YouTube. The period of selected videos was based on various prominent social reality issues related to politics in Malaysia, starting from pre and post 13<sup>th</sup> GE in 2013 until 2016. This study involved a careful review of the political agenda videos (based on the issues selected) posted on YouTube. Control conditions used in identifying and selecting the initial political agenda videos for the preparation of such specimens were;

# Influence of Political Agenda Videos Posted on YouTube Based on Social Reality Issues

**Table. 1 Control conditions**

No.	Item	Condition
1.	Video website	YouTube
2.	Focus Content	Various social reality issues, i.e. 1MDB Scandal (economic and leadership), BERSIH (unfairness in election process), Corruption, BR1M (local issues), GST (economic), National Security, Phantom Voters (lack of transparency) and <i>Kalimah Allah</i> (religion)
3.	Length	<3.00 minutes
4.	Language	Malay/English

### Interviews and Meeting Session with the Experts

Before the researcher could proceed with other experiments in this study, three experts from three different backgrounds – politics, psychology and cinematography examined into the contents of the videos for the purposes of confirming their suitabilities in conveying the messages that could effect people’s emotion, which in turn could affect the people’s unity. Hence, more specifically, this study focused

on Malay unity – as the majority of race of this country. The selection of the videos was an important process to be conducted so as to avoid any biasness. The total videos reviewed by the experts were 22 videos.

In the meeting session, what the experts were required to do was; i) they needed to watch the videos; ii) they had to review from the perspective of their background expertise (i.e. political, psychological or cinematography) – content, message, background, colours, sounds etc; iii) they needed to select and confirm the video; iv) they needed to explain why they chose and select those videos; v) they needed to state why the issues (in those videos) were so important to them; and vi) they needed to choose and select at least 16 videos in total.

## IV. RESULTS AND DISCUSSION

### Selection of the Videos from the Experts

Three experts from different backgrounds were involved in this study, such as i) Political Expert; ii) Psychological Expert; and iii) Cinematography Expert. In the interview and meeting sessions, these experts needed to analyse and confirm the selected videos. A part of the results of video selections from the experts with their justifications are shown in Table 2 as follows:

**Table. 2 A partial results of selected video**

Political Expert			
Issue	Specimen	Yes/No	Justification/Comment
1MDB Scandal	Video 1	Yes	<ul style="list-style-type: none"> <li>• The content of the video questioned the leadership, moral issues of former Malaysian Prime Minister (Najib Tun Razak), corruption etc., which could affect the BN government.</li> <li>• This video could touch people’s emotion and also have their own message, i.e. moral of the leader, corruption and told the audience about the good/bad of the government.</li> <li>• This video is suitable to use for experiment, which in turn could affect people’s perception and support towards government/party.</li> </ul>
BERSIH	Video 4	Yes	<ul style="list-style-type: none"> <li>• This video is a good example of Malay disunity because it shows how the Malays fight with each other just because of their different group/party/ideology of the politics.</li> <li>• This could affect people’s emotion and perception, which in turn could divide/disunite the people/society especially for the Malay society.</li> </ul>
BR1M	Video 1	Yes	<ul style="list-style-type: none"> <li>• This is one of the positive videos about the BR1M and suitable for experiment.</li> <li>• Informative video, as well as positive emotion can be triggered such as thankful, supportive etc.</li> </ul>
...	...	...	...
GST	Video 4	No	<ul style="list-style-type: none"> <li>• This video is not suitable for the experiment.</li> <li>• Too biased.</li> </ul>
Psychological Expert			
Issue	Specimen	Yes / No	Justification / Comment
1MDB Scandal	Video 2	Yes	<ul style="list-style-type: none"> <li>• Negative emotions will be triggered such as anger and hatred against the highlighted issue as it affects Malaysians.</li> <li>• And again, the curiosity of the deeper issue is very high.</li> <li>• Suitable for the experiment.</li> </ul>

Corruption	Video 2	Yes	<ul style="list-style-type: none"> <li>Emotional dissatisfaction will arise when watching this video, thus, negative emotion such as anger will also arise when the issue of corruption was related to political issues in this country.</li> <li>The sense of wonder also arises when such issues happen.</li> </ul>
BERSIH	Video 1	Yes	<ul style="list-style-type: none"> <li>This video could have an impact - especially for the people's sentiments to not support the government in the future election.</li> <li>The determination shown by certain parties could affect emotions, feelings and negative impressions, such as anger, hatred, surprised towards the government.</li> </ul>
...	...	...	...
BR1M	Video 2	No	<ul style="list-style-type: none"> <li>This video has less impact in terms of emotion.</li> <li>The message delivery was quite slow.</li> </ul>

**Cinematography Expert**

Issue	Specimen	Yes / No	Justification / Comment
Kalimah Allah	Video 2	No	<ul style="list-style-type: none"> <li>Cinematography element – very boring, because the camera and people in this video were not moving.</li> <li>The content is good but lacking much in terms of cinematography.</li> </ul>
BERSIH	Video 2	Yes	<ul style="list-style-type: none"> <li>The content (background, songs) of the video is good. Although it is a rally, but they (people in the video) still show a peaceful environment – they unite people and prompt them to sing the song together.</li> <li>The content of the video (especially the song), can generate people's emotion, in a positive way (peaceful, harmony, calm) even though it is a negative movement from the opposition.</li> <li>This type of video can unite people.</li> </ul>
National Security	Video 2	Yes	<ul style="list-style-type: none"> <li>The cinematography elements in this video are very good – for example; the audio, background and flow and can easily trigger people's emotion i.e. patriotic, united, harmony, etc.</li> <li>The pace of the video is fast – which is good and interesting.</li> <li>The content and the message are good too.</li> <li>The video is suitable for viewing – for positive emotion perspective.</li> </ul>
...	...	...	...
Phantom Voters	Video 1	Yes	<ul style="list-style-type: none"> <li>The first visual (the first cut) – is interesting. The cinematography elements – i.e. sounds, visual, background is good – and do convey a message, which is interesting.</li> <li>This video has their own way of telling the message about the phantom voters – it is not boring. In fact, it has a sense of humour, is creative, and convincing.</li> </ul>

**Checklist of Selected Videos**

To simplify the organisation of the amount of data, this study organised all the selected videos into a checklist table. The total of selected videos (more than one

selection from those three experts) was used for the next experiment. The number of selected videos is 17 videos in total. A checklist of selected videos is shown in Table 3 below.

**Table. 3 Checklist of selected video**

The Experts	IMDB Scandal / Specimens		
	Video 1	Video 2	Video 3
Political Expert	/	/	/
Psychological Expert	/	/	/
Cinematography Expert	/	x	x



## Influence of Political Agenda Videos Posted on YouTube Based on Social Reality Issues

Total	3	2	2	
<b>BERSIH / Specimens</b>				
	Video 1	Video 2	Video 3	Video 4
Political Expert	/	/	/	/
Psychological Expert	/	/	/	/
Cinematography Expert	x	/	x	/
<b>Total</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>
<b>GST / Specimens</b>				
	Video 1	Video 2	Video 3	Video 4
Political Expert	/	/	/	x
Psychological Expert	/	/	/	x
Cinematography Expert	/	/	/	x
<b>Total</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>0</b>
<b>BR1M / Specimens</b>				
	Video 1	Video 2	Video 3	
Political Expert	/	x	/	
Psychological Expert	/	x	/	
Cinematography Expert	/	x	/	
<b>Total</b>	<b>3</b>	<b>0</b>	<b>3</b>	
<b>Corruption / Specimens</b>				
	Video 1	Video 2		
Political Expert	x	/		
Psychological Expert	x	/		
Cinematography Expert	x	/		
<b>Total</b>	<b>0</b>	<b>3</b>		
<b>Kalimah Allah / Specimens</b>				
	Video 1	Video 2		
Political Expert	/	x		
Psychological Expert	/	x		
Cinematography Expert	/	x		
<b>Total</b>	<b>3</b>	<b>0</b>		
<b>National Security / Specimens</b>				
	Video 1	Video 2		
Political Expert	/	x		
Psychological Expert	/	/		
Cinematography Expert	/	/		
<b>Total</b>	<b>3</b>	<b>2</b>		
<b>Phantom Voters / Specimens</b>				
	Video 1	Video 2		
Political Expert	/	x		
Psychological Expert	/	x		
Cinematography Expert	/	x		
<b>Total</b>	<b>3</b>	<b>0</b>		

### V. CONCLUSION

Previous studies have shown that the issue of Malay unity is still being discussed in Malaysia's political sphere, and the Malaysian political crisis was the main issue affecting the general election. In fact, on 14th GE, "it was eminent when the Malays decided to go for a change and their combined force brought down the ruling BN coalition" (Tan, 2018). The major factors affecting the general election were the side issues that appear to be issues of social reality such as

politics, economics, social, crime, etc. On the other hand, individuals specifically the youth are highly dependent on new media, and an understanding of the influences of new media is essential indirectly as it is now.

Thus, this study focused on issues related to Malaysian politics related to social reality played by YouTube.

This study interviewed experts with three different backgrounds, including politics, psychology, and cinematography, to identify the social reality issues posted on YouTube regarding Malaysian politics. The experts analyzed, identified, and selected the videos, and having reviewed the content of the videos, confirmed the suitability of the specimens in conveying the messages that might affect the emotion of people, which in turn may affect the unity of Malaysia. The experts reviewed a total of 22 videos.

Eventually, a total of 17 videos of different social reality issues posted on YouTube resulted after the videos were reviewed. Furthermore, this study also succeeded in providing an idea of people's emotions, sensitivity and awareness of social reality issues about Malaysian politics that could be used for the next investigation and experiment of this study, especially in political consciousness

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