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The role of political marketing and its importance in Barisan Nasional at Malaysia general election

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Abstract. This study discusses the political marketing tools based on the research in Barisan Nasional (BN) at Malaysia general election. According to the Malaysian law, the date of the last election and subsequent election is to be held at 5-year intervals. Thus, after GE12 in 2008, GE13 was held in 2013. Since 1969 from Alliance coalition to 1973 BN coalition never lost a general election in parliamentary constituency. The political tsunami in GE12 BN won 140 seats in Dewan Rakyat out of 222 seats, opposition parties such as Pakatan Rakyat (PR) won 82 seats out of 222 Dewan Rakyat of seats in Malaysia (Election Commission of Malaysia, 2008, 2013, 2018). The GE13 result was almost the same as GE12 in which BN won 133 seats in Dewan Rakyat or 47.38% of the votes. Pakatan Rakyat (PR) won the support for 89 seats in Dewan Rakyat or 50.87% of the votes. This is first time BN won in the general election but with less of the votes. In GE12 and GE13 voters started to support the opposition rather than BN. Specifically, direct voter contact, indirect voter contact, dominant party, party leader, gerrymandering, malapportionment, re-delineation, first-past-the-post system (FPTP) are the political marketing tools implement by BN. This paper discusses about political marketing tools employed by BN during general election. Therefore, this paper can provide information to political parties and help them to identify the suitable political marketing tools for coming elections.

Keywords. political marketing, Barisan Nasional, general election

1. Introduction

This paper aims to discuss the specific political marketing tools used by Malaysian political parties and candidates to compete for support from voters. This discussion enables political parties and candidates to use the political marketing tools to improve their image in the coming elections. According to Harrop (1990), political marketing is a global phenomenon. The idea is based on results in marketing research and covers everything related to a party's positioning in the voting market. The significance for this study is to provide the information to candidates and political parties in Malaysia that the appropriate political marketing tools will aid politicians in making better strategies to gain more support from the voters. The concept and process of political marketing is being embraced by political parties in developed countries. Political marketing is preferred by political parties because of the value added for candidates to build the relationship with the voters. During political marketing, a politicians interact directly with the citizens to give positive impression important in building a relationship with the voter. Thus, an appropriate political marketing allows candidates to develop strong social relationships with voters. This is because the politicians can understand the voters' need.

Understanding the voters' needs is one of the most useful strategies a candidate can do (Lewicki, & Bunker, 1996; Piccoli, & Ives, 2003).

Barisan Nasional: Malaysia was formed in 1963 when Malaya, Sabah, Sarawak, and Singapore came together. Malaysia has been holding a general election every five years as codified under Federal Constitution (Azizuddin and Sani, 2014; Kasim, Azizuddin and Sani, 2016; Mustapha, 2018; Mustafa and Mohamad, 2017; Kuberan, Lee, Arumugam, Malar and Rashdah, 2018; Goey, Wong and Suriani, 2010; 2018). BN is the major political coalition in Malaysia, comprising 13 political parties: United Malays National Organisation (UMNO), Malaysian Chinese Association (MCA), Malaysian Indian Congress (MIC), Malaysian People's Movement Party (Gerakan), People's Progressive Party (PPP), Parti Pesaka Bumiputera Bersatu (PBB), Sarawak United People's Party (SUPP), Parti Bersatu Sabah (PBS), Liberal Democratic Party (LDP), Parti Bersatu Rakyat Sabah (PBRS), United Pasokmomogun Kadazandusun Murut Organisation (UPKO), Sarawak Progressive Democratic Party (SPDP), and Sarawak People's Party (PRS) (Mustafa, 2015; 2016). The federal governments is headed by the Prime Minister, usually the leader of the winning party or coalition in Dewan Rakyat (Goey, Wong and Suriani, 2010; Kuberan, Foo and Azami, 2010; Mustapha, 2018; Mustapha and Mohamad, 2017; Kuberan, Lee, Arumugam, Malar and Rashdah, 2018; Goey, Wong and Suriani, 2018). Barisan Nasional (BN) and Pakatan Rakyat (PR) are two major political coalitions in Malaysia.

UMNO is the largest political party in Malaysia and was formed on May 11, 1946. The ideologies for UMNO are to maintain the Malay nationalism aspiration, to maintain the pride of the Malay race, religion and country, to ensure the Malay culture as the country's culture and to expand Islam (Wong, Raminah and Kok, 2006; Goey, Wong and Suriani, 2010; Mustapha, 2018; Mustapha and Mohamad, 2017; Kuberan, Lee, Arumugam, Malar and Rashidah 2018; Goey, Wong and Suriani, 2018). Prior to GE12, the majority of BN's seats in Penang were held by UMNO, MCA, and Gerakan. They also mentioned that MCA is a single race party representing the Malaysian Chinese group.

Gerakan is a strong political party and was formed on March 24, 1968 and is part of the ruling BN coalition since 1971. Before 1973, Gerakan was an opposition party in Malaysia. In the 1969 election, Gerakan emerged as the winning party in the Penang state election. However, in 1973, Gerakan and the Alliance Party formed a coalition called BN and emerged as one of the political parties that won in Penang (Wong, Raminah and Kok, 2006; Goey, Wong and Suriani, 2010; Kuberan, Foo and Azami, 2010; Kuberan, Lee, Arumugam, Malar and Rashidah, 2018; Goey, Wong and Suriani, 2018). The Malaysian Indian Congress (MIC) was established in August 1946 on behalf of the Indian ethnicity. The ideologies for MIC are national democracy, freedom, good ethnic relations and cooperation, and overall prosperity for the country, including a fair share for the Malaysian Indians (Mustapha, 2018; Mustapha and Mohamad, 2017; Kuberan, Lee, Arumugam, Malar and Rashdah, 2018; Goey, Wong and Suriani, 2018).

The Alliance Party held power since the Federation of Malaya gained independence in 1957 (Lee, 2007, Mustapha 2018, Mustapha and Mohamad 2017). The Malaysian political life and government has been dominated since the early 1970s by BN (National Front), a broad coalition of ethnically oriented parties. These parties are the United Malays National Organization (UMNO; the driving force of the National Front), the Malaysian Chinese Association (MCA), the Malaysian Indian Congress (MIC), and several parties from Sabah and Sarawak, including the Sabah United Party (Parti Bersatu Sabah; PBS) and Sarawak United Peoples' Party (SUPP) (Mustapha, 2018; Mustapha and Mohamad 2017; Kuberan, Lee,

Arumugam, Malar, Rashdah 2018; Goey, Wong, and Suriani 2018). BN member parties include:

- United Malays National Organisation (UMNO)
- Malaysian Chinese Association (MCA)
- Malaysian Indian Congress (MIC)
- Parti Pesaka Bumiputera Bersatu (PBB)
- Sarawak United People's Party (SUPP)
- Malaysian People's Movement Party (Gerakan/PGRM)
- People's Progressive Party (myPPP)
- Liberal Democratic Party (LDP)
- United Sabah People's Party (PBRBS)
- United Pasokmomogun Kadazandusun Murut Organisation (UPKO)
- United Sabah Party (PBS)
- Sarawak Progressive Democratic Party (SPDP)
- Parti Rakyat Sarawak (PRS)

BN was formed in 1973. During the 1969 general election, the Alliance Party had lost the trust of the voters to the opposition parties. The Malaysian Parliament reconvened in 1971, and then opposition parties such as Gerakan and the People's Progressive Party joined the Alliance in 1972. In 1973, the Alliance Party was replaced by BN. BN was registered in June 1974 to contest in the general election that year. The new coalition managed to gain the trust from voters and won in the election.

Political Marketing: Political marketing is one of the popular topics discussed among political researchers in the world. Many researchers have written journals, books, and articles about political marketing. According to Lees Marshment, many countries have been practising political marketing for a long time (Lees-Marshment, 2001, 2004, 2009, 2010, 2019 and Edward & Lees-Marshment, 2021). Thus, political marketing is one of the marketing tools that cannot be ignored in the political field. In Malaysia, however, political marketing is a new topic to be investigated. Malaysia held its first general elections in 1959, two years after its independence. After the first general election, Malaysia has held 14 general elections. The 14th GE happened on 9th May 2018. The 14th GE was the first time the incumbent coalition, Barisan Nasional (BN), lost and handed over the reins of power to then opposition party. BN and its many previous forms have won every general election within the past 60 years and never lost, until 2018. Thus, political marketing needs to be introduced to Malaysian political parties so that the concept of political marketing can benefit the political party and voters.

Normally, each political party practises its own political marketing strategic. This study is important to identify the political marketing strategic practised by BN. It can be used to gauge BN's political marketing strategic on whether it is suitable to be used in Malaysia's political market. In addition, this study can be used to determine political marketing strategies and its efficacy. By identifying party behaviour, politicians can learn from political marketing strategies to improve their strategies on voter preference, thereby increasing chances of winnability.

BN has faced fierce challenge from the then opposition party since the 12th General Election. Three parties, the Democratic Action Party (DAP), People's Justice Party (PKR) and the Malaysian Islamic Party (PAS) joined in an alliance known as Pakatan Rakyat (PR) in the 12th and 13th GE. BN lost their two-thirds majority during the 12th GE and only managed a 60% parliamentary seat retention with lower proportional vote in the 13th GE. This suggests

that it is significant to investigate and determine BN's political marketing strategic through research for the sake of improvement.

Political marketing is a relatively new idea for most Malaysians but the efforts to promote candidates and the party of the state locally and nationally in an election have been done since Malaysia obtained independence in 1957. Malaysia was formed as a sovereign state in 1963

and formed a government. Since then, it has been ruled by the same party, Barisan Nasional. The election campaigns seem to focus more on persuading people to vote for them rather than focus on efforts to serve the voters (Manikas & Thornton, 2003). This phenomenon shows that political parties in Malaysia need to strengthen marketing aspects and embrace the political marketing strategic to adapt in this new era. In other words, Malaysian political parties need to engage in more democratic practices to improve the image of political parties. Political parties can be seen as the intermediary between government and the people in addition to resolving conflicts. However, the Malaysian political system has been criticized as being outdated in its political image (Heufers, 2002).

Jasmine and Yarina (2009) mentioned that most Malaysians see the election as an elimination process, eliminating the oppositions and not about competing ideologies. In the 1960s, election campaigning was through media coverage in newspapers, televised media, and radio, organizing public gatherings, distributing leaflets and house-to-house visits by campaign agents. Political advertisement began to be used by the ruling BN in print media in the 1980s (Moten, 2009). During implement political marketing in general election, certain political marketing practices is to condemn opposition parties rather than competing the services can be provided after win at general election (O' Cass, 1996; 2001a; 2001b). Political marketing has been the forefront of much criticism. Voters have many concerns about how well the political marketing system serves their interests (O' Cass, 1996; 2001a; 2001b and Scammell, 1999). In fact, politicians, political parties, government agencies and other critics have accused marketing of harming voters through deceptive practices (leading voters to believe they would get more value than they actually do), high-pressure promoting and shoddy or unsafe promises (service lacking the needed quality). There are many voters who are concerned with how marketing serves their interests and society as a whole has been affected by political marketing (O' Cass, 1996; 2001a; 2001b and Scammell, 1999).

In society, marketing critics have stated that political marketing has created false wants and has caused spending too much of money to operate political campaigns. Political parties judge voters by what they want rather than by what they need (Heufers, 2002). Campaigns may be wasting millions of dollars running activities to gain the support from voters before election day. In addition, political parties have been accused of over using private goods at the expense of public goods (Manikas and Thornton, 2002). For example, to satisfy voter needs, an increase in low-cost houses for voters require more highways and traffic control to reduce congestion. Furthermore, critics suggest that politicians wield too much political power within society by utilizing mass media (Manikas and Thornton, 2002). Politicians can misuse mass media to harm other political parties and reduce competition. Political marketing can be used by politicians to target competitors instead of developing their own new plans and services. In addition, political parties can use marketing to bar new political parties from entering an election. For example, large political parties can use patents and heavy promotion spending and can tie up voters to keep out or drive out competitors.

2. Literature Review

Direct Voter Contact: There are some researchers who studied the importance of face-to-face canvassing for communication in Malaysia (Gurnam and Ranjit, 2010) with results mirrored that of Western countries. Face-to-face canvassing brings more advantages like immediate response, two-way communication and more cues and clues for rapport building. CMC has been used as a communication medium in Malaysia (Pauline, 2015). Malaysian citizens aged 21 years old and above have the right to vote under the Election Commission Registration by registering themselves. The registration exercise is being carried out once a year and can be more if the EC sees there's a need to do so. A detailed voter registration campaign is the first step before executing a voter contact program. Voter registration is important to increase voter turnout in a specific area, utilizing unused resources and establishing the foundation of a campaign. Voter registration programs serve specific objectives like helping candidates to know the numbers of votes they need to win at the area and statistics to be studied. Thus, this study would focus on candidate-voters communication like face-to-face canvassing as a crucial tool to promote the candidates, express the messages and build up the image of the represented party.

In Direct Voter Contact: Wouldnat, Joann, Tamam and Annette (2013) mentioned that Malaysian parties have started to use different marketing tools to attract the attention of voters in Malaysia. Some political parties use political blogs, post videos on Facebook and spread political news through phone messages to create interest in voters to have more concern in Malaysian politics. Nowadays everyone can access the internet easily and sharing information from political parties is accessible to the public. In the past, traditional media only allowed one way communication. But with the use of Facebook and Twitter, two-way communication is allowed and views can be easily expressed to the public. Faizal, Sabrana and Ramle, (2014) also mentioned that Twitter is utilized by the public in order to spread political news. This is because Malaysia lacks freedom of press and social media plays an important role in sharing information to the public (Smeltzer and Keddy, 2010).

Dominant Party: Since 1957, UMNO plays the role of a single party dominant under BN in Malaysia (Wouldiam, 1996). Since BN held power in 1957, they had never lost a single election to be the government in Malaysia until GE13. BN is the combination of three ethnic parties which is UMNO, MCA and MIC with UMNO being the dominant party in BN (Lee, 2007). Apparently, during the initial period of BN, association between UMNO, MCA and MIC were mainly based on terms of ethnic participatory decisions (Lee 2007; Lee 2010). This is because the Malays in Malaysia have a higher population compared to the Chinese and Indians. Thus, UMNO represents the Malays as the biggest power wielder of the party in BN. UMNO used this opportunity to amplify its political power by allocating itself a greater share of legislative seats in Parliament (Lee, 2013). UMNO had such power over the Malaysian political system that its UMNO Chairman and Deputy Chairman automatically became Malaysia's prime minister and deputy prime minister (Chin, 2016 and 2018). Chin (2016 and 2018) mentioned that a single party leader holds strong authority of control over the party. The same was practiced in MCA, Gerakan and MIC in BN. In order for UMNO to get support from the Chinese community, UMNO had to work together with MCA and Gerakan while they worked together with MIC to gain support from the Indian community. Thus, UMNO's contested seats in the Malaysian general election is more than the contested seats of MCA, MIC and Gerakan in Malaysia combined. Voters in Malaysia choose parties rather than choose candidates. Thus,

BN is the major political coalition in Malaysia, comprising 13 political parties. This is one of the strategies employed by BN to get advantages in general election.

Party Leader Has Highest Authority: The leader for each party has the highest power to make decisions for the party. This practice showed that BN in Malaysia is leading a multi-racial coalition. Each party in BN has its own party meeting to elect members to be the leader represent the party. Saat (2018) said that UMNO's president and deputy president posts were first contested in 1987. This proves that the president and deputy president play important roles for each party. MCA, Gerakan and MIC also practice the same activities of organizing party elections. During a party election, all positions in the party are contested. Party members are allowed to contest any position from the party as long as they gain the support from members. Besides that, positions such as representative of each division are also contested at the same time. Thus, positions in the party and positions for each division are elected at the same time. Members in the party have their own roles to participate in party elections as members to let party members elect or to vote desired party members to hold the position. In conclusion, the party leader needs the support from the division chairman and the division chairman need the support from the party members. A strong political party leader in Malaysia can gain the confident and support from voters.

Gerrymandering: Its stranglehold over the Malaysian political system is such that its leader and deputy leader automatically become Malaysia's prime minister (PM) and deputy prime minister (DPM). Gerrymandering is a type of the political marketing used by the political party to gain votes from voters to be at an advantage in terms of votes during the election (Kang, 2017). Gerrymandering means that electoral constituencies are reshaped to give a single party a political advantage. According to researchers, there are three types of the gerrymandering (Cain, 1984; 1985; Grofman, 1985; Grofman and Scarrow, 1982; Owen and Grofman, 1988). These 3 types of gerrymandering can be categorized as concentration gerrymander, dispersal gerrymandering and incumbent displacement gerrymandering. Concentration gerrymandering is the concentration of the opposition party's strengths in certain districts to dilute the strength of the opponent's party. Dispersal gerrymandering is separating one's opponent's strengths to deny opponent's majority control to as many districts as possible. Incumbent displacement gerrymandering is eliminating the seats held by members of the opposing party and combining the seats of opposing party incumbents into a single district. Gerrymandering involves manipulating the size of electoral districts in order for one political party have an advantage over an opponent's party. Gerrymandering causes the opponent's party to waste votes as it benefits another political party in the election.

According to Friedman and Holden 2008, gerrymandering can be categorized into packing and cracking gerrymandering. Researchers define packing as combined or concentrated opponents' voters in unwinnable districts. This means that packing concentrates people who would likely vote for the opposition within a small number of districts and causes a disadvantage to an opponents' party. Researchers define cracking as the spread of the opponents' supporters to winnable districts to dilute the opponents' supporters. Cracking dilutes people who are likely to vote for the opposition and separate them to as many districts as possible. Some researchers have started paying attention to Malaysia's electoral system (Welsh 2013). BN won 47% of the vote but took 60% of the 222 parliamentary seats whereas the opposition coalition, PR, won a majority of the popular vote with 51% but only 40% of the seats. This is due to gerrymandering done by BN in Malaysia's electoral system (Ostwald, 2013 and 2017). This is because of variation in the size of electoral districts with gerrymandering, BN with significantly fewer votes than were required by the opposition to secure its seats (Ostwald, 2013 and 2017). **Malapportionment:** The definition of malapportionment is apportionment of voting districts with unequal populations within

electoral seats (Ladewig and Jasinski, 2008; Monroe, 1994). Taeko and Neiva (2013) mentioned that malapportionment causes some electoral seats to be overrepresented and some electoral seats supporting the opponents' party to be underrepresented. Thus, disproportionality between seats and population size affects the results of 1 vote for 1 value. Lee and Oppenheimer 1997; 1999 showed that malapportionment reduces the competitiveness of elections for the electoral seats. Malaysia tends to concentrate Chinese voters into one urban seat to dilute the votes of the opposition party. This is because the Chinese population in Malaysia is considered a strong supporter for the opposition party. But BN tends to increase the seat in rural areas where most Malays live to secure the parliament seat (Brown, 2005). One of the parliament seats in Serdang held by PR in Selangor has 79238 registered voters which is four times more voters than Sarbak Bernam held by BN which is only has 16510 registered voters (Election Commission Malaysia 2013).

Re-delineation: In a country with a democratic system, re-delineation is standard practice. Re- delineation is fair, transparent and equal and is expected to carry out the process of electoral delineation and distributing voters (Harding, Neo, Shah and Tay, 2018; Yusof, Ghazali, Rosli and Alias, 2015). According to Moniruzzaman and Farzana (2018), BN has practised re- delineation of constituencies to increase the pro-BN votes in certain constituencies to secure parliament seats. During the 2003 general election in Malaysia, the Election Commission (EC) shifted favour of BN voting districts into neighbouring districts and BN's win in re-delineated districts was 90%. Thus, re-delineation is a practice that has turned Malaysia's elections into delineation under conditions of a single-party dominance (Case, 2010). But the issue of fairness and equalization of electoral bias are always the main challenges during the application of re- lineation in electoral constituencies (Shelley, 2002). Thus, one of the marketing strategies practiced by BN is re-delineation, combined with gerrymandering and malapportionment to strengthen BN's parliament seats.

First-past-the-post system (FPTP): Malaysia's electoral system follows the first-past-the- post system (FPTP). The definition for FPTP is candidates require an absolute majority vote to win the seat and the candidates are not required to pass a minimum threshold of votes (Norris, 1997). This means that the candidate in each constituency who wins in the most votes is elected as the representative and the candidate who gains more than 50% is automatically declared the winner in that particular constituency (Adjei, 2013; Milazzo, Moser and Scheiner, 2017). Another definition for FPTP means winner takes all (Couture, 2014). The candidates who get the majority vote wins all while the loser gets nothing (Zainal, Zuryati and Asmah, 2017). In addition, the FPTP system gives clear advantage to bigger parties (Taylor and Johnston, 1979). Candidates from BN has the advantage of being in the biggest coalition party in Malaysia as they compete against opposition party candidates such as DAP and PAS. This is because with the practise of the FPTP system, candidates with the majority vote wins all. For example, in one constituency, BN gained 40% of the votes with DAP gained 30% and PAS gained 30%. Candidates in BN were still elected as constituency representatives due to the concept of FPTP where candidates who gain the majority vote wins and loser gets nothing. Thus, the more there are third party's votes, the more advantage there is to the bigger party. The candidate who garnered the majority vote or the highest number of votes would be the winner. According to Taylor and Johnston (1979), the features of the FPTP system gives a clear advantage to bigger parties.

3. Discussion

This paper discuss that political parties are apply political marketing for themselves to build positive impressions and a strong relation with their voters. As political marketing is based on voters' preferences, politicians can know voters' needs. Therefore, this paper provides information that political marketing helps them identify a suitable strategies for their parties and candidates in Malaysia. This paper also identifies that political marketing is preferred by voters in Malaysia, political parties and candidates would be able to perform in the most effective way to promote themselves to the voters. By implement suitable political marketing can identify the voters' needs. Candidates might even have opportunities to get in touch with voters personally and gain better support. For example, one of the processes of political marketing is face-to-face conversation with voters. Voters would be impressed and more convinced by politicians who meet and respond to their voter's face to face. Therefore, identifying the process of political parties in Malaysia would allow political parties to gain support from the voters with a well-planned political marketing strategic.

Besides that, political marketing also influences voters to aid politicians to gain voters' support in an election. It hopes that political parties and candidates would adopt the said political marketing and plan carefully as it enhances positive factors and avoids negative factors that affect the image of politicians and parties. According to Lees-Marshment's strategic, there are three types of parties that can help meet voters' needs: (1) product-oriented party (POP), (2) sales-oriented party (SOP) and (3) market-oriented party (MOP). According to Lees-Marshment (2001, 2004, 2005, 2006, 2009 and 2010), a party that follows a POP process "argues for what it stands for and believes in... this type of party refuses to change its ideas or product even if it fails to gain electoral or membership support". On the other hand, a party that follows an SOP process, "retains its pre-determined product design, but recognises that the supporters it desires may not automatically want it. A Sales-Oriented Party does not change its behaviour to suit what people want, but tries to make people want what it offers". This study's premise is on the idea that MOP is one of the three general types of orientations that political parties can adopt, with the two alternatives being POP and SOP. Thus, this study is significant to find out that political marketing is preferred by voters that can help political parties to improve their image and gain support from voters to win in the general election.

Every party in Malaysia has its own political marketing strategics. The paper has discussed that BN practised their political marketing during election. The candidates for nomination in Malaysia need to go through different stages before nomination day. First of all, candidates need to get the support from the individual divisions. The support from the division chairman and division members are one of the key steps for the candidates to be nominated on nomination day. The division chairman plays a very important role to make this decision. Normally the division chairman or his own supporters are only allowed to be candidate for the election. Besides that, candidates also need to get the support from the party state chairman. Every party in each state also has its own state chairman. State party chairman has his own authority to support any members in the party to be a division chairman. Besides that, BN will also appoint BN state chairman for each state to co-ordinate all parties under BN. By practised a proper political marketing strategics can help politicians and party win in an election.

The purpose of this paper is to identify political marketing planning for Malaysian political parties that can also be applied in other constituency-based countries. In the broadest sense, the objective of this paper is to discuss political marketing is used by politicians to improve the image of political parties and candidates in general election. From the discussion, party

members, division chairman, state party chairman, and BN state chairman have interrelated link to discuss the name list for each division. The name list for the division is further discussed between party chairman and the prime minister. Normally the division chairman submits the name list to the state chairman and the state chairman sends the name list to the party chairman to get approval. In the end, the party chairman will discuss with the prime minister to finalise the name list. Before nomination day, the prime minister announces the candidates to be the representative for each parliamentary seat. Thus, division chairman, state chairman, and party chairman play very important role to choose the candidates. In addition, state chairman and party chairman need the division chairman to secure their own position in the party during party elections. Division chairman needs the support of the state chairman and party chairman to be the division chairman in every division.

Therefore, the division chairman prefers that the candidates can benefit the division chairman. Thus, the process for the nomination of candidates is from the division chairman, party state chairman, party chairman then prime minister. Normally the prime minister follows the advice of the party chairman to choose the candidates. Thus, division chairman, state chairman and party chairman are equally important for the process of choosing candidates in the election. In the end, the prime minister is the final stage to determine which candidates can be a representative in the election.

After finalised by the prime minister, the name list is announced before nomination day. At this time the candidates only know they are fielded in which parliamentary seat. After the announcement, candidates are prepared for nomination registration. After nomination registration, the political party starts marketing and introducing candidates to the voters to get the support from voters during election. Candidates and party members start communicating to the voters and sharing ideas to fulfil the requirement for voters. During the campaign, candidates and their team conduct face to face, internet contact and door to door canvassing to gain the support from voters. Voters expect their requests and candidate promises to be fulfilled after winning the election. The candidate is expected to fulfil the demand and request from voters in order to gain votes during election. During election, voters will vote the candidate according to their preferences. The winning candidates are expected to deliver their promises to voters in order to gain support for the next election.

Conclusion

In conclusion, each party in Malaysia is practising marketing strategies to gain support from voters. Political marketing is one of the activities practised in order to help candidates in a party to win an election. Campaigning before an election is a critical time for each party's candidate to gain the support from voters. In Malaysia, nomination dates to announce candidate representatives and election dates usually takes less than 30 days. Each candidate is also unable to know which constituency they are representing in Malaysia until the announcement during nomination dates. This is so that each candidate has limited time to pull in votes from voters. Besides that, during duration of the election campaign, direct contact such as face to face canvassing and door to door canvassing helps the candidates gain support from voters. Indirect contact such as newspapers, blogs, Facebook, WhatsApp and WeChat also help a lot to pull in votes. Gerrymandering, malapportionment, re-delineation and FPTP are additional marketing tools for bigger parties to have an advantage during elections. Thus, political marketing is very important to gain the support from voters and win in an election.

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