

Identifying the Characteristics of Khairy Jamaluddin as a Leader by Using the Social Media Throughout the 29th SEA Games

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ABSTRACT

There are many leaders and politicians in the world, however not all of them are well-liked by the society. Those who are not people-centric leaders are usually less favoured because he might be a person who only does decision-making according to his own desire. Another factor is probably because the leader has committed less interaction and societal engagements which have made him to be seen as unfriendly person. By looking at this problem, the researcher got the idea to observe how a popular leader can become a likeable leader, therefore, the researcher has decided to analyse Yang Berhormat (YB) Khairy Jamaluddin, who was the Minister for the Ministry of Youth and Sports Malaysia. In conjunction

to his popularity and nicknames such as ‘Daddy’, ‘Abah’, and ‘Tall, Dark, and Handsome’ kind of leader, he managed to influence Malaysians to support the 29th SEA Games 2017 which was held in Kuala Lumpur. Since Khairy Jamaluddin is the minister for the Ministry of Youth and Sports Malaysia, the researcher has decided to observe the leadership style of Khairy Jamaluddin, by understanding which leadership traits that have made him to be likeable by everyone. Hence, the method of observing this research study is by using Qualitative approach, specifically by using Content Analysis method. 256 tweets from Khairy Jamaluddin Twitter interactions in August 2017 are analysed by using a coding sheet as a guideline to determine the leadership traits. As for the findings in Chapter Four, the highest leadership trait which is possessed by Khairy Jamaluddin is the Feedback Skill. Thus, it shows that by having a good communication skill, it helps a leader to have higher likeability in the society.

Keywords: *29th SEA Games, Khairy Jamaluddin, Leader, Leadership style, Twitter*

1.0 INTRODUCTION

Politics is important to be practised in a country. The functions of politics would determine on how a country and its national institution to function. Through political activities such as diplomacy, a country can be constructed with other countries globally. Besides, politics shapes the government of a country, as it can be demonstrated as a democracy, authoritarian based governance or other forms of governance. Politics can never be developed alone without the support from the citizens, yet in political measure, it is important for politicians to know the strategy on how to win the heart and the mind of a society.

Politics has many functions; therefore, it is important to choose a correct political leader to govern the country. Politics has tremendous effects in economic role of a country. Politics shapes the economic growth of a nation through law of contracts such as bilateral relationships to maintain the export and import of goods and to ensure the income of its citizens. On top of that, politics acts a tool to generate the young generation to become observant on what is happening around. In addition, politics

enhances youth or new generation to have critical mind in decision-making process and to know their rights living in a particular country [1].

Interestingly, the subject of this study, YB Khairy Jamaluddin is seen as a well-liked leader because the observation made was according to the nicknames given to him started before the SEA Games event started. Khairy Jamaluddin is the previous minister for Ministry of Youth and Sports, a Member of Parliament representing the Rembau constituency in Negeri Sembilan, UMNO youth leader and the Chairman of Barisan Nasional Youth, he manages to discard the political elements in Malaysians to become one in supporting the sport arena via his active participation in his social media accounts.

Khairy Jamaluddin has seen the potential of social media accounts as platforms to create relationship closeness between a leader and the society, whereby he has developed a political fandom [2] which has allowed him to become likeable. It can be proven by looking at how he replied his tweets in a relax way although he is a politician. Apart from that, Khairy Jamaluddin has huge number of followers in his Instagram which is the recent is 925 thousand of followers, while as for Twitter he has approximately 2.4 million of followers. Therefore, it is undeniable to say that Khairy Jamaluddin has a great influence to Malaysians. [2] has indicated that political fandom is a strategy used by politicians or leaders to do online political campaigning engaging with the society to gain their trusts.

1.1 The Impacts of Social Media Utilization towards Leadership Style

Social media utilization for leaders has not preferred and popular until the year of 2008, in which the Obama phenomena has astonished the world because of two facets, which are when Barack Obama was elected as the first black President of America and the second facet is that he won his election with thousands of supports by engaging in social media such as MySpace, Twitter, Facebook, and developing his own website, mybarackobama.com. The approach of using Internet to reach the mass audiences succeed because mainly today's generation is more engaged with what is served online. Furthermore, it has reported the result by making

comparison between the popularity of utilisation of Twitter and Facebook amongst the society. The report has indicated that between Twitter and Facebook, both social media accounts have the highest popularity in its usage to deliver news. Twitter and Facebook, each, has gained 63% voted by the society as the main sources to be updated with news.

Apart from that, the latest research was conducted by several scholars to determine the penetration of Internet usage for each country, and Malaysia is reported that based from the total population of 31 million Malaysians, 2,108 samples have engaged in the research which directly produced that 70% Malaysians are active Internet users [3]. The research is executed to study how news is retrieved by the society from each country, therefore it has shown that Malaysia (54%), Brazil (46%), and Spain (32%) are the nations that have started to receive news from online source which is Whatsapp.

Hence, the more people spend on social media about an individual, the more tendency for the person to develop trust or likeness towards the individual. This is the inference the researcher has developed based on personal experiences and the supporting of past research conducted by few author, whereby they have claimed that internet plays a main role to create credibility of an individual based on several factors such as trust, accuracy, aesthetics, bias, reliability and more.

1.2 The Effectiveness of Social Media in Gaining Trust and Credibility

The finding on the credibility of internet developing trust is credible, according to the researcher's experience and point of view, as a student that is categorized under Y Generation that actively used information technological appliances, when the researcher views Khairy Jamaluddin's Instagram Story postings, apparently, the researcher has developed her own kind of positive judgements towards the politician. According to [4], what impacted trust among Malaysians is the credibility of the leader is measured by looking at the similar characteristics possess by both leaders and the ethnics.

Apart from that, Social Network Sites (SNS) is seen to be influential to disseminate information as well as to exchange opinions and views within the society. The high rated SNS which is frequently used by the society and politicians is Twitter [5]. It is also believed that social media has changed the public opinion in Malaysia due to the free access gained by Malaysian to gather information on certain political matters and politicians without any filtered news by the gatekeeper [6]. For instance, as compared to traditional media, today's generation trusts more information posted in Twitter, blogs, and Facebook because there no censorship of information and non-manipulative.

Moreover, Web 2.0 technologies is a helpful tool to help people from different places to interact with each other, and in the same time to express their opinion regarding to certain issues through SNS. Logically, politicians believe that SNS allows to get in touch with the citizens' opinions and connect with them swiftly [7].

Besides, leaders should know the approach on how to tackle today's generation, because according to few studies, young people has low knowledge about politics and the government, and when they need information, they will rely on the social media as their main source [8]. Albeit young people seem to disinterested in the governance topic, nevertheless, whatever they have read in their social media about a politician the party as well as other leaders, eventually it can affect the conclusions drawn by the younger generation, which is known as the Cable Effect [9].

2.0 PROBLEM STATEMENT

The arising of Social Network Sites (SNS) happened because of the rapid growth of technology in the 21st century. Therefore, technology developers compete with each other to create the same functions of a technology according to the standard required of the current world. New creation existed due to the diffusion of innovation, whereby the five elements of innovation which are relative advantage, compatibility, complexity, trialability, and observability considered [10].

However, nowadays the role of SNS expanded to become a tool for politicians and leaders in seizing the opportunity to get connected with the citizens. SNS is seen to be influential to disseminate information as well as to exchange opinions and views within the society. Personal branding image is built via social media, many types of influencers, ranging from leaders, politicians, celebrities, individuals, companies, and social media influencers are utilizing social media as their main platform to influence people by creating their own identity.

In addition, in order to become someone that is favoured, it may believe that Instagram is another popular platform to engage with the society, apart from Twitter. Khairy Jamaluddin, who is a current Minister of Youth and Sports managed to influence the society regardless of whichever political parties they are interested. The way his account is handled and making an appearance in loosen up protocol that is less formal compared to other leaders, makes the people can feel the closeness between one and another. Besides, his rapid responses towards the society's inquiries, especially during the 29th SEA Games 2017 ceremony is believed to become the de facto for him to be liked by Malaysians. However, such assumptions are being analysed according to the researcher's personal analysis on Khairy Jamaluddin.

Hence, the purpose of this research is conducted, basically to understand what the reasons are or the factors that have caused Khairy Jamaluddin to become Malaysians' likeable leader as compared to other politicians. Do Khairy Jamaluddin has a better leadership quality in becoming an influential individual or because of his easy-going characteristic that has made him to be likeable. Apart from that, do social media accounts helped Khairy Jamaluddin to easily engaged with the society, which is because of his personality and leadership traits. Therefore, what are the factors which have caused Khairy Jamaluddin to become a likeable leader in Malaysia as compared to other leaders in Malaysia?

3.0 RESEARCH OBJECTIVES

Therefore, the objectives of this research are:

1. To identify the factors of how Khairy Jamaluddin have made himself to become the society's likeable leader in Malaysia.
2. To examine which leadership traits that have made Khairy Jamaluddin to become a likeable leader.

4.0 METHODOLOGY

4.1 Coding Sheet

As for the coding sheet used in this research, the researcher has adopted the Trait theory model by [11] whereby the coding sheet has been constructed by using the three main elements presented which are Demographics, Task Competence, and Interpersonal Attributes. By using these elements as the guideline, hence, the researcher has created a set of coding sheet in which each element's justification is supported by other journals.

The first element of Trait theory is Demographics, in which the researcher has utilised all the points given into the coding sheet without any verification from other scholars as this is just a basic and straightforward Khairy Jamaluddin's personal details.

Next, the second element which is Task Competence, the researcher has not utilised all the points given because it is to ease the construction of findings process for this research and the points are chosen according to the scope of study for this research. However, the researcher has selected three points which are Conscientiousness, Emotional Stability, and Leadership Self-Efficacy.

Moving on to the next element of Trait theory which is the Interpersonal Attributes, the researcher has selected three points which are Communication Skills, Emotional Intelligence, and Political Skills in order to observe Khairy Jamaluddin's interpersonal skill in his leadership trait. As for Communication Skills, the researcher has taken certain points coined

out by Dixon and O’Hara whereby in their article, they have mentioned that to measure communication skill is by looking at which medium the leader is using, whether it is effective or not to reach the target audience. Besides, the encoded messages are also important to ensure that the message is reached and understood by the society, yet it has also agreed by [11].

Apart from that, leader’s feedback skills and listening skills are vital to ensure the effectiveness of his communication process, as what has been highlighted by [11] a good leader would possess efficient interaction with his team, colleagues and the target audience.

Apart from that, emotional intelligence is the fundamental measurement to access Interpersonal Attributes of a leader, whereby it consisting of Self-Motivation, Motivation to Others, Performance Monitoring, Conflict Resolution, Effort Recognition, Goal Setting, and Teamwork. In this research findings, the researcher has used the Emotional Intelligence traits as the measurement to determine Khairy Jamaluddin’s leadership traits according to his 256 tweets in August 2017. However, the Teamwork point is not used and is replaced with a new trait which is Ambitious and the addition of Feedback Skill from the Communication Skill element.

<p>TWEET DAY : _____</p> <p>DATE : _____</p> <p>TIME : _____</p> <p>VENUE : _____</p> <p>ISSUE : _____</p> <p>TOTAL OF TWEETS PER DAY : _____</p> <p>LENGTH OF TEXT TWEETED PER TWEET : _____</p> <p>• DEMOGRAPHICS</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>GENDER</td><td>Male</td></tr> <tr><td>AGE</td><td>41 Years Old</td></tr> <tr><td>BIRTH DATE</td><td>10th January 1976</td></tr> <tr><td>ETHNICITY</td><td>Malay</td></tr> <tr><td>EDUCATION</td><td>Oxford University</td></tr> <tr><td>SOCIAL STATUS</td><td>UNEMPLOYED</td></tr> <tr><td>SPOUSE</td><td>None <i>Am. Abdullah Ahmad Badawi</i></td></tr> <tr><td>CHILDREN</td><td>3</td></tr> </table>	GENDER	Male	AGE	41 Years Old	BIRTH DATE	10 th January 1976	ETHNICITY	Malay	EDUCATION	Oxford University	SOCIAL STATUS	UNEMPLOYED	SPOUSE	None <i>Am. Abdullah Ahmad Badawi</i>	CHILDREN	3	<p>• TASK COMPETENCE</p> <p>CONSCIENTIOUSNESS (Roberts, Krueger, Lajava, Richards, & Hill, 2012)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>NO.</th> <th>TRAIT</th> <th>YES</th> <th>NO</th> </tr> </thead> <tbody> <tr><td>1.</td><td>Self-control (Delay of gratification)</td><td></td><td></td></tr> <tr><td>2.</td><td>Responsible to others</td><td></td><td></td></tr> <tr><td>3.</td><td>Hardworking</td><td></td><td></td></tr> <tr><td>4.</td><td>Orderly</td><td></td><td></td></tr> <tr><td>5.</td><td>Rule Abiding</td><td></td><td></td></tr> <tr><td>6.</td><td>Self-regulation</td><td></td><td></td></tr> <tr><td>7.</td><td>Ego control</td><td></td><td></td></tr> <tr><td>8.</td><td>Impulsivity</td><td></td><td></td></tr> </tbody> </table> <p>EMOTIONAL STABILITY (Bross, Schiele, & Schimdtke, 2012)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>NO.</th> <th>TRAIT</th> <th>POSITIVE</th> <th>NEGATIVE</th> </tr> </thead> <tbody> <tr><td>1.</td><td>Reactivity to stressful events</td><td></td><td></td></tr> <tr><td>2.</td><td>Reactivity towards threatening events</td><td></td><td></td></tr> <tr><td>3.</td><td>Individual's interaction towards the environment</td><td></td><td></td></tr> </tbody> </table> <p>LEADERSHIP SELF-EFFICACY (Antonencia, Prochaska, Yaschik, & Smalley, 2016)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>NO.</th> <th>TRAIT</th> <th>YES</th> <th>NO</th> </tr> </thead> <tbody> <tr><td>1.</td><td>Encouraging others to agree</td><td></td><td></td></tr> <tr><td>2.</td><td>Encouraging others towards shared missions or objectives</td><td></td><td></td></tr> <tr><td>3.</td><td>Interactions between a leader and the society</td><td></td><td></td></tr> <tr><td>4.</td><td>Social Identity (Charismatic)</td><td></td><td></td></tr> </tbody> </table>	NO.	TRAIT	YES	NO	1.	Self-control (Delay of gratification)			2.	Responsible to others			3.	Hardworking			4.	Orderly			5.	Rule Abiding			6.	Self-regulation			7.	Ego control			8.	Impulsivity			NO.	TRAIT	POSITIVE	NEGATIVE	1.	Reactivity to stressful events			2.	Reactivity towards threatening events			3.	Individual's interaction towards the environment			NO.	TRAIT	YES	NO	1.	Encouraging others to agree			2.	Encouraging others towards shared missions or objectives			3.	Interactions between a leader and the society			4.	Social Identity (Charismatic)		
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INTERPERSONAL ATTRIBUTES			
COMMUNICATION SKILLS (Dunn & O'Hara, n.d)			
NO.	ITEM	EFFECTIVE	LESS EFFECTIVE
1.	The effectiveness of medium used		
2.	The encoded messages during the event		
3.	Leader's feedback items during the event (Jokes, replies, quote retweets, rants)		
4.	The content dispersed throughout the event (Information about the event)		
5.	Leader's listening skills in the used medium		

EMOTIONAL INTELLIGENCE (Wagner, 2013)			
NO.	TRAIT	YES	NO
1.	Self-motivation		
2.	Motivation to others		
3.	Performance monitoring		
4.	Conflict resolution		
5.	Effort recognition		
6.	Goal setting		
7.	Teamwork		

POLITICAL SKILLS (Cheema, Cheema, & Ashraf, 2008)			
NO.	TRAIT	YES	NO
1.	Construct validity		
2.	Change agent		
3.	Exerting influence and networking		
4.	Organizational goals		

Figure 4.1: Coding Sheet

4.2 Research Instrument

for this research, the researcher has to retrieve the tweet interactions by Khairy Jamaluddin in August 2017. It encompasses of his feedbacks, tweets, giving out contests, and quote retweets. The method of retrieving the data in Twitter has been done by using Twitter Analytics and a coding sheet, whereby the researcher has to key in the date from the beginning of August until the final of the month. Based on the analysis, 256 tweets have been detected throughout August 2017 which the most tweeted topic is on 29th SEA Games in 2017. Besides, two software were used which are Sentiment.vivekn and Phyton in order to extract the data tweeted by Khairy Jamaluddin throughout the period of SEA Games 2017 season in August. Besides, the researcher has added another alternative which is by developing a coding sheet to ease the researcher's theme development.

4.3 Sampling

As to relate with the study, the researcher has generated few characteristics to observe a leader that are seem to be suitable according

to the title and to meet with the research objectives:

1. Consume social media (Twitter / Facebook / Instagram)
2. A leader who is likeable in the society

5.0 FINDINGS

The researcher has managed to gather and collect all the data which the Tweets from YB Khairy Jamaluddin in August 2017 during is the 29th SEA Games period. It contains 256 tweets from YB Khairy Jamaluddin himself which includes these three activities which are Replies to others, Quote Retweets, and Tweets. From the collected data, therefore, the researcher analyses the contents by using the method in Chapter Three which is by using Content Analysis, the textual analysis method.

5.1. YB Khairy Jamaluddin as an Ambitious Leader

TABLE 1

Ambitious leadership trait

Date	Tweet	Leadership Trait
1.8.2017	Not long to go! Everything falling into place. #BangkitBersama	Ambitious

A leader should know how to motivate others because a leader brings great influence to others' lives. Those who are not seeing the importance of leadership might misunderstand the concept of leadership. Yet we are all leaders to ourselves, however, we need role models to be followed and inspired us to become better. There are many famous leaders that can be taken as role models. As for us Muslim, it is common to idolized our Prophet Muhammad (pbuh) as a great leader, as his journeys to disseminate and promoted Islam in the history and Quranic verses was great and challenging, yet he manages to execute his mission.

Hence, it is ordinary for a leader to become ambitious, because he is the one who is responsible to encourage and motivate other towards a shared mission. An ambitious leadership style is the method of how a leader tries to ensure that all paradigms of shared missions are properly organized in order to get good results [12]. The scholars have also mentioned several facets for an ambitious leader to accomplish which are staffing, planning, developments, and assessment.

The first tweet was tweeted by Khairy Jamaluddin in the early of August to indicate that SEA Games will be held in few days more. Yet, he has started to spark the spirit in all Malaysians by not only interacting with the society via social media platform, however he has been involved in the face to face interaction by making himself visible to schools and joining sport events, and of them was the running marathon in Singapore.

The researcher has examined not only his Twitter, but his Instagram especially InstaStory as well. Khairy Jamaluddin is seen as an ambitious leader representing the Ministry of Youth and Sports Malaysia. As a Minister of Youth and Sports, Khairy Jamaluddin has become famous throughout the SEA Games event, whereby there are many interactions, ideas, and supports given to him.

Furthermore, the tweet was accessed by using a sentiment analysis tool, and resulted that the tweet above is positive. Therefore, according to the researcher's understanding and assumptions on Trait theory, Khairy Jamaluddin does have this trait in his tweet. To indicate Khairy Jamaluddin's ambitiousness for the SEA Games event, there are many pre-events such as promotions and marketing about the upcoming SEA Games have been done. During this period, Khairy Jamaluddin's Instagram was very active as he always uploaded his activities in the InstaStory.

On top of that, Khairy Jamaluddin is also seen as a very ambitious leader, as he has non-stop replying to tweets and dispersed information. Besides, in his tweets, there were also some mentions by the athletes to thanking him to get the updates of their performance.

5.2 YB Khairy Jamaluddin Responsibility in Monitoring the Achievement of Malaysia during the 29th SEA Games.

TABLE 2

Performance monitoring leadership trait

Date	Tweet	Leadership Trait
3.8.2017	The boss @NajibRazak spot checking on preparations for @KL2017. For more info, PM tepi.	Performance monitoring

On top of that, Khairy Jamaluddin has proven how importance is the function of social media to monitor everyone’s actions. He does not only monitor his team, nevertheless, he also showed some great examples to portray himself as a responsible individual by utilising well his social media such as Twitter and Instagram.

According to the tweets, the researcher has found the similar traits existed during this particular situation. The interactions between a leader and an employee has shown that Khairy Jamaluddin is a responsible leader by visiting his athlete to give supports and obtain updates, despite of only engaging himself in the social media. Adli Hafidz is one of Malaysia’s boxing athlete and he has won Silver in light-heavy final game during the 29th SEA Games.

Other than that, Khairy Jamaluddin also engaged the Prime Minister in his tweets that other politicians are also supporting the SEA Games event in conjunction to motivate Malaysians to be part of the games by supporting our national athletes. The involvement of politicians does not only consist of Dato’ Seri Najib Tun Razak, however, Nurul Izzah, the representative of Pakatan Rakyat (PKR) politician has also engaged with the celebration of SEA Games.

Based on these tweets, it shows that not all issues in Malaysia cannot be supported by both political parties, nevertheless, there are also other activities, such as SEA Games can strengthen the unity of Malaysians despite of different political belief.

5.3 Encouraging supports from Malaysians to Solace the National Athletes during the 29th SEA Games

TABLE 3

Motivation to others leadership trait

Date	Tweet	Leadership Trait
11.8.2017	Contest @KL2017: Sukan SEA asalnya dikenali sebagai apa? #BangkitBersama	Motivation to others

A leader does not only lead his team towards the achieving goals, however, he is responsible to motivate the team and the people involved. a leader should be motivated as he is going to motivate others. In this theme, motivation to other perceived by the researcher is the done according to giving contest approach. A motivational leader is an individual who would drive a strong focus to the people around him towards certain targeted mission. Besides, to become a motivational leader, an individual has to be someone who is easy to be tolerated and negotiated with, because in order to instil trust to the society is difficult. There would be many opponents who are trying to make a downfall, however, that can be avoided if the leader succeeded to mingle well with the society and his team.

Throughout the event period, Khairy Jamaluddin has engaged himself with the society by throwing out questions which are relatable to SEA Games. Besides, he does not only interact with the society by replying to their tweets and listening to their ideas, but Khairy Jamaluddin also has decided to reward the winner with prizes that have high demands among Malaysians, such as free tickets to watch SEA Games matches and SEA Games official t-shirts. Hence, such activities can help to unite Malaysians and spark their spirit to answer the questions as well as to support SEA Games.

Other than that, the questions given were random, whereby it encourages the society to be alert of when the questions are would be asked, and what questions would be asked. Yet, the positive perspective of contests will not only alert the society about the games, however, it

motivates the society to participate and be part of the supporters for our national athletes. During the period of SEA Games contests, everyone was so eager to answer the question, especially when Khairy Jamaluddin sometimes granted their dream prizes to be won. According to the researcher own analysis about the contests, it was a good strategy to unite Malaysians by using sports medium.

5.4. The Excellent Communication Skill of YB Khairy Jamaluddin Throughout the 29th SEA Games

TABLE 4

Feedback skill leadership trait

Date	Tweet	Leadership Trait
1.8.2017	Saya offer tapi tak ada yang dapat commit dari segi volume dan penajaan sebanyak RM7 juta. Question: Yb? I just nak tanya, kenapa jenama baju sukan sea ni FBT, kenapa tak jenama tempatan cm al ikhsan or kobert. #justasking(@manaziman/ W.M.Aziman)	Feedback skill

The most vital skill to be possessed by everyone is the communication skill, because without communication process, it is impossible for an individual to transmit messages to another individual. Moreover, the measurement to calculate the effectiveness of a leader is usually based on communication basis, because by communicating, the society can measure whether a person is eligible to be trusted and relied or not.

Many scholars have emphasized on the importance of communication, not only in leadership, but inclusive of most relationships that the human beings have. In fact, another scholar has also agreed that the leader's fate is depending on how he communicates [11].

These authors have described several types of communication-basis leaders in the article which are Goal Oriented Leadership Style, Directive Leadership Style, People Centric, Intellectual Leadership Style, Behavioural Leadership Style, and Action Based Leadership Style. As for

this research, Khairy Jamaluddin has all types of communication basis leadership style according to his tweets.

In this research paper, the researcher has defined the feedback skill as a communication skill, yet it includes replies, quote retweets, jokes, angers or any feedback given according to a particular event. Besides, feedback skill has the highest tweets that are related to feedbacks. Hence, it shows that as a leader, Khairy Jamaluddin has a good charisma and communication skill to interact with the society.

Besides, based on his tweets during this period, Khairy Jamaluddin has tweeted most of the time in a day. Rarely found that he has fewer number of tweets to promote the SEA Games, as well as the interaction between a leader and the athletes, and a leader with the society.

5.5 Strategizing to Aim Objectives during the SEA Games Event

TABLE 5

Goal setting leadership trait

Date	Tweet	Leadership Trait
1.8.2017	Legasi @KL2017: satu pingat, satu pokok. 5,249 pokok akan ditanam mengikut jumlah pingat yang ada. Towards green games!	Goal setting

Likewise, to the previous theme, goal setting is part of communication process and leadership style. However, goal-setting approach is the concept on how a leader plan a good constructive strategy in order to achieve the organizational mission. Fundamentally, most leaders have their own target, nevertheless, some might encounter failure is because the strategy is unplanned very well. However, many organizations failed to achieve their targeted goals. The lack of empowerment from the management and operational teams would causes downfall to such mission. Therefore, he has inserted a hierarchal concept of how an organization should establish their goals.

5.6 Acknowledging Efforts on the Improvements and Success in Malaysia

TABLE 6

Effort recognition leadership trait

Date	Tweet	Leadership Trait
1.8.2017	Sg Buloh-Serdang-Putrajaya line coming soon. Another game changer. Delivering a Better Nation. Quote Retweet: MRT SBK Line Delivered. MRT Sungai Buloh-Serdang-Putrajaya (SSP) Line coming soon! @MRTMalaysia#JomNaikMRT (@TanSriMamu/BoogiesMan)	Effort recognition

Recognition and reward, inevitably is important to an individual. Sometimes, we tend to less concern on recognition, acknowledgement, appreciation, and gratitude given to someone else. In a working industry, reward and recognition is often given through monthly income payment and benefits, whilst as for students, reward and recognition can be good grades, manage to graduate school on time, and awarded with Dean’s List or First-Class Degree. A people centric type of leader would use this approach to ensure that the society is his main concern. Yet it is vital in order to gain trust from other as well as to show credibility.

The next trait that can be identified in Khairy Jamaluddin’s tweets is the effort recognition. He easily expressed his appreciation to the athletes after winning their games. Besides, he has also helped to promote the completion of MRT by posting it several times in his Twitter, in which he encourages Malaysians to ride public transport.

Apart from that, Khairy Jamaluddin does not only encourage Malaysians to support the upcoming SEA Games, nevertheless, during that moment, MRT project was completely done too. As an icon and role model, Khairy Jamaluddin knows that he has a great influence on Malaysians, especially youths.

Therefore, he also tweeted about MRT and promote Malaysians to start riding MRT in conjunction to recommend Malaysians that this nation

has upgraded its facilities and public transportation for the ease of the society.

Barring from Khairy Jamaluddin tweeted about SEA Games, he also concerned about the education system in Malaysia, even though he is in from a different ministry. Nonetheless, he is still involved to manage the employment rate of youths and young adults in the working industry. In addition, Khairy Jamaluddin is opened to ideas, whereby he accepts recommendations and suggestions positively and resolve it with alternatives if the issue is suitable to be solved by other ministries.

5.7 Emotion Management and Professionalism as A Leader

TABLE 7

Reactivity to stressful events leadership trait

Date	Tweet	Leadership Trait
28.8.2017	I had a decision to make with that information given to me. Without a stable online payment gateway, a decision was made to sell all @ SSA.	Reactivity to stressful events

Becoming a leader is not an easy task and responsible. A person might be acknowledged because of his position and societal status, however, to become a true leader, the person should know how to manage stresses and conflicts well. A leader does not only concern about the stress he is experiencing, but he has to care about the stress from the society and his subordinates. In order to achieve the organizational goal, hence, conflicts rate should be dwindled so that the strategy can be executed well.

[13] have written in their article the result of leadership stress, almost 80% until 90% leaders are having difficulties to manage their stress. Most of them have problem on how to release their pressure and require coach to teach them to handle their stress management. And in another result, it has shown that 90% of leaders would isolate themselves when they are being attacked and facing a tense situation.

Besides, in their findings, between male and female leader, male leader has higher potentiality towards stress with 78%. Whist, the top age for leaders to have high risk of pressure is between the age of 36 until 50 years old, especially those who are working at the top management. In relation to Khairy Jamaluddin's case, the operation of preparing and handling SEA Games went well except for the period of the football match, whereby the society are dissatisfied with the management of tickets purchasing method. At first, Khairy Jamaluddin managed to handle the issue by giving out the explanations, however at certain times, he has stopped tweeting and posting stories in Instagram because of this tense situation.

During the 29th SEA games 2017 that has been held in Kuala Lumpur, there are few conflicts occurred, which are the wrong colours for Indonesian flag and the issues of football tickets. However, for the period that the researcher is studying does include a little about both issues, nevertheless the top issue is related to the football match. Basically, during this phase, Khairy Jamaluddin has been attacked for not selling the ticket fully online purchase, whereby it causes the society to encounter several difficulties in getting the tickets. Apart from that, he has been criticized for not being aware of the number of guards to handle the chaotic situation when everyone had become aggressive to get the tickets. Yet, Khiary Jamaluddin has managed to tweet and explain the issue calmly and encourages the Malaysians to support the Malaysian team despite of having or not having the tickets.

5.8 YB Khairy Jamaluddin Exhibited His Leadership Skill during the 29th SEA Games

TABLE 8

Responsible leadership trait

Date	Tweet	Leadership Trait
13.8.2017	Good job. Let's facilitate everyone's requests. Feedback: For members of the media who face difficulties with passes, dm me please. This is time for us to find solutions, not make things worse ya. (@khawari1/ ahmad khawari isa)	Responsible

In a journal written by [16] have clarified that with the trait of responsibility, trust can be gained, and it has been agreed in the Chinese concept of leadership, Xin. In order to relate back with the researcher's literature review, she has mentioned that trust is another man component for a leader to gain more likeability from the society.

In this case, Khairy Jamaluddin is also a responsible leader whereby his concern does not only on SEA Games, however, he interacts with other issues well. As being condemned by Dr. Rais Hussin earlier, Khairy Jamaluddin has given less attention towards youth unemployment rate, but keep promoting SEA Games actively. Nevertheless, all the academic issues are not his responsible, however, he still posted on the facts about students. In which, the researcher would object the statement by Dr. Rais Hussin. At certain times, Khairy Jamaluddin also tweeted about other issues as he felt responsible to do so.

5.9 Self-Motivation of A Leader in Encouraging the Malaysia Team during 29th SEA Games

TABLE 9

Self-motivation leadership trait

Date	Tweet	Leadership Trait
21.8.2017	Just before the game started. My deputy minister @DatukSaravanan: "KJ kalau you kalah, I jumpa PM minta jadi Menteri." That did it. Issue: KJ competes in SEA Games Polo	Self-motivation

Self-motivation trait is as similar giving motivation to others. However, self-motivation is between the individual and himself on how

he is going to gain confidence to lead. We always talk that a leader must become the change agent for the society to improve themselves, however, a leader must also be motivated in order to be followed. [15] have stated that what drive a leader to be motivated is his own self-esteem and personal motivation. Self-image is important as it could enhance an individual's self-esteem and conscientiousness.

Moreover, there are three core values that can improvise one's self-motivation which are the Consumption Value, the Signalling Value, and the Motivation Value.

The tweets tweeted in this trait by Khairy Jamaluddin probably has nothing much to with the event in contrast to other themes. Nonetheless, based on his tweets, the researcher received the input on the interests of Khairy Jamaluddin.

During the one-month period, the researcher has identified that Khairy Jamaluddin mostly posted more about SEA Games as compared to his personal life in Twitter. In contrast to his Instagram, he posted more about his sons in his his Instagram Story. However, there is still some number of tweets he posted to show his interest in sport. As for example, Khairy Jamaluddin can be assumed as a football fan because he supported his favourite group, Manchester United. Yet, it shows that as a leader, Khairy Jamaluddin also spent some of his time for personal favour, yet he does not being irresponsible by neglecting the athletes and showed his non-stop supports for each game that Malaysia participated in.

6.0 DISCUSSION

The researcher has managed to gather the data on how leadership traits of YB Khairy Jamaluddin can be detected via Twitter. By studying the one-month tweeting activities, the researcher has collected 256 total tweets that are mostly tweeting about the 29th SEA Games 2017 event that was held few months ago. Out of 256 tweets, the researcher has themed the tweets and developed nine themes to differentiate each tweet by using leadership trait-basis. Since the objective of the study is to examine the factors that have caused Khairy Jamaluddin to have more likeability

amongst the society is yet to be revealed.

The researcher has identified that there are nine themes existed based on Khairy Jamaluddin 256 tweets throughout August 2017. All the tweets have been categorized according to the category which are Ambitious, Motivation to Others, Feedback Skill, Performance Monitoring, Goal Setting, Effort Recognition, Reactivity to Stressful Events, Responsible and Self-Motivation.

TABLE 10

The themes established from Khairy Jamaluddin tweets in August 2017

No.	Leadership Trait	Total
1.	Feedback Skill	78
2.	Effort Recognition	61
3.	Motivation to Others	43
4.	Performance Monitoring	24
5.	Responsible	23
6.	Goal Setting	13
7.	Reactivity to Stressful Events	8
8.	Self-Motivation	5
9.	Ambitious	1
	Total Tweets	256

Therefore, according to the above tweets, the result has shown that the highest category for Leadership Trait is the Feedback Skill consisting of 78 tweets from Khairy Jamaluddin. 70% of the feedbacks given by Khairy Jamaluddin has shown that the reason of his likeability is because of his feedbacks or communication skill with the society and the athletes. On top of that, the second highest category is the Effort Recognition category with 61 totals of tweets, which is 46%.

The third highest totals of tweet are the Motivation to Other category which has 43 tweets with the percentage of 29%. Meanwhile, the lowest category is Ambitious category which only received one number of tweet with percentage of 0.4%.

Yet, the total number between the Feedback Skill category and the Effort Recognition category do not have much difference which is Feedback Skill has 17 extra tweets as compared to Effort Recognition. This result is rationale because from the analysis of Khairy Jamaluddin’s tweets activities within August 2017, he has actively participated in the conversation with the society despite of social class and status. With the additional element of jokes between himself and RIMAU, have caused Malaysian to feel entertained by his conversation. As for example:

TABLE 11

Feedback skill leadership trait

Date	Tweet	Leadership Trait
24.8.2017	Sudala. Keluar lokap baru nak rajin. #Rimau QR: Go green and help #Rimau keep #KL2017 clean by recycling ☐ your waste and sorting your trash! #BangkitBersama (@KL2017/ Kuala Lumpur 2017)	Feedback skill

Apart from that, Khairy Jamaluddin does not only respond to jokes, but he handles complaint as well in which, based on the researcher’s understanding, people will tend to like an individual who can be with them and visible themselves if any errors occurred. Fast responds from Khairy Jamaluddin has make him to gain the trust and exhibit his credibility by responding and explaining in the social media platform. As for example:

TABLE 12

Feedback skill leadership trait

Date	Tweet	Leadership Trait
16.8.2017	Fixing it. Very soon will be ok. F: Tumpang tanya @Khairykj. Bagaimana saya nak tahu result game through apps (schedules & result) kalau ini je yang keluar? #SukanSea2017 (@aielecmonian/ Aielemocnan)	Feedback skill

Meanwhile, the second highest category is scored by Effort Recognition theme, in which according to Khairy Jamaluddin’s tweets

throughout the month, he is a leader who acknowledges others’ efforts by thanking and motivating them via Twitter. As for example:

TABLE 13

Effort recognition leadership trait

Date	Tweet	Leadership Trait
24.8.2017	Still proud of you Latif. First time cross from Para! QR: Tiada rezeki pingat acara Lompat Jauh. Lomptan terbaik Latif Romly adalah 7.34m. Terima kasih Latif! #KamiLuarBiasa #BangkitBersama (@MISIM_MY/MISIM)	Effort recognition

In this category, the researcher has examined that effort recognition tweets are mostly tweeted for athlete despite of their winnings or losses, which is as a leader, Khairy Jamalddin has seen that the importance of encouraging others to increase their motivation and to appreciate what they have done best. The above tweet has shown that albeit the national Paralympic athlete, Latif Romly did not manage to win, nonetheless, his efforts and struggles are acknowledged by the leader, Khairy Jamaluddin, in which he also educating the society to keep supporting the national athletes even though they are winning or not.

TABLE 14

Effort recognition leadership trait

Date	Tweet	Leadership Trait
1.8.2017	Sg Buloh-Serdang-Putrajaya line coming soon. Another game changer. Delivering a Better Nation. Quote Retweet: MRT SBK Line Delivered. MRT Sungai Buloh-Serdang-Putrajaya (SSP) Line coming soon! □□□□@MRTMalaysia#JomNaikMRT (@TanSriMamu/BoogiesMan)	Effort recognition

Not only that, Khairy Jamaluddn does not only responsible for his ministry, nevertheless, as a Minister, he knows that everyone relies on ministers or politicians to govern the state, yet he also emphasizes

Malaysians to utilise the public transport. MRT project development was completed in the midst of SEA Games 2017, therefore, Khairy Jamaluddin has encouraged Malaysians to ride MRT by tweeting the information as well as by posting some of his photos in MRT via Instagram Story.

He knows that he is a role model for youths and young adults, thus, this strategy is beneficial for him to get closer to the society. Besides, Khairy Jamaluddin has also mentioned that for the opening ceremony of SEA Games, parking lots around the Bukit Jalil National Stadium would not be provided, yet he asked the society to plan their trip by riding the train Kelana Jaya Putra Line. Aligned with the goal to make this year's SEA Games as a Go Green concept, the initiative to reduce traffic jams and the sustain a better environment, Khairy Jamaluddin has been responsible to non-stop informing Malaysians about the parking issues.

From the two top scored themes, the researcher has identified the relation of how Feedback Skill and Effort Recognition can encourage Malaysians to actively engaged and supported SEA Games 2017. In the beginning part of the result, the researcher has put the contests given under the Motivation to Others category, because the researcher analysed that by giving out contests, Malaysians are enriched with information related to SEA Games. Contests do help the society and the leader to interact. That is why during SEA Games, the national athletes have received countless supports from the society.

Besides, Khairy Jamaluddin is a tolerable person, whereby he listens to the demands of the society. The prizes given are according to highest demands demanded by Malaysians, in which most of us are likely to have a free pass to any events related to SEA Games. Nevertheless, the most top ticket demanded was the Opening Ceremony ticket, whereby during the ceremony, all media reported huge crowds attended the event. The national stadium can accommodate up to 80,000 crowds in a time, and the researcher has gone to the ceremony as well, and according to the researcher's own observation, the crowds attended the ceremony was around 56,000 people as the media reported, almost 70% of the stadium was occupied.

TABLE 15

Motivation to others leadership trait

Date	Tweet	Leadership Trait
5.8.2017	Contest @KL2017: Apa slogan Team MAS (kontinjen Malaysia)? #BangkitBersama	Motivation to others

In the previous objective, the researcher has highlighted the three main traits that have become the factors for Khairy Jamaluddin to become a likeable leader, nevertheless, in this objective would specifically emphasize on which trait that has made him to become a people-centric leader. As mentioned earlier, the highest total amongst the nine leadership traits found is the feedback skill.

Possessing a people-centric leadership skill is essential to all leaders, yet, it also has been verified by a group of leaders who is also are the Board of Directors at the company. In the article, the writer has written the justifications given by the AME’ Boards of Directors that in order to improvise the company’s revenues and quality, leader or employer should have a good relationship with the employees, staffs, managers and everyone.

Apart from that, a good leader would acknowledge the employees’ effort of finding ways to go to work. By becoming a people-centric leader does not only require a leader to have a good communication skill, however, it is vital to concern about the employees’ health and emotional state. As for example, that Starbucks is exercising the people-centric approach when it comes to dealing with the employees. In the past five years ago, Starbucks company has decided to move from the current location to a new one, and the person who is in-charged on these places changing is the Vice President for Manufacturing in Stabucks, Partha Kundu. Thus, he has explained that although Starbucks has relocated its new location, as the employer, Kundu feels responsible to ensure that the employees are able to come to work, despite of many of them would choose job resignation as their first choice.

Hence, similar to the research case, as a Minister for the Ministry of Youth and Sports Malaysia, Khairy Jamaluddin has proven that he managed to become a good leader and a good politician as well. The highest trait has exhibited that Khairy Jamaluddin is devoted to his career and responsibilities as he knew, if he would want to receive numerous supports, he has to know the target audience. Communication is seen as the bet mediator to encode and decode the messages, hence, that is why Khairy Jamaluddin has done lots of talking in Twitter with the society.

7.0 CONCLUSION

All in all, this research has proven that to become a good leader is difficult because he has to be aware, knowledgeable, and people-centric. We have always thought that leader would boss around his employees, however not all leaders are like that. A credible leader would participate along with his employees to construct a strategy in order to achieve their shared missions. Apart from that, an individual should aware the heavy responsibilities that he will carried out in the future. That is why this paper has presented that to become a leader, an individual must not only have a great communication skill, nevertheless it should be accompanied with a good interpersonal skill too.

Becoming a leader does not only involve social status, handsome payment and rewards, but it involves an individual to sacrifice in order to become a good one. As for example, the active engagement of Khairy Jamaluddin to visit many places where the athletes are trained to motivate them. It also involves the leader to sacrifice his time especially when the event is just around the corner. Feedback skills are mostly important for a leader as it shows credibility and quick respond is acknowledge nowadays.

Ergo, without a further understanding on how to become a leader, an individual probably has failed his role as an icon and disappoint the society. yet, it can be related with why Malaysians have trust issues with several leaders and politicians in this state. A leader with no people-centric value would toppled down in the next General Election, thus it is really important for a leader to exercise many skills that can connect them with the society and in the same time to gain trust from them.

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