

PAS enters YouTube to attract youths
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As the 13th general election approaches, political parties are seen resorting to many innovative ways to attract young people, especially voters, to support them.

Such is the move taken by Kelantan PAS, where its information and propagation bureau has decided to upload three videos clips, including the catchy tune 'PAS pilihanku' (PAS is my choice), on YouTube on Feb 1.

Some may suggest that the move would be seen as unconventional for PAS, which is better known as a traditional Islamist party in Pakatan Rakyat, as this is no nasyid (religious) song.

The video depicts Manan Kamel singing the tunes and stroking his guitar. Manan, is backed by two back-up male singers who repeat the chorus.

To date, the song has received nearly 27,000 hits within a span of five days since it was uploaded.

The song, according to executive producer Md Adilan, was composed and the lyrics written overnight. It took another two weeks to fine-tune, shoot and edit the video.

"It is directed at attracting the younger generation to support PAS and Pakatan Rakyat partners. The lajnah penerangan dan dakwah (information and propagation) received a small contribution from the state government to produce the video.

"It is to educate the public to accept PAS as a struggle and the party of choice and to choose Pakatan Rakyat partners when election comes.

"It has a simple tune which is catchy, with the same three chorus PAS pilihanku, PAS pilihanmu and PAS pilihan kita (PAS is my choice, PAS is your choice, PAS is our choice). It would be played up in PAS ceramah," said Adilan.

The video depicts a background of young and trendy people, such as doctors, nurses, firemen and lawyers, giving the thumbs-up for the Islamist party.

Kelantan had been under PAS rule since 1990, with the party's spiritual advisor Nik Abdul Aziz Nik Mat, helming the menteri besar post for 21 years.

Two others uploaded earlier this month

Besides the tune, two other video clips were also uploaded on YouTube earlier this month, namely, Feel Good... Like PAS and Keharmonian Kaum di Kelantan (racial harmony in Kelantan).

The Feel Good... Like PAS video portrays a young group of people carrying 'Like PAS' and 'Ready 2 Change' placards enroute to Putrajaya.

Meanwhile, the racial harmony in Kelantan clip, as the name suggests, is directed to debunk the misconception that Umno had spread. It shows the various communities in Kelantan - Thais, Chinese, Indians and others - giving an approval rating to Nik Aziz's rule.

It also carries a short speech by Nik Aziz who says: "... regardless of the races and religions, we are all one, as we came from Adam and Eve."

BN parties all this while had been painting a picture of non-Muslims being persecuted in Kelantan, but the video disproves them.

It focuses on a Buddhist monk who goes on to say that people in the state lived together like siblings, respecting each other's religion and that at times, Nik Aziz would attend such a religious ceremony.

"We can practise our religion, without fear as every religion calls for goodness," says the Buddhist monk in Kelantanese dialect.

A Chinese lady, operating a traditional medicine shop, is shown saying: "With all the goodness of the Kelantan PAS government, I have decided to vote for PAS and others like me would also do the same."

As Umno sets its sights on Kelantan again, its state liaison chief and International Trade and Industry Minister Mustapa Mohamed has claimed that BN has a good chance of winning 23 out of 45 state seats.

With the mainstream media bent on supporting Umno and BN, the Kelantan PAS government with its limited budget is hoping that its video messages on the new media would reach the younger generation and support PAS and Pakatan Rakyat in the coming election.

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