

Commuters balk at 'Najib Express'
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By Zulaikha Zulkifli

KTM Komuter trains and stations are now the latest canvas to market the Najib administration to Selangor commuters.

A survey by Malaysiakini found that train coaches and stations have been used for a "Sayangi Selangor (Love Selangor)" advertising campaign, with Prime Minister Najib Abdul Razak as the main subject.

The two taglines for the campaign are "We hear your problems on cost of living" and "We hear and understand your needs on education".

Such message appear all over train coaches, pillars on the platforms and train station escalators.

Najib is depicted with various groups, including children, with an emphasis on him listening to the grassroots.

It is understood that the campaign is currently aimed at the KL Sentral-Port Klang route - which runs mostly through Pakatan Rakyat held areas.

'Why isn't Khalid on it?'

It is believed that Najib is the centrepiece of the campaign because there has yet to be a clear BN nominee for the menteri besar position.

Najib is the Selangor Umno chief while Keretapi Tanah Melayu Bhd (KTMB) chairperson Mohd Zin Mohamed is the state BN coordinator.

Interviews with several commuters show that they were overwhelmingly unfavourable of the campaign.

A public university student who wished to be known only as Mat said that the campaign was "not balanced" because Menteri Besar Abdul Khalid Ibrahim was excluded.

"This is supposed to be a 'Love Selangor' campaign. Khalid should be included for fairness. It looks odd that a 'Love Selangor' campaign focusses on the prime minister," he said.

Mat, 22, said it was not proper for the federal government to advertise its achievements.

Heard it all before

Another student, Amirul, who studies in a private institution said the campaign was a sign that the general election is near.

"If they have been looking after the people's welfare, why the adverts now? Maybe it is because of the election," he said.

Meanwhile, Liana, 26, who works in a private firm, said the advertisements were unnecessary since the public is well informed about the government's efforts.

"There are a lot of advertisements, even on television. I think everyone knows the government has BR1M (Bantuan Rakyat 1Malaysia), vouchers for students and other things.

"I feel there is no need for such advertisements. What is important is transparency," she said.

Previously, Malaysiakini reported that BN flags had been put up all over several Selangor Komuter stations along the Kuala Lumpur-Port Klang route.

Mohd Zin had at the time denied issuing any instructions for the flags to be raised.

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