

Umno And BN Machinery Need To Work Hard To Raise Public Perception
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KUALA LUMPUR -- The Umno machinery needs to work hard and draw up new strategies to raise the perception and aspiration of the people concerning the Barisan Nasional (BN) government.

Prime Minister Najib Tun Razak said in line with the current development in the mass communication technology such as the short messaging service (SMS), the social websites Twitter and Facebook, what was more important in politics was the perception and not reality.

"Politics is all about perception. Not the question of reality...the opposition knows how to play up perception and deny what is the truth. Even to get the DNA is turned down, the question on the Omega wristwatch has yet to be answered.

"That is why Umno and the BN must know how to influence the mind and aspiration of the people so that they will perceive Umno and BN as effective parties, the best and can champion the cause of the people compared to others who only know how to make promises but don't fulfill them," he said when opening the Ampang Umno delegates meeting, here.

Also present were the Selangor Umno Liaison deputy chairman Noh Omar and Ampang Umno division head Ismail Kijo.

Najib said that as such, UMNO and the BN must strive for something that was more effective to show that it understood the aspiration of the people better so that the reality, perception and the people's sentiment favoured the party.

"The government had drawn up the Government Transformation Plan (GTP), we have a more detailed plan, a clearer road map unlike the opposition who only know how to make promises, the play up the promises but we cannot do so because we are the ruling party.

"We must be better than they (are), let the public perception be better than the others, if the people like the BN, then they will vote for it, but if they hate (the BN), then they will vote the other people to represent their constituency," he said.

Najib, who is also the Selangor Umno Liaison chairman, said Umno must always be prepared to face the coming general election, which could be held at any time this year, or next year or even 2013.

"We must be ready not only for the (election) dry run but must be ready for a better public perception and sentiment, this must be given priority," he said.

He said the party machinery should also pay attention to the party supporters as well as those who had yet to become supporters because Umno and the BN championed the welfare of all races.

Meanwhile, Najib again reiterated that he would choose a candidate that was liked by the people to ensure victory in the coming general election.

"I have also heard about people claiming a particular constituency, (what is important) we

must look at his or her performance, whether he works hard for the party, whether he is liked by the people or otherwise, (whether he) has character and the moral values of a leader that we can nominate," he said.

At a media conference later, Najib said that the first project of the 'My First Home' scheme was expected to be implemented next month where most of the houses built would cost in the region of RM220,000 each.

(Bernama)

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