

# THE NEW CABINET

MEDIA INTELLIGENCE REPORT  
20th MARCH 2020

Malaysia Indicator



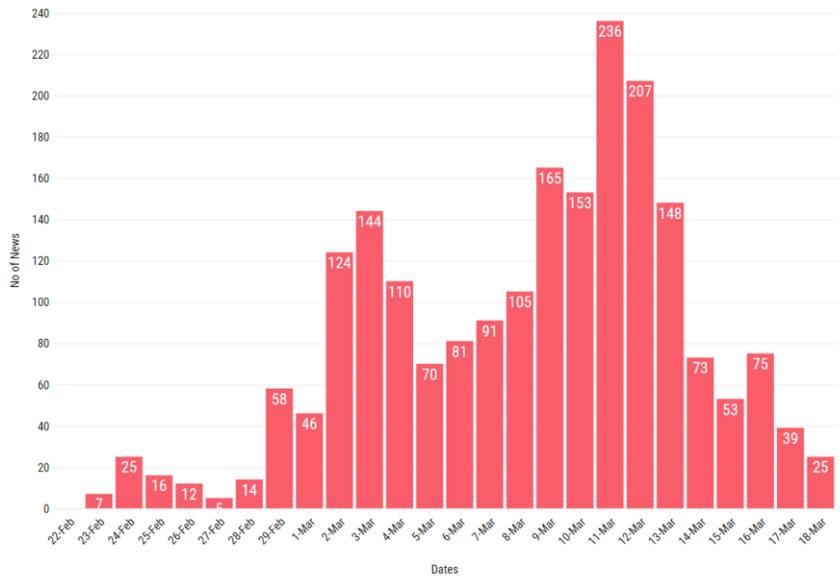
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# MEDIA COVERAGE

Perikatan Nasional (PN), a coalition formed amidst the 2020 Malaysian political crisis, swiftly gained high exposure on the media as it becomes the current government.

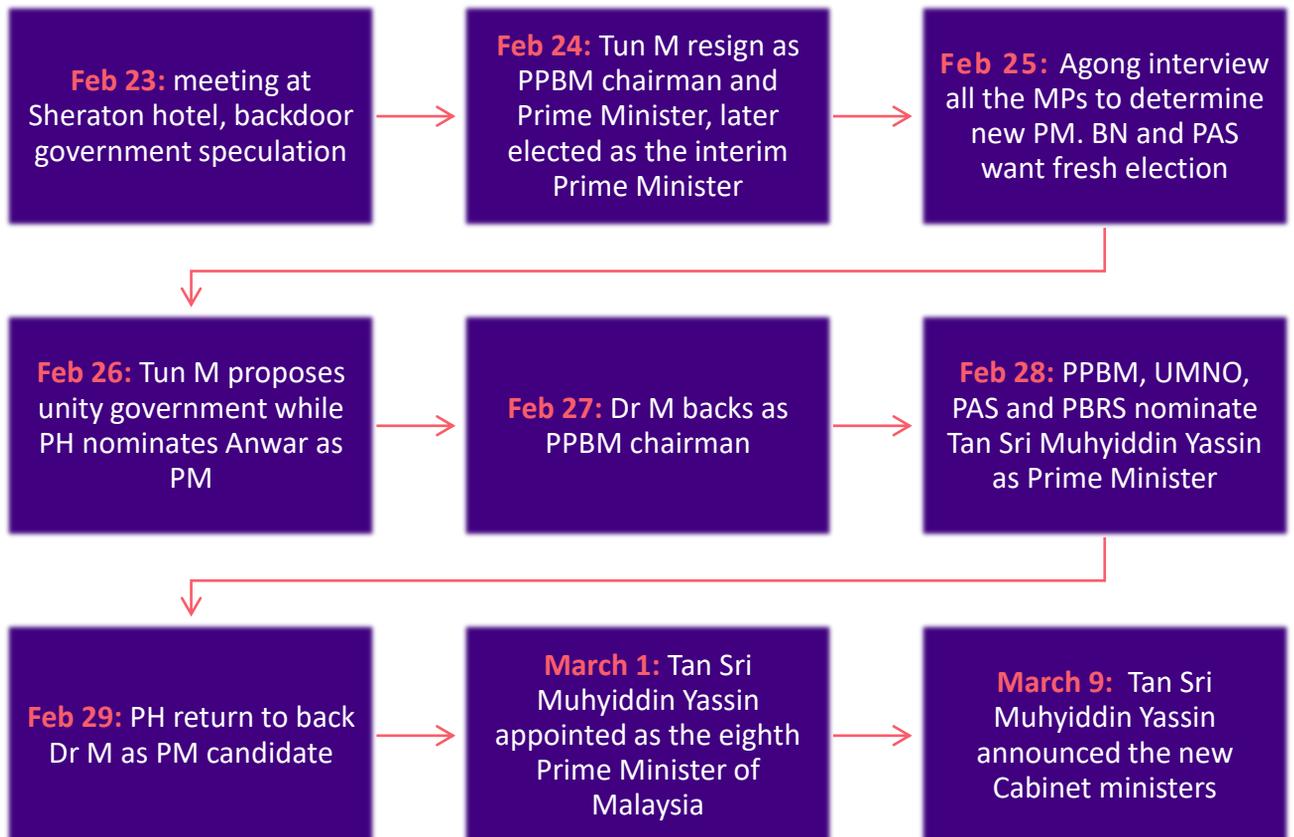
A new Cabinet comprising politicians from PN was announced on March 9. The following days witnessed higher media exposure on PN than usual.

Media Coverage of Perikatan Nasional by Dates



## EVENT TIMELINE

The unfolding of event following the dissolution of previous cabinet



# THE NEW LINE-UP

The new cabinet line-up consist of a coalition from Barisan Nasional (BN), Parti Peribumi Bersatu Malaysia (PPBM) and Parti Islam Se-Malaysia (PAS), supported by Gabungan Parti Sarawak (GPS), Gabungan Bersatu Sabah (GBS) and independent MPs.

Ex-PKR UMNO PBB PPBM Senator PAS PBS MCA MIC

 <p><b>Datuk Seri Mohamed Azmin Ali</b> Senior Minister - International Trade and Industry Minister</p>	 <p><b>Datuk Seri Ismail Sabri Yaakob</b> Senior Minister - Defence Minister</p>	 <p><b>Datuk Seri Fadillah Yusof</b> Senior Minister - Works Minister</p>	 <p><b>Dr Mohd Radzi Md Jidin</b> Senior Minister - Education Minister</p>	 <p><b>Tengku Datuk Seri Zafrul Tengku Abdul Aziz</b> Finance Minister</p>	 <p><b>Datuk Seri Mustapa Mohamed</b> Minister in the Prime Minister's Department (Economy)</p>
 <p><b>Datuk Seri Mohd Redzuan Md Yusof</b> Minister in the Prime Minister's Department (Special Functions)</p>	 <p><b>Datuk Takiyuddin Hassan</b> Minister in the Prime Minister's Department (Parliament and Law)</p>	 <p><b>Datuk Seri Dr Zulkifli Mohamad Al-Bakri</b> Minister in the Prime Minister's Department (Religious Affairs)</p>	 <p><b>Datuk Seri Dr. Maximus Johnity Ongkili</b> Minister's in the Prime Minister's Department (Sabah and Sarawak Affairs)</p>	 <p><b>Datuk Seri Ir. Dr. Wee Ka Siong</b> Transport Ministry</p>	 <p><b>Datuk Tuan Ibrahim Tuan Man</b> Environment Ministry</p>
 <p><b>Datuk Seri M Saravanan</b> Human Resource Ministry</p>	 <p><b>Tan Sri Annuar Musa</b> Federal Territories Ministry</p>	 <p><b>Datuk Seri Rina Mohd Harun</b> Women and Family Ministry</p>	 <p><b>Datuk Dr Noraini Ahmad</b> Higher Education Ministry</p>	 <p><b>Datuk Dr Shamsul Anuar Nasarah</b> Energy and Natural Resources Ministry</p>	 <p><b>Datuk Seri Hamzah Bin Zainuddin</b> Home Ministry</p>
 <p><b>Datuk Seri Dr Adham Baba</b> Health Ministry</p>	 <p><b>Datuk Seri Dr Ronald Khandee</b> Agriculture and Food Industry Ministry</p>	 <p><b>Datuk Dr Abd Latiff Hj Ahmad</b> Rural Development Ministry</p>	 <p><b>Datuk Seri Hishammuddin Tun Hussein</b> Foreign Ministry</p>	 <p><b>Datuk Alexander Nanta Linggi</b> Domestic Trade and Consumer Affairs Ministry</p>	 <p><b>Datuk Seri Saifuddin Abdullah</b> Communications and Multimedia Ministry</p>
 <p><b>Zuraida Kamaruddin</b> Housing and Local Government Ministry</p>	 <p><b>Khairy Jamaluddin</b> Science, Technology and Innovation Ministry</p>	 <p><b>Datuk Sri Dr Wan Junaidi Tuanku Jaafar</b> Entrepreneur Development and Cooperatives Ministry</p>	 <p><b>Datuk Dr Mohd Khairuddin Aman Razali</b> Plantation Industries and Commodities Ministry</p>	 <p><b>Datuk Seri Hajah Nancy Binti Shukri</b> Tourism, Arts and Culture Ministry</p>	 <p><b>Datuk Halimah Mohamed Sadique</b> National Unity Ministry</p>
 <p><b>Datuk Seri Reezal Merican Naina Merican</b> Youth and Sports Ministry</p>					

The new cabinet also introduce a new structure unprecedented before. Discarding the conventional role of a deputy prime ministers, the Prime Minister instead appointed four senior ministers who will coordinate the ministerial portfolios. Some ministers and deputy ministers are appointed not from the MPs but by appointment as a senator.

# THE NEW FRONTLINE



**Datuk Seri Mohamed  
Azmin Ali**

Senior Minister -  
International Trade  
and Industry Minister



**Datuk Seri Ismail  
Sabri Yaakob**

Senior Minister -  
Defence Minister



**Datuk Seri Fadillah  
Yusof**

Senior Minister -  
Works Minister



**Dr Mohd Radzi Md  
Jidin**

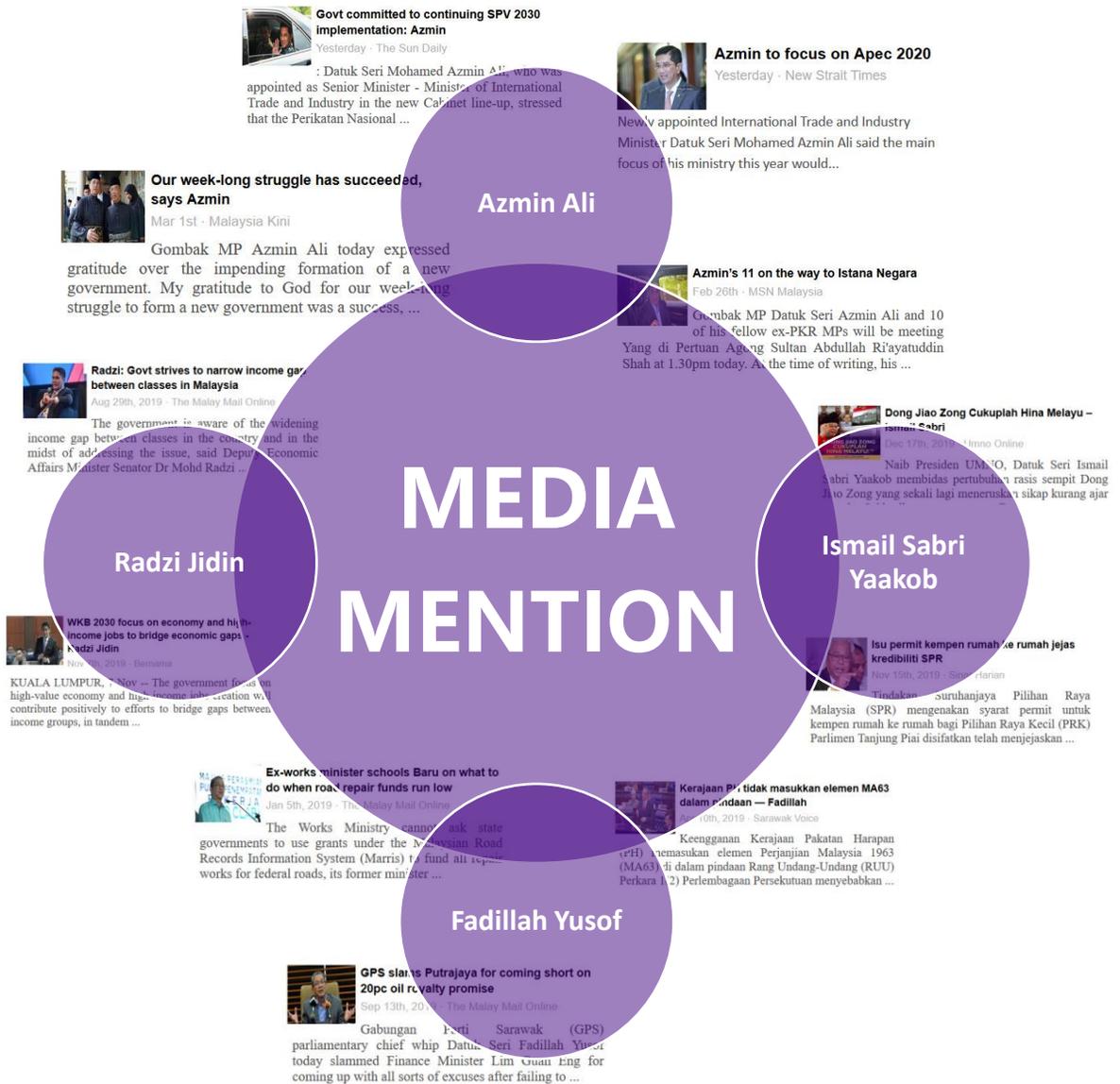
Senior Minister -  
Education Minister

**Datuk Seri Mohamed Azmin Ali** has been appointed as Minister of International Trade and Industry, while the administration of his previous portfolio, Economic Affairs, has returned to the Prime Minister's Department. He is currently an independent politician as he left PKR amidst the 2020 political crisis. He is one of the ministers of PH era to spearhead the SPV 2030, and he assured Malaysians that the new government under Muhyiddin's leadership is still committed to implement the blueprint.

**Datuk Seri Ismail Sabri Yaakob** was appointed as Minister of Defence in Muhyiddin's cabinet. He had held several ministerial positions in the past, but he was most known for his work as Minister of Rural and Regional Development. Ismail was also appointed as Opposition leader when Datuk Seri Ahmad Zahid Hamidi went on his garden leave. Given his duty as one of the three vice-presidents of UMNO, he was seen to be making announcement on behalf of the party most of the time.

**Datuk Seri Fadillah Yusof** was reappointed as Works Minister after Muhyiddin becomes the Prime Minister. His appointment ensure the representation of the voice of the East Malaysia in the cabinet. As a former Works Minister, he has been active in criticising PH's Works Minister, Baru Bian over the way the latter handled the portfolio.

**Dr Radzi Jidin** was a former UMNO member before he joined Bersatu and was appointed as the party information chief. He was the Deputy Minister of Economic Affairs before his recent appointment as Education Minister under Muhyiddin's leadership. During his time as Deputy Minister of Economic Affairs, he was seen to be more active with his ministerial works compared to Bersatu's activities.

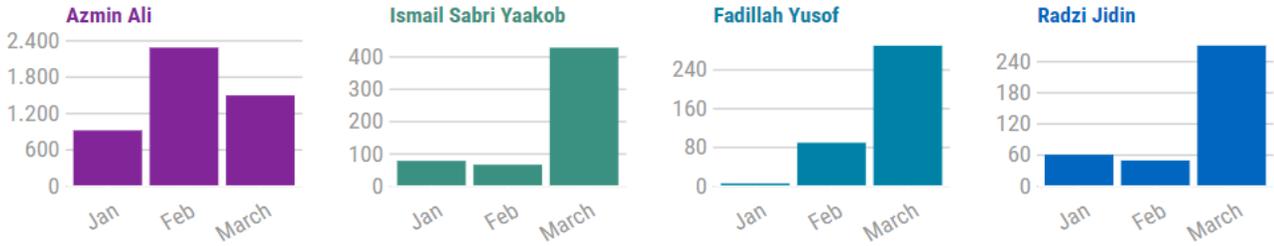


**Azmin Ali** was frequently mentioned by the media as one of the key figures in the 2020 Malaysian political crisis. Amidst the crisis, he left PKR along with 10 other MPs.

**Ismail Sabri Yaakob** is visible in his active role as opposition leader before. He disagree on declaration of assets, urged Dong Zong to stop insulting the Malays for their ongoing protest against the Jawi syllabus, asked Bersih to object the questionable practices amidst the Kimanis by-election among many others.

As a Sarawakian MP, **Fadillah Yusof** was busy in addressing issues involving the Sarawak, particularly on the 20% oil royalty issue. Meanwhile, **Radzi Jidin** was active in his role as the Deputy Minister of Economic Affairs during the governance of Pakatan Harapan.

## News Coverage by Months

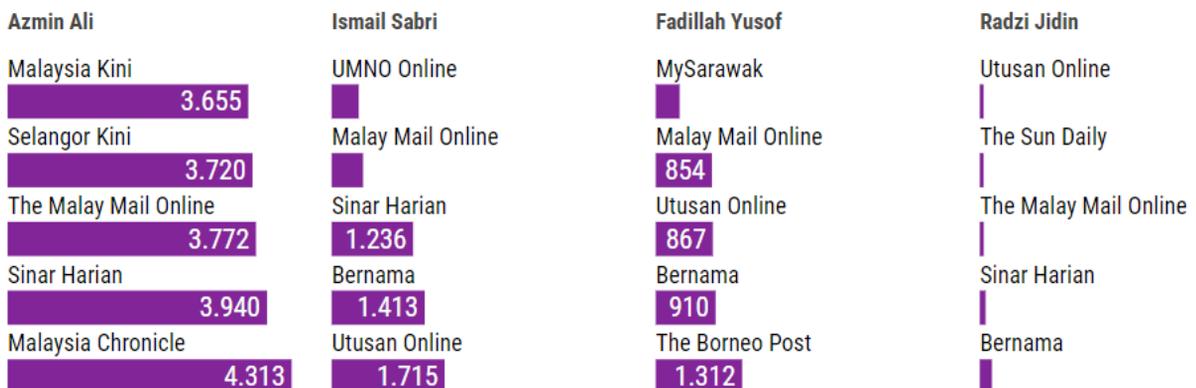


**Azmin Ali** media presence is highly influential with staggering numbers of news and statements made, especially given his ministerial position in both PH and PN coalition. **Ismail Sabri Yaakob** coverage is also quite high given his active role as opposition leader before.

Aside from criticising former government in managing Sarawak, **Fadillah Yusof** was also visible in media due to his critics on the previous Works Minister. His media presence is most visible in the Borneo.

Despite his role as the Deputy Minister of Economic Affairs during the governance of Pakatan Harapan, **Radzi Jidin** media coverage is quite modest. His media presence is mostly on his work as he address the issues regarding Felda and Felcra previously.

## Media Share on Senior Ministers



# THE APPOINTED TECHNOCRAT



**Tengku Datuk Seri  
Zafrul Tengku Abdul  
Aziz**

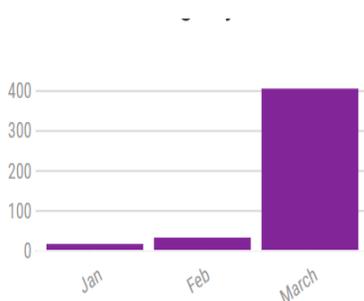
Finance Minister

**Tengku Zafrul Aziz** made history by being the first technocrat to be appointed as Finance Minister. As a non-political figure, he was appointed as a senator in order to be a minister. This is similar in the case of the appointment of Datuk Seri Dr Zulkifli Mohamad Al-Bakri, the Minister in the Prime Minister's Department (Religious Affairs).

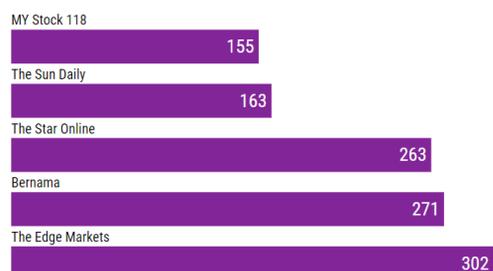
Tengku Zafrul Aziz is known for being a banker and corporate figure. He was the CEO for CIMB from 2014 to 2020, until his appointment in Muhyiddin's cabinet. Prior to his appointment, Zafrul was active in addressing the economic impact of COVID-19 outbreak, stating that it will be a tough year for the banking industry and agreed that BNM's RM3.3 billion fund would definitely stimulate the SMEs in Malaysia. He had also served as the CEO of Maybank Investment Bank and was one of the judges in The Firm, a corporate reality show similar to The Apprentice.

Although his media presence is quite modest in the preceding period before his appointment as Finance Minister, the media share indicated a strong presence in economic publication as The Edge Markets.

## News Coverage by Month



## Media Share on Tengku Zafrul Aziz



# THE VETERAN



**Datuk Seri Mustapa  
Mohamed**

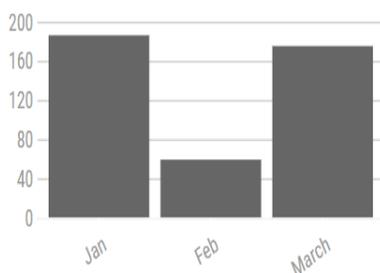
Minister in the Prime  
Minister's Department  
(Economy)

**Datuk Seri Mustapa Mohamed** or commonly known as Tok Pa was appointed as Minister in the Prime Minister's Department (Economic Affairs) in Muhyiddin's Cabinet. Mustapa had held several ministerial positions in the past, but he was most notable as former Minister of International Trade and Industry as he held the portfolio from April 2009 to May 2018.

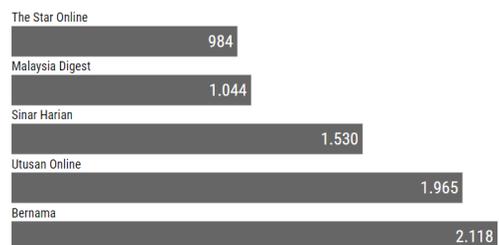
He was the first MP to switch party from UMNO to Bersatu after GE-14. He joined Bersatu on 27 October 2018, then he was the sole PH representative in Kelantan. Since he joined Bersatu, there have been articles that hinted that Mustapa would be leading the Economic Affairs Ministry instead of Datuk Seri Azmin Ali.

Mustapa Mohamed was frequently mentioned by the media as one of the top politicians to switch from UMNO to Bersatu. He also addressed the national debt issue and proposed to the government to allocated RM400 million for Facilitation Fund. His media presence is quite substantial with Bernama being the leading media mentioning his name.

**News Coverage by Months**



**Media Share on Mustapa Mohamed**



# THE RETURNING UMNO FRONTLINER



**Tan Sri Annuar Musa**  
Federal Territories  
Ministry



**Datuk Dr Noraini  
Ahmad**  
Higher Education  
Ministry



**Datuk Seri  
Hishammuddin Tun  
Hussein**  
Foreign Ministry



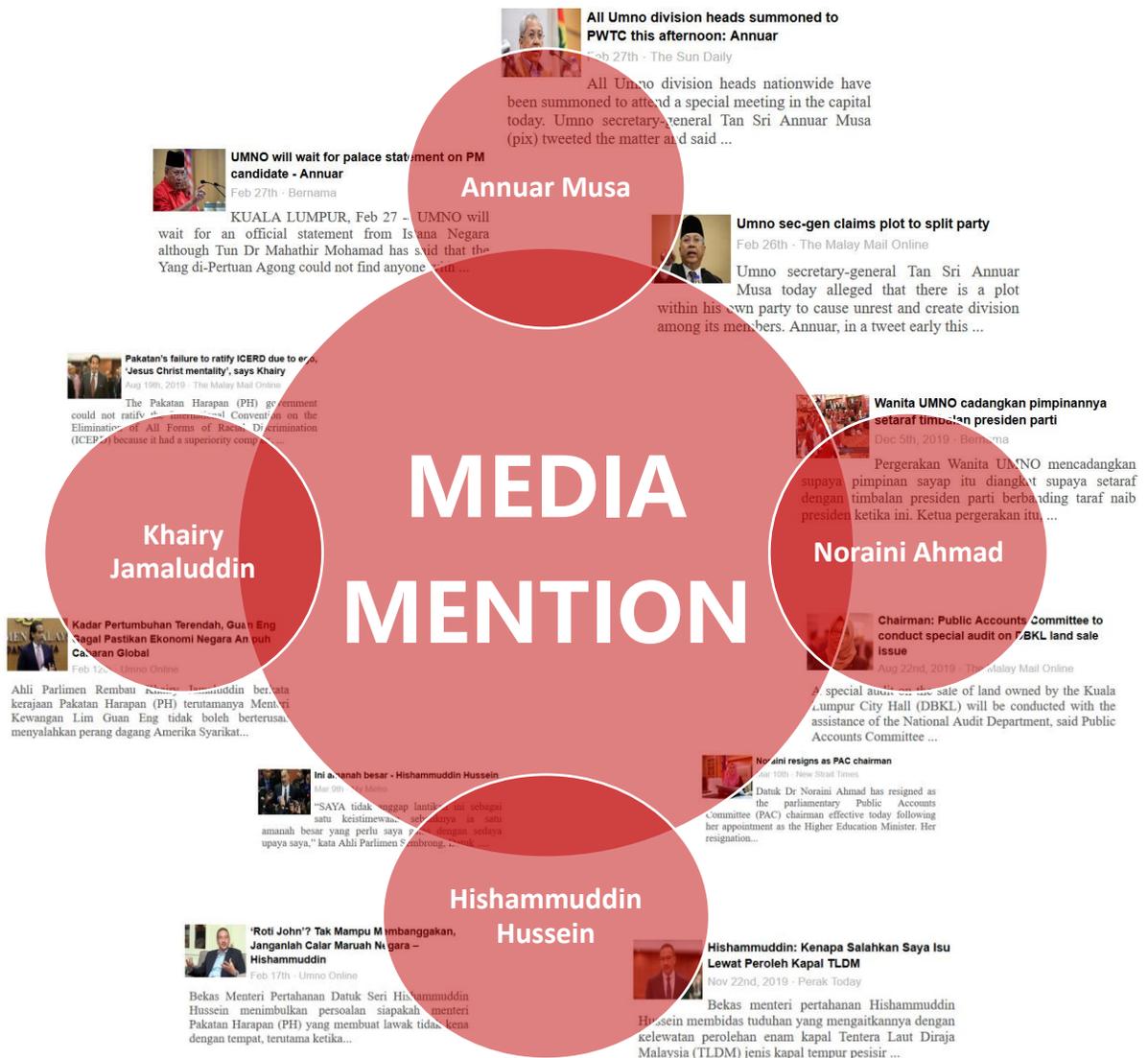
**Khairy Jamaluddin**  
Science, Technology  
and Innovation  
Ministry

Aside from **Ismail Sabri Yaakob** as UMNO strong person in the cabinet, other prominent UMNO figures are also making a comeback. **Annuar Musa**, the secretary general of UMNO has been appointed as the Federal Territories Minister by the Prime Minister. Interestingly, it has been about two decades since he last serve as a minister. From 1993 to 1999, he was the Minister of Rural Development. Prior to that, he was the Minister of Youth and Sports.

While this is the first time for **Noraini Ahmad** to serve as a minister, it is not her first time as a cabinet member. In the past, she was appointed as the Deputy Minister of Human Resources, which she served from 2008 to 2009. It may only a short stint, but she was later appointed as MATRADE chairperson. In the new cabinet, she was appointed as the Minister of Higher Education.

**Hishammuddin Hussein** is the son of Malaysia's third Prime Minister Tun Hussein Onn and the grandson of UMNO founder Datuk Sri Onn Jaafar. Coming from a political family, he made a name for himself by serving multiple ministries in the past, Youth and Sports, Education, Home Affairs, and Defence. He seems to make a positive return as Foreign Ministry by building the rapport with China's embassy to secure medical aids in the time of COVID-19.

**Khairy Jamaluddin** is currently serving as the Minister of Science, Technology and Innovation. Previously, he had held the portfolio of Youth and Sports along with UMNO Youth chief. During his time as youth leader, he had done several activities that made him popular among the youth. After BN defeat in GE-14, Khairy was seen to disassociating himself from the leadership of UMNO. Instead, Khairy voiced for a reform in UMNO, particularly on its leadership. This was his narrative while campaigning for the UMNO presidency.

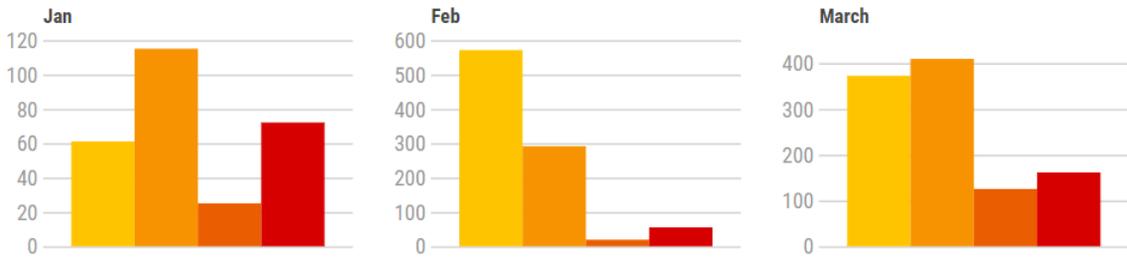


As the secretary-general of UMNO, **Annuar Musa** was seen to be active in handling the situation in the party during the 2020 Malaysian political crisis. He gathered all UMNO division heads at PWTC the day after the Sheraton Move. While **Hishammuddin** did not defend his vice-president position in UMNO during the party leadership election in 2018, he remains as an active opposition during the Pakatan government era. As a former Defence Minister, he was seen arguing with then Defence Minister Mohamad Sabu over the way the latter handled the Defence Ministry.

**Noraini** was seen to be busy with her duty as PAC chairperson and Wanita UMNO chairperson before. She urged women to take charge in making decision to improve the nation. **Khairy Jamaluddin** or **KJ** remain active in the media over his critics on the financial issues in the country. Despite not being a part of the central leadership in UMNO, he was seen to be active in campaigning for UMNO-BN in the previous by-elections.

## News Coverage by Month

● Annuar Musa 
 ● Hishammuddin Hussein 
 ● Noraini Ahmad 
 ● Khairy Jamaluddin



Based on the news coverage of the UMNO personnel inside the cabinet, most of them are quite active with a strong media presence over the course of three months this year. With the political turmoil over the change of government, **Annuar Musa** and **Hishammuddin Hussein** has a consistent presence as a spokesperson for UMNO.

While **Noraini Ahmad** presence is less in numbers than the big guys, her previous role as as Public Accounts Committee (PAC) chairperson warrants a constant media presence.

**KJ's** popularity is undeniable, even when his media presence has gone into the shadow compare to when he is in ministerial position, his cumulative media share remain the highest over the year.

## Media Share of UMNO Ministers

### Annuar Musa

The Malay Mail Online

455

Malaysia Chronicle

483

UMNO Online

789

Utusan Online

891

Sinar Harian

919

### Hishammuddin Hussein

Sinar Harian

1

Malaysia Digest

1

The Malay Mail Online

1

Bernama

1

Utusan Online

1

### Noraini Ahmad

Malaysia Gazette

1

Bernama

1

UMNO Online

1

Utusan Online

1

Sinar Harian

1

### Khairy Jamaluddin

Malaysia Chronicle

1.753

Malaysia Digest

2.042

The Malay Mail Online

2.209

Sinar Harian

2.514

Utusan Online

2.712

# THE FRONTLINER FROM PAS



**Datuk Takiyuddin Hassan**

Minister in the Prime Minister's Department (Parliament and Law)



**Datuk Tuan Ibrahim Tuan Man**

Environment Ministry



**Datuk Dr Mohd Khairuddin Aman Razali**

Plantation Industries and Commodities Ministry

**Datuk Takiyuddin Hassan** has been appointed as a Minister in the Prime Minister's Department, who will be handling the portfolio of Parliament and Law. He has been serving as PAS secretary-general since 2015, succeeding Mustafa Ali. Takiyuddin is the sole PAS representative in the Public Accounts Committee (PAC) and also serves as an executive committee in Football Association of Malaysia (FAM).

**Datuk Tuan Ibrahim Tuan Man** is currently the Environment Minister of Malaysia. Previously, it was the Ministry of Energy, Science, Technology, Environment and Climate Change. Under Muhyiddin's administration, the minister has been divided into three. Tuan Ibrahim is also the Deputy President of PAS, succeeding Mohamad Sabu who left the party and formed Amanah during the Pakatan Rakyat fallout in 2015

**Mohd Khairuddin Aman Razali** is the current Minister of Plantation Industries and Commodities. After GE-14, he was appointed as board chairman for four Terengganu state-owned companies. He is one of the notable Islamic scholars in PAS and previously held numerous position in Dewan Ulamak PAS. Aside from the Ministry position, three PAS MPs are also selected as deputy Ministers.



**Datuk Siti Zailah Mohd Yusoff**

Deputy Minister - Women and Family Ministry



**Datuk Che Abdullah Mat Nawf**

Deputy Minister II - Agriculture and Food Industry Ministry



**Ahmad Amzad Hashim**

Deputy Minister - Science, Technology and Innovation Ministry

# MEDIA MENTION

**Takiyuddin Hassan**

**Only Agong can determine Dr M's successor, says PAS sec-gen**  
7:43 AM - The Malay Mail Online

Only the Yang Di-Pertuan Agong has the authority to determine Malaysia's prime minister, with talks of handover from Tun Dr Mahathir Mohamad to Datuk Seri Anwar Ibrahim infringing ...

**Current EC leadership need not resign, says PAS**  
Mar 7th - The Malaysian Insight

THE current crop of commissioners in the Election Commission can stay said PAS, a component party of the ruling coalition Perikatan Nasional. PAS's endorsement of the EC under ...

**Pas claims power transition agreement between Dr Mahathir, Anwar is unconstitutional**  
Feb 10th - New Straits Times

Pas has deemed the transition of power agreement between Prime Minister Tun Dr Mahathir Mohamad and Datuk Seri Anwar Ibrahim as unconstitutional. Pas secretary-general Datuk Takiyuddin ...

**Pas anggap lantikan Latheefa bercanggah janji, komitmen PH**  
Jun 8th, 2019 - Sinar Harian

Pelantikan Pengarah Eksekutif Lawyers for Liberty, Latheefa Koya sebagai Ketua Pesuruhjaya Suruhanjaya Pencegahan Rasuah Malaysia (SPRM) yang baharu bercanggah dengan janji dan komitmen ...

**Pas batal hasrat bawa usul undi percaya kepada PH**  
Feb 22nd - Sinar Harian

Pas membatalkan hasrat untuk membawa usul undi percaya terhadap Perdana Menteri Tun Dr Mahathir Mohamad di Parlimen kerana daripada keputusan terbaharu berhubung peralihan kuasa oleh ...

**Khairuddin mahu Teroka Potensi Pasaran Baharu**  
Mar 10th - Tegantukita

Menteri Perusahaan, Perlindungan dan Komoditi, Dato' Dr Mohd Khairuddin Aman Razali yang memulakan tugas hari ini menyatakan komitmen untuk meneroka potensi pasaran baharu dalam ...

**TERKINI : Ini Jaminan Saya!!! 18 Ahli Parlimen Pas Akan Isytihar Harta - Tuan Ibrahim**  
Mar 11th - Malaysia Gazette

Parti Islam Se-Malaysia (Pas) memberi jaminan bahawa kesemua 18 ahli Parlimen parti itu akan mengisytiharkan harta kepada Dewan Rakyat dalam masa terdekat. Timbalan Presidennya, Datuk ...

**Cadang hapus identiti agama, bangsa bukti ratifikasi ICERD masih berjalan - MalaysiaGazette**  
Dec 4th, 2019 - Malaysia Gazette

Agama dan bangsa adalah identiti diri yang menjadi punca perpaduan sebuah masyarakat seperti Malaysia, bukannya pertembungan dan perpecahan. Justeru, bagi pandangan Ahli Parlimen Kuala ...

**Apa sudah jadi dengan laporan kajian UEC**  
Jan 8th - Dialog Rakyat

Pas minta Pasukan Petugas Dasar Sijil Pemeriksaan Bersepadu (PPDUEC) mengemukakan status terakhir laporannya kepada rakyat untuk dinilai dan diberi pandangan. Timbalan Presidennya, ...

**Tanggung harga petrol helah kerajaan kauntungan**  
Jan 1st, 2019 - Merdeka Rakyat

Penetapan mekanisme harga runcit petrol dan diesel perlu dibuat secara teliti supaya pengguna dan pengusaha stesen minyak tidak berhadapan masalah yang tidak sepatutnya. Ahli Parlimen ...

**Mohd Khairuddin Aman Razali**

**Tuan Ibrahim Tuan Man**

**Khairuddin mahu Mujahid pastikan 4 hotel TH akan kekal kepada pendeposit, bukan pihak swasta**  
Feb 20th -

Pas mengesa Menteri di Jabatan Perdana Menteri Datuk Seri Dr Mujahid Yusof menjelaskan kedudukan aset umat Islam membabitkan pengambilalihan pengurusan baru 4 hotel Tabung Haji (TH) kepada ...

**Baki 84 kontena sisa plastik akan dihantar ke negara asal: Tuan Ibrahim**  
Mei 7th - Sinar Harian

Sebanyak 150 kontena sisa plastik telah dihantar semula ke negara pengeksport manakala 84 lagi akan dihantar dalam masa terdekat, kata Menteri Alam Sekitar, Datuk Tuan Ibrahim Tuan ...

**Small PAS representation in cabinet not an issue, says Tuan Ibrahim**  
Mar 14th - The Malaysian Insight

HAVING very few PAS representatives in the cabinet as compared to other parties is not an issue for the party, deputy president Tuan Ibrahim Tuan Man said. The newly-minted environment ...

**Laporan Tuan Ibrahim pertahankan pembalakan di Kelantan tidak tepat**  
Presidennya - Malaysia Gazette

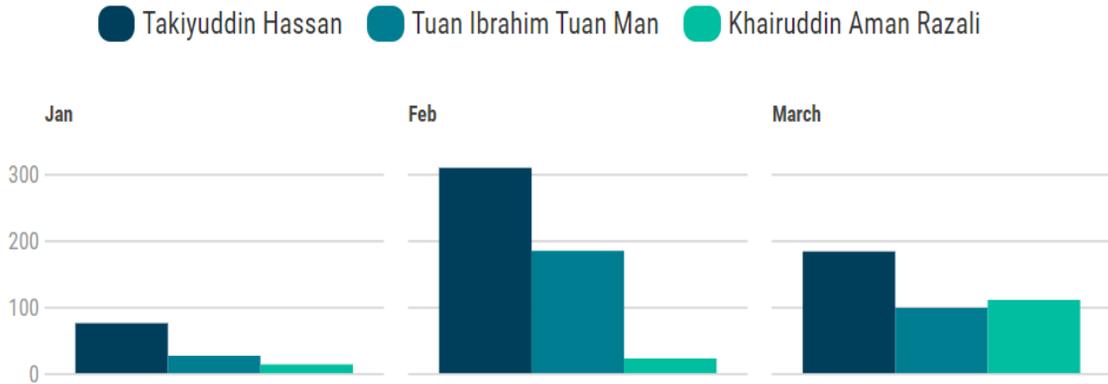
Menteri Alam Sekitar, Datuk Tuan Ibrahim Tuan Man menafikan laporan sebuah portal yang mendakwa beliau menyertakan pembalakan di Kelantan. Dalam satu kenyataan kepada media hari ...

As the secretary-general of PAS, **Takiyuddin Hassan** was active in coming out with statements regarding the power transition issue until the 2020 Malaysian political crisis. Initially, he denied that PAS support Muhyiddin as PM. But later, announced that PAS is supporting Muhyiddin as PM.

**Tuan Ibrahim Tuan Man** was active in questioning PH government's action when he was an opposition. He asked on the status of research on UEC and lengthy toll concession for PLUS. Today, as the Minister of Environment, he made statements such Malaysia will be sending back waste to its origin country. But he was also attacked over the logging issue in Kelantan.

**Mohd Khairuddin Aman Razali** may not have high media exposure compared to the other top leadership in PAS, but he was active in doing his job as Kuala Nerus MP and as an opposition prior to becoming a minister. He addressed issues like petrol price, ICERD ratification, death sentence abolishment, etc.

## News Coverage by Months



While their media presence is not as active earlier this year, following the political turmoil, the three political figure has become more visible in the media.

As the secretary general of PAS, **Takiyuddin Hassan** is the most active, followed by **Tuan Ibrahim Tuan Man** as the Deputy President of PAS. **Khairuddin Aman Razali** showed the least visibility compare to the other two.

Given their political appeal, the highest media coverage of the three frontliner from PAS seems to be concentrated into the Malay Muslim readership. **Sinar Harian** appears to be the leading publication reporting the news on the three figure.

## Media Share for PAS Minister

### Takiyuddin Hassan

The Malay Mail Online

468

Rakyat Marhaen

488

Malaysia Chronicle

516

Utusan Online

520

Sinar Harian

677

### Tuan Ibrahim Tuan Man

Malaysia Chronicle

455

Tranungkita Online

483

Harakah Daily

789

Rakyat Marhaen

891

Sinar Harian

919

### Khairuddin Aman Razali

Utusan Online

Malaysia Gazette

Rakyat Marhaen

Harakah Daily

148

Sinar Harian

185

# Malaysia Indicator



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