

## **ABSTRACT**

### ***Student's Perception on Political Issue Towards The Image of Presidential and Vice Presidential Candidate on 2014 Election.***

***(A Study at Social Politics Faculty in Lampung University Batch 2013)***

**By**

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*The presidential election of 2014 presented an intense political race. There are many negative issue attacked each candidate. The phenomenon influenced the perceptions of the society especially college students. This research had the purpose to know the perceptions of Social politics Faculty student of Lampung University on political issue towards the image of presidential and vice presidential candidate on 2014 election and how much the influence of issue towards the image of presidential and vice presidential candidate. This research used the theory of cognitive-affective consistency. The method that used in this research is quantitative. The result of this research rejected Ho and accepted Hi that meant The influence of political issue towards the image of presidential and vice presidential candidate. Correlation value of this research is 0,596 which is has medium level of influence, whereas the number of its influence is 35 %.*

***Keywords: Perception, Political Issues, Imagery, Presidential Election.***