

ABSTRACT

The Factors Causing Edy Sutrisno *Incumbent* Loss In Mayor Election In Bandar Lampung 2010

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Incumbent is a person holding a particular political occupation to join and compete in an election for the same occupation. A campaign is method of technique of communication to convey vision and mission to obtain supports in an election. The purpose is to influence public political attitudes to give their political choices rationally and objectively. In an election, a political campaign will be necessary for candidates to socialize their political programs to be able to influence public in determining their political choices.

The objective of this research is to find out factors causing Edy Sutrisno incumbent loss in Mayor Election in Bandar Lampung 2010. This was a descriptive research with quantitative approach. Data were collected using questionnaire distribution to 96 respondents of voters in Mayor Election in Bandar Lampung 2010.

The research results showed that factors causing of Edy Sutrisno incumbent candidate were (1) inaccurate message convey; (2) uninteresting message convey

by campaign team; (3) public failures to understand the campaign message; (4) campaign programs that failed to position public as proper target; (5) campaign messages did not give “clues” for public to be able to accept and implement accepted notions, and to take actions as necessary; (6) less candidate’s image at public eyes; (7) less proper career and political experience of the candidate at public eyes; (8) less interesting physical appearance of the candidate; (9) age factor (boredom on older leader figures); and (10) less good attitudes and characters of candidate at public eyes.