

## **ABSTRACT**

### **DESCRIPTION OF THE FACTOR IN THE SOCIOLOGICAL AND PSYCHOLOGICAL DEFEAT HERMAN HN-ZAINUDIN HASAN ON THE ELECTION OF THE GOVERNOR OF LAMPUNG PROVINCE IN 2014**

**By**

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In the Governor Election of 2014, Herman HN as mayor of Bandar Lampung City who run for candidacy, had a defeat in the region of his election. This study describe the sociological and psychological factor defeat factor of Herman HN-Zainudin Hasan in Governor e Election of Lampung Province in 2014 Jagabaya III. Methods used in this research is descriptive qualitative research.

The results of the study show that the defeat of Herman HN-Zainudin Hasan had refer to aspect of sociological; (1) factor of work, the people in the Jagabaya III did not choose Herman HN because his policies damages the citizen especially seller and shop owner; (2) factor of education, most of the people prefer choose M. Ridho Ficardo because his high education has suited proportion with citizen; (3) factor of ethnic/tribe, ethnic of chinese did not choose Herman HN because they considered he has cons with them; (4) factor of age, people prefer to choose M.Ridho Ficardo that has a young age to be the leader; (5) factor of religious, people did not make an issues of leader's religious as long the leader made alternative policies to other people who has deveout not the same with the leader; (6) factor of residential area, people prefer to choose M. Ridho Ficardo he come from the same area; to the aspect psychological; (1) factor of proximity to the candidate, people in Jagabaya III are very suportive to the Democrat party, and some of the population is a member of the democate party who carries M. Ridho Ficardo and Bakhtiar Basri.

**Keywords: Voter Behavior, Sociological and psychological Factor.**