

ABSTRACT

THE PUBLIC PERCEPTION ON INCUMBENT CANDIDATE OF REGENT OF WAY KANAN IN 2015 (A Study on Public in Buay Bahuga Sub District of Way Kanan District in Lampung)

By

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The objective of this research was to find out the public perception on incumbent candidate of Regent of Way Kanan. This was a quantitative and descriptive research. Data were collected by questionnaires and collecting related archives and then processed with Likert scale to produce numeric data of public assessment on incumbent candidate of Regent of Way Kanan.

The result showed that the public perception on incumbent candidate of Way Kanan Regent was positive. The public was satisfied with performance of incumbent candidate during his period of occupation as Regional Head in Way Kanan district. This could be seen from total of mean of estimation result in this research which showed 3.66. Three indicators showed the following results: a) cognitive indicator (knowledge) of public perception could be categorized that public recognize the incumbent candidate with mean of 3.24; b) affective indicator (attitude) of public perception on incumbent candidate showed positive value with mean of 3.02; and c) conative indicator (assessment) of public perception on incumbent candidate showed positive value with mean of 3.55.

Keywords : perception, election of regional head