

## **ABSTRACT**

### **POLITICAL OPINION OF PEOPLE AT LEMPASING VILLAGE TOWARD CAMPAIGN OF REGENCY'S HEAD CANDIDATE OF PESAWARAN**

**By**

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Campaign in Local Election was some activities done by Regency's Head Candidate in introducing themselves and their program to the public, with some methods or phase that was established before and has a purpose for searching supports and get vote at Election Day. Political opinion according to definition of Sjamsudin (1993:7), is a view or reference of someone or people toward political objet that related with some values of people.

The main issue of this research: "How is the positive influence of Pesawaran Regency Head Candidate's campaign toward political opinion of people at Lempasing Village?" The objective of this research is to describe the influence of Pesawaran Regency Head Candidate's campaign toward political opinion of people at Lempasing Village.

The type of research is quantitative descriptive , applied to sample that people of Lempasing Village District Padang Cermin of Pesawaran Regency. Data collected by questionnaire and documentation technique, than analyzed by using percentage and interval formula.

Based on the result of the research can concluded that political opinion of people at Lempasing Village toward campaign of Regency's Head Candidate of Pesawaran is positive political opinion. It presented from 98 responder: counted 53 (54,08%) responder had positive political opinion, counted 45 (45,92%) responder had neutral political opinion and no one (0,00%) of responder that had negative political opinion toward toward campaign of Regency's Head Candidate of Pesawaran.