

ABSTRAK

**MOTIVATION IN USING VOTERS VOTE REGIONAL HEAD
ELECTION IN BANDAR LAMPUNG 2010**
(At The High School Coaches Foundation Studies Unila Bandar Lampung)

By

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Regional Head Election (election) is an effort to recruit candidates for the head area that will occupy seats mayor districts through direct election, general, free, secret, honest, and fair elections involving the wider community. The elections were a process of change of regional heads and deputy heads who are legally recognized areas of law, and the momentum for the people to directly determine pair regional head and deputy head of the region in accordance with the aspirations / desires of the people.

New voters are entering the age of suffrage can not be said to have broad political coverage to determine whether they will vote. So, sometimes what they choose is not as expected. These reasons have stimulated the voters is very susceptible to capitalize and was approached with the approach of the material. Ignorance in the matter of practical politics, especially with the choices in elections, voters often do not make rational thinking in using the voting rights and more concerned with short-term interests.

This type of research used in this study is descriptive type of quantitative data collection techniques were calculated using a questionnaire or a questionnaire. Type of data derived from primary and secondary data. Analysis of interval data using the formula, while determining the proportion of sampling using a random sampling formula.

Results showed that students as voters use the vote counted in 62,3% based on the intrinsic motivation of political consciousness and political beliefs. Level of awareness and trust is not released from the experience was new and laity as voters. While students who use the vote constituted by as many as 37,7% ekstrinsik motivation is due to the appearance of the candidate and the identity of bearer party candidates.