

ABSTRACT

ANALYSIS ON VOTER'S SUPPORT TO A POLITICAL PARTY (A studi in "Partai Keadilan Sejahtera" in Metro town in legislative election in 2009)

By

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The research background is the phenomena of 0,22% voter support decrease for "Partai Keadilan Sejahtera" or PKS in 2009 legislative election, and followed with 20,68 % PKS voters decrease in Lampung province. The voter decrease in Metro town and Lampung province did not affect numbers of PKS voters in national level. PKS voter nationally increased to 0,54% voters.

The research purposes to find out voter's support to PKS political party in Metro town and to find out causes and backgrounds of decrease. The research uses a descriptive qualitative method. The samples are taken from informants : the PKS voters in 2009 election, the PKS voters who voted in 1999 and 2004 election – but they did not vote for PKS in 2009, and all informants are 20 people. Data are taken with interview and documentation. The research uses data reduction and data presentation technique in analysing data, and finally draws conclusion.

The result shows that decrease of 2009 election PKS' voter in Metro is caused by the shift of voter behaviours : influences of family roles, influences of relatives roles, influences of candidate orientation and party's programs, influences of media, influences of political party identifications and influences of public figures. The most dominant influences that affect the voters are influences of family roles, influences of candidate orientation and party's programs, and influences of public figures.

Key words : Voter's support, Political party, PKS, Legislative election