

## **ABSTRACT**

### **THE ATTITUDE OF REGIONAL LEADER COUNCIL OF PKS LAMPUNG TO THE SURVEY RESULTS OF LSI ABOUT POPULARITY REDUCTION ON ISLAMIC PARTY AND PRESIDENTIAL CANDIDATES IN 2014 ELECTION**

**by**

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Result of a survey conducted by the LSI about PKS decline in popularity has caused controversy in the community. It has an impact on the future of PKS because it threatens the vote in the 2014 elections. The purpose of this study is to examine the response of the board of PKS to its decrease of vote.

This research used descriptive qualitative research method. Data in this research were collected by using in-depth interviews method. The informants in this research were determined by using key informants and snowball techniques (rolling).

The results shows that the cognitive response of the Lampung PKS state that the popularity of Islamic parties did not declined, but its electability. In the affective aspect, PKS regional board council not agree to the LSI survey because the survey was not value-free and could not blindly trust the results of the survey. Furthermore, the response of the regional council board of PKS based on evaluative aspect is the absence of specific policies in response to the survey results of the LSI, the LSI survey results though will be used as material for the evaluation of the PKS council board.

Keywords: LSI survey, Islam-based party, the PKS, the decline of Islamic party vote