

ABSTRACT

MARDIONO'S STRATEGY IN WINNING THE VILLAGE HEAD ELECTION AGAINST INCUMBENT IN TANJUNG SERUPA VILLAGE PAKUAN RATU SUB-DISTRICT, REGENCY OF WAY KANAN IN 2016

By

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Siswanto was the Head of Tanjung Serupa Village who participated in the election of village head of Tanjung Serupa as an incumbent. In general, the incumbent would likely to win the election since he has access to various things. But in fact, the incumbent in the Village Head Election of Tanjung Serupa was defeated by Mardiono, a candidate from ordinary residents. The purpose of this research is to find out the strategy of Mardiono in defeating the incumbent in the election of Village Head of Tanjung Serupa in 2016.

The research method was done using qualitative research with descriptive approach. The data sources were gathered from interviews and documentation, while the data analysis was done by means of data reduction, data display, triangulation and conclusions.

Based on the result and discussion of the research, it can be concluded that the strategy of Mardiono against the incumbent in the Election of Village Head of Tanjung Serupa, Pakuan Ratu Sub-district, Regency of Way Kanan in 2016 were based on several points: the election of village head was an important event in determining the future of their village, thus the community have put certain criteria of a candidate they would select. Therefore, Mardiono as one of the candidates had to defeat the incumbent in the village head election in 2016. In this strategy, the candidate of village head of Tanjung Serupa would visit each house of the village residents in order to gain supports by offering road repair, and promising Tanjung Serupa Village, safe, peaceful and prosperous.

Keywords: Strategy, Victory

ABSTRAK

STRATEGI MARDIONO DALAM KONTESTASI PEMILIHAN KEPALA KAMPUNG (PILKAKAM) MENGHADAPI CALON PETAHANA DI KAMPUNG TANJUNG SERUPA KECAMATAN PAKUAN RATU KABUPATEN WAY KANAN TAHUN 2016

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Siswanto adalah Kepala Kampung Tanjung Serupa yang mencalonkan kembali pada Pemilihan Kepala Kampung Tanjung serupa. Pada umumnya petahana yang ikut kembali dalam pemilihan akan menang, karena petahana mempunyai akses dalam berbagai hal. Namun kenyataannya petahana pada Pemilihan Kepala Kampung Tanjung Serupa, petahana kalah oleh Mardiono seorang warga biasa. Tujuan peneliti ini adalah untuk mengetahui bagaimana strategi Mardiono menghadapi petahana tersebut dalam pemilihan Kepala Kampung Tanjung Serupa tahun 2016.

Metode penelitian yang di gunakan adalah metode penelitian kualitatif dengan pendekatan deskriptif. Sumber data berasal dari hasil wawancara dan dokumentasi, analisis data dilakukan dengan reduksi data, menampilkan data, triangulasi data dan mengambil kesimpulan.

Berdasarkan hasil penelitian dan pembahasan terhadap temuan penelitian di lapangan tentang Strategi Mardiono Dalam Kontestasi Pemilihan Kepala Kampung Menghadapi Calon Petahana Di Kampung Tanjung Serupa Kecamatan Pakuan Ratu Kabupaten Way Kanan Tahun 2016, maka dapat di simpulkan bahwa: pemilihan Kepala Kampung adalah faktor penting dalam menentukan masa depan Kampung mereka, karna itu masyarakat sejak awal sudah memberikan kriteria seorang calon yang akan di pilih. Yaitu terdapat strategi

Mardiono dalam menghadapi calon petahana dalam pemilihan kepala Kampung tahun 2016. Dimana calon kepala Kampung Tanjung Serupa dengan mendatangi rumah-rumah warga meminta dukungan dan menawarkan program perbaikan jalan antar dusun, dan menjadikan Kampung Tanjung Serupa, aman, damai dan sejahtera bagi masyarakat Tanjung Serupa.

Kata Kunci: Strategi, Pemenangan.