

ABSTRACT

RATIONALIZATION VOTERS IN CHOOSING THE ELECTION CANDIDATE COUPLE OF GOVERNOR LAMPUNG 2014 (Studies in Rural Communities Beringin Raya Kingdom Kemiling District of Bandar Lampung)

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Direct local elections is a response to widespread expectations of an entire nation in order to restore the sovereignty of the people democratically. Where to give people the opportunity to choose the candidate pairs without pressure and interference and politicization of any party based on their conscience. This is when viewed from the perspective of political development, the development of local democracy, direct election is the process of succession at the local level that the expectation is able to provide political education for the people to increase the maturity of the people in politics. Events or sociologically interesting phenomenon in this election that is how the electoral system change from indirect to direct election system which will have implications for changes in voting behavior. So appealing is necessary to lift this reality in research, with a view to giving a major boost voter on the voting rights in direct elections, in this case the rationality of voting behavior in choosing one pair of candidates in the election of Governor (Governor Election) Direct Lampung ago 9 April 2014 . This study is a descriptive study based on quantitative data collection, with the intention of doing careful measurements to illustrate the relevance of sociological social reality that can be achieved. Based on the results of this study that, in the act of choosing the most people 48.5% of respondents had categorized as an act of choosing prospective. Where they choose with consideration of the future by looking at the candidate's vision and mission. However, if viewed from the aspect of rationality of action, most of the respondents categorized as non-responders in determining the rational choice. Where most of the voters are still affected 60.8% as well as the emotional aspects of the environment in choosing a candidate.

Keywords: Communities Beringin Raya, Governor Election, Rationalitation