

ABSTRACT

RELIGIOUS AND AUTHORITY SYMBOL (Study of politic executive contestation in facing of Lampung's Government election)

By

Ria Ayuningsih

The aimed of this research was to know to learn and explain how the ways and strategy of politic executive to manipulate the religious symbol in attribute, banner, photos, and religious activity form. This research used qualitative method. Data collecting techniq used deep interview, observation and documentation. Data analyses techniq used reduction, presentation, and verification data.

Research result showed that politic executive used religious issue as manipulating tools to politic impotence, and to get authority by contestation. Religious symbol that used is religious symbol, using religious attributes and religious activity. Manipulation form as religious symbol used to build a symbol, religious symbol used to increase simpaty and supported from society, it was for political communication and as to political manipulation. The power of religious symbol as the main of culture to be able to influence the society point of view that used by politic executive to get sympaty and support to send information about photo, avtivity and attribute to manipulate at contestation to face government election of Lampung.

Key words: religious symbol, authority, politic executive, and kontestation