

ABSTRACT

STRATEGY OF CECEP SOFIUDIN ALI IN VILLAGE CHIEF ELECTION OF WAY HUI JATIAGUNG DISTRICT LAMPUNG SELATAN REGENCY

By

YOAN YUNITA

Way Hui Regency Jatiagung South Lampung was held village elections in 2013. Candidates Cecep Sofiuddin Ali was the candidate has a unique method in political strategy so as to elect a village chief political district selection. Political strategy used is Syifatul Ulum. The political strategy has never been applied by the candidates in village elections earlier. Cecep Sofiuddin Ali as a religious leader who is quite well known to the community and its simplicity is able to elect a chief in the village chief political district selection Hui Way in 2013.

The purpose of this paper is to determine strategy of Cecep Sofiuddin Ali in village chief political district selection in Way Hui Regency Jatiagung South Lampung. This type of research is qualitative research. The focus of this study include caring persona and institutional strengthening, promote unity and build consensus with the interview data collection techniques and documentation.

.

The results showed that: First, Cecep Sofiuddin Ali in treating stature which is to keep my personality and good name in the community, appreciate all walks of life, the lack of distinction status, come to think of the fate of farmers, the aspirations and grievances, and promise in vision-mission, protect the public through trust, sincerity, honesty. Institutional stabilization is done with friendship meetings, listening to people's desire, regular meetings Success Team, consolidation and optimize Success Team bearers and supporting elements.

Secondly, Cecep Sofiuddin Ali with Success Team in understanding society by understanding the characteristics of the demographic, social, formal consideration, partisan political preferences and objects, come down directly to the public, facilitating UKM, create a forum for discussion with the community, making organization of youth. The method set the *Syifatul Ulum* oriented to look at and examine the condition of the community and region by conducting surveys, visits to public spaces and a direct approach and socialization programs deliver Cecep Sofiuddin Ali. Media used the print media consists of newspapers, local magazines and electronic media such as text messages via SMS and radio.

Third, the art of compromise Cecep Sofiuddin Ali along Success Team with *Ulum Syifatul* method in building consensus among others, the overall approach and build a political agreement that Ali committed Cecep Sofiuddin provide better service to the community than the previous period. The approach is also done to the elders, the village and all walks of life to work to build the village. The willingness to open up the Cecep Sofiuddin Ali opened up to the whole society in a way open house to receive guests (community) at home, easily found in the

office or at home, there is no distinction of status and socialize with arbitrarily
join society.

Keywords: Political Strategies, Winning, Head Elections.