

ABSTRACT

THE STRATEGIES OF KPU TO INCREASE VOTER PARTICIPATION IN ELECTION IN 2014 AT THE PROVINCE OF LAMPUNG

(Studies in Lampung Provincial KPU)

By

RICKY ARDIAN

This study/research has the purpose to explain about the strategies of KPU in increasing voter participation in elections (election) in 2014 at the province of Lampung. The method used be qualitative research method. Technique of data collecting with interview, research book and documentation. Then that data processed, resulting in a description of the data in the form of an explanation about the strategies of KPU in creases voter participations.

Result of this study/research indicate that the strategies of KPU to increase voter participation by: (1) Strengthening Strategy, an effort to increase participation by looking at the quality of the KPU, that is improving coordination between kpucenter members, although province and regency and city also, improving the capacity and quality of election management, strengthening communication and openness of KPU to the public and giving a guaranteed availability of accurate data. (2). Rationalization strategy, done efforts were by making a paper leaflet containing the names of legislative candidates, except that giving information by the medium of sound (radio), pictures or billboards. (3), Persuasion Strategy, Doing healthy road program, by clegowes, KPU goes to campus and also dialogue election directly to the public. (4). The confrontation strategy, such as socialization to the people about how to choose and disadvantages if did not vote, so the KPU invites the people to use their right to vote, because if it does not choose, it will be lost political rights. The target in doing this socialization are the women's groups, student and college student, religious groups, marginalized groups and beginner voter.

Keywords: The Strategies of KPU to Increase the Voter Participation.