

ABSTRACT

VOTER'S BEHAVIOUR IN LAMPUNG GOVERNOR ELECTION 2008 (A studi in Way Kanan City)

By

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The research background is the phenomena Lampung governor election 2008 , and followed in Lampung province. The voter decrease in Way Kanan City . Way Kanan have many voters in Lampung and have significant heterogen society.in Lampung .

The research purposes to find out voter's support in Way Kanan to find out causes and backgrounds of decrease. The research uses a descriptive quantitative method. The samples are taken from informants : the Way Kanan voters in 2008 Lampung Governor election, and all informants are 100 people. Data are taken with kuisisioner and documentation. The research uses data reduction and data presentation technique in analysing data, and finally draws conclusion.

The result shows that decrease of 2008 Lampung Governor Election' voter in Way Kanan is caused by the shift of voter behaviours : influences of family roles, influences of realtives roles, influences of candidate orientation and party's programs, influences of media, influences of political party identifications and

influences of public figures. The most dominant influences that affect the voters are , influences of candidate orientation and party's programs, and influences of public figures.

Key words : Voter's behaviour, Political , Governor Election, Way Kanan