

ABSTRACT

POLITICAL ORIENTATION OF BANDAR LAMPUNG PEOPLE TOWARD HERMAN HN CANDIDACY ON LAMPUNG GOVERNOR ELECTION

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Everyone who follows the local political developments in the province of Lampung in the context of the election of Governor certainly has a political orientation as a perspective that is closely related to the values held by the people associated with the political object. The purpose of this research was to determine political orientation of Bandar Lampung people toward Herman HN candidacy on Lampung Governor Election

This research is a descriptive study, with a quantitative approach, by taking a sample community on Labuhan Ratu District of Bandar Lampung, amounting to 98 people.

The results of this research indicate that political orientation of Bandar Lampung people on Labuhan Ratu District of Bandar Lampung toward Herman HN candidacy on Lampung Governor Election in the category of positive political orientation. It is based on the data that is of 98 respondents: as many as 53 (54.08%) of respondents have a positive orientation towards the political candidacy of Herman HN in Governor of Lampung, as many as 45 (45.92%) of respondents have a neutral political orientation of the candidacy of Herman HN in

Governor of Lampung and no (0.00%) of respondents have a negative orientation towards political candidacy of Herman HN in Lampung Governor Election. Average value of cognitive aspect is 2.6 (include in positive category), value of affective aspect is 2.6 (include in positive category), and value of evaluative aspect is 2.7 (include in positive category).

Key Note: Political Orientation, Governor Election