ABSTRACT

THE TRANSACTIONAL POLITIC BETWEEN REGENT CANDIDATE AND VOTERS IN SOUTH KOTABUMI DISTRICT ON NORTH LAMPUNG REGENTIAL ELECTION 2013

By

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The transactional politic between regent candidate and society as voters in South Kotabumi, like occurred in Kelapa Tujuh Village, voters received money along with the picture of one of the candidates, likewise it happened in Tanjung Aman Village where saroong (clothing), sembako (the nine daily primary foods), and other social aids were distributed to the society in order to influence the floating voters to elect that candidate. The purpose of this study is to find out and describe the transactional politic between the regent candidate and voters in South Kotabumi district on North Lampung regential election 2013. This study employed qualitative method. The data were gathered through observation, interviews and documentation.

The result showed that: (1) the process of the transactional politic was executed by the winning team of the regent candidate to the voters in order to gain votes and were done in form of distributing sembako, money, and other form of social aids; (2) the form of transactional politic are in form of money politic, sembako
distribution, media promotion, and public services done by the winning team to the society; (3) the cause of transactional politic were when society received aids and promises from the candidates and also when society assumed that their votes are worthy and therefore whoever needs their votes must spend much; (4) the impact of the transactional politic was that the votes were invalid since they were not from the society aspiration, like what happened in South Kotabumi district, North Lampung.

Keywords: Transactional Politic, Regent Candidate, Voters