

ABSTRAK

PERSEPSI MASYARAKAT TERHADAP CALEG MUDA DALAM PEMILIHAN LEGISLATIF TAHUN 2019 DI DESA SRIBHAWONO KAB. LAMPUNG TIMUR

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Tujuan penelitian ini adalah untuk menganalisis dan menjelaskan Persepsi Masyarakat Terhadap Caleg Muda Dalam Pemilihan Legislatif Tahun 2019 Di Desa Sribhawono Kab. Lampung Timur. Metode penelitian yang digunakan dalam penelitian ini adalah metode deskriptif dengan pendekatan kuantitatif. Jumlah sampel 42 responden. Teknik pengumpulan data menggunakan angket dan teknik penunjang wawancara dan dokumentasi.

Hasil penelitian menunjukkan: (1) pemahaman masyarakat terhadap caleg muda di Desa Sribhawono diperoleh sebanyak 47,61% atau 20 responden yang menyatakan paham terhadap intelektual, moral, sosial caleg muda di Desa Sribhawono, (2) Tanggapan masyarakat terhadap munculnya caleg muda di Desa Sribhawono diperoleh sebanyak 45,23% atau 19 responden yang menyatakan setuju terhadap kemunculnya caleg muda di Desa Sribhawono, (3) Harapan masyarakat terhadap munculnya caleg muda di Desa Sribhawono diperoleh

sebanyak 42,85% atau 18 responden yang menyatakan setuju terhadap intelektual yang tinggi, moral yang baik, dan sosial yang menarik dari kemunculnya caleg muda di Desa Sribhawono.

Kata Kunci : *persepsi, masyarakat, calegmuda*

ABSTRACT

COMMUNITY PERCEPTION OF THE EMERGENCE OF YOUNG LEGISLATIVE CANDIDATES IN LEGISLATIVE ELECTIONS IN 2019 IN SRIBHAWONO VILLAGE OF EAST LAMPUNG REGENCY

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The purpose of this research is to analyse and explain the society's perception of the emergence of young Caleg in legislative elections year 2019 in Sribhawono village East Lampung Regency. The research method used in this research is a descriptive method with a quantitative approach. Sample number 42 respondents. Data collection techniques using polls and techniques supporting interviews and documentation.

The results showed: (1) The public understanding of the emergence of young legislative candidates in Sribhawono village was obtained by 47.61% or 20 respondents who expressed understanding of the intellectual, moral, social candidate of young legislature in Sribhawono village, (2) The public response to the emergence of young legislative candidates in Sribhawono village was obtained as much as 45.23% or 19 respondents who expressed their consent to the summit

of young legislative candidates in Sribhawono Village, (3) People's expectations of the emergence of Young legislative candidate in Sribhawono village acquired as many as 42.85% or 18 respondents expressed their consent to high intellectuals, good moral, and social interest from the summit of young legislative candidates in Sribhawono village.

Keywords: perception, community, young legislative candidate