

ABSTRACT

ETHNICITY ANALYSIS AND SYMBOLS ETHNIC COUPLE IN SELECTING THE GOVERNOR CANDIDATES LAMPUNG 2014

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This study aimed to obtain a descriptive overview reasons of political parties often nominate regional head candidates based on ethnicity or otherwise Lampung-Java Java-Lampung in local elections in Lampung, and to get an overview of related ethnic symbols raised by pairs of candidates in the election Lampung Governor in 2014. Ethnic symbols that appear on the election of Governor of Lampung is divided into three aspects of the symbol, namely (1) a physical symbol, (2) the symbol language, (3) cultural symbol. The study uses descriptive type through qualitative data. Data collection techniques such as interviews, documentation, and research libraries. Based on the result, it can be known reasons of political parties often nominate regional head candidates based on ethnicity or otherwise Lampung-Java Java-Lampung in local election in Lampung, Lampung one of them due to ethnic and ethnic Javanese have a strong emotional bond and harmonious relationships in both the upper level (elite) to lower levels (community). In addition to the discourse of ethnicity candidate, in Lampung 2014 gubernatorial election, ethnic symbols are also used by the candidate attract

public sympathy based on ethnic, such as a physical symbol, a symbol of linguistic and cultural symbols. Physical symbol raised by pairs of candidates such as the use of blangkon, skullcap Lampung, Java custom clothing, custom clothing Lampung and complete with its custom attributes respectively in political campaigns. Further more, language symbols in the form of making a campaign song that was made in two language versions, namely Lampung language and the Java language. Cultural symbols in the form of puppet show performances and festivals custom creations Lampung held by one of the winning team mate Lampung gubernatorial candidate in 2014. The result also indicate that culture is more nuanced symbols can draw sympathy and enthusiastic communities or constituencies rather than just demonstrate and utilize symbols physical and symbolic language.

Keywords: Ethnicity, Flashing Symbol-a symbol of Ethnic, Governor Election.