

ABSTRACT

RESPONSE ANALYSIS OF COMMUNITY CAMPAIGN TOOL CANDIDATE FOR LEGISLATIVE 2014

**(Case Study on the appliance outdoor campaign in the city of Bandar Lampung
candidates)**

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This study aims to determine the community's response to the outdoor campaign tool in legislative elections in 2014 in the city of Bandar Lampung. This type of research uses qualitative research with interviews as the primary means of data collection and documentation as supporting data collection tool. Informants purposively determined based on criteria (1) the people that live in Bandar Lampung, either as ordinary citizens and the people that have become a political observer. However, researchers did not intend to discriminate informant capacity but rather to enrich or complementary information in order to answer the research problem. There are as many as five (5) informants as ordinary citizens and 4 (four) informant citizens who have a political observer capacity. Data analysis was performed by means of data reduction, data presentation, and conclusion. The results showed that the public response to the billboard as a medium of outdoor campaign is very diverse. Among them is the outdoor campaign tool as a means of political strategy and ideology of candidates shows, as a trick, as transmitter of identity, a tool to win votes and sympathy from the public.

Keywords: response, a campaign tool, billboards