

ABSTRACT

BEHAVIOR OF CHINESE ETHNIC VOTERS OF ELECTION 2014 IN METRO CITY

by

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Political development of ethnic Chinese in Indonesia began to appear with the political progress of ethnic Chinese from central to local levels. 2014 legislative election candidates tend politic of ethnic Chinese in Metro City as judged City Metro is the main base of the entire clan unity Chinese and also a place Legislative Assembly Branch Social Association Chinese Society of Indonesia (DPC PSMTI) in Lampung. The behavior of ethnic Chinese voters to candidates are less provide support to candidates of Chinese ethnic.

The purpose of this thesis is to study the behavior of the Chinese ethnic voters in the 2014 general election in Metro City. Methods of this research belong to qualitative using primary data types form of interviews and secondary data such as documents or supporting literature.

The results showed that the behavior of voters in the issues and public policy (issues and policies) which is considering a program or policy that is offered by

the candidates according the will of voters, but in reality ethnic Chinese candidate program nothing specifically reviewing the policy. Voters in addressing the social image (social imagery) is based the same of regional, cultural, ethnic candidates, and political-ideological similarity supporting political parties. Voter behavior in seeing the sides of the candidate emotional (emotional feelings) emphasizes the character of the candidate with experience in government affairs, democracy, honesty and humility candidates. Candidate epistemic factors on the behavior of voters tend to lack of support.

Keywords: voting behavior, chinese ethnicity, election.