

***Voter Behavior In The Election Of Village Heads
(Studies in Bumi Kencana Village of Seputih Agung District
of Lampung Tengah)***

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Abstract

The election of village heads are a means of implementing the principle of popular sovereignty be based Pancasila and UUD 1945, Law No. 32 of 2004, The behavior of voters according to the experts is divided into three approaches: sociological approaches, psychological and rational approach. Then to study the behavior of voters in the election of village heads Bumi Kencana, voters are categorized into four main group : calculative rational voter, voters primordial, voter turnout pragmatic and emotional.

The purpose of this study was to determine the voting behavior in the Bumi Kencana Village Head Election Seputih Agung Lampung Tengah. This study uses descriptive quantitative data collection tools such as questionnaires and interviews with respondents.

The results of this study indicate that the village election heads of Bumi Kencana is divided into two major groups, namely the group voters primordial and pragmatic electorate, while the rational calculative and emotional voters tend to be smaller. This study therefore shows that the tendency of voters to the grounds of kinship, descent, ethnicity and community of profit and loss still dominates the village election heads of Bumi Kencana.

Keywords: *voting behavior, village elections*