

ABSTRACT

THE PERFORMANCE AND LEADERSHIP OF POLITICAL PARTY IN GENERAL ELECTION (EVALUATION OF FAILURE AND ANTICIPATION BY DEMOCRAT PARTY IN BANDAR LAMPUNG)

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The objective of this research was to find out phenomenological descriptions about performance and leadership of Democrat party in Bandar Lampung in Legislative General Election in 2014. This was a descriptive qualitative research. Data were collected with interviews, documentations, and supported with observations in the field. The results were as follows: (1) Internal performance of Democrat party in Bandar Lampung failed because there was no coordination between administrative members in branch level and in sub branch level in terms of communication to determine schedule of meetings and the chief of working unit was less active in some meeting activities, meetings were rarely conducted and performance only focused in electing Chairman of Democrat Party Branch in Bandar Lampung, (2) External political communication did not run properly because of news reported by mass media and electronic media about Hambalang mega project corruption that involved higher members of Democrat party in National level, and there were interventions from opponents of political party who had access to electronic media such as Aburizal Bakrie from Golongan Karya

Party (ANTV and TVONE) and Surya Paloh (Metro TV). (3) Leadership transition was caused by some factors that Eva Dwiana was not provisioned to be Chairman of Branch Committee of Democrat party in Bandar Lampung, the inauguration of Herianto as chief or working unit of Democrat Party in Bandar Lampung Branch was not proper because Herianto lived in Jakarta so that it was difficult to coordinate with party internal members, and meeting of Democrat party in Bandar Lampung Branch to elect new Chairman of Branch Committee had not been yet conducted to substitute Eva Dwiana position.

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