

ABSTRACT

FACTORS CAUSING DEFEAT COUPLES ZAINAL ABIDIN (INCUMBENT) AND ANSHORI DJAUSAL IN THE REGIONAL ELECTION DISTRICTS LAMPUNG NORTH 2013

By

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Elected a candidate in the regional election ideally have to meet the standards voters. Defeat in pairs Zainal Abidin and Anshori Djausal one was unexpected, because it is very rarely found that incumbent losing a battle. The percentage comparison victory incumbent and non incumbent range 60:40 percent. Supported previous pelection show that a defeat incumbent indicates voters more rational. Apathy attitude voters because of a candidate who reneging on its promises, and poor performance is yardstick community evaluation voters.

Type research that is used is descriptive qualitative research. Researchers in this case trying to find out factors causing defeat couples Zainal Abidin (incumbent) and Anshori Djausal in the regional election districts Lampung North 2013. Data collection techniques by interviews and documentation.

The results of research shows that refers to various reasons voters in districts Lampung North can be said that many of them a little rational behavior a voter who has shown. The community has valid assessment, they vote judgment by throwing his choice to another candidate at the sight of a candidate who they chose last time does not show a good performance. People want to a change Lampung North to be even better, there is disappointment and dissatisfaction element as a result of several factors that is a policy of not pro the people, the program did not communicated, and their performance is not accomplished.

The emergence of other factors of defeat Zainal Abidin and Anshori Djausal is that leadership and bad of an incumbent not based on government bureaucracy both in term of office Zainal Abidin because there are many position in the Lampung North district that is not right and not appropriate discipline, (nepotism) political dynasty. The public vote drop sound judgment and punishment with the hope of making Lampung North more advanced with the change in a new leader.

Keywords: incumbent, punishment vote, election