

## **ABSTRACT**

### **MONEY POLITIC IN GENERAL ELECTION 2014 (Case Study in Pekon Gunung Kemala, Way Krui Regency, Pesisir Barat District)**

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Money politic is a deviation act from campaign by giving some money to sympathizer or other community so that those who have given some money are able to follow the interest person. Money politic in general election 2014 caused by low economic background of society, The forms of money politic were food, media promotion and public facilities in the community and impacted on object political exploitation of those who had an authority. The aim of this research was to determine and describe the money politic in General Election 2014 Pekon Gunung Kemala, Way Krui Regency Pesisir Barat District through three aspects namely the caused of money politic, the form of money politic, and impact of money politic.

The method used in this study was descriptive qualitative, data collecting technic used in this study was based on interviews. This research focused on money politics in General Election 2014 Pekon Gunung Kemala, Way Krui Regency Pesisir Barat District.

The results of this research can be concluded that money politic in general election 2014 Pekon Gunung Kemala, Way Krui Regency Pesisir Barat District were : generally money politic caused by low economic background of the people that allowed the people received the gift and promises given by legislative candidate and the public perception that the right to vote was a valuable asset to anyone who want to spend a commensurate cost. The forms of money politic were food, media promotion and public facilities in the community conducted by legislative candidates given to the voters directly. The impact of money politic in the general election was not pure the voting of the people to the legislative candidates and impacted on education, which in turn clog the mobilization of political participation. In this process, society was an object political exploitation of those who had an authority

Keywords: Money politics, General Elections