ABSTRACT

ANALYSIS OF VICTORY SUPAING IN ELECTION OF VILLAGE HEADMAN CANDIMAS SUB-DISTRICT NATAR OF SOUTH LAMPUNG REGENCY

By:

RIZKI AGUNG MENTARI

Implementation of the elections in the village Candimas party democracy in 2012 is to select appropriate candidates assume office as mayor, usually in voting is not easy to know who is going to win the political battle. But the democratic party in the village that happens is that the victory of a candidate named opposite Supaing has been predicted since the holding of the elections.

Additionally Pilkades Candimas village littered with elements of gambling money politics through practice that ironically conducted by the village heads including Supaing candidates who won the elections and to earn money in attracting capital where the mass of the officers involved in the provision of capital to the candidates come from various backgrounds and background different rear.

The purpose of this study to analyze the strategies Supaing victory on village elections in the village Candimas Perspective views of Sun Tzu. By using the descriptive method describes the state of the object or subject of study.
Results of this study explain that to gain the victory in a village election victory Supaing run strategy of Sun Tzu is the first perspective, Supaing know yourself through social capital, political, and its economy. Second, mapping Village area Candimas by Supaing with understanding rural conditions and their communities through social networking, mapping voter behavior, and communication media. Third, Supaing forming an alliance network of kinship support with various community leaders. Fourth, Supaing a religious leader whose character and a friendly attitude towards the villagers Candimas.

Key words: election of village headman