



## ELECTRONIC THESIS AND DISSERTATION UNSYIAH

### TITLE

PERILAKU POLITIK PEMILIH PEMULA PADA PILKADA KOTA BANDA ACEH TAHUN 2017

### ABSTRACT

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Partisipasi masyarakat pemilih pemula dalam pilkada di Kota Banda Aceh mayoritas pemilih tradisional, yang melihat kondisi antara budaya, kebangsaan, rekam jejak dan kedekatan emosional yang dibawa oleh para kandidat pasangan calon, bukan pada visi-misi calon. Kemenangan pasangan Aminullah-Zainal dipengaruhi oleh track record keduanya. Mereka saling memanfaatkan massa dengan menggunakan kebiasaannya. Tradisi memilih calon bagi pemilih pemula dipengaruhi oleh tradisi yang tidak mengikutsertakan pendidikan politik. Keterbatasan pengetahuan politik bagi pemilih pemula menyebabkan sikap politik yang tidak melihat pada konsep atau visi-misi para calon. Penelitian ini bertujuan untuk menjelaskan perilaku dan tipologi perilaku politik yang mendorong pemilih pemula dalam menggunakan hak pilihnya pada Pilkada Kota Banda Aceh Tahun 2017. Berdasarkan tujuan tersebut, maka metode penelitian yang digunakan adalah metode penelitian campuran

Kata Kunci: Pilkada, Perilaku Pemilih, Pemilih Pemula.

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The participation of young voter society in the Pilkada elections in Banda Aceh is the majority of traditional voters, who look at the conditions between culture, nationality, track record and emotional closeness brought by candidates, not on the vision-mission of the candidates. The victory of the Aminullah-Zainal candidate is influenced by their second track record. They take advantage of the masses using their habits. The tradition of choosing a candidate for young voters is influenced by a tradition that excludes the political education. The limitation of political knowledge to young voters leads to a political attitude that does not look at the concept or vision of the candidates. This research aim is to explain the behavior and how the typology of the political behavior that encourages the young voters to use their voting rights in the elections in the city of Banda Aceh in 2017. Based on these aim, the research method that used in this research is a method of mixed methodology by using purposive sampling technique. The results of this research showed that the behavior of young voters in Banda Aceh city can be said track record of the candidates become the consideration of the young voters traditionally, they do not fully look at the vision-mission of the candidates but emphasizes the emotional closeness such as socio-cultural, origin, understanding, and religion as a measure to choose from. Unlike the voters with the political education background, he will see the vision and the political mission of the candidates. In Banda Aceh, the young voters are mostly around 17-18 years old and above who are on average completing high school

Keywords: Pilkada, Voter Behavior, Young Voter.