

ABSTRACT

Vita Sevia Nanda (135010030). "THE EFFECT OF POLITICAL AWARENESS AWARENESS AGAINST LEVEL OF POLITICAL PARTICIPATION IN REGIONAL CHALLENGE (Study Descriptive of Majalengka Regency)".

Keywords: *Participation, politics, society*

The political participation of the people in the direct election of regional heads is an important institution in every democratic country like Indonesia. The election of the regional head is also one of the means of political education for the community that is direct and open. So it is expected to increase public awareness about democracy. The election of regional heads emphasizes a better and deeper democratization process. Pilkada is full of political competition among the participants.

This study highlights the problem of people's political participation in the regional head elections. In the direct election of Pilkada, Majalengka is one of the regencies in West Java which has a high level of public participation. The current trend is the declining level of political participation in the elections. Therefore this research is conducted to determine what factors influence the political participation of Majalengka community in the election.

This research was conducted by qualitative descriptive method with purposive sampling technique, sampling to build representations based on knowledge which is relatively deep and detailed. While data analysis using data triangulation and data analysis with interactive data model.

After conducting research and data processing, it can be concluded that public understanding about Pilkada and its political participation level is high enough, and the factors that determine the choice of Majalengka Regency's community in the Head of Region in 2013 against Candidate Pairs are mostly due to their obligations as citizens of the dam due to their use in The figure of the candidate pair of election participants.