

TELEVISION MEDIA ROLE IN IMPROVING THE VOTER PARTICIPATION IN POLITICS ELECTIONS 2015

(Descriptive Study In Bandung District)

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ABSTRACT

One of the biggest media influence on the formation public opinion is television. media television plays a major role in the democratization process of a country. In the case of the media ahead of local elections TV focus public attention on the ongoing campaign as well as a variety of information about the candidates and vice-regent and other political issues. It is in the underlying by how the development of political participation by the community Bandung regency still in the development stage of consciousness in choosing a candidate in the general election activities. The study was based on three (3) issues, namely: 1) the lack of information received by the public at the Bandung District Election 2015. 2) a variety of factors one of which will charge counseling to the community in the viability of local elections in 2015. Bandung District 3) the low level of awareness of citizens in the form of information Bandung District Election 2015. The approach taken in this study is a qualitative study using descriptive methods in obtaining the data in the form of interview, observation, documentation studies, and questionnaires. Subjects in the study is the apparatus of the Commission, a television station, and the people of Bandung regency. Based on the final result of both political content provided by the television media into the source, which is where a lot of television forgiving as a promotional event for a party, candidate or the other to get sympathizers to the public then the medium of television can be a differentiator in improving the political participation of voters Election 2015 in Bandung regency. Elections as a way for people in political life, because during this time of political participation and political behavior of people just still in the mobilization of political space, where people do not understand the real political meaning. This should be done with a political discourse that is expected to give priority to the public interest. Implementation of the local elections that polemical pros and cons among the people, it makes learning to the community in the following general election participation to better know how much people use the right of political participation will cooptation general. In providing the facility to be able to know in the election procedure has been good but when the implementation is very not too good,

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