

## **ABSTRACT**

**Sigit Trias Abrianto (2018).** *Influence of public political awareness on the level of political participation in regional head elections (Descriptive Quantitative Analysis Study in Sukasari District, Subang Regency).*

*One manifestation of political awareness is political participation in regional head elections. Political participation based on political awareness will encourage people to use their voting rights rationally and in accordance with the aspirations of the community. This research was conducted in Sukasari District, Subang Regency. The study uses Descriptive Quantitative with data collection that is done by library research, observation (observation), questionnaire (questionnaire), and the use of documentation. Questionnaires are distributed to 100 people (respondents) taken by random sampling technique. The data collected is compared and analyzed by quantitative analysis. The objective of the research is to find out whether there is an influence of Political Awareness on Political Participation. The results of this study indicate that the value of the correlation between the influence of political awareness on political participation is 0.184 and the test results show significant. This means that changes as big as one in a political awareness variable result in a change of 0.184 or rounded up to 18.4% in political participation in the low or weak relationship category. The magnitude of the influence of political awareness variables on political participation is equal to 3.4%. These findings indicate that the political awareness of society is one of the factors that influence the level of political participation in the regional head general elections so that it can be concluded that there is influence of good political awareness of knowledge, understanding, attitude, and behavior patterns even though only amounted to 3.4% categorized as very low on political participation, while the remaining 96.6% can be interpreted to be influenced by other factors not examined by researchers.*

**Keywords:** *Political Awareness, Political Participation and Election of Regional Heads*