

ABSTRAK

Ahmad Faisal : **Perilaku Pemilih Kaum Nahdlatul Ulama Pada Pemilihan Presiden Dan Wakil Presiden Di Parit Wa'gattak Dusun Turih Desa Pal IX Sungai Kakap Kabupaten Kubu Raya**. Skripsi : Program Studi Ilmu Politik Fakultas Ilmu Sosial Dan Ilmu Politik, 2023

Tujuan Penelitian ini untuk menganalisis perilaku pemilih kaum Nahdlatul Ulama Pada Pemilihan Presiden dan Wakil Presiden Di Parit Wa'gattak Dusun Turih Desa Pal IX Kecamatan Sungai Kakap Kabupaten Kubu Raya Tahun 2019. Melalui metode kualitatif, hasil penelitian menunjukkan bahwa Terdapat beberapa perilaku pemilih di Desa Pal IX dalam Pemilihan Presiden 2019-2024: Pemilih Rasional kualitatif, Pemilih Primordial, Pemilih Pragmatis dan Pemilih Emosional. Namun jenis pemilih yang lebih dominan di Desa Pal IX adalah Pemilih Pragmatis karena masyarakat mempunyai fanatisme tersendiri terhadap kandidat tertentu dalam pilpres 2019. Faktor-Faktor yang mempengaruhi Preferensi Pemilih di Desa Pal IX Terhadap Kandidat Pada Pemilihan Presiden dan Wakil Presiden 2019. Lebih dikarenakan pada Faktor Kedaerahan, Citra Kandidat, dan Pemimpin yang Berjiwa Leadersip. Namun Faktor preferensi pemilih di Desa Pal IX Umumnya di pengaruhi oleh faktor citra kandidat, dimana banyak pemilih menentukan pilihan politiknya karena faktor figur kandidat yang dianggap memiliki kharismatik dan sosok idaman bagi masyarakat, yang dapat mempengaruhi psikologis pemilih. Mengingat kecenderungan pemilih menjatuhkan pilihannya karena adanya konteks ketokohan yang berperan dominan dan orientasi isu.

Kata Kunci : Perilaku Pemilih, Kaum NU, Primordial, Pilpres

ABSTRACT

Ahmad Faisal: **The Behavior of The Nahdlatul Ulama Voters in the President and Vice President Election at the Parit W'gattack of Turih Subvillage of Pal IX Village of Sungai Kakap of Kubu Raya Regency.** Thesis: Political Science Study Program of Social and Political Sciences Faculty, 2023.

This study aimed to analyze the behavior of the Nahdlatul Ulama voters in the 2019 President and Vice President Election at the Parit Wa'gattak of Turih Subvillage of Pal IX Village of Sungai Kakap District, Kuburaya Regency. Through the qualitative method, the results of this study showed that there were several behaviors of voters in the Pal IX Village in the 2019-2024 President Election, namely Calculative Rational Voter, Primordial Voter, Pragmatic Voter, and Emotional Voter. However, the more dominant type of voter in Pal IX Village was the pragmatic voter because the community had its own fanaticism for certain candidates in the 2019 presidential election. The factors that influence voter preferences in Pal IX Village for candidates in the 2019 presidential and vice-presidential election were more due to regional factors, candidate image, and leaders who had a leadership spirit. However, the voter preference factor in Pal IX Village was generally influenced by the candidate's image factor, where many voters determined their political choices because of the candidate figure factor who was considered charismatic and ideal figure for the community, which could affect the psychology of voters, considering the tendency of voters to make their choices because of the context of the dominant figure and issue orientation.

Keywords: Behavior of Voters, The NU, Primordial, President Election.