

**THE PERCEPTION OF EARLY VOTERS IN THE STUDENTS  
OF SENIOR HIGH SCHOOLS ON THE DISTRICT OF GUNUNGKIDUL  
TOWARD THE PRESIDENTIAL CANDIDATE IN 2014 PRESIDENTIAL ELECTION**

By

Vinni Sofyaningsih

09401241037

**ABSTRACT**

The objective of the research was to describe how the perception of the early voters in the students of senior high schools on the District of Gunungkidul toward the presidential candidates in the 2014 Presidential Election. In addition, the research was also to find the factors that influence the perception of the early voters in the students of senior high schools on the District of Gunungkidul toward the presidential candidates in the 2014 Presidential Election.

The research was a qualitative-descriptive one. The data gathering methods that the researcher implemented were interview and documentation. The data validity analysis that the researcher implemented was the cross check method. The subjects of the research were 16 students from Grade XII of 1 Wonosari Senior High School and 1 Patuk Senior High School that were selected by means of purposive sampling method. The research was performed in October 2013.

The results of the research showed that: (1) There were still many early voters who did not notice the presidential candidates in the 2014 Presidential Election. The perception of the early voters in the students of Senior High School toward the presidential candidates were various. A presidential candidate might have a positive or a negative impression from these early voters. The early voters were not certain with the presidential candidates that they had to vote. The presidential candidate that the early voters demanded was the one who had noble characteristics, who had good characteristics and who had been acquainted with the grassroots people. The information that the early voters had attained influenced their perception toward the presidential candidates very much. There were still a lot of early voters who were not sure with the selection of their presidential candidate. (2) The factors that influenced the perception of the early voters were the mass media, the candidates personality, political track record and emotional feelings. A critic early voters will vote based on real political track record, meanwhile a non critic early voters will vote based on political commercial mass media, the candidates personality, and emotional feelings. The early voters must filter information about the presidential candidates that become good voters.

**Keyword:** perception, early voters, Presidential Election