

ABSTRACT

Khoirul Anam. 130521100032. Sociology Department. The Potential For Social Conflict In The Election Of The Village Chief In The Village Of Somber, District Tambelangan, Sampang Regency.

The purpose of this study is to know the potential social conflict in the election the village chief in the village of Somber, district Tambelangan, Sampang Regency, as well as the political behavior of villagers Somber is reviewed from a factor of personality, social political environment factors, and education and communication factors. The subject of this study is the villagers involved in a somber election of village chief and was also involved in the social conflict that occurs. Method of data collection using observation of participation unstructured, interviews and documentation. Informants were selected using snowball sampling methods. Analysis of data using qualitative descriptive method of analysis techniques. Data validity checking techniques using triangulation. The results showed that the factors of personality, social political environment as well as education and communication effect on political behavior in society. The existence of some social conflicts triggered by the existence of a political patron-client as bastard and shaman, black campaign, and criminal action.

Keywords: social conflict, black campaign, criminal actions, personalities, social political environment, education and communications.

ABSTRAK

Khoirul Anam. 130521100032. Program Studi Sosiologi. Potensi Konflik Sosial Dalam Pemilihan Kepala Desa Di Desa Sember, Kecamatan Tambelangan, Kabupaten Sampang

Tujuan dari penelitian ini adalah untuk mengetahui potensi Konflik Sosial Dalam Pemilihan Kepala Desa (Pilkades) Di Desa Sember, Kecamatan Tambelangan, Kabupaten Sampang, serta perilaku politik masyarakat desa Sember ditinjau dari faktor kepribadian, faktor lingkungan sosial politik, dan faktor pendidikan dan komunikasi. Subjek dari penelitian ini adalah masyarakat desa sumber yang terlibat dalam pemilihan kepala desa dan juga terlibat dalam konflik sosial yang terjadi. Metode pengumpulan data menggunakan observasi partisipasi dan wawancara tidak terstruktur serta dokumentasi. Informan dipilih dengan menggunakan metode *snowball sampling*. Analisis data menggunakan teknik analisis kualitatif metode deskriptif. Teknik pemeriksaan keabsahan data menggunakan triangulasi. Hasil penelitian menunjukkan bahwa faktor kepribadian, lingkungan sosial politik, serta pendidikan dan komunikasi berpengaruh terhadap perilaku politik masyarakat. Adanya beberapa konflik sosial yang dipicu oleh adanya politik patron-klient seperti blater dan dukun, kampanye hitam (*black campaign*), dan tindakan kriminal.

Kata kunci : konflik sosial, kampanye hitam, tindakan kriminal, kepribadian, lingkungan sosial politik, pendidikan dan komunikasi.