

## ABSTRAK

Penelitian ini menjelaskan tentang kemenangan Donald Trump dalam pemilu Presiden Amerika Serikat Tahun 2016 dengan menggunakan pendekatan perilaku pemilih. Donald Trump memenangkan pemilu Presiden Amerika Serikat tahun 2016 karena keberhasilan strategi kampanyenya yang berslogan “*Make America Great Again*”. Donald Trump mengangkat isu – isu sensitif dan program – program yang mampu menarik perhatian pemilih. Melalui distribusi isu – isu seperti isu imigrasi, terorisme, ekonomi (perdagangan bebas) Donald Trump mampu meraih dukungan pemilih berdasarkan latar belakang demografi sosial ekonomi para pemilih. Pemilih mendasarkan pilihannya terhadap Donald Trump karena kesesuaian isu dengan keadaan latar belakang mereka seperti jenis kelamin, usia, ras, agama, area tempat tinggal sub urban – pedesaan, latar belakang pendidikan dan penghasilan.

**Kata kunci :** Pemilu, Kampanye, Presiden Amerika Serikat, Donald Trump, Pemilih, Demografi

**THE VICTORY OF DONALD TRUMP IN THE 2016 UNITED STATES  
PRESIDENTIAL ELECTION**

**ABSTRACT**

*This research explain the victory of Donald Trump in the United States presidential election in 2016 using a voter behavior approach. Donald Trump win the United States presidential election in 2016 because of the success of his campaign strategy slogan "Make America Great Again". Donald Trump raised sensitive issues and programs that attract the attention of voters. Through the distribution of issues such as immigration, terrorism, economic (free trade) Donald Trump is able to achieve voter support based on the socioeconomic demographic background of the voters. Voters base their choice on Donald Trump because of the appropriateness of the issues with their background circumstances such as gender, age, race, religion, residential suburbs – rural area, educational background and average income.*

**Keywords:** *Election, Campaign, President of the United States, Donald Trump, Voters, Demographics*