

ABSTRACT

In Bantul Regional Head Election of 2015, there are problems related to the lack of participation and understanding of politic. Therefore, political education is important to improve the level of understanding and participation of voters in an election. The PDIP and Gerindra are political parties in Bantul Region that have a role in improving political education as regulated in Article 11 Paragraph (1a) of Law Number 2 of 2011 on Political Party. The research aims to understand the problem of lack of political education and to analyze the role of PDIP and Gerindra parties in improving political education in Bantul Region. This is a normative legal research and empirical legal research which use statutes, case approach, and interview respondents. The result of this research shows that the PDIP and Gerindra parties have given contribution in conducting political education to the people of Bantul Region which aims to increase political understanding and public participation. The political education program realized by working programs includes internal and external programs. The internal program such as cadre education, training IT, political school, and cadreization. The external program such as political communication to the people in Bantul Region and community program. In optimizing the political education in Bantul Region, PDIP and Gerindra parties should provide interesting and innovative programs can be new program that can attract a new voter to give their participation in election, strengthening the internal party relation and communication, and increasing the political awareness.

Keywords: *political awareness, political education, and political party*