

ABSTRACT

23 June 2016 is a historic day for the whole European Union society especially for those the people of United Kingdom. On this day eurosceptic group won a British referendum on Britain's motion of leaving the European Union. This paper will explore the factors related to the background of the eurosceptic group victory in this referendum. Theory of Voting Behaviour and Strategy of Campaign are believed will be the best method in order to answer the research of this paper. Eurosceptic group victory in this referendum couldn't be separated from eurosceptic's success in influencing the mindset or paradigm of Britain society as the voter in this referendum. By using the concept of the campaign strategy, the writer will examine various forms of brexit campaign strategy that used in Britain referendum 2016 in order to influence voters behaviour.

Keyword : *Eurosceptic, United Kingdom, European Union, Referendum*