

ABSTRACT

Village Head Election is the implementation of people's sovereignty in the Village in order to elect the Village Head in a direct, general, free, confidential and fair manner. The public's enthusiasm for Acep Suryaman's victory in the Cipatujah Village village election encouraged researchers to conduct research related to (1) what form of political communication was used by Acep Suryaman to win the 2021 village head election in Cipatujah Village and (2) how the community responded to the political communication used by Acep Suryaman to win Village elections in Cipatujah Village in 2021. This research uses descriptive qualitative research with data sources, namely primary and secondary data. Data collection techniques use observation, interviews and documentation. The data analysis technique uses interactive analysis in addition to carrying out triangulation techniques to carry out data validity. The research results in this research are the political communication used by Acep Suryaman, namely through figures and institutions. Acep Suryaman in caring for figures is known as someone who is friendly, active and provides good service to the community which is able to make the figures willing to help in the political communication process. Creating togetherness with the voting community was carried out by Acep Suryaman and members of the success team by compiling homophile messages to the community so that they could show empathy. The next step is sorting and choosing the media, this stage is packaging the message so that it can attract the sympathy of the voting public, and the media used is direct visits to homes through interpersonal communication. The public's response to Acep's communications during the campaign period was considered very good and in contrast to the state of Acep's communications after serving as village head, most of the voting public felt disappointed.

Keywords: Strategy, Political Communication, Village Head Election.