

## **ABSTRACT**

*This research uses a qualitative type of research with a case study approach supported by data which aims to clearly explain various conditions, situations and phenomena that arise in society which are the object of research. The location of this research is Bayasari Village, Jatinegara District, Ciamis Regency. The sampling technique used by the author in this research is a purposive sampling technique, namely a technique for taking data sources with certain considerations.*

*The data sources used are primary data sources and secondary data sources. Primary data sources were obtained by conducting interviews with the General Leadership and social network coordinator of the Miftahul Huda Dua Alumni Association. Meanwhile, secondary data sources are data obtained through documents that match the data the researcher is looking for. The types of mobilization that occur are direct mobilization and indirect mobilization. The results of the research show that there has been mobilization of members of the HAMIDU network in Dapil 3 Ciamis, namely in Jati District, Cipaku District, Kawali District and Panawangan District. Meanwhile in Lumbung District there was no mobilization against HAMIDU, but the process of forming the Winning Team was the result of the political bridging pattern that had been carried out by HAMIDU previously*

**Keywords: General Election, Social Network, Mobilization**