

ABSTRACT

When elections take place we will find some survey results elektabilitas paslon regent of the political survey, the elektabilitas this as a form of the dissemination of information the candidates who will the election as a candidate. Any information related to candidates often can influence community choices as well when the survey elektabilitas this have leverage on the participation of the community so sebarapa strong political influence

Methods used in this research is quantitative methods, where the data after samples have been decided in the first place will be used as a research or data will be tested next. The technique uses the technique this sample sample proportional random sampling. The theory used to research this political communication theory and the theory of public political participation.

This research taken from the village purwasari Tasikmalaya. Researchers do the spread of the questionnaire watchful such as much as 97 and after / questionnaires that collected then analyzed calculation by using spss version 25, t count the value is greater than the t table totaling as much as 10.220 & gt; 1,998 total significance in between the influence and political participation the community 0,000 than 0.5 % so that it can be concluded that their level of keberpengaruhannya elektabilitas the results of a survey on the participation of the public has pengaruhnya. So that conclusion political conclusions who is found in the influence of the results of a survey on the participation of the village community elektabilitas purwasari tasikmalaya having the relationship between variable influence on variables political participation so H0 rejected H1 accepted.

Keywords: *Political communication, Voter participation, Regional Head Elections*