

ABSTRACT

*Law Number 5 of 2014 concerning State Civil Apparatus contains the principle of neutrality which does not allow ASN to side with politicians or in any form. Woodrow Wilson in *The Study administration (1887)* asserts; government executives must be free from political influence. The culture of bureaucrats is focused on fair and equitable public services. However, the reality is that there are still civil servants who violate these rules. One of them is in the 2020 Tasikmalaya Regency election, therefore researchers want to examine how the political communication strategy is carried out by Bawaslu as the authority in maintaining and minimizing the occurrence of violations.*

The results showed that the Bawaslu of Tasikmalaya Regency as a communicator made ASN, the community and local government institutions as communicants. Some of the messages carried in this communication relate to maintaining neutrality and supervising accomplices during the Pilkada, communicated starting from socialization, focused discussions, appeal letters, to the mass media. Bawaslu's political communication in the 2020 Tasikmalaya Regency Election can be said to be successful and the message conveyed has an influence on the political behavior of the communicant, as evidenced by the low number of ASN natality violations and the public reporting findings of alleged neutrality violations and election violations to Bawaslu. Social media platforms as a means of distributing information regarding the neutrality of ASN also play a role and influence what to think about the recipients of the message have. Although it can be said to be successful, obstacles remain one of the elements in communication. The biggest obstacle found in maintaining the neutrality of ASN comes from the ASN itself, the personal closeness between ASN and politicians because an ambition for promotion will not be completed if it does not arise from self-awareness. So that what Bawaslu can do in dealing with these obstacles is still limited to ensuring the campaign runs in accordance with applicable laws and regulations as well as coordinating with relevant stakeholders.

Keywords: *Political Communication, ASN Neutrality, Bawaslu.*