

## **ABSTRACT**

*The purpose of this study was to find out and analyzing the role of the Simalungun Regency KPUD in increasing public political participation in the 2020 Pilkada, as well as the implementation and political participation of the community in the 2020 Pilkada during the COVID-19 pandemic in Simalungun Regency. This type of research is qualitative descriptive research. Data was collected through interviews, observation and documentation. Sources of data in this study consisted of primary data and secondary data. The data that has been obtained will be analyzed qualitatively and described in descriptive form. The results showed that the Simalungun Regency KPUD has carried out its role to increase community political participation in the 2020 Pilkada by playing a role in socialization and counseling activities, playing a role in conveying announcements regarding the elections, playing a role in conveying election information through social media, and playing a role in providing appropriate Pilkada facilities and infrastructure. with health protocols. Furthermore, the implementation of the 2020 Pilkada during the Covid-19 pandemic in Simalungun Regency had gone well and the political participation of the community to channel their voting rights was higher than the previous Pilkada. The conclusion of this study that the role of the Simalungun Regency KPUD in increasing public political participation in the 2020 Pilkada has been carried out well.*

*Keywords: Role, KPUD, Community Political Participation, Pilkada*