

ABSTRACT

The political culture of society is a subject-participant political culture in which the community has an understanding of the political system, but the community's involvement in political activities is passive. In the 2020 Pilkada the political attitude of the people is shown by voting participation reaching 70 percent which is a fairly high indication, but on the other hand the number of lawsuits indicates the number of violations and fraud which shows the weakness of the people's political values. North Musi Rawas Regency was the one that held the simultaneous post-conflict local elections in the elections for the regent/deputy regent and governor/deputy governor in December 2020. This research examines the political culture and voting behavior of the people, especially in the Ulu Rawas sub-district, Musi Rawas Utara Regency in the 2020 regional head election. Based on the results of the study, it was found that the people of Ulu Rawas Sub-District stated that they voted for a pair of candidates for regent and deputy regent in the regional election. due to the personality or figure of the candidate nominated.