

Abstract

The village head is the leader in the government organization who is closest and has direct contact with the community. It can be said that the leadership of the village head in the sub-district is the spearhead of the success of the political socialization process. The village head has a very strong central role and function in the election or Pilkada process. Even though the village head is not an official institution in implementing elections or Pilkada. The village head is an ASN who serves in a non-participant regional institution who must not be trapped in favoring election or regional election contestants. However, the village head has a big influence on the success of the elections or Pilkada which can be seen from the level of community participation in the elections or Pilkada. The function of the village head in the General Election or Pilkada is very interesting for further analysis regarding its function. The aim to be achieved in this research is to analyze the function of the village head in increasing community participation in the 2013-2023 Jambi Mayor election. This research uses a qualitative research approach by interviewing relevant sources after which observations and documentation are carried out. The research informants were the Head of Eka Jaya Village, the Village Secretary, the Head of RT 29, the Head of Eka Jaya Village KPPS, the Head of Government Section, along with the people of Eka Jaya Village. The data that has been obtained will be analyzed qualitatively and described in descriptive form. The results of this research show that the sub-district head has a strategic function in general elections with the facilities and infrastructure owned by the sub-district to facilitate the holding of elections and regional elections, including facilities for socialization, handling logistics, the KPPS secretariat, and the sub-district head is also able to play a role in creating a conducive climate in the community in when holding the momentum of general elections and regional elections based on politics and able to increase community participation to take part in choosing candidates who will run in the general elections or regional elections.

Keywords: *Village Head, function, participation, community*