

ABSTRACT

The holding of general election is an intermediary for citizens to be involved in the democratic process. Participation in general election is the main element to create legitimacy and as a determinant to direct the development of the government system in the future. Ahead of the 2024 elections, the goal that KPU Kota Bandung wants to achieve is, to increase the amount of the community participation. For this reason, KPU Kota Bandung conducts an information dissemination strategy in an effort to encourage the number of voters in the 2024 election. This study aims to find out how the implementation of the information dissemination strategy carried out by KPU Kota Bandung ahead of the 2024 election and to find out the obstacles from the implementation of the strategy. This research uses qualitative approach with a case study method. The analysis of this research is based on the concept of information dissemination according to Sulisty Basuki (2004) which consists of five sub-units analysis, namely, information needs, media, data completeness, supporting facilities and managerial expertise. The data collection techniques in this research were obtained through the process of observation, interviews, and documentation. The result is, the information dissemination strategy carried out by KPU Kota Bandung still not optimal enough to encourage the amount of participation in the 2024 election.

Keyword: *Communication Strategy, General Election. Information dissemination*