ABSTRACT

The election of the head of the village is a manifestation of the freedom of the democratic system, the election of a village chief as an interpretive behavior society as active citizens, because the selection process is very necessary political participation of society that is by using the voting rights. In accordance with Act No. 6 of the year 2014 about the election of village Heads in unison each region reserves the right to carry out the election of village heads in accordance with the regulations as guidelines for its implementation. Thus one of the villages which execute simultaneous village chief elections, namely the Western village Of Serai Talang Muandau Sub Regency of Bengkalis Riau Province in the year 2017. On the implementation of the election of the head of the village, the village of Tasik Serai concurrent West is a village with the white (golput) highest in district Talang Muandau Regency of Bengkalis Riau Province. This research aims to find out how the political participation of the community in the implementation of the election of a village chief in the village of Tasik Serai West Subdistrict Muandau Bengkalis Regency Gutter.

The design used is descriptive qualitative analysis techniques. Data collection techniques used is with interviews and documentation. By identifying the factors of low levels of political participation of the community using the theory of Norma H. Nie and Sidney Verba IE Style participation, motives of Participation as well as the consequences of participation. As for each indicator is divided into 2 subfokus, so that it can interpret the problem of low levels of political participation of the community in the village of Tasik Serai West

The results of this research show that the County Government implementing this activity as a Province to be able to increase the political participation of the community with 1) optimizes the socialization about the election of village heads to the community as a direct 2) create special programs related to political coaching periodically to the community so that community insights continue to grow so that it can be menimalisir the community golput 3) do work closely with private parties to fix infrastructure, namely roads that have been damaged as a result of the damaged main roads lead to apathy from the community. 4) reconsidered the data on population of the village, as it is a result of the expansion of the village.

**Keywords: political participation, the election of a village chief**