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WINNING STRATEGY OF ELECTED VILLAGE HEADS IN THE 2017 ELECTION OF VILLAGE HEADS OF BARONG TONGKOK SUBDISTRICT, KUTAI BARAT REGENCY

STRATEGI PEMENANGAN KEPALA KAMPUNG TERPILIH PADA PEMILIHAN KEPALA KAMPUNG MENCIMAI KECAMATAN BARONG TONGKOK KABUPATEN KUTAI BARAT TAHUN 2017

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ARTICLE INFORMATION	ABSTRACT
Vol. xx, No. xx Page: Published: KEYWORDS Strategi, Kepala Kampung Terpilih	This study aims to determine and describe the Winning Strategy of the Elected Village Head in the Mencimai Village Head Election. The focus of this research includes the strategies used by the Selected Village Heads, the implementation of these strategies, and the most important strategies for Wolter's success as the Selected Village Head. The type of research used is descriptive qualitative. Data sources of data collection techniques used are observation, interviews and documentation. The sources for this research were the Head of the Selected Village, the Head of the Winning Team, the Secretary of the Winning Team and 2 Mencimai Village Communities. Data analysis was carried out by means of data collection, data reduction, data presentation, conclusion drawing and data verification. Determining informants using purposive sampling method.
CORRESPONDENCE Phone: +6281293666003 E-mail: channrexy@gmail.com	The results of this study indicate that the winning strategy of the Elected Village Head carries out the winning strategy by starting within the winning team internally with Mr. Wolter, namely strengthening relationships and coordinating between Mr. Wolter and the winning team. Then the winning team with Mr. Wolter carried out a strategy with Community Gathering and Mobilization, building the image of Mr. Wolter, and forming a campaign program. The implementation of the strategy went well because the people of Mencimai village already knew the figure of Mr. Wolter who was experienced in Mencimai village governance. Wolter built an emotional closeness with the people of Mencimai village sincerely even long before the Pilkacam was held. The strategy that played the most role in Wolter's victory.

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