

**WINNING STRATEGY IN ELECTION VILLAGE HEAD SULUSUBAN ADI
JAYA AND CENTRAL DISTRICT LAMPUNG YEAR 2013**

By
Tano Gupala

Village elections become attractive and warm conversation and fun in every corner of the village. Where there are a bunch of people and then discuss the village head candidate, often develops into a complicated conversation and appear prank or joke that often swipe the village head candidate. The problem posed is to answer how the relationship / relationship of the actors involved in the election of village heads and Sulusuban Adi Jaya as well as how the dynamics of village elections Adi Jaya and Sulusuban, seen throughout the competition that took place during the village elections Adi Jaya and Sulusuban.

The method used is a method of qualitative research with descriptive approach. Source of data derived from interviews and documentation. Data analysis was performed with data reduction, data display, data verification and draw conclusions

Based on the research and discussion of the findings of researchers in the field of Winning Strategies In Village Chief Election Adijaya village Village Head and Sulusuban Central Lampung regency, it can be concluded that: Selection of village head is one important factor in determining their future, because it was from the beginning the community has given the criteria a candidate to be elected. There is little difference in the selection of the winning strategy Adi Jaya village head and Sulusuban Central Lampung regency in 2013, in which the village head candidate Adi Jaya is a newcomer while the candidate is the incumbent village head Sulusuban. Each one has a winning strategy in village elections, where candidates for village chief newcomer offers a program to improve the programs that have been implemented by the previous village head, while using the strategy of increasing ncumbent village program that has been implemented in a way that is better and promote the prosperity of society village.

Keywords: Campaign Strategy, the village head elections