Village is the lowest government system that doing public services to people. Political democratic practice principles are started from political life in village. Dynamical and political constellation in village has its own unique. It is shown in the village chief election process that is far away from political party concerns. One of village democratization biggest problem is money politics in election and indication in using violent acts and intimidation at campaign.

This research purpose is to know political campaign strategy of each village chief nominee in village chief election of Banjar Rejo Kecamatan Way Pengubuan Kabupaten Lampung Tengah. This research is done with qualitative research method. Data collections techniques are done by using depth interview and documentation study. The informant in this research consists of fifteen (15) informants that are chosen randomly. They are head committee of election, vice head committee of election, village chief nominees, campaign team leader of each nominee, member of the campaign team, and peoples of Banjar Rejo village.
The research shows that the winning village chief nominee political campaign strategy in Banjar Rejo village Kecamatan Way Pengubuan Kabupaten Lampung Tengah village chief election are using the right campaign strategy through direct selling, effective campaign teamwork mechanism, innovative political campaign activity, and momentum accuracy about young leader image with growing issue at that time. And then losing factor from the village chief nominee in village chief election are, low internal consolidations in campaign team, using wrong method of campaign strategy through “panggung” strategy that is old in campaign styles, and incompatible image that nominee wanted to form to people with people’s point of view.

**Keywords**: *Strategi of Politics Campaign, Village Chief Election*