

ABSTRACT**ANALYSIS OF MASS MEDIA AND SOCIAL MEDIA OF THE
GENERAL ELECTION COMMISSION OF BANYUMAS REGENCY**

Oleh
Hikmah Safitri
18102268

The Election Commission is one of indonesia's state institutions in which there are activities to meet the logistics distribution needs of election needs inIndonesia. Elections are considered to be the earliest stages of a series of democratic state life. That's why the The Election Commission has an important role, one of the important roles of The Election Commission is as a socialization agent to succeed the election so that public participation in elections will continue to increase. The development of technology can be used for socialization and sharing information about elections to realize the importance of the election process for the survival of democratic statelife. Utilization of social media and mass media in the The Election Commission of Banyumas Regency is used for socialization and sharing information about elections to the public. Massedia and social media that can be used as a means of socializing and sharing information are Youtube, Instagram, Facebook and Twitter.

Keywords: KPU, Mass Media, Social Media