

## ABSTRACT

*Elections are one of the most important democratic processes in Indonesia. This research aims to examine more deeply the communication carried out by the Election Supervisory Agency of Karimun Regency, Riau Islands Province in the 2024 legislative & presidential elections. This research uses a qualitative research approach with a constructivist paradigm and descriptive analysis method. In this study using data collection with observation, in-depth interviews and documents. This research identifies problems to ensure elections are fair, transparent, and free from various forms of manipulation or violations. The analysis conducted includes communication and situation analysis, namely cooperation with the media to combat hoaxes, provide accurate information, and oversee elections transparently. Implementation and monitoring of communication strategies are essential to maintain integrity and transparency in elections. Evaluation and re-planning of the communication strategy is an important step to assess performance and identify areas for improvement..*

**Keywords:** (Bawaslu Karimun Regency, Communication Strategy, Election, Analysis)