ABSTRACT

Political party relations with the Community Welfare related to social and political empowerment efforts by political parties to the community considered less popular, because during these political parties are known to more macro-level policy and is more elitist, relations that are understood and practiced during this temporary and done momentum during the General Election. Finally, more just society does not lend legitimacy to the presence of elements of power. Public participation is hampered by understanding some of the political elite about the relation of political parties with the welfare of society is only limited to procedural aspects. Here there are fundamental differences about how political parties are understood by political elites in one hand, and society as a constituent, the dominant elites as actors tend to define politics as "how to" procedures, mechanisms and protocols for power that has legitimacy from the citizen. While the public emphasis on the dominant political. Society defines politics as the answer to the question of how issues of justice and welfare to be completed by the political elites.

Hence the desire to improve the quality of the relationship between society and political parties are absolute, people not only serve as the object of the political process but the substance involved in the manifestation of the values of humanity. Greater emphasis on results by the society to the political process, forcing political parties to reformulate their strategies and tactics to attract public sympathy.

In this study the researcher used a qualitative approach, which describes an event or events that were observed at the same time describing a phenomenon. This is descriptive qualitative research with a view to exploring and clarifying about the social phenomenon by describing a number of variables related to the problem and the unit investigated, associated with the efforts of social and political empowerment of the people in the village of Kucur DAU By the Partai Keadilan Sejahtera. The purposes of this research were to describe the condition of social and political empowerment at the Village Community Kucur conducted by the Partai Keadilan Sejahtera (PKS). And factors that may affect the process of community empowerment.

Based on research results, it is known that political relations with the public welfare can be done well, if the process of political communication could be enjoyed by the economically and socially sustainable society of Kucur Village.