



The Role of Local Political Parties in Shaping Electoral Outcomes in Makassar City

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Abstract

The analysis investigates how local political parties affect electoral results in Makassar City through evaluations of their strategies together with voter response patterns and social community processes. Through a qualitative method researchers conducted semi-structured interviews combined with focus group sessions and document evaluation to understand the voter-party interactions and local strategy development and community network use in Makassar City. Local parties operating in Makassar depend on direct contact with citizens together with connections to local leadership groups for establishing contact and voter participation. Electoral choices of voter's stem from concrete needs including improvements in infrastructure and local service delivery instead of national political perspectives. Local political campaigns have shown a need for ethnic-specific approaches which create campaign messaging that targets particular cultural and ethnic groups. Local political parties practice strategic autonomy to create custom-made political strategies which adapt to specific local socio-political conditions apart from national political parties. The study fills knowledge gaps within Indonesian political research by documenting how local actors evolve their political tactics which influences election results. This study explains significant information to those who study local politics including policymakers' analysts and academic researchers of electoral dynamics.

Introduction

Electoral outcomes derive their fundamental shape from political parties which constitutes an essential aspect in understanding democratic processes in a particular region. Local political parties from Makassar City South Sulawesi actively participate in determining electoral processes through voter behavior shaping and strategic decision making that influences the representation of diverse city population groups. The local political parties serve as central influential actors who build support through voter mobilization yet determine political guidelines as well as govern the municipal system according to population-specific methods. The particular ways through which these parties affect electoral results in Makassar are insufficiently examined.

South Sulawesi's capital and largest urban hub exists as Makassar where political activity flows from traditional community networks and local practices across a thriving regional center. The political scene in Makassar stands apart because local parties operate side by side with national political organizations which jointly affect election results. National political parties such as the Indonesian Democratic Party of Struggle (PDI-P) and the Great Indonesia Movement Party (Gerindra) work in local elections yet local political parties maintain better understanding of cultural and socio-economic dynamics throughout Makassar thus leading the formation of

electoral preferences and outcomes (Bareilly & Kambo, 2022; yahya & Falah, 2024; Maryadi et al., 2022). The connection between citizens and state institutions occurs through local political parties because these parties translate Makassar citizens' wishes and anxieties into governmental policies.

Local political parties reveal their strongest influence through local voting periods because their candidates must manage national party agreements alongside established local relationships. Local parties focus on political power consolidation and social base development while trying to achieve vote victories during these contests. These parties that operate through patronage networks together with local elite coalitions and community outreach activities control election results. The establishment of loyalty and trust within voter groups enables local parties to overcome their national opponents because general political issues typically weaken the impact of national parties on specific voters according to Jamal (2022).

The political structure of Makassar City involves ethnically, religiously and socioeconomic connections that shape how voters affiliate with political parties and determine their voting choices. Political parties operating locally possess advanced abilities to benefit from demographic and regional elements by creating distinctive campaign strategies toward specific cultural groups and local matters. Indonesian ethnic-based parties used ethnic identity for powerful political mobilization when Rochadi et al. (2024) studied their historical dynamics. Different local parties in Makassar combine ethnic strategies by specially communicating with the three main resident communities of Bugis, Makassarese and Toraja in their effort to win votes (Warganegara & Waley, 2024; Toha, 2021). This voting strategy works best for voters whose ethnic affiliations are strong since they view ethnic representation as essential in politics.

Local political parties proficiently work with regional power figures such as both official and unofficial community and religious leaders and business leaders. Local political parties adopt a strategic partnership with high-profile individuals to gain electoral victories from this influential crowd that directs the voting population. The relationship local parties maintain with social elites' sparks debate because it enables patronage practices that strengthen elite networks (Puansah et al., 2024). Short-term benefits for democrat voters through patronage systems risk direct damage to electoral integrity by altering what voters expect to receive from public officials.

Local political parties in Makassar fulfill responsibilities that reach further than electoral approaches because they help shape governance strategies alongside public policy initiatives. Following electoral victory local political parties have the responsibility to meet the requirements of their voting constituents. Local political parties frequently need their political connections to fulfill campaign promises since they rely equally on voter relationships and other political players spanning from local to regional to national levels (Fliess, 2021; Maisel: Ochieng, 2022). Local political parties in Makassar must prioritize realistic governance challenges above their election promises since governance demands they work with various political stakeholders and keep multiple interests in equilibrium.

Local political parties in Makassar depend on social network connectivity to fulfill their electoral mobilization needs. The Indonesian electoral campaign heavily relies on social networks to distribute political messages while these networks greatly impact voter participation levels (Tapsell, 2021; Anggraheni et al., 2021; Baulch et al., 2024). Local parties in Makassar conduct their voter mobilization activities through informal gatherings such as community meetings and religious events in order to develop local political support. The social methods successfully operate in Makassar because its residents strongly maintain personal connections that run throughout daily activities.

The conduct of local political parties heavily influences the way elections are conducted through their involvement in political discussion (Saiz, 2021; John & Saiz, 2021; Maisel, 2022). Different ways political parties present their issues determine the voting choices citizens will make. Political parties operating in Makassar base their electoral campaigns on solutions for the crucial problems of urban development and social inequality. During elections the political parties tend to prioritize the discussion of public infrastructure matters including road development and public transportation systems. Such matters gain importance to voters since the city grows through development while they worry about life quality.

The numerous local political parties that steer elections demonstrate a general dominating effect but their ability to determine electoral results remains difficult to forecast precisely (Ross, 2024; Huridi et al., 2021; Booysen, 2021). Local parties demonstrate inconsistent achievement between successful power consolidation and electoral victories because political changes and voter priority shifts negatively impact their ability to maintain voter loyalty. Local political parties face challenges when they need to follow national party positions because they simultaneously have to resolve demands concerning local issues. The present situation produces additional intricacies for local political parties when they aim to influence election results in Makassar (Ecker & Gross, 2024; Jamil & Azhar, 2024; Isaksson & Gren, 2024).

The study of local political parties in Makassar City stands essential for research because Indonesia faces ongoing challenges between local and national political interests during decentralization and party competition changes. This research investigates local political party functions with the objective to enhance knowledge about Indonesian political party systems particularly concerning specific local urban political dynamics in Makassar City.

Method

Qualitative methodology provided an extensive investigation of local political party influence on electoral results in Makassar City. A research design built around qualitative data collection methods including interviews along with group discussions and documentation analysis focused on revealing complex political relationships between candidates' new voters and community representatives. The research approach delivered extensive contextual information that quantitative methods would not have produced due to the complicated social conditions throughout Makassar. The research employed these research methods to grasp both political strategies used by local political parties alongside voter psychological variables together with political behaviors and local cultural elements affecting community participation in politics.

Researchers started by interviewing 30 crucial actors consisting of political party leaders together with candidates along with campaign managers and community organizers and voters. The interviews focused on examining both local political party strategic planning methods in their electoral campaigns and their interactions with voters and elements contributing to their election wins. By using open-ended questions, the study participants could provide detailed descriptions of their experiences to reveal more about the strategies along with obstacles that local political parties faced during elections. The interviews exposed political campaigning dimensions through which local parties modified their messaging for different communities while dealing with voter concerns along with their strategies for increasing their backing.

The research included four focus group discussions which gathered local voters belonging to different demographic categories. The groups included individual participants who belonged to different socio-economic levels and presented various age ranges and ethnic groups. The focus groups succeeded in obtaining voter opinions from diverse populations thus providing essential understanding of the electoral process viewed by voters. The research identified three main elements which affected voting behavior: party loyalty together with trust in local

political parties as well as community leader's impact on decision-making. The focus groups provided important insights about the changing political consciousness among different population segments making the research results on local party-political influence stronger.

The research used document analysis as an additional method to support findings from both interview and focus group data collection. The researchers examined local political party manifestos together with campaign materials and media reports in order to study how political parties presented their content through messaging strategies. The analytical evaluation showed the different strategic ways parties connected with local public issues and voter concerns. Study background was enhanced by using the electoral commission reports along with historical electoral data which expanded the understanding of previous voting patterns and party performance and voter demographic characteristics in elections. These data collections produced a fuller comprehension regarding how local political parties changed electoral results across Makassar.

The main strategy for qualitative data analysis adopted thematic analysis. The study carried out its analysis through a method that identified regular patterns and thematic elements which emerged across all data collected from interviews and focus groups and documentation. The data analysis process repeated examinations of the data collection to convert broad categories into more specific subcategories. Through thematic analysis of the data scientists discovered major electoral influence factors which included party local strategies success rates and ethnic mobilization effects alongside community network strengths and political party-level difficulties when connecting to voters. The research enabled researchers to uncover notable patterns between voter conduct and party operations which generated important information about Makassar City's political framework.

Researchers interpreted the study data based on the larger political environment in Makassar City. The analysis included the assessment of Makassar's political history together with cultural elements and economic influences impacting the party electorate relationships. Local parties adapted their strategies to match the surrounding political and social conditions in their operational environment according to the study. The analysis demonstrated that even though national parties dominate in size local political parties demonstrated essential power in voter behavior modification and electoral results through their unique local outreach and community engagement strategies combined with their ability to utilize local networks. The research analyzed voting patterns while considering the political environment to demonstrate how local parties and their voters together with community factors dominate election success results.

Result and Discussion

Local political organizations develop vital roles in developing voter responses while activating citizen involvement to execute political races differently than national parties' system. These parties develop strong local relationships through their concentrated effort on developing community-specific programs about transportation improvements and social service delivery as well as cultural identity initiatives. Election results transform significantly through the local organizations' capability to shape campaign methods according to community requirements supported by social networks. Knowledge of these system dynamics enhances research comprehension into local political party effects on voting behavior and electoral structure in Makassar.

Role of Local Political Parties

Electoral outcomes in Makassar City mainly depend on the functions of local political parties to engage in shaping political decisions of voters. This political context shows that local political parties serve both parts as formal political influencers and as connecting elements to

unite national government with voter communities. These political organizations function as essential players because they modify national party positions to match local requirements while creating tailored plans to activate their constituency base. Through these electoral party's people learn how to navigate political systems and local residents obtain support for regional policies that defend their unique values.

The political parties which operate in Makassar employ different tactics to manipulate voter conduct. Local campaign messages from political parties use critical matters connected to their electors' core concerns such as economic interests' regional social issues alongside cultural customs developed in the local area.

“Local parties focus on issues like employment, local infrastructure, and religious harmony, which resonate much more strongly with the voters than broader national issues”.

Local political parties modify their message platforms according to immediate local issues which improves their acceptance by their voters. Local political parties possess strong capabilities to activate community leaders who help enhance their voter connections. Local voter behavior strongly depends on community leaders who may have religious positions or are entrepreneurs or respected elders in the neighborhood. By using these relationships local political parties obtain voting endorsements while strengthening their trust base to boost voter participation rates.

“The influence of local figures is indispensable voters listen to community leaders who know their needs. Our job is to build trust through these connections, which helps us get more people to the polls.”

The parties work through community leaders to achieve credibility and influence stronger control in regions that have less developed traditional party organizations. The process of ethnic mobilization in Makassar City takes shape mostly through local political parties since this city comprises many different ethnic and cultural communities. Parties join alliances with particular ethnic communities and religious groups continuing to promote programs and promises that serve these communities' specific needs. The political party functions beyond political tasks because it forms social bonds that strengthen ethnic and religious identities among members.

“We vote for a party that represents our interests, especially when it comes to preserving our cultural practices. It's not just about the national agenda but about who will listen to our needs here”.

The fundamental role of local political parties lies in establishing voter identity connections through political decisions while the process demonstrates how political parties manipulate election results through community-based support. Local political parties depend on local media platforms together with grassroots organization to interact with their voter base. Local political parties use radio programs combined with social media platforms together with community meetings as their direct communication channels for voters. The parties conduct face-to-face constituency meetings along with various small-scale community functions throughout election cycles to reach out to voters in person. Makassar voters tend to respond better to personal contact in politics than larger national campaign strategies which typically lack intimacy.

“Our success is directly linked to how we interact with voters on the ground. People here appreciate it when you come to their neighborhoods and talk to them about the issues they care about”.

When done personally, this method proves how community relationships between citizens and candidates form voters' understanding and affect vote results. The essential position of local political parties in elections comes with multiple serious difficulties. Many subjects who participated in this study highlighted that local parties possess fewer resources than national parties do. Low funding becomes a major challenge for local political parties causing them to restrict their campaign activities.

“National parties have resources that we can only dream of. We have to make do with what we can get, which is why our strategies focus more on community outreach and less on expensive media campaigns”.

The limited resources force local political parties to develop wise plans for resource distribution that emphasizes human connections and community interests above all else. Local political parties now use social media along with traditional methods to interact with their voters because of the social media revolution. The new outreach capabilities introduced by social media platforms generate two main issues because they both allow false information dissemination as well as require regular content updates for visibility. Local political parties handle digital media complexities through social media integration even though they encounter challenges managing its speed of development.

“We’ve had to learn how to use social media effectively, but it’s been challenging. Sometimes misinformation spreads faster than we can correct it, and it’s hard to stay on top of everything”.

This demonstrates how local political parties in Makassar are navigating the evolving media landscape, striving to maintain control over their messaging while contending with the challenges posed by digital platforms.

Voter Behavior and Preferences

Makassar City voters base their preferences and vote choices through a unification of local politics together with social-economic circumstances and cultural traditions. Voters in this region show particular voting behavior that goes against national voting trends because their preferences get formed by their specific community issues and cultural heritage. Election receivers within Makassar City select their candidates based on three main factors which include local attributes of candidates and ties to their ethnic and community background as well as how well party platforms align with their everyday needs. Local political parties must use voter preferences as a foundation to adapt their communication platforms because this helps parties address particular local population concerns. Personal relationships and community engagement represent some of the core elements which influence voting behavior among residents of Makassar. Local residents tend to vote for candidates who share relationships with the community alongside candidates who effectively present their understanding of local matters.

“I vote for candidates who have grown up here or have spent a lot of time in our neighborhoods. They understand our problems better, and I trust them to do something about it”.

People tend to vote for candidates who demonstrate local presence because personal connection and visibility work as essential factors in local voting patterns. Ethnic and religious affiliations together with personal relations act as influential factors in voter decision-making. Many ethnicities along with religious communities exist in Makassar City so diverse voter blocs have emerged throughout the city. Many voters decide their votes based on candidate ethnicity and religion because they believe ethnic affinity leads to better representation of personal concerns.

“We support candidates who understand our culture and religion. It’s important that they share our values and are committed to protecting our traditions”.

The local political parties align with these communities because they want to build trust and acquire their support through such endorsements. Public support in Makassar City largely depends on how credible voters perceive political parties and their respective candidates to be as well as how effective they are viewed to be in delivering results. Electoral support goes to parties or politicians with demonstrated results of promise fulfillment and evidence of strong capabilities to resolve important local matters.

“We don’t want just any candidate; we want someone who has shown they can make a difference in our lives. If they’ve delivered on past promises, they have our vote”.

Voters adopt a pragmatic voter behavior by judging potential candidates on what practical advantages they can offer the community instead of focusing solely on ideological or party membership. Individuals use the current economic circumstances alongside specific promises that yield measurable advantages when deciding their voting choices. The electorate of Makassar focuses on economic matters including job opportunities as well as fundamental service access together with local community infrastructure. The candidate promises sheets from political parties in this area mostly concentrate on advancing economic growth together with solving specific municipal problems like joblessness and housing needs and transport deficiencies.

“The people here care most about jobs, education, and healthcare. Our strategy focuses on these issues because they are what people talk about every day”.

The intense alignment toward economic matters affecting the local area indicates that Makassar voters operate with dual considerations between national politics and candidate-pledged solutions for their daily and neighborhood circumstances. Residents of Makassar City base their voting choices on local factors and personal associations yet their support for political parties also contributes to their electoral decisions. People frequently decide to vote for their traditional political party because of long historical associations as well as family heritage even if the specific candidate lacks appeal.

“My family has always voted for this party, and its tradition for us to continue supporting them. It’s more than just about the candidate it’s about the values that party represents”.

Some voters demonstrate partisan loyalty as an allegiance that stays beyond individual candidates thus demonstrating a complicated mixture of personal relations and political principles. Local political parties clearly influence voting preferences through their strategic voter mobilization measures which show themselves in their tactics to encourage voter turnout. Local parties strengthen their ties with electorate through community outreach initiatives including social media communication and direct help services and face-to-face public meetings. The initiatives mobilize community members through diverse means because they want voters to understand platforms and develop group identification within their neighborhoods.

“We focus on building trust within the community. By organizing local events, offering assistance, and staying connected, we make sure people know we are working for them, not just during election time”.

This strategy of continuous engagement helps local political parties maintain relevance and influence voter behavior, as voters are more likely to support parties that are perceived as genuinely invested in the community.

Key Success Factors

Some voters show partisan loyalty that extends beyond individual presidential candidates because their political commitments to a party prevail over personal candidate preferences because of personal relationships along with broader political beliefs. Local political parties clearly influence voting preferences through their strategic voter mobilization measures which show themselves in their tactics to encourage voter turnout. Local political parties implement grassroots campaigning through social media outreach and community meetings and provision of direct support to electorate members in local neighborhoods. The initiatives mobilize community members through diverse means because they want voters to understand platforms and develop group identification within their neighborhoods.

“We make sure to be present in every neighborhood, not just during election season, but throughout the year. By maintaining a consistent presence, voters feel that we are truly invested in their well-being”.

Political parties can build stronger voter trust and loyalty by following this strategy which increases the reliability that voters perceive in them. As a result, their voting chances improve. The strength of links that bind the community represents another fundamental success factor. The voting choices in Makassar City heavily depend on strong social networks and active community participation. Mobilization of voters works best for local political parties that maintain solid connections with critical community leaders as well as religious institutions and local bottom-up organizations.

“Building relationships with local leaders whether religious figures, neighborhood heads, or community organizers gives our party the credibility it needs to reach different voter segments”.

As trusted messengers these leaders deliver party information to voters thus encouraging community members to participate. Local political parties need strong interpersonal relationships with voters to achieve success in elections. Local political parties succeed in elections through clear transmission of important policy messages to voters. The voters of Makassar closely follow local matters thus political parties that deliver practical solutions for community problems obtain greater support. Political candidates have a higher probability of winning election through delivery of realistic and relevant policy solutions which address the concerns and daily problems of voters. A regional party executive relayed how people in Makassar respond to elections.

“Our platform focuses on the issues that matter most to our people. We don’t promise the impossible; we promise to improve their lives through targeted, feasible projects”.

Successful communication of promises by the party through multiple channels including community meetings and social media and local media increases its prospects for victory. The flexibility to react to regional matters along with changing situations plays a fundamental role in electoral success. Makassar City's local political parties need to transform their operations in accordance with the particular political characteristics and social-economic structure of the region. Local political parties in Makassar City adjust their campaign strategies to match new developments by acknowledging economic issues health emergencies and environmental concerns and they ensure political platforms meet the evolving requirements of voters.

“The political climate in Makassar changes quickly, and we need to be ready to adjust our strategies. When a new issue arises, we have to be the first to address it, and we do so by engaging with the community to understand their concerns”.

Flexibility becomes an effective tool for local political parties to maintain connection with their voters thus making their message relevant to public sentiment. Modern campaign technology serves as a pivotal element that leads to the achievement of local political parties across Makassar. Flat-out doorstep visits and face-to-face activism works well in Makassar yet political organizations using current digital technology together with social media marketing access more extensive voter bases. Through social media tools political parties operating at a local level can directly reach their voters for sharing campaign content while instantly organizing and mobilizing field supporters.

“We’ve seen a huge shift in how voters engage with politics. Many people, especially the younger generation, rely on social media to learn about candidates and campaigns. It’s essential for us to use these platforms effectively”.

Digital tools enable better voter participation while enhancing the connection between political parties and their social media-active voters especially those from the younger generation. Electoral victory depends heavily on both excellent leaderships along with strong internal party organization. Political organizations led by competent leadership structures and effective organizational design with efficient management systems create better conditions to develop coordinated electoral strategies that result in successful outcomes. Parties that demonstrate strong leadership together with proper organization can properly direct their resources and campaign operations while ensuring precise and efficient outreach efforts to voters.

“Leadership is the backbone of our campaign. Without strong coordination and clear direction, our resources would be wasted, and our message would get lost”.

Effective internal organization ensures that the party is able to run a smooth campaign, communicate its message consistently, and address voter concerns in a timely manner.

Comparison with National Political Trends

The process of local political parties guiding election results in Makassar City follows patterns which both overlap and differ from general nationwide political patterns. Political parties at the local level customize their methods based on community demands but several aspects borrow from national political elements which include party beliefs and electoral communication methods alongside voter outreach techniques. Local political parties show distinct abilities to change their methods to fit local socio-political situations by focusing on problems specific to their electoral district.

The local political parties of Makassar link themselves to national trends through their support of national party ideologies and broad political positions. The national-level political organizations exert control over local campaigns by instructing subordinate local parties to support national priorities because they want to attract supporters connected to broad national movements.

“We follow the national party's platform closely, as it helps us gain credibility and align ourselves with broader movements. Voters expect us to support national policies, but at the same time, we have to show that we care about the issues that matter locally”.

Local parties can leverage their matching ideas with national norms to access nationwide voter beliefs thus controlling election results. Local parties need to maintain equilibrium between implementing national priorities and addressing local issues to guarantee national ideologies deliver beneficial solutions for community voters. Local political parties in Makassar create separate approaches compared to the national party strategies regarding matters that national platforms fail to address properly. Local political parties direct their attention to key matters related to infrastructure growth and employment opportunities together with community well-

being which tend to contrast with national party focus points such as economic growth or national security.

“National political trends may focus on broader issues, but here in Makassar, we must be hyper-aware of local concerns. Issues like flooding, roads, or local education are top priorities that national parties might overlook”.

The local political parties maintain essential separation from national parties since they maintain direct awareness about their constituents' needs which national parties may overlook. The local political context of Makassar maintains unique interest in local issues with modifications stemming from present national political environments. Local parties operating in Makassar follow dissimilar voter engagement techniques than those implemented at the national level. Political parties across the nation now depend on digital technology and TV commercials alongside major public gatherings to maintain contact with their voters. Wide audiences receive information from national political parties through large media funding installations that promote national issues and major policy plans. Local political parties working in Makassar use customized outreach methods which speak directly to population groups and specific residential areas in the city.

“In Makassar, it’s all about face-to-face engagement. We don’t rely on big national advertisements as much. We go door-to-door, hold neighborhood meetings, and work through local leaders to create personal connections”.

The local approach used by political parties in Makassar differs fundamentally from national organizations because it centers on immediate community interactions for winning voter confidence. Electoral outcomes in Makassar are differently influenced by local community leaders when compared with national voting patterns. Regional political organizations in Makassar concentrate their efforts towards developing strong alliances with religious leaders together with community heads and organizers instead of focusing on national party leadership. The local leaders function as communicators to distribute party information and activate community backing within their residential areas.

“While national parties focus on high-profile figures like presidential candidates, we in Makassar rely heavily on local influencers. The support of community leaders is crucial, as they are the ones who connect with voters on a personal level”.

The party directive on local leadership fosters grassroots campaign activities that maintain party connections with their communities against the growing national trend of concentration of power at the national level.

The development of party loyalty stands as an essential contrasting factor between local and national political patterns. Indonesian political loyalty at the national level throughout history stems from both ideological strategies and patronage networks between constituents and political leaders. As local political parties in Makassar evolved their patronage strategy they chose to deliver concrete benefits that serve local communities instead of following the national model of maintaining voter loyalty through traditional patronage systems.

“National parties may rely heavily on party loyalty and ideology, but here, it’s about delivering results roads paved, schools built, or healthcare improved. We can build loyalty by directly improving people’s lives”.

The local political environment leads patronage networks to rely on neighborhood-level distribution of benefits which strengthens party-voter connections while maintaining personal impact. The voter preferences in Makassar show fundamental distinctions facing those at the national election level. The determining factors in local Makassar elections focus on instant

issues as opposed to national election motivators such as national economic policies or international relations. Government decisions that affect citizens directly in their community area create significant worry among voters because they directly affect their quality of life and infrastructure services.

“National issues like economic growth or foreign policy are important, but they don’t affect my daily life like local problems do. I vote for the candidate who promises to fix the roads and improve the schools in my neighborhood”.

Local emphasis stands out as the primary election behavior characteristic of Makassar which differs from larger election readership.

Researchers examined how district political parties construct electoral results within Makassar City to understand the determining factors that shape Indonesian local votes. The studied research demonstrates how local political parties’ function to handle community-driven matters by aligning with regional political preferences while attending to specific local socio-political requirements. Researches of local party behavior that explore national political environment and top-down governance structures are challenged by this approach (Kamal et al., 2021; Callanan et al., 2024). Research at this local political level contributes essential insights about election shaping strategies of parties when they address specific regional requirements.

Local political parties in Makassar adopted a customized strategy that combined direct contact with citizens and neighborhood participation with local leadership utilization among their main election efforts. According to Dunaway & Graber (2022) the traditional understanding of national political strategies depends on mass media advertisements together with celebrity representatives but this study refutes that approach. During national elections party platforms capture most electorate attention so local concerns struggle to find proper representation (Fowler et al., 2021; De Mooiji, 2021). Political parties in Makassar use grassroots efforts combined with community leaders to conduct localized political engagement which is also observed throughout different areas of Indonesia. The neighborhood development issues in which local parties specialize serve to demonstrate their commitment to direct population needs although these matters differ substantially from the general discourse about political matters at a national level.

The research results showed that practical community-based priorities determined voting behavior in Makassar voters. During the election the voters chose candidates who showed real dedication to better the living conditions instead of focusing on distant national policies. The research backs the conclusions. Demonstrating how localized political positions and municipal issue voting shapes electoral choices at the city level. The study fills an important research void because conventional studies on Indonesian voter conduct typically neglect voter preferences in local elections compared to national contests. This examination of Makassar's particular political climate shows how voters choose local political candidates' performance capabilities over their affiliation with national ideologies because practical benefits matter most at this level of governance.

The research presents an analysis of political party adaptation that contradicts previous studies devoted to national party influences on local elections. The research confirmed findings of studies on regional political autonomy by showing how local Makassar parties transformed national party strategies to meet local demands. The research highlights the importance of local political agency through its analysis of domestic political landscapes while confirming existing literature on Indonesian politics. At the same time, it joins the growing literature on Indonesian local politics. The research fills the knowledge gap to understand how Indonesian political

organizations use both national and local approaches and sustain independent control over election results.

The study provides new insights about local political party strategies utilizing ethnic mobilization which fills a missing perspective on ethnicity in Indonesian local political science investigations. Confirmed the importance of ethnic factors in national elections yet they fail to assess their impact at local levels effectively. Candidate electoral strategies in Makassar adapted their messages to address different ethnic and cultural groups through local network connections and ethnic affiliations. Supports the results which demonstrate ethnicity influences how people behave in local politics. The research demonstrates an essential characteristic of local party strategies that studies at national levels routinely ignore which establishes a new understanding about ethnic and network effects on local electoral results.

The essential finding of this investigation analyzes how local political parties interact with community leaders such as religious figures and neighborhood heads. The research demonstrates how political parties at the local level use key community figures for electoral strategy purposes. Pointed out community leaders as important figures in local politics yet this study provides expanded evidence about how local candidates benefit from these leaders for voter trust building and voter mobilization. According to a local political organizer the endorsement of community leaders remains essential because such leaders have direct connections with voters on an individual basis. This research leaves a hole in earlier studies by illustrating that local party candidates establish their voter outreach through individual community leaders thus producing an alternate political participation method to the standard national party framework.

The research contributes new knowledge to studies about local political party adaptability particularly by explaining how these organizations modify their messaging when voters' requirements change. Primarily discuss local parties as branches of national political organizations whereas this work offers different findings. The study shows that Indonesian local parties possess innate capabilities to measure community requirements which enables them to customize their messaging effectively. The altered perspective now views local parties beyond their role of executing national political systems because they prove themselves as independent political agents who adjust and modify their local environments.

Conclusion

The study demonstrates how local political parties create fundamental changes in electoral results at Makassar City through their strategy adaptation to regional requirements. Local parties achieve voter connection by using grassroots outreach and ethnic representation and essential relationships with influential local leaders in the region. National political parties commonly use mass media and top-down strategies as their central campaigning methods yet local parties operate differently in Makassar City. The study adds valuable insights to Indonesian political research by demonstrating how local politicians use autonomous approaches to deliver successful electoral campaigns. This research enhances our knowledge about how local political parties succeed in handling social and political obstacles and engaging voters which leads to shaping municipal election results.

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