

A Political Sociology Approach to Voter Behavior and Party Strategy in the Simultaneous Election

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Abstract: This study explores the impact of voter behavior on political campaigns in Indonesia's simultaneous regional elections using a desktop study approach and NVivo for qualitative analysis. The review of literature, including voter surveys and election results, reveals that traditional campaign methods prevail due to a cultural lag in digital adoption, highlighting the need for improved digital literacy and infrastructure. Local wisdom and cultural values are crucial for electoral integrity, particularly in communities like Baubau, while legal frameworks and socio-political factors significantly influence voter participation. Political leadership shaped by religious and ethical values affects voter expectations. Recommendations include enhancing digital literacy, integrating local cultural values into campaigns, strengthening legal frameworks, tailoring strategies to demographic diversity, and promoting ethical leadership to improve political engagement and election outcomes.

Keywords: political identity, voters behavior, simultaneous election, cultural values, sentiment analysis.

1. Introduction

A. Background

Simultaneous regional elections, or Pemilu Serentak, scheduled for 2024, mark a significant shift in Indonesia's governance mechanism, particularly at the regional level. This electoral event will result in 271 regional leadership vacancies due to the end of incumbents' terms. These elections are governed by Indonesian Law No. 10 of 2016 on the Second Amendment to Law No. 1 of 2015 on the Stipulation of Government Regulation in Lieu of Law No. 1 of 2014 on the Election of Governors, Regents, and Mayors. The potential for significant conflict is high if the 2024 simultaneous elections do not adequately address public interests, especially those arising from leadership vacuums [2]. The government bears the responsibility to maintain public order and seek solutions to the impacts of this electoral policy.

The constitutional design of simultaneous elections aims to shift the trajectory of democratic transition towards strengthening the democratic consolidation system [8], [19]. This shift is intended to minimize the dark practices of direct democracy, which tend to be transactional, corrupt, manipulative, costly, and perpetuate power [5]. By reinforcing democratic principles and popular sovereignty, the practice of state governance can better align with democratic ideals. The

implementation of Pemilu Serentak is also influenced by sociopolitical concepts that emphasize the importance of a consolidated democracy [5], where institutions function effectively and political actors are held accountable.

From a political sociology perspective [12], [16], simultaneous elections can be seen through the lens of Social Identity Theory and Political Culture Theory. Social Identity Theory, developed by Henri Tajfel and John Turner, posits that individuals derive their sense of identity from their membership in social groups. In the context of Pemilu Serentak, voters' affiliations with political parties, community groups, and social networks can significantly influence their voting behavior and engagement [28]. This theory helps explain how group dynamics and social identities shape voter preferences and political alignments.

Political Culture Theory, on the other hand, examines how cultural values, beliefs, and norms shape political behavior and attitudes. This theory provides insights into how regional differences in political culture can impact voter behavior and party strategies during simultaneous elections [8, 25]. Understanding the political culture of different regions in Indonesia can help political parties tailor their strategies to resonate with local values and concerns, thereby enhancing voter engagement and participation.

Overall, the simultaneous regional elections of 2024 represent a critical juncture in Indonesia's democratic development [25]. By addressing the challenges and leveraging the opportunities presented by this electoral process, Indonesia can further consolidate its democracy and ensure that the electoral system reflects the principles of popular sovereignty and democratic governance.

B. Problem Statement

Despite the growing significance of simultaneous regional elections in Indonesia, there remains a lack of comprehensive understanding of how voter behavior and preferences specifically impact political campaigns and election outcomes [15]. The challenge lies in identifying the key factors that motivate voters across different demographics and how political actors can effectively engage with this diverse voter base. This gap in understanding presents a significant problem for political strategists and policymakers aiming to address the

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needs and expectations of all voters, ensuring that the elections are both representative and effective in addressing public interests [15].

C. Objectives

The primary objective of this study is to explore the multifaceted impact of voters on political campaigns in Indonesia, with a particular focus on simultaneous regional elections [25]. The research seeks to understand how voters influence the strategies of political parties and candidates, examining the key factors that drive political engagement among different demographic groups. By investigating these dynamics, the study aims to uncover the primary issues that motivate voter participation and how these issues vary across age groups and regions.

2. Methodology

This study employs a desktop study approach and descriptive analysis to investigate voter behavior and party strategies during simultaneous regional elections in Indonesia. The desktop study involves a comprehensive review of existing literature, including voter surveys, election results, and scholarly articles.

The analysis was conducted using NVivo, a qualitative data analysis software. NVivo was used to organize and analyze textual data from the reviewed literature, identifying themes and patterns related to voter behavior and party strategies. This approach facilitated a detailed understanding of how young voters interact with political campaigns and the strategies employed by political parties to engage them.

To ensure the validity and reliability of the findings, the study employed triangulation by cross-referencing multiple sources of data. This includes comparing findings from different studies and ensuring consistent coding and analysis procedures within NVivo. The rigorous application of these methods helped in drawing robust conclusions about the impact of simultaneous regional elections on voter behavior and party strategy. A sentiment analysis was done to study public perception, represented by authors of examined journals

3. Theoretical Framework

A. Social Identity Theory

Social Identity Theory, developed by Henri Tajfel and John Turner, provides a valuable framework for understanding group dynamics, voter affiliations, and political identities. This theory posits that individuals derive a significant part of their self-concept from their membership in social groups, which in turn influences their behavior and attitudes [27]. In the context of simultaneous regional elections in Indonesia, voters often align themselves with specific political parties, ethnic groups, religion group, or social movements that reflect their identities and values [8]. This alignment is not merely a matter of individual preference but is deeply rooted in the social and cultural milieu that shapes their worldview. For instance, regional affiliations and local identities can significantly impact voting behavior, as voters may support candidates who they

perceive to represent their group's interests [13]. Understanding these group dynamics and factors affecting them is crucial for political parties, as it allows them to tailor their messages and strategies to resonate with specific voter blocs.

B. Political Culture Theory

Political Culture Theory examines how cultural values, beliefs, and norms influence political behavior, voter preferences, and election outcomes. This theory, articulated by Gabriel Almond and Sidney Verba, posits that the political culture of a society—comprising its historical experiences, collective memories, and socio-cultural practices—shapes the attitudes and behaviors of its citizens (Almond & Verba, 1963). In Indonesia, a diverse archipelago with various ethnic, religious, and regional cultures, political culture plays a critical role in shaping voter preferences and party strategies. For example, regions with a strong tradition of local autonomy may exhibit different voting patterns compared to those with a history of central government dependency [4]. Political parties must therefore consider these cultural nuances when formulating their strategies, ensuring that their policies and campaign messages align with the values and expectations of different voter groups. This approach helps in building trust and credibility among voters, ultimately influencing election outcomes.

C. Rational Choice Theory

Rational Choice Theory provides another important lens for analyzing voter behavior and party strategies. This theory, rooted in economic principles, suggests that voters make decisions based on a rational calculation of personal costs and benefits [10]. Voters evaluate the policies, promises, and past performance of candidates to determine which choice best serves their individual interests. In the context of simultaneous regional elections, this means that voters are likely to support candidates who they believe will deliver tangible benefits such as improved public services, economic opportunities, and effective governance [13]. For political parties, understanding this rational calculation is essential for developing strategies that address the specific needs and concerns of voters. Campaign promises, policy proposals, and even the framing of political messages must be crafted to appeal to the rational interests of the electorate. By highlighting the direct benefits that voters will receive, parties can enhance their appeal and increase voter turnout.

D. Previous Study About Simultaneous Elections

Simultaneous regional elections, or Pemilu Serentak, have introduced a new dynamic in Indonesia's political landscape [7]. This approach aims to consolidate democratic processes and address various systemic issues, yet it also presents a range of challenges and potential risks. This analysis synthesizes findings from recent research to provide a comprehensive discussion on the implications of simultaneous elections, with a focus on their challenges, legal consequences [17], risks, and advantages, viewed through the lens of political sociology theories [12], [16].

One of the primary challenges of simultaneous regional

elections is ensuring effective voter participation and engagement. [29] highlight the importance of societal participation in the electoral process, noting that voters play crucial roles not just as participants, but also as monitors, supervisors, and reporters of electoral violations [21]. The complexity of managing such widespread and simultaneous elections can strain the capacity of electoral bodies and challenge the inclusivity and fairness of the elections. [22] discuss the phenomenon of cultural lag in the context of digital campaigns during the pandemic [5], [11], [15]. Despite the widespread use of digital media, both candidates and the public were unprepared to fully utilize these platforms for campaigning, resulting in suboptimal engagement [13]. This highlights a broader issue of technological (digital) and cultural readiness that affects the efficiency of election campaigns.

The legal framework governing simultaneous elections in Indonesia, notably the Indonesian Law No. 10 of 2016 and its subsequent amendments, has significant implications for the electoral process. [7] identify potential legal issues, such as the temporary leadership voids due to the simultaneous end of terms for regional heads. They argue for the revitalization of regulations to address these gaps, suggesting that provincial legislative councils should have the authority to appoint interim regional heads or consider conducting national simultaneous elections to ensure continuity and stability [4]. [18] Adds another layer of complexity by discussing the challenges posed by the creation of new provinces in Papua amidst the regional election process. The need for additional infrastructure and the integration of new provincial and districts administrative regions into the electoral framework pose significant logistical and legal challenges, necessitating the issuance of new regulatory provisions (Perppu).

Simultaneous elections carry inherent risks, including the potential for political instability and conflict [2]. The concentration of election activities within a narrow timeframe increases the likelihood of administrative errors and electoral malpractices. The insights from [29] on the necessity for robust legal protections for voters and election observers underscore the importance of safeguarding electoral integrity. [18] Highlights specific regional risks, such as the use of traditional voting systems like the noken system in Papua, which could complicate the standardization of electoral procedures and increase the risk of disputes. Security concerns in newly established provinces further amplify the risks associated with simultaneous regional elections.

Despite these challenges and risks, simultaneous regional elections offer several advantages. [26] emphasizes that such elections can strengthen the integrity of the electoral process by streamlining administrative efforts and reducing opportunities for electoral fraud. The consolidation of election schedules can lead to more efficient use of resources and a more coordinated approach to governance. Furthermore, the theoretical perspective of Political Culture Theory suggests that simultaneous elections can enhance democratic engagement by fostering a shared sense of civic duty and national identity [17]. By holding elections at the same time across regions, the process can cultivate a more cohesive political culture, aligning

regional interests with national objectives.

E. Political Sociology Perspective

From the viewpoint of Social Identity Theory, simultaneous elections highlight the role of group dynamics in shaping voter behavior [7]. Voters are likely to align their choices with the perceived interests of their social groups, whether based on ethnicity, regional identity, or political affiliation [27]. This alignment underscores the importance of targeted political campaigns that resonate with the identities and values of different voter groups. Rational Choice Theory further elucidates voter behavior by suggesting that individuals make electoral decisions based on a rational evaluation of personal benefits [10]. Political parties must therefore formulate strategies that clearly communicate the tangible benefits of their policies to different voter demographics, addressing specific needs and concerns.

Simultaneous regional elections in Indonesia present a complex interplay of challenges, legal consequences, risks, and advantages. While they offer the potential for more integrated and efficient democratic processes, they also require careful management and robust legal frameworks to mitigate associated risks. [17] By leveraging insights from political sociology, particularly Social Identity Theory and Rational Choice Theory, political actors can better understand and navigate the dynamics of voter behavior, ultimately fostering a more resilient and inclusive democratic system [7], [12].

F. Application of Nvivo 12 Software in Political Sociology Research

NVivo is a powerful qualitative data analysis software that has been widely utilized in various research contexts, including the study of voter behavior and party strategy in political sociology. The application of NVivo allows researchers to efficiently code and analyze large volumes of qualitative data, such as interview transcripts, survey responses, and observational notes. For instance, [1] used NVivo 12 Plus to analyze factors affecting employee performance in the implementation of the Voter Data System (Sidalih) in the Yogyakarta Election Commission. Their findings highlighted that work discipline, leadership, and training were significant factors influencing performance. The use of NVivo enabled a systematic and detailed analysis, providing clear insights into the key factors impacting employee performance.

The advantages of NVivo in qualitative research are substantial. According to [23], NVivo supports the development, management, and analysis of qualitative data projects by allowing researchers to perform effective and efficient coding. This software can handle non-numerical unstructured data, making it ideal for thematic, content, and comparative analyses. Additionally, NVivo facilitates the presentation of research findings in various formats, such as tables, graphs, and diagrams, which enhances the clarity and impact of the analysis. [24] Emphasizes that qualitative research, which aims to understand social or human problems through comprehensive narratives and natural settings, benefits significantly from NVivo's capabilities. The software's ability

to manage and analyze complex qualitative data makes it an invaluable tool for researchers seeking to derive meaningful insights from their data.

In political sociology research, NVivo offers strong reasons for its use. This software is particularly useful in analyzing textual data from previous studies, which often contain rich information on voter behaviors and party strategies. By using NVivo, researchers can systematically explore these texts, identify patterns, and develop a deeper understanding of the factors influencing political dynamics. For example, [30] demonstrated how NVivo can be used to analyze trends in qualitative research on corruption in economic journals, showing how the software helps in managing, integrating, and finding detailed patterns and relationships. Applying NVivo in political sociology allows for a more rigorous analysis of qualitative data, helping researchers uncover nuanced insights into voter behavior and the effectiveness of party strategies. This comprehensive approach ensures that the findings are robust, reliable, and valuable for informing political campaign strategies and policymaking.

4. Results

A. *Philosophical Science of Examined Journals*

1) *Cultural Lag and Digital Campaigns*

The study on cultural lag and digital campaigns identifies a significant discrepancy between technological advancements and societal adaptation during the 2020 regional elections. Ontologically, it reveals that digital campaigns were not effectively utilized due to this cultural lag. Epistemologically, the study employs theoretical frameworks and empirical data from election observations to explore the readiness and effectiveness of digital campaigns [11]. Axiologically, it underscores the ethical importance of bridging the gap between technological capabilities and their practical application in campaigns.

2) *Local Wisdom in Electoral Integrity*

The examination of local wisdom in electoral integrity highlights the crucial role of the PO-5 values of the Baubau community. Ontologically, these values are recognized as essential in ensuring electoral integrity. Epistemologically, the study uses qualitative methods and field data collection to investigate the impact of these cultural values on the electoral process [20]. Axiologically, it emphasizes the ethical significance of integrating local wisdom into the electoral framework, promoting fairness, respect, and community cohesion [21].

3) *Voter Participation in South Sulawesi*

The research on voter participation in South Sulawesi views it as a critical element of democracy, influenced by legal frameworks and socio-political factors. Ontologically, voter participation is seen as fundamental to the democratic process.

Epistemologically, the study combines normative legal-sociological methods with qualitative data to examine voter behavior and the effectiveness of election laws. Axiologically, it stresses the ethical responsibility to ensure fair and protected elections, advocating for legal protections and mechanisms to

encourage active voter participation in the simultaneous election.

4) *Political Leadership and Interpretation*

The study exploring political leadership in Indonesian contests from Hamka's Tafsir Al-Azhar perspective acknowledges the dynamic and essential role of leadership in societal and political structures [7]. Ontologically, it recognizes leadership as shaped by religious, cultural, and historical contexts. Epistemologically, it uses descriptive analysis and historical texts to contextualize Hamka's interpretation of leadership within Indonesia's socio-political history. Axiologically, it highlights the ethical and moral values that a leader should embody, emphasizing justice, integrity, and promoting public welfare in line with religious and constitutional principles.

5) *Voter Behavior and Campaign Strategy of Political Parties*

In the context of regional simultaneous elections, voter behavior and political party strategies were influenced by various factors. The cultural lag and digital campaigns study showed that voter behavior was inclined towards traditional face-to-face methods over digital platforms due to inadequate digital literacy and infrastructure. In the Baubau community, voter behavior was guided by local wisdom values, promoting integrity and ethical participation in elections. Meanwhile, in South Sulawesi, voter behavior was shaped by legal frameworks and socio-political factors, resulting in higher participation in regions with better legal and institutional support. Additionally, the study on political leadership revealed that voter behavior was influenced by religious and ethical standards, with a preference for leaders demonstrating justice, integrity, and a commitment to public welfare.

Political parties adapted their campaign strategies accordingly. Due to the cultural lag in adopting digital platforms, they had to rely more on traditional campaign methods. In the Baubau community (Southeast Sulawesi province), parties leveraged local wisdom values to build trust and promote ethical behavior, aligning their strategies with the community's cultural values [20]. In the Southeast Sulawesi, parties tailored their strategies to the legal and socio-political context, focusing on compliance with election laws and addressing voter concerns. Lastly, in the context of political leadership, parties emphasized candidates' adherence to Islamic values and constitutional principles, promoting justice and integrity to gain voter trust and support.

B. *Nvivo Analysis*

Qualitative analysis was conducted towards four journals related to Regional Simultaneous Election. Those journals include: (i) Cultural Lag and Digital Campaigns in 2020 Simultaneous Regional Elections: A Theoretical Review [22]; (ii) Efforts to Realize Simultaneous Elections in 2024 with Integrity based on Local Wisdom Values for the Baubau Community [14]; (iii) Interpreting Leadership in Political Contests in Indonesia: Exploring Hamka's Views [6]; and (iv) Political Participation of Voters in the Simultaneous Regional Elections at South Sulawesi [29]. Data extracted from the Nvivo analysis include: (i) world cloud, which expresses what

words/sentences are the most mentioned in the four journals that indicate what issues among those journals were discussed; (ii) number of codes and references (sentences) in the four journals examined; and (iii) sentiment analysis, which tells about the sentiment of sentences in four journals. NVivo's sentiment analysis tools classify text into sentiment categories (very positive, moderately positive, moderately negative, and very negative).



Fig. 1. Word clouds resulted from four journals examined

The four journals consistently discussed about elections, political issues, people and voters participation and culture, simultaneous election, and political campaigns. The research in

four journals were mostly took place from 2019 until 2023, with reference also made in 2015. Digital platform was also discussed quite often showing that this can be a strategic campaign by political parties [11]. Several issues that also found include: social issues, leadership, integrity of leaders, cultural values, simultaneous election, participation, and regional election [15], [28].

The four journals analyze various aspects of simultaneous regional elections in Indonesia. [22] explores themes like campaign culture, socio-cultural elements, and technological adaptation, with 99 codes and 642 references. [14] discusses election integrity, local wisdom values, and political relations, with 81 codes and 534 references. [6] focuses on leadership interpretation and the concept of ulil amri within political contests, having 46 codes and 276 references. Lastly, [29] examines voter participation in regional elections, with 46 codes and 246 references (see Table 1).

C. Sentiment Analysis

Sentiment analysis, also known as opinion mining, is the process of analyzing text data to determine the sentiment expressed by the author [23], [24]. This technique uses natural language processing (NLP) and machine learning algorithms to classify the sentiment as positive, negative, or neutral. It is commonly applied to social media posts, customer reviews, survey responses, and other text data to gauge public opinion and sentiment. Positive sentiment indicates that the text expresses favorable opinions, feelings, or attitudes. Words such as "happy," "good," "excellent," and "love" often signify positive sentiment. In practical terms, a positive sentiment

Table 1
Codings and references extracted from four journals

No.	Journals	Auto coded themes	Codes	References
1	[22]	Campaign, culture, election (simultaneous), socio-cultural, regional, public, cultural lag theory, media, cultural elements, adaptive culture, candidate, communication, technological, internet	99	642
2	[14]	Election (simultaneous), political, money politics, government, people, relations, bolimo, values, system, principles	81	534
3	[6]	Leadership, interpretation, ulil amri, leader, contest, diverse, movement, party, perspective	46	276
4	[29]	Election (simultaneous), regional elections, participation, voters	46	246

Table 2
Sentiment analysis results

No.	Sentiment	References	Example of the References
1	Very positive	40	Coverage: 0.3% - <i>The development of communication technology starting from the introduction of print media, radio, and television, to the internet today has contributed greatly to the communication culture of society</i> [22]. Coverage: 0.33% - <i>When it comes to the General Election, do not let the differences in choices make kinship, friendship, and relationship tenuous because contestation is not aimed at finding who becomes a leader and people's representative, but more essential is how to bring the region, region, and nation forward and dignified.</i> [12]
2	Moderately Positive	111	Coverage: 0.41% - <i>The digital space is more important in political campaigns when the digital native generation, who is familiar with the internet since birth, is now starting to enter the electoral arena as novice voters whose existence cannot be underestimated as a determinant of victory</i> [22] Coverage: 0.63% - <i>Looking at the context of Indonesia, we remember several historical figures that the nation has produced, such as Ir. Soekarno, the father of the proclamation of Indonesian independence; Soeharto, a leader who succeeded in boosting the Rupiah's value globally; B.J. Habibie, a genius leader with ideas for aircraft production, and so on</i> [14].
3	Moderately negative	69	Coverage: 0.32% - <i>The lack of candidates using digital media, as well as the public's reluctance to respond to campaigns on social media shows that adaptive culture has not responded well to the rapid development of material culture</i> [22]. Coverage: 2.66% - <i>the percentage of voting rights in Selayar District which occupies the highest position (81.02%) and Bulukumba District which occupies the lowest position (58.35%), the percentage number indicates that there is a significant difference in the use of the right of voters to use their voting rights</i> [14].
4	Very negative	51	Coverage: 1.43% - <i>The voters (society) are required to actively monitor and supervise and even report if there is a violation in organizing elections, but the rights of voters are still considered less attention</i> [29] Coverage: 0.46% - <i>The problems that often occur in the election in the form of violations of the law can be minimized by the implementation of PO-5 traditional values sourced from Sara Pataanguuna whose philosophical values contained therein do not conflict with election rules, Pancasila and the 1945 Constitution</i> [14].

means that the author has a positive view or experience regarding the subject of the text. Negative sentiment denotes that the text expresses unfavorable opinions, feelings, or attitudes. Words such as "sad," "bad," "terrible," and "hate" are common indicators of negative sentiment.

As illustrated in Table 2, a total of 151 references demonstrating positive sentiments were identified, primarily stemming from two case studies [22], [14]. The expressions found in the examined journals with positive sentiments emphasized the overarching goal of elections to foster unity among the populace, guiding them toward collective prosperity and enhancing the nation's dignity. Furthermore, several references conveyed positive sentiments toward previous Indonesian leaders, acknowledging their significant contributions to establishing a robust political system (e.g., Sukarno, the founding father of Indonesia, or B.J Habibie, the smart president replacing Soeharto during the reformation era).

Conversely, 120 references indicated negative sentiments, also derived from the same case studies [22], [14]. These negative sentiments were largely associated with the insufficient use of digital media by candidates or political members. Additionally, a case study presented by [14] highlighted substantial disparities between regions concerning voter participation levels. This finding underscores the varying degrees of voter awareness regarding their electoral rights across different areas.

5. Discussions

A. Summary Analysis Related to Social Identity Theory

The analysis of four journals on simultaneous regional elections in Indonesia, encompassing themes of cultural lag, local wisdom, voter participation, and political leadership, can be related to Social Identity Theory (SIT) developed by Henri Tajfel and John Turner [27]. SIT explains how individuals' self-concept is derived from their membership in social groups and how this influences intergroup behavior, which is highly relevant to understanding group dynamics, voter behavior, and political identity in the context of elections.

1) Group Dynamics and Voter Behavior

The study on cultural lag in digital campaigns reveals a significant discrepancy between technological advancements and societal adaptation during the 2020 regional elections. This aligns with SIT's notion of in-group and out-group dynamics, where the in-group (traditional campaign methods) feels a sense of identity and continuity, while the out-group (digital campaign methods) is perceived as a threat to existing social norms. Voter behavior, inclined towards traditional methods, reflects the in-group's resistance to adopting new technologies due to a lack of digital literacy and infrastructure. This in-group favoritism leads to slower adaptation to digital platforms, impacting campaign strategies and voter engagement [11].

The examination of local wisdom in electoral integrity highlights the PO-5 values of the Baubau community, which are crucial for maintaining electoral integrity. According to SIT, these local wisdom values form a strong in-group identity that fosters solidarity and ethical behavior among voters. This group

identity promotes adherence to cultural values and ethical norms, influencing voter behavior to act in accordance with these values, ensuring fair and transparent elections. Political parties leverage these in-group values to build trust and align their strategies with the community's cultural norms, enhancing their legitimacy and acceptance among voters [20].

The research on voter participation in South Sulawesi views it as a critical element of democracy, influenced by legal frameworks and socio-political factors [5]. SIT suggests that group identification with democratic processes and legal structures can enhance voter participation. Voters who identify with the democratic in-group are more likely to engage in the electoral process, driven by a sense of belonging and civic duty [21]. The study indicates higher voter participation in regions with robust legal and institutional support, reflecting the positive impact of strong in-group identification with democratic norms and practices.

The study exploring political leadership through Hamka's Tafsir Al-Azhar perspective acknowledges the dynamic role of leadership in shaping societal and political structures [7]. SIT posits that leaders are often seen as prototypical members of the in-group, embodying its values and ideals. Voters prefer leaders who demonstrate qualities of justice, integrity, and a commitment to public welfare, aligning with both religious and constitutional principles. Political parties emphasize these attributes in their candidates to align with the in-group's values, reinforcing group cohesion and political identity.

2) Political Identity and Campaign Strategies

In the context of simultaneous elections, voter behavior and political party strategies are influenced by the interplay between in-group and out-group dynamics [17], [19]. Cultural lag results in a preference for traditional campaign methods over digital platforms, reflecting the in-group's resistance to change. Local wisdom values in Baubau create a strong in-group identity that guides ethical voter behavior and campaign strategies. In South Sulawesi, legal frameworks and democratic norms enhance voter participation by strengthening in-group identification with democratic processes. Political leadership studies highlight the importance of leaders embodying in-group values to gain voter trust and support. Political parties adapt their campaign strategies to align with these in-group values, emphasizing cultural, legal, and ethical norms to effectively engage and mobilize voters [8].

B. Summary Analysis Related to Political Culture Theory

Political Culture Theory focuses on the deeply rooted norms, values, beliefs, and attitudes that shape political behavior within a society/country. This theory, which can be traced back to the works of Gabriel Almond and Sidney Verba [3], helps explain how cultural contexts influence political actions and structures of the society. Analyzing the four journals on simultaneous regional elections in Indonesia through the lens of political culture theory provides insights into voter behavior, campaign strategies, and leadership dynamics [20].

The study on cultural lag and digital campaigns reveals a significant discrepancy between technological advancements and societal adaptation during the 2020 regional elections.

From the perspective of political culture theory, this cultural lag highlights a traditional political culture resistant to rapid technological change [20]. The entrenched norms and values favor face-to-face interactions and conventional campaign methods over digital platforms. This resistance reflects a parochial political culture where changes are slow to be accepted due to a lack of digital literacy and infrastructural support. Political parties, understanding these cultural constraints, often continue to rely on traditional campaign methods to effectively reach and engage with voters/communities [8].

6. Conclusion and Recommendation

A. Conclusion

The analysis of the four journals on simultaneous regional elections in Indonesia using NVivo provides valuable insights into the multifaceted impact of voter behavior on political campaigns. Despite the growing importance of these elections, there remains a significant gap in understanding how voter preferences and behavior specifically influence political campaigns and election outcomes. The studies reveal that traditional campaign methods remain prevalent due to cultural lag in adopting digital platforms, highlighting the need for improved digital literacy and infrastructure. Local wisdom and cultural values play a crucial role in ensuring electoral integrity and ethical voter behavior, particularly in communities like Baubau. Voter participation is critically influenced by legal frameworks and socio-political factors, with higher engagement seen in regions with robust institutional support. Political leadership, as interpreted through religious and ethical lenses, significantly shapes voter expectations and preferences.

B. Recommendation

To address the cultural lag in digital campaigns, it is crucial to enhance digital literacy and infrastructure in Indonesia. This would enable political actors to better utilize digital platforms and reach a diverse voter base. Integrating local wisdom and cultural values into campaign strategies can build trust and promote ethical behavior, especially in communities with strong cultural norms. Strengthening legal and institutional frameworks is also essential to boost voter participation by ensuring fair and transparent elections. Tailoring campaign strategies to demographic diversity will help address the unique motivators of different age groups and regions, making campaigns more effective and representative. Finally, promoting candidates who embody values of justice, integrity, and public welfare can resonate with voters who prioritize ethical leadership. Implementing these recommendations will help political strategists and policymakers address voter needs, ensuring elections are representative and effective in addressing public interests, thereby enhancing political engagement and election outcomes in Indonesia.

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