



The Correlation of Social, Political, and Economic Capital: A Study of Incumbent's Capital Utilization in the 2024 Legislative Elections

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Abstract

This qualitative case study examines the strategic utilization of social, political, and economic capital by Edi Sitorus, as an incumbent, in the 2024 legislative elections in Depok, Indonesia. The research investigates how Sitorus effectively combines these forms of capital to enhance his electability and secure electoral victories in a highly competitive environment. Data were collected through interviews with the candidate, his campaign team, and some constituents, alongside observations of campaign activities and analysis of relevant election documents. The findings reveal that Sitorus's electoral success is significantly influenced by his adept use of social capital to engage with and mobilize the community, political capital to exploit his incumbency advantages and party networks, and economic capital to fund targeted campaign initiatives. This integrated approach not only maximizes voter outreach but also aligns campaign strategies with the specific needs and expectations of the electorate in Depok. The study underscores the importance of a synergistic use of various capitals in legislative elections, highlighting their interdependent roles in building a successful electoral strategy. By extracting into the dynamics of capital utilization in Indonesian politics, this research contributes to a deeper understanding of electoral strategies and offers valuable insights for candidates and political strategists in similar contexts.

Introduction

In democratic societies, legislative elections are crucial as they determine the representatives who will shape the governance of a country. These elections are complex events influenced by multiple factors including the personal appeal of candidates, their political strategies, and the broader socio-economic context in which these elections occur. The effective mobilization of resources, be it social, political, or economic capital, is important in securing electoral success. This study focuses on Edi Sitorus, a legislative candidate in Depok, Indonesia, and his strategic utilization of various forms of capital in the 2024 legislative elections.

Research on capital utilization in political campaigns has significantly evolved over the years. Bourdieu's forms of capital theory (1986) laid the groundwork by categorizing capital into social, cultural, and economic forms, which have been adapted in political science to include political capital as well. Social capital pertains to the networks of relationships and the norms of reciprocity and trust that arise from them (Putnam, 2000). Political capital refers to a candidate's ability to influence through recognized power and authority within political networks (Coleman, 1988). Economic capital, on the other hand, involves direct financial investments made into the campaign process (Becker, 1993). Each type of capital plays a unique role in the election process, with successful candidates often leveraging a blend of all three to maximize their electoral gains.

Recent studies have expanded the understanding of how these capitals interact within the political arena. For example, a study by Smith (2019) on U.S. congressional elections highlighted that candidate with higher social capital, through community engagement and visibility, had better electoral outcomes. Similarly, research by Lee and Chang (2017) in the context of South Korean elections demonstrated that economic capital, though critical, yielded diminishing returns without the strategic use of social and political capital to effectively mobilize these resources. Elections, particularly legislative elections, are fundamental to democratic governance as they are the primary means through which citizens grant authority to representatives who will make decisions on their behalf. The 2024 legislative elections, conducted simultaneously with the presidential elections, present a unique set of challenges and opportunities for candidates. This simultaneity can amplify the effects of capital utilization, as the electoral atmosphere becomes more charged and competitive.

Even though capital ownership is an important factor, there are activities to optimally utilize capital that are more significant than just having it without knowing how to use it, especially in politics where issues and dynamics always occur. There are several examples of the connection between the use of capital and the victory obtained in political contestations. For example, ahead of the 2017 Jakarta Regional Election. Regarding the issue of supporting the utilization of social capital in the form of ethnic, religious, racial and inter-group (SARA) background, as in the 2017 DKI Jakarta Regional Election, the same thing happened in several other regions such as in the 2018 NTT gubernatorial election (Angellyca, 2022).

Social capital from the personality aspect also often makes many Indonesian artists choose to be involved in the world of politics. Political observer from the Parliamentary Concerned Community Forum (Formappi), Lucius Karus, said nominating celebrities to become legislative members is an easy way for political parties to increase votes or seats in parliament. In order to gain more seats or votes, considerations that are known to many people are the main capital for legislative candidates to be elected. For example, several legislative members who come from artists are Desy Ratnasari, Krisdayanti, Rano Karno, and Mulan Jameela (Nabilah et al., 2020).

In this study case, Edi Sitorus, a legislative politician in the Depok region, serves as an intriguing case study due to his unique approach to capital utilization. Sitorus has consistently leveraged his social connections, political influence, and economic resources to secure a position in the legislative council. His success is not merely a function of financial expenditure but is deeply embedded in his ability to weave together the threads of varied capital to enhance his electoral viability (Tarmuji, 2022).

The uniqueness of Sitorus's approach lies in his integration of these capitals, which contrasts distinctly against a backdrop where many candidates rely predominantly on one form of capital, often economic. Sitorus's strategy demonstrates a holistic engagement with the electorate, utilizing social capital, political capital, and economic capital.

Understanding the importance of capital utilization in elections involves dissecting the types of capital that candidates can leverage. According to Bourdieu (1986), capital can be classified into three main types: social, which encompasses networks and relationships; political, which includes a candidate's influence and reputation within the political landscape; and economic, which involves the financial resources available for campaign activities. Each type of capital contributes differently to a candidate's success, and their effective integration can significantly impact electoral outcomes. Edi Sitorus has been a notable figure in Depok's political scene, having served multiple terms and demonstrated a profound ability to navigate its complex political terrain. His campaigns have consistently shown innovative use of various forms of

capital, making him an ideal subject for this study. The novelty of this research lies in its holistic approach to examining how Sitorus combines his social reach, political influence, and economic resources to engage with and persuade voters. This is particularly significant in understanding electoral strategies in Indonesia, where personal connections, party alignment, and campaign funding play critical roles.

The scholarly review of electoral strategies indicates a rich tapestry of research focused on the role of economic resources in campaigns. However, there is a growing recognition of the importance of social and political capital. Studies have increasingly highlighted how these forms of capital can compensate for financial disparities, especially in regions where community ties and political lineage play a significant role in voter decision-making (Putnam, 2000; Coleman, 1988). Despite extensive literature on capital utilization, there remains a gap in understanding how these capitals are integrated effectively by candidates in legislative elections. The research problem in this study is the interconnection and impact of these three types of capital, how they are individually beneficial, but more importantly, how their interplay can create a synergy that enhances electoral success beyond the sum of their parts.

This study not only fills an important gap in the existing literature by showcasing the integrated approach to capital utilization in a non-Western democracy but also provides practical insights for political strategists and candidates in similar electoral environments. By understanding the complex interplay of various forms of capital, political campaigns can be more effectively designed to resonate with diverse voter bases, thereby enhancing democratic engagement and electoral integrity. The findings are expected to contribute to the broader discourse on political strategy and democratization, particularly in emerging democracies where political dynamics are rapidly evolving.

This study aims to address this gap by examining how Sitorus's use of social, political, and economic capital does not merely add up but multiplies, creating a comprehensive strategy that is uniquely adapted to the socio-political landscape of Indonesia. By focusing on this integration, the research will contribute new insights into the strategic planning of political campaigns and provide a nuanced understanding of capital utilization in elections. The objectives of this research are to delineate how Edi Sitorus utilizes his social, political, and economic capital in the 2024 legislative elections, to analyze the effectiveness of these strategies, and to understand their implications for political campaigning in Indonesia. This study not only enriches the academic discourse on capital utilization in politics but also offers practical insights for political strategists and candidates preparing for future elections.

Methods

The research methodology adopted in this study is a qualitative descriptive approach, incorporating a literature review as a significant component. This method is employed to investigate the natural conditions of the subject, rather than experimental scenarios, where the researcher acts as the primary instrument. The goal is to understand the value of the variables involved, using a literature study technique that involves theoretical review with scientific references related to the social situation being examined (Sugiyono, 2018).

This qualitative research systematically explores natural conditions from the outset, aiming to understand the values of the studied variables. Data collection involves studying literature, references, and social documentation, providing a deep understanding of the subject matter in its natural context by analysis, gathered. Data analysis in this research follows the framework proposed by Miles and Huberman in Sugiyono (2017), which occurs concurrently with, and subsequent to, data collection over a specific period. The steps include 5 steps.

First, data is gathered through observation, interviews, and literature review. Observations are conducted on the main informant's activities in Depok's electoral district 3, Cimanggis. Interviews are carried out with both the main informant and supporting informants, supplemented by documentary evidence. Next, data reduction involves sorting, summarizing, and identifying clear patterns that simplify the analysis. The researcher examines collected data for emerging themes and core ideas. After that, data is presented descriptively or narratively. The researcher elaborates on the collected data, linking it to literature and document analyses to articulate research findings and provide insights as a researcher. In qualitative research are descriptive findings. The researcher will offer conclusions on the utilization of Edi Sitorus' resources in the 2024 legislative elections for the Depok City Council.

The selection of informants in this qualitative research utilizes purposive sampling. According to Sugiyono (2016), purposive sampling involves deliberately choosing informants or situations that possess attributes or knowledge relevant to the research focus. This method allows for in-depth data gathering from informants who have a profound understanding of the investigated phenomena.

Primary data sources include direct interviews with the main informant, Edi Sitorus, a longstanding council member representing the Democratic Party in Depok's city council. Secondary data comes from documents like election data from the General Election Commission (KPU), news articles, and online publications. A significant aspect of data collection is the study of documents relevant to the political, social, and economic capital of Edi Sitorus, especially concerning his role in the upcoming 2024 elections.

Data validity in qualitative research refers to the accuracy of the data concerning the actual events researched, as noted by Creswell (2013). Techniques to ensure data validity include triangulation, as mentioned by Sugiyono (2017), which combines various data sources and collection methods. This study employs source triangulation by verifying information from different data sources like interviews and documents and method triangulation by comparing observational data with interview data to check the credibility of the findings (Creswell, 2013).

The research conducted at the Democratic Party's local office in Depok, West Java, from January to March 2024. This setting provides direct access to the political activities and key players involved in the legislative elections, facilitating comprehensive data collection and analysis relevant to the study's objectives.

Results and Discussion

In the context of elections, the understanding and utilization of social capital by candidates can be crucial in garnering voter support. This analysis examines how Edi Sitorus, an incumbent and candidate in the legislative elections in Depok City, strategically his social, political, and economical capital.

Social Capital

Social capital involves interactions and trust between candidates and voters, serving as a means to introduce candidates and allow voters to assess their suitability (Marijan, 2016). Bourdieu (1970) defines social capital as the actual and potential resources derived from individuals' social group memberships, including factors such as education, early career, and societal roles like religious or tribal leaders. These elements are crucial for a candidate's social capital (Nurhasim, 2003). Understanding social capital is fundamental in grasping political dynamics, especially in electoral contexts. Social capital forms networks of interaction and trust, facilitating information exchange and candidate evaluation. Marijan (2016) views social capital as a medium that enables voters to gain a deeper recognition of candidates beyond mere mass

media or political campaigns, helping to shape a more accurate perception of a candidate's character and competence (Marijan, 2006).

According to Putnam (2001), social capital manifests as organized society networks, norms, and trust values that play roles in cooperation and beneficial actions. Fukuyama (2005) describes social capital as norms fostering cooperation among individuals, ranging from simple friendships to more complex beliefs within a community. These norms are based on commitment and mutual ties, forming community cooperation. The role of leadership figures in social capital is significant in the political dynamics of a community. Recognized by locals for their capabilities and integrity, leaders can build strong community trust due to their reputation and acknowledgment of their contributions in various fields, enhancing their political support. Leaders with a strong social presence can expand their social networks more effectively, securing broader support and strengthening their political base (Solihah, 2019).

Utilizing social capital refers to leveraging social networks, norms, values, and resources to achieve specific goals. In business contexts, this might mean using social networks for collaborative opportunities or strategic information. For non-profits or volunteer groups, it could enhance community participation in charitable activities or development projects. In elections, concepts discussed by Marijan (2016), Bourdieu (1970), Putnam (2001), Fukuyama (2005), and Solihah (2019) interlink significantly. Marijan emphasizes the importance of social interactions and trust in forming social capital that allows for candidate evaluations. This aligns with Bourdieu's concept of social capital as crucial resources for a candidate, including social interactions and group memberships.

Moreover, Putnam and Fukuyama expand the understanding of social capital to include trust norms and values as part of the societal network and interactions that underpin cooperation and civic engagement in political processes. Lastly, Solihah highlights the role of leadership figures in building community trust and expanding social networks to garner wider support. Thus, effectively utilizing social capital in elections involves leveraging social interactions, community trust, individual actual and potential resources, and leadership presence to build personal relationships with voters, secure support across diverse community segments, and utilize reputations for capability and integrity to win votes.

First aspect, according to Marijan (2016), social interaction plays a vital role in building social capital by allowing candidates to connect directly with voters. Sitorus engages in both formal and informal activities to interact with the community, creating positive impressions and directly gathering their aspirations. This approach yields a deeper understanding of voter needs, enabling more targeted strategy formulation. Bourdieu (1970) highlights that social capital involves the accumulation of resources through persistent social relationships. Sitorus uses these networks to mobilize support and address community issues, thereby not only strengthening his campaign but also enhancing his capacity to respond effectively to local needs. Putnam (2001) notes that activities fostering social interaction, such as community meetings and social events, reinforce norms of cooperation and trust.

Sitorus's active participation in community activities not only enhances his visibility but also fosters solidarity and trust between him and the voters. Fukuyama (2005) argues that social capital can be assessed by the quality of social networks and norms that support effective cooperation. By actively participating in community life, Sitorus demonstrates proactive leadership, which not only boosts voter support but also fosters sustained cooperation within the community.

Second, community trust in Sitorus has grown from consistent interaction and tangible actions that fulfill his political promises. Mayer (1995) defines trust as the expectation of predictable

and reliable actions from others. Sitorus’s consistency in fulfilling promises has created a strong image of trustworthiness among voters. His presence in daily community activities and responsiveness to local issues have enhanced perceptions of his integrity and political commitment. These interactions reinforce interpersonal relationships through activities supporting mutual needs, aligning with Gillin and Gillin's concept of social interaction strengthening interpersonal bonds. This trust is also built through effective and transparent communication about his actions and decisions as a council member, reflecting the openness and accessibility necessary for forming lasting relationships with voters.

Third, Sitorus utilizes his formal education and experience in management and politics as actual resources that strengthen his legislative candidacy. This experience provides him with practical expertise used to design and implement effective programs and manage political challenges effectively. His potential resources, such as social networks, are also leveraged to expand his influence and gain support for his legislative initiatives. This reflects Bourdieu’s concept of capital as a resource that can be utilized to gain advantages in social arenas.

Additionally, Sitorus’s capacity to rally support from diverse community groups indicates that he uses his potential resources to bridge social divides and promote an inclusive agenda, in line with Fukuyama’s views on the importance of cross-group cooperation. His developed interpersonal skills through political experience also enhance his capacity to interact effectively with voters, identify and mobilize resources to meet their needs, and seize political opportunities.

Fourth, the leadership presence of Sitorus is evident from his ability to be a symbol of trust and stability. Solihah (2019) emphasizes the importance of leadership presence in building social capital. Sitorus uses this image to influence public perception and strengthen his political support, leveraging his reputation to garner support within the community. His proven leadership skills in addressing local issues and effecting tangible changes add depth to his political character and attract support from various demographics, consistent with Putnam’s theory on the influence of social norms and effective leadership.

As an active council member, he regularly participates in community activities and social events, which not only affirm his leadership presence but also strengthen interpersonal relationships with his constituents, demonstrating the importance of physical presence in establishing political leadership. The credibility and reliability that Sitorus possesses also help him maintain support from voters who expect integrity and consistency from their representatives. The Flow of Utilization of Social Capital Edi Sitorus could be depicted as following image.



Figure 1. The Flow of Utilization of Social Capital Edi Sitorus

Political Capital

Political capital, as discussed by Marijan (2016), includes support from political parties, campaign teams, and a candidate's political experience, reflecting the backing from political forces that represent the people's interests. This support is crucial in electoral contests as it indicates a candidate's ability to meet public expectations through the backing of established political entities.

J.A. Booth and P.B. Richard further elaborate on political capital as the actions citizens undertake to gain power. This concept emphasizes the active role of citizens in the political process, including their participation in elections and other forms of political action. Political capital thus involves efforts by individuals or groups to influence political agendas and public policy, reflecting the dynamics of interaction between the government and the public within the political system.

A. Hick and J. Misra define political capital as efforts to obtain power or resources to support ambitions to control. This definition portrays political capital as the power an individual can direct or utilize to influence electoral outcomes. It underscores the individual struggle to acquire and maintain power within political dynamics, making political capital a crucial instrument in garnering support and winning elections.

The utilization of political capital involves strategies and actions by individuals, groups, or organizations to use political power and relationships to achieve specific goals. This includes influencing political decision-making, securing support from key political actors, and leveraging access to public policy. For instance, a government official with significant political capital can more easily mobilize support for specific policies, while advocacy groups with strong legislative connections can influence law-making to favor their interests.

Regarding the support from political parties, Lapalombara and Anderson (1992) describe political parties as formal organizational structures that link the center of power to local levels. This support is essential during elections as it provides candidates access to party positions, a robust political network, and legitimacy. In a party system, such support can enhance a candidate's image and increase voter trust (Lapalombara & Anderson, 1992).

Performance of the campaign team, as defined by Moehariono (2012), involves the ability to plan, execute, and manage campaign strategies effectively to achieve electoral victory. A competent team can identify key issues, design persuasive messages, and engage voters effectively, adapting to shifts in public opinion to maintain focus on successful strategies (Moehariono, 2012).

Finally, political experience plays a critical role in elections. As noted by Pine II and Gilmore (1999), experience encompasses personal events that bind to an individual, highlighting a candidate's expertise, understanding, and leadership capabilities. A candidate with prior political office experience demonstrates skills essential for leadership, while the experience of campaign team members provides strategic insights for managing the campaign effectively (Pine II & Gilmore, 1999).

Understanding the concept of political capital is crucial in the context of its use in elections, where strategies to obtain political support are key to achieving victory. This includes leveraging support from political parties, effectively managing campaign teams, and utilizing personal political experience to build a convincing public image.

First, support from political parties is a primary pillar in the utilization of Edi Sitorus's political capital. The legitimacy and resources provided by a political party lay a solid foundation for a legislative candidate to run a campaign. According to A. Hick and J. Misra, political capital is

an effort to obtain power or resources to achieve goals that support ambitions to take control (Baharuddin & Purwaningsih, 2017). In this regard, the support from political parties is a direct contribution to these ambitions, aiming to win elections.

Partai Demokrat (The Democratic Party), with its long history and reputable standing at the national level, offers significant structural and logistical support. Aligning with Lapalombara and Anderson (1992), who describe political parties as groups with a formal organizational identity connecting the power center to local levels, the large structure and identity of the Democratic Party provide robust backing to its candidates, including Edi Sitorus.

Second, the performance of Edi Sitorus's campaign team is pivotal in utilizing his political capital. An effective team utilizes party resources and tailored strategies to target voters, as suggested by Lapalombara and Anderson (1992), who emphasize the importance of campaign coordination and management.

Moehariono (2012) defines performance as the level of achievement of a program or policy in realizing the goals, vision, and mission of an organization laid out in strategic planning. In the context of elections, a competent campaign team can identify key issues, design persuasive messages, and engage voters effectively. The team's performance also includes the ability to respond to changes in public opinion and maintain focus on successful strategies (Moehariono, 2012).

With experience and expertise, the campaign team also plays a crucial role in political negotiations and alliances, as evidenced by Magalhães and Hirvonen (2019). Notable members of Edi Sitorus's team contribute significantly within the community, such as a former chairperson of the PKK, who often leads community projects. This allows Edi Sitorus to build broader coalitions and secure support from diverse voter groups (De Magalhães & Hirvonen, 2019).

Third, Pine II and Gilmore (1999) argue that experience is a personal event that binds to an individual. Edi Sitorus's political experience provides him with deep insights into the mechanisms and challenges of local politics, using past experiences to identify and overcome campaign obstacles (Pine II & Gilmore, 1999).

For a candidate with previous political office experience, it showcases expertise, understanding, and leadership capability. The political experience of campaign team members also provides better insights and strategies for managing the campaign.

Incumbents, according to Magalhães and Hirvonen (2019), are likely to be re-elected in the same constituency in subsequent elections. In this context, aligned with Ristian (2016), Edi Sitorus benefits from being an incumbent, preferred by the public and benefiting from established credibility as a candidate who produces real results, not just promises. His experience in building cross-party, sectoral, and community relationships facilitates more effective mobilization of widespread support (Ristian, 2016). The Flow of Utilization of Political Capital Edi Sitorus could be depicted as following image.

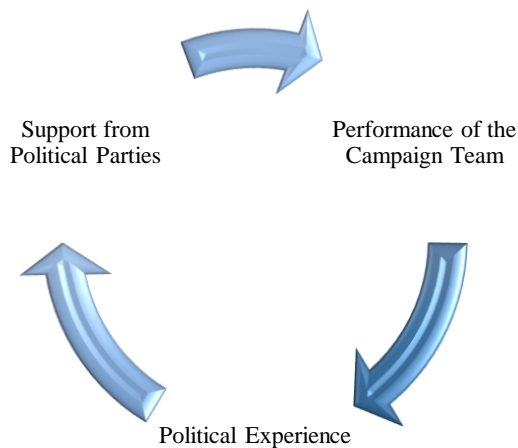


Figure 2. *The Flow of Utilization of Political Capital Edi Sitorus*

Economical Capital

In political contexts, economic capital plays a pivotal role as both a driver and lubricant in operating the machinery of political campaigns. Marijan (2016) emphasizes that economic capital is a crucial component for facilitating various activities such as financing campaign necessities, producing promotional materials like banners, posters, and advertisements. Essentially, economic capital functions as the mover that ensures the smooth operation and success of campaign activities, constituting the core of the electoral process.

Economic capital in politics also significantly influences a candidate's access and competitiveness in elections. Candidates endowed with substantial economic resources are at an advantage, capable of conducting extensive and intensive campaigns, achieving greater visibility among voters, and mobilizing the necessary resources to secure political support. Thus, economic capital is not merely practical in supporting political activities but also a determinant factor in a candidate's political success in elections (Soerjono & Sulistyowati, 2015).

Furthermore, economic capital can be seen as a prerequisite for running an effective campaign. Pantouw (2012) points out that adequate funding is essential for campaigns to operate without significant obstacles. With sufficient economic capital, a candidate can meet various campaign needs, including the costs of promotional materials and campaign events. Additionally, ample funding allows candidates to demonstrate their credibility to the public by managing campaigns efficiently and professionally (Pantouw, 2012).

The importance of economic capital in political campaigns becomes even clearer with the realization that it not only serves as a lubricant in the political machine but is also crucial for conducting effective campaigns. Pantouw (2012) underscores that the presence of adequate funds is a necessary starting capital for campaigns to proceed smoothly. Therefore, economic capital plays both a practical role in supporting political activities and a crucial role in determining a candidate's political success in electoral competitions (Pantouw, 2012).

In the context of elections, the utilization of economic capital refers to the use of financial assets, economic resources, and wealth to influence and support the success of a political campaign or candidate. This involves campaign funding, investment in political marketing strategies, and the use of wealth to cultivate a positive public opinion of a particular candidate or political party (Argawati, 2023).

One of the main aspects of utilizing economic capital in elections is campaign funding. Candidates or political parties require funds to carry out campaign activities such as media advertising, event organization, and other promotional activities. The ability to mobilize financial support from backers, interest groups, or corporations that may support a particular political agenda is also part of the use of economic capital (Badan Pusat Statistik, 2024).

The significance of economic capital in elections often becomes a contentious issue, as it can create disparities in access to resources and influence the fairness of the democratic process. To address this, some jurisdictions have implemented regulations and oversight of campaign financing to ensure transparency and prevent potential misuse of wealth in the political context.

Economic capital is vital as it drives and facilitates the political process, especially in political campaigns, including the (Wagunu & Wisanggeni, 2019). It ensures the smooth operation and success of campaign activities, which are fundamental to the electoral process. Moreover, economic capital significantly impacts candidates' access and competitiveness in elections, enabling them to conduct broader and more intense campaigns, thereby increasing their visibility and mobilizing necessary political support (Budiardjo, 2008).

The case of Edi Sitorus illustrates how political funding, derived from personal funds and party campaign funds, supports campaign activities. Sitorus's significant personal investment provides him with the autonomy to support his campaign activities robustly. Despite substantial personal investment, research shows that the social wealth of figures like Sitorus does not directly influence voter choice, as no funds are distributed directly to voters to garner votes (Diskominfo Kota Depok, 2024).

Purba et al. (2021) define financial management as the planning, organizing, directing, and controlling of financial activities such as procurement and utilization of funds. In the electoral context, political fund management includes planning, allocating, using, and reporting on funds received for political campaign activities. Effective political fund management requires transparency, accountability, and adherence to regulations, ensuring that campaign expenditures are planned judiciously and that critical needs are prioritized (Nainggolan et al., 2021). Sitorus claims no political fundraising efforts for his campaign, other than collecting honoraria for election witnesses funded by the political party. He states his campaign expenditures total approximately 500 million IDR, funded without external contributions. Despite financial constraints, Sitorus plans strategically to overcome these challenges using the available budget, maintaining transparency and accountability in fund usage to preserve voter trust and comply with regulatory standards (Komisi Pemberantasan Korupsi, 2022).

Moreover, the effective utilization of political funds involves setting priorities according to the most critical needs. Although faced with limited funds, Sitorus strives to optimize available resources to achieve optimal campaign results. Identifying and prioritizing activities with the most significant impact on campaign goals is crucial, as is ensuring prudent allocation of funds for each activity (Sørensen & Torfing, 2003).

The correlation between the utilization of political funding sources and the management of these funds is evident. Effective use of personal and party-political funds provides strategic advantages, enabling extensive and intensive campaign activities that enhance voter visibility and mobilize necessary political support. Campaign expenditures are prioritized for impactful promotional strategies, including essential souvenirs and operational expenses, ensuring effective reach to potential voters through strategically placed advertisements (Gustamar & Pasha, 2021; Komisi Pemilihan Umum, 2024).

Management of political funds, if effective, is key to optimizing the use of economic resources. Transparency, accountability, and regulatory compliance in managing political funds build

voter trust and prevent controversies related to political funding. Sitorus and his campaign team endeavor to plan expenditures wisely, prioritize critical needs, and clearly report fund usage to authorities, ensuring no funds are used for direct voter inducements. The Flow of Utilization of Economical Capital Edi Sitorus could be depicted as following image.

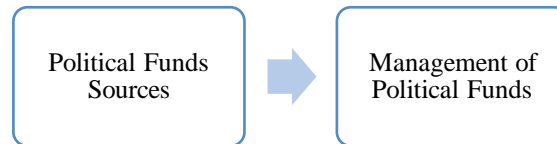


Figure 3. The Flow of Utilization of Economical Capital Edi Sitorus

The Capitals's Correlation

Edi Sitorus' strong social capital, which was built through intensive interaction with the community and the trust gained from voters, plays an important role in increasing the effectiveness of his political capital. With a broad base of trust and social network, Edi was able to mobilize greater support during the campaign. The trust and solidarity built through social capital facilitate coordination and collaboration within the campaign team, which is the essence of political capital. A solid team and good coordination enable campaign messages to be delivered effectively, increasing Edi's chances of winning the election (Maulana, 2024).

On the other hand, political capital strengthened by party support and an effective organizational structure provides a platform for Edi to expand and deepen his social capital. With existing political resources, Edi can organize more community activities, which strengthen social ties and community trust (Neumann, 1963).

Then, Edi Sitorus' social capital also helps in optimizing the use of economic capital. Trust and a strong network enabled Edi to gain financial support and other resources from committed sympathizers and supporters. This creates favorable conditions for more efficient management of economic capital, where campaign funds can be strategically allocated to activities that have maximum impact thanks to input from one's social network.

On the other hand, strong economic capital makes it possible to carry out more and higher quality activities, which directly enriches Edi's social capital through increased interaction and presence in society. Investments in social infrastructure and educational activities, for example, improved the public's reputation and trust in Edi, strengthening his social capital (Plaituka et al., 2018; Poerwadarminta, 2022).

Political capital and economic capital reinforce each other in terms of management and allocation of campaign resources. Support from political parties ensures access to broader economic resources, which allows Edi to carry out a more effective and wide-ranging campaign. These resources include adequate funding, infrastructure, and campaign materials, all of which are critical in running a successful political campaign (Purba & Maksudi, 2020; Reynolds et al., 2016).

Edi's political experience, part of his political capital, helps him manage and allocate economic resources wisely. This experience also provides an advantage in negotiating and building strategic alliances that can reduce campaign costs and optimize the use of existing resources.

In the context of Edi Sitorus' campaign, social capital proved to be the most effective component because it helped build and maintain voter trust and support. Intensive social interaction and building strong networks not only strengthened Edi's position but also facilitated access to political and economic capital.

Political capital follows, as the structure and support of political parties provides the resources that enable efficient implementation of campaign strategies. Meanwhile, economic capital, although important, plays more of a supporting role in enabling the implementation of activities and strategies that have been planned based on social and political capital.

The capital utilization model for Edi Sitorus emphasizes the sustainable development of these three capitals, starting from strengthening social capital through community activities and political education that deepen interpersonal relationships. From here, political capital is strengthened with effective campaign strategies and good team coordination, while economic capital is optimized to support campaign needs and transparent fund management strategies.

This approach creates a positive cycle where each capital strengthens the other, ensuring that Edi Sitorus' campaign is not only successful in the short term but also builds a sustainable and long-lasting base of support that will play an important role in the 2024 legislative elections in Depok City. Edi Sitorus' Economic Capital Utilization Model as the following cycle.

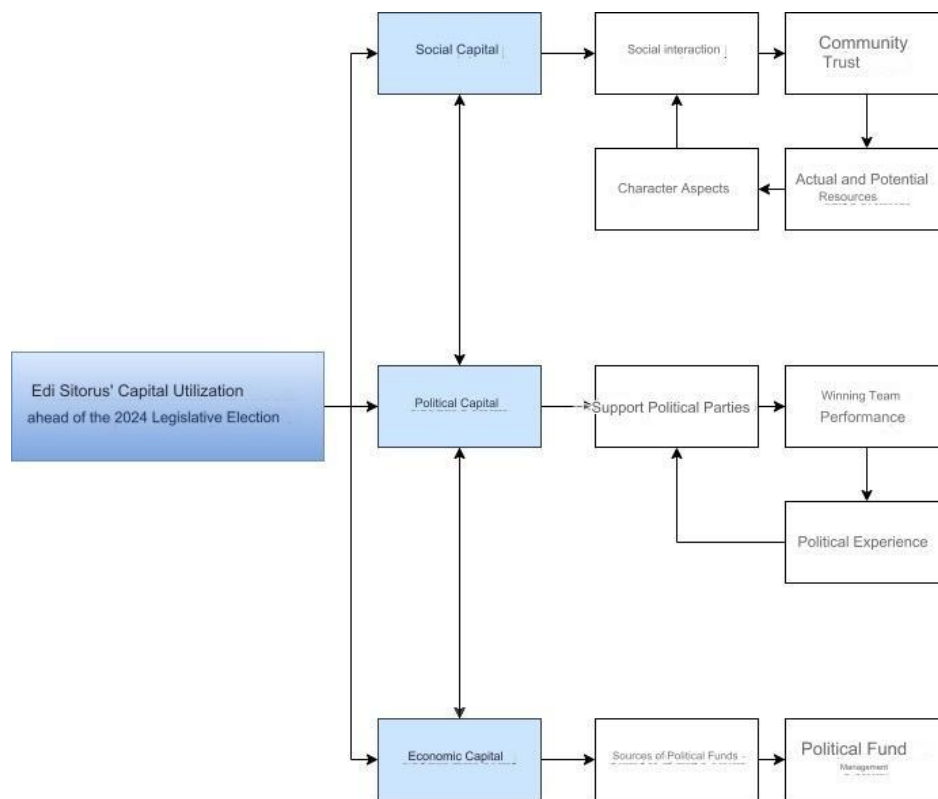


Figure 4. Edi Sitorus' Economic Capital Utilization Model

This model illustrates how Edi Sitorus utilizes three types of capital in preparation for the 2024 Legislative Election. This model shows how social capital, which develops through continuous social interaction not only increases public trust, but also helps deepen interpersonal relationships that influence political support and resource management economic power.

From social capital, we move to political capital, which is strengthened by political party support, the performance of the winning team, and Edi Sitorus' political experience. Party support brings legitimacy and resources that enable the implementation of effective campaign strategies. The winning team, whose efficiency depended on team structure and coordination, drew on Sitorus's political experience to design and execute tactics that target key issues and strategic constituencies, ensuring optimal use of resources.

Furthermore, economic capital is represented through sources of political funds and management of political funds. The availability of funds allows Edi Sitorus to carry out a broad and intensive campaign, which includes various promotional activities and direct interaction with voters. Efficient and transparent fund management ensures that every rupiah used in a campaign provides maximum value, while maintaining integrity and meeting election regulations.

From this model, a cycle is illustrated in which social, political and economic capital are interrelated and mutually reinforcing from Edi Sitorus' case study. According to Fukuyama (2005), social capital is manifested in norms that form cooperation between individuals. These norms cover a wide range of interactions ranging from friendships to shared beliefs in society. In the context of Edi Sitorus as an individual who is in politics and is an incumbent, social capital is the most prominent of the other capital that is utilized. With continuous social interaction, fulfilled public trust, actual and potential resources used in his political journey, as well as personality aspects that make Edi Sitorus a well-known political figure in Depok City, social capital is the capital whose use is most maximized during the campaign (Salim & Salim, 2002; Sirait et al., 2020).

This capital cannot be separated from the figure of Edi Sitorus who was an incumbent for 3 terms and Chairman of the Depok City Democratic Party DPC, comes from the Democratic Party which is large nationally, and has a winning team that has been loyal since the start of its political journey and is good in its performance, despite the capital social and political capital dominate, it cannot be denied that the smooth running of these two capitals is due to economic capital. With strong personal finances, the majority of funds used for campaigns are personal funds. Regardless of how much political funding there is, proper management of funds supports the smooth utilization of social capital and political capital.

Conclusion

In social capital term, the utilization of social capital by Edi Sitorus shows an effective integration of social interaction, community trust, actual and potential resources, and leadership presence in his campaign strategy. Intensive social interactions help build strong trust, reinforced through the use of resources and his influence to effectively respond to voter needs. The leadership presence built through these interactions strengthens his position in the community, ensuring that his capacity to mobilize support is not just reliant on external resources but also on recognition of his contributions and integrity. Through this approach, Edi Sitorus successfully optimizes his social capital to secure broad and deep support from his voters, providing a valuable model for other political candidates in the effective utilization of social capital.

In political capital, Edi Sitorus strategically uses his political capital to maximize his chances in the 2024 legislative elections in Depok. Strong support from his political party facilitates the necessary resources for an effective campaign, while the performance of his winning team ensures that these resources are optimally used to reach and influence voters. Edi's political experience strengthens his position as a competent and capable candidate. Through a combination of solid party support, an effective campaign team, and extensive political experience, Edi Sitorus demonstrates comprehensive and effective utilization of political capital, setting the stage for a successful campaign and potential victory in the elections as an incumbent.

In economical capital, the strategic utilization and management of economic capital in political campaigns are paramount. Sitorus's approach to handling his campaign budget illustrates the importance of economic capital in maintaining campaign activities and achieving electoral

success, with mostly from his own personal money. Effective financial strategies, transparency, and adherence to ethical standards in campaign finance are essential for optimizing campaign outcomes and enhancing a candidate's credibility and appeal to voters. The use of social, political and economic capital is interrelated and mutually reinforcing from the case study of Edi Sitorus. With the most influential use of social capital and political capital and supported by the use of economic capital, this use has an influence on the process of Edi Sitorus running again and trying to win again in the 2024 legislative election in Depok City as an incumbent.

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