



Golkar Party's Strategy in Winning the 2019 Legislative Elections: Case Study

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Abstract

This study aims to analyze the Golkar Party's strategy in winning the 2019 Legislative Election (Case Study: Golkar Party of South Sulawesi Province). The method used is descriptive qualitative with a phenomenological approach. The data analysis technique is through data reduction, data presentation and verification or drawing conclusions. The results of the study indicate that planning plays an important role in the scope because it determines and at the same time provides direction to the goals to be achieved. Meanwhile, the implementation of the strategy, namely the organization must set annual targets, create policies, motivate legislative candidates, and allocate resources can be implemented. So that in the evaluation can review the external and internal factors that emerged in the first stage, measure performance and take corrective actions or improvements when discrepancies arise later. The supporting factors of the Golkar party strategy are the influential and widely known regional leaders in South Sulawesi so that they can increase the attractiveness of voters to the party and prepare the legislative candidates who are prepared to be the best cadres who are encouraged, but the inhibiting factor is that the coordination between the legislative candidates is not good so that it causes internal divisions so that the target votes are almost the same as the votes being fought over so that it does not result in an increase in votes, apart from that because of the strength or popularity of competing parties and other candidates who may be more attractive to voters.

Introduction

Indonesia, as a nation that adheres to the concept of democracy, is characterized by general elections (pemilu) that involve the public in directly voting, both for the head of state, regional heads, and legislative elections (Ulum, 2019; Hudhaibi, 2013; Syahril & Redi, 2023). This demonstrates that Indonesia is a progressive nation that allows the public to determine national and regional leaders, thus providing a new color to the political system in Indonesia. Thus, it is important to provide opportunities for Indonesian citizens to be elected and to vote. The implementation of general elections (pemilu) is one of the political activities that is a requirement for the life of a democratic nation (Syafei & Darajati, 2020; Purnama & Manitra, 2023; Akili & Achmad, 2023). Elections are a means for improving political institutions that ultimately have an impact on improving political life and the welfare of the people (Purike, 2025; Ayobolu, 2025; Anisa, 2025). Legislative elections are considered one of the characteristics of modern democracy at the local level or democratic celebration and are part of general elections at the local level, elections mean procedures recognized by organizational rules (Sofyan et al., 2025; Abdillahi, 2025; Ramadhan, 2025).

Political parties are a crucial factor in the process of shaping state power (Olimjonovich, 2025; Gupta et al., 2025; It is through these parties that various societal interests are absorbed and adopted into state policy. The functions of political parties within the state include political socialization, political recruitment, political participation, interest guidance, and political control (Mehmood et al., 2025; Saud & Ashfaq, 2025; Noreen et al., 2025). A political party is also defined as an organization formed to influence the form and character of public policy within the framework of certain ideological principles and interests through the exercise of direct power or popular participation in elections (Sari,k 2025; Ameh-Ogigo, 2025).

Political parties can be defined as an organization to fight for certain values or ideologies through mastery of power structures and that power is obtained through participation in the general elections described (Labolo, M., & Ilham, T. (2015). Meanwhile, Isnainy Ibrahim, (2020), stated that political parties are a series of communities that have a unity of perception and have the same desires in the State group, which are arranged structurally, so that the competition of a candidate to seize specific power, therefore the struggle for power, constitutionally, legally accompanied by the responsibilities that have been accepted, then participate in making a government decision (Al Najdawi & Raafat, 2025; Miasiratni, 2025; Sutherland, 2025).

The Golkar Party is not a new party; it was founded at the end of President Sukarno's era. It was designed to counter the power of the Indonesian Communist Party (PKI) and was supported by Suharto. During the New Order era, under Suharto's leadership, Government Regulation (PERMEN) No. 12 of 1969 concerning limited liability companies was issued, which included numerous provisions requiring civil servants (PNS) to vote for Golkar.

In the democratic party event held by the government, one of which is holding legislative elections, the Golkar Party participated in the legislative elections in that election (Arshad et al., 2025; Subekti et al., 2025; Hawari & Halim, 2025). At the provincial level in the legislative elections for the 2014-2019 period, the Golkar Party managed to obtain 18 seats out of 85 seats, while in 2019-2024 it won 13 seats, the Golkar Party won the most votes for the South Sulawesi Provincial DPRD based on the results of the plenary session of the Provincial KPU in South Sulawesi. The plenary session recapitulated the valid vote acquisition of political parties, combined with the determination of the acquisition of political party seats, and elected legislative candidates (caleg) for the South Sulawesi Provincial DPRD. The plenary session was led by the Chairperson of the South Sulawesi Provincial KPU, which was attended by all members of the South Sulawesi KPU, the Chairperson and members of the South Sulawesi Bawaslu, witnessed by representatives of political parties, and other invitees. (<https://kesbangpol.sulselprov.go.id>).

The Golkar Party's success in the legislative elections in South Sulawesi Province year after year is certainly inseparable from the various strategies employed to gain the trust of the people of South Sulawesi Province. Without these strategies, victory would be impossible. For every political party, victory in elections is a matter of life and death.

The basis behind the author conducting research on the Golkar Party, because there are things that are quite interesting to study (Kharisma & Zaenuri, 2025; Syaifullah et al., 2025; Sholikin, 2025). Where there are facts as explained previously that the events in the competition to maintain the party's position on what is entrusted by the community are very interesting, because considering that the Golkar party in 2014-2019 obtained 18 seats, in 2019-2024 obtained 13 seats out of 85 seats and in 2019-2024 the legislative elections of the South Sulawesi DPRD Province experienced ups and downs, but behind that the Golkar party was still the winner in the 2019 legislative elections amidst the fierce competition of other political

parties, especially in the South Sulawesi Provincial DPRD. from that the author felt interested and encouraged by the extraordinary breakthrough by the Golkar party, conducting research which was poured into this scientific work.

The Golkar Party has employed strategies in the legislative elections to gain public support, especially to secure seats in parliament. These strategies can be seen in the various campaigns conducted by legislative candidates. Some of the campaigns Golkar has used to secure legislative seats are part of (Zulfauzan & Untung, 2025; Rahayu et al., 2025; Husain et al., 2025).

According to David, the strategic planning process is part of strategic management. Strategic management consists of three stages, namely strategy formulation, strategy implementation and strategy evaluation. According to Fred R. David, strategic planning has three major stages, namely.

Strategy Formulation

Activities in developing a vision and mission, identifying external opportunities and threats (SWOT Analysis), determining internal strengths and weaknesses (SWOT Analysis), setting long-term goals (corporate goals both financial and non-financial along with tactical goals), planning, and creating alternative strategies for the organization, then choosing which strategy to implement. The scope of strategy formulation includes new objects to be worked on, objects to be abandoned, and deciding whether development is needed in activities. A strategy must provide competitive advantages for the long term in order to have a positive and good impact on the organization to maximize profits.

Strategy Implementation

Organizations must set annual targets, create policies, motivate employees, develop information systems and allocate resources so that the formulations made in the previous stage can be implemented.

Strategy Evaluation

Reviewing any external and internal factors that emerged during the first stage (strategy formulation), measuring performance, and taking corrective action when discrepancies arise. Strategy evaluation is crucial for an organization because it allows us to gauge its success or the extent to which it has met its targets, enabling it to further improve its performance going forward.

The following is a comprehensive model of the strategic process that is widely accepted, although David says that this model does not guarantee success, but the model shows a clear and practical approach to formulating, implementing and evaluating strategy.

Regarding the process and stages of strategic management, according to Priyono, strategy is divided into 3 concepts.

Strategic planning

Strategic planning is the initial stage of strategic management, which includes developing a vision and mission, identifying the organization's external opportunities and threats, determining internal strengths and weaknesses, setting long-term goals, generating alternative strategies, and selecting specific strategies to achieve goals.

Strategy implementation

Implementation is the next stage after strategic planning has been established. Implementing a strategy requires a decision from the authorities to make decisions to set annual goals, develop

policies, motivate employees, and allocate resources so that the formulated strategy can be implemented. Implementation is an action or also a form of concrete action in carrying out a plan that has been carefully designed. In other words, this implementation can only be done if there is a plan and is not just an action alone. Simply put, implementation can be interpreted as carrying out or applying

Strategy evaluation

Evaluation is the final stage in strategic management. Management desperately needs to know when a particular strategy isn't working. Strategy evaluation is a key tool for obtaining this information. This can be done through assessment or through a strategy evaluation process.

Methods

This question was designed in the form of descriptive qualitative study with phenomenological grounds. The choice of a qualitative paradigm was based on the need to grasp the political strategy not only as a tool of technicality but also as a lived process shaped by actors, meanings, and realities of the situation within the Golkar Party. Instead of measuring strategy numerically, the study attempted to understand how the strategic management was experienced, constructed, and performed by the party actors in the South Sulawesi Province in the 2019 legislative elections. Therefore, such a phenomenological orientation was used to preempt the subjective experiences, thoughts, and practical considerations of people who are directly involved in the strategic process.

The empirical analysis was conducted within a span of about two months at the Regional Executive Board office of Golkar Party at the South Sulawesi area located at Makassar City. It has been chosen to be located in this location since it is the organizational center where the strategic decisions are made, coordinated, and reviewed. The study was conducted within this environment allowing the researcher to engage in the personal level with the institutional milieu whereby the electoral strategies were formulated and implemented. It was also through the site that one was able to access major actors and documents that were critical towards understanding the dynamics of party strategy on the provincial level.

Purposive sampling of informants was done using their participation and interest in the strategic management of Golkar Party in the 2019 legislative elections. The sample included provincial party leaders, campaign team advisors and legislative candidates who played an active role in the strategic planning, implementation and evaluation. This intentional sampling was aimed at making sure that data included a range of views and it was closely close to the research topic. Through the inclusion of informants who hold different strategic positions in the party, the research was capable of formulating a more detailed and holistic concept of how the electoral strategies were formulated and executed.

The collected data were collected under a combination of participant observation, in-depth interviews, and documentary analysis. The observation was used to shed light on the organizational interactions, pattern of coordination, as well as daily strategic activities in the party structure. The in-depth interviews have been carried out with the help of open questions and semi-structured questions that promoted the informants to describe their experiences, interpretations and judgment of the strategies adopted by Golkar Party. This approach allowed exploring not only implemented strategies but also the causes and reasons behind why they were felt to be effective or problematic. Interpretation of the documentary evidence supplemented and validated the data of interviews and observations, including those provided by the internal party, and the official election data and other relevant secondary materials concerning the legislative elections in South Sulawesi.

Data validation was done in order to enhance credibility and trustworthiness of the findings, and triangulation was performed. On the concept of source triangulation, the information found on different informants was compared to identify the similarities and differences of their version of the story. Technique triangulation involved cross-checking information that was based on interviews, observations, and documents. The time triangulation was also being used, and the data that was gathered at different periods of the research were needed to be stable and consistent in their results over time. The methodological steps would have contributed to the rigor of the study and reduce the impact of the risk of depending on one particular perspective or source of information.

The analysis of data was a process that was carried out repeatedly and repeatedly as the investigation was going on. The first part of data reduction involved a thorough scrutiny of transcripts of interviews, notes, and documents in order to isolate data that were relevant to the research objectives, to focus the data and retain the contextual richness. The coded data were then tabulated and brought into a form of a story to be easily understood and analyzed thematically. The final step was to draw conclusions and confirm the interpretations by referring constantly to the data. In this methodical manner the patterns and themes about strategic planning, strategy implementation, and strategy evaluation in the Golkar Party were revealed and explained according to the phenomenological orientation of the study.

Results and Discussion

The Golkar Party won the most votes in the 2019-2024 South Sulawesi Provincial DPRD elections, winning 13 of the 85 seats. This can be seen in the following table:

Table 1 Data on Seat Acquisition by Each Party in the 2019-2024 South Sulawesi Provincial DPRD Elections

No	Party	Details of Party Seat Acquisition
1	Golkar Party	13
2	Nasdem Party	12
3	Gerindra Party	11
4	Democratic Party	9
5	PKS Party	8
6	PKB Party	8
7	PDI Perjuangan Party	8
8	PAN Party	7
9	PPP Party	7
10	Hanura Party	1
11	Perindo Party	1
	Amount	85 Seats

Source: <https://kesbangpol.sulselprov.go.id>

According to David, the strategic planning process is part of strategic management, strategic management consists of three stages, namely strategy formulation, strategy implementation and strategy evaluation.

Golkar Party's Strategy in Winning the 2019 Legislative Elections (Case Study: Golkar Party, South Sulawesi Province)

Strategic Planning

Planning was found to play a central role in shaping the Golkar Party's electoral strategy, as it provided direction for organizational actions and campaign priorities. Strategic planning within the party was not understood as a rigid or document driven process, but rather as a collective practice shaped by experience and internal deliberation. Party actors emphasized that strategic decisions were largely based on reflections from previous elections and adjustments to local political conditions.

One provincial party official explained that strategic planning was rooted in experiential learning rather than formalized procedures, stating that *"planning in the party is not only about formal documents. Most of our strategies are discussed internally, based on experience from previous elections and the real conditions in each electoral district"*. This indicates that strategic planning functioned as a dynamic process, continuously adapted to contextual realities rather than fixed organizational guidelines.

Mission Development

The development of the party's mission in the 2019 legislative elections was primarily oriented toward aligning party programs with community needs. Internally, the mission was discussed through coordination meetings and informal forums among party elites and campaign actors. However, field findings suggest that translating mission statements into concrete and consistent actions remained a challenge.

A party executive member acknowledged this gap by noting that *"the party's mission is often translated into programs that are expected to be close to the community. The challenge is not formulating the mission, but ensuring it is consistently implemented in the field"* (Party executive member). Similarly, a campaign team member highlighted discrepancies between organizational intentions and grassroots realities, stating that *"sometimes the programs sound good at the organizational level, but when they reach the grassroots, they are not always aligned with what people actually need"*

Identify external opportunities and threats

In identifying external opportunities, party actors widely recognized South Sulawesi as a traditional stronghold for the Golkar Party. The long standing presence of influential local elites and established organizational networks was viewed as a major opportunity to maintain electoral dominance. At the same time, increasing political competition and shifting voter preferences were perceived as growing external threats.

A campaign coordinator described this situation by explaining that *"South Sulawesi is still a strong base for Golkar, but competition is getting tougher. Other parties are more aggressive in approaching voters, especially young voters"*. In addition to inter party competition, internal political dynamics were also seen as a threat. A legislative candidate emphasized that *"the main threat is internal conflict. When coordination among candidates is weak, it affects how voters see the party as a whole"*

Identification of the organization's internal strengths and weaknesses

The Golkar Party's internal strengths were primarily associated with its organizational structure, extensive networks, and accumulated electoral experience. These elements enabled coordination across regions and facilitated campaign mobilization at the grassroots level. Party officials consistently viewed organizational maturity as a strategic asset.

As one provincial party official stated, “*one of Golkar’s strengths is its organizational structure and long experience in elections. We already have networks down to the village level*” However, weaknesses were also evident, particularly in relation to candidate acceptance and public trust. A legislative candidate acknowledged this limitation by noting that “*not all candidates are equally accepted by the community. Some still struggle to build trust with voters*”

Set long-term goals

It can be explained regarding the long-term targets in winning the 2019 legislative elections in South Sulawesi Province. The steps include preparing the budget, of course, and focusing on the party's organizational structure, as well as building networks and training competent cadres in preparation for the elections themselves.

Meanwhile, according to the deputy chairman of policy regarding long-term targets in winning the 2019 legislative elections in South Sulawesi province, it is almost in line with what was conveyed by the chairman of the Golkar Party, namely having a long-term target of winning elections at every level of the election.

determine alternative strategies

Political winning strategy is defined as the science used to realize political ideals (Schroder, 2008). So it can be explained regarding the existence of an alternative strategy of the Golkar Party in winning the 2019 legislative elections in South Sulawesi province which was carried out by updating the image and identity of the Golkar Party itself to be more relevant and attractive to voters and other potential voters.

Furthermore, in determining alternative strategies, choose candidates with a good track record, credibility, and strong relationships with the local community. Well-known and trusted candidates can increase a party's chances of winning legislative seats.

Researchers agree that selecting cadres with a good track record is very important in nominating legislative candidates in each electoral district so as not to become a challenge within the party.

Determine a specific strategy

An effective strategy allows for capitalizing on opportunities and limiting threats in the existing external environment (Quaye et al., 2015: 136). However, according to Tukiman et al. (2018: 54), to achieve these goals, a strategy not only serves as a roadmap showing direction, but must also demonstrate operational tactics. An effective strategy allows for capitalizing on opportunities and limiting threats in the existing external environment.

The Golkar Party certainly has specific strategies for winning the 2019 legislative elections in South Sulawesi province, such as implementing social programs at the local level that directly benefit the community, such as skills training, social assistance, or community projects. This will strengthen relationships with voters.

Meanwhile, to determine specific strategies for winning the 2019 legislative elections in South Sulawesi province, the Golkar Party will recruit and train volunteers to support the campaign at the grassroots level. Training on campaign techniques will also be provided.

Strategy Implementation

Strategy implementation was largely dependent on the active involvement of legislative candidates and campaign teams in the field. While the party provided general direction, training, and organizational support, the effectiveness of implementation varied across

electoral districts. The success of campaign activities was strongly influenced by candidates' communication skills, commitment, and ability to engage directly with voters.

A campaign team member explained that *“implementation depends a lot on how active the candidates are. The party provides direction and training, but the real work happens in the field”*. This was reinforced by a party cadre who emphasized the importance of capacity building, stating that *“training is important, especially for communication and voter mapping. It helps candidates feel more confident during the campaign”*

Setting Annual Goals

A goal or objective is the final result of an activity. What is meant by annual targets is how in terms of winning the 2019 legislative elections in South Sulawesi province, increasing the number of competent cadres at the regional level who are acceptable to voters in the category that the cadres are not flawed in the eyes of the voters themselves.

Implementing an annual coaching and training program to improve the skills of legislative candidates in campaigning, communication, and organizing so that they are able to attract voters is one of the methods used by the Golkar Party in implementing legislative elections in South Sulawesi.

Making Policy

The Golkar Party always conducts analysis of voter demographics, voting trends, and local political maps to determine areas that require special attention. This is the party's method so that in recent years it has been the winner in the South Sulawesi legislative.

And in facing the election, the Golkar party will always provide training for both legislative candidates and campaign teams consisting of people who have communication skills, as a political strategy to be implemented in the field so as to be able to attract sympathy from voters.

However, the results in the field show that almost all legislative candidates do not have the skills to offer to voters, especially in terms of campaign teams that are not good at attracting votes.

Motivating & Resource Allocation

Motivation emerged as a crucial factor influencing candidates' performance during the campaign. Motivation was not limited to material incentives but also involved moral support, guidance, and recognition from party leaders. This form of non material motivation was perceived as essential for maintaining candidate confidence and commitment.

A legislative candidate highlighted this perspective by stating that *“motivation is not only about money. Support from party leaders and continuous guidance give us confidence to compete”*. In terms of resource allocation, party elites acknowledged that resources were distributed selectively based on perceived electoral potential. As one party executive member explained, *“resources are limited, so we prioritize candidates who are considered to have strong potential in their electoral districts”*.

Strategy Evaluation

Strategy evaluation was conducted after the election, although findings suggest that evaluation processes were often informal and lacked systematic documentation. Party actors generally relied on discussions and reflections rather than structured assessment mechanisms to evaluate strategic outcomes.

A provincial party official described this practice by noting that *“after the election, evaluation is usually conducted informally. We discuss which strategies worked and which ones failed,*

but not always in a structured way". Another campaign coordinator acknowledged the limitations of this approach, stating that *"sometimes we know our weaknesses, but translating evaluation results into real improvements is still a challenge"*

Review of External and Internal Factors

External factor evaluation helps strategists identify and evaluate external factors that influence organizational performance. This external evaluation is designed to determine how well the organization is responding to the opportunities and threats it faces.

With the rise of public distrust in programs from legislative candidates and the Golkar party, which are perceived as mere empty promises during campaign periods, the only thing we can do now is to continue engaging with the community, helping and reassuring them that the Golkar Party exists and is genuinely interested in meeting needs and resolving existing problems through recess, which serves as a resource for community issues and provides social support to legislative members themselves.

Furthermore, the Golkar Party will evaluate the external challenges that influence them. After we, the Golkar Party, have also evaluated the weaknesses of the legislative candidates, we will encourage them in their respective electoral districts.

However, from the results of field observations, almost all Golkar Party legislative candidates did not show the results of the internal party evaluation so that we were unable to measure the level of success using data.

Measures of Performance Measurement

The Golkar Party's performance measurement strategy for all electoral districts in South Sulawesi remains stable. From 2014 to 2019, Golkar secured the most seats of any party and even served as chairman of the South Sulawesi Provincial DPRD.

This can also be seen in the Golkar party's seat acquisition from 2014-2024 based on the following table:

Table 2 Golkar Party's Acquisition of South Sulawesi Provincial DPRD Seats 2014-2029

Electoral district	Golkar Party Seat Acquisition in the South Sulawesi Provincial DPRD 2014-2019	Golkar Party Seat Acquisition in the South Sulawesi Provincial DPRD 2019-2024	Golkar Party Seat Acquisition in the South Sulawesi Provincial DPRD 2024-2029
1	1	1	1
2	1	1	1
3	3	1	1
4	1	1	1
5	1	1	1
6	3	2	2
7	3	1	1
8	1	1	1
9	1	1	1
10	1	1	2
11	2	2	2
Total	18	13	14

Source: <https://jdih.kpu.go.id/sulsel>.

Based on the table above, it can be seen that there was a decrease in the number of Golkar party seats from 2014-2019 which amounted to 18 seats to 13 seats in 2019-2024. However, this did not affect the Golkar party to become the holder of the most seats in the South Sulawesi Provincial DPRD and made it the Chair of the South Sulawesi Provincial DPRD 2019-2024. This is inversely proportional to the acquisition of Golkar party seats in 2024-2029, although there was an increase in the number of seats to 14 seats, but the position of the holder of the most seats in the South Sulawesi Provincial DPRD was shifted by the Nasdem Party with a total of 17 seats.

The standard way to measure the Golkar Party's success is to evaluate the results of previous elections to see changes in vote share and seat count. Comparisons with previous election results can provide an indication of whether the party has experienced an increase or decrease in support. This also plays a crucial role in ensuring Golkar Party candidates win in nearly all electoral districts.

Supporting and Inhibiting Factors of Golkar Party's Strategy in Winning the 2019 Legislative Elections (Golkar Party, South Sulawesi Province)

Supporting Factors

Supporting factors for winning the 2019 legislative elections in South Sulawesi province It is certain that Golkar South Sulawesi is a vote bank for the party, besides having a history and the figure of an influential regional leader who is widely known in South Sulawesi so that it can increase the attraction of voters to the party.

In addition, the Golkar Party always prepares legislative candidates. The legislative candidates prepared are the best cadres who are able to be accepted by the community. I think this is also inseparable from the campaign method carried out from house to house to interact directly with voters and listen to their needs and aspirations.

However, what happened in the field was that not all legislative candidates who were promoted by the Golkar Party were its best cadres, considering the condition of their vote achievement which was not much.

Inhibiting Factors

Inhibiting factors are things that can influence someone in implementing something, such as influences caused from within oneself, namely laziness and being carried away by the flow of teenage social life, in addition to environmental factors, friends and even family who are less supportive will have a negative impact. According to (Sutaryono, 2015: 22).

Meanwhile, the inhibiting factor in winning the 2019 legislative elections in South Sulawesi province is usually the poor coordination between legislative candidates, which causes internal divisions, so that the target votes are almost the same, the votes being fought over do not result in an increase in votes. One of the inhibiting factors is also due to the strength or popularity of competing parties and other candidates who may be more attractive to voters, which can also be an obstacle, apart from the Golkar Party legislative candidates not being able to manage the competition well.

From the explanation above, it is not only the inhibiting factor because of competitors from other parties, but also the problem of legislative candidates in the incumbent Golkar Party not providing much benefit to the community during their term as representatives of the community, thus giving rise to a lot of distrust.

The findings of researchers that in the field that the factors of the rise and fall of seats from the Golkar party are because in addition to other parties that have good campaign methods, the

figures in the Golkar party are less influential in the eyes of voters one example found in electoral districts 3 and 6, the Golkar party almost became a vote bank but now it has decreased drastically and almost all districts are like that and the only consistent in the legislative elections from several years ago is only electoral district 11 because of the division of camps within Golkar and even what is always used as a basis for strength that cadres are put forward it turns out that in the field it also happens that it is not cadres but public figures who are pushed as legislative candidates in the end many do not know how to use the big Golkar party well.

The results of the present research show that the electoral policy of Golkar Party during the 2019 legislative elections in South Sulawesi was more of an adaptive organization practice rather than a formalized managerial system based on experience, internal negotiation, and local political realities. Instead of the strict and formal strategic documents, party players resorted to collective memory and judgment based on situational analysis created through repetition of elections. The trend is indicative of larger studies of Indonesian political parties which claim that strategy is often a part of informal decision-making activity and not institutionalized planning processes. The article by Nugroho, Kenawas, and Syarief (2021) demonstrates that even after democratic consolidation, Indonesian parties remain very reliant on elite-based coordination and strategic accommodation, which is also the case in the present study, but at the provincial level.

The fact that they rely on experience-based planning supports the idea of Gammon (2020) that Indonesian parties might seem to be organizationally powerful and institutionally dispersed. The results indicate that Golkar has a long standing networks and legitimacy in the history which has strategic benefits but that they do not necessarily translate into uniform coordination across the electoral districts. Prianto (2024) also goes on to say that poor internal governance restricts the ability of parties to convert experience into systematic learning. The strategy in this case is very dependent on alignment between elites and candidates in terms of interpersonal alignments hence the disparate implementation and coordination difficulties observed in this research.

The disconnect between the mission articulation and implementation on the grassroots that was found in the findings is indicative of a broader issue in the Indonesian party politics today. Recent research indicates that the coming together of parties in terms of ideology has also led to the abatement of programmatic clarity leading parties to count on general accounts of service and vicinity to the electorate. Fitriyah et al. (2025) say that this convergence undermines the working status of party missions and transforms them into an empty promise as opposed to a real action plan. This point of view is supported by the results of the present study, as even the party actors themselves admitted that it is quite challenging to convert organizational missions into practices that can be heard regularly at the community level. This situation is a factor that makes people distrust the vote, which is also the case when Prianto (2025) examines the waning credibility of parties in his study.

This study fits into the recent debate on the shift in political communication in Indonesia through its focus on the issue of external competition and a younger electorate. Prayudi et al. (2024) emphasize the impact of digital platforms to transform electoral competition in favor of visibility, emotionality, and perceived authenticity. According to Dewi (2024) and Widodo (2025), apps like TikTok enhance personalization and symbolic performance, putting pressure on those parties that base their political mobilization on the traditional one. It can be said that based on the findings, the Golkar grassroots networks are still considered significant in terms of their roles yet their performance would largely rely on how much they are combined with the adaptive communication practices that would keep pace with the expectations of the voters.

Also related to recent research on political branding are the questions of acceptance of candidates and citizen trust. Eddyono (2025) states that the current campaigns should instead be built on the idea of continuous identity construction and not episodic outreach campaigns. Utomo (2025) also ascertains that visual and symbolic communication has a great impact on voter perceptions in a situation where ideological differences cannot be mostly felt. The current research underpins all these claims by demonstrating that the tendency of electoral results to be influenced by how a candidate endeavors to create an impression of credibility and relatability is becoming more significant, as opposed to Party affiliations alone.

The results of the study with respect to coordination issues and selective distribution of resources indicate a continuation of transactional relationships in the Indonesian elections. According to Tawakkal (2025), informal mobilization and brokerage practices are strongly connected to party identification and electoral behavior. As it is further shown by Djuyandi (2025) and Undang (2025), structural incentives support the perpetuation of vote buying and clientelism, and not the actions of individual actors. The results indicate that the strategic decisions of Golkar, especially the focus on specific candidates, can be effective in the short term, as it can make it more competitive, but at the same time, it can contribute to the reproduction of inequalities within the company and coordination conflicts.

The internal coordination issues that were revealed in this research are in line with the recent studies of candidates selection in Indonesia parties. According to Prianto (2025), candidate selection is an elite-dominated process that tends to create fragmentation in the course of the campaigns. Ratu (2025) explains further that a lack of internal unity dilutes the symbolic power and destroys the citizens trust. The current results support these claims by demonstrating that poor coordination of the contenders does not only create a split of the votes, but also damages the image of the party at the local scale.

Lastly, the simplicity of strategy assessment witnessed in this research paper presents a serious weakness in the field of organizational learning. According to Lewis and Dong (2024), parties, in the absence of systematic evaluation processes, are prone to using the same strategy as previously as opposed to improving their strategies. The findings show that though Golkar still has a chance of winning the electoral race, it is limited by the lack of systematic analysis and is unable to be as adaptive to evolving political conditions. With the lapse of time in which electoral competition becomes more mediated and the needs of the voters change accordingly, reflective learning ability is paramount in maintaining legitimacy beyond the immediate successes of the electoral outcomes.

Conclusion

Planning plays a crucial role within the organization because it determines and provides direction for achieving the desired goals. Meanwhile, strategy implementation, which requires the organization to set annual targets, create policies, motivate legislative candidates, and allocate resources, can be implemented. Therefore, evaluation can review external and internal factors that emerged in the first stage, measure performance, and take corrective action when discrepancies arise. The supporting factors of the Golkar party strategy are the influential and widely known regional leaders in South Sulawesi so that they can increase the attractiveness of voters to the party and prepare the legislative candidates who are prepared to be the best cadres who are encouraged, but the inhibiting factor is that the coordination between the legislative candidates is not good so that it causes internal divisions so that the target votes are almost the same as the votes being fought over so that it does not result in an increase in votes, apart from that because of the strength or popularity of competing parties and other candidates who may be more attractive to voters.

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