

# Community Typology and Voting Behavior in Elections: A Political Sociology Perspective

Alimin Alwi \*

Doctoral Program of Sociology, Postgraduate Program,  
State University of Makassar, 90222, Indonesia

[alimin.alwi@unm.ac.id](mailto:alimin.alwi@unm.ac.id)

\*Corresponding author

St. Wijdanah Ram

Doctoral Program of Sociology, Postgraduate Program,  
State University of Makassar, 90222, Indonesia

[st.wijdanah.ram@unm.ac.id](mailto:st.wijdanah.ram@unm.ac.id)

Submitted: 2024-11-21; Accepted: 2024-11-27; Published: 2024-12-06

**Abstract**— Regional head elections (Pilkada) are a democratic process that reflects the social dynamics of society in choosing leaders in regional elections, using a sociological approach to understand the social facts of society. This research aims to analyze typologies that influence voter preferences. This research uses qualitative methods with a case study approach in several regions that hold regional elections. Data was obtained through in-depth interviews, observation and documentation studies. The research results show that society can be classified into several typologies, such as pragmatic voters, ideological voters, and traditional voters. Pragmatic voters tend to vote based on personal interests or direct benefits, while ideological voters place more emphasis on the candidate's vision, mission and work program. Meanwhile, traditional voters are influenced by cultural factors, kinship, or personal relationships with candidates. Social factors such as campaign intensity, influence of public figures, and access to information also play an important role in shaping voter preferences. These findings show that voting behavior patterns are not only determined by rational aspects, but also by social and cultural values inherent in society. This research makes an important contribution in understanding voter behavior from a sociological perspective, which can be a reference for stakeholders in designing political strategies that are more inclusive and responsive to community needs. Apart from that, the results of this research can also enrich the study of political sociology, especially in the context of local democracy in Indonesia.

**Keywords**— Political participation, Political sociology, Regional elections, Typology of society, Voting behavior

## I. INTRODUCTION

Regional Head Elections (Pilkada) are an important mechanism in the democratic system in Indonesia. This process is an important moment for the community to determine the leader who will lead their region for the next five years. In a sociological context, Pilkada not only describes the political process, but also reflects the social, cultural and economic dynamics that exist in society. Pilkada creates a space for intense social interaction, gives

rise to various expressions of political culture, and displays the social structures that operate in society. In the study of political sociology, people's behavioral choices have long been the focus of academics. Theories such as rational choice theory which is a Social Definition paradigm. This theory explains that voters make decisions based on cost-benefit calculations (Marvick & Downs, 1960). This theory assumes that voters will support candidates who are considered to provide material benefits or better welfare.

On the other hand, the sociological approach emphasizes that people's political choices are often influenced by social factors, such as family ties, cultural values, and community relations. This expression is also supported by opinion (Turan & Tiras, 2017). This approach shows that voting behavior is not just a matter of rational calculation, but also a process rooted in social norms and local traditions. However, a theoretical gap arises because many political sociology studies have not sufficiently explored the typology of society in the context of regional elections, especially how local social and cultural factors influence political preferences. Most studies tend to focus on economic factors or the influence of political campaigns in general. In fact, in the context of a very heterogeneous society like Indonesia, analysis of social typologies of society, such as pragmatic, ideological and traditional voters, can provide deeper insight into patterns of voting behavior. A more contextual study is needed to understand the social dynamics of regional elections, which are often unique to each region.

The regional election phenomenon in Indonesia, especially in Central Buton Regency, shows that people's voting behavior is very complex and diverse. Although community political participation in regional elections tends to increase, voting behavior patterns are often influenced by non-linear social dynamics. For example, in some cases, voters are more likely to support candidates based on kinship ties or traditional affiliations, rather than assessing the candidate's competence or vision and mission. This phenomenon reflects that social norms and local traditions still have a strong influence in determining people's choices. However, on the other hand, there is also a tendency for pragmatism among voters. Pragmatic voters are often influenced by program promises or direct benefits offered by candidates, such as economic aid or

development projects. In this context, people's political choices often become an arena for negotiation between practical needs and the social values they adhere to.

Even though these phenomena have been frequently observed, academic studies linking community typology to voting behavior in regional elections are still limited. Deeper research is needed to identify how various social factors, such as education, economics, culture, and religion, shape people's typologies and influence their voting behavior patterns. This research aims to fill this theoretical and phenomenal gap by examining the typology of society in the context of the regional elections in Central Buton Regency, and how this typology influences their voting behavior. This study will identify three main typologies of voters which include pragmatic voters, ideological voters, and traditional voters, based on people's social background and life experiences. This research will also analyze how external factors, such as the influence of religious or traditional figures, campaign intensity, and social media, shape social dynamics in regional elections.

In particular, this research aims to answer several important questions, such as: (1) How does community typology influence political preferences in regional elections? (2) What social factors are most dominant in forming voter typologies? It is hoped that this research can make a theoretical contribution by expanding the study of political sociology, especially in understanding the relationship between social structure, culture and people's voting behavior. Apart from that, practically, the results of this research can be a reference for the government, political parties and community organizations in designing political strategies that are more inclusive and responsive to community needs. In the long term, a deeper understanding of people's voting behavior can help strengthen local democracy in Indonesia. By identifying social factors that influence people's political preferences, it is hoped that this research can encourage healthier and more constructive political participation, as well as create a fairer and more transparent political system.

## II. METHOD

This research uses a qualitative descriptive approach (Creswell, 2020; Getnet Agazu et al., 2022) to understand in depth how community typology influences voting behavior in regional elections. A qualitative approach was chosen because it allows for complex social phenomena in the social, cultural and political context of society. This was chosen because it provides a focus on a particular local context, namely Central Buton Regency, which is relevant for capturing social dynamics in regional elections. Data collection techniques were carried out through three main methods (Aspers & Corte, 2019; Unaradjan, 2019), namely in-depth interviews involving voters, community leaders, traditional leaders and political observers to explore their perspectives on the factors that influence voting behavior. Participatory observation where researchers directly observe social dynamics during the Pilkada process, including campaign activities and social

interactions at the community level. Document analysis uses secondary data such as regional election reports, media reports and official documents to strengthen findings.

The data analysis technique was carried out through a thematic analysis approach. Data collected through interviews, observations and documents were analyzed to identify main themes related to community typology and voting behavior. The analysis stages include coding, categorization, and interpretation of data to produce an in-depth understanding of the phenomenon under study. Data validity techniques are carried out through triangulation of sources, methods and time. Data validity is strengthened by comparing findings from various sources and methods, as well as ensuring data consistency through cross-checking with respondents. In addition, discussions with colleagues were used to avoid researcher subjectivity bias. This technique ensures that research results have a high level of confidence and are relevant in answering research questions.

## III. LITERATURE REVIEW

### A. Political Sociology Perspective

Political sociology is a branch of sociology that studies the relationship between society and power. Apart from that too. This perspective seeks to understand how social structure, culture, and social interactions influence political processes, voting behavior, public policy, and power dynamics in society. In the context of a complex society, such as Indonesia, political sociology provides a framework for explaining political phenomena through analysis of the social factors behind them. Political sociology is rooted in the idea that power comes not only from formal political institutions, but also from social relationships, cultural norms, and economic structures (Rush, 2021).

This perspective emphasizes that politics does not only exist in formal spaces such as parliament or government institutions, but also in everyday interactions, including relationships between individuals and groups. According to Max Weber, power is the ability of an individual or group to influence the actions of others, even in the face of resistance (Salsabilah & Putri, 2022). Power becomes legitimate if it has legitimacy, which can come from tradition, the charisma of the leader, or the legal system. In the modern political context, legitimacy is often built through democratic processes such as elections, where the public participates directly in choosing their leaders. Political sociology theory was also influenced by the thinking of Karl Marx, who emphasized the importance of the relationship between social class and power (Raya et al., 2024)

This view is that groups that have access to economic resources tend to dominate the political process. However, in modern society, this concept expands to include other dimensions such as education, culture and technology. Social institutions such as family, religion, and local communities also play an important role in politics. In many cases, people's political preferences are influenced

by the values and norms taught by these institutions. For example, in Indonesia, the influence of religious or traditional figures is often a dominant factor in shaping people's political choices.

### B. Rational Choice Theory

Rational Choice Theory is an approach in the social sciences, especially in sociology, which explains that individuals and groups make decisions based on considering aspects of profit and loss. This theory is rooted in the assumption that humans are rational creatures who act to maximize profits or benefits and minimize losses (Sa'adah, 2022; Sastrawati, 2020). In politics, this theory is often used to analyze voter behavior, political decision making, and institutional dynamics.

Rational Choice Theory is built on several assumptions. Meaningful rationality of actors. Individuals have clear and consistent preferences, and are able to evaluate available options based on these preferences, Meaningful maximization of benefits. Every decision is made with the aim of maximizing the benefits obtained, Adequate information in the sense that the actor has sufficient information to make decisions that are considered the best, and calculations of profits and losses for decisions are taken based on calculations of the benefits and costs associated with each choice. Rational Choice Theory in a Political Context This theory is used to understand how political actors, both individuals and groups, make decisions. The two main applications of this theory are voting behavior and political strategy. The voting behavior in question is that voters will support the candidate or political party that is considered capable of providing the greatest benefits for them. These benefits can take the form of economic benefits in the form of welfare improvement programs. Apart from that, benefits in the form of providing direct aid or political promises are often more attractive. And symbolic benefits that are considered to represent the voter's social or cultural identity.

Rational Choice Theory offers valuable insight into how individuals make decisions in political contexts. By emphasizing cost-benefit calculations, this theory helps explain pragmatic voter behavior and candidates' political strategies. However, this theory must be complemented by other approaches to understanding political decisions that are influenced by emotions, culture, or social norms. In the Indonesian context, the application of this theory must consider social diversity and local values which often play an important role in the political process.

### C. Typology Of Voters

The voter typology referred to in this paper is the type of voter in choosing a leader. Several studies that have examined voter typology in regional head elections, gubernatorial elections, council member elections and presidential elections have found many differences. Research conducted by (Rohendi & Muzzamil, 2021) found that the type of beginner voter is classified as a rational voter. Furthermore (Kundori et al., 2023) examined the typology of voters in regional elections, with

the typology finding that there was a traditional voter type. Next is the voter typology according to (Arrianie, 2017) which maps the voter typology in DKI Jakarta. From this large amount of research, researchers also provide explanations regarding voter typologies, especially in the people of Central Buton Regency.

The main typologies of voters are. pragmatic voters, which means voters who tend to vote based on direct benefits, such as the promise of economic assistance or development projects. This type of voter reflects elements of pragmatic rationality, where practical needs are the main priority. This phenomenon is often found in communities with low economic backgrounds, where the promise of the program is the main attraction; ideological voters who focus their choices on the candidate's vision, mission and work program. They are more critical of the quality of candidates and tend to support candidates who align with certain political values or principles. This type of voter is often found among people with a higher level of education, who have better access to political information; and Traditional voters who are influenced by cultural norms, kinship relationships, or traditional affiliations. Their choices are often based not entirely on rational evaluations of candidates, but rather on social loyalties or local traditions. This type is commonly found in areas that are still strong in customs or communities that are very tied to personal relationships.

There are social factors that influence voting behavior, namely this type of economic background is usually influenced by low economic levels being more prone to being pragmatic voters, while middle and upper class people tend to be more critical and ideological, Education level is an important factor in determining how far where voters are able to analyze political information. Voters with higher education are more likely to consider a candidate's work program rather than just personal relationships, strong culture and traditions traditional voters often dominate. Their political choices cannot be separated from the influence of customs, family relationships, or respected community figures, the influence of religion which is often a tool of political mobilization, especially in religious communities. Voters who are influenced by religion tend to support candidates who are considered to represent their religious values, and the influence of campaign intensity, both through social media and in person, also plays a significant role. Access to diverse information can influence the type of voters, especially in shifting them from traditional to ideological types.

Most previous research tends to focus on economic factors and political campaigns, while local social and cultural aspects receive less attention. In the Indonesian context, which has diverse cultures and social structures, a deeper analysis of voter typology is very important. This research fills this gap by providing a more contextual understanding of how local social and cultural values influence political preferences. This study makes an important contribution to political sociology by broadening perspectives on voting behavior, especially in the context of local democracy. Practically, these findings

can be a reference for governments, political parties and community organizations in designing more inclusive political strategies. Understanding community typologies can help political actors formulate programs that are more responsive to community needs, thereby increasing healthy and constructive political participation. Apart from that, this research is also relevant in the context of strengthening local democracy in Indonesia. By understanding the social factors that influence voting behavior, political participation can be pushed in a fairer and more transparent direction, ultimately creating a political system that is more responsive to people's aspirations.

#### IV. RESULTS AND DISCUSSION

This research found that voting behavior in the regional elections in Central Buton Regency was strongly influenced by the typology of society which was formed from social, cultural and economic backgrounds. In this research the author uses Rational Choice theory as an analytical tool. This theory explains individual behavior based on their respective assumptions in making decisions in this context, namely the decision in electing leaders in the Central Buton Regency Pilkada which will be held on 27 November 2024. This analysis finds a typology of voters which includes pragmatic voters, ideological voters and traditional voters. External factors of dominance include intensive campaigns, social media effects, and support from local figures.

##### A. Voter Typology

The amount of research on elections, including general elections, mayoral elections, regional elections, gubernatorial elections, and other elections such as village head elections, reflects the many variations in findings. This research focuses on voter typology. There are three main typologies that the author found as factors in the voting behavior of people in Central Buton Regency, namely pragmatic voters, ideological voters and traditional voters.

##### 1. Pragmatic Voter

Pragmatics is an action that prioritizes truth that has a positive impact, this is a view in the flow of philosophy (Nopitasari, 2024). Pragmatic voters are voters who are individuals or groups in the political aspect who prioritize the direct benefits they can get. Pragmatic voters in Central Buton Regency can be characterized by a tendency to base their political choices on the direct benefits offered by candidates during the Pilkada process. This group assesses candidates based on what they receive concretely, such as economic assistance, promises of infrastructure development, or other material incentives. In the social and economic context in Central Buton, this behavior pattern is often seen in people with middle to lower educational and economic levels.

Central Buton Regency has a majority population that relies on the agricultural and fisheries and trade sectors which are categorized as facing significant economic challenges. In this situation, direct offers from candidates,

such as improving MSMEs, providing educational assistance, improving public facilities, efficient use of land, providing free fertilizer assistance, have great appeal. For many voters, these kinds of promises are concrete indicators of a candidate's concern for their needs. The phenomenon of pragmatic voters also reflects limitations in access to deeper political information. In many cases, candidates' campaigns focus more on practical and emotional approaches and also provide insight into long-term programs.

However, this pragmatic voter pattern also poses challenges in the context of an ideal democracy. Pragmatic voters often ignore other important aspects, such as the candidate's track record and competence in running government. In addition, a political approach that is too transactional can reduce the accountability of elected leaders and has the potential to strengthen the practice of money politics in the future. Pragmatic voters are not just the result of economic needs, but also a form of adaptation to the existing political situation. For the people of Central Buton, their choices in the regional elections often reflect efforts to find solutions to real, everyday problems. Therefore, a more inclusive approach in political campaigns and community empowerment is needed to direct voters to more substantive political participation.

##### 2. Ideological Voters

Ideology in philosophy is the science of ideas or notions used to explain reality as it really is and should be. Ideological voters are a group who tend to make political decisions based on the vision, mission and values promoted by the candidate. In Central Buton Regency, this type of voter shows a higher level of political awareness compared to pragmatic voters, because they are more critical in evaluating potential leaders. In Central Buton Regency, the presence of ideological voters can be identified from several social and demographic characteristics that reflect a mature mindset in voting.

The findings show that the ideological voter group generally comes from educated society, with access to wider political information. These Ideological Voters often can analyze the candidates' vision, mission and work programs, and assess whether these promises are realistic and relevant to society's needs. Apart from that, the candidate's integrity and track record are factors that are highly considered. This type of ideological voter prefers leaders who have high credibility, can maintain public trust, and have a good track record in carrying out public duties. The next finding is that in Central Buton Regency, ideological voters are often found to have a relatively higher level of literacy. These voters are found in various areas, both in villages and in sub-district centers or areas with good access to education. They also have active involvement in political discussions, both directly in the community and via social media. This allows them to debate political issues in a more substantive and data-driven way.

The researcher's findings are that there are major challenges for ideological voters in the Buton Regency area. In this context, ideological voters need to be more alert to political propaganda that carries the name of each

region and regional group which can divide society (Abd Hannan, 2023). The author considers that these ideological voters have a better understanding of politics, they have an important role in creating healthy political awareness in society, as well as encouraging a more inclusive and quality democratic process. Thus, the existence of ideological voters in Central Buton Regency not only strengthens the dimension of rationality in the Pilkada, but also becomes a driving force for ethical political practices and oriented towards long-term development.

### 3. Traditional Voters

Traditional voters are a group of voters whose political decisions are significantly influenced by cultural values, kinship relationships, and the influence of local community leaders, such as traditional and religious leaders. This pattern of behavior reflects a strong attachment to local traditions and social norms prevailing in the community. Traditional voters tend to consider norms, customs and the views of community leaders in determining their choices. Traditional voters are also characterized by a low level of education and social and cultural closeness and religious understanding (Kundori et al., 2023). This is often related to the lifestyle of people in areas that still uphold community values. In Central Buton Regency, close kinship relations play an important role in the formation of community political preferences. The decision to support a candidate is often based on genealogical ties or customary considerations, not on an evaluation of the candidate's program or competencies.

The author's findings are that traditional and religious figures in Central Buton Regency have a strategic position in the community as direction makers and guardians of traditional values. In the context of elections, they are often seen as role models and have a large influence in guiding people's choices. Their opinions and support for a candidate can be a major determinant of the preferences of traditional voter groups. In a society with a strong community structure, such as in Central Buton Regency, social solidarity is the main basis for decision making. Traditional voters often support candidates who are seen as representative of their group, be it in terms of ethnicity, religion or geographic region. In addition, a direct approach through social and cultural activities, such as traditional ceremonies or religious events, is often used to garner support from this group.

Although this pattern provides social stability in the local political context, traditional voters also face challenges. One of the main challenges is the potential for political manipulation through the exploitation of cultural values or kinship relationships. Candidates who are incompetent but have access to community leaders can use this approach to gain support, sometimes ignoring the needs of the community at large. Traditional voters in Central Buton Regency reflect how social and cultural values can shape political behavior patterns. This group highlights the importance of a community-based approach in understanding election dynamics in areas that are still closely tied to local traditions. For this reason, a political approach that respects tradition but still prioritizes relevant programs can be the key to success in reaching this group.

The context of these voters in the analysis of James Coleman's Rational Choice Theory (Abdullah et al., 2018; Sastrawati, 2020) says that the rationality of individuals belonging to this typology of voters considers all the most profitable choice options from all prospective candidates. In aspects of individual preferences that are consistent and can be measured based on the level of importance and benefits. In the aspect of calculating costs and benefits, individuals and groups calculate the costs and risks that will be obtained if they choose this candidate. In the goal aspect, of course individuals have clear goals in their efforts to achieve them.

### B. *External Factors Dominate*

In addition, this research reveals that external factors such as intensive social media influence campaigns and support from local figures play an important role in influencing people's choices. Social media, in particular, has become a major means of disseminating information and building a candidate's image, especially among young voters.

#### 1. Intensive Campaign

Intensive campaigns are one of the most effective ways to influence people's preferences in Central Buton Regency. People are more receptive to campaigns that are empathetic and kind. Face-to-face campaigning, such as visiting people's homes, going directly into the community, or attending community events, gives candidates the opportunity to build personal bonds with their parents. For those who are pragmatic and traditional, this approach is very important. Pragmatic voters are often characterized by specific terms, such as economic development programs, infrastructure development, or other initiatives that can be easily evaluated for their merits. In this context, discreetly distributing funds around successful teams, for example in the form of small businesses, equipment, or educational support, is of the utmost importance for those facing economic challenges. Intensive campaigns offering practical solutions to their daily needs have a significant impact in determining what to do.

For traditional voters, a direct campaign approach also provides space to strengthen social and cultural ties between candidates and communities. Candidates who demonstrate a deep understanding of local norms and traditions are often considered more credible and worthy of support. In some cases, the presence of local community figures, such as traditional heads or religious leaders, in campaigns is a symbol of support that strengthens public trust in the candidate. This is also the same as what was found about how to gain support through religious figures in the 2019 election (Idris, 2020). However, the intensive campaign in Central Buton also faces its own challenges. The high logistics costs of reaching remote areas can be a barrier for candidates with limited resources. In addition, the practice of money politics that sometimes accompanies this approach can create people's dependence on material assistance, without providing adequate political education. As an alternative plan, some candidates have suggested using digital media to intensify campaigning. For example,

after completing face-to-face meetings, candidates use social media platforms such as Facebook or WhatsApp to continue interacting with the public (Hayat et al., 2024; Jayus et al., 2024; Lestari et al., 2024). Campaign activities are also posted on social media so that apart from being visible directly, they can also be analyzed by viewing and watching repeatedly. This strategy helps build communication between candidates and employers, perhaps after the campaign has calmed down. The intensive campaign in Central Buton Regency was effective in preserving traditional and pragmatic values, especially through personal values, group values and local wisdom values. However, the results of this research support the ability of candidates to design relevant programs while ensuring that democratic values are upheld. In the future, the use of digital strategies to integrate intensive campaigns may be a solution to overcome access problems and improve student performance more effectively.

## 2. Social Media Effects

Social media has become one of the main tools in political campaigns in Central Buton Regency, especially in recent years. Platforms such as Facebook, WhatsApp and Instagram are often used by candidates to reach voters more widely and effectively. This social media has the effect of offering significant advantages, especially in terms of the rapid and widespread dissemination of information at a much lower cost than face-to-face campaigns or traditional media. For ideological voters, data-based campaign content on social media, such as work program infographics, candidate track records and policy analysis, is the main attraction. This group of voters usually comes from educated circles with good internet access. They tend to use social media to compare the vision and mission of candidates and look for additional relevant information to support their voting decisions.

On the other hand, for voters, social media is often used as a tool to convey concrete campaign promises. Candidates usually use this platform to offer practical solutions to local problems, such as improving infrastructure, economic assistance, or improving public services (Fadillah et al., 2019). Content that shows real work results or testimonials from local residents is often effective in attracting the attention of this group. However, the influence of social media also appears to be significant in influencing traditional voters. Candidates often use cultural and religious-based narratives to attract support. In some cases, sensitive issues related to cultural or religious identity are used to mobilize certain groups.

Some of the phenomena found by the author regarding religious issues are about how to improve the quality of religion for the people of Central Buton Regency, such as paying attention to the improvement and quality of teaching in Islamic boarding schools, making Central Buton Regency a Santri and Education district. This was expressed by one of the candidates for Central Buton regent, namely Dr. Azhari in his socialization and campaign which was also published on social media such as Grub-Grub Whatshapp and Facebook. While this

strategy can strengthen the loyalty of traditional voters, its excessive use can create polarization in society.

The next finding for candidate pair number 2, namely Mr. La Andi and Mr. Abidin, also carried out socialization and campaigning directly and also immortalized it on their social media. The programs offered are regarding cultural preservation and improving education in Central Buton Regency. This program was delivered because of social media support in the planning stages in contacting community representatives to come to the campaign, starting from preparing for the trip to the campaign location until arriving at the campaign collation. Furthermore, when carrying out direct socialization, it is also documented in the form of photos and videos immortalized via social media.

The use of social media in Central Buton Regency also presents challenges, especially related to the spread of disinformation or news to bring down political opponents. Unfounded narratives are often used to bring down other candidates, thereby creating confusion among voters. Social media has changed the way candidates communicate with the public in Central Buton Regency, offering efficiency in reaching voters from various groups. However, the success of this strategy depends on the candidate's ability to create content that is relevant and educational, without causing conflict or polarizing society. This has an impact on success in introducing the public, as stated by (Baum et al., 2019). With proper management, social media can be an effective tool for strengthening political participation and creating a more inclusive democracy.

## 3. Support from local figures

The local figures referred to in this article are religious figures, traditional figures and educational figures. This figure plays an important role in shaping the voting preferences of the people in Central Buton Regency. In areas with strong social ties and tradition-based community structures, the role of local figures is not only as role models, but also as mediators who connect the community with political candidates. Support from religious leaders is often a key factor in convincing the public that a candidate is in line with the religious values held by the community. Religious leaders have high credibility because they are considered the guardians of society's morality and spirituality. Therefore, their recommendations for a candidate are often accepted without much question by voters, especially those who are traditional and adhere to religious norms and customs (Akbar & Andriyani, 2023).

Traditional figures also have a big influence, especially in communities that still uphold local traditions and cultural values. Support from traditional figures is often seen as a form of legitimization of a candidate's cultural identity (Ferdian et al., 2019). Candidates who are perceived to be close to local traditions or who have support from traditional leaders usually receive broad support, especially among traditional voters. This factor often overrides other considerations such as the candidate's competency or vision and mission. Apart from religious and traditional leaders, local community leaders such as

village heads or community organization leaders also have an important role. They often act as a liaison between candidates and voters, conveying people's aspirations while strengthening candidates' campaigns.

In this context, candidates who succeed in building strategic alliances with local figures are likely to gain significant competitive advantages. However, the influence of local figures does not always have a positive impact. In some cases, their involvement can create unhealthy political dynamics, such as money politics or mass mobilization based on social pressure. Apart from that, there is also the potential for black campaigns to occur as stated by (Turistiati, 2018).

This has the potential to reduce the quality of democracy at the local level and give rise to conflict between groups in society. Support from local figures in Central Buton Regency is a key element in political campaign strategies, especially to reach traditional voters. By leveraging the influence of local figures, candidates can build stronger connections with the community.

#### V. CONCLUSION

These findings provide a common thread that the voting behavior of the people of Central Buton Regency in the regional elections is influenced by social typologies that reflect the cultural diversity and social structure of the area. The three typologies identified by the author are pragmatic voters, ideological voters and traditional voters. Pragmatic voters tend to be influenced by immediate benefits, such as material aid or the promise of economic programs. Ideological voters emphasize the candidate's vision, mission and integrity. Meanwhile, traditional voters are influenced by cultural norms, kinship ties, or the influence of traditional and religious figures. In addition, this research found that the influence of local figures, community-based campaigns, and social media played a significant role in shaping people's preferences. On the other hand, the use of sensitive issues, such as religion or ethnicity, has the potential to cause polarization amidst the diversity of society. In conclusion, the socio-political dynamics of the people of Central Buton show the need for political strategies that are responsive to local characteristics to create harmonious and democratic regional elections.

#### REFERENCES

- Abd Hannan. (2023). Propaganda Politik Pascakebenaran (Posttruth) Menjelang Pemilu 2024 dan Ancamannya terhadap Demokrasi di Indonesia Kontemporer. *Politea: Jurnal Politik Islam*, 6(1). <https://doi.org/10.20414/politea.v6i1.7252>
- Abdullah, I., Hamil, J., & Daud, S. (2018). Pendekatan Teori Pilihan Rasional: Analisis Terhadap Budaya Politik Melayu Terengganu. *Sains Insani*, 3(1). <https://doi.org/10.33102/sainsinsani.vol3no1.28>
- Akbar, M. H., & Andriyani, L. (2023). Peran Tokoh Masyarakat Adat Pada Pemilihan Gubernur Jambi Tahun 2020. *Jurnal Ilmu Politik Dan Pemerintahan*, 9(1). <https://doi.org/10.37058/jipp.v9i1.6881>
- Arrianic, L. (2017). Memetakan Tipologi Pemilih Dki Dalam Pilkada 2017. *Jurnal Untag-Sby.Ac.Id*, 1995.
- Aspers, P., & Corte, U. (2019). What is Qualitative in Qualitative Research. *Qualitative Sociology*, 42(2). <https://doi.org/10.1007/s11133-019-9413-7>
- Baum, D., Spann, M., Füller, J., & Thürrid, C. (2019). The impact of social media campaigns on the success of new product introductions. *Journal of Retailing and Consumer Services*, 50. <https://doi.org/10.1016/j.jretconser.2018.07.003>
- Creswell, J. (2020). *Second Edition Qualitative Inquiry & Research Design Choosing Among Five Approaches*.
- Fadillah, D., Zheng Lin, L., & Hao, D. (2019). Social Media and General Elections in Malaysia 2018 and Indonesia 2019. *Jurnal Komunikasi Ikatan Sarjana Komunikasi Indonesia*, 04(01).
- Ferdian, Asrinaldi, & Syahrizal. (2019). Perilaku Memilih Masyarakat, Malpraktik Pemilu dan Pelanggaran Pemilu. *NUSANTARA: Jurnal Ilmu Pengetahuan Sosial*, 6(1), 20-31.
- Getnet Agazu, B., Ketemaw Dejenu, A., & Lemi Debela, K. (2022). A Comparative Review of Qualitative Research: A Guide to Design and Implementation. In *Qualitative Report* (Vol. 27, Issue 8). <https://doi.org/10.46743/2160-3715/2022.5748>
- Hayat, M. A., Hidayat, H. A., Pebtianti, E., Maulana, E. J., & Syahbana, T. A. (2024). Penggunaan Media Sosial Instagram Ganjar Pranowo dalam Kampanye Politik Pemilihan Presiden Tahun 2024. *Syntax Literate: Jurnal Ilmiah Indonesia*, 9(1). <https://doi.org/10.36418/syntax-literate.v9i1.14886>
- Idris, M. (2020). *Strategi Komunikasi Politik Tim Kampanye Presiden Jokowi-Ma'ruf Untuk Memperoleh Dukungan Umat Islam Pada Pemilu 2019 Di Sumatera Utara*. Universitas Islam Negeri Sumatera Utara Medan.
- Jayus, Sumaiyah, Mairita, D., & Abdullah, A. (2024). Media Sosial sebagai Media Kampanye Politik Menjelang Pemilu 2024. *Jurnal Simbolika*, 10(1), 72-81. <https://doi.org/10.31289/simbolika.v10i1.11468>
- Kundori, Suni, B., & Nugrahaningsih, N. (2023). Tipologi Pemilih Pada Pemilihan Kepala Daerah Kabupaten Sekadau Tahun 2020 (Studi Kasus Di Kecamatan Sekadau Hilir Kabupaten Sekadau). *INNOVATIVE: Journal Of Social Science Research*, 3(5), 8274-8289.
- Lestari, V. D., Kumalasari, A., & Kasiami, S. (2024). Media Sosial Sebagai Alat Kampanye Pemilu 2024: Perspektif Pengguna Tiktok. *Jurnal Komunikasi Nusantara*, 6(1), 30-37.
- Marvick, D., & Downs, A. (1960). An Economic Theory of Democracy. *The Western Political Quarterly*, 13(1). <https://doi.org/10.2307/444355>
- Nopitasari, N. (2024). *Pragmatisme Pemilih Dalam Pemilihan Reje Kampung Kecamatan Ketol Kabupaten Aceh Tengah*.

- Raya, D., Rizky, R., Robiatul, C., Az-Zahra, J., Azizah, W., & Rafa, M. (2024). Sumber Kekuasaan Dalam Negara: Analisis Berdasarkan teori Konflik Karl Marx. *PUBLIC SPHARE: Jurnal Sosial Politik, Pemerintahan Dan Hukum*, 3(2). <https://doi.org/10.59818/jps.v3i2.810>
- Rohendi, & Muzzamil, F. (2021). Tipologi Pemilih Pemula pada Pilkada Jabar 2018: Studi tentang Tipe Pemilih dari Kalangan Remaja di Kabupaten Purwakarta. *Jurnal Adhyasta Pemilu*, 4(1).
- Rush, M. (2021). What is Political Sociology? In *Politics & Society*. <https://doi.org/10.4324/9781315835143-9>
- Sa'adah, N. H. (2022). Perbedaan gender dalam memilih lembaga pendidikan ditinjau dari teori pilihan rasional James S. Coleman. *Yinyang: Jurnal Studi Islam Gender Dan Anak*, 17(2). <https://doi.org/10.24090/yinyang.v17i2.6677>
- Salsabilah, W., & Putri, R. Y. (2022). Kekuasaan Dalam Ranah Kajian Politik Dan Organisasi. *JURNAL ILMU SOSIAL Dan ILMU POLITIK*, 2(1). <https://doi.org/10.30742/juispol.v2i1.2133>
- Sastrawati, N. (2020). Partisipasi Politik Dalam Konsepsi Teori Pilihan Rasional James S Coleman. *Al-Risalah Jurnal Ilmu Syariah Dan Hukum*, 19(2). <https://doi.org/10.24252/al-risalah.v19i2.12730>
- Turan, E., & Tiras, O. (2017). Family's Impact on Individual's Political Attitude and Behaviors. *International Journal of Psycho-Educational Sciences*, 6(2).
- Turistiati, A. T. (2018). Fenomena Black Campaign Dalam Pemilihan Kepala Daerah 2015. *Transparansi Jurnal Ilmiah Ilmu Administrasi*, 8(2). <https://doi.org/10.31334/trans.v8i2.72>
- Unaradjan, D. D. (2019). Metode Penelitian Kuantitatif - Google Books. In *Universitas Katolik Indonesia Atma Jaya*.