Political Segmentation Voters of Local Political Contests in Bulukumba, Indonesia

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ABSTRACT -   The objective of this research is to address the posed problem by examining the outcomes of the political segmentation of voters in the 2020 Bulukumba Regency local elections. The utilized research methodology is descriptive qualitative. The present study employs observation, interviews, and documentation as research instruments to elucidate the Political Segmentation of Voters Winning Pairs of Simultaneous Local Elections in Bulukumba Regency in the year 2020. The study's informants comprised individuals such as Candidates for Regent and Deputy Regent, Political Consultants, Leaders of the Winning Team, and members of the Community. The findings of this investigation suggest that the political segmentation of voters, as conducted by researchers, is based on interviews conducted with team leaders and candidate pairs before the election of the Regent of Bulukumba. The discussions centered on the superior programs that have been conveyed by the incumbent regent, with a particular emphasis on the welfare of the middle class. The equitable distribution of policies implemented by the government has resulted in the participation of various social classes, including those from the agricultural sector and fishermen, in the Bulukumba district. Additionally, the current administration has continued to pursue previously established government programs that were previously unrealized.

Keywords: Local Politics, Political Segmentation, Voter Behavior

Introduction

Democracy is the most effective parameter to determine whether a country has political development (Benedikt Frey et al., 2020; Burgess et al., 2015). Democracy means that the government treats people as subjects rather than development targets, and believes that government needs to pave the way for people's participation (Akbar, 2017; Balkin, 2016). One form of public participation in democracy is participation in the election of members of parliament. Elections are a means for the people to direct their political aspirations to government policies. Elections are a democratic process carried out by countries that adhere to democracy by voting as a form of participation in elections and as a form of the will of political parties (stipulated in Law Number 10 of 2008 concerning Elections. Local governments can now hold elections for regional heads and representatives of regional heads directly at the regional level (Pardede, 2018; Sinaga, 2018).

Direct election of regional heads can be said to be one of the real forms of implementing regional autonomy, in which the people can elect the desired leaders directly. Campaign mechanisms and other processes will make the candidates for regional leaders better known to the people. The granting of autonomy to the regions through the decentralization process is inseparable from the goals of the state, in this case, autonomy has several functions related to the purpose of granting autonomy (Suyatno, 2016).

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The simultaneous election of regional heads is a reform of the election system which was previously carried out when the regional head's term of office ended (Arifulloh, 2015; Vandeleene et al., 2016). Simultaneous regional elections are carried out for the efficient use of funds from the State Expenditure Budget and the Regional Expenditure Budget. 2020 is a political year with regional elections held simultaneously in 270 regions, covering 9 provinces, 224 regencies, and 37 cities. The voting was originally scheduled for September 23, 2020, but due to the spread of the 2019 Coronavirus Disease in many countries, including Indonesia, the regional elections were delayed. The government issued Government Regulation instead of Law Number 2 of 2020, which stipulates that voting will be held in December 2020 (Hizra Marisa & Arif Rahman Putra, 2022).

Historically, the Indonesian post-conflict local election has changed the form of the electoral system to become a more qualified and democratic electoral system. Simultaneous regional elections will be held in stages starting in 2015 and the second stage will be held in 2017. After that, the third wave will be held in stages in June 2018, 2020, then 2022, and 2023, and Indonesia up to the national simultaneous regional elections in 2027. Local Head Election is a national agenda that is held regularly every five years (Asdhie Kodiyat & Hakim Siagian, 2020; Nasution, 2017).

In the era of democratization, the relationship between political parties or regional head candidates and deputy regional heads with voters is relatively unstable because the tendency is when political parties or regional head candidates need votes from voters so that voters are only used as political objects. Whereas the existence of voters should be used as subjects and political parties as servants and agents of reform in society. However, on the other hand, voters also often transfer their support from one party to another or from one candidate to another because voters are increasingly critical and rational and always evaluate what has been done by political parties or regional head and deputy regional head candidates who wish to will be done (Prianto et al., 2022).

The election of community leaders directly is the hope of the community from figures who represent the interests of the community, following the nature of community autonomy brought by the government in the implementation of community autonomy, especially in the political field. Governance According to Terminology, Community Interests For the general public, an effective government system creates regional governance that ideally can generate public interest, because the result of democratization is the creation of social welfare. Similar to the research conducted Putri (2011) Regarding the political segmentation of voters who won the 2008 Local Election as regional heads and deputy regents of Padang the research is an analysis of the object of community grouping behavior based on Rational, Traditional, Critical, Ambiguous Voters. They also consider the idealistic direction of political party candidates or regional heads and deputy regional heads From the results of this study, researchers are interested in conducting research that is almost the same as this research. However, in this study, researchers wanted to know the political segmentation of voters for the winning pair for the 2021 simultaneous local elections in Bulukumba Regency.

Bulukumba Regency is one of the regions that carries out local elections simultaneously. The 2021 Bulukumba Regency regional head election was enlivened by candidates for regent from among successful politicians at the Regency level, and even already have names at the provincial level such as the number one candidate pair for regent and deputy regent Andi Hamzah Pangki and Andi

Murniati Makking who are parlement members of the Regency Bulukumba, candidates for deputy regent number two and four, Arum Spin and Andi Edy Manaf who are parlement members of the South Sulawesi Provincial DPRD. Not only that, there are even candidates who are successful businessmen, such as candidate for regent number four, Muchtar Ali Yusuf, and deputy regent number three, Andi Makkasau.

As well as having a good reputation, several district head candidates have ties to party officials even at the state and Indonesian levels. Like a candidate for second place in government. The candidate for regent number two Askar HL who is chairman of the United Development Party for Bulukumba Regency, the candidate for deputy regent number two Arum Spin who is an administrator for the NasDem, then Andi Edy Manaf who is the candidate for deputy regent number four who is also is the administrator of the PAN party. Meanwhile, regent candidate number three Tomy Satria Yulianto is the deputy regent of Bulukumba for the 2015-2020 period.

Based on a survey, Tomy Satria Yulianto during the survey had the greatest chance of retaining the regent seat. However, support for Tomy Satria Yulianto has not been special. Special candidates usually have support above 50% with a difference of above 30% in simulations involving themselves with their closest rivals. Tomy Satria Yulianto's support in the semi-open simulation is still below 50% and the difference with his closest rival is below 20%. If you look at the survey results this time, only Askar HL is a match for Tomy Satria Yulianto. The opportunity is big enough to be able to provide tough competition for Tomy Satria Yulianto if Askar HL's popularity is the same. On Wednesday, December 9 2020, regional elections were held simultaneously throughout Indonesia. Various candidates for regional heads who were not favored during the local elections suddenly won the highest votes in the calculation results in local election One of the candidates for regional head who was not favored in the Bulukumba Local Election was the pair Muchtar Ali Yusuf-Andi Edy Manaf.

Manytar Ali Yusuf Andi Andi Edy Manaf won with 92,978 votes, followed by No. 2, Askar HLArum Spink with 67,855 votes, 3. Tomy Satria Yulianto Makkasau with 63,672 votes and pair number 1, Andi Hamzah Pangki Andi Murniyati with 12,517 votes. Candidate Manytar Ali Yusuf Andi Edy Manaf made it through 7 sub-districts, namely Ujung Bulu sub-district, Bonto Bahari sub-district, Bontotiro sub-district, Herlang sub-district, Kajang district, Bulukumpa district and Rilau Ale district. Meanwhile, the HLArum Spink Askar pair excelled in two sub-districts, namely the Gantarang sub-district and the Kindang sub-district. Meanwhile, Tomy Satria Yulianto Andi Makkasau only excelled in Ujungloe District (General Election Commission, 2020)

Even though they are new to politics, Muchtar Ali Yusuf and Andi Edy Manaf managed to win the Bulukumba local election. Initially, it never occurred to me to enter politics before. Going into politics is not easy, it takes process and struggle. With the opportunity for natural resources and increased human resources owned by Bulukumba, according to him, this can make Bulukumba Regency more advanced in the future. Therefore, the regents and deputy regents were elected to make "Working Not Telling" their political slogan. Because of this, Muchtar Ali Yusuf has the confidence to fight against seasoned politicians like Arum Spink and incumbents like Tomy Satria Yulianto. Muchta Ali Yusuf is a candidate whose background is a successful businessman and is new to the world of politics, because of the strong drive to build Bulukumba, Muctar Ali Yusuf wants to become the number one person in Bulukumba Regency. This research will focus on voter segmentation, namely geography, demofree and origin. politics and other aspects.

Based on the explanation above, the following are some of the results of previous studies raised by researchers, namely as follows: According to (Firmanzah, 2010, 2007) Segmentation needs

to be done to make it easier for political parties (or regional head candidates) to analyze people's behavior, considering that society consists of various groups that have different backgrounds and characteristics. The incompatibility of the approach and communication methods used by political parties or regional head and deputy regional head candidates with what is expected of a segment of voters will result in political messages not being communicated properly. In addition, political segmentation also aims to compile work programs for regional head and deputy regional head candidates, especially in communicating and building interaction with the public, because without political segmentation, regional head and deputy regional head candidates will have difficulty in preparing political messages, work programs, political campaigns and political product.

Several previous studies on political segmentation in general elections or regional head elections have identified factors such as education, age, gender, income, religion, ethnicity, and geographic region as important variables that influence political preferences and voter behavior (Davidson & Binstock, 2012; Ndenda & Tokan, 2022; Putri, 2011; Smith & Hirst, 2001). In some cases, these factors can form the basis for identifying groups of voters who are more likely to support a particular candidate or party. In addition, several studies have also revealed the existence of other factors such as political issues, attitudes towards certain policies, identification of political parties, perceptions of candidates, and social factors that influence political segmentation in general elections (Aditya, 2020; Lee & Moon, 2021; Luna, 2014; Puspitasari, 2012).

Based on the description above, the researcher is interested in raising the title Political Segmentation Voters of Local Political Contests because political segmentation is a determinant of success in winning candidates in regional head elections including Bulukumba Regency, where the winning candidate is a newcomer who can defeat several candidates from incumbent.

Method

The study was carried out utilising a qualitative methodology employing a descriptive design (Sugiyono, 2018). The individuals who were included in the sample were chosen through the purposive sampling method. The sample consisted of individuals who were running for the positions of regents and deputy regents, political consultants, the victorious team, and the populace residing in the mountainous and coastal regions of Bulukumba district. The study employed interview methodologies and subsequent documentation, with the aim of translating data pertaining to voters in the regional elections held in the Bulukumba district in 2020. Employing interview methodologies and subsequent documentation is a prevalent qualitative research technique. This approach enables investigators to collect data firsthand from study participants, subsequently recording and scrutinising the gathered information for subsequent analysis. The process of conducting interviews involves researchers engaging in individual or group interviews with the participants who have been selected for the study. The manner in which interviews are conducted may vary depending on the research objectives, with structured, semi-structured, and unstructured formats being the most common. Structured interviews adhere to a pre-established set of inquiries, whereas semi-structured and unstructured interviews offer greater flexibility for open-ended discussions.

Result and Discussion

Particularly imperative to comprehend and scrutinize individuals' political inclinations within the framework of local gubernatorial elections. The Regional Head Elections serve as a democratic mechanism that affords the populace the opportunity to select leaders who will effectively represent and manage public interests at the regional level. Political segmentation is a pertinent factor in the

Bulukumba region, as it encompasses a diverse populace with varying backgrounds, interests, and political inclinations. Political segmentation enables the identification of clusters of voters who exhibit comparable political, demographic, social, and economic inclinations.

Segmentation Political Voters Partner Winner On Local Election in Regency Bulukumba Year 2020

The direct election of regional heads is the hope of the people local to leadership Which represent interest general, and in line with essence autonomy area Which planned by government in implementation autonomy area, specifically from facet political Because results from democratization is creation social welfare, government area Which can awaken interest public, accountability-based decision-making, governance, management systems government effective, and ideally interest together.

By segmenting, regional head candidates and deputy head candidates area own approach based information Which collect all contribution and issue Which develop in public in relation with enhancement quality life and increasing interest public.

Before discuss about segmentation political voter in Election election Regency Bulukumba Year 2020, writer will decipher process party political Gerindra and PAN, H. A Muchtar Ali Joseph and Drs. H. A Edy Sorry (Winner Local Election 2020) in identifying candidates for regional heads and representatives head area. In Local Election Regency Bulukumba, there is four candidate head regions and deputy regional heads consisting of three the nominated candidate political party proposals. Of all the prospective candidates in the 2020 Simultaneous Regional Elections in Bulukumba Regency, several parties nominate their respective candidates political party as following::

1. H. Andi Hamzah Pangki - Hj. A. Murniati, M,S,T (GOLKAR, HANURA and DEMOKRAT)

2. H. Askar. Hl, S,E - Arum Spink, S.H.I (PPP and NASDEM)

3. Tomy Satria Yulianto, S,Ip - H. Andi Makkasau, S,T., M.M (PDIP, PKB and PBB)

4. Muchtar Ali Yusuf - H. A. Edy Manaf, S.Sos (GERINDRA, PAN, PKS and BERKARYA)

Based on information from chairman GERINDRA PAN, PKS, and BERKARYA as party political Which obtain voice the most results Election legislative Local Election simultaneously year 2020 kindly consistent carry out vision, mission, And program Work, including nomination candidate head area And representative head area GERINDRA PAN, PKS, and BERKARYA City Bulukumba Also do stage selection cadre in a manner selective And filtering cadre as candidate head area and representative head area pass a number of stages. Mechanism nomination the started from implementation Election highway internal in in body Party composer that is carry candidate from PAN with involved whole cadre and organizational structure PAN in Bulukumba Regency represented by deputy cadre the. In implementation cadre Party arranged in in Party Regulation of PAN, And estuary from Election internal That is his election 4 person candidate Which Wrong only one set by PAN as candidate head area or representative head area from PAN until with his election cadre party PAN as well as Regent Bulukumba in stretch from 4 Party that is GERINDRA PAN, PKS, and BERKARYA.

Political Segmentation

Political segmentation in Regional Head Elections is a process of grouping voters based on political characteristics, preferences, or other attributes. This political segmentation is carried out to

understand the needs and preferences of voters in the context of regional head elections and to formulate a more effective campaign strategy. Political segmentation should not be used to incite social divisions or discrimination. The purpose of political segmentation is to understand voters in greater depth and develop relevant communication strategies for each segment, while taking into account the principles of fairness, equality and unity. Political segmentation in Local Election helps candidates and campaign teams to direct campaign resources and messages more efficiently, thus strengthening the chances of gaining wider voter support and winning regional head elections.

Geographical

Political segmentation based on geographic factors is a commonly used approach in analyzing voter preferences and behavior in a political context. In political segmentation based on geographic factors, voters are grouped according to their geographic location, such as region, county, city, or electoral district (Flint & Taylor, 2007; Smith & Hirst, 2001). Following are some important points regarding political segmentation based on geographical factors:

In the context of elections, voters have the potential to be categorised based on the demarcations of administrative regions, which may include provinces, counties, or cities. Distinctive social, economic, and political attributes are inherent to each region, and these factors can potentially impact the predilections and conduct of voters within that particular region. The process of segmentation can be based on the distinctions between urban and rural areas. The political inclinations and salient concerns of voters residing in urban regions are distinct from those of their rural counterparts, owing to the dissimilarities in their respective ecological, economic, and societal contexts. The process of political segmentation is frequently conducted based on electoral district during legislative or general elections. Electoral constituencies are established on the basis of specific demographic or geographic standards, and the electorate in each constituency may exhibit distinct preferences and political inclinations. Voters may also be categorised based on their regional or local affiliation, such as distinct subdivisions within a particular administrative jurisdiction or specific municipal districts. The process of segmentation facilitates a more comprehensive examination of political inclinations and electoral concerns at a finer level of detail.

Political segmentation based on geographic factors provides insight into voter characteristics and preferences in a particular regional context. This helps in designing campaign strategies that suit the needs of local voters, as well as understanding the political dynamics that develop in each region. In the context of general elections, a good understanding of geographic political segmentation can be an important basis for gaining voter support effectively in various regions Public can segmented based on geography And density resident. For example, products and services needed by people in rural areas different from the policy products that urban residents need. Every person own different needs.

Demographic

The utilisation of demographic factors as a means of political segmentation is a widely employed method for comprehending the inclinations and conduct of voters in relation to their demographic attributes. Demographic variables commonly employed in political segmentation encompass age, gender, education, income, and ethnic or religious affiliations. The present discourse outlines significant considerations pertaining to political segmentation that is predicated on demographic factors.

In the regional head election, the winner of the local political contestation in Bulukumba carried out several political segmentations based on demography, starting from the process of segmenting voters based on age involving grouping them into certain age ranges, such as young voters (age 18-35), adult voters (age 36-55), or older voters (age 55 and over). The targeted campaign strategy can be influenced by the variation in political preferences and the significance of issues among voters belonging to different age groups. Gender segmentation refers to the practise of categorising voters based on their biological sex, typically dividing them into male and female groups. The application of gender analysis in the political sphere facilitates comprehension of the distinct preferences, interests, and concerns held by each gender cohort. Additionally, it enables the development of messaging and campaign tactics that are pertinent to these groups. The process of categorising voters based on their educational attainment is known as segmentation by level of education. This involves the division of voters into distinct groups based on their educational backgrounds, including those with low, secondary, or high levels of education. The correlation between education and political consciousness is frequently observed, as it impacts the political inclinations of electorates. The process of income segmentation entails the categorization of voters into distinct groups based on their respective income levels. This involves the classification of voters into low, medium, or high-income brackets. Voter preferences on economic issues, redistribution of wealth, and social policy programmes can be influenced by income levels. The process of segmenting voters based on their ethnic or religious affiliation involves the categorization of individuals into distinct groups based on these particular characteristics. It is plausible that specific ethnic or religious cohorts may exhibit comparable political inclinations or distinctive concerns that could potentially impact their backing of a particular political contender or party.

Candidates engage in political segmentation by utilising demographic factors to gain a more comprehensive understanding of voter preferences and behaviour. This enables political candidates to customise their campaign messaging and tactics based on the unique characteristics and interests of voters within various demographic segments. The societal body has the capacity to express viewpoints and engage in political endeavours. Political culture is a phenomenon that is already familiar to members of society, and it encompasses the four determinants of political culture, which are considered beneficial. The individuals possess sufficient comprehension of the political framework as a whole, including the government's function in formulating policies and enhancing them, and are actively engaged in the continuous political process. In contemporary society, individuals are often expected to fulfil various personal roles across multiple dimensions, regardless of their personal sentiments or assessments towards these roles. The acceptance or rejection of these roles is contingent solely upon the individual's character.

Cause and effect

The causal approach to political segmentation entails examining the correlation between specific causal factors and the resulting impact or effect in the realm of political segmentation. Within the realm of political segmentation, causal factors can give rise to disparities in voter preference, behaviour, or support, whereas the impact or outcome is the consequence of such segmentation. When employing a causal methodology for political segmentation, it is crucial to conduct a comprehensive examination and account for a range of additional variables that may impact the association. The intricate interplay of causal and consequential factors in political segmentation necessitates a comprehensive comprehension of the broader context and meticulous investigation to attain a more profound insight into these interrelationships.

In addition to the segmentation method which is static, this method classifies behavior-based society that emerges from political issues and giving promise or goods to voter. From the results of interviews with Mr. Musriadi (political consultant) about method cause and effect in process election simultaneously in regency Bulukumba year 2020, Musriadi as a political consultant for candidate pair number 4, said that In the process of forming a team for candidate pairs, there are several things that are necessary prepared in the pre-election stage, one of which is forming team winner from Regency City until in remote village so that know location eyeing political so that Andi Utta' And Edy Sorry can known by all circles of society to make it easier at the time the formation of a winning team later, in this way starting from the team winner until political consultants are able to determine or analyze which community will vote for Andi Utta' and Edy manaf to become Regent and Deputy Regent in Bulukumba Regency. From matter This, team winner And consultant political capable help candidate pair For convey objective as well as Vision and mission his to public when later become Regent and Representative regent in regency Bulukumba

Strategy victory 2020 Partner Candidate and Representative Regent Bulukumba

Marketing political is method For win heart voter and make they choose candidate Which they want. Contest need think about method and an effective way for candidates to communicate with voters and convince they that they worthy For chosen. Strategy marketing political team Andi Utta and Edi Manaf's wins are based on branding, positioning and media. Matter This seen from results interview with team success And figure people interviewed in this research. marketing intelligence Marketing intelligence consists of two parts, namely marketing research and customer relationship marketing/database marketing. Related to marketing intelligence follows recognition from team success:

> *"We do poll in a manner simple in every subdistrict and map the poll results. The team also conducted light discussions (FGD) both with the success team and with supporting party sympathizers, as well as with various element public Which considered have potency become candidate voter partner Which carried"*

Referring on explanation team success in on, research Which done expected can provide information for market intelligence. This information is obtained used For do evaluation about development Which happen moment This For searched the solution. Solution Which generated poured in party work program and success team. In addition, accurate information is good strategic and technical obtained from research can be used for takers internal decisions of political parties and also the internal success team formed by couple Andi Utta' and Edi Manaf. In addition, it is also used to find out condition competitor in field, without exists research ok research opinion nor environment party external political so information it's difficult obtained.

Product

Main product a political product is a platform that contains concepts agency, idealistic identity, and work program. Results of interviews with the success team showed in below For our products offer.

> *"I as team success do communication direct with public in a number of Subdistrict and Village For promote "Vision and The mission of the candidate pair Andi Utta' and Edi Manaf which is based on "at work not in the story." We explain about the programs that will be in done by the couple Andi Utta' and Edi Manaf, we sell character Andi Utta' And Eddie Sorry Which Enough popular among public Bulukumba on Generally"*

Referring to the results of the interview above, candidates Andi Utta' and Edi Manaf *You must Can make self You* as product political Which easy interpreted which represent voter. Candidate politician Also need analyze and implementing the targeted behavior at the right "price". can map public. Since moment That, four mix marketing has applied in various activity campaign political.

Draft product

The design of an attractive political product greatly determines the attitude of voters against the nominated candidates. The following are the results of interviews related to the design product.

"The basics of our team designing products to sell have to do with promise political partner Andi Utta' and Eddie Sorry among them is level health services are still very apprehensive. So that What is the design of the couple Andi Utta' and Edi Manaf? materialized with Good And structured in Then Akbar 4 September 2021".

The results of interviews with the success team indicated that this often happen approaching election head area (Local Election), in where candidate compete to promote themselves and promise work programs for welfare people. Various promise political made with hope voter will affected and make a choice for him. Unfortunately, these promises are unrealistic and impossible not accompanied by a logical explanation for its achievement. poverty problem, unemployment and economic growth as Prima Donnas was appointed in promise selling politics to people.

Implement product

After designing a political product, of course, methods and strategies are needed the right way to implement it so that it really becomes a product Which worthy accepted public. Related with matter the, following explanation team success about method implement product to public.

"The way the campaign team implements the designed product is related with political promises, one of which is by recruiting youth and voters beginner in line public enter in line in win pair of candidates for Regent/Deputy Regent of Bulukumba Regency Andi Utta' and Eddie Manaf".

Based on the results of the interview it is understood that to convince prospective voters for the designed product, which is at the campaign stage Andi Utta' and Edi Manaf had very tight competition because each Each camp has a strong and solid supporting mass. Not apart from application marketing political Where Andi Utta' and Eddie Sorry always seep to Villages and involve the clergy and Gayo Lues figures for delivering political products to attract public support and attention in the regional elections simultaneously year 2020.

Build communication with supporters internal and sympathizers

Build communication political very important in campaign. Communication Which No adequate can very harm candidate Which promoted. Below are the results of the interview on how to braid communication with internal support and sympathizers non-partisan.

"The ways we do this are by conducting direct communication continuous both with internal parties and with non-party sympathizers. Ramli as the successful team of Andi Utta' and Edi Manaf also said this the same, that they often have light discussions and coffee together and others so that communication is not interrupted both internal parties as well as with non-party sympathizers".

Communication political is talks For influence in life patriotic. Communication political Also is art designing What Which Possible and even can is art designing Which No Possible become

Possible. The better the communication between the winning team and potential voters then the chance to get their vote is very big as well on the contrary, communication Which No Good will cause candidate will lost his voice.

Emphasis innovative to voter

For ensure involvement voter, needed emphasis, and emphasis must innovative order No force or tripping partner other.

> *"The form of innovative emphasis that we do to remind the voter so that solid on partner Which we stretcher is with do communication through media social for example with group Facebook, group WhatSapp, Twitter and various other social media"*

The innovative emphasis must of course keep up with developments and the environment electorate. How to communicate through social media and ground coffee is very effective because we are always informed of developments and support as well offer programs with the hope of being delivered to people other so that No inedible issue by partner other Which worried will switch support. Innovative emphasis must keep up with developments and the electorate environment. We hope social media and communication method will continue to provide information about the development of support and will inform the couple other For No involved in problem Which they fear For switch support, this is very effective because provide programs.

Conclusion

Based on the findings of a study entitled " Political Segmentation Voters of Local Political Contests in Bulukumba" the following conclusions have been drawn:

1. Political Segmentation of Voters for the Winning Pair in the 2020 Local Election in Bulukumba Regency is able to determine the political mapping occurring in Bulukumba and the formation of winning teams from urban districts to remote villages that can market their products (A.Utta and A.Edy Manaf) as candidates for regent.

2. Voter Behaviour. First-time voters are among those who have recently entered the political realm, so their knowledge of politics is still limited, making their political participation an interesting topic for research. The relationship between novice voters and new media, particularly social media, is inextricable. Utilising research-based media is one of the primary forces behind political participation. On the basis of voter participation, it is known that the majority of respondents did not participate in the concomitant local elections held by the government. This demonstrates that both veteran voters and newcomers vote.

3. Character of voters, Indonesian voters are divided into three types of characters in conducting elections, namely emotional voters, rational-emotional voters, and rational voters. From this character, all those involved from each candidate team must be able to know the character of the voters so that they are able to recruit from these voters.

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