# Political Behaviour and Participation of Beginner Voters in Regional Heads Elections

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The fundamental aspect of increasing voter participation is the voter's knowledge and attitude towards the general election itself. This study examines the mapping of knowledge and the factors forming the knowledge, behaviour and participation of beginner voters in regional elections. The problem under study focuses on how the political behaviour of beginner voters in the Ajattappareng region during the 2018 elections was simultaneously based on psychological, sociological and rational factors. The study employed a qualitative research design with a descriptive approach. Sources of research data include primary and secondary data collected through survey techniques and document studies, which was then analysed using an interactive model from Mattew B. Miles and A. Michael Haberman. The results showed that the behaviour of beginner voters was in the high category for both psychological and rational approaches, and in the low category for the sociological approach. These results have implications for the high political participation of beginner voters, with most voters in the Ajattappareng region found to use their voting rights in 2018 elections.

**Key words:** *Political participation, beginner voters, simultaneous regional elections (pilkada).*

## Introduction

Indonesia adheres to the understanding of democracy and holds a democratic party through general elections every five years. Elections are a means of realisng popular sovereignty and upholding a democratic political order. An election is a means of voting in members of the People's Legislative Assembly, members of the Regional Representative Council, the President and Vice-President, and members of the Regional People's Legislative Assembly. These elections are carried out directly, publicly and freely in the Unitary State of the Republic of Indonesia, as based on Pancasila and stipulated in the 1945 Constitution of the Republic of Indonesia.[1]

In 2014, the Indonesian people held a grand event through elections to elect members of the DPR, DPRD, DPD, and the President. In 2018, several regions held regional head elections as a form of a democratic party in Regencies and Cities in Indonesia. In South Sulawesi, at least 12 regencies and cities conducted elections, including the Ajattapareng region, namely Pinrang Regency; Sidrap Regency; Parepare City; Barru Regency, and Enrekang Regency.

The central issue related to these elections are the low political participation of the community in exercising their voting rights. According to several previous studies, one factor that causes the lack of public political participation is a lack of knowledge about political elections. In its press release, the South Sulawesi Election Commission therefore targets voter participation to be above 80% for district and city elections. They scheduled the 2018 simultaneous regional elections to begin in June 2018 (Hasrul, 2017).

For the City of Parepare, the KPU targets 85% of voter turnout. Some preparations made in boosting voter participation are holding Election Smart Houses and election socialisation, especially for voters prone to not using their voting rights. These individuals include female voters, marginalised voters, disability voters and beginner voters.

Although the level of voter participation is assumed to be low from prior research results, data from the 2015 regional head elections in Luwu Utara showed that the political orientation and participation of Muslim NU were relatively high. The positive cognitive, affective, and evaluative orientation of NU Muslimat residents in North Luwu district on the 2015 local elections in North Luwu impacted their level of political participation. Interestingly, the number of female voters for this election was higher than the number of male voters. The recapitulation of the 2015 election results released by KUPD shows the high participation of women compared to men (86,642 vs 83,861) in the overall voting activity. Members of the NU Muslimat in North Luwu district have carried out one aim of the Muslimat, namely to bring Indonesian women towards religious, national and state awareness, and to alert Indonesian

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[1] See Article 1 paragraph (1) of the Republic of Indonesia Law No. 7 of 2017 concerning General Elections.

women to their rights and obligations both as Muslims and as citizens of the Republic of Indonesia. It was through awareness that Muslim NU residents in North Luwu regency used their voting rights in the 2015 regional elections, displaying knowledge that their voices could determine the political policies of the government in their area (Nurhamdah, 2017).

A study by Nur et al. in the Jurnal Otoritas Ilmu Pemeritahan Vol. V No.1 (April 2015) indicated that the participation of beginner voters in exercising their voting rights was low. This was influenced by the low awareness of the importance of elections. Beginner voters were found to follow the choices of their parents, and generally had a sense of admiration for the presidential and vice-presidential candidates. Nur et al. concluded that the reasons are irrational to used to vote (Raodah Nur, 2015).

In addition to female voters, beginner voters are another target for election socialisation as such individuals contribute approximately 20% of the vote to elections. Beginner voters must therefore understand the importance of channeling political rights into elections, as each vote determines the political destinies of the region in the next five years and reflects democracy.

Based on the above problems, this research aims to investigate how the political behaviour of beginner voters in the Ajattappareng region in the simultaneous local elections in 2018 were based on psychological, sociological and racial factors. The study aims to map the knowledge and factors of the formation of knowledge, behaviour and participation of beginner voters with a focus on such voters in the Barru Regency, Parepare City, Sidrap Regency and Pinrang Regency.

**Research Methods**

This study employs a qualitative descriptive research method with an empirical approach in efforts to give more factual results to the community. The results are expected to provide academic documents about community behaviour, namely voter behaviour in general, regional and head elections, and the formation of behavioural factors regarding elections, especially participation in local elections. Further, this study can be a strategic reference for the KPU and the Election Commission in the Ajattappareng region, as well as for political parties to arrange concrete steps in the election socialisation of beginner voters.

**Results and Discussion**

***Description of political behaviour and voter behaviuor***

Political behaviour is defined as an activity relating to making and implementing political decisions both by the government and the community. Political behaviour is an activity relating

to the process of making and implementing political decisions divided into two, namely functions held by the government and political functions held by the public (Ramlan, 1992). Political behaviour includes internal responses such as perceptions, attitudes, orientation, beliefs and concrete actions in politics. Such actions may include voting in legislative, regional, head and presidential elections,  as well as engaging in political protests and lobbying (Ramlan, 1992).

Political perception is related to the description of a particular object, such as the existence of information about matters relating to politics, and a description of the object or political situation. A political attitude is the relationship between political beliefs inherent in a person that drives him or her to respond to potential objects or situations in a certain way under individual political beliefs. Political behaviour can therefore be understood as human thoughts or actions related to government processes. Such behaviour is not only interpreted as abstract thinking but also as actions of certain political actors. It can therefore be concluded that political behaviour is related to the political process in the form of interaction between the government and society. The government creates, implements and enforces political decisions, while society can influence political decision making and evaluate the implementation and enforcement of political decisions.

Voters are Indonesian citizens who have reached the age of 17 years or older or who have been married (Pahmi, 2010). Voters in each general election are registered through the data collection conducted by the general election organiser, namely the General Election Commission (KPU), and are characterised by three conditions: holding Indonesian citizenship (WNI), being aged 17 years or older when voting, or having been married.[2]

The above definitions illustrate the behaviour of voters in determining the choice of the most preferred or most suitable candidate. In general, theories about voting behaviour can be categorised into two camps, namely the Columbia model (The Columbia of Electoral Behavioural) and the Michigan model (The Michigan Survey Research Center).[3] The Colombian model emphasises sociological factors in shaping people's behaviours in determining their choices in elections. This school of thought sees society as a vertical group and believes that society is structured with basic social norms that are based on sociological groupings such as religion, occupation, social status, age and gender. This sociological grouping has a role in shaping voter behaviour. It can therefore be said that preferences of political parties, regent or mayor candidates, legislative members or presidential candidates are products of individual social characteristics.

Conversely, the Michigan School emphasises the psychological factors of voters, and states

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[2] Election Commission, https://www.kpu.go.id/
[3] Fadillah Putra,

that many people's choices in an election are determined by the psychological strength that develops in the community as a result of political socialisation. This approach believes that voter behaviour is largely determined by idealism, intelligence level, biological factors and the will of the voters.

The concept of voter behaviour by Kristiadi states that such behaviour is the attachment of someone to vote in the electoral process based on psychological, sociological and rational approaches which is known as behavioural theory (Kristiadi, 1996). It can therefore be concluded that voter behaviour is an act of someone participating in selecting people, political parties or certain public issues in the form of political participation.

*Psychological Approach*. Psychological factors influence a person's political behaviour, which is characterised by the existence of a political attitude towards political choices. This theory is based on the concepts of attitude and socialisation. The formation of perception and attitude begins with a long process of socialisation to form strong ties with political parties. The psychological approach uses a key concept, namely the length of the party's socialisation process, to form a psychological bond between the party and certain figures and individuals. Party identification is a sense of individual attachment to the party, even when an inidividual is not a member of that party. This feeling of attachment arises from childhood in the family environment and from parents or relatives.

The reference used to assess the magnitude of the influence of this psychological approach is *party identification*, namely the similarity in views of voters and their family members with the ideals and views of certain parties. These similarities also extend to *figures,* namely the emotional feelings of the voters that underlie their choices by considering the candidates or figures behind the parties, who can act as role models to be respected by voters.

*Sociological Approach*. This approach states that voter choice of parties, candidates and issues is motivated by the social characteristics of voters. Such characteristics include religion, ethnicity or regionalism. Voters will choose one figure or one party because of the similarity of these intended characteristics. This approach states that voter behaviour is determined by social characteristics or social orientation of voters, social grouping of voters, and social characteristics of selected figures or parties, which emphasises two references. This first is *social characteristics*, namely voter orientation towards a candidate's social features like religion, age, gender and ethnicity. The second is *social grouping*, namely voter social relations which include family and kinship relations, friendships and other social groups such as professions and organisations that are followed.

*Rational Approach*. This approach was adapted from the science of economics, which aims to reduce costs in return for maximum profits. This approach develops on the criticism of the two

previous approaches (psychological and sociological), both of which place voters as an independent aspect because it is easy to guess based on psychological and social factors.

This approach is interpreted to choose as the production of profit and loss calculations based on rational voters. Rational voting behaviour is displayed when voters choose political parties or candidates who are considered to generate maximum profit and reduce the smallest losses. There may be a preposition that the community will re-elect government parties or candidates if an income benefit (*utility* income) is received due to government policy. Down explains that voting behaviour is related to government policy in the period before an election is held. Voting behaviour is therefore determined by how much revenue benefits are received as a result of government policy or trust in political promises. Down further states that a voters rarely have good information in the political field because the information received is not balanced, leading voters to choose irrationally. Without access to this information, it is impossible for the community to assess government policies related to revenue benefits (Anthony, 1957).

The rational approach is based on the behaviour patterns of community voters which are issue-oriented and focused on candidates. The issue orientation is related to certain social, economic and political events that contextually influence the voter's decisions. The orientation of the candidate relates to the information, achievement and popularity of the candidate in various fields (politics, art, sports, etc.) that influence the voter's decision. Rational voters have sufficient knowledge, information, principles and motivations for their choices. According to the perspective of voter rationality, they choose a candidate or party that is perceived to help voters fulfil their basic interests, namely economic interests.

The rational approach considers a voter's rationality, which refers to a) *Orientation Vision and Mission*, namely the understanding and interest of the voters towards the vision and mission offered by the candidates, and b) *Orientation of candidate*, namely the level of candidate quality according to voters. The quality of candidates can be measured through the level of position, achievement and popularity of the candidates in the eyes of the voters and the public.

### Behaviour and political participation of beginner voters in the Ajattappareng Region

Beginner voters are Indonesian citizens who, on election or ballot day, are Indonesian citizens aged 17 years and older or who have been married, and who were not previously included as voters due to the provisions of the Election Law.[4] Beginner voters are first-time voters who will use their voting rights. Most beginner voters are vulnerable between the ages of 17-21 years, except those who may be married. They are typically high school students, college students or young workers.

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[4] See Article 19 paragraph (1) and (2) and Article 20 of Law No. 10 of 2008 concerning the election of members of the People's Legislative Assembly and the Regional Representative Council.

Beginner voters have high potential in elections. Usually, the behaviour of beginner voters is still unstable, is less informed about politics and tends to follow certain groups. Beginner voter involvement in the democratic party is reflected in political behaviour. One form of such political behaviour is political participation, in which various participatory activities are explained by Miriam Budiarjo. These include taking part in electing representatives through general elections such as: a) proposing alternative candidates for leadership; b) supporting or opposing certain prospective leaders; c) submitting criticisms and corrections to the implementation of general policies; d) submitting demands to the central and regional authorities; e) implementing government decisions that have been determined, and f) paying taxes according to the conditions set by the government. Another form of political behaviour is becoming an active member of political parties, pressure groups and interest groups (Miriam, 2008).

In general, political behaviour in the form of political participation includes: a) conducting elections to elect leaders and representatives of the people; b) following and possibly becoming a political person involved in a certain political party, or following a community or non-governmental organisation; c) participating in political parties; d) participating in criticising or deriving authoritative political actors; e) being entitled to become a political leader, and f) carrying out the rights and obligations of a political person that have been well structured by the constitution and applicable laws and regulations.

Surbakti outlined four main factors of participation, the first being the extent to which people receive political incentives. An active, sensitive and open person will be active in political activities. Second is the personal characteristics of a person, classifying extroverted individuals with open and sociable personalities as engaging more in political activities compared to introverted personalities. Third is a person's social characteristics, such as social status, economy, race, gender and organisation as determinants of political participation. Fourth is the political situation or environment in which a person can find themselves (Ramlan, 1992). Meanwhile, Gabriel Almond breaks down forms of political participation into two categories: conventional and unconventional political participation. Conventional political participation includes voting, political discussion, campaigning, forming or joining interest groups, and individual communication with political officials. Non-conventional political participation includes petition submission, demonstrations, confrontations, strikes, acts of political violence and guerrilla war or revolution (Gabriel, 2000).

Political participation in this study further refers to conventional participation, thus covering the political participation of beginner voters in elections, political discussion and political campaigns during the simultaneous local elections held in 2018.

Setiajid revealed that beginner voters have a strategic position and meaning in elections for several reasons, namely: 1) the number of those who are quantitatively large; 2) voter segments that have patterns difficult to regulate and predict; 3) concerns that are more biased in abstentions, and 4) the existence of each socio-political organisation that considers the organisation most suitable for the beginner voter (Setiadji, 2011).

Concerns about the most fundamental political behaviour of beginner voters are about abstentions, which are often associated with political participation. The political participation of beginner voters in Indonesia shows a low representation. Based on data released by the KPU, the number of voters participating in the 2014 presidential election was 69.58%. This is lower than the total voter turnout in 2009, which was 71.17% (https://news.detik.com/berita/2646389/partisipasi-pemilih-di-pilpres-2014-menurun-ini-penjelasan-kpu). On the other hand, the figure abstentions actually increased to 30.42%. The high number of abstentions shows a low quality of democracy. This will affect the unstable political order, the decline in political legitimacy of the people on the outcome of democracy and the threat of the destruction of democratic values. The political elite has the potential to be detrimental to the State if the people do not use their power to control their performance (Ilham) and thus decrease the threat of damage to democratic values.

Beginner voters are considered to have contributed to the high number of abstentions. Of the 30.42% of the voters who engage in abstentions, 11% (https://nasional.kompas.com/read/2014/04/08/1946582/Antusiasme. Pemilih. Muda https://www.kpu.go.id/) were beginner voters. The apathy shown by the beginner voters is a result of a lack of understanding of politics. In the 2013 West Java Pilgub case, Muslims stated that one of the factors that prevented voters from using their votes was the lack of political education they received (Agus, 2013). Although some channelled their voting rights into elections, such actions were not based on strong political awareness or understanding. In his research, Yuningsih found that 69.20% of beginner voters cast their votes based on the money given by the candidates. Political indifference among beginner voters is dangerous, leading this study to examine more deeply the behaviours and political participation of beginner voters in the simultaneous local elections of 2018.

Political behaviour and participation of voters can be analysed using three approaches, namely psychological, sociological and rational approaches. Referring to the three approaches above, this study will describe and analyse the tendency of beginner voter behaviour in the Ajattapareng region (Barru Regency, Parepare City, Sidenreng Rappang Regency, and Pinrang Regency).

According to the *psychological approach,* there are two factors that encourage voters to make their choices, namely party identification and candidate figures. Party identification is used to

measure individual personal experiences or political orientation that is relevant to the individual. Questions raised by informants to explore the psychological factors that influence political behaviour and political participation of beginner voters in the 2018 elections to the regions in Barru Regency are grouped on the following themes: (a) emotionally knowing the prospective regent; (b) sources of information about prospective regents; (c) have met or communicated with prospective regents; (d) getting to know the party supporting the candidate for the regent, and (e) the presence of community leaders and intellectuals who influence choices.

The *sociological approach*, social characteristics and social grouping also became a central issue in examining the main factors of political behaviour and political participation of beginner voters in determining their choices. The social characteristics in question include several factors such as religion, age, gender and ethnicity. Social grouping refers to a voter's family or kinship relations, friendships or the existence of social relationships within professions or organisations.

As for the *rational approach*, the orientation of the vision and mission of a candidate is evaluated by the voter in determining his or her electoral choice. The instruments of these three approaches are grouped in the following table:

**Table 1. Psychological, sociological and rational aspects in political behaviour and participation**

| Survey Instruments | | Research Area | | | |
|---|---|---|---|---|---|
| | | New | Parepare | Sidrap | Pinrang |
| **Number of Respondents** | | **51** | **40** | **51** | **44** |
| a | Get to know the regional head candidate emotionally | 78% | 100% | 72.5% | 80% |
| b | Sources of information about regional head candidates: | | | | |
| | - From family | 40% | 25% | 20% | 45% |
| | - Mass media | 35.3% | 40% | 41% | 23% |
| | - Friend / best friend | 6% | 10% | 4% | - |
| | - Billboard | 13.7% | 25% | 35% | 12% |
| c | Have met / communicated with candidates | 13% | 87.5% | 13.7% | 11% |
| d | Get to know the party supporting the candidate | 47% | 50% | 55% | 30% |
| e | Interventions / influences in choosing: | | | | |
| | Parent | - | 20% | 14% | 30% |
| | Public Figure | 12% | 5% | 0.5% | 27% |
| | Intellectuals | 22% | 33% | 7.8% | 9% |

| f | There is money politics in choosing | | | | |
|---|---|---|---|---|---|

\* processed from research data instruments.

Analysis of trends in political behaviour and political participation of beginner voters in the implementation of simultaneous regional elections in 2018 in the Ajattappareng region (Barru Regency, Parepare City, Sidenreng Rappang Regency, and Pinrang Regency) from three approaches (psychological, sociological, and rational) are described in the following sections.

### *Psychological approach*

This approach emphasises the interaction between internal and external factors of individuals in society. Beginner voters are more likely to make their choices due to party identification and the presence of dominant figures. The results in Table 1 above show that the majority of beginner voters in the Ajattapparneg region know candidates for regional heads in their respective regions, but only a few have met directly with those candidates. Exceptions to this finding were in the City of Parepare, in which all beginner voters said they had met with candidates. In addition, 50% of new voters knew the party supporting the candidate. In the Pinrang Regency, almost all voter voters knew the party supporting the candidate.

Sources of information on beginner voters about candidates include the mass media, which provides information about candidates largely through social media, and the family environment as the second highest political information source. While family environment is a source of information about prospective regional heads, this does not mean that the family or parents have an influence on beginner voters' choices in the voting booth. The results of the questionnaire also indicated that community leaders and intellectuals did not influence the beginner voter in determining their choice of candidates.

In a psychological approach, first-time voters are more likely to make their choice on a candidate figure who is considered to have a charismatic and ideal figure for the community. This research revealed a tendency for the political behaviour of beginner voters in psychological aspects as the majority displayed behaviour in this model. These individuals were not influenced by parents, community leaders or intellectuals in making their political choices, rather voting according to dominant figure context. Beginner voters therefore set their choices on the candidate figures they idolised. In a psychological approach, this idolisation of candidates as a determining factor is the result of candidate evaluation. Some of the indicators that are commonly used by voters to evaluate candidates, especially those who want to run again, include the quality, competence and integrity of candidates.

The psychological approach assumes individual voting behaviour to be determined by a person's psychological factors, such as self-identification of political parties, and his or her

preferences of candidate personality qualities and political information. Candidate choice in terms of this idolisation is discussed by Surbakti, who states this as a psychological approach concerned with the psychological factors behind a person's choice. The concept offered is party identification and figure. Party identification refers to the election process through the name of someone who is close to one of the parties, that is, the very close feelings a person has towards one of the parties. Meanwhile,the persona is the emotional feeling of the voters towards the candidates or candidates (Ramlan, 1992).

### *Sociological approach*

This approach emphasises the sociological factors that shape a person's voting behaviour. In the sociological approach, voting behaviour is determined by certain social and societal structures such as age, level of education, religion and income level. This approach explains that social characteristics and social grouping can influence voting behaviour, and can be seen from several regions which are a collection of communities formed on the basis of a kinship. Community leaders in the area are derived from family or relatives of people who are considered prominent in terms of socio-economic position or due to character. With the existence of this leader, community members often rely on themselves and their attitudes in communicating with these community leaders. This is a sociological factor that may have influenced the choice of beginner voters in the 2018 elections in the Ajattappareng region.

Data from the results of the questionnaire show that the social relationship between the beginner voters with the candidates, or with community leaders and intellectuals who could influence voters' choices, in the low category. This is because both family and community environment did not significantly influence the choice of beginner voters in the regional head election in the Ajattappareng region. Contributing factors included the source of information regarding various candidates for regent and deputy regent. Information about candidates was not only obtained from the family environment, but also from various sources such as mass media, billboards or friends. In addition, the lack of attention and interest displayed by beginner voters in political organisations limited access to knowledge about the candidates for regent and deputy regent.

The behaviour of beginner voters in the Ajattappareng region based on social factors was also relatively low as beginner voters tended not to follow their parents' political choices. This finding is not in line with the sociological approach, which rather looks at the relationship between the socio-economic predisposition of beginner voters and families of beginner voters relating to one's political behaviour. Surbakti substantiates this notion, stating that the sociological approach tends to place voting activities in relation to social contexts. Through this approach, a person's choice in an election is motivated by demographic and social

economies such as gender, residence, occupation, education, religion and income class (Ramlan, 1992).

### *Rational approach*

The rational choice approach focuses on choosing activities as a product of profit and loss calculation. For the voter, these profit and loss considerations are used to make decisions about which party or candidate to vote for in a particular election (Ramlan, 1992). Cost-benefit considerations are used by voters to make decisions about the party or candidate chosen. Voters may not be interested in the political concept of a party, but rather in the benefits gained if certain parties occupy the government compared to others. As stated by Down: "…He votes for whatever party he believes will provide him the highest utilities income from government action" (Ramlan, 1992).

Heterogeneous communities tend to be rational rather than being easily influenced about the orientations or presented material. These communities will choose candidates who have high capabilities, such as the ability to adapt to the community's needs and influence the orientation and attitude of the community members. Heterogeneous groups will also choose candidates who have high popularity or reputation in the community.

The current data shows that the majority of first-time voters in the Ajattappareng region cared about the development of the 2018 election process as they were able to provide opinions related to the process of implementing elections in their respective regions. Beginner voters were also able to give their opinions on the candidate regents and mayors who ran in the 2018 elections and paid attention to the vision and mission of those candidates. As stated by one of the respondents, "candidates for regent this year are all good, educated, and responsible, and close to the community even though there are clashes or demonstrations that do not agree to their defeat."[5] Another statement supported this, claiming that "both have visions of a good mission and are very convincing."[6]

This is the reason for the majority of first-time voters in the Ajattappareng region in determining the choice of candidates. Questionnaire data shows that the political participation of beginner voters in the Ajattappareng region is relatively high. The majority of beginner voters used their voting rights in 2018 simultaneous local elections, though only a small number of first-time voters participated in the debates of regent and mayor candidates, in political organisations or in political campaigns. Beginner voters who took part in political debates and campaigns usually followed their parents as the success team of one of the candidates, or

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[5] Respondent questionnaire results 5
[6] Respondent questionnaire results 5

because they were part of a particular political organisation. This shows that the beginner voters who actively participated in such events already belonged in the political world by extension.

The election of a candidate should ideally meet the standards desired by voters. The orientation of the vision, mission and orientation of the candidates become aspects of voter evaluation based on a rational approach. Voters will determine their choice based on how well the conditions are met by the candidate in accordance with their expectations. The general requirements of a candidate in such considerations are his or her intellectual capabilities, leadership capabilities and ethical and moral views. Another requirement is the existence of clarity about the vision and mission, as well as programs promised by candidates. The vision and mission conveyed by candidates should, for example, be in accordance with the aspirations of the community and should meet the needs and interests of the community in general. The dynamics of society which tend to be more rational in determining choices are the main elements that candidates must be consider.

Further, beginner voters of the millennial generation are often used as political objects but should rather be placed as political subjects. This is because the political orientation of the beginner voters dynamically follows the conditions of current political developments. The existence of beginner voters who contribute 20% of an election's votes is certainly a promising factor for political parties, especially for candidates who run in the elections aiming to get as many votes as possible. Gaining support from the beginner voter will therefore contribute greatly to the election vote targets to be achieved.

Some Islamic political parties in South Sulawesi have begun to change their orientation in line with this data, and now aim to generate votes from these millennial or beginner voters. The Chairperson of the South Sulawesi National Awakening Party DPW, Azhar Arsyad, stated that the PKB had been mostly voted for by those over 40 years. However, PKB then changed its strategy to instead target beginner voters (Azhar, 2018). Azhar said that the millennial approach is somewhat different from other voters. One of the efforts undertaken by PKB is concocting a doctrinal approach to beginner voters. In line with PKB, the Prosperous Justice Party (PKS) is also making efforts to approach beginner voters by relying on young PKS. According to Sri Rahmi, the Chairperson of South Sulawesi PKS DPW Bappilu, young PKS groups aged 21-36 years mostly engage in creative activities that also function to recruit their peers (Sri, 2018).

The efforts of political parties that target beginner voters in achieving true victories begin with providing them substantial political knowledge. This will encourage critical thinking in beginner voters who can then contribute to the democratic party in Indonesia. Beginner voters are also expected to synergise with the KPU as the election organiser in the success of elections, both legislative (*pileg)* and regional. Some beginner voter contributions are expected to act as

KPU supervisors in carrying out electoral laws or as KPU partners in informing the electoral system to the surrounding community.

**Conclusion**

The behaviour of beginner voters in the Ajattappareng region through the psychological approach was found to be highly popular. This tendency exists as the majority of beginner voters were not influenced by parents, community leaders or intellectuals in determining their choices in the voting booth. They rather made their choices in line with the dominant figure context. Beginner voters were found to set their choices on the candidate figures they idolised. Voter behaviour from the sociological approach was low as beginner voters tended not to follow their parents' choices in candidate selection for regional leaders. Only a few indicates political preferences or the degree of equality of choice in the family environment. As for the rational approach, the behaviour of beginner voters showed a high level as the majority of beginner voters in the Ajattappareng region were concerned with the development of the 2018 election process. They were able to provide opinions related to candidates for regents and mayors who ran in the 2018 elections, as well as ideas on the process of implementing the elections in their respective regions. This has implications for the political participation of beginner voters which is quite high. The majority of beginner voters used their voting rights in 2018 simultaneous local elections, though only a small number of beginner voters participated in political action concerning candidates and campaigns.

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