



Political Strategy of Adnan Purichta Ichsan Yasin Limpo in the 2015 Election of Regent and Deputy Regent of Gowa Regency

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A B S T R A C T

Various strategies were carried out by Adnan Purichta Ichsan Yasin Limpo as a young politician who participated in the contest for the election of the regent and deputy regent in Gowa Regency using an independent path, always criticized with various issues, namely primordialism, having a tough opponent, namely the King of Gowa and as a young man who was considered inexperienced. These issues sparked debate, discussion, and public attention at the stages of the regent election in Gowa Regency in 2015. This study uses a qualitative method with a case study design. The data collection method uses in-depth interviews with informants who have adequate capacity and capability. The research instrument uses interview guidelines, and uses a recording application from a mobile phone. Data analysis techniques by means of data collection, data transcription, data selection, data analysis, triangulation, and drawing conclusions. The results of the study show that Adnan Purichta Ichsan Yasin Limpo was successfully elected as Regent for the 2016-2021 period as a portrait of the success of young people. However, the predicate of primordialism could be lost after Adnan Purichta Ichsan Yasin Limpo conducted a Judicial Review to the Constitutional Court. In addition, to fight the King of Gowa, Adnan Purichta Ichsan Limpo must choose the right deputy, use youth issues to legitimize his identity, rely on great communicators, package a persuasive campaign, campaign in the form of dhikr and prayer, rely on volunteer loyalty, and disseminate information through online and offline media to boost his popularity and electability.

INTRODUCTION

The logical consequence of the wave of democracy is that the people are increasingly open to being involved in determining the future of their region by choosing leaders who use political party vehicles or individual paths from any background and giving the people the choice to decide who they will side with and vote for. Interestingly, in the 2015 Regional Head Election in Gowa Regency, Adnan Purichta Ichsan Yasin Limpo was the youngest candidate and had a blood relationship (second son) of the former Regent of Gowa, Ichsan Yasin Limpo, who had served as Regent for two terms (2005-2010 and 2010-2015). During the nomination, Adnan Purichta Ichsan Yasin Limpo was hit by the issue of primordialism which required him to have a good political strategy to ward off issues that could weaken and discredit him. Apart from being young, having blood relations with the Regent of Gowa and the Governor of South Sulawesi, in this fight Adnan Purichta Ichsan Yasin Limpo had to face his aunt, Tenri Olle Yasin Limpo, who is the biological sister of Ichsan Yasin Limpo (father of Adnan Purichta Yasin Limpo).

The contest was also attended by the King of Gowa, namely Andi Maddusila Andi Idjo who received the highest predicate in the structure of the Gowa kingdom. This reality shows that the election of the regional head of Gowa district in 2015 attracted a lot of attention from the community and local and national politicians, because there are primordial elements based on

kinship as an identity issue that is essential and spread by individuals or collectively by people who have an interest in it.

The use of identity attached to a person in the form of social status and clan, can be a lure for the public to choose a candidate for Regent because of the figure, personality and historical value they have. The quality of political contestants is manifested in the popularity of individuals that always changes over time. To win the contest, contestants are expected to find the best way to build a reputation in front of constituents by implementing strategies to solve regional problems that can be trusted by the public. However, behind the big name of the candidate for Regent, there is also criticism from various groups using intense primordialism which is packaged in various issues to weaken the power of political opponents by arguing on the principle of equality by eliminating the status of nobility but what differentiates is only the way or political strategy to gain power.

In the context of the Gowa political struggle, the interesting issues to observe are the primordial tendencies, hatred towards descendants and the shift in the political paradigm of the people in Gowa district. Primordial tendencies can be clearly seen during the campaign or in the context of playing issues to discredit Adnan Purichta Ichsan Yasin Limpo. Not only that, the flow of primordialism also entered Gowa politics following the flow of power to form a new group with political power as used by Andi Maddusila Andi Idjo as the 37th King of Gowa, with the label of the descendants of the Gowa king having charisma and

worthy of fighting in the Gowa political stage. This reality demands a classification of strategies by Adnan Purichta Ichsan Yasin Limpo to win the contestation of the regional head election in Gowa. The expression of the entry of the Gowa king in the Regional Head Election indicates the rise of new power and strength in the political world which has so far been held by bureaucrats or politicians.

Basically, the existence of customs in the Gowa Regency community certainly influences the political system, for example, the status of nobility greatly influences people's choices. The emergence of primordial phenomena creates a life of political contestation with democratic nuances, it is very easy to find and find who the winner is. The development of democracy is accompanied by a primordial paradox, namely providing opportunities for the people to choose prospective leaders and on the other hand, the rise of certain group identities that are eroded by the flow of democracy in this case the elite group of the kingdom in one place. Open democracy requires new thinking in contesting and giving people sovereignty to choose leaders they like, have character and have the soul of a leader who is considered a representation to lead.

Before the election takes place democratically, primordial issues are transformed in political entities massively and mobilized into society by successful teams designed by political consultants in order to lower the image of political opponents in order to raise the positive image of the contestants. Basically, how to gain power or political struggle is something very interesting compared to the use of power by the ruler when governing a region because at the time various political intrigues are used by involving a group of people or a winning team that has high loyalty, to persuade constituents that the intended leader candidate can bring change, while other candidates are unable to bring prosperity to the region.

Primordial sentiment contains propaganda or political agitation that leads to personal and social hatred. Primordial sentiment can also result in the loss of unity because society is segmented into fanatical supporter groups that reject all ideas of other candidates so that society lives in a stigma that is periodically produced by political opponents, thus creating an isolated society because it only accepts the truth from one source of regional head candidates, without comparing it with other information. Thus, primordial sentiment that is deliberately raised to gain support always has a distinctive jargon, namely "choose a local son" who comes from the local race and clan.

With the existence of primordial issues, it demands the discovery of methods to combat issues that can weaken contestants in the form of offering Vision-Mission and work programs or candidate *platforms* as bargaining chips that can suppress the onslaught of primordial sentiment attacks by political opponents. Political sentiment towards candidates must be controlled and countered by prioritizing various strategies to increase support and increase electability to understand the psychological tendencies of voters and raise them to a higher level, namely making prospective leaders the center of discussion and debate packaged by the media.

Adnan Purichta Ichsan Yasin Limpo as a young politician has a strategy and requires actions involving a large, well-coordinated force, to create social and political awareness in fighting other candidates in order to win the regional head election contest and serve as Regent of Gowa democratically.

Every pair that contests in the regional elections always goes into the community in the form of a campaign to build socio-cultural closeness, values, origins, religious approaches, offer economic policies, promise welfare, income equality, improve the quality of education, reduce inflation rates, reduce unemployment and poverty, health quality and infrastructure improvements are always the main parameters during the campaign or what is called "political sales" (Rupesinghe, 1996). In other words, it is very important for prospective leaders to continue to cultivate the imagination, fantasy and understanding of the people because these factors are important parameters of power in producing *policy-problem-solving*.

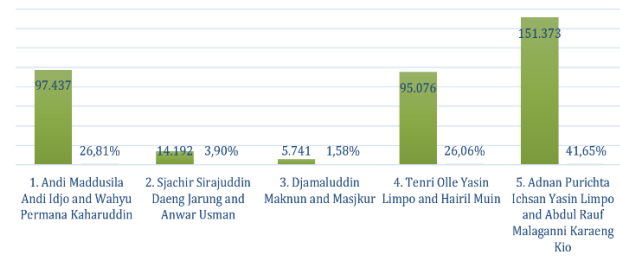
In the campaign, many offers are presented by candidates to show the candidate's identity as the best. This is in line with the view. Castells (2003) which says the use of identity leads to the way individuals identify themselves. In addition, during and after the campaign, candidates always experience stereotypes by political opponents, thus demanding that a prospective leader must have a campaign strategy as part of the right political strategy in winning the political contest. The ongoing democratic regional head elections require candidates to design a campaign strategy to gain public sympathy. The campaign as part of the candidate pair's winning strategy is always marked by the presentation of a vision and mission, creating a development strategy, involving a successful team, involving political consultants, political communication to maintain character, maintain togetherness and build political consensus (Surahmadi, 2016). The implementation of a campaign strategy is so important that candidate pairs are required to design a strategy so that victory through the political process becomes the main target can be achieved. Strengthening policies to prove campaign promises always contains rationalizations to improve the candidate's image and confrontation strategies which are substantially interpreted as overhauling and replacing strategies that are not in accordance with the situation and conditions of society (Schroder, 2005). However, to achieve victory in the regional head election, several principles must be prioritized, namely the formation of a cross-coalition successful team, forming volunteers, utilizing survey results to design special strategies, understanding the latest issues, using campaign funds, campaigning in open spaces and maintaining supporters (Rosit, 2011). The essence of campaign strategy can be said as a tool to attract public perception and behavior through good and targeted communication to gain political support and convince the public that they are the best. However, the campaign as a medium for distributing information aims to create positive or negative impacts on many people which are carried out within a certain period of time.

Political messages using various media above will produce two substances, namely the candidate will be chosen or rejected. To anticipate the worst possibility of the campaign, candidates present message designers who are able to design sensitive and creative messages to influence voters. The selected designers have the sensitivity to identify community tendencies, then design positive messages to improve the quality of candidates with the personal background of the candidate pair. Musthafa, (2013) stated, to win the battle during the regional head elections, it is done through political campaigns, political platforms, paying attention to campaign content, political mobilization, using party instruments, involving the winning

team, volunteer networks, bureaucratic support, support from higher authorities and local elite networks.

With a very diverse and massive campaign strategy used by the candidate pairs for Regent and Deputy Regent during the campaign stage, it will certainly result in significant vote acquisition. However, the percentage of votes obtained from the five candidates competing in the regional head election in Gowa Regency shows a very different number, as announced by the Gowa Regency General Election Commission in 2015 can be seen in the table below:

Vote Acquisition for Candidate Pairs for Regent and Deputy Regent of Gowa in 2015



In addition to the very high vote acquisition that led the candidate pair to victory, it should be noted that studies on primordial politics and campaign strategies have been widely conducted by researchers and have different views such as [Romadatama & Haridison, \(2018\)](#) those who say that primordial politics is not something bad. Primordial politics is a form of identity politics. [Fernando & Hendarti \(2021\)](#), In primordial politics, aspects of tradition and customs are used to gain support. [Kustiawan & Samin \(2020\)](#), open minded people will reject primordial politics. [Asmar et al., \(2021\)](#) primordialism is not the main factor for politicians to win the fight but the cultural approach, policy offerings and program offerings determine victory.

[Husain et al., \(2021\)](#), primordial politics can distort democratic principles and is a real threat to democracy. [Sejati & Hakim \(2023\)](#), primordial politics is a real manifestation of traditional politics.

[Sapphira & Pitriani, \(2025\)](#) primordialism greatly influences voter preferences. However, various findings in previous studies do not holistically explain the primordial factors in political contestation. So it is necessary to conduct an in-depth and holistic study of the use of primordial politics and political strategies of contestants used by young politicians to win the regional head election contestation. Because basically political contestation is a contestation towards victory in an elegant way.

METHOD

This study uses a qualitative approach with a case study design. The case study design was chosen because it can provide in-depth and concrete knowledge about the phenomenon, the main implications in a specific case, reveal meaning and help in finding solutions to existing problems. The data collection method in this study used in-depth interviews. The research instrument was in the form of interview guidelines, a recording application stored on a cellphone. The research informants consisted of Adnan Purichta Ichsan Yasin Limpo (Gowa Regent 2016-2021 and 2021-2024), Rahmansyah (Head of the Adnan

Purichta Ichsan Yasin Limpo and Abdul Rauf Malaganni Karaeng Kio Winning Team), Anwar Usman (Winning Team), Nurliah Ruma (Coordinator of the Adnan-Kio Great Women) and Muttahar Syam (Member of the Abdi Merah Putih Volunteers). The data collection procedure consisted of the preparation stage, namely finding the right research informant, the research implementation stage by asking the informant's willingness to be interviewed, recording and organizing data and completing data from related documents. Data analysis techniques consist of: verbatim results are then modified into tables, reading transcripts then arranging them into factual summaries, finding categories, reading interview transcripts and complete factual summaries, creating analysis categories, making analyses, comparing data, re-checking the analyses that have been made and making conclusions and suggestions.

RESULTS AND DISCUSSION

Judicial Review to the Constitutional Court

Primordialism is able to influence voting behavior, namely based on the form of kinship, ethnicity, or from customs that are used as beliefs. The phenomenon that can be considered a paradox in democracy in the form of primordialism as a differentiator of social categories then develops into the most important part of political identity and even symbols and social categories often become the basis of legitimacy and obstacles in political competition in the region. To counter criticism of primordialism, Adnan Purichta Ichsan Yasin Limpo carried out a judicial review strategy at the constitutional court.

Basically, the prohibition of primordialism in regional head elections in Indonesia has long been used and has become an obstacle for someone to be involved in regional head elections. However, it is different from what happened in Gowa district, because Adnan Purichta Ichsan Yasin Limpo who was born as the son of the Gowa regent had to fight back by means of a Judicial Review at the Constitutional Court to revoke the article prohibiting someone from contesting in the regional head elections just because he is the son or family of the incumbent regent.

In order to run, we must conduct a Judicial Review at the Constitutional Court so that Adnan Purichta Ichsan Yasin Limpo can become a candidate for Regent in Gowa Regency. We must admit that primordial must be acknowledged to have a positive side. Primordial and achievement are something extraordinary. The negative is if people who have a primordial background do not have achievements, it will be difficult to gain public trust (Rahmansyah).

The dynamics of regional head elections in Gowa district are very different from other districts, because Gowa district is a barometer of dynamics and political power in South Sulawesi. After the judicial review at the Constitutional Court, Adnan Purichta Ichsan Yasin Limpo made the political dynamics of Gowa district even more interesting, because there is a legitimacy of identity from the judicial review process which can be understood as a process of legitimacy and dominance of the Yasin Limpo clan group being extended and expanded. Through this path, primordial ties are reproduced through symbols and cultural practices and become a representation of the beginning of a new bond that has been happening in Gowa district. Primordialism as a mindset has positive and negative impacts. The positive impact of primordialism is that it is very useful for strengthening one's loyalty and patriotism. Primordialism can

also be used as a guideline in life, in facing various forms of social change. However, the attitude of primordialism also has many negative impacts on multicultural societies because it triggers divisions which of course harm individuals or other ethnic groups. This attitude greatly hinders the process of community harmonization and the process of globalization in the context of international life. However, Adnan Purichta Ichsan Yasin Limpo was able to conduct a judicial review at the Constitutional Court so that he met the requirements to run as a candidate for Regent and eliminate the terms conflict of interest and blood relations in regional head elections.

Understanding the Composition of Candidate Pairs, Political Background and Political Parties

The regional head contest in Gowa Regency, South Sulawesi Province has always been phenomenal because it involves very popular figures. In the 2015 regional head election, Adnan Purichta Ichsan Yasin Limpo understood very well the very fierce political competition because all candidates had diverse political backgrounds and party support was very much taken into account to become the winner as clearly seen in the table below:

Candidate Pair Sequence Number	Candidate Pair Names	Political Background	Supporting Party
1	Andi Maddusila Andi Idjo and Wahyu Permana Kaharuddin	01 as King of Gowa and 02 as Politician and Businessman	Demokrat Party, Partai Hati Nurani Rakyat Party, Partai Kebangkitan Bangsa and Keadilan Sejahtera Party
2	Sjachir Sirajuddin Daeng Jarung and Anwar Usman	01 and 02 as Politician and Businessman	Golongan Karya Party
3	Djamaluddin Maknun and Masjkur	01 and 02 as Politician and Businessman	Individual
4	Tenri Olle Yasin Limpo and Hairil Muin	01 as a politician, the brother of the Governor of South Sulawesi Syahrul Yasin Limpo and the brother of the Regent of Gowa Ichsan Yasin Limpo . 02 as a businessman and politician	Nasional Demokrat Party dan Persatuan Pembangunan Party
5	Adnan Purichta Ichsan Yasin Limpo and Abdul Rauf Malaganni	01 as a politician and son of the Regent of Gowa Ichsan Yasin	Individual

	Karaeng Kio	Limpo and 02 as a bureaucrat	
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The table above shows that Adnan Purichta Ichsan Yasin Limpo understands the political constellation of Gowa Regency very well and understands that the position of the Yasin Limpo family is very dominant because the candidate pair Tenri Olle Yasin Limpo and Hairil Muin and the candidate pair Adnan Purichta Ichsan Yasin Limpo and Abdul Rauf Malaganni Karaeng Kio are supported by the Governor of South Sulawesi and the Regent of Gowa Regency. In addition, the pair Andi Maddusila Andi Idjo and Wahyu Permana Kaharuddin are also highly regarded because of the combination of political background as a King of Gowa and his deputy as a politician and businessman.

Adnan Purichta Ichsan Yasin Limpo also has a special strategy so that he chooses Abdul Rauf Malaganni Karaeng Kio as a candidate for deputy regent. The choice is very appropriate because it is believed to be able to increase public support. In addition, choosing the right deputy with qualified abilities is also expected by Adnan Purichta Ichsan Yasin Limpo to be able to approach the community persuasively.

I am running for Regent in Gowa Regency using an independent path. I am certainly looking for the right figure. Because I am a politician, so I have to combine politicians and bureaucrats like Abdul Rauf Malaganni Karaeng Kio who has a career starting from village head, sub-district head, head of government section, head of community and village empowerment service and assistant for one field of government (Adnan Purichta Ichsan Yasin Limpo).

By combining politicians and bureaucrats as done by Adnan Purichta Ichsan Yasin Limpo, it is expected to be able to form their political image and identity. This is also done to measure the extent of his ability in portraying himself so that the public knows him and sympathizes with him. Choosing the right representative is also a good strategy in political competition to raise opinions and issues, interests and political promises that attract public attention that generate voter sympathy. Abdul Rauf Malaganni Karaeng Kio is considered very useful for finding opportunities, threatening opposing groups based on preferences, desires, tastes, lifestyles, value systems and even personal issues. Abdul Rauf Malaganni Karaeng Kio is also intended to target bureaucratic groups, farmers and people who are classified as economically weak so that they can get capital assistance and entrepreneurship training. These programs are very populist and very closely related to the conditions of the Gowa Regency community.

In addition, it is not easy to become a political contestant in Gowa district because all political parties have nominated their respective candidates, so Adnan Purichta Ichsan Yasin Limpo and Abdul Rauf Malaganni Karaeng Kio must take the "individual" path. This path is not easy because based on

Law of the Republic of Indonesia Number 8 of 2015 concerning Amendments to Law Number 1 of 2015 concerning the Stipulation of Government Regulation in Lieu of Law Number 1 of 2014 concerning the Election of Governors, Regents, and Mayors as regulated in Article 41 states that individual candidates in regencies/cities with a population of more than 500,000 (five hundred thousand) to 1,000,000 (one million) people must be supported by at least 7.5% (seven and a half percent).

In order to qualify as a candidate for Regional Head of Gowa Regency through an individual route, prospective candidates must collect at least letters of support and ID cards from the Permanent Voters List totaling 56,045. Adnan Purichta Ichsan Yasin Limpo and Abdul Rauf Malaganni Karaeng Kio were able to collect support and ID cards totaling 70,953. Thus, Adnan Purichta Ichsan Yasin Limpo and Abdul Rauf Malaganni Karaeng Kio were declared valid and conditional to become candidates for Regent and Deputy Regent.

Yasin Limpo Clan VS King of Gowa

A politician never sees the world as it is, but they see the world through rationality, opinions, assumptions, standards of values and beliefs about what to do. Every politician is able to embrace certain political beliefs and values to guide their behavior and influence their relationships.

In fact, there was no opponent who was considered to have the potential to compete with Adnan Purichta Ichsan Yasin Limpo at that time. There was indeed Andi Maddusila Andi Idjo as the king of Gowa, but he was only seen from his figure, but from a managerial perspective he did not have the ability so he was unable to compete with Adnan Purichta Ichsan Yasin Limpo. There was also Tenri Olle Yasin Limpo as the brother of Adnan Purichta Ichsan Yasin Limpo's father who had very large support, so if we see that if voters do not like Andi Maddusila Andi Idjo, then voters will choose Tenri Olle Yasin Limpo (Anwar Usman).

The real battle is the battle between the Yasin Limpo clan and the Gowa king clan. The Yasin Limpo clan carries Adnan Purichta Ichsan Yasin Limpo and the Gowa kingdom carries Andi Maddusila Andi Idjo who serves to maintain the integrity and stability of the clan. In line with the view [Castells \(2010\)](#) that the struggle for identity is the pursuit of self-meaning that arises and is given by an individual to himself in order to gain or maintain power. The two candidates who are said to be the strongest are shaped by the social, political, and economic situation of Gowa district. The struggle of the clans is even more visible with the phenomenon that the Yasin Limpo clan who has controlled politics in Gowa district has previously taught in the government system and mastered the instruments of power. Of course, this can be seen as a political tendency which is basically an assessment of the Yasin Limpo clan using its power. That only people who have long been involved in political life as practiced by the Yasin Limpo clan can provide a serious assessment of leadership ability and recognition of the territory that has long been controlled.

Andi Maddusila Andi Idjo as a descendant of the king of Gowa, is the toughest opponent because he is considered the holder of the royal clan. The issue circulating that Gowa district is a royal area, the issue is very crowded and Andi Maddusila Andi Idjo as the king of Gowa also uses a special strategy, namely embracing key figures from all areas in Gowa district (Nurliah Ruma).

The involvement of Andi Maddusila Andi Idjo as the king of Gowa who was involved in the political contestation indicated that the Gowa king's power system still persisted and provided a series of reference aspects that became weapons for the nobility who wanted power and a higher social class in government units. Only those who could show bilateral lineage from the founder of the kingdom, or from one of their legitimate descendants, were worthy of holding certain political positions. This desire was seen in the embrace of key figures in the Gowa

kingdom which indicated that the identity and existence of the old noble class were beginning to be restored. The basis of the Gowa king's desire to fight in the democratic arena was to obtain the most advantageous position in the Gowa district government, which ignited the spirit of declaring loyalty to the Gowa king as a person who was honored.

Fighting Youth Issues

The concept of youth has a complex meaning that includes cultural concepts and political concepts that always require guidance and development in order to continue ongoing development.

[Mukhlis \(2007\)](#), youth are people or generations who bear the burden of various desires and ideals of the previous generation. In addition, the existence of youth in facing global challenges and becoming a very important agenda for youth to always foster the spirit of youth leadership in the era of globalization that is always changing is marked by openness of information and various opportunities that require readiness to filter various information, understandings, ideologies that can damage the morals and unity of the nation. Thus, youth have a burden to contribute to improving the moral quality of the Indonesian nation in accordance with the mandate as stated in every point of Pancasila in all aspects of life by reflecting a person who believes in God Almighty, has a just and civilized humanity, a spirit of unity, upholds democracy and the value of justice.

In political battles, there are always various phenomena to attract the attention of the masses symbolically and master the way of communication to achieve political goals contained in the campaign strategy. To achieve political goals [Nasution \(2006\)](#), methods and resources are needed. For that, Roger and Storey (dalam [Heryanto et al., \(2012\)](#) said the need to emphasize strategy as a series of political communication actions that are tailored to the recipient of the message, namely the community that is directly related to political decisions. All of the campaign goals are basically actions to gain benefits, support and aim for change.

Perloff dalam [Venus, \(2012\)](#), emphasizes persuasive strategies during the campaign, namely relying on competent communicators, packaged messages that are able to captivate the public and persuade the public not to believe the issues that develop related to the candidate they support. The issue is related to primordialism. ([Kun Maryati, 2014](#)), said primordialism is related to a person's ties in social life in the form of ethnicity, beliefs, race, customs and birthplace. Primordialism is very much tied to culture which greatly influences the behavior of social individuals. [Shils \(1957\)](#), primordialism leads to various social relations in the form of personal, primordial, sacred bonds that last a long time because they are always remembered and poured into cultural actions. The problem of primordialism can be overcome with two types of motives or desires, namely first, the desire for self-recognition, hope, responsibility, actions and opinions must be heard by others or the government. Second, the desire to create and care for a country ready to accept change.

According to [Castells \(2003\)](#), identity is the giving and meaning of self from other people or certain groups and undergoes a process of internalization or maturation and lasts a very long time in the individual. Thus, identity is understood as a process of constructing meaning by social actors on the basis

of ownership of cultural attributes that are always prioritized, marked by identity power relations. In addition, there are three forms of collective identity identity, namely first, identity legitimacy which can be understood as a way of forced domination to maintain, spread and explain the hegemony of structural control identity. Second, Resistance Identity which is an identity that is raised and maintained by actors who experience oppression due to the massive logic of domination by making movements to fight and strengthen old identities by creating stereotypes by dominant groups to gain recognition of identity. Third, the project identity that emerges is caused by the will or struggle of actors to be accepted in the social life of a country.

The role of Adnan Purichta Ichsan Yasin Limpo as a young man in society is very important in determining the process of forming good citizens. In society, the role of young people who are involved in politics must be able to create change for the better. His development as a young man who has entered an important period of growth is highly expected in Gowa Regency as an agent of change, able to fight and provide practical solutions in Gowa Regency and not just personal achievements but actively involved in social issues. Adnan Purichta Ichsan Yasin Limpo is also expected to be the next generation who can fill and continue the development relay amidst the doubts of the Gowa community, as Adnan Purichta Ichsan Yasin Limpo dares to say that:

Surely everyone says that I am still young and not worthy to lead. But I am in the process. No need to deny that I am a young person, I am indeed a young person and convey that young people do not talk about the past, what they talk about is always the future (Adnan Purichta Ichsan Yasin Limpo).

Adnan Purichta Ichsan Yasin Limpo convinced and invited the community to say that he was willing to be represented and that he had the right to contest in the regional head election in Gowa Regency to create a better future for Gowa Regency, because Adnan Purichta Ichsan Yasin Limpo has the potential, is responsible, has character and has adequate capacity. Adnan Purichta Ichsan Yasin Limpo is able to propose ideas, concepts, and to the community during the campaign. He also always convinces the community that young people like him will always be at the forefront to realize happiness for the people of Gowa. Adnan Purichta Ichsan Yasin Limpo as a young man, of course, is very experienced in the world of politics in the Regional People's Representative Council of South Sulawesi Province, because he has experienced firsthand how to make political decisions. Significantly, all of these experiences are directly able to provide signs of maturity and appropriateness in politics and transform him into a person who is always ready to serve in Gowa Regency. Adnan Purichta Ichsan Yasin Limpo's words about himself, are able to cross the dividing lines in Gowa district such as region, gender, class and ethnicity with program offers that are able to attract the public. [Firmansyah \(2008\)](#) said that political campaigns are periodically tied to constituents and attract them with program offers to be internalized in voters' consciousness as consideration for choosing the right candidate.

Using a Great Communicator

Adnan Purichta Ichsan Yasin Limpo and his team formulated various strategies to convince the public that he is the best candidate among the other candidates. For that, Adnan Purichta Ichsan Yasin Limpo must have a lot of support from

various levels of society because other candidates are certainly the same as him in the position of a candidate who will win the public's sympathy.

Basically, a great leader is always assisted by a skilled communicator. That dictum is the basis for a leader to always prepare and discuss with his communicator about what will be conveyed. The message to be conveyed must be able to create enthusiasm and inspire the courage of many people. In addition, in the context of a campaign, a communicator is always trusted to convey messages to constituents met in various places.

Adnan Purichta Ichsan Yasin Limpo chose me to be his communicator, because I have the same thoughts as Adnan Purichta Ichsan Yasin Limpo. This means that if I did not have the same thoughts as Adnan Purichta Ichsan Yasin Limpo, then it would be impossible for me to join his team as the Head of the Success Team and also become his communicator (Rahmansyah).

The similarity of ideas about a context will make it easier for someone to discuss the goals they want to achieve. People who are entrusted to be communicators, automatically must enter or be actively involved in the core team that has been formed. In addition, in political contestation, the main goal is victory.

However, to achieve it, someone is needed who can convey the vision and mission of the prospective leader, design messages and have good imagination about a location to be visited. The greatness of the communicator in this case, Mr. Rahmansyah, is not a new person in the world of politics in Gowa Regency, but he is a very experienced person and is always involved by Ichsan Yasin Limpo (the previous Regent of Gowa) as a communicator. In addition, he also served as a member of the Gowa Regency Regional People's Representative Council and was able to influence other legislative members with his good speaking style, regular intonation, good accentuation, attractive appearance and dialect that can be adjusted to the recipient of the constituent message in Gowa Regency. [Wardyaningrum et al., \(2023\)](#) said, by relying on good communicators, it can create a network of collaboration and high trust from the public as an effort to achieve victory.

Persuasive Campaign

Adnan Purichta Ichsan Yasin Limpo offers a very interesting program continuously by involving the exchange of information between individuals and groups at all levels of society that are part of their political socialization. Offering a political program as part of a strategy requires various ways to achieve the ultimate goal of victory. Offering a program is a very good strategy in the success of the winning strategy that you want to implement. Adnan Purichta Ichsan Yasin Limpo always plays a role when a large group of people need to be led and directed with a program that has been formulated to be used in realizing political ideals.

I offer a special program in the world of education as my father once did when he was the Regent, namely the Continuous Completion Class System. In this program, I plan students in Elementary School, Junior High School and Senior High School so that no one fails and repeats a class. They only repeat subjects without repeating classes (Adnan Purichta Ichsan Yasin Limpo).

The type of campaign that is oriented towards victory is carried out by offering a future program by Adnan Purichta

Ichsan Yasin Limpo to be elected as the Regent of Gowa which is contested through a very long General Election process. The campaign was carried out for six months and visiting 675 hamlets and environments was the right time for Adnan Purichta Ichsan Yasin Limpo to campaign for the program to the people of Gowa Regency, by prioritizing the campaign program on the education aspect. The type of Adnan Purichta Ichsan Yasin Limpo campaign is through face-to-face and dialogue to build consensus through the ability to compromise and the willingness to open oneself to the will of others which is spread through various media, namely print media, electronic media and online media. [Sosrohadi et al., 2024](#)), thus, persuasive campaigns can be considered as political propaganda by offering a vision and mission to gain the sympathy of voters.

Politicization of Dhikr and Prayer

Basically, politicians must always find ideas about realities that can be used to increase popularity and support in democratic political contests. One of these realities is that religion, which has sacred and personal values, is very easy to politicize in the momentum of regional head elections. The use of religious elements as a political instrument occurred in Gowa district, carried out by the pair Adnan Purichta Ichsan Yasin Limpo and Abdul Rauf Malaganni Karaeng Kio, who made Islam, which contains dhikr and prayer, a powerful medium to attract public support.

I conducted a grand campaign before the quiet period in the form of dhikr and prayers with the people at the Sheikh Yusuf field led by Ustaz Maulana (Adnan Purichta Ichsan Yasin Limpo).

Zikir and prayer in the nuances of the regional head elections were deliberately constructed to indicate Adnan Purichta Ichsan Yasin Limpo as a religious person. Dhikr and prayer are one of the paths that can offer salvation, the prospect of salvation gives Adnan Purichta Ichsan Yasin Limpo a unique intensity and emotional strength. When religious enthusiasm like this is strengthened by political goals, of course this produces a very strong commitment. This creates a religious awareness that is reflected in the enthusiasm of the residents who attend the dhikr and prayer. The activity of politicizing religion has a universal orientation since the beginning of the idea of its formation when associated with politics, because religion often functions as a cultural dimension, moral justification for political elites and as a way to consolidate political rules for the benefit of the people.

[Yani et al., \(2022\)](#), explicitly stated that the presence of religious scholars in politics and leading dhikr and prayers can indeed create voter sympathy because basically, voters who come are voters who have a high religious spirit and will change their choice to a candidate for leader who uses religious elements in the campaign.

The phenomenon creates a political and religious relationship showing how complex the political process is because it has a great capacity to produce ideas about launching comprehensive programs, political system renewal and social systems based on religion. The phenomenon of dhikr and prayer is in line with the goals of Adnan Purichta Ichsan Yasin Limpo in the campaign for political interests trying to gain as much support as possible.

Use of Volunteers

Political volunteers are able to move massively to seek political support to smooth the way for Adnan Purichta Ichsan Yasin Limpo to serve as the regent of Gowa. A sign of how strong the participatory democracy is that moves and is empowered voluntarily. Volunteers as a new political force have a very large role, the development of the volunteer movement does not only lie in the issue of winning the candidate pair Adnan Purichta Ichsan Yasin Limpo and Abdul Rauf Malaganni Karaeng Kio but is able to form a movement and campaign for a figure with integrity and a track record that is very worthy of being elected.

There are volunteers from Abdi Merah Putih (AMP) which were formed by Adnan's father a long time ago and were used again during the 2015 regional head elections. The people involved in the Abdi Merah Putih volunteers are youth figures in each sub-district and at the village level. The people who become volunteers of Abdi Merah Putih (AMP) are very experienced and come from large organizations including cadres of the Himpunan Mahasiswa Islam (HMI), the Korps Alumni Himpunan Mahasiswa Islam (KAHMI), the Persatuan Mahasiswa Islam Indonesia (PMII) and the Pemuda Muhammadiyah (Muttahar Syam).

It seems clear that political volunteers are an organized community bound together by beliefs about political reality and goals expressed in a set of mutually agreed activities and practices. The volunteers are a group of young people from large organizations who have a role in branding the Adnan Purichta Ichsan Yasin Limpo and Abdul Rauf Malaganni Karaeng Kio pair and work for mass gatherings, parades, political speeches, installation of party attributes (pennants, flags, posters, banners, billboards, stickers and advertising for parties or candidates for regional head elections). These political volunteers also have a very strong influence on social media and online media and the community because they have been able to win Ichsan Yasin Limpo as the regent of Gowa in the previous period. These political volunteers then created an association spontaneously by prioritizing public trust without being ordered by political parties. Through volunteers, trust is attached which is very necessary to form social integration between society and dynamic democratic institutions in an association ([Cohen, 1999](#)). In volunteer recruitment, there is a successful team control mechanism involving power structure relationships, work division mechanisms, aiming to reach a wide social space and disrupting individual freedom to choose other candidates.

Massive Information Dissemination Through Online and Offline Media

The mass media is utilized by the campaign team to create a positive self-image of the candidate pair Adnan Purichta Ichsan Yasin Limpo and Abdul Rauf Malaganni Karaeng Kio in the community. With an organized communication pattern to create a political effect that is non-personal communication, presented through the media to carry out massive persuasion and shape public perception and opinion. The process of imaging through the mass media is a planned communication action to create a certain effect on the community to provide political support.

The means to campaign through online social media and print media. During the campaign I actually used social media more. For print media, for the local scale, there are only 2, namely Fajar and Tribun media and at that time Rakyat Sulsel (Adnan Purichta Ichsan Yasin Limpo).

The mass media used for the campaign were Tribun and Rakyat Sulsel, local media that were positioned as supporters and 'strengthening the character' of Adnan Purichta Ichsan Yasin Limpo. Through these media, political communication was created to be better because it was able to create sympathy for the community and activists. The Adnan Purichta Ichsan Yasin Limpo media team is one of the most popular media in South Sulawesi. Voting behavior is based on the idea that the situation and condition of voters, namely smart voters in Gowa Regency, prefer a candidate for leader who is likely to actually realize his work program that touches on the basic needs of the community such as education and health, which is different from other candidates. Daherman & Wulandari (2024), thus, using online and offline media as a campaign has indirectly created a close distance between voters and candidate leaders.

CONCLUSION

Adnan Purichta Ichsan Yasin Limpo has proven himself as a young man, adhering to the principles of ability, commitment and consistency which are used as a guideline in all aspects of his life. With the existence of Law Number 8 of 2015 concerning Regional Head Elections, it can hinder Adnan Purichta Ichsan Yasin Limpo from nominating himself as a candidate for Regent in Gowa Regency in 2015 because he has a conflict of interest or is a blood relative or biological child of the Regent of Gowa Ichsan Yasin Limpo. With the existence of a constitution that hinders, Adnan Purichta Ichsan Yasin Limpo must conduct a Judicial Review at the Constitutional Court and succeed in changing article 7 letter r because it is contrary to article 28 j paragraph 2 of the 1945 Constitution. Because if the 7 letters r are still used, it will always hinder certain groups or people from exercising their constitutional rights to be elected.

In addition, choosing Abdul Rauf Malaganni Karaeng Kio who has a bureaucratic background as a candidate for Deputy Regent can increase their electability and popularity at all times. During the campaign stage, Adnan Purichta Ichsan Yasin Limpo and Abdul Rauf Malaganni Karaeng Kio took turns to various villages and sub-districts by offering campaign programs that focused on improving the quality of human resources, especially through education and improving the quality of health services, has been able to become a very big attraction to increase their popularity. Adnan Purichta Ichsan Yasin Limpo also carried out imaging through the media as a medium that was constructed to reach the entire community, especially the community that is open to news-based information on social and electronic media to persuade and shape public perception and opinion. The action was assisted by volunteers to campaign for Adnan Purichta Ichsan Yasin Limpo and Abdul Rauf Malaganni Karaeng Kio as an ideal pair capable of leading Gowa district which peaked when the dhikr and prayer program was carried out because it was able to attract public enthusiasm, improve the image of the Yasin Limpo clan and Adnan Purichta Ichsan Yasin Limpo's charisma became the root of all political pursuits so that they won 151,373 votes (41.65%) which led the candidate pair to become the elected Regent and Deputy Regent for the 2016-2021 period.

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