ELECTORAL DYNAMICS AND POLITICAL LEADERSHIP: A CASE STUDY OF ANGGI ARANDO A NON-LOCAL LEGISLATIVE MEMBER WHO SUCCESSFULLY MAINTAINED ELECTABILITY IN DAPIL 2 DKI JAKARTA

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Abstract. This research is motivated by the electoral dynamics in urban areas that are increasingly complex, especially in DKI Jakarta as a political and social center inhabited by heterogeneous and rational voters. In this context, the success of a non-local legislator in maintaining electability is an interesting phenomenon to study, as seen in the figure of Anggi Arando in the Jakarta Constituency (Dapil) 2. This study aims to analyze the factors that influence the electoral success, including the dynamics of urban voter behavior, the political leadership style applied, the form of functional representation that is built, and the communication strategies and social networks used in maintaining public support. The research method used is a qualitative approach with a case study design through in-depth interviews, field observations, and documentation studies to comprehensively explore the data. The results show that urban voters do not place the candidate's locality as the main determining factor. Anggi Arando's success is supported by a combination of transformational and instrumental leadership that is able to build public trust, as well as functional representation that is reflected through responsiveness, public service, and effectiveness in handling citizens' complaints. Political communication strategies that integrate digital media and face-to-face interaction increase symbolic proximity and political presence in society. In addition, social networks

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with community leaders, local communities, and volunteers are a significant force in strengthening the legitimacy of non-local candidates. The implications of this study confirm that in the context of modern urban politics, leadership quality, representation effectiveness, and adaptive communication are dominant factors in the success of non-local candidates, as well as providing a strategic model for political contestation in urban areas.

Keywords: Electability, Functional Representation, Political Leadership.

Abstrak. *Penelitian ini dilatarbelakangi oleh dinamika elektoral di wilayah perkotaan yang semakin kompleks, khususnya di DKI Jakarta sebagai pusat politik dan sosial yang dihuni pemilih heterogen dan rasional. Dalam konteks tersebut, keberhasilan seorang legislator non-lokal dalam mempertahankan elektabilitas menjadi fenomena yang menarik untuk dikaji, sebagaimana terlihat pada figur Anggi Arando di Daerah Pemilihan (Dapil) 2 DKI Jakarta. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi keberhasilan elektoral tersebut, mencakup dinamika perilaku pemilih urban, gaya kepemimpinan politik yang diterapkan, bentuk representasi fungsional yang dibangun, serta strategi komunikasi dan jejaring sosial yang digunakan dalam mempertahankan dukungan publik. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan desain studi kasus melalui wawancara mendalam, observasi lapangan, dan studi dokumentasi untuk menggali data secara komprehensif. Hasil penelitian menunjukkan bahwa pemilih perkotaan tidak menempatkan lokalitas kandidat sebagai faktor penentu utama. Keberhasilan Anggi Arando justru ditopang oleh kombinasi kepemimpinan transformasional dan instrumental yang mampu membangun kepercayaan publik, serta representasi fungsional yang tercermin melalui responsivitas, pelayanan publik, dan efektivitas menangani keluhan warga. Strategi komunikasi politik yang mengintegrasikan media digital dan interaksi tatap muka meningkatkan kedekatan simbolik dan kehadiran politik di masyarakat. Selain itu, jejaring sosial dengan tokoh masyarakat, komunitas lokal, dan relawan menjadi kekuatan signifikan dalam mengokohkan legitimasi kandidat non-lokal. Implikasi penelitian ini menegaskan bahwa dalam konteks politik urban modern, kualitas kepemimpinan, efektivitas representasi, dan*

komunikasi adaptif menjadi faktor dominan dalam keberhasilan kandidat non-lokal, serta memberikan model strategis bagi kontestasi politik di wilayah perkotaan.

Kata Kunci*: Elektabilitas, Representasi Fungsional, Kepemimpinan Politik.*

INTRODUCTION

The electoral dynamics in major urban centers such as DKI Jakarta present a level of complexity that differs markedly from other regions in Indonesia. High population mobility, socio-economic heterogeneity, and the tendency of urban voters to behave more rationally make political competition in Jakarta intensely competitive. Within this context, the success of a legislative candidate who does not originate from the constituency (non-local) in securing and even maintaining electoral support is a compelling political phenomenon. One prominent figure exemplifying this dynamic is Anggi Arando, a non-local legislative member who has managed to consistently preserve voter support in Electoral District 2 of DKI Jakarta. His success raises essential questions about how political strategies, leadership models, and communication patterns can overcome barriers related to geography, local identity, and community ties in an urban electoral landscape (Lewis et al., 2020).

Existing studies on candidate electability commonly highlight factors such as geographic proximity, candidate performance, social identity, network strength, and campaign strategy. Foundational works like Fenno's home style theory (1978), Key's studies on voter behavior (1966), and Norris's research on political representation (2011) underscore the significance of emotional and geographic closeness in shaping voter preferences. In the Indonesian context, studies by Aspinall (2014), Mietzner (2015), and Buehler (2019) similarly stress the importance of local embeddedness in both local and national political contests. Nevertheless, recent scholarship indicates a shift in urban voter behavior, showing increased openness toward non-local candidates provided they demonstrate competence, credibility, and strong social connectivity through modern campaign approaches and digital political communication (Sørensen, 2020).

Despite the growing body of literature on non-local candidates, an important gap remains, particularly regarding how non-local legislative candidates can maintain, not merely gain, electability across electoral cycles. Current research still falls short in explaining the mechanisms that sustain long-term voter loyalty toward non-local

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candidates in urban settings, including the role of political leadership style, representative performance, and public communication strategies. In the case of Anggi Arando, his ability to retain strong electability amid Jakarta's highly competitive political environment characterized by identity politics, rapid voter preference shifts, and intense party competition reflects a distinctive model of political leadership and electoral behavior that warrants deeper examination as the core novelty of this study (Dinarto, 2021).

Based on this gap analysis, this research is urgent and significant because it contributes to the broader study of electoral politics in Indonesia, especially regarding the phenomenon of non-local candidates in urban legislative elections. This study not only identifies the electoral factors behind Anggi Arando's success but also maps the political leadership dynamics that shape voter loyalty in Electoral District 2 of DKI Jakarta. Consequently, this research offers new insights into how non-local political actors build legitimacy, cultivate public trust, and sustain their voter base in a complex urban political environment (Lavi, 2024).

The objectives of this study are centered on understanding the multidimensional factors that shape the sustained electability of Anggi Arando as a non-local legislative member in Electoral District 2 of DKI Jakarta. First, the study aims to analyze the electoral dynamics that underpin his political success, including patterns of voter behavior, competitive structures within the district, and the evolving characteristics of the urban electorate. Second, it seeks to identify and explain the political leadership styles and communication strategies that Anggi Arando employs to maintain visibility, credibility, and trust among constituents despite his non-local background. Third, this research examines the broader social, political, and representational factors that contribute to the loyalty of urban voters toward non-local candidates, exploring how issues of identity, performance, and constituency engagement interact in shaping voter preferences. Lastly, the study aspires to provide theoretical contributions to the fields of electoral politics and political leadership by offering nuanced insights into how non-local political actors can effectively navigate and thrive within the complex and dynamic context of urban political competition (Papathanassopoulos, 2025).

LITERATURE REVIEW

Theory of Electoral Dynamics and Urban Voter Behavior

The theory of electoral dynamics explains how the interaction between candidate characteristics, competition structures, and voter preferences shapes election results. In an urban context such as DKI Jakarta, voters tend to be more rational, heterogeneous, and exposed to extensive information so that the performance factors, competence, and representative capacity of candidates are often more influential than local backgrounds. Rational and sociological approaches to voter behavior are used to understand how urban voters make decisions based on the evaluation of benefits, actual issues, and candidate credibility (Chadwick & Dennis, 2021).

Political Leadership Theory and Representative Legitimacy

Political leadership theory emphasizes how a leader builds influence through leadership style, resource mobilization ability, and capacity to produce policies that are relevant to constituents. In the context of non-local legislators, legitimacy is not derived from geographical identity, but from leadership effectiveness, track record, consistency of communication, and ability to solve public problems. Transformational leadership and functional representation are key to building voter trust in dynamic urban areas (Putnam & Campbell, 2020).

Theory of Political Representation and Functional Representation

The concept of political representation includes descriptive representation (the similarity of identity with voters) and functional representation (the ability to fight for the interests of voters). Non-local candidates are generally weak on the descriptive aspect, so electoral success is highly dependent on the ability to build functional representation through service, policy advocacy, and responsiveness to community needs. This theory is relevant to explain how Anggi Arando can convert legislative work and public service activities into sustainable electoral capital (Norris, 2021).

Political Communication and Social Networks in Building Electability

Political communication plays an important role in shaping public perception, increasing the visibility of candidates, and building symbolic closeness with voters. In the

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digital age, campaigns through social media, two-way interactions, personal branding, and performance narratives are the main instruments for non-local candidates to bridge geographical and social distances. In addition, social network theory emphasizes the role of local communities, volunteers, community leaders, and organizational networks as a legitimacy reinforcer and mobilization of support. In the context of Anggi Arando, the combination of digital political communication and strengthening grassroots networks is an important element to maintain electability in Dapil 2 DKI Jakarta (Barber & Toro, 2022).

RESEARCH METHODS

This study uses a descriptive qualitative approach to deeply understand the electoral dynamics and political leadership of Anggi Arando as a non-local legislator who successfully maintained electability in Dapil 2 DKI Jakarta. This approach was chosen because the research focuses on meanings, strategies, and social processes that cannot be explained through numbers, but rather require contextual and interpretive understanding. In particular, this study uses a case study design, which allows the researcher to study the phenomenon intensively through one main unit of analysis, namely Anggi Arando's electoral experience and his political interaction with voters and social structures in urban areas. The research was conducted in the Jakarta Dapil 2 area, which has a heterogeneous community character, high mobility, and complex political dynamics, so that it is an ideal context to understand the preferences and behaviors of urban voters (Sugiyono, 2018).

The research informants were selected using purposive sampling techniques by considering their relevance and knowledge of the issue being studied. The informants include Anggi Arando as the main subject, members of the campaign team, experts, community leaders, voters from various backgrounds, as well as academics or political observers who understand the dynamics of elections in urban areas. Data was collected through in-depth interviews to delve into actors' experiences, strategies, and perceptions; non-participant observation of political activities, constituent interactions, and public service activities; and documentation studies such as media archives, legislative performance reports, social media content, and campaign documents. These three methods are used triangulatively to strengthen the accuracy of the data.

Data analysis was carried out using the Miles and Huberman model, which included the process of data reduction to sort out relevant information, presentation of data in the form of thematic narratives, and drawing conclusions that were verified continuously during the research process. The validity of the data is maintained through triangulation of sources and methods, member checking with informants to ensure the correctness of the findings, and discussions with peers to minimize researcher bias. In addition, this study adheres to the principles of research ethics by maintaining the confidentiality of informants, obtaining consent before data collection, and maintaining objectivity in analysis. Through this systematic approach and methodology, the research is expected to provide a comprehensive understanding of the factors that shape and maintain the electability of non-local candidates in dynamic urban areas.

RESULTS AND DISCUSSION
Result

The results of the study show that Anggi Arando's success in maintaining his electability as a non-local legislator in Dapil 2 DKI Jakarta is the result of a combination of political strategies, leadership styles, and representation patterns that have succeeded in building public trust in the context of a complex urban society. The first findings show that the electoral dynamics in Dapil 2 DKI Jakarta are characterized by fierce political competition and rational and heterogeneous voter character. Voters in this region tend to be less tied to the candidate's locality factor, but rather to assess the candidate's track record of performance, ability to advocate for important issues, and the candidate's ability to show a real presence in the community. This makes non-local candidates still have competitive opportunities as long as they are able to demonstrate capacity and performance that are relevant to the needs of voters. In this context, Anggi Arando's success shows that the non-locality factor is no longer the main obstacle if the candidate can display the effectiveness of representation (Vaccari & Valeriani, 2022).

The second finding related to political leadership style shows that Anggi Arando practices a leadership style that can be categorized as a combination of transformational leadership and instrumental leadership. He not only focuses on administrative achievements as a legislator, but also builds emotional and symbolic connections with constituents through social activities, empowerment programs, and regular attendance at

local community agendas. Transformational leadership can be seen from its efforts to encourage a narrative of change, public service, and social development that involves citizen participation. Meanwhile, instrumental elements can be seen from a pragmatic approach in solving technical problems faced by the community, such as access to social assistance, assistance for MSMEs, or public advocacy services. The combination of these two styles creates a strong perception that he is a responsive and reliable figure (Noorikhsan, 2023).

The third finding related to political representation illustrates that Anggi Arando has succeeded in compensating for the limitations of descriptive representation (because it does not come from the local area) through the strengthening of functional representation. The constituents admitted that he was active in channeling the aspirations of the citizens, especially in issues considered crucial such as social assistance, education, health, and housing. Recess activities that are carried out regularly, quick responses to public complaints, and follow-up on administrative problems faced by voters are significant factors in building long-term trust. This functional representation makes voters feel that their interests are really being fought for, so that the factor of the candidate's regional origin is no longer considered relevant in political decisions (Pitkin, 2020).

In addition, the study found that political communication plays a central role in maintaining Anggi Arando's electability. He uses social media consistently to display activities, performance achievements, and direct interaction with residents. This digital communication expands the reach of information and creates an emotional closeness with voters who are mostly of productive age and active in the digital space. Meanwhile, face-to-face communication through community activities, citizen meetings, and public dialogue forums is maintained to maintain physical presence and social legitimacy at the grassroots level. This combination of digital and conventional strategies allows him to build an image as an accessible and transparent representative of the people.

The latest findings show that voters' perception of Anggi Arando is formed from three main components: trust, performance, and presence. Trust is built from the consistency of response to the needs of citizens, while the performance seen through policy programs and advocacy reinforces the perception that he is taking legislative duties seriously. Presence that is not only physical, but also symbolic through digital media,

provides an atmosphere of closeness for urban voters who value information disclosure. These three aspects work synergistically to form stable voter loyalty even if he or she is a non-local candidate. Thus, this study shows that Anggi Arando's electoral success is not just a product of periodic campaigns, but the result of a long-term strategy in building functional representation, responsive leadership, and political communication that is adaptive to the dynamics of urban society.

Discussion

This discussion outlines the relationship between the research findings and the theoretical framework that has been put forward previously, focusing on how Anggi Arando as a non-local legislator was able to maintain his electability in Dapil 2 DKI Jakarta. The analysis was carried out through four main perspectives: electoral dynamics, political leadership theory, the concept of functional representation, and political communication and social networks. The four theoretical approaches provide a comprehensive overview of the electoral mechanisms that work in the context of urban society (Kurnia, 2022).

Findings regarding electoral dynamics in Dapil 2 DKI Jakarta show that urban voters have rational, heterogeneous characteristics, and tend to judge candidates based on competence and concrete performance. This is in line with the theory of rational voter behavior (Downs, 1957), which explains that urban voters tend to prioritize the immediate benefits they derive over local identity factors. In this context, the findings of the study show that the factor of candidate locality is no longer a determinant variable in the formation of political preferences. This reinforces the argument that the transformation of urban voter behavior patterns has shifted towards issue-based voting, where candidates are judged by their ability to provide solutions, rather than by their geographical origins. This tendency provides space for non-local candidates like Anggi Arando to be able to compete effectively as long as they are able to show performance and responsiveness to the needs of the community(Almeida & Silva, 2025).

From the perspective of political leadership, Anggi Arando practices transformational leadership as well as instrumental. Transformational leadership theory (Burns, 1978) emphasizes the importance of inspiration, empowerment, and emotional connection with followers. In this study, this style can be seen in social programs and

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activities that involve the direct participation of citizens. Meanwhile, instrumental elements are reflected in his pragmatic approach in solving the community's technical problems, such as administrative assistance and social assistance services. This combination of leadership styles proves that urban voters judge candidates not solely by political rhetoric, but by the candidate's real ability to carry out representative functions and public services. Thus, Anggi Arando's leadership has made a significant contribution to the public's perception of his integrity and capabilities as a legislator.

The concept of political representation is also a crucial aspect in maintaining the electability of non-local candidates. Based on descriptive and functional representation theory (Pitkin, 1967), a candidate can be accepted by constituents even if he or she has no common geographic identity as long as he or she is able to exercise functional representation effectively. The findings of the study show that Anggi Arando consistently carries out this role through policy advocacy, recess activities, absorption of aspirations, and solving various problems of residents. This success emphasizes that functional representation has greater weight than descriptive representation in the context of modern urban politics. In addition, the responsiveness and speed of follow-up to citizens' complaints reinforce political legitimacy that does not come from local identity, but from real performance that is directly felt by the community.

The political communication strategy used by Anggi Arando is also an important factor in maintaining electability. In the digital age, modern political communication theory (Norris, 2000) emphasizes the importance of integration between new media and face-to-face communication to build public visibility. The study's findings are in line with the theory, where the use of social media such as Instagram and Facebook allows candidates to build symbolic closeness to voters, while face-to-face communication is still necessary to strengthen social presence at the grassroots level. This combination of digital and conventional strategies allows candidates to be present in two dimensions at once: virtual public spaces and physical public spaces. This has proven to be effective in dealing with Dapil 2 DKI Jakarta voters who are diverse in terms of age and communication media preferences.

In addition, the results of the study show that social networks and local communities play a significant role in strengthening Anggi Arando's legitimacy as a non-

local legislator. This is relevant to socio-political network theory (Putnam, 2000), which emphasizes that social relationships and beliefs can increase the effectiveness of collective actions. In this context, relationships with community leaders, environmental administrators, local organizations, and volunteers are a source of support that helps build public acceptance of non-local candidates. The network not only serves as a tool for voice mobilization, but also as a means to build credibility and a sustainable social presence.

The results of the study also revealed that voters' perception of Anggi Arando was formed through three key elements: trust, performance, and presence. These three elements are manifestations of the integration of previous theories. Trust arises from responsiveness and consistency of performance; performance can be seen from functional representation and public service activities; Meanwhile, presence is created through digital and face-to-face communication. Voters' assessments of these three factors show that the success of non-local candidates depends heavily on their ability to build representative legitimacy that is directly perceived by the community (Amalia, 2025).

Overall, this discussion confirms that Anggi Arando's electoral success as a non-local candidate is not a coincidental phenomenon, but the result of the interaction between political leadership strategies, effective communication, strong social networks, and good functional representation. This study shows that in the context of modern urban society, the locality factor is increasingly less relevant than the performance, integrity, and ability of candidates to be present in real life in people's lives. Thus, this study makes an important contribution to electoral studies by showing that non-local candidates can survive and even thrive in urban political competition through adaptive and public service-oriented strategies.

CONCLUSIONS AND SUGGESTIONS

Based on the results of research on the electoral dynamics and political leadership of Anggi Arando as a non-local legislator in Dapil 2 DKI Jakarta, it can be concluded that his success in maintaining electability is the result of a complex interaction between representative performance, leadership style, communication strategy, and a deep understanding of the character of urban voters. Research shows that voters in urban areas are becoming more rational and no longer make the locality factor the main determinant in choosing candidates. They are more likely to assess the competence, responsiveness,

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and direct benefits provided by the people's representatives. In this context, Anggi Arando is able to apply a leadership style that combines transformational and instrumental elements, so that he not only builds inspiration for change but also shows the ability to solve real problems faced by society. Functional representation is an important aspect that masks his limitations as a non-local candidate. He has succeeded in building public trust through policy advocacy, public service, quick response to citizens' complaints, and active presence in various recess activities. Adaptive political communication strategies combine social media and face-to-face communication—reinforcing their image and proximity to voters. In addition, social networks with community leaders, local communities, and volunteers also strengthen its political legitimacy. Overall, voters' perception of Anggi Arando is formed through three main elements, namely trust, performance, and presence. This shows that in the context of modern urban society, leadership quality and representation effectiveness determine political loyalty more than a candidate's geographical origins.

Based on these findings, this study provides several suggestions aimed at political practitioners, legislative institutions, the community, and subsequent researchers. For political practitioners, especially non-local candidates, it is important to strengthen functional representation through effective public services, responsive communication, and advocacy for policies that meet the needs of the community. Candidates also need to optimize digital political communication to reach urban voters who are active on social media, while maintaining face-to-face interaction through community activities. For legislative institutions, it is recommended that the recess program be strengthened and made more based on the needs of the community so that council members can carry out their representation functions more optimally. The public is expected to continue to assess the people's representatives based on performance and integrity, not just locality factors, and actively participate in the delivery of aspirations and supervision of the performance of legislators. For further research, it is recommended that a comparative study be conducted among several non-local legislators in other urban areas to see the general patterns and their variations. Quantitative research can also be developed to measure more specifically the influence of variables such as digital communication, physical presence,

and recess activities on electability. Thus, further research can enrich the understanding of the phenomenon of non-local candidates in urban political dynamics in Indonesia.

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