

The Transformation of Leadership Forms of Nasdem and Golkar Parties in Increasing Electability in Sidenreng Rappang Regency

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Abstract: The 2014 and 2019 elections in Sidenreng Rappang Regency marked a significant shift in political dynamics, with the Golkar Party initially dominating and then experiencing a decline in electability, ultimately being replaced by the Nasdem party. This change in political fortunes has sparked interest in understanding the strategies employed by these parties to build and maintain their electability. This research utilizes a qualitative descriptive research method, incorporating data collection techniques such as observation, literature review, and interviews conducted with the assistance of Nvivo 12 Plus data analysis software. Informants were selected through purposive sampling. The findings of this study reveal a clear transformation in the leadership approaches of both the Nasdem and Golkar parties aimed at increasing their electability in Sidenreng Rappang Regency. This transformation is characterized by the adoption of a transformational leadership model. This study delves into the transformation of political party leadership, specifically within the Nasdem and Golkar parties, in the context of enhancing their electability in Sidenreng Rappang Regency. It highlights the shift in leadership strategies from traditional approaches to a more transformational style, which has played a crucial role in influencing the electability of these parties in the region.

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INTRODUCTION

The study of political behavior is an interdisciplinary field that bridges sociology and political science. It encompasses the actions and attitudes of individuals or groups in making political decisions and engaging in political activities (Dema & Hamid, 2017). Political parties play a pivotal role in democratic countries like Indonesia, serving as organizations with shared visions and programs (Jurdi, 2020). The history of politics in Indonesia has undergone various phases, marked by significant changes since the country's independence (Putri & Haris, 2018).

The emergence of political parties in Indonesia dates back to the Dutch colonial period, signifying the early development of political power and institutional expansion (Manan, 2019). These parties have a fundamental role in shaping the direction of the country, as they provide opportunities for citizens to engage in the political process and establish a quality political system that adheres to principles of good governance (Resky, 2021).

Transformational leadership represents a shift from traditional leadership styles, prioritizing vision and inspiration. It signifies a transformation in leadership behavior

and is particularly relevant in the context of political parties, especially in preparation for upcoming elections in 2024 (Aprillia, 2022).

In the 2014 election, the Golkar Party emerged as the most influential party in Sidenreng Rappang Regency. Various political parties competed for parliamentary seats in the region, including Nasdem, PKB, PKI, PDIP, Gerindra, Demokrat, PAN, PPP, Hanura, PBB, and PKPI. The Golkar Party's dominance in 2014 demonstrated its significant political power in the region (Mutmainnah, 2018). However, in the 2019 election, the Nasdem party replaced Golkar as the leading party in terms of electability in Sidrap Regency.

This shift in electability highlights the need to investigate the strategies employed by these political parties to build and maintain their popularity. Electability, in this context, refers to a party's ability to influence voters' perceptions and gain their support during elections (Abramowitz, 1989).

This research aims to explore the transformation of political party leadership and the leadership model used by Nasdem and Golkar parties in increasing their electability in Sidenreng Rappang Regency. This research uses a qualitative approach and compares it with previous research on transformational leadership in different contexts.

Political behavior is a multidisciplinary field that examines the actions and attitudes of individuals and groups in politics. Political parties have a crucial role in democratic countries, shaping the political landscape and governance. Transformational leadership is a contemporary leadership style that prioritizes vision and inspiration, and has a role in political party leadership. The change in electability between Golkar and Nasdem parties in Sidenreng Rappang Regency underscores the need to analyze their leadership strategies.

This research contributes to understanding the dynamics of political party leadership and electability in the region. This analysis will provide insight into how political parties adapt transformational leadership models to achieve their goals, especially in the context of local politics. By exploring shifts in electability in Sidenreng Rappang Regency, this research can provide a better view of how political parties can take effective steps in winning public support and maintaining their political power. The results of this study can be a reference material for political party leaders and political analysts in facing challenges in increasingly fierce political competition.

RESEARCH METHOD

This research study adopts a qualitative research approach, which is rooted in the exploration of real-world phenomena to gain a deeper understanding (Azungah, 2018). The primary objective is to provide valuable insights into the subject matter for future researchers and the broader audience interested in the topic under investigation. Qualitative research is chosen as the method of choice, aiming to delve into the intricacies and nuances of the subject, providing a comprehensive perspective on the problem or phenomenon of interest (Abdalla et al., 2018).

Descriptive research is the chosen research method for this study (Sagena et al., 2023). Descriptive research aims to paint a detailed picture of the current or prospective conditions associated with the problem or phenomenon under investigation. It serves as a tool to gain a holistic overview and to comprehend the various dimensions and aspects related to the research topic. Through descriptive research, the researchers intend to explore the multifaceted nature of the issues at hand, offering a well-rounded understanding of the subject.

Data analysis in this study will be conducted utilizing the Nvivo 12 Plus application. This software aids in organizing and analyzing qualitative data efficiently (Edwards-Jones, 2014). It assists researchers in sifting through vast amounts of qualitative data, identifying patterns, themes, and trends, and drawing meaningful conclusions from the collected information. By employing Nvivo 12 Plus, the researchers aim to extract valuable insights from their data, which can subsequently be used to inform their research findings.

The selection of informants in this study is guided by the purposive sampling method (Berndt, 2020). Purposive sampling entails the deliberate selection of participants based on specific criteria that align with the research objectives. In this context, the choice of informants is made strategically, with the intention of gathering data from individuals or groups who possess the knowledge, perspectives, and experiences that are most relevant to the research goals. This method allows researchers to target and engage with participants who can provide in-depth insights into the subject matter, thereby enhancing the quality and depth of the research findings.

RESULTS AND DISCUSSION

An analysis of the characteristics of transformational leadership in the Nasdem Party reveals interesting findings. Of the five indicators considered, clear strategy is the most dominant aspect, with a significant percentage of 66.67%. This shows that the Nasdem Party strongly emphasizes the importance of having a well-defined strategy to guide its actions and decisions.

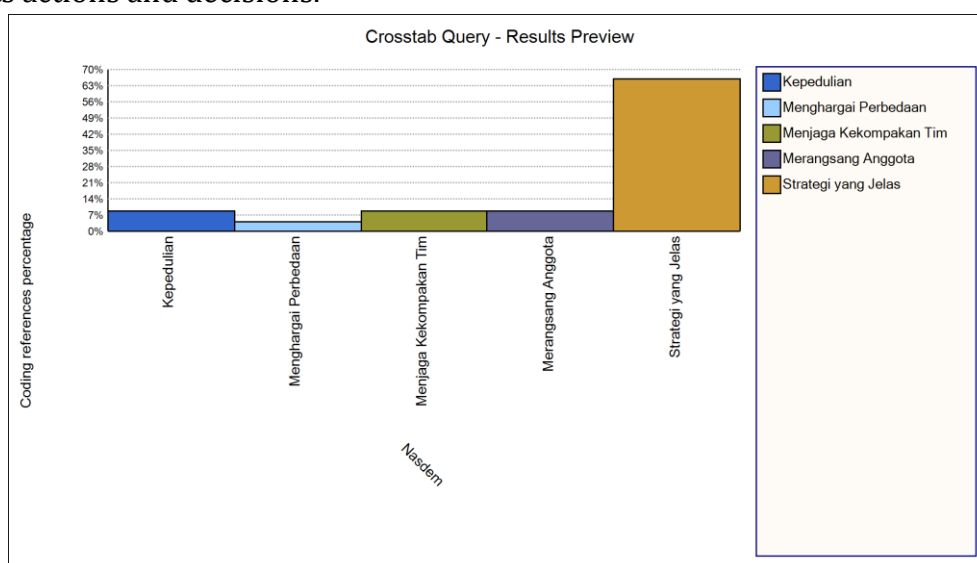


Figure 1. Nasdem Party Diagram Visualization

On the other hand, the respect for differences indicator has the lowest percentage, at 4.76%. This implies that while having a clear strategy is highly prioritized, there is room for improvement in terms of creating an environment that respects different opinions and viewpoints within the party.

Interestingly, the other three indicators, namely caring, stimulating members, and maintaining cohesiveness, all have the same percentage of 9.52%. This suggests that within the Nasdem Party, there is a balanced approach to these aspects of transformational leadership.

The implementation of transformational leadership in the Nasdem Party seems to be characterized by a strong focus on strategic clarity, especially by building emotional closeness among its members. However, there is still room to improve respect for differences and further develop aspects such as caring for members, stimulating them, and maintaining cohesiveness within the party.

This illustrates the potential to optimize transformational leadership within the party by paying more attention to values such as respect for differences and member care, which could result in a more inclusive and solid environment within the Nasdem party.

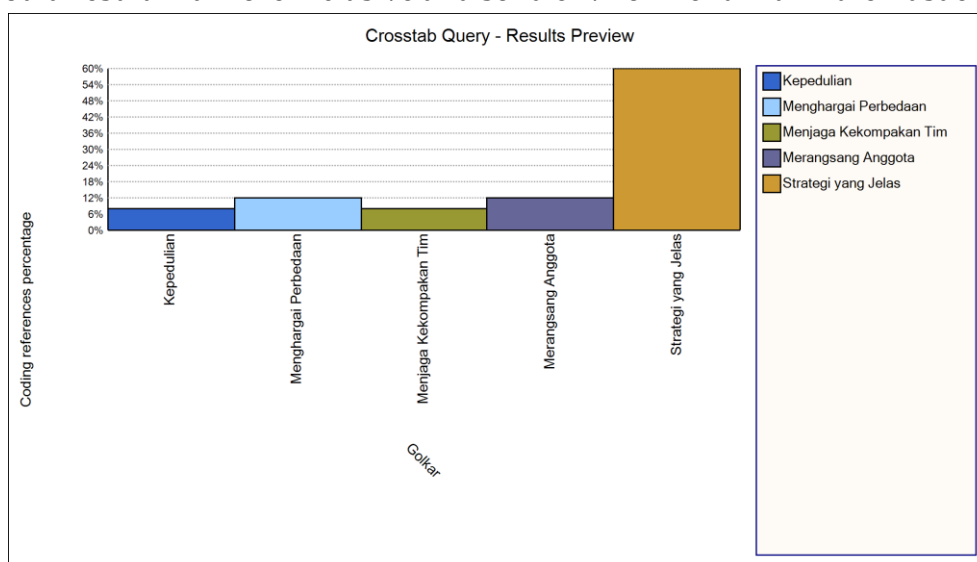


Figure 2. Golkar Party Diagram Visualization

The analysis of transformational leadership characteristics within the Golkar Party provides valuable insights into the party's leadership style and priorities. Notably, the Golkar Party places a significant emphasis on the clarity of strategy, which constitutes 60% of the characteristics assessed. This underscores the party's commitment to having a well-defined and clear strategy as the foundation for guiding its actions and decision-making processes. This strategic clarity can be a powerful tool in navigating the complex world of politics and achieving its goals.

However, the analysis also highlights areas where the Golkar Party could improve its approach to transformational leadership. Two indicators, caring for members and maintaining team cohesiveness, both score the lowest at 8%. This suggests that there is room for enhancement in terms of the party's ability to demonstrate genuine care and

support for its members. Additionally, fostering a stronger sense of unity and teamwork among its members could potentially strengthen the party's overall effectiveness.

Interestingly, the remaining two indicators, which both share a percentage of 12%, reflect a balanced approach within the Golkar Party. This balanced approach suggests that the party places a moderate level of emphasis on inspiring and motivating its members while also recognizing the importance of addressing individual needs and concerns. This equilibrium in their leadership approach indicates a nuanced understanding of the multifaceted nature of leadership within a political party.

While the Golkar Party excels in terms of strategic clarity, there are opportunities for improvement in terms of member care and team cohesion. A balanced leadership approach that combines strategic vision with a genuine focus on member welfare and unity could further enhance the party's transformational leadership and its ability to navigate the dynamic political landscape effectively.

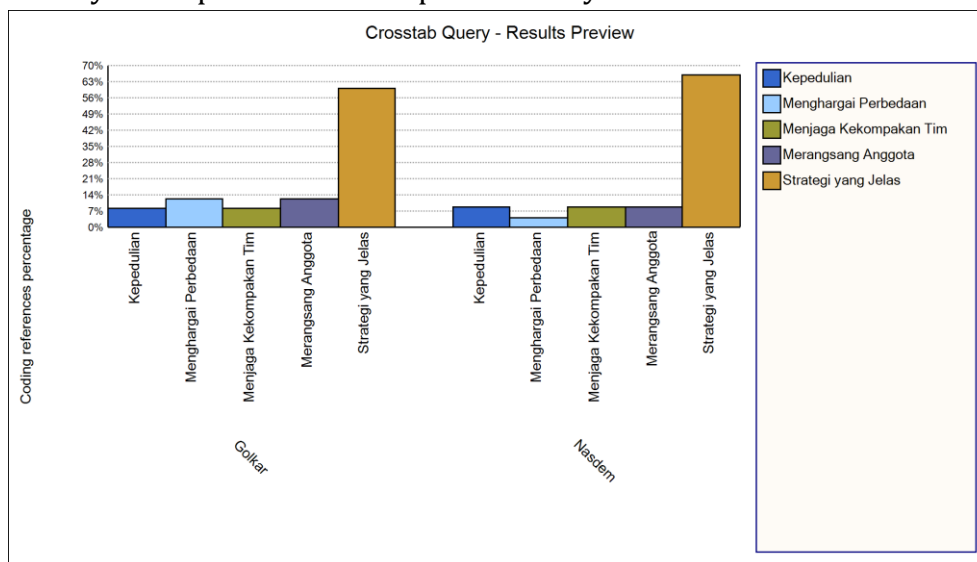


Figure 3. Nasdem and Golkar Party Diagram Visualization

The comparison of the five indicators of transformational leadership characteristics between Nasdem and Golkar parties in their efforts to increase electability in the community shows some interesting things. It is clear that both parties highly prioritize clarity of strategy as the most dominant characteristic, although Nasdem has a slightly higher percentage of 66.67%, compared to Golkar's 60%. This underscores the central role of a clear strategy in guiding their actions and decisions, which is critical to achieving electoral success.

On the other hand, there is variation in the indicators with the lowest percentages between the two parties. In Nasdem Party, the indicator with the lowest percentage was "respect for differences" at 4.76%, indicating potential for improvement in terms of fostering an inclusive environment and open dialogue for different viewpoints within the party.

In contrast, in Golkar Party, two indicators had the lowest percentage of 8%, namely "caring" and "maintaining team cohesiveness". This indicates that there is still room for

improvement in terms of showing concern for members and strengthening team unity within Golkar.

It is noteworthy that both parties seem to emphasize the importance of clarity of strategy, in line with the concept of transformational leadership characteristics outlined by Emron Edison et al. These characteristics include having a clear strategy, caring for members, stimulating members, maintaining team cohesiveness, and valuing differences. These findings suggest that both parties recognize the importance of a visionary and inspirational leadership style in achieving their political goals.

Thus, although both parties equally emphasize clarity of strategy, there are some areas where each party could make improvements in other aspects of transformational leadership to further enhance their effectiveness in increasing electability in the community.

Clear strategy

A leader's ability to articulate and execute a clear strategy is crucial, especially when it involves significant changes aligned with the party's vision and mission (Li et al., 2016). This is evident in the insights gathered from interviews conducted with the chairman of the Nasdem Party and other key figures from Nasdem and Golkar in their efforts to increase electability in Sidrap Regency.

The chairman of the Nasdem Party stressed the importance of aligning the party's strategy with the community's needs, emphasizing representation and assistance as key aspects. This approach resonates with one of the fundamental characteristics of transformational leadership, which is prioritizing a clear strategy in accordance with the organization's vision and mission. Additionally, Nasdem's commitment to being present in the community from the start of their tenure until the present reflects their strategy to maintain a consistent and genuine connection with the people.

Similarly, the head of Bappilu Nasdem highlighted their unique approach to going beyond traditional political strategies. Instead of engaging with the community solely in the lead-up to elections, they maintain a continuous presence and offer support to society, thereby reinforcing their commitment to the party's vision and mission.

The Golkar Party employs a similar strategy, emphasizing humanitarian activities and community involvement to enhance electability. This strategy aligns with the principle that transformational leadership entails the mutual development of morality and motivation between leaders and followers, as proposed by Burns. Golkar's focus on humanitarian activities and its long-term commitment to this approach illustrate their dedication to the well-being and needs of the community.

Moreover, the recruitment of figures into the party who can represent and connect with the community further enhances the strategy to increase electability. By selecting individuals with strengths and abilities that resonate with the community's needs and values, both Nasdem and Golkar aim to establish a strong connection and foster trust among the electorate.

The Nasdem and Golkar parties have adopted similar strategies to increase their electability in Sidrap Regency. These strategies prioritize an emotional approach to the

community, sustained involvement in societal issues, and the selection of figures who can effectively represent and engage with the people. This approach aligns with the principles of transformational leadership, emphasizing a clear strategy rooted in the party's vision and mission while remaining responsive to the community's evolving needs and aspirations.

Concern

Caring leadership is characterized by a leader's genuine concern for the well-being and development of their members (Shanafelt & Noseworthy, 2017). This form of concern is evident in how leaders pay attention to the needs and skills of each member, as well as how they prioritize open deliberations and inclusivity. This approach is exemplified in the statements made by both the chairman of the Nasdem party and the chairman of the Golkar party.

The chairman of the Nasdem party emphasized the importance of being discerning in recognizing and nurturing the skills of each member of the DPR (Regional People's Representative Council). This demonstrates a leader's commitment to understanding the unique abilities and potential of their team members. Such an approach allows for effective delegation of tasks and responsibilities, as well as providing opportunities for individual growth and development. Additionally, the chairman recognized the need to manage situations comprehensively and not to impose authoritarian leadership but rather be adaptable to different circumstances.

On the other hand, the chairman of the Golkar party stressed the significance of prioritizing deliberations when making decisions. This approach ensures that all members have a voice and feel included in the decision-making process. By fostering an environment of open discussion and respectful disagreement, leaders can create a sense of belonging and engagement among members. This approach aligns with the principles of caring leadership, where the leader values the input and perspectives of each member, even when there are differing opinions.

In essence, caring leadership is characterized by a leader's attentiveness to the skills and needs of individual members and their commitment to inclusive and respectful deliberations. Such leadership not only fosters a sense of belonging and support among members but also promotes effective decision-making and team cohesion.

Stimulating Members

In order to motivate and stimulate their members effectively, a leader must be committed to offering support and assistance to help them overcome challenges and achieve their goals (Andriani et al., 2018). This aligns with the insights gathered from interviews with the chairman of the Nasdem Party, who emphasized the importance of instilling confidence and optimism in party members. He acknowledged the party's significance in Sidrap Regency and encouraged members to have the courage to actively participate, especially considering the party's historically high average vote achievement. This illustrates the leader's role in inspiring and motivating members to strive for victory.

Transformational leaders, as described in leadership theory, are known for their ability to elevate followers' awareness by appealing to higher ideals and moral values,

such as glory, togetherness, and humanity. They convince members that they have the capacity to excel, leveraging their unique abilities. This perspective is reinforced by the interview results with the chairman of the Golkar party. He mentioned that politicians have their distinctive qualities, including strengths like expertise in agriculture and effective public speaking. Furthermore, he highlighted the party's commitment to the agricultural sector and its willingness to facilitate assistance for the community. This demonstrates the leader's proactive approach to supporting members in their areas of expertise and providing resources to aid the community.

Effective leadership involves providing support, motivation, and assistance to members to help them overcome obstacles and attain their goals. Leaders play a critical role in fostering confidence and optimism among members, encouraging them to actively participate and excel. Transformational leaders, in particular, inspire followers by appealing to higher values and showing faith in their capabilities. This approach empowers members to utilize their unique strengths and make meaningful contributions, ultimately benefiting both the party and the community.

Maintain team cohesiveness.

A leader of a political party must possess the ability to foster solidarity and maintain team cohesiveness among its members, as this is essential for cultivating a sense of unity and shared purpose (McDermott, 2020). This aligns with the insights derived from interviews with the chairman of the Nasdem Party, who highlighted the importance of regular gatherings and open discussions among members. These interactions, such as coffee mornings and visits to sub-district administrators, serve as opportunities for members to connect, share their opinions, and feel cared for within the party.

In the realm of organizational cohesiveness, various strategies can be employed, as articulated by Umiarso (2012). A transformational leader, as described by Umiarso, possesses diagnostic skills and dedicates time and attention to solving problems from multiple angles. They also prepare for the future, focusing on the institution's benefit. This approach resonates with the sentiments expressed in interviews with the chairman of the Golkar party. He emphasized the importance of regular meetings, held at least once or twice a month, where members discuss issues and challenges encountered in society. These meetings provide a platform for collective problem-solving and decision-making, strengthening the bonds among members.

Furthermore, the chairman mentioned the use of digital communication platforms, such as WhatsApp (WA) groups, to address personal and organizational issues promptly. This illustrates the adaptability of leadership to leverage technology for maintaining cohesion and resolving problems effectively.

In summary, effective political party leadership involves nurturing solidarity and team cohesiveness among members. Regular gatherings, open discussions, and a commitment to problem-solving contribute to a sense of belonging and shared purpose within the organization. Transformational leaders play a vital role in this process by employing diagnostic skills, dedicating time to problem-solving, and preparing for the institution's future growth. Additionally, modern communication tools are utilized to

address issues promptly and ensure that the organization remains cohesive and responsive to the needs of its members.

Respect differences and beliefs.

Every leader must possess the ability to respect diverse opinions in pursuit of a common goal and also demonstrate respect for differences in beliefs (Bozdog & van den Hoven, 2015). This aligns with the insights garnered from interviews with the chairman of the Nasdem Party, who emphasized the importance of leaders employing a special approach when handling differences within their organization. These differences, he noted, should be seen as the dynamics of the organization and a source of strength, rather than something that could harm it.

Leaders should also instill a sense of morality within themselves and their members, as articulated by Burn, who defines transformational leadership as a process in which leaders and followers mutually enhance and develop morality. This involves instilling in members the values of acceptance and tolerance for existing differences, both within the organization and in society at large. This perspective was further supported by interviews with the head of the Golkar party, who acknowledged the inevitability of differing opinions during deliberations and stressed the importance of resolving such differences amicably. He also highlighted the need to listen to the wisdom of more experienced members within the party.

Moreover, addressing differences extends beyond matters of belief to encompass internal party dynamics, as highlighted by the chairman of the Golkar party. He pointed out the existence of Tau Lotang communities within the party and emphasized the party's commitment to accommodating and respecting these differences by actively participating in their activities.

In Sidrap Regency, where the Tau Lotang religious communities have a presence and influence within the Golkar Party, this commitment to mutual respect, especially regarding differences in beliefs, is evident.

Out of the five indicators of transformational leadership characteristics identified by Emron Edison et al., the most prominent indicator employed by the Nasdem and Golkar parties to enhance their electability in Sidrap Regency is related to strategy clarity. Both parties have adopted an emotional approach to engage with the community as their strategic approach. Additionally, beyond these core indicators, financial resources play a crucial supporting role in enabling leaders to effectively implement transformational leadership.

The success of political party leadership transformation is discernible through a leader's ability to lead the party while advancing the promised vision and mission. Such leadership transformation can be effectively realized through the application of a transformational leadership model.

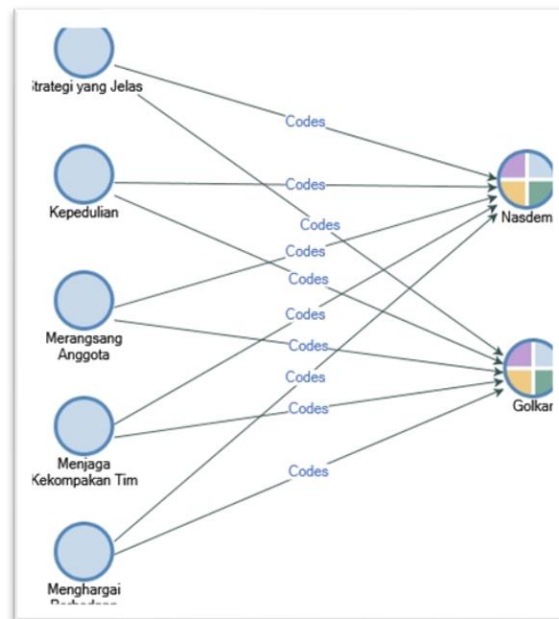


Figure 4. Project Map

Evidence of the Transformational Leadership of the Golkar and NasDem Parties with the transformational leadership model in building electability in Sidenreng Rappang Regency can be seen from the results of data analysis showing that of the five indicators of transformational leadership characteristics the two parties have carried out the five indicators, each of the five indicators filled by the two parties. . Filling the five indicators proves that the transformational leadership model has been used by both parties, namely the Nasdem Party and Golkar and therefore it can be said that there has been a leadership transformation in the two parties.

Of the five indicators of transformational leadership characteristics according to Emron Edison et al, the most dominant indicator of transformational leadership used by the Nasdem and Golkar parties to increase electability in Sidrap Regency is related to strategy clarity where the strategy used by the two parties is an emotional approach to society, apart from the five indicators as a characteristic of transformational leadership there are also supporting factors, namely finance, with sufficient finance to assist a leader in carrying out transformational leadership.

CONCLUSION

Transformative leadership plays a pivotal role in shaping the electability and overall success of political parties, such as Nasdem and Golkar, in Sidenreng Rappang Regency. This leadership style is centered on the notion that visionary and mission-driven leaders can effectively mobilize their members and engage with the community on an emotional level, resulting in increased support and electoral success.

In the context of Nasdem and Golkar parties, their adoption of transformational leadership signifies a commitment to setting clear visions and missions for their respective parties. These visions serve as a guiding light, outlining the parties' objectives and the path they intend to take in serving the interests of Sidenreng Rappang Regency.

This clarity of purpose resonates with the electorate, who are more likely to support parties that have a well-defined and compelling vision for the future.

Furthermore, the emotional approach employed by these parties' leaders is instrumental in building connections with both their members and the wider community. Transformational leaders are adept at inspiring and motivating their followers, fostering a sense of unity and commitment among party members. They also engage with the community in a way that transcends mere policy positions, addressing the emotional concerns and aspirations of the people. This empathetic approach helps in building trust and rapport with the electorate, which is essential for garnering votes and support.

The impact of transformational leadership on the electability of Nasdem and Golkar in Sidrap Regency extends beyond the immediate electoral gains. These leadership models set a precedent and serve as a source of inspiration and reference for future leaders and readers alike. Aspiring politicians and scholars can learn from the success of these parties in using transformational leadership to build electability. They can study the strategies and approaches employed, drawing insights that may be applied in various political contexts and regions.

In conclusion, Nasdem and Golkar's adoption of transformational leadership has been a strategic move to enhance their electability in Sidenreng Rappang Regency. By emphasizing clear vision and mission, and engaging emotionally with their members and the community, these parties have not only boosted their electoral prospects but have also set a valuable example for future leaders and readers interested in the dynamics of political leadership and success.

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