



ANALYTICAL STUDY ON STRATEGIC THINKING OF BEGINNER VOTERS IN DETERMINING POLITICAL VOICES DURING LEGISLATIVE ELECTIONS IN INDONESIA

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ABSTRACT

This research explores the role of strategic thinking in the political decision-making process for novice voters during the legislative election period in Indonesia. This research examines the factors that influence the political choices of first-time voters using an analytical approach in qualitative research. Through surveys, in-depth interviews, and content analysis, first-time voters gain insight into considering factors such as party policies, candidate credibility, social issues, and interactions with their political environment. The research results highlight the importance of strategic thinking in the political election process, especially for novice voters who lack experience in political affairs. This research informs that first-time voters tend to use a more analytical approach in voting, considering the long-term consequences of their political choices. Apart from that, family, peers, and social media influence significantly shape their political perceptions. This research contributes to providing an understanding of the political behaviour of novice voters and the importance of strategic thinking in the context of modern politics. The implications of these findings can help political stakeholders design more effective communication strategies and target first-time voters more precisely, thereby increasing the quality of political participation in Indonesia.

Keywords: *strategic thinking, first-time voters, political elections, political analysis.*

1. Introduction

Legislative elections in Indonesia as a means of determining people's representatives in occupying DPR, DPD and DPRD seats in various regions have passed but are very interesting to research, especially about the problem of deciding political choices due to the dilemmatic perspective of the role of reason and free will. Voters, especially novice voters, can be inconsistent and change like an amoeba or chameleon. Political expert at the Faculty of Social and Political Sciences UGM, Dr Mada Sukmajati, even emphasised that voters in the millennial generation and generation Z are those who quickly change their choices or are often referred to as moody where they change their preferences according to their mood, thoughts and emotions (Grehenson, 2023). Apart from that, another publicly visible characteristic is first-time voters' lack of political enthusiasm, whose political views tend to be pessimistic. However, of the 204.8 million voters in 2024, according to data from the General Election Commission (KPU), 25 million voters who are first-time voters are expected by the Minister of Women's Empowerment and Child Protection (PPPA) to become intelligent voters in their role as pioneers and reporter (2P) (Public Relations Bureau, 2024).

Beginner voters need intelligence to think and make choices (Prasetyawati & Adi, 2021). Moreover, there is political competition between the candidates. Each individual or group (contestant) can use various methods to achieve political goals. A legislative member was caught by the Corruption Eradication Commission (KPK) carrying IDR 8 billion to carry out a

dawn attack (alleged). (Amindoni, 2019), indicates election fraud because it impacts efforts to shift the personal commitment of voters, especially first-time voters.

The quality of democracy in Indonesia is a severe challenge of implementation. Therefore, from the researcher's point of view, this perspective is fascinating not only for experienced voters but also for novice voters who have just entered the stage of political participation. It is essential to understand how first-time voters make their political decisions. This angle touches on strategic thinking.

Strategic thinking is organising choices through institutional thinking by evaluating alternatives and decisions to find the best fit between the institution, its resources and the environment. Strategic thinking includes all actions because it is essential before every action related to strategy (Haley, 2016). People often understand strategic thinking in connection with strategic planning. Leba et al. (2020) emphasise that strategic thinking is part of the strategic planning process because much strategic thinking is needed to develop a successful strategic plan. Thus, strategic thinking refers to an individual's ability to plan long-term steps and identify the consequences of various options (Rizan, et al., 2023). This ability is crucial in understanding how voters make political decisions in elections.

The political context in Indonesia displays interesting characteristics to study. Legislative elections in Indonesia display complex political dynamics, including various political parties, different political platforms, and social and economic issues that influence voter preferences, especially for first-time voters. In this case, first-time voters need a deep understanding of their political environment to make informed decisions (Aprianti, 2023). New voters certainly play a role in bringing new dynamics to the democratic process. From this perspective, novice voters utilise strategic thinking in choosing leaders and political parties that can provide valuable insight into the evolution of democracy in Indonesia (Yendra, 2023).

This research can undoubtedly impact the relationship with studies from a political psychology perspective, where political psychology concepts, such as political motivation, political party identification, and perceptions of political leaders, are involved. It implies understanding factors that can help analyse how strategic psychological variables influence thinking. This research certainly has implications for political education, namely providing valuable input for the development of the political education curriculum in Indonesia by emphasising the importance of learning that encourages a deep understanding of politics as well as the development of strategic thinking skills and their implementation in various fields and various situations and events.

2. Literatur Review

2.1 Strategic Thinking Concept

Strategic thinking is usually the strategy formulation and execution of a business leader or the strategic performance of the business world. Strategic thinking synthesises processes and utilises intuition and creativity to achieve results (Liedtka, 1998). Strategic thinking is associated with a manager's ability to make appropriate, directed, and accurate decisions to achieve his company's or organisation's success (Rahman, 2017).

Strategic thinking is part of the strategic planning process, as much strategic thinking is required to develop a successful strategic plan. So, it is related to cognitive processes to achieve goals. Successful strategic thinking must be rational (Gruning & Krueger, 2022). However, cognitive biases and irrationality also facilitate achieving strategic goals under certain conditions (Gigerenzer, 2023).

According to Leba and Watunglawar (2020), strategic thinking is managing choices through institutional thinking by evaluating alternatives and decisions to find the most suitable one between the institution, its resources and the environment. It is related to a person's ability, including leaders, to move towards goals, build positive interactions between fellow workers,

and encourage and mobilise themselves and each other to remain committed to organisational values and agreed policy directions (Watunglawar & Christianity, 2015).

In the management context, according to Watunglawar (2022), strategic thinking is associated with the involvement of two different processes, namely, planning and thinking. Planning involves problem analysis and building systems and procedures while thinking involves synthesis, intuition, innovation, and creativity. Strategic thinking is a way of solving strategic problems that combines a rational and convergent approach with creative and differentiated thinking processes.

2.2 *Features of Strategic Thinking*

To understand which is a product of strategic thinking and which is not the result of strategic thinking, the following are the characteristics of strategic thinking,

- 1) His abstractive power is sharp and systematic.
Thinking hard is an in-depth analysis of each phenomenon and looking for cause-and-effect relationships. Meanwhile, systematic means logical, following a rational sequence of thought patterns, not jumping around or rushing to conclusions before the analysis process is complete (Watunglawar, 2022).
- 2) The point of view is always complete and comprehensive.
Have a complete and comprehensive mindset on all products and services. When designing a long-term strategy, the organisation seems to be seen from above so that not only the organisation is seen as a whole but also competitors, customers, stakeholders, suppliers, distributors, potential competitors, and substitute products. Likewise, all macro factors, such as political, economic, social, technological, regulatory, and environmental factors, are also input when considering plans. Thus, in designing a plan, someone must make the best decisions and complete it with anticipatory plans in risk and potential problem analysis. (Leba & Watunglawar, 2020).
- 3) Can think outside the current paradigm.
Today's paradigm is different from the future. Therefore, in strategic thinking, it is necessary always to have a critical view and get out of the habit (think outside the box). Even the most extreme ideas are still valid as material for consideration. Creativity that drives innovation is essential.
- 4) It can be analysed effectively even if the information is incomplete.
Sharpness in developing assumptions is critical in determining the success of designing plans. Armed with his strategic thinking, the director expresses his dreams of forming a vision and mission packaged into a strategic plan for implementing work directions, targets, policies, or programs.

2.3 *Characteristics of Strategic Thinking*

Strategic thinking has characteristics. Characteristics are particular traits or characteristics that determine a thought with strategic value. Jeanne M. Liedtka (1998) alludes to five main elements (unique characteristics) in strategic thinking, namely:

- 1) Holistic Perspective System (Rahardhian, 2022)
Strategic thinkers must have a complete mental system, mindset, and values to create reason from beginning to end. Strategic thinking is more overall oriented than just focusing on one particular part. Thinkers see a problem from various points of view (perspectives) while seeing and understanding the interrelated relationships between the objects of thought.
- 2) Focus on goals

Strategic thinking must have clear direction and goals. So that the process remains on the right track (Leba & Watunglawar, 2020)

- 3) Think at the right time.
The future and the gap between current realities and future goals drive strategy. A strategic thinker is required to connect the past, present and future (Alqershi, 2021).
- 4) Hypothesis-driven
Strategic thinking is related to the scientific method. Creativity requires strategic thinking to transform existing data into hypotheses ready to be tested scientifically.
- 5) Intelligent Opportunism
Local intelligence comes from anyone in an organisation and other existing or new strategies that can contribute to new understandings. This method implies the work or creativity of the mind (Rodriguez & Partidario, 2021)

2.4 *Stages of Strategic Thinking*

The following are stages of strategic thinking that can be an example for us, as mentioned by Watunglawar (2022), as follows:

- 1) Identify the problem. At this stage, strategic thinkers try to identify issues that arise by looking at the following symptoms. Someone very often assumes that the symptoms are identical to the problem, resulting in the resolution/solution created not being able to solve the problem. This identification process can hold brainstorming or opinion polls.
- 2) Problem grouping. At this stage, strategic thinkers need to group and classify problems according to the nature or character of the purpose of grouping the issues.
- 3) Abstraction process. At this stage, strategic thinkers identify crucial problems for each group. Problems identified are analysed to find the factors that cause or trigger the problem.
- 4) Determining how to solve the problem. After the abstraction stage, one must choose the most appropriate way to solve the identification problem in the first stage. The method or way of solving this problem must be concrete and more specific.

2.5 *Tips for Strategic Thinking*

There are several TIPS related to strategic thinking, including:

- 1) Future Thoughts (visionary). Being a strategic thinker means being a visionary. Seeing and understanding the future does not mean only focusing on what will happen in the future but considering what happened in the past and present. This way, one can determine the correct strategy and course of action. Look at your current goals and past changes, imagine what obstacles and challenges you might face, and then develop strategies to overcome those challenges when problems arise. Getting used to this way of thinking can also help you overcome obstacles or problems more quickly. Thus, the progress of an organisation depends significantly on a visionary leader (Watunglawar & Christianity, 2015)
- 2) Set priorities regarding which ones can wait and which ones will bring the most benefits if completed now.
- 3) Be aware of personal bias. This means that the need for self-awareness to monitor and question one's ideas is integral to strategic thinking. We must always examine and question our thoughts critically. Be aware that our thoughts or opinions are imperfect; this will not reduce our credibility. Awareness of personal bias can make us think outside the box and develop new ideas.
- 4) Improve listening skills. We need to understand their different perspectives when interacting and communicating with others. We must open our minds and evaluate

everything we hear. Practice the ability to see things from different angles. Doing this lets you find various solutions and draw the most appropriate conclusions.

- 5) Understand all the consequences. We must be aware that every choice has its consequences. We must question various sources and opinions and consider the impact of each option.
- 6) Continuously learn and develop knowledge. We must increase our experience. We also have to improve our understanding. Gaining experience and expertise will help us to think strategically.

2.6 *Strategic Thinking: Political Perspective*

New voters have strategic thinking if they can understand political issues, consider various options, and make well-formulated decisions in the election context. Beginner voters can think strategically in considering multiple factors that influence decisions, such as personal values, the influence of the social environment, available political information, and future aspirations (Kafka, et al., 2022), (Rompas, 2019).

There are several characteristics of a beginner voter in terms of using a basis for assessing the involvement of strategic thinking: **First**, a beginner voter understands the political process, government system, and the role of voters in democracy. Good political education helps novice voters develop a strong knowledge foundation for making sound political decisions. In his direction, Agus Mellaz (KPU member) said that if novice voters have sufficient knowledge and skills, they can participate meaningfully in organising elections (KPU Public Relations, 2022). **Second**, a novice voter understands the critical issues relevant to the election and analyses their implications for daily life and the future, including considering various approaches and solutions proposed by multiple candidates or political parties. **Third**, a novice voter evaluates and analyses the quality of candidates and political party platforms, including considering track record, proposed policies, and fit with the values and interests of first-time voters. In this context, novice voters ask many questions and think hard to get answers to their literature, so they prefer to use the internet and social media to get answers (Nurazizah, 2022). **Fourth**, build long-term implications of the political choices, including how the decision may affect their lives and society.

Additionally, novice voters must consider public, environmental, economic and social policies. **Fifth**, new voters have within themselves the drive to be actively involved in political processes and activities regarding elections, participation in public discussions, and involvement in political movements or community organisations relevant to their interests. **Sixth**, novice voters develop critical skills in sorting information, identifying bias, and making evidence-based judgments. It is essential for first-time voters not to fall into the trap of biased or manipulative political rhetoric. **Seventh**, novice voters develop a broad perspective to appreciate the diversity of political views and broaden their horizons by listening to various points of view. A broad understanding is essential for voters to avoid being misled and enrich their understanding of complex political issues.

A novice voter must strengthen these concepts and develop better strategic thinking skills in their political decision-making process, enabling them to participate effectively in the democratic process.

2.7 *Politics and Legislative Elections*

Politics is a process or activity related to group or society decision-making. It involves power struggles, distribution of resources, policy-making, and interactions between individuals, groups, or political entities. Politics can occur at various levels, from local to national and even international. Politics concerns all matters related to government

(regulations, government actions, laws, laws, policies), state regulation and control, and how to govern (Nambo & puluhulua, 2005).

Legislative elections are an essential aspect of the political process in which the citizens of a country elect their representatives to sit in legislative bodies, such as parliament or Congress. These elections are usually held periodically, for example, once every few years. Elected legislators make laws, influence policy, and represent the community's interests in legislative forums.

Legislative elections involve several stages, including political campaigns in which candidates compete for the support of voters, voting in which voters choose their preferred candidates, and voting counting to determine who will become legislature members. This process often takes centre stage on a country's political agenda because the results can majorly impact government direction and policy.

The allusion to politics and legislative elections is always related to democracy, political parties, legislature, electoral systems, political campaigns, party manifestos, opinion polls, campaigns, candidate debates and election monitoring. Democracy is a political system where power comes from the people and is exercised by the people through general elections or elected representatives (Rauta, 2014). Political parties pursue specific goals and influence the government through elections and other political activities. Political activities culminate in General Elections, where citizens elect their representatives (legislators) in government or determine other political decisions through a secret vote. Before the election, there is a political campaign phase. At this stage, candidates, political parties, or interest groups make a series of efforts to influence public opinion and gain support in general elections. The type of activity carried out during political times can be an opinion poll. Opinion polls are good because they help citizens determine legislators' understanding and strategic thinking patterns. Another activity held was a campaign. Campaigning is a way in which candidates or political parties attack their political opponents rather than promoting themselves or candidates promote themselves and their vision and programs without attacking their political opponents.

Another influential perspective in political times and legislative elections is campaign financing, candidate debates and election monitoring. Funds also determine the success of legislative candidates (Carolina & Maryanah, 2022). Funding for political campaigns can come from donations from individuals, companies or interest groups. Debate activities are needed because they will be the basis for voters' considerations regarding ready figures with strategic abilities to solve social problems. Lastly is the matter of Election Observers. Monitoring is part of political management. Supervision contributes to a well-running political process to achieve certainty in implementing the values of justice, transparency and integrity. This perspective is very fundamental regarding politics and legislative elections.

2.8 *The Role of New Voters in the Political Process*

New voters play an essential role in a country's political process. New voters have great potential to shape the political direction of a country with the analytical ability to elect leaders who uphold the eradication of corruption (ACLC-KPK, 2023). It means that leaders will not engage in corrupt practices because they are the generation that will inherit the results of current political decisions. Political parties and candidates will tend to pay attention to issues considered necessary by first-time voters to win their support. Contestants will try to win the hearts of voters (Meliala, 2020). First-time voters bring fresh energy and enthusiasm to the political process. They are open to new ideas and change, which can change political dynamics and bring positive change.

New voters often have a different political perspective than the older generation. The active participation of first-time voters in the political process can bring new or overlooked issues to the fore and bring new focus to essential problems that have not previously received

public attention. First-time voters become the main driver or driving force for social change. Because first-time voters are more open to differences and needs, they can influence political policies supporting equality, justice, and human rights.

First-time voters, who have grown up with modern technology and access to a wide range of information, are often agents of change in politics. They are more likely to use social media and digital technology to mobilise support, share information, and engage in political discussions (Tamrin, RS, Arsyad, Umar, & Kurniawan, 2024). The participation of first-time voters is constructive politically in increasing political awareness among the younger generation. By getting involved in elections and other political processes, first-time voters learn about their political rights, the democratic process, and citizen responsibilities. Thus, first-time voters have great potential to influence the political direction of a country and shape a society that is more inclusive, fair and responsive to the needs of its people.

3. Methodology

The study used qualitative research, collecting data from surveys, in-depth interviews, documentation, and content analysis. Surveys use questionnaires to understand the mindset and factors influencing the political decisions of first-time voters. Questionnaires covered political understanding, party preferences, and decision-making factors. In addition to surveys, in-depth interviews were conducted with some first-time voters to better understand their thought processes in determining political choices. New voters must analyse social media content, news articles, and political campaign materials to assess political messages and how they influence their mindset. The researcher's subjective perspective influenced the descriptive analysis of the data, comparing and searching for consistency and concluding findings to address the research issue.

4. Findings and Discussion

4.1 Beginner Voter Profile

New voters in Indonesia vary significantly in terms of social, economic, educational and environmental backgrounds. In general, first-time voters are in the young age range, namely between 17 and 25 years or 22 years (Telaumbanua & Laia, 2022). Novis voters are millennials and Generation Z (Musticho et al., 2023). If it is related to age, first-time voters in Indonesia are generally still in the educational stage, whether in formal education such as high school, college or non-formal education. Most first-time voters have extensive access to technology, especially the internet and social media. They use these platforms to gain political information and form their views.

Regarding socio-political interactions, many factors influence first-time voters by their surroundings, including family, peers, and public figures such as celebrities or political figures. Many first-time voters have no political experience, limited political knowledge, lack of trust in the political system, and lack of concern for the general election process. However, some new voters are active in political activities such as discussions, campaigns or social activities related to political issues.

4.2 Strategic Thinking of New Voters in the Context of Political Elections

The strategic thinking of novice voters in political elections refers to the ability to see holistically, understand complex political dynamics, and plan long-term steps to achieve specific political goals. Therefore, a novice voter must have a deep understanding of the political environment and human resources of political candidates. It involves a comprehensive understanding of political dynamics, including public opinion, social trends, and existing political forces. In political elections, strategic thinking for novice voters involves several vital steps to make informed and focused decisions. Several strategies can help novice voters, such

as understanding the basics of politics, including the Indonesian political system, the role and function of government institutions, and critical societal issues. It can be done through reading the news, following political debates, and looking for reliable sources of information.

To make informed decisions, first-time voters must thoroughly research the competing candidates and political parties. This research should examine the candidates' track records, party platforms, and legislative candidates' visions and missions. Additionally, first-time voters should engage in discussions with friends, family, and others to gain additional political insights. They should be selective with information and focus on critical issues to help filter information and evaluate candidates and parties based on how they plan to address these issues. First-time voters need to prioritise the common good in their evaluation. Sharpness is essential in assessing information that tends to be false or unverified, which can influence negative perceptions of political candidates.

Moreover, one has to evaluate decisions. Artinya, dengan melakukan evaluasi, pemilih pemula harus mempertimbangkan pilihannya agar sesuai dengan nilai dan kebutuhan. selanjutnya mereka merekomendasikan pilihan tersebut sebagai pelajaran untuk pemilu berikutnya karena dianggap benar. By using this strategy, new voters can make wiser decisions in choosing legislative candidates who will fight for the interests and values held by new voters..

4.3 Factors that Influence the Political Choices of New Voters

As a beginner voter, you do not have the knowledge and experience. Therefore, it is susceptible to influence. Several factors influence first-time voters, such as family and social environment, education and political knowledge, personality, media technology, personal experience, campaigns and political leadership. We have to understand some factors that influence political choices and voters:

- 1) Family and social environment significantly influence novice voters (Martani & Suharno, 2022). Parents who already have experience in determining their political choices on specific figures will certainly easily influence novice voters to choose figures who are legislative candidates. Parents in certain areas can forcefully influence their family members, including voters, to select specific legislative candidates. It can also lead to conflict between parents and children (beginner voters) (BBC, 2019). The determination of first-time voters can shift to other legislative candidates because their peers influence them. Good friendships also influence voters' political decisions. New voters make their political choices because they follow the choices or suggestions of their peers.
- 2) Education and political knowledge are no less important in influencing first-time voters. Political education provides a deep understanding of the political process and the rights and responsibilities of the community, including first-time voters (Taranau, 2024). New voters who are educated and have a good understanding of the political system, public issues, and ideology can help them make more meaningful decisions. Therefore, it is essential to establish an informal political education environment within the family to help form positive thinking in decision-making and political choices regarding candidates for people's representatives.
- 3) Mass media and information technology (social media, online news sites and other communication platforms) also shape the political perceptions of first-time voters. Mass media is a pillar of democracy (2023). Beginner voters can get various political issues and candidate information to make political choices. New voters with political preferences for specific figures will certainly feel disturbed when they receive information in the media regarding their political decisions. If the information obtained about a legislative candidate is positive, it will confirm his resolve, but if it is negative, it will affect his political considerations and choices.

- 4) Personality factors and personal values of first-time voters influence political choices. Some first-time voters tend to be conservative and liberal. They have particular social justice, individual freedom, or national security considerations. It is also related to behavioural factors related to candidates and parties (Febriani, 2018), (Hasriani et al., 2015). There is voters' mental and emotional involvement (Hasyim et al., 2020).
- 5) Personal Experience: Direct experience with the government or political parties can influence a person's political views. For example, experience with public services or negative experiences with the political system can influence a person's political attitudes. It happens when political candidates do not keep promises (Melial, 2020).
- 6) Political Campaigns and Leadership: Political campaigns and effective political leadership can influence first-time voters. Campaign messages, political rhetoric, and candidates' leadership qualities can shape first-time voters' perceptions and preferences. Political candidates with suitable campaign materials supported by intelligent political rhetoric effectively influence first-time voters to sympathise.

First-time voters tend to be more susceptible to external influences and may not be firm in their political preferences. Therefore, good political education and easy access to accurate information can help them make more informed and politically sustainable decisions.

4.4 Significant Findings Regarding Strategic Thinking of Beginner Voters

New voters are an essential group in the context of democracy, as they have the potential to shape long-term political decisions. Research shows that the strategic thinking of new voters is influenced by their social environment, including factors like family influence, peer pressure, social media, and political culture. Social dynamics play a role in shaping the strategic thinking of new voters, impacting their access to political information. Strong political knowledge helps new voters understand the implications of political decisions and make informed choices based on their values and interests. Effective voter education programs can enhance the strategic thinking abilities of new voters by teaching them about the political system, election processes, relevant political issues, and critical skills like information analysis and argument evaluation. Effective voter education can help new voters develop better strategic thinking skills.

The experience of novice voters participating in politics to discuss political issues, get involved in campaigns, or participate in other political activities will help them develop strategic thinking. Through these experiences, they can better understand how political decisions affect society and strengthen their critical thinking skills. Political campaigns play a significant role in shaping the strategic thinking of first-time voters. Campaign strategies, political messages, and communication influence how first-time voters view candidates and political issues. Effective campaigns build a better understanding of political issues and help first-time voters make more informed and strategic decisions. Understanding these factors can help interested parties, including political parties, civil society organisations, and educational institutions, develop effective strategies to engage and educate first-time voters in the political process.

4.5 Analysis of the strategies used by novice voters in determining political choices

First-time voters, a group participating in the political process for the first time, often consider various factors in determining their political choices. Novice voters use several strategies in making their political decisions, namely:

- 1) Emotional Approach: Most first-time voters tend to be emotionally influenced by political campaigns. Attractive campaign messages, strong narratives, and the involvement of public figures they admire help influence their political decisions and choices.

- 2) Information Search: Although first-time voters may be less experienced in politics, they may be inclined to conduct information searches to understand relevant issues and candidates' positions. They can seek information from various sources, including mass media, candidate websites, or discussions with friends and family.
- 3) Identify with Values and Ideology: New voters can try to understand the underlying values and ideology of a particular political party or candidate. If voters feel those values align with their beliefs or identity, they may be more inclined to support that party or candidate.
- 4) Influence of Family and Friends: First-time voters often consider the opinions and support of their family, friends, or community members when making political choices. Recommendations and discussions with people closest to them can influence their political decisions.
- 5) Candidate Character and Reputation: First-time voters may also consider a candidate's character and reputation when making political choices. They can assess candidates' track record, integrity, or personality to assess their suitability as leaders.
- 6) Local Issues: Issues that have a direct impact on first-time voters' daily lives, such as education, jobs, health, or regional infrastructure, can be determining factors in determining their political choices.
- 7) Social Media Campaigns: First-time voters are often active on social media, and political campaigns via these platforms can influence their perceptions and political choices. Campaign messages, advertising and endorsements from social media influencers can influence their opinions.
- 8) Participation in Debates and Forums: Interested first-time voters can participate in political debates or discussion forums to hear the arguments and views of various parties before making a decision.

In considering these strategies, first-time voters must conduct careful research, consider multiple viewpoints, and understand their political choices' implications.

5. Conclusion

Understanding political strategies can influence individual political decisions, particularly among first-time voters in Indonesia's legislative elections. Family influence, education, social media, and political knowledge shape first-time voters' political perceptions and decision-making. Effective voter education programs can enhance the strategic thinking abilities of first-time voters by providing them with knowledge about the political system and critical skills like information analysis and argument evaluation. By understanding the strategies of first-time voters, a deeper insight into the political dynamics in Indonesia can be gained, including factors influencing election results and the importance of strategic thinking for first-time voters.

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