

## Voters' Perceptions of Mayoral Candidates' Personal Characteristics in the 2024 Bogor Mayoral Election

Febri Nur Aini<sup>1</sup>, Jono Mintarto Munandar<sup>2</sup>, I Made Sumertajaya<sup>3</sup>

Institut Pertanian Bogor, Indonesia<sup>1,2,3</sup>

Email: febrinuraini17@gmail.com<sup>1</sup>, jonomu@apps.ipb.ac.id<sup>2</sup>, imsjaya@apps.ipb.ac.id<sup>3</sup>

---

### ARTICLE INFO

**Keywords:** Bogor, candidate characteristics, local election, mayoral election, voter perception,

---

### ABSTRACT

This study examines voters' perceptions of the personal characteristics of mayoral candidates in the 2024 Bogor mayoral election. Using survey data collected from voters, the analysis focuses on fifteen character attributes, including sociability, communication skills, decisiveness, trustworthiness, responsibility, integrity, and competence. Descriptive analysis was employed to compare positive and negative perceptions across five candidates. The results indicate that all candidates were perceived very positively across most attributes. Characteristics related to leadership and integrity—such as decisiveness, honesty, responsibility, intelligence, and consistency—received exceptionally high positive evaluations, reaching 100 percent for several candidates. Candidates with larger numbers of respondents exhibited more consistent and stable positive perceptions across all indicators. In contrast, candidates with fewer respondents showed relatively higher negative perceptions, particularly in communication-related attributes, suggesting variability in public image formation. Overall, the findings highlight the importance of personal character dimensions in shaping voter perceptions in local elections. Voters tend to favor candidates perceived as credible, competent, and emotionally stable, underscoring the role of character-based evaluations in influencing electoral preferences in the 2024 Bogor mayoral election.

---

Attribution-ShareAlike 4.0 International (CC BY-SA 4.0)



---

## INTRODUCTION

Indonesia is a country that still adheres to the democratic system (Mietzner, 2020). According to etymology, democracy is composed of two words, namely *demos*, which means the people, and *kratos*, which means power (Held, 2019). One of the tangible manifestations of the implementation of democracy in Indonesia is observed in the process of electing leaders, both state leaders/presidents and people's representatives/legislative members, through the election process (General Election) (Aspinall & Berenschot, 2022), which is stipulated in the 1945 State Law of the Republic of Indonesia Article 22E paragraphs (1) and (2) concerning direct elections (Butt, 2015; Horowitz, 2016).

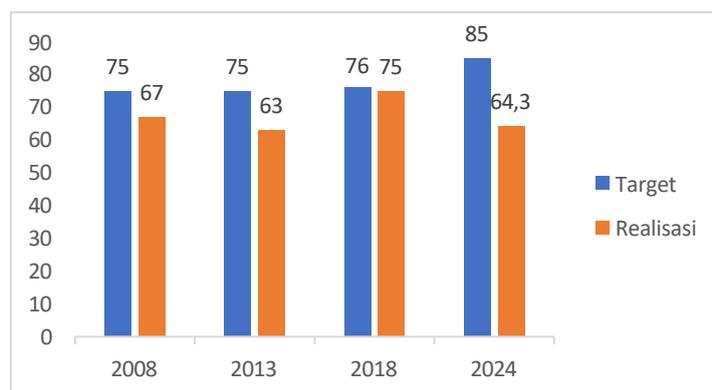
The current political competition in Indonesia has become increasingly 'heated' since the rollout of political reform in 1998. The growth of this political contestation is quite attractive to many people because it involves broad interests, not only between political parties and competing candidates but also political connoisseurs and observers from various groups (Davison *et al.* 2020; Hendriani *et al.* 2022).

Local political contests are no less interesting because they present various dynamics and intrigues according to the situation and conditions of each region. Similarly, the political

strategies of political parties and candidates for legislative members and regional heads are diverse and closely related to the culture of the people in each region.

During the general election, candidates for legislative posts and regional heads, along with their supporting parties and supporters, compete in political marketing to attract the public's attention. Political marketing is an inherent concept and must be carried out by political candidates or contestants through a long-term process to build public trust and image (Firmanzah, 2012). Firmanzah (2012) also revealed that political marketing does not only aim to 'sell' political candidates or contestants to the public but can also be used as a technique to maintain relationships between the two. A good relationship between candidates or political contestants and the public can increase the carrying capacity of votes during elections.

Regional head elections are held every 5 years in Indonesia, including Bogor City. According to data from the Bogor City KPU, public participation in the Bogor mayoral election during the last four periods has not yet reached the target. Based on Figure 1, the realization of public participation in the mayoral election remains fluctuating. In 2008, the KPU target was 75 percent, but only 67 percent was realized. Meanwhile, in 2013, public participation decreased to 63 percent compared to the KPU's target of 75 percent. In 2018, public participation increased again to 75 percent, but this still did not reach the target set by the KPU, which was 76 percent. However, public participation is projected to fall again in 2024, reaching only 64.3 percent of the KPU's target of 85 percent.



**Figure 1 Target Percentage and Participation Realization Bogor Mayor Election for the 2008-2024 Period**

Source: Bogor City KPU Data (Data processed)

Based on the dynamics of local political competition and voter participation in Bogor City, this study aims to analyze voters' perceptions of the personal characteristics of mayoral candidates in the 2024 Bogor mayoral election.

## METHOD

The data in this study consisted of primary data collected directly from Bogor City residents through structured interviews, and secondary data obtained from the Bogor City General Election Commission (KPU) related to the permanent voter list (DPT), literature, internet sources, and relevant research. The research population included all people domiciled in Bogor City. Respondents were selected based on criteria: individuals who were at least 18 years old in 2025, or married or previously married, registered as voters, and participated in

the 2024 Bogor City Regional Elections.

To determine the minimum sample size of 384 respondents, this study used the approach developed by Krejcie and Morgan as cited in Uma Sekaran (2018), which provides a specific formula for calculating the exact sample size based on the population number.

This version removes extraneous definitions and details, puts the description in past tense, and keeps the core methodological information clear and concise. Let me know if you want it further shortened or more formalized.

Krejcie and Morgan Formula:

$$N = \frac{Nz^2p(1 - p)}{N \cdot e^2 + z^2p(1 - p)}$$

Information:

- N = Number of Population Members
- n = Sample Size
- e = Margin of Error
- p = 0.5
- Z = 1.96, z-value for 95% confidence level

Calculation of the number of samples in Bogor City:

$$N = \frac{524.225 \times 1.96^2 \times 0.5 \times (1 - 0.5)}{524,225 \times 0.05^2 + (1,952 \times 0.5 \times (1 - 0.5))}$$

$$N = 383.8787 \sim 384 \text{ Answer}$$

This study uses the non-probability sampling with techniques quota sampling. This approach was chosen because the researcher did not have direct access to individual voter lists, so data collection was carried out based on ease of access while still considering the proportional distribution of areas.

The quota sampling technique is carried out by setting a quota for the number of respondents for each sub-district in Bogor City according to the proportion of the number of voters. The total target sample in this study was a minimum of 384 respondents, according to the calculation of the Krejcie and Morgan formula at an error rate of 5 percent. The sample quota is divided proportionally into six sub-districts in Bogor City, namely West Bogor, South Bogor, Tanah Sareal, North Bogor, Central Bogor, and East Bogor as shown in Table 1.

**Table 1. Determination of the Number of Samples Based on Sub-districts in Bogor City**

District	Number of Voters	Number of Samples (People)	Live Surveys	Direct Percentage (%)	Online Surveys	Online Percentage (%)
West Bogor	120.674	88	12	14	76	86
South Bogor	101.589	74	12	16	62	84
Tanah Sareal	107.750	79	12	15	67	85
North Bogor	91.451	67	12	18	55	82
Central Bogor	52.073	38	12	31	26	69
East Bogor	50.688	37	12	32	25	68
<b>Total</b>	<b>524.225</b>	<b>384</b>	<b>72</b>	<b>21</b>	<b>312</b>	<b>79</b>

Source: Bogor City General Election Commission (KPU), 2024

The calculation of the number of samples used as respondents for each sub-district is:

$$r = \frac{\sum \text{One sub-district voters}}{\sum \text{All sub-districts voters}} \times 100\% \times \sum \text{Respondent}$$

Example of calculation of West Bogor sub-district

$$r = \frac{120.674}{524.225} \times 100\% \times 384 = 88 \text{ responden}$$

Data collection was carried out through two methods, namely direct surveys and online surveys. The live survey included 72 respondents (21%) who were randomly selected in each sub-district to reach people who are less active in using the internet, while the online survey involved 312 respondents (79%) through a Google Form distributed through various social media groups, with the inclusion of sub-districts and sub-districts to maintain regional distribution. The combination of the two methods allows for a wide but still representative sample distribution even though it uses non-probability sampling with a quota per sub-district. The data obtained were processed using validity tests (Pearson Product Moment), reliability tests (Cronbach's Alpha), descriptive analysis based on the Likert scale 1–4, analysis through Excel.

## RESULTS AND DISCUSSION

### Descriptive Analysis

#### *Voters' Perception of the Characteristics of Bogor Mayor Candidates in the 2024 Regional Elections*

The image and personal characteristics of regional head candidates are one of the important factors that affect voters' preferences in determining their political choices. According to Kotler and Keller (2016), the perception of candidates is formed through a combination of personal attributes, integrity, communication skills, and emotional attractiveness that candidates have. To understand how this perception is formed, this study analyzes respondents' responses to the characteristics of five candidates for Bogor Mayor based on four categories of approval levels, namely *strongly agree*, *agree*, *disagree*, and *strongly disagree*. To make the interpretation more focused and easy to read, the respondents' responses were divided into two major segments, namely the "positive" segment (the category strongly agrees and agrees) and the "negative" segment (the category disagrees and strongly disagrees). Voters' perception of the characteristics of bogor mayoral candidates is presented in table 2.

**Table 2. Voters' perception of the characteristics of bogor mayoral candidates in the 2024 regional elections**

	n=9		n=244		n=158		n=16		n=12	
	1st Candidate		2nd Candidate		3rd Candidate		4th Candidate		5thCandidate	
	Positi ive	Negat ive	Positi ve	Negat ive	Positi ve	Negat ive	Positi ve	Negat ive	Positi ve	Negat ive
Sociable	77,8	<b>22,2</b>	98,4	1,6	96,8	3,2	93,8	6,3	100,0	0,0
Eloquent	77,8	<b>22,2</b>	94,7	<b>5,3</b>	88,0	<b>12,0</b>	87,5	<b>12,5</b>	91,7	<b>8,3</b>
Resolute	100,0	0,0	98,4	1,6	93,7	6,3	100,0	0,0	91,7	<b>8,3</b>
Friendly	77,8	<b>22,2</b>	98,4	1,6	98,1	1,9	93,8	<b>6,3</b>	100,0	0,0
Trustworthy	100,0	0,0	97,5	2,5	96,2	3,8	100,0	0,0	100,0	0,0

Responsible	100,0	0,0	98,4	1,6	96,8	3,2	100,0	0,0	100,0	0,0
Sea	100,0	0,0	98,4	1,6	96,8	3,2	100,0	0,0	100,0	0,0
Excel	100,0	0,0	98,8	1,2	96,8	3,2	100,0	0,0	91,7	<b>8,3</b>
Calm	88,9	11,1	98,4	1,6	98,1	1,9	100,0	0,0	100,0	0,0
Energetic	88,9	11,1	98,8	1,2	95,6	4,4	100,0	0,0	100,0	0,0
Creative and Imaginative	88,9	11,1	98,0	2,0	93,0	<b>7,0</b>	93,8	<b>6,3</b>	100,0	0,0
Intelligent	100,0	0,0	98,8	1,2	96,2	3,8	100,0	0,0	100,0	0,0
Honest	100,0	0,0	97,5	2,5	96,2	3,8	93,8	<b>6,3</b>	100,0	0,0
Consistent	100,0	0,0	98,0	2,0	96,8	3,2	93,8	<b>6,3</b>	100,0	0,0
Confident	100,0	0,0	98,0	2,0	96,8	3,2	100,0	0,0	100,0	0,0

Source: Researcher's Survey Data (2024)

### 1. Positive Perception of the Characteristics of Mayoral Candidates

The results of the survey visualized in table 6 can be seen that the majority of respondents gave high ratings to various positive characteristics of mayoral candidates. In general, the proportion of respondents who answered "*Strongly Agree*" and "*Agree*" to the proposed characteristics was above 90 percent on almost all indicators. This indicates that public perception of the candidates tends to be positive and relatively even.

On most characteristics such as trustworthiness, responsibility, diligence, achievement, intelligence, honesty, and confidence, all candidate pairs obtained an approval rate above 95 percent. This condition shows that the public considers all candidates to have good personal qualities and leadership.

There is slight variation on some specific attributes. The 1st candidate obtained lower positive scores than the other candidates, especially in sociability, eloquence, and friendliness which ranged from 77–78 percent, while the other candidates were close to 100 percent. It can be interpreted that the 1st Candidate is still perceived as less prominent in terms of public communication and social closeness to the community.

Meanwhile, the 2nd Candidate, the 4th Candidate, and the 5th Candidate obtained near-perfect approval rates on almost all attributes, especially on the firm, honest, and consistent aspects that reached 100 percent. This achievement shows that the three candidates have a strong image as firm figures with integrity.

The 3rd candidate also displayed a high positive image, but slightly below the 2nd and 5th candidates in the eloquent and friendly attributes, which were in the range of 93–94 percent. However, overall, the level of public acceptance of the positive character of the 3rd Candidate remains relatively high and competitive.

From these results, it can be concluded that the level of positive image of mayoral candidates is in the very high category, with small differences that are only visible in the social-communicative aspect. These findings show that the majority of voters have an optimistic view of the personal qualities and leadership of each candidate.

### 2. Negative Perception of the Characteristics of Mayoral Candidates

Table 6 illustrates the perception of respondents who answered "*Disagree*" and "*Strongly Disagree*" to the same character. In general, the proportion of negative assessments of all candidate pairs is very low, the majority are below 10 percent, and many are even close to 0 percent.

In general, the 1st Candidate displayed the highest level of negative perception among other candidates, especially in the characteristics of sociability, eloquence, and friendliness, which reached 22.2 percent each. In addition, the calm, vibrant, and creative-imaginative attributes also showed negative values of around 11.1 percent. These figures show that there are some voters who consider the 1st candidate to be less prominent in terms of expressiveness and social interaction.

The 2nd candidate showed a low rejection rate, with a negative score range between 1.2–5.3 percent. The highest negative perceptions appeared in the characteristics of eloquence (5.3%), while other attributes such as assertiveness, friendliness, diligence, responsibility, and calm were only about 1.6 percent. This shows that the image of the 2nd candidate is relatively stable and does not cause resistance among voters.

The 3rd candidate also showed a relatively low level of negative perception, ranging from 1.9–12.0 percent. The highest numbers were found in the attributes of eloquence (12.0%) and assertiveness (6.3%). This means that a small number of voters consider the communication style and firmness of the 3rd candidate to be not fully in accordance with public expectations, but in general it is still positive.

Meanwhile, the 4th candidate obtained a moderate negative score on the attributes of eloquence (12.5%) and sociability, friendliness, creative-imaginative, honest, and consistent (6.3% each), while the other attributes were 0%. This can be interpreted that although a small number of respondents consider this candidate to be less communicative, overall the image of the 4th candidate remains positive and accepted by the public.

The 5th candidate recorded the lowest rejection rate among all candidates, with a negative score of almost all 0 percent. The highest scores only appeared in the characteristics of eloquence, assertiveness, and achievement (8.3% each). This means that the 5th candidate managed to display a very positive image and minimal public resistance.

When the two segments are compared, it can be seen that the positive image of all mayoral candidates is much more dominant than the negative perception. Almost all character indicators have very high approval rates and low rejection rates. This pattern shows that the people of Bogor City consider the candidates to have good personal qualities and leadership.

In terms of differentiation, social-communicative aspects such as sociability, friendliness, and eloquence were the most varied indicators between candidates, while basic characteristics such as honesty, responsibility, and diligence were positively assessed by almost all respondents. This indicates that communication factors and emotional closeness to the community are still the main determinants in shaping the image of candidates at the local level.

Thus, it can be concluded that voters' perception of the characteristics of Bogor mayoral candidates as a whole is very positive, with slight differences in personality attributes that are social. These results reinforce previous findings that a strong personal image and minimal public resistance are one of the important factors in increasing candidate electability (Nuraeni, 2021).

## CONCLUSION

Based on voters' perceptions of the personal characteristics of mayoral candidates in the 2024 Bogor mayoral election, all candidates were generally evaluated very

positively across almost all assessed attributes. Characteristics such as decisiveness, honesty, responsibility, trustworthiness, intelligence, and consistency received exceptionally high positive evaluations, reaching 100 percent for several candidates.

Candidates 2 and 3, who had the largest number of respondents, demonstrated the most consistent and evenly distributed positive perceptions across all indicators. This suggests that these candidates possess a strong and stable personal image in the eyes of voters, particularly with regard to leadership qualities and integrity.

Meanwhile, Candidates 1, 4, and 5 also received highly positive evaluations; however, relatively higher negative perceptions were observed in attributes related to communication skills (articulativeness) and friendliness. These findings should be interpreted with caution, given the relatively small number of respondents for these candidates.

Overall, the findings indicate that personal character dimensions play a crucial role in shaping voter perceptions in the 2024 Bogor mayoral election. Voters tend to express stronger support for candidates perceived as possessing integrity, competence, and emotional stability, which may significantly influence electoral preferences and political support.

## REFERENCES

- Abdillah, W., & Hartono, J. (2015). *Partial least square (PLS): An alternative to structural equation modeling (SEM) in business research*. Yogyakarta, Indonesia: Andi Publishers.
- Aspinall, E., & Berenschot, W. (2022). *Democracy for sale: Elections, clientelism, and the state in Indonesia*. Cornell University Press. <https://doi.org/10.7591/9781501740654>
- Bogor City Central Statistics Agency. (2023). *Bogor City in 2023 figures*. Bogor, Indonesia: BPS Bogor City.
- Butt, S. (2015). Regional autonomy and legal disorder: The proliferation of local laws in Indonesia. *Sydney Law Review*, 37(2), 255–286.
- Chin, W. W. (1998). The partial least squares approach to structural equation modeling. *Modern Methods for Business Research*, 295(2), 295–336. Lawrence Erlbaum Associates.
- Firmanzah. (2008). *Managing political parties*. Jakarta, Indonesia: Indonesian Torch Library Foundation.
- Firmanzah. (2012). *Political marketing between understanding and reality* (Revised ed.). Jakarta, Indonesia: Indonesian Torch Library Foundation.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2019). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). Thousand Oaks, CA: Sage Publications.
- Held, D. (2019). *Democracy and the global order: From the modern state to cosmopolitan governance*. Stanford University Press.
- Horowitz, D. L. (2016). Constitutional change and democracy in Indonesia. *Journal of Democracy*, 27(3), 5–19. <https://doi.org/10.1353/jod.2016.0045>
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). London, UK: Pearson Education.
- Latan, H. (2012). *Structural equation modeling: Concepts and applications using the Lisrel 8.80 program*. Bandung, Indonesia: Alfabeta.
- Mietzner, M. (2020). Authoritarian innovations in Indonesia: Electoral narrowing, identity politics and executive illiberalism. *Democratization*, 27(6), 1021–1036. <https://doi.org/10.1080/13510347.2020.1716972>

- Nuraeni, D. (2021). The influence of negative image of candidates on voter behavior in the election of regional heads. *Local Political Journal*, 6(2), 102–114.
- Riduwan. (2012). *Measurement scale of research variables*. Bandung, Indonesia: Alfabeta.
- Sekaran, U., & Bougie, R. (2018). *Research methods for business: A skill-building approach* (7th ed.). Wiley.
- Sholihin, M., & Ratmono, D. (2013). *Analyze SEM-PLS with WarpPLS 3.0*. Yogyakarta, Indonesia: Andi Publishers.
- Winchester, T., Binney, W., & Hall, J. (2014). Young adults and politics. *Journal of Nonprofit & Public Sector Marketing*, 26(2), 95–119.