

Winning Strategy of the Ansar Ahmad and Nyangnyang Haris Pratamura Pair in the 2024 Riau Islands Gubernatorial Election

Septiana Tri Cahyani¹, Mussarapah² Sri Wahyuni³
strii659@gmail.com¹

Program Studi Sosiologi, Universitas Maritim Raja Ali Haji¹

Program Studi Sosiologi, Universitas Maritim Raja Ali Haji²

Program Studi Sosiologi, Universitas Maritim Raja Ali Haji³

Abstract. The victory of Ansar Ahmad and Nyangnyang Haris Pratamura in the 2024 Riau Islands gubernatorial election reflects the dynamics of local politics shaped by structural, cultural, and strategic campaign factors. This study aims to analyze the determinants of their electoral success through the lens of political sociology and rational choice theory. A descriptive qualitative method was employed using a case study approach, drawing on secondary data such as election results, media documentation, and relevant literature. The findings reveal that their victory was supported by strong political party coalitions, a religious-nationalist public image, and campaign strategies tailored to the needs of both coastal and urban communities. Furthermore, an identity-based approach rooted in Malay culture and religiosity strengthened their electoral appeal in a society that highly values local cultural traditions. In conclusion, the success of the Ansar–Nyangnyang pair was not solely determined by political strength or prior achievements but also by their ability to interpret the social context and design campaign strategies aligned with the aspirations of the local electorate.

Keywords: Local Election; Voter Rationality; Political Sociology; Campaign Strategy

1. Introduction

Regional Head Elections (Pilkada) represent a vital element in Indonesia's democratic practice. Through Pilkada, citizens have the opportunity to directly participate in electing their regional leaders—governors, regents, and mayors. In the 2024 Riau Islands Province election, two pairs of candidates contested the position of governor and deputy governor: candidate pair number one, Ansar Ahmad and Nyangnyang Haris Pratamura, and pair number two, Muhammad Rudi and Aunur Rafiq. Based on the election results, the Provincial Election Commission (KPU Kepri) officially announced Ansar Ahmad and Nyangnyang Haris Pratamura as the winners with a total of 450,109 votes[1]. Consequently, they were formally appointed as the Governor and Deputy Governor of the Riau Islands for the 2025–2030 term.

The victory of Ansar Ahmad and Nyangnyang Haris Pratamura in the 2024 gubernatorial

election reflects the complex dynamics of political behavior, particularly regarding voter preferences and decision-making processes. As Achmad, Rahmah, and Pisya (2023) point out, citizens' political decisions are shaped by multidimensional factors—political, social, economic, and cultural identities (such as Malay identity and Islamic values)—that influence political orientation [2]. These findings align with research by Khasanah and Paryanto (2023), which notes that religious identity often serves as a key basis for political legitimacy in Indonesian society[3]. In this context, the Ansar–Nyangnyang pair effectively leveraged their religious image and proximity to Islamic communities across the Riau Islands to build emotional and symbolic connections with voters.

This strategy was reinforced by demographic data from the Ministry of Home Affairs (Dukcapil), which indicates that the majority of the Riau Islands' population—approximately 78.3%—identify as Muslim, making religion-based appeals a particularly effective electoral strategy. Zahra's findings (2023) also emphasize that religion-based political communication creates emotional proximity between candidates and voters through persuasive, symbol-laden messages.

Beyond religion, the Ansar–Nyangnyang pair benefited from their strong political background and visibility. Ansar Ahmad, as the incumbent governor, and Nyangnyang Haris, an active legislator, possessed extensive experience and political capital. The incumbency advantage provided them with credibility and broader social support—an observation consistent with Nasiruddin, Mausili, and Nuraliah (2022), who note that incumbents tend to gain greater electoral support due to established leadership and familiarity[4]. Moreover, incumbency facilitates the formation of extensive socio-political networks, particularly among civil servants, traditional leaders, and religious figures.

The candidates also utilized Malay cultural identity to construct a local narrative supported by collaboration with community and religious figures. This approach aligns with Achmad, Rahmah, and Pisya's (2023) argument that religious and cultural networks play a crucial role in shaping political orientation by strengthening community legitimacy and trust[2].

From the perspective of rational choice theory proposed by Anthony Downs (1957), voters make political choices based on a rational calculation of personal benefits and costs[5]. Accordingly, Ansar and Nyangnyang emphasized practical programs—such as infrastructure development, economic recovery, and social welfare—to appeal to rational voters seeking direct benefits for their well-being.

Previous research also supports this interpretation. Khasanah and Paryanto (2023) highlighted religion as a moral framework guiding political behavior; Permatasari, Bainus, and Akbar (2022) found that social capital plays a key role in sustaining voter loyalty through patron–client relationships; and Takasihaeng et al. (2018) demonstrated that psychological

aspects such as candidate personality and party affiliation influence voter choices[6]. Furthermore, Pidiyanti, Adji, and Novi (2021) analyzed Ansar Ahmad's earlier success in the 2020 Riau Islands election, showing that segmentation, targeting, and positioning (STP) strategies effectively strengthened his campaign communication and public image[7].

Despite the growing literature, no previous study has specifically analyzed the sociological aspects of Ansar Ahmad and Nyangnyang Haris Pratamura's 2024 victory. Therefore, this research employs political sociology and rational choice theory to examine voter behavior and the social dynamics shaping political preferences in the Riau Islands election.

2. Methodology

This study employs a qualitative descriptive method, comprising stages of data collection, analysis, and presentation. Primary data were obtained through structured interviews with residents across the Riau Islands Province, while secondary data were derived from books, official statistics, news reports, and previous studies [8].

Data were analyzed using three qualitative techniques: data reduction, data display, and conclusion drawing. These analytical steps provided a comprehensive understanding of the sociopolitical factors contributing to the electoral victory of Ansar Ahmad and Nyangnyang Haris Pratamura[9][10].

3. Results and Discussion

The findings are divided into two main parts: (1) the candidate profile and (2) an analysis of their victory through the lens of political sociology.

A. Candidate Profile

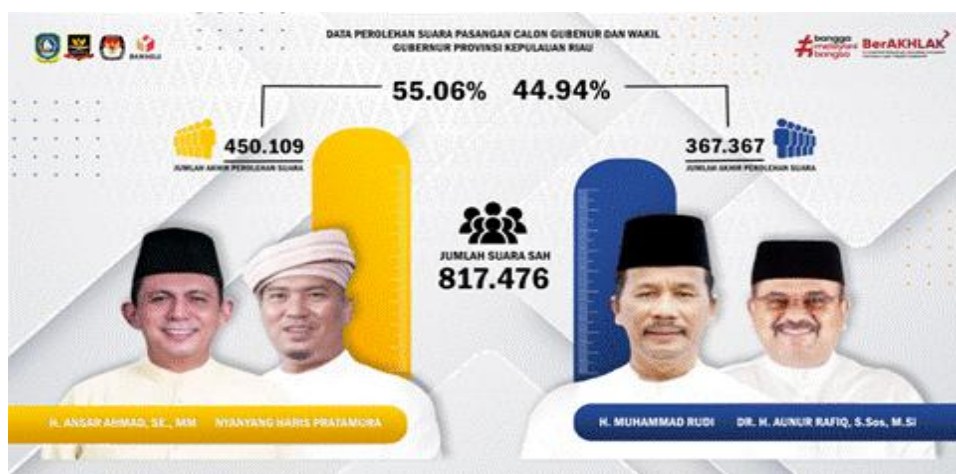
On September 23, 2024, the Riau Islands Election Commission officially declared Ansar Ahmad and Nyangnyang Haris Pratamura as candidate pair number one, supported by a coalition of eleven political parties including Golkar, Gerindra, Democrat, Perindo, PAN, PKB, PKS, PPP, Gelora, Ummat, and Prima. This broad coalition formed a major structural advantage in their campaign, unified under the slogan "Riau Islands: Progressive, Prosperous, and Equitable."

Ansar Ahmad—born April 10, 1964, in Kijang, Bintan Timur—earned a Master's degree in Management from Universitas Muhammadiyah Prof. Dr. Hamka. His political career spans roles as Deputy Regent, two-term Regent of Bintan, member of the Indonesian Parliament, and Governor of the Riau Islands (2021–2024)[11]. Nyangnyang Haris Pratamura, a Gerindra Party politician and former legislator, is widely known for his community engagement and religious activities[12].

B. Analysis of Victory in Political Sociology Perspective

Ansar and Nyangnyang secured victory in the 2024 election with 450,109 votes, defeating their rivals Muhammad Rudi and Aunur Rafiq, who obtained 367,367 votes[1]. Supported by

11 political parties and controlling 32 out of 45 seats in the DPRD Kepri, the pair possessed strong political legitimacy.



Gambar 1. Hasil Perolehan Suara Pilgub Kepri 2024
Sumber: <https://kesbangpol.kepriprov.go.id/pilkada-kepri-2024/>

From a sociological perspective, the victory can be understood through four key factors: collective identity, social capital, economic dynamics, and political communication strategy.

1) Collective Identity and Social Cohesion

The Riau Islands, dominated by Malay Muslims, maintain deep-rooted traditions and religious adherence. This shared identity played a pivotal role in shaping political preference. As Durkheim's concept of mechanical solidarity explains, emotional and communal ties drive collective decision-making among homogenous societies (Fathoni, 2024)[13]. Ansar and Nyangnyang successfully aligned their narrative with these values, promoting inclusive religious messages and community-based development programs.

2) Social Capital and Political Networks

The victory of Ansar and Nyangnyang relied heavily on their strong political and social networks. Ansar's long tenure as regent, legislator, and governor provided significant bureaucratic experience and relationships with community and religious leaders (Kepriprov.go.id, 2025)[11]. Likewise, Nyangnyang's reputation as a businessman and local legislator strengthened his network among economic elites and professionals (Hariankepri.com, 2024)[12].

3) Economic Dynamics and Public Aspirations

The Riau Islands' economy depends heavily on industry, trade, and tourism. Economic uncertainty shaped voter decisions, pushing candidates to focus on economic recovery. Ansar and Nyangnyang proposed programs for MSME empowerment, port development, and export-oriented industrial growth—initiatives aligned with public

needs for welfare and equality (Saraswati, 2018)[14].

4) Political Communication Strategy

The candidates' success was also supported by effective political communication. They used both traditional and digital campaign methods, including social media platforms such as Facebook, Instagram, and WhatsApp, to reach diverse voter segments (Afifah & Hermawan, 2022)[15]. This strategy mirrors findings by Arifin and Nugroho (2019) and Budianto (2020), who emphasize that multi-platform communication enhances voter engagement and campaign visibility[16][17].

4. Conclusion

Based on the findings and discussion presented, this study concludes that the victory of Ansar Ahmad and Nyangnyang Haris Pratamura in the 2024 Riau Islands gubernatorial election resulted from a combination of several interrelated factors. These include the strength of a broad political party coalition, an effective campaign strategy targeting both coastal and urban communities, and the successful construction of a strong religious-nationalist image. In addition, the emphasis on Malay cultural identity and religious values enhanced their electoral appeal among a society that upholds local traditions and moral values.

The study contributes to the discourse of local political sociology by demonstrating that electoral success is influenced not only by structural power and political experience but also by candidates' capacity to interpret social contexts and design strategies aligned with community aspirations. This emphasizes that sociocultural sensitivity and contextual awareness are decisive factors in shaping voter behavior in multicultural regions.

Overall, these findings provide a theoretical and empirical foundation for understanding the dynamics of electoral politics in culturally diverse and geographically unique regions such as the Riau Islands. Future research could further examine the sustainability of identity-based and programmatic political strategies in maintaining public trust and governance legitimacy beyond electoral contests.

References

- [1] A. Hamapu, "Hasil Rekapitulasi Pilgub Kepri: Ansar-Nyanyang Unggul Dengan 450.109 Suara," *Detiksumut*, 2024.
- [2] Achmad, Aulia Rahmah, And Al Pisyah, "Peran Agama Dalam Membentuk Identitas Sosial," *Religion: Jurnal Agama, Sosial, Dan Budaya*, Vol. 2, No. 6, 2023.
- [3] Isrofiyah Laela Khasanah And Paryanto Paryanto, "Simbiosis Harmoni: Islam Dan Politik Dalam Masyarakat Kontemporer," *Kutubkhanah*, Pp. 82–89, 2023.
- [4] N. Nasiruddin, D. R. Mausili, And D. Nuraliah, "Strategi Incumbent Dalam Pemenangan Pemilihan Legislatif," *Jurnal Arajang*, Vol. 5, No. 2, Pp. 193–202, Dec. 2022, Doi: 10.31605/Arajang.V5i2.2133.
- [5] Abram Bergson, "An Economic Theory Of Democracy Anthony Downs," *American Economic Association*, Vol. 48, No. 3, Pp. 437–440, Jun. 1958.
- [6] Intan Rizkika Permatasari, Arry Bainus, And Idil Akbar, "Pemanfaatan Modal Sosial

- Pasangan Idris-Imam Dalam Pemenangan Pemilihan Walikota Depok Tahun 2020,” *Moderat: Jurnal Ilmiah Ilmu Pemerintahan*, Vol. 8, No. 1, Pp. 29–42, Feb. 2022, Doi: 10.25157/Moderat.V8i1.2591.
- [7] Pidiyanti, Adji Suradji Muhammad, And Novi Winarti, “Strategi Pemenangan Aman Dalam Pemilihan Gubernur Kepulauan Riau Tahun 2020,” Universitas Maritim Raja Ali Haji, 2021.
- [8] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*. Bandung: Alfabeta, 2016.
- [9] L. Dewi, “Peran Relawan Dalam Strategi Pemenangan Calon Kepala Daerah,” *Jurnal Administrasi Publik*, Vol. 12, No. 1, Pp. 89–102, 2021.
- [10] Sugiyono, *Metode Penelitian Kualitatif*. Bandung: Alfabeta, 2019.
- [11] Diskominfo Kepri, “Ansar–Nyanyang Hari Ini Resmi Dilantik Oleh Presiden Prabowo Sebagai Gubernur & Wakil Gubernur Kepri 2025–2030,” *Kepripro. Go.Id*, 2025.
- [12] Hariankepri.Com, “Kampanye Di Bintan, Ansar Ungkap Sosok Nyanyang Calon Wagub Kepri Nomor 1,” *Hariankepri.Com*, 2024.
- [13] Tamrin Fathoni, “The Concept Of Social Solidarity In Modern Society: Émile Durkheim’s Perspective,” *Journal Of Community Development And Disaster Management*, Vol. 6, No. 2, 2024.
- [14] M. S. Saraswati, “Social Media And The Political Campaign Industry In Indonesia,” *Jurnal Komunikasi Ikatan Sarjana Komunikasi Indonesia*, Vol. 3, No. 1, Pp. 51–65, Jun. 2018, Doi: 10.25008/Jkiski.V3i1.124.
- [15] U. Afifah And D. Y. Hermawan, “Political Communication Strategy Of Single Candidate: The Case Of Wonosobo Regional Election 2020,” *Resolusi: Jurnal Sosial Politik*, Vol. 5, No. 1, Pp. 1–10, Jan. 2022, Doi: 10.32699/Resolusi.V5i1.2298.
- [16] S. Arifin And R. Nugroho, “Strategi Komunikasi Politik Dalam Kampanye Pemilihan Kepala Daerah,” *Jurnal Ilmu Politik Dan Pemerintahan*, Vol. 10, No. 2, Pp. 123–135, 2019.
- [17] A. Budianto, “Pengaruh Media Sosial Terhadap Perilaku Pemilih Muda Dalam Pilkada,” *Jurnal Komunikasi Politik*, Vol. 8, No. 1, Pp. 45–58, 2020.