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Electoral Logistics Challenges and Adaptive Strategies in Archipelagic Regions: Evidence from the 2024 Election in Banggai Kepulauan Regency

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ABSTRACT: This study investigates the challenges and adaptive strategies of electoral logistics during the 2024 general election in Banggai Kepulauan Regency, an archipelagic region in Central Sulawesi, Indonesia. Using a qualitative case study approach, data were collected through in-depth interviews with 25 key informants, observations, and document analysis. The findings reveal five major obstacles: geographic fragmentation, lack of dedicated fleets and trained personnel, weak institutional coordination, limited use of SiLogistik due to connectivity problems, and security concerns in remote areas. To address these, local election bodies adopted early delivery, community-led and informal monitoring, storage mechanisms, demonstrating the critical role of grassroots engagement. These findings highlight a unique hybrid model that integrates manual and digital tools, central planning with local execution, and formal institutions with informal community networks. Theoretically, the study contributes to debates on adaptive governance and logistics resilience in fragmented geographies, while practically it provides policy insights for Indonesia's KPU and electoral stakeholders to strengthen future logistics in island regions.

Keywords: Electoral Logistics, Archipelagic Regions, Banggai Kepulauan, Adaptive Governance, Silogistik, Community-Based Monitoring.



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INTRODUCTION

Indonesia's e-commerce industry is among the fastest growing in Southeast Asia, with a reported 49% market increase in 2020 (Cukor et al., 2019). This expansion, driven by internet penetration, smartphone adoption, and behavioral shifts, reached an estimated USD 82 billion in 2023. Within this rapid growth, flash sales have emerged as one of the most influential promotional tools in digital commerce, particularly on platforms such as Shopee, Tokopedia, and Lazada. In Indonesia, flash sales like "11.11" or "12.12" regularly attract millions of transactions within hours, creating both sales opportunities and logistical challenges (Cukor et al., 2019).

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Flash sales generate a unique retail phenomenon by offering time-limited discounts on limited stock items. The sense of urgency and scarcity significantly alters consumer behavior, leading to increased web traffic and conversions (Burt et al., 2015). Psychological triggers such as fear of missing out (FOMO) and perceived savings drive consumer participation (Chang et al., 2018). However, in Indonesia, these events also create recurring service disruptions couriers face delivery delays, tracking systems often malfunction, and return processes become inconsistent during high-volume campaigns.

However, flash sales pose considerable challenges to the logistics systems supporting e commerce platforms. Logistical strains include inadequate inventory management, overloaded fulfillment centers, and delayed deliveries due to a surge in orders. Studies have shown that these challenges frequently stem from inaccurate demand forecasting and the inability of distribution networks to scale quickly (Ding et al., 2019).

In this increasingly competitive environment, customer expectations continue to escalate. Shoppers now demand not only fast delivery but also precise tracking information and seamless return processes. Research suggests that unmet expectations regarding logistics services significantly impact customer satisfaction and can harm long term (Pingel et al., 2017). Customers often assess delivery quality through multiple dimensions, including timeliness, the condition of received goods, and the quality of courier interactions.

These expectations can be particularly difficult to meet during flash sales. Elevated order volumes frequently strain courier capacities, resulting in delays, tracking discrepancies, and inconsistent return experiences. Such inefficiencies, even if isolated, can lead to broader reputational damage for e commerce platforms (Georgieva et al., 2017). Flash sales, therefore, represent a logistical paradox while they drive sales and user engagement, they also heighten the risk of service failure.

Existing literature on flash sales has primarily addressed promotional effectiveness and sales outcomes. Fewer studies have empirically assessed logistics performance in this context. Renz et al. (2022) and Michielsen et al. (2018) emphasize the importance of responsive and technologically integrated logistics solutions to handle demand spikes effectively.

Problem Statement and Objectives: Despite the commercial significance of flash sales, little research has explored their impact on delivery service satisfaction in Indonesia. This study addresses that gap by examining five dimensions of delivery service timeliness, product condition, tracking accuracy, ease of return, and courier professionalism. The objective is to provide empirical evidence on how flash sale intensity affects consumer satisfaction and to recommend strategies for strengthening logistics resilience.

This study aims to fill the research gap by systematically evaluating the relationship between flash sale intensity and consumer satisfaction across five critical dimensions of delivery service. By focusing on customer perceptions gathered during major national flash sale events (1.1 and 2.2), the research seeks to understand which service areas are most affected and why. The study is

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designed to provide evidence based recommendations for improving logistics resilience in flash sale scenarios.

The novelty of this study lies in its multidimensional evaluation of delivery satisfaction, using a quantitative framework that considers participation frequency and consumer feedback. By linking promotional intensity with logistics service outcomes, the study fills a critical gap in Indonesian ecommerce research. Its focus on Shopee, Tokopedia, and Lazada ensures relevance to the dominant actors shaping the country's digital economyGeneral elections in Indonesia represent a monumental democratic undertaking, occurring every five years and involving over 204.8 million registered voters across more than 820,000 polling stations (TPS) nationwide during the 2024 simultaneous elections (KPU, 2024). The logistical operations required to facilitate this process are enormous, particularly in 3T regions (underdeveloped), (frontier), and (outermost) where infrastructure is scarce and accessibility remains a persistent issue. Central Sulawesi, home to around 2 million registered voters, exemplifies this challenge. Within this province lies Banggai Kepulauan Regency, an archipelagic region with one of the most complex electoral logistics landscapes in Indonesia.

Banggai Kepulauan spans approximately 2,488 square kilometers of land and an additional 20,000 square kilometers of ocean, encompassing more than 120 large and small islands spread across 12 sub districts. Access to these areas is highly unequal, with some sub districts such as Bokan Kepulauan, Bulagi Selatan, and Bangkurung accessible only by sea, with unpredictable travel times dictated by volatile weather conditions. This geographical fragmentation necessitates meticulous planning, robust resources, and extensive cross sector coordination to ensure the timely and safe distribution of electoral materials.

Electoral logistics extends beyond the delivery of ballot boxes and voting materials; it also requires strict adherence to the national electoral schedule. Any delays in logistics distribution risk triggering administrative confusion, delaying democratic processes, or even inciting community level tensions and unrest. Consequently, there is an urgent need to identify the key obstacles to electoral logistics in such regions, while also exploring context specific mitigation strategies employed by electoral management bodies (EMBs) and local stakeholders.

Historical experience from the 2019 and 2024 elections reveals that island regions like Banggai Kepulauan consistently face formidable challenges in safeguarding the integrity of electoral logistics. These include extreme weather, vast distances, limited human resources, and inadequate funding. Moreover, the absence of integrated institutional frameworks between the General Election Commission (KPU), the Election Supervisory Agency (Bawaslu), security forces, and local governments often impedes the efficiency of electoral logistics. Although national policies have mandated coordination, implementation at the ground level remains fragmented.

Adding to these challenges is the underutilization of logistics monitoring technologies in archipelagic areas. Despite the national rollout of SiLogistik a logistics information system designed for real time tracking the application in regions like Banggai Kepulauan has been constrained by weak internet access, unreliable electricity, and limited digital literacy. This

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condition underscores the need for more adaptive logistical frameworks and policy approaches, tailored to the geographic and infrastructural realities of archipelagic territories.

The logistical complexities of national elections in countries like Indonesia are deeply rooted in geographic fragmentation. As James et al. (2019) observe, Indonesia's archipelagic structure comprising over 17,000 islands poses formidable barriers to electoral operations. Vincent et al. (2021) further argue that the separation of territories by water often causes delivery delays and operational disruptions, threatening electoral credibility and administrative coherence. Supandi (2024) highlights that infrastructural limitations in rural islands amplify these barriers, making timely and secure logistics operations difficult to maintain.

Beyond elections, geographic isolation profoundly affects public service delivery, exacerbating inequalities in access to health, education, and government services. Düerkop & Grubmüller (2023) emphasize how spatial disconnection contributes to systemic under service in peripheral regions, leading to disparities between urban centers and remote communities. These limitations become particularly evident during electoral cycles, when rapid and reliable distribution becomes paramount (Vincent et al., 2021).

Logistical failures during elections carry significant risks in developing democracies. Ham & Garnett (2019) assert that inefficiencies in logistical operations can lead to diminished voter confidence, lower turnout, and perceptions of institutional incompetence. Joseph (2021) adds that persistent logistical failures may foster skepticism about electoral legitimacy and amplify political instability. In conflict prone or high stakes regions, such failures may even trigger violence or widespread unrest, as Ochieng et al. (2024) documented in case studies of post-election violence linked to poor logistics.

In response, electoral management bodies around the world have adopted innovative logistical solutions for remote and fragmented regions. James et al. (2019) report that the use of satellite imagery and geographic information systems (GIS) has improved planning and route optimization for election logistics. Additionally, mobile tracking technologies have enabled real time updates from isolated polling stations, improving communication and accountability (Joseph, 2021). Charles et al. (2023) document how integrated logistics frameworks where electoral, security, and local agencies operate under unified planning protocols have enhanced logistics efficiency in several African and Southeast Asian contexts.

Theoretical models used to analyze such logistics challenges range from adaptive governance models to resource dependency theories. The former emphasizes the need for context specific solutions in geographically dispersed systems (Düerkop & Grubmüller, 2023), while the latter underlines how limited and uneven access to physical and human resources constrains system effectiveness (Zhang et al., 2020). These frameworks highlight the interplay between institutional structures, local capacities, and geographic realities in determining electoral logistics success.

Moreover, effective logistics systems are vital for reinforcing public trust in democratic institutions. As Joseph (2021) and the Oxford Handbook (2023) point out, streamlined logistics not only

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minimize administrative burdens but also elevate perceptions of transparency and fairness. When voters experience smooth and timely elections, they are more likely to trust electoral outcomes and engage in future civic participation. Conversely, irregularities in logistics can sow distrust, fuel misinformation, and open opportunities for electoral manipulation (Nhiêm & Nhiên, 2024).

Against this backdrop, the present study focuses on Banggai Kepulauan Regency as a representative case of logistical vulnerability in Indonesia's electoral system. This study seeks to investigate the real world challenges encountered during the 2024 elections in this remote, sea bound region and to document local strategies employed to ensure logistical reliability. By examining these dynamics through qualitative inquiry, this research aims to fill a critical gap in the literature on public sector logistics in archipelagic territories.

This article contributes to academic discourse on public logistics management by foregrounding the role of geography in shaping electoral logistics performance. It also offers a practical lens for policymakers particularly Indonesia's KPU and related stakeholders on how to formulate more responsive and geographically adaptive logistics policies. Through empirical findings from Banggai Kepulauan, the study demonstrates the necessity of hybrid logistical approaches, combining centralized planning with decentralized community engagement. Ultimately, the research underscores that electoral logistics in island regions are not merely technical challenges but require holistic strategies that respect and integrate the socio geographic complexities of the archipelago.

METHOD

Research Approach and Design

This study employed a qualitative descriptive approach within a case study framework to deeply investigate the logistical challenges and adaptive strategies of electoral logistics in archipelagic regions, specifically in Banggai Kepulauan Regency. A qualitative methodology was deemed suitable due to its strength in capturing complex social realities, including geographic, technical, and institutional dimensions affecting logistics operations in remote contexts (Ham & Garnett, 2019; Omotola & Oyewole, 2023). Through this approach, the research explored how local electoral officials and stakeholders respond to multi layered logistical challenges.

Although qualitative case studies offer rich and detailed insights, they also present limitations, particularly in generalizability across diverse contexts (Clark & James, 2017). The specificity of Banggai Kepulauan's geographical and institutional environment necessitates cautious interpretation when extrapolating findings. Nevertheless, this design enables an in depth understanding of the mechanisms underlying logistical successes and failures, providing a foundation for policy learning in similar regions.

Research Location and Period

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The research was conducted in Banggai Kepulauan Regency, Central Sulawesi Province an area characterized by over 120 scattered islands and limited transportation infrastructure. This region was selected based on its logistical complexity and its representation of archipelagic electoral environments in Indonesia. Fieldwork was carried out from October to December 2024, aligning with the preparatory phase of the 2024 general election, which included the dispatch of election materials to remote polling stations (TPS).

Informants and Sampling

Purposive sampling was applied to select informants with direct involvement in electoral logistics. A total of **25 informants** were interviewed, consisting of:

- 6 commissioners and technical staff from the Banggai Kepulauan Electoral Commission (KPU),
- 4 members of the local Election Supervisory Board (Bawaslu),
- 5 security personnel from the Indonesian National Armed Forces (TNI) and Police (Polri),
- 5 village and sub-district administrators in remote polling areas, and
- 5 logistics field officers and transport operators.

This distribution ensured a comprehensive representation of stakeholders from planning to implementation.

Data Collection Techniques

Data were collected through three primary techniques:

- 1. **In depth interviews**: Conducted both face to face and virtually, using semi structured interview guides. These facilitated detailed narratives from informants about operational constraints and field innovations.
- 2. **Limited field observations**: Focused on the actual modes of transport and key distribution routes, capturing empirical evidence on terrain, weather conditions, and logistical setups.
- 3. **Document analysis**: Included reports on logistics from the 2019 and 2024 elections, internal KPU documents, and media coverage related to logistics in island regions.

This triangulated approach allowed cross validation of findings from different data sources and strengthened the reliability of the study.

Data Analysis Method

The data analysis followed the thematic analysis framework proposed by Braun and Clarke (2006), which is particularly effective for extracting meaningful patterns from qualitative data (Nhiêm & Nhiên, 2024). The process entailed:

• Transcribing interview recordings and reviewing observation notes.

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- Initial coding of data segments based on recurring logistical themes.
- Grouping codes into overarching themes such as geographic barriers, technical limitations, and coordination gaps.
- Interpreting thematic patterns to derive contextual conclusions relevant to electoral logistics in archipelagic areas.

Thematic analysis offered a systematic yet flexible approach, making it suitable for policy relevant studies on logistics and governance in remote settings (Ham & Garnett, 2019; Omotola & Oyewole, 2023).

Validity and Reliability Strategies

To ensure trustworthiness, several strategies were applied:

- Triangulation across data sources (informants, documents, observations).
- Audit trail, by maintaining detailed records of coding decisions and analytic memos to document the research process.
- Thick description, by providing rich contextual accounts of geographic and institutional conditions in Banggai Kepulauan.
- Member checking, by confirming key themes with selected informants to validate interpretations.

These combined strategies enhanced the credibility, dependability, and confirmability of the findings.

RESULT AND DISCUSSION

Geographic and Accessibility Barriers

The regency consists of more than 120 islands, many reachable only by unstable sea routes. A logistics officer emphasized: "When the waves are high, the boats simply won't leave. We must send materials earlier, otherwise remote TPS risk being left behind." To address this, early delivery schedules were prioritized for distant districts such as Bangkurung and Bokan Kepulauan. These findings align with Ham & Garnett (2019) and (James et al., 2019), who emphasize the need for spatially informed logistics in fragmented territories.

Logistics and Human Resource Limitations

The lack of dedicated fleets and trained staff was a persistent issue. A KPU staff member noted: "On some islands, only one officer handles everything. Sometimes ballots are stored in people's homes until voting day, and that makes us anxious about security." This shortage forced reliance on local fishing vessels and informal storage solutions, resonating with Clark & James (2017), on the importance of professionalized logistics management.

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Fragmented Institutional Coordination

Despite existing agreements, operational coordination remained weak, particularly due to poor communication networks. One PPK officer stated: "We often don't know if materials arrived in villages there is no signal. Sometimes we rely on boatmen to carry messages." Such gaps confirm Zhang et al. (2020), who argue that integrated frameworks are essential for decentralized electoral contexts.

Digital Constraints in Logistics Monitoring

The SiLogistik system could not function effectively due to limited electricity and internet access. An operator explained: "We can only input data at the district office. In villages, everything is still manual. Reports can be two or three days late." These findings support Nhiêm & Nhiên (2024), who recommend hybrid systems that work both online and offline.

Local Adaptive Mitigation Strategies

Despite these barriers, communities played a crucial role in safeguarding logistics. A village head recalled: "We store the materials in our house and the community helps to guard them until election day." This demonstrates how community-led monitoring and informal networks become central to resilience, echoing Joseph (2021), on the role of social capital in electoral integrity.

Table 1. Challenges and Adaptive Strategies in Electoral Logistics (Banggai Kepulauan, 2024)

Challenges	Adaptive Strategies
Geographic fragmentation & unstable	Early delivery, pre-positioning of materials
maritime routes	
Lack of dedicated fleets & trained	Use of local fishing vessels, informal storage in
personnel	homes
Fragmented institutional coordination	Manual coordination via messengers/boatmen
Limited digital monitoring (SiLogistik)	Manual record keeping, delayed updates
Security & community trust issues	Community-led monitoring and safeguarding by
	village leaders

In summary, flash sales create a paradox: boosting sales but straining logistics. For Indonesian e-commerce, strengthening resilience requires both investment in infrastructure and technology and attention to workforce conditions. This study relies on self-reported survey data and does not differentiate between individual platforms, which may affect generalizability. Longitudinal and platform-specific analyses, as well as studies on AI-driven logistics optimization, could provide deeper insightThe findings of this study underscore the profound impact of geographic and institutional variables on electoral logistics in archipelagic contexts such as Banggai Kepulauan. The complexity of terrain, limited infrastructure, and fragmented governance mechanisms converge to shape the logistical landscape, challenging the ideals of electoral integrity and accessibility.

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Geographic Fragmentation and Logistics Effectiveness

Banggai Kepulauan exemplifies how geographic fragmentation creates structural impediments to electoral logistics. This aligns with Rahmawati et al. (2020), who argue that island regions face higher logistical vulnerability due to limited transport modes and unpredictable travel times. The study confirms that geographic barriers such as rough seas, isolated communities, and absence of docking facilities necessitate adaptive logistics policies, including early deliveries and risk mapping.

Rustiadi (2021) emphasize integrating spatial planning and socio geographic analysis into logistics frameworks. Banggai's case highlights how electoral logistics must not only be about technical execution but also spatial justice ensuring all citizens, regardless of location, are reached equitably. This requires investment in regional logistics infrastructure and planning systems tailored to island conditions.

Institutional and Operational Deficits: Fleet and Human Resources

The absence of a dedicated logistics fleet and limited trained personnel reflect institutional fragility. As Indrajit (2018) note, logistical shortcomings at the local level compromise public service efficiency. In Banggai, reliance on non-standard vessels and the shortage of certified logistics officers raise operational risks.

These deficiencies necessitate not only administrative coordination but also structural reinforcement through area based procurement models and targeted training. Clark & James (2017) and Makartsev (2024) highlight the importance of role clarity, operational protocols, and logistics training to mitigate risks of fraud or mismanagement. Capacity building in peripheral regions must become a core electoral strategy, not a peripheral concern.

Institutional Fragmentation and Coordination Gaps

Despite formal agreements, inter agency coordination remains weak in practice. The lack of communication infrastructure hampers synchronization between KPU, Bawaslu, local governments, and security forces. This situation mirrors Syahputra (2022), who identifies institutional synergy as critical for logistical reliability in elections.

The study supports Zhang et al. (2020), who propose integrated logistics frameworks that embed emergency protocols, SOPs, and dual reporting systems. Banggai's experience illustrates that fragmented authority and unclear command chains exacerbate logistical uncertainties, particularly in last mile delivery. Digital platforms must be developed with decentralized access to facilitate real time updates from the field.

Digital Limitations and Technology Gaps

Digital monitoring tools such as SiLogistik remain underutilized in Banggai due to poor connectivity and power constraints. As Huda (2019) note, successful logistics digitization depends on foundational infrastructure and digital competence.

The findings reinforce Nhiêm & Nhiên (2024), who advocate hybrid logistics systems that can operate offline and synchronize upon re-entry into signal zones. In practice, the study recommends equipping local logistics officers with offline data collection tools and investing in solar powered

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systems where electricity is unstable. A resilient logistics system must function reliably under both connected and disconnected conditions.

Community Based Adaptation and Social Capital

One of the study's most significant insights is the role of community adaptation in safeguarding logistics. The involvement of village heads and local actors, as informal logistics stewards, reflects Fukuyama (2015) thesis on social capital underpinning state functionality. In contexts where formal systems falter, community networks bridge logistical gaps.

Joseph (2021) and Nhiêm & Nhiên (2024) argue that logistics strategies in remote areas must formalize and empower community involvement. In Banggai, practices such as storing ballots in village homes and community monitoring of logistics exemplify grassroots resilience. Institutionalizing these roles through training, legal frameworks, and incentives could enhance accountability and sustainability.

Synthesis and Policy Implications

The evidence suggests that public logistics systems in archipelagic contexts require multidimensional reform. First, spatially responsive logistics policies must address the geographic realities of fragmentation. Second, operational effectiveness hinges on certified personnel and dedicated fleets. Third, institutional coordination must move beyond formal agreements to functional integration supported by digital infrastructure.

Furthermore, community based logistics should not be seen as ad hoc but as integral to electoral integrity in remote areas. As Selvam et al. (2020) and the *Oxford Handbook* (2023) affirm, governance is most effective when systems are embedded in local social structures. This study supports the development of community based logistics frameworks backed by national policy, financial support, and administrative legitimacy.

Ultimately, electoral logistics must be designed for resilience adaptive to environmental volatility and institutional complexity. Hybrid models, blending manual and digital tools, centralized oversight with decentralized execution, and formal policy with informal networks, represent the future of inclusive and reliable electoral delivery in fragmented geographies.

CONCLUSION

This study demonstrates that electoral logistics in archipelagic regions such as Banggai Kepulauan during the 2024 election are profoundly shaped by geographic fragmentation, institutional gaps, and digital limitations. Despite these barriers, adaptive strategies such as early delivery, community-led monitoring, and hybrid manual-digital approaches enabled resilient operations. The findings highlight that community engagement is not merely supportive but a structural component of electoral logistics in fragmented geographies.

Theoretically, this research contributes to the discourse on adaptive governance and logistics resilience, showing that hybrid models integrating formal institutions with informal community

networks can enhance electoral integrity in remote regions. For policymakers, the study underscores the need to invest in dedicated fleets, digital systems with offline capacity, and frameworks that institutionalize community participation. Future research should examine comparative cases across different archipelagic provinces and explore how emerging technologies such as satellite-based monitoring and AI-driven logistics planning can further strengthen electoral delivery in complex geographies.

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