

ABSTRACT

This research analyses the factors behind the massive support from 14 political parties towards the pair of candidates Al Haris and Abdullah Sani in the 2024 Jambi Provincial Governor and Deputy Governor Election. Using the framework of the patron-client relationship of James C. Scott, this qualitative research identifies four main characteristics of patronage relationships: inequality, reciprocity, loyalty, and personal relationships. The data was collected through in-depth interviews with informants from seven main supporting political parties (Golkar, PDIP, Gerindra, PKB, Demokrat, PPP, and PKS) as well as a political observer. Widespread support for the Al Haris-Abdullah Sani couple in the 2024 Jambi Regional Election reflects the dynamics of a complex patron-client relationship, characterised by disparity in power and resources where major parties (patrons) control the political legitimacy needed by candidates (clients). This relationship is reciprocal, where the party provides political support and resources with the hope that the winning candidate will carry out the party agenda and strengthen their position in the region, reinforced by the existence of strategic cadres such as Abdullah Sani. The party's loyalty to the candidate, although claimed not to be personal, shows institutional compliance based on performance and electability that benefits the party, even to the point of sacrificing the ambitions of other cadres. Finally, personal closeness between candidates and party elites through intensive communication and informal activities becomes an important social capital that strengthens trust and commitment, facilitating the exchange of political and electoral support.

Keywords: Patron-Client Politics, 2024 Jambi Regional Election, Political Party Support, Al Haris-Abdullah Sani, Inequality, Reciprocity, Loyalty, Personal Relationships.