

Money Politics Prevention Strategy: Measuring the Effectiveness of Regulations on Campaign Logistics Distribution

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ABSTRACT

Corruption in vote buying poses a significant threat to democracy's integrity, particularly when campaign logistics are misused as a covert means of vote buying. This article evaluates the effectiveness of current regulations in distributing campaign logistics to curb vote-buying practices. A bibliometric analysis of 109 scientific publications and trends over the past five years indicates that existing regulations, including Law No. 7 of 2017 and various regulations issued by the General Elections Commission (KPU), remain insufficient to prevent such manipulation. The lack of strict oversight, the public's low political knowledge, and legal loopholes are exploited by politicians to disguise vote buying as social assistance programs. This article proposes a strategic approach that includes regulatory reform, the use of digital technology to monitor campaign logistics, political education, and increased public participation. Collaboration among stakeholders is crucial to establishing a clear oversight system and supporting fair and credible elections.

1. INTRODUCTION

General elections are the foundation of a democratic system that grants power to the people. Unfortunately, in reality, elections are often affected by various violations. One of the most serious is the practice of money politics, which guarantees the quality of democracy in Indonesia (Yusuf et al., 2024). This money politics undermines fairness in political competition and creates inequities between candidates with large funds and those relying on ability and integrity (LESTARIAN NEGARA, n.d.). One common and hidden form of political money is in campaign logistics. Behind the distribution of items such as t-shirts, food packages, calendars, and cash is the intention to buy votes from voters. This situation demonstrates weak oversight and weaknesses in an ineffective regulatory system. Therefore, it is important to study in more depth the preventative measures implemented in this context (Mahdiana, 2021).

The distribution of campaign logistics is actually part of the official system for conducting general elections, regulated by law and KPU regulations. However, in practice, logistics distribution is often used to carry out transactional political practices that mix legitimate and fraudulent campaigns (Lubis, 2023). Many people lack the understanding to distinguish campaign logistics that adhere to regulations from those that involve vote buying. This problem is exacerbated by low political literacy and a culture of pragmatism that views elections as an opportunity for temporary financial gain. Therefore, prevention strategies must not rely solely on existing laws but must also encompass educational and cultural approaches (Djendy, 2025).

Regulations regarding campaign logistics distribution are stipulated in various laws, including Law Number 7 of 2017 concerning Elections and the General Elections Commission (KPU) Regulation (PKPU) governing election campaigns (Junaidi, 2022). Furthermore, the Elections Supervisory Agency (Bawaslu) has the authority to monitor and take action against vote buying. However, in practice, these regulations are still insufficient to prevent fraudulent activities, especially when logistics are disguised as social assistance or community activities (Kondoy, 2024). This situation makes oversight more difficult and often ineffective. Many violations go unprosecuted due to a lack of evidence, weak reporting systems, and an overly tolerant public attitude towards the practice. This raises questions about the effectiveness of existing regulations in addressing the complexity of this problem (Junaedi S Rahmahani, 2022).

Weaknesses in the regulations are evident in the absence of a clear monitoring system for the distribution of campaign logistics, from the initial stage to the point of reaching voters (Ragil et al., 2024). This creates a dark, unobstructed zone that serves as the periphery of the practice of money politics.

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Furthermore, political actors seeking to win often seek legal loopholes to cover up their manipulative actions (Febriana, 2020). In some situations, campaign logistics are presented with stories of aid or gifts, even though the actual goal is to influence people's political decisions. This situation demonstrates that prevention efforts focused solely on legal aspects are insufficiently effective. A comprehensive approach is needed that combines regulatory aspects, technological transparency, and public participation (Batubara et al., 2025).

Bawaslu data on the 2024 Election Violations demonstrates the importance of avoiding political financing for campaign logistics. In 2024, Bawaslu recorded 1,023 alleged violations based on reports (482 cases) and monitoring findings, of which 479 were verified as violations, including 69 administrative violations, 39 alleged election crimes, 248 violations of the code of ethics, and 125 other legal violations. Specifically for the 2024 regional elections, Bawaslu found 130 alleged political money distributions during the quiet period and voting period. This included 121 cases of distribution of money or other materials, 59 suspected incidents, and 50 possible cases of money distribution based on public reports and field monitoring. These figures indicate that there are many potential cases of campaign logistics disguised as social assistance. This suggests that, despite Bawaslu's support under Law No. 7 of 2017, its oversight remains weak (Bawaslu, 2024).

According to the survey, the influence of money politics on the quality of Indonesian democracy is increasingly evident. 35% of voters relied on money to vote in the 2024 election, up from 28% in 2019. This has transformed people's votes from a form of political participation into a commodity. This practice is disruptive. The integrity of elections is compromised because elected leaders prioritize the return of "political capital" over public programs. As a result, corruption, collusion, and nepotism increase after the election. Technology-based regulatory and oversight reforms are crucial, especially considering the poor economic conditions, low levels of political education, and an open proportional system that encourages clientelism (KPU, n.d.).

Amid the complexity of money politics, a comprehensive approach is crucial (Farida S. Kurniati, 2024). Preventive efforts should not be directed solely at one sector or aspect but should involve various elements simultaneously. Political education for voters, ethics training for candidates and campaign teams, and strengthening oversight institutions are strategic steps that should be integrated with regulatory reform (Mursalin, n.d.). Collaboration between the government, election organizers, civil society organizations, the media, and educational institutions is essential to create a positive political culture. The ultimate goal is not only to reduce short-term money politics but also to build a long-term political environment of integrity (HARAHAP, 2025).

Information technology and digitalization play a crucial role in coordinating the distribution of campaign logistics. Currently, only a few regions have adopted digital logistics reporting and tracking systems (ELISA, 2024). However, implementing such systems can increase transparency and reduce the likelihood of vote buying. For example, by using tracking codes for distributed campaign logistics, the public can verify the authenticity of the goods they receive. Community-based reporting applications can also facilitate the early detection of irregularities. Therefore, prevention strategies must focus on using technology as a tool to support law enforcement and community oversight (Syafia S Ambarwati, 2025).

Socioeconomic factors within a community play a significant role in explaining why vote buying persists (Asmawi et al., 2021). Amidst poverty and economic injustice, this practice is often seen as a "temporary solution" for those experiencing hardship. Therefore, prevention efforts should also focus on strengthening the community's economy through appropriate social programs. Affluent communities will have greater political bargaining power and will be less susceptible to transactional campaign assistance. In the long term, addressing the practice of money politics must be integrated with development plans that focus on social welfare and justice (Begovic S Cuan, 2021).

Given the various problems, this article aims to investigate the effectiveness of existing regulations in preventing money politics, particularly regarding the distribution of campaign logistics. Furthermore, this article will discuss several alternative strategies that could be implemented, including strengthening laws, leveraging technology, educating voters, and enhancing the role of civil society. With this comprehensive approach, strategic recommendations will emerge to support joint efforts to create more honest, fair, and trustworthy elections. Avoiding money politics in elections is a crucial foundation for building a healthy democracy and accountable governance.

2. METHOD

The research method used in this paper is a Systematic Literature Review (SLR), conducted in an organized manner to find, assess, and synthesize relevant literature on strategies to prevent money politics, particularly regarding campaign logistics distribution. The selection process began with a search for specific keywords, such as "money politics," "campaign regulation," and "logistics distribution," across indexed scientific databases. From the initial search, which yielded 47 documents, 20 documents that met the inclusion criteria were further examined. The selected literature included journal articles, books, and proceedings published between 2020 and 2025. To strengthen the analysis, VOSviewer was used to map relationships among keywords in the literature, revealing the topics "regulation" and "Bawaslu" as key nodes in the bibliometric network. This approach identified gaps between existing regulations and their implementation, as well as the importance of combining technology, education, and legal reform to address money politics effectively and sustainably.

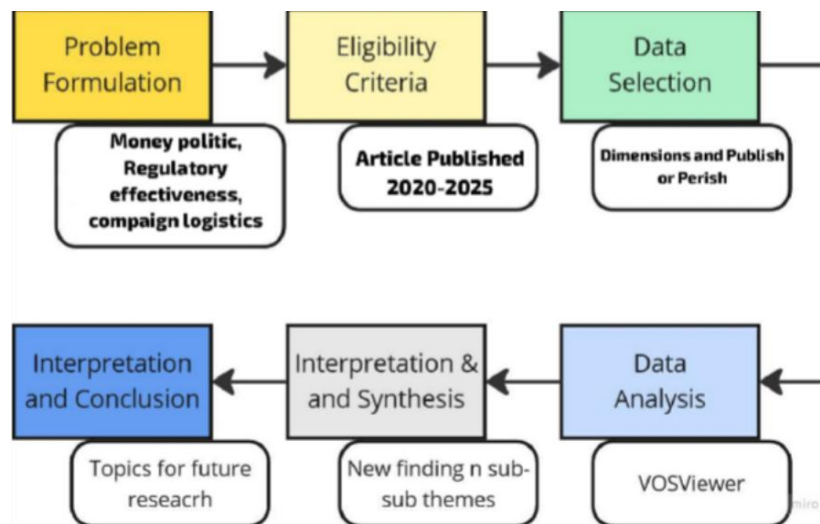


Figure 1. Research Procedure

The figure above shows that this research was conducted in several stages: problem formulation, determining eligibility criteria, data selection, data analysis, data interpretation and synthesis, and conclusion. The problem formulation stage was crucial for narrowing the topic of discussion to "Strategies for Preventing Money Politics: Measuring the Effectiveness of Regulations on Campaign Logistics Distribution." Eligibility criteria were established to filter data that matched the topic using relevant keywords such as "(money politics, regulatory effectiveness) or (campaign logistics)." Data was then selected from the database. Dimensions and Filters were applied to data published in the last six years (2020-2025). The collected data were then imported into VOSviewer software to visualize the relationships between keywords and themes in this study. The results of the data visualization and analysis from VOSviewer were interpreted to explain key variables in the Strategy for Preventing Money Politics: Measuring the Effectiveness of Regulations on Campaign Logistics Distribution.

3. RESULT AND DISCUSSION

Result

1. Data Selection Results

The indexer database search returned 47 records, including 40 open-access records and the remaining closed-access records. Of these 40 records, 28 were articles, and 12 were books and proceedings. Thus, 20 records will be analyzed in the next stage. The distribution of these records is shown in Figure 2.

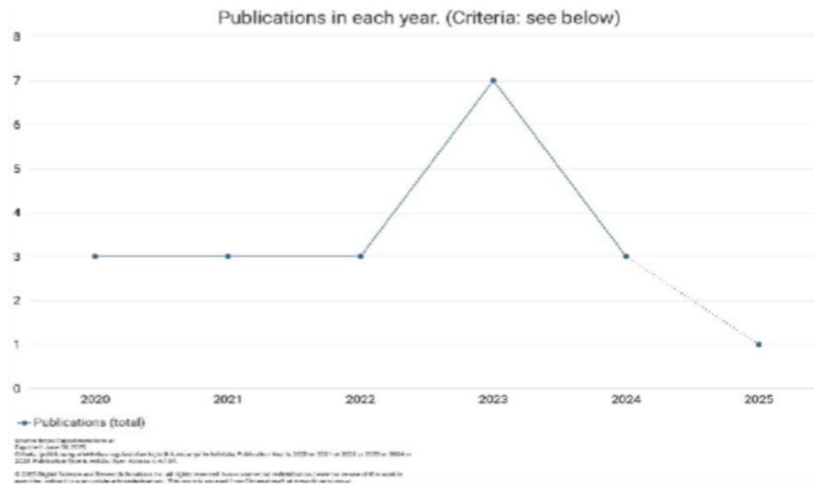


Figure 2. Distribution of Data Amount Over the Last Five Years

figure above shows the trend in publications from 2020 to 2025 on "money politics, regulatory effectiveness, and campaign logistics." The data shows that the number of publications remained relatively stable at 3 from 2020 to 2022. A significant spike occurred in 2023, when publications increased dramatically to 7, indicating increased academic attention to the issue. This was likely influenced by the political dynamics leading up to the election, during which campaign logistics, distribution practices, and the issue of money politics were highlighted. However, after peaking in 2023, the number of publications declined sharply to 3 in 2024. This decline could indicate topic saturation or a shift in research focus to other, more pressing issues.

The downward trend continued into 2025, with only one publication recorded so far, although this year's data is still preliminary and may not reflect the full year. The dotted line for 2025 indicates that the data may still change as publications are received in the remainder of the year. Overall, this graph reflects that the issue of money politics and campaign regulations has a cycle of attention, tending to increase sharply ahead of certain political moments, then decline again thereafter. This is important for researchers and policymakers to note to understand patterns of academic attention and to develop more structured future research strategies. The decline in publications can also serve as a warning to encourage further, in-depth research in this field to prevent strategic issues such as these from being drowned out by fleeting discourse.

Bibliometric Mapping of Research on Money Politics Prevention Strategies: Measuring the Effectiveness of Regulations on Campaign Logistics Distribution

Based on a search conducted on the Publish or Perish website (PoP8Setup-Shortcut), 109 journal articles related to Money Politics Prevention Strategies: Measuring the Effectiveness of Regulations on Campaign Logistics Distribution were found. These articles were then downloaded in RIS (Research Information System) format. The RIS files were then imported into VOSviewer for analysis. The following are the results of the analysis:

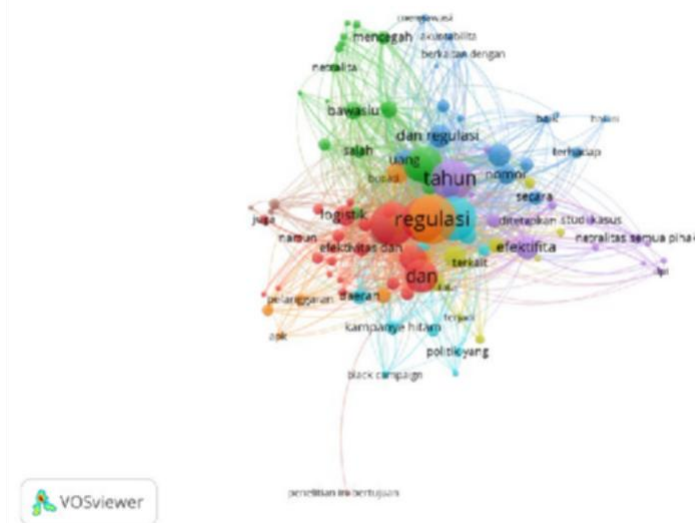


Figure 3. Bibliometric Visualization of Network Map on Money Politics Prevention Strategy: Measuring the Effectiveness of Regulations on Campaign Logistics Distribution.
 Source: Data processed, VOSViewer 1.6.20 software.

The image above shows a map of keyword relationships generated using the VOSviewer application. This map was used to examine connections between terms in a collection of scientific documents. Each dot or sphere represents a keyword in the research data, with the sphere's size reflecting its frequency: larger spheres indicate more frequent occurrences. The various colors indicate interrelated thematic groups in context. For example, the red cluster contains terms such as regulation, logistics, effectiveness, and region, which can be understood as key themes about policy and logistics distribution management in the campaign.

Furthermore, the lines connecting the spheres reflect the relationships or interconnections between the words. The thickness of the lines indicates the strength of the relationships between words in the text under study. In this image, the word "regulation" is most prominent and central to the various relationships, indicating that regulatory effectiveness and implementation are key issues in the literature studied. The green cluster, which includes words such as "Bawaslu," "money," "prevent," and "neutrality," illustrates the role of oversight in logistics distribution in the context of the campaign. Other clusters present additional issues, such as violations in orange, neutrality of all parties in purple, and the presence of black campaigns in light blue. This map is useful for establishing research focus, determining the direction of analysis, and identifying areas of research that remain under-recognized.

Strategy for Preventing Money Politics in Campaign Logistics Distribution: The Complexity of Money Politics in Indonesia's Democratic System

The practice of money politics has become a serious problem that guarantees the integrity of democracy in Indonesia, particularly in general elections. This phenomenon not only undermines the values of fairness in political competition but also creates a significant gap between candidates with substantial funds and those who rely on their own abilities and integrity. The distribution of campaign logistics, which should be a legitimate part of democracy, is often misused to buy votes.

This situation demonstrates weak oversight and the ineffectiveness of existing regulations in protecting campaign resources. This problem is further exacerbated by the public's low political knowledge and a culture of pragmatism that views elections as an opportunity to quickly gain material gain. The complexity of this issue requires an approach that emphasizes not only legal aspects but also encompasses education, culture, and structures. Therefore, a comprehensive strategy to prevent political money must be developed, taking into account the interconnected factors within Indonesia's political environment.

Fundamental Weaknesses in the Existing Regulatory Framework

An analysis of regulations governing campaign logistics reveals fundamental weaknesses that allow for the practice of money politics. Although Law Number 7 of In 2017, regarding Elections and various General Elections Commission (KPU) regulations on campaigning, their implementation remains suboptimal due to the lack of a comprehensive monitoring system. The lack

of clarity in distinguishing between legitimate social assistance and political money creates a gray area that political actors exploit to conceal their manipulative actions.

A weak reporting system and limited evidence collection are major obstacles for oversight bodies like the Elections Supervisory Agency (Bawaslu) in prosecuting violations. The high public tolerance for money politics also complicates law enforcement, as victims and witnesses hesitate to report or expose it through legal proceedings. Opaque areas in the logistics distribution process, from the planning stage to voter turnout, create loopholes that are exploited to perpetrate practices that violate democratic principles. These weaknesses indicate the need for regulatory reform that clarifies definitions and sanctions, and strengthens oversight and enforcement mechanisms.

Publication Trend Analysis and Academic Attention

Bibliometric data reveal an interesting shift in academic attention to the topic of money in politics and the distribution of campaign logistics between 2020 and 2025. The stable number of publications, at three from 2020 to 2022, suggests that this issue was not yet a major research concern in those years. However, the dramatic increase to seven publications in 2023 reflects growing academic awareness of the need to address this issue, likely driven by political changes leading up to the election and the emergence of various political money cases.

The subsequent decline to three in 2024 and only one publication by mid-2025 demonstrates a cyclical pattern of attention that appears reactive to specific political momentum. This reveals a tendency for academic research to respond more to current issues than to take proactive steps to address fundamental problems. This fluctuation also underscores the need for a long-term strategy to sustain scholarly attention to important issues such as money in politics. This data serves as a reminder to the academic community to be more sustainable in their research and to formulate comprehensive solutions to the practice of money in politics.

Bibliometric Visualization and Conceptual Mapping

A bibliometric analysis of 109 publications from 2020–2025 reveals a trend of reactive academic attention to the election cycle; publications initially rose from 3 to 7 in 2023, but then dropped dramatically, indicating a lack of proactive research. According to the VOSviewer map, "regulation" serves as the central cluster for the effectiveness of Bawaslu's logistics and oversight. However, key weaknesses in Law No. 7/2017, such as unclear definitions and a lack of oversight, have enabled the exploitation of campaign logistics distribution, resulting in 130 cases of money politics in the 2024 regional elections and a 35% increase in transactional elections. Socioeconomic factors such as poverty and community tolerance are also cited. At the same time, document interpretation is criticized for being overly descriptive and for lacking empirical causal models or metrics to assess the success of multistakeholder strategies. Therefore, to break the causal chain undermining Indonesian democracy, prevention requires data-driven Bawaslu law reform, the use of blockchain technology, and ongoing political education.

Furthermore, the green cluster, which includes words such as "Bawaslu," "money," "prevent," and "neutrality," highlights the crucial role of supervisory institutions in maintaining the integrity of the campaign process. The diversity of the colored clusters demonstrates the complexity and multidimensional nature of the money politics issue, encompassing legal, institutional, technological, and social aspects. The thickness of the lines connecting the concepts indicates the strength of semantic interactions, which can guide research areas that require further exploration. This mapping is highly useful for determining future research directions and identifying areas requiring further investigation.

The Role of Technology in Transforming the Monitoring System

The integration of information technology and digitalization in the campaign logistics distribution monitoring system provides an innovative new solution to address the shortcomings of traditional systems. The implementation of a digital-based reporting and tracking system can significantly increase transparency and accountability in the campaign logistics distribution process. With a tracking code for each campaign logistics product, the public can verify the authenticity and legality of the goods received. Community-based reporting applications can help detect irregularities early and encourage direct public involvement in monitoring. Furthermore, digital platforms can integrate real-time data from various sources, enabling regulatory agencies to monitor logistics distribution more efficiently and responsively.

Furthermore, blockchain technology can be used to create an immutable audit trail, ensuring data integrity from start to finish. However, implementing this technology requires adequate infrastructure and a high level of digital literacy from all parties involved. Moving forward, strategies to prevent vote buying

must prioritize technology as a key driver of law enforcement and oversight that involves public participation.

Socio-Economic Dimensions of Money Politics

Social and economic factors within society are crucial to understanding why money politics persists in Indonesia's political system. Poverty and economic inequality make communities more vulnerable to transactional political activities. Many view temporary material assistance as a practical way to overcome financial difficulties. Those living in low-income communities are often more susceptible to offers of assistance from campaigns because they lack access to other economic resources. A persistent culture of paternalism in Indonesia also contributes to the prevalence of political elites providing community assistance. Economic dependence creates an imbalanced power dynamic in which communities feel compelled to reciprocate favors with political support.

To effectively prevent money politics, it is crucial to integrate programs that empower the community economically into a long-term plan. Improving community well-being and economic independence can strengthen the community's political position and reduce its risk of being trapped in transactional politics. This strategy requires collaboration between the government, the private sector, and civil society organizations to build an inclusive and sustainable economic ecosystem.

A Multistakeholder Approach to Preventing Money Politics

The complexity of the issue of money politics requires collaborative work involving various parties within Indonesia's democratic ecosystem. As a government, it must strengthen laws and provide sufficient resources to implement policies to prevent money politics. Election organizers, such as the General Elections Commission (KPU) and the Elections Supervisory Agency (Bawaslu), need to enhance their institutional capacity for oversight and law enforcement through training, technology, and more efficient systems. Civil society organizations play a crucial role in advocacy, monitoring, and public education to raise political awareness. The media is responsible for conveying accurate information and supporting transparency in the political process through investigative journalism and educational campaigns.

Meanwhile, educational institutions, from elementary to higher education, must incorporate civics and political literacy into their curricula to develop a generation with a high level of political awareness. The private sector can contribute through corporate social responsibility initiatives that support political education and community empowerment programs. Effective collaboration between these various parties will establish a strong system of checks and balances to prevent the practice of money politics on an ongoing basis.

Political Education and Literacy Strategy

Comprehensive political education is a crucial foundation for preventing long-term vote buying. Educational programs need to be systematically designed to enable the public to understand better political rights and responsibilities, the democratic process, and the detrimental impact of vote buying on the quality of democracy. Educational campaigns should adopt methods that are appropriate and easily understood by all levels of society, using media and platforms that align with the target audience's characteristics. Training on political ethics and proper campaign regulations for legislative candidates and campaign teams can help reduce the risk of violations due to ignorance. Furthermore, media literacy programs are crucial to help the public identify accurate information and avoid political manipulation on social media and other digital platforms.

Political education should begin at an early age through a school curriculum that incorporates democratic values and healthy political participation. Involving community leaders, religious leaders, and local influencers in educational campaigns can increase the effectiveness of messages and public acceptance. Regular evaluation of educational programs is also crucial to maintain their effectiveness and adapt strategies to changing political and social contexts.

Regulatory Reform and Strengthening Law Enforcement Mechanisms

Comprehensive regulatory reform is essential to address fundamental issues within the legal framework governing the distribution of campaign logistics. It is crucial to formulate a clearer, more precise definition of the distinction between legitimate social assistance and money politics to reduce ambiguity in their implementation. An integrated reporting and documentation system needs to be developed to facilitate investigations and law enforcement in the event of violations. Increasing the capacity of oversight institutions through increased budgets, Human resources, and technology will increase the effectiveness of oversight and law enforcement.

To support this, the implementation of proportional sanction mechanisms and deterrents for violators, including administrative, criminal, and political sanctions, is crucial. Protection for whistleblowers must be strengthened so that the public can report money politics practices without fear of negative repercussions. Transparency in the law enforcement process, including the publication of data on violations and actions, will increase accountability and public trust. Harmonization of regulations between

levels of government and between institutions is necessary to avoid overlapping or legal gaps that violators could exploit.

Strategic Recommendations for Long-Term Implementation

Effective implementation of strategies to prevent money politics requires a well-planned, measurable, long-term approach. Initial steps should focus on improving regulations and strengthening institutional capacity, including the development of information systems that support openness and accountability. Subsequent stages include implementing extensive education programs and community economic empowerment to reduce vulnerability to unethical political practices. Regular monitoring and evaluation should be conducted to assess the success of each strategy and adapt it to changes in the political and social context. International cooperation with countries that have successfully prevented money politics can provide useful new insights and approaches. Establishing a multistakeholder anti-money laundering strategy will strengthen support and legitimacy for these prevention efforts. Finally, long-term investment in research and development of innovations to prevent political fraud is encouraged to safeguard against increasingly sophisticated methods. Strong political commitment from all levels of government and political parties is essential to the success of a sustainable, fundamental money politics prevention strategy

4. CONCLUSION AND RECOMMENDATION

Based on the analysis in the article "Money Politics Prevention Strategy: Assessing the Effectiveness of Regulations on Campaign Logistics Distribution," it can be concluded that the practice of money politics in regulating campaign logistics remains a major threat to democracy in Indonesia. Existing regulations, such as Law No. 7 of 2017 and the General Elections Commission (KPU) regulations, have not demonstrated sufficient effectiveness due to weak oversight, the lack of a reliable reporting system, and public tolerance of fraudulent practices. Bibliometric visualization shows that regulatory issues are a primary focus in the academic literature, with strong links to the Elections Supervisory Agency (Bawaslu), neutrality, and oversight effectiveness. This situation is further complicated by the pragmatic social, economic, and cultural dimensions within society that view elections as an opportunity for short-term financial gain.

Therefore, a comprehensive prevention strategy involving multiple sectors is crucial. Regulations must be reformed, oversight institutions' capacity must be strengthened, digital technology and blockchain must be utilized, and political literacy must be improved. Furthermore, the public needs to be economically empowered to reduce dependence on transactional campaign assistance. Collaboration among the government, election organizers, civil society, the media, educational institutions, and the private sector is also essential to creating a healthy, integrity-filled political culture. Research also shows that maintaining sustained academic attention is crucial to ensuring that prevention strategies are not merely temporary but rather sustainable, grounded in evidence and broad public participation.

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