

Bugis Leadership's Values in South Sulawesi Government

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Abstract:

Bugis leadership's values involve political messages about power, government, and government policy. Due to the political communication consists of the communicator, who leads, and the communicant (society), who is led, therefore political communication is understood as communication between those who govern and those who are governed. This study discusses the Bugis leadership's local wisdom values in political communication in government and their significant role in shaping the political landscape in South Sulawesi Province of Indonesia. This research uses a qualitative descriptive method by conducting field observations, interviews with several informants, and a literature review of existing written documentation. This research concluded that Bugis leadership has five local wisdom leadership values in running the government: (1) *Lempu* (honest) values, straight behaviour, saying or giving information based on reality; (2) *Getteng* (firm, steadfast), something firm and consistent, actions that are not vague and uncertain, a brave and confident attitude, expressing what is right and wrong, (3) *Ada tongeng* (telling the truth), related to correct speech or words, no lies, no fabricated words told by a leader, (4) *Assitinajang* (properness/worthiness): the principle of decency, appropriateness, and appropriateness in accepting a job (task) or position, (5) *Warani* (brave): confronting all risks, taking responsibility for one's actions, daring to tackle all challenges, and embracing opponents without fear. These five leadership values are the principle for leaders in South Sulawesi to carry out their governmental duties.

Keywords:

Local wisdom, leadership, Bugis people, government, political communication.