

Party Political Communication Strategies in Political Image of Women Politicians

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ABSTRACT

This research-based is on the phenomenon in Aceh where the involvement of women in the political sphere is still low and various stigmas are attached to women who are present in the political sphere. Based on this, this study aims to describe the political communication strategy of political parties in carrying out the political image of women in the party. This study uses a constructivist paradigm with a descriptive qualitative approach. The informants in this study were the chairman of the DPC of the Democratic Party, the PPP Party, the PKB Party, the chairman of the PDI-P DPD, and the women politicians from these parties. Data collection techniques through interviews, observation, and documentation. Data analysis techniques with interactive models are through (1) data reduction (2) data presentation, (3) conclusions/verification. The results of the study stated that the communication strategy carried out by political parties in carrying out the political image of women in their political parties provided an understanding of the importance of women being present in the political sphere in a persuasive meeting with the community, carrying out social activities in the community as an effort to image politics for women, utilizing traditional and modern media in providing information. related to activities and programs involving women's politics

Keywords: Political parties, political communication, political image, Aceh.

1. INTRODUCTION

Communication is a very basic thing in human life. Because humans are social beings who need each other, human interaction with other humans, both personally and in groups, is always done every day. Through communication, information can be known and can also be disseminated to other humans.

Likewise, with political parties, one of which has the function of political communication, through communication that is established with the community, it is hoped that political parties will be able to reach all levels and components of society who are still blind to politics so that they do not get carried away in the wave of political apathy that is getting wider in the world. the middle of society. Therefore, political parties as organizations that have legality must be able to communicate this well in the community.

A political party is a container in which consists of a group of people who have a specific goal. Political

parties are one of the important components in the politics of a nation. Political parties are one way for a person or group of individuals to gain power, the purpose of this group is to gain political power and seize political position by constitutional means to carry out their policies (Rosana, 2012: 139). Carl J. Friedrich in (Saleh, 2008: 69) says that a political party is a group of people who are stably organized to seize or maintain control of the government for their party leaders, and based on this control they provide their party members with ideal and material benefits. A political party is a political association that activates, mobilizes the community, represents certain interests, and conducts cadres which then gives birth to leaders (Iskandar, 2017: 30).

Political communication carried out by a political party is very important for the victory of their party. One of the elements of communication is showing self-identity, then correct communication will introduce others to self-identify in this case is the identity of

political parties and management in it to the community. From this identity, political parties can generate sympathy from the community which leads to the victory of political parties and their members. The right political communication strategy must be used by political parties in this regard, political parties must use effective communication techniques so that political parties can reach the wider community and the public has a good perception of political parties and politicians involved in them. Likewise, political parties have a role in encouraging their members to engage with the community, because it will provide benefits not only to the party but also to the politicians themselves.

Within the party structure at the central, provincial, and district/city levels, parties must include women politicians in the composition of party management at a minimum of 30%. So with this rule, parties must recruit female politicians, the problem that then arises is that the presence of women in politics is still not as encouraging as men. Many obstacles prevent women from being as free as men in politics. Structural and cultural barriers are obstacles to women's participation in politics.

The research found by women tends to be more than the male population, this low participation is due to psychological, economic, political, social, and cultural reasons, and the chosen ones do not have the competence to fight for gender equality in policies (Suciptaningsih, 2013: 69) Women's participation in politics still faces several challenges, due to the patriarchal culture that does not hinder women's access to politics, especially in the legislature, and the lack of education about politics (Marhayani, 2017: 10). A strong patriarchal culture in society, capital as a separate obstacle why the lack of women's participation in politics in Indonesia. Political parties do not provide opportunities for women to join and lack confidence in women in placing themselves in certain forums. Descendants of political figures who can only participate in politics can be promising because of their lineage that already has a mass base or an understanding of what obstacles, interests, and even conflicts exist in politics (Saputra, Herdin Arie, Dyah Mutiarin, 2020: 106-107).

These obstacles make women's participation in politics difficult. It takes the right political communication strategy for women politicians and especially political parties to create a positive political image for women politicians who are members of their parties to change negative perceptions and understandings that have developed in society. According to Ayu Putu Nantri, political parties also have the opportunity to determine women's participation and representation. There are 4 factors in the existence of political parties that are significant in determining the level of women's representation in parliament, namely

as follows: (a) political organizational structure; (b) institutional framework; (c) party ideology (progressive ideology); (d) political party activists. Women's political participation will never be maximized if political parties do not commit to supporting such political participation.

Image is understood as the total perception of an object, which is formed by processing information from various sources over time. Webster's dictionary defines an image as a mental picture or concept of an object. construction of representations and public perceptions of individuals, groups, or institutions related to their work in society (Azhar, 2017: 20). Referring to the culture of society, there are two simple forms of image, namely a good image and a bad image. A good image in an economic and political transaction is a very valuable asset because it can build and help the choice of public perception of a product (Masduki, 2014: 171) One of the goals of political communication is to build a positive image for the public. Political image is formed based on information received, either directly or through political media, including mass media that work to convey general and actual political messages (Muchtart, 2016: 139). Political imaging or political imaging is related to the production of political information or messages by political communicators (politicians or candidates), political media (mass media, social media, and/or small format media), and political recipients or audiences (public) (Arifin, 2014: 16-17).

It is undeniable that all political figures in the world must prioritize the image or image they will build, this is because the image is the foremost image of a person (personal). So that various strategies are taken starting from the concept of communication, doing promotions, even to mass-raising. Based on the above background, this study intends to describe the political communication strategy of political parties in the political imaging of women politicians.

2. METHODS

This research departs from the interpretive paradigm (constructivist). Interpretive examines that the basis for understanding social meaning lies in unique facts, have context and meaning (Muslim, 2016). (Denzin, Norman K & Lincoln, 2009) say that the constructive paradigm has several characteristics: reality is relative, meaning that the reality that occurs is specifically constructed and is local, subjective, produce knowledge based on findings in the field, and also the findings obtained during the process. interaction between informants and researchers.

The research method used in this research is descriptive using a qualitative approach. According to (Creswell. John, 2014) qualitative is descriptive, which is trying to describe the symptoms or the relationship of the symptoms encountered in the observations while in

the field. Descriptive research seeks to provide an overview, to summarize various conditions, situations, and various phenomena of reality in the society that is the object of research and seeks to draw that reality to the surface as a feature, character, nature, model, sign, or description of certain conditions, situations or phenomena.

In this study, the informants were determined by purposive sampling. Where the research subject is based on the person who is considered the most to understand and know about the information needed in this study. This will provide convenience for researchers in tracing research data. The subjects of this research are the Chair of the DPC of Partai Demokrat of Aceh Besar Regency, the Chair of the DPC Partai PKB of Lhokseumawe City, the Chair of the DPC of Partai PPP of the North Aceh district, the Chair of the DPD of Partai PDI-P of Aceh Province and female politicians from Partai Democratic of Aceh Besar Regency and Partai PKB of Lhokseumawe City.

The data analysis technique uses the Interactive Model Data Analysis method, data analysis from Miles and Huberman, in this interactive model it is conveyed that qualitative data analysis is carried out interactively and takes place continuously to completion, where there are three stages in analyzing data, namely data reduction, presentation data and drawing conclusions or verifying data (Maulana, 2018: 367).

3. RESULT

Based on the results of field research that there are several political communication strategies carried out by political parties in carrying out political imaging for female politicians who are actively involved in the political party, namely;

3.1 Provide political understanding to the public about the importance of the presence of women politicians in the political sphere in party activities

Based on the results of interviews and observations at the research location, political parties carry out political imaging for women politicians involved in their parties by providing direct understanding to the community in meetings with the community, both formal and non-formal meetings/activities. Political parties carry out this image by conveying to the public the need and importance of the presence of women politicians in politics, they try to give that understanding to the public because it is realized that there is a lot of bad stigmas attached to women politicians who are actively involved in political parties.

Political parties try to eliminate these negative understandings, by providing these understandings in the

community, so that people understand and understand the importance of women's involvement in politics. Various stigmas and bad perceptions regarding women who actively participate in the political space, where women are still underestimated in society so that political parties must work extra in providing understanding to the community.

Cultural and structural issues become obstacles to women's participation in the political space, cultural aspects such as cultural teachings that shackle women's involvement in the public sphere, patriarchal culture in Indonesia dominates various aspects of people's lives and women's perceptions themselves which state that the world of politics is the world of men. and not suitable for women. Structural aspects, women's problems in the structural field are quite complex, can be seen through, first: the social construction of sexuality, gender differentiation is a form of social interaction which is reflected in values in society, customs, religion, and the state. Second: political masculinity, the agreement that men dominate the public sphere. Third: the marginalization of women in politics, including political information (Putri, 2015: 86)

Research conducted by Anugrah (Yuspita Widiyaningrum, 2020: 132) states that several factors prevent women from becoming political party cadres so that women are left behind in the management of political parties, namely: First, there is a social culture, especially in rural areas that view men as having priority. from women. Second, women with their roles as mothers and housekeepers cannot always be "ready to use" in managing the organization. Third, the inherent nature of a woman, namely pregnancy, childbirth, breastfeeding, taking care of children, and menstruation, discourages women in politics. Fourth, the public assumes that politics is not suitable for women because the political party is considered a tough field and has risks. . Fifth, there is a sense of superiority of men so that they underestimate the presence of women in the party environment so that women do not get strategic positions in the party. Sixth is the doubts of the political parties themselves in finding, convincing, and also offering their programs to women who are eligible to be involved in their political parties.

The results of the research above provide an understanding that many problems make women be actively involved in political parties, so many bad and negative stigmas are attached to them. Political parties are well aware of this, so they take the initiative to provide an understanding to the public of the importance of the presence of women in the political space in meetings that occur with the community both in personal, group meetings and also through mainstream and modern media.

Political parties provide this understanding persuasively to the public by giving them an understanding of the urgency of women and women politicians in parties and in power, their presence and participation in politics will produce policies that are pro-women, the fulfillment of women's rights because what is knowing that women's needs and wants are women themselves, so that women's involvement in politics is a must and this requires full support from the community.

It can be seen that it is not easy for political parties to provide this understanding to the public, because of the various problems mentioned above and it is also evident that very few female politicians are present in the legislative chambers at the provincial, district/city levels in the Aceh region.

3.2 Involving Women Politicians in Social Activities Conducted in the Community

In addition to providing an understanding through meetings held by political parties directly either individually, in groups, and through the media; mainstream and modern to the public, the next step taken by political parties in carrying out political imagery for women politicians involved in their parties is to involve women politicians in social activities.

Political parties deliberately involve all personnel in party management to participate directly in social activities carried out by parties, this is a form of promotion carried out by political parties to introduce to the public the existence of parties and at the same time the politicians involved in them. The hope is that political parties and female politicians involved in it will get sympathy, which is the hope that political parties and female politicians will eventually gain the trust of the public as voters.

Political parties seem to realize that imagery is an important thing to do, this is a way to introduce and promote their women's parties and politicians to be known by the public. By involving their entire membership in social activities in the community, they indirectly want to convey the existence of their party and the politicians involved in it. The activities that were carried out and also involved women politicians, for example, the distribution of necessities, the distribution of masks, hand sanitizer, distribution of Qurban meat, planting trees, and others.

These social activities are a way to bring women politicians closer to the community by using the symbols of their parties so that people see their activities directly in the hope that it will create a positive political image from the community. Imaging is done to influence voters by instilling an opinion in the community, that a politician or political party in

question is a person or party that can protect the community (AZHAR, 2017: 113).

Being directly involved with social activities in the community will directly build emotional closeness with them, be physically present in the community so that sympathy will be awakened, then it will lead to the public trust for parties and women politicians involved in it. It is hoped that a positive political image will be built with social activities carried out by political parties together with female politicians who are involved in them.

The strategy by establishing closeness with the community is applied to activities that can result in closeness and a sense of community trust. The presence of emotional closeness will encourage someone to have a positive attitude towards certain candidates. then automatically will provide concrete support by selecting certain candidates (Wance, Marno., 2019: 110). Political parties as well as women politicians realize that the factor of emotional closeness will have a positive influence on them and their political image.

3.3 Utilization of Traditional Media and Modern Media to Inform Political Party Activities Involving Women Politicians.

The use of mainstream media (Television, radio, and print media) and modern media (social networks, online media) is an option for political parties in carrying out political imagery for female politicians. These traditional and modern media are used by political parties in disseminating news/information related to parties as well as matters relating to party politicians, including women politicians.

The use of these media is a channel used by political parties to provide information about the party, then the activities that the party carries out in the community and informs about the programs that the party has carried out. The selection of mainstream media, for example, tends to be carried out to inform the public related to the activities and programs of the political party, where these activities also involve all party officials, starting from the wing, the branch to the agencies. And news about these activities was published in local Aceh newspapers, there are also sometimes parties using radio to inform things related to political parties and also female politicians who are involved in an activity.

The use of conventional media is indeed still slightly utilized by political parties, this is due to its limited reach, high costs, and now many modern media can be used to inform all things related to political parties and their politicians. Researchers see that political parties realize that modern media has advantages that traditional media do not have, where modern media can reach more audiences, news can reach the public faster,

costs are cheap. McQuail (Puspita, 2015: 206) describes the main characteristics that mark the difference between new media and old (conventional) media based on the user's perspective, namely: 1. Interactivity; Indicated by the ratio of response or initiative from the user to the 'offer' from the source/sender (message). 2. Social presence (sociability); Experienced by the user, a sense of personal contact with other people can be created through the use of a medium. Media richness: (new) media can bridge differences in terms of reference, reduce ambiguity, provide cues, be more sensitive and more personal, 3. Autonomy; A user feels in control of the content and uses it and is independent of the source. 4. Playfulness; Used for entertainment and enjoyment 5, Privacy; Associated with the use of the selected medium and/or content. 6. Personalization; The degree to which media content and use are personal and unique.

Researchers see that the use of new media is mostly carried out by political parties and also female politicians themselves. Political parties use new media (online media) in informing their activities, they publish news on online media related to party activities, so that people know and acknowledge their existence as a party. Regarding women politicians, political parties give full freedom to women politicians to use this new media, they are given the freedom to send photos of their activities, make their WA status, upload them on Facebook, Instagram on every activity they do, either on Facebook or on Instagram. in parties and social activities in the community.

Political parties are well aware that social networking is one of the tools that can be used in shaping political images for their politicians. Social media has become a part of every society's life, including the political sphere that can be used for communication, self-promotion, socialization, including the promotion of political parties to build the party's image (Ardha, 2014: 118).

Based on field findings that political parties have attempted to carry out political imagery for women politicians, they have carried out political communication in the community whose goal is to build political awareness in the community about the importance of women's presence in politics, with the hope that with this understanding, the stigma will be eroded. There are negative aspects related to women who are present in the political space, but the most important thing is that the community understands the importance of women's participation in the political space and finally they will provide full support for women to be involved in politics.

Political imagery to build a positive political image for female politicians can be done with many political communication strategies. According to Argenti

(Anshari & Prastya, 2014) that an image can be constructed through a personal identity (name, logo, motto, service which is then perceived by the community, community and also the image of the successful team of the politician, then the use of various political communication media as reinforcement for the personal reputation of the politician.

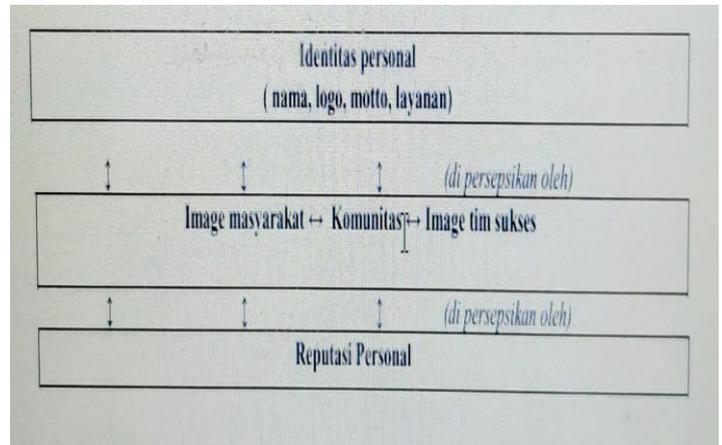


Figure 1. Relationship of image, identity, and reputation

From the picture above, it can be seen that in addition to personal factors being one of the indicators for the formation of a positive political image for a female politician, it means that female politicians are considered as good figures in society so that it will make it easier for them to be accepted by the community and this will make it easier for the party. also in conducting political socialization of their presence in the party.

Researchers see that even though political parties have tried to carry out political imagery on female politicians, their political communication strategies are still not wholehearted, meaning they are still not optimal in carrying out political imaging for their politicians, where they still think about threats to themselves when for example they prioritize other figures, because even though they are in the same party, they have to fight personally to win the hearts of their people and be elected in the next period. The researcher also sees that political imagery for female politicians is not only the task of the party but most importantly these politicians have a good personal image in the community, have the capacity, competence and it must also be noted that female politicians must be able to use various channels of political communication so that they are well received in society and as a politician.

4. CONCLUSION

Based on the results of research that has been carried out, there are several strategies carried out by political

parties in carrying out political imagery on their politicians by:

- a. Carry out political communication and political understanding to the public on the importance of the presence of women in the political space.
- b. Involving Women Politicians in Social Activities Conducted in the Community.
- c. Utilizing Traditional Media And Modern Media To Inform Political Party Activities Involving Women Politicians

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