

Political Communication of Women's Representation in Political Institutions

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Abstract:

The purpose of this research is to explore information and analyze the political communication of women's representation in the North Sumatra Regional People's Representative Council for the 2019-2024 period. This research uses the theory of political communication, and the representation of women. This research was researched at the Secretariat of the Regional People's Representative Council of North Sumatra Province. The research method used in this study is a qualitative analysis method using inductive reasoning in assessing every problem in this study. This study used informants as research subjects. There were 3 informants. The results of this study include: (1) The form of political communication of women's representation in political institutions in the North Sumatra DPRD is to convey more messages to women's groups which are issues that are happening, be it about women's protection, providing a forum for millennials who are at an active age to participate in politics by providing them with political education to actively engage in political participation in the future in the hope of representation women in political institutions are biased upwards. (2) Obstacles to fulfilling the quota of political representation in political institutions are the lack of political education carried out by political parties, and the lack of socialization by the KPU to provide appropriate information both to political parties and the people of North Sumatra, there is still an assumption that women do not need to be involved in political institutions.

Keywords: Communication; Political; Women's Representative; Regional House of Representatives Office of North Sumatra Province

INTRODUCTION

Indonesia has paid attention to the protection of women's rights in every draft formulation of various laws and regulations. The real manifestation of human rights protection is the inclusion of Chapter XA in the Second Amendment to the 1945 Constitution which regulates in more detail the constitutional rights of citizens. The involvement of women and men in politics is an integral part of the democratization process. Linking gender issues with the process of democratization is something that is commonly accepted by society, because it integrates political rights for both men and women which are the most basic human rights.

Representation is explained in Law no. 39 of 1999 concerning Human Rights, in its explanation, Article 26, we can obtain an explanation regarding the representation of women. Women's representation is the provision of equal opportunities and positions for women to carry out their roles in the executive, judicial, legislative, party and general election fields towards justice and gender equality [1].

Efforts to increase the role of women in the DPR have finally yielded results since the formulation of a quota of 30% (thirty percent) for women to sit on the board of political parties and the DPR, Provincial DPRD and Regency/Municipal DPRD since the issuance of Law Number 12 of 2003 concerning General Election of Members of the People's

Representative Council, Regional Representative Council, and Regional People's Representative Council. The formulation of the 30% quota is considered by various groups to be in line with affirmative action efforts in order to increase the role of active participation for women in the DPR, as well as being in line with the norms of the formulation of Article 4 CEDAW which has been ratified by the government through Law Number 7 of 1984.

For the 2019-2024 period, the number of council members in the North Sumatra Provincial DPRD from 24 political parties contesting the election, only 8 political parties can seat their representatives in the North Sumatra Provincial DPRD. The number of women's representation in the 2019-2024 period shows that the representation of women in the DPRD of North Sumatra Province in the 2019-2024 period is still relatively low, because they have not met the 30% quota as stipulated in Law No. 7 of 2017.

Women began to be included in political parties, as an effort to reconstitute the political formations that existed before. Political parties have the opportunity to determine women's participation and representation. The affirmative action proposal (firm action taken to increase women's representation), namely the provision of a 30% quota for women to occupy political positions is regulated again in Law Number 10 of 2008 concerning General Elections for Members of the People's Representative Council, Regional Representative Council, and Representative Council Regional People.

Political communication is defined as inclusive talk, which means all the ways to exchange symbols that govern human actions in conditions of conflict to form opinions [2]. Information conveyed through political communication can be in the form of invitations, appeals, information and orders conveyed to the audience who is the subject of the exchange so that they can eavesdrop on the content of the exchange.

Political communication channels can appear in interpersonal communication, including organizations, groups, communities and masses. Effective communication can be seen from the results of the communication. Women's representation is a political issue that still requires attention to be fought for by women. Various literature on women and politics shows that there are various reasons that prevent women from participating in political life, such as: economic factors, party systems, myths related to socio-cultural issues, stereotypes and gender segregation in the field of work [3].

In the research entitled Women's Political Representation in the Riau Province Legislative Elections for the 2014-2019 period written by Dessy Artina in 2019 it contains women's representation in political institutions, which has a difference with what was researched by the author, namely, women's representation based on legislation [4]. This can also be seen from the research entitled Reform of Women's Representation in Parliament through the Gayatri Curriculum Program to Increase Women's Competitiveness in the Political Sphere [5].

The purpose of this study was to analyze patterns of political communication, communication constraints faced in fulfilling the quota for women's representation, and also to provide a communication strategy for representing women's representation in development in North Sumatra by Members of the Women's Legislature of the Regional People's Representative Council of North Sumatra Province period 2019-2024.

Based on the background above, the researcher is interested in researching the political communication of the existence of female MPs in political institutions in the DPRD of North Sumatra, because in essence the involvement of women in political institutions must make a

real contribution through actions and contributions to social problems, especially women through the political institutions of the Regional People's Representative Council of Sumatra. North. This research is expected to contribute to further social research and communication theory. This research can be used as a reference for future researchers to become a reference in terms of political communication and women's representation.

[6] argues that political communication is the use of individuals, groups of people, or It describes it as the activity of exchanging messages carried out by organizations. It can influence society and influence policies, power structures, and governments of various elements. A definition of political communication is also emphasized by Harsono Suwardi (1997). According to him, political communication in the strict sense is political communication as any form of conveying a message that influences one's position among individuals, both in symbolic, written, spoken and gestural form. It can be understood as given power structure. Political communication in its broadest sense, on the other hand, refers to any form of message delivery, especially he conveys political information from one source to various message recipients. Political communication as a scientific field explores the relationship between communication and politics, or the methodological bridges between the field of communication and politics [7]–[11].

RESEARCH METHODS

This research was conducted in the city of Medan, North Sumatra, to be precise at the Secretariat of the Regional People's Representative Council of North Sumatra Province. The reason the researcher chose to conduct research at the Secretariat of the DPRD of North Sumatra Province was because of the link between the title of this research and the reality that occurred at the Secretariat of the DPRD of North Sumatra Province. This is due to the low level of women's representation in the DPRD of North Sumatra Province, and the researcher wants to look more closely at the process of controlling women's representation in the DPRD of North Sumatra.

The communication research method is a scientific procedure or method that conducts research in the field of communication to discover new things, prove/test the results of previous research, or advance the development of communication science [12]. This study uses a qualitative analysis method using inductive reasoning in examining every problem that exists in this study. The problems to be studied in this research are social and dynamic problems.

This study uses informants as research subjects. Informants are divided into two, namely the main informants and supporting informants. By having 3 types of informant criteria which include, informants who directly experience situations and conditions related to the research topic, informants who are able to re-describe the phenomena that have been experienced of course which are also related to research, and also informants who agree to publish research results [13].

The object of this research is the political communication of women's representation. The object under study is the method of political communication carried out by female legislators at the DPRD Secretariat of North Sumatra Province. Data collection techniques in this study used observation, in-depth interviews (interviews), and online data tracking [13]. Data analysis techniques in this study include data reduction, data presentation and drawing

conclusions. Checking the validity of the data in this study uses a credibility test, using source triangulation and technical triangulation [14]

RESULTS AND DISCUSSION

The way to collect research data is by means of the interview method regarding the existence of female legislators in the DPRD of North Sumatra for the period 2019 to 2024, the interviews conducted were regarding the forms of political communication in the representation of women in the Regional Representatives Council of North Sumatra Province for the 2019-2024 period, and what are the obstacles in meeting the quota of women's representation in the membership of the Regional People's Representative Council of North Sumatra Province for the 2019-2024 period.

This research was conducted in order to be able to give an overview to the public about how women are represented in the Regional People's Legislative Council of North Sumatra so that women's representation in political institutions is increasing day by day or increasing every year to participate in political institutions. This research was conducted by looking at the basis of the law that regulates women's quotas in political participation in Article 66 paragraph 2 of Law no. 10 of 2008 which states that the Central KPU, Provincial KPU, and Regency/City KPU announce the percentage of women's representation in the final list of candidates for their respective political parties in the national daily print media and national electronic mass media.

Until now, the involvement of women in political institutions is still experiencing a very slow process. It was found from several interviewees that there were social inequalities originating from the cultural side of Indonesian society, especially North Sumatra. The people of North Sumatra adhere to the Eastern system which thinks that women only take care of household problems and educational issues are not that important to them [15]

The results of the researcher's interview with key informants that the researcher obtained were when the involvement of women in political institutions in conveying their political communications was political communication in the nature of groups or groups in question, namely women whose aspirations had always been minimally heard, even though with the power of the masses that researchers see here, women are a new political power, in other words, when women who are in political institutions can accommodate the people in North Sumatra, this can have an extraordinary impact. From the results of interviews with informants, the aspirations of these women still cannot be heard in political institutions, issues such as sexual harassment, the problem of the majority of women who are surplus with productive age or in other words are millennials are also issues that are being hotly discussed. However, the reverse situation is obtained in that political communication conveyed by women's representation in political institutions does not fully receive support from outside. The output, when viewed from the side of policy making, information obtained from informants is that all aspirations are obtained from outside, processed in political institutions and so it becomes policy. Most women who are outside political institutions still think that women should not be in political institutions even though they can easily give their aspirations in political institutions. In other words, the majority of women is a new political force if it can be in line with the expectations of women's representation in political institutions. This is in line with research from [16], [17], which states that women's representation in the political sphere by fulfilling the 30% quota of women's representation in

the legislature, is interpreted as a form of opinion participation so that the resulting policies will contain the interests of all parties, both at the local, national and international levels.

The lack of political education that is obtained by the majority of women has an effect on fulfilling the quota of women in being involved in these political institutions. This makes it a shared responsibility that must be carried out by each political party to provide political or social education, political socialization is not just to come and vote once every 5 years, but the political education provided must be in line with the expectations of these political institutions [18]–[20].

An obstacle to women's representation is that, given the human resources in this field, there are still female executives who are reluctant to enter politics. This has forced several political parties to force female executives to run for parliamentary seats. As a result, many female executives did not get enough campaigns in the general election. In addition, there are economic restrictions on entry into the world of politics, with some female executives meeting only administrative requirements.

Here lies the importance of gender equality and justice laws in achieving women's representation in parliament. According to [21] it is true that: 1) The Gender Equality and Justice Act promotes the formation of an understanding of gender equality starting at the family, government and community levels. 2. The Gender Equality and Justice Act strengthens gender equality systems and mechanisms in all state agencies by accelerating gender mainstreaming strategies, including gender-sensitive budgeting and implementation. 3. Governments, the private sector, and communities will rely on gender equality and justice laws in achieving gender equality and justice in their institutions, including employment policies. His Presidential Directive No. 9 of 2000 on Gender Mainstreaming in National Development focuses exclusively on the implementation of gender equality and equity programs in government agencies and institutions at the central and local levels.

CONCLUSION

The form of political communication representing women in political institutions in the North Sumatra DPRD is by conveying more messages to women's groups which are issues that are currently happening both regarding the protection of women, providing a platform for millennials who are at an active age to participate in politics by giving them political education to be actively involved in political participation in the future with the hope that women's representation in political institutions can increase. Obstacles to fulfilling the quota for political representation in political institutions are the lack of political education carried out by political parties, and the lack of socialization by the KPU to provide proper information both to political parties and the people of North Sumatra, there is still an opinion that women do not need to be involved in political institutions.

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