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# The role of women in regional leadership as political communicators

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## Abstract

The aim of the study is to investigate the role of women in regional leadership as political communicators in making changes to constituent behavior. The research method used was qualitative with a phenomenological approach to three female heads of regions. In result, the DR from dynastic elements had characteristics higher than N and RT. The role of women leaders in the area as political communicators in local politics has much colored the local political map, both at the provincial and district/city levels, although it has not been proportional to the total number of regional heads and mandates of existing regulations.

**Keywords:** Women regional leaders, political communicators.

## El papel de las mujeres en el liderazgo regional como comunicadores políticos

### Resumen

El objetivo del estudio es investigar el papel de las mujeres en el liderazgo regional como comunicadores políticos en la realización de cambios en el comportamiento de los constituyentes. El método de investigación utilizado fue cualitativo con un enfoque fenomenológico

de tres mujeres jefas de regiones. Como resultado, el DR de elementos dinásticos tenía características superiores a N y RT. El papel de las mujeres líderes en el área como comunicadoras políticas en la política local ha coloreado mucho el mapa político local, tanto a nivel provincial como de distrito / ciudad, aunque no ha sido proporcional al número total de jefes regionales y mandatos de las regulaciones existentes.

**Palabras clave:** Mujeres líderes regionales, comunicadoras políticas.

## 1. INTRODUCTION

The battle of Indonesian women to get political rights has started since the Modern Arrange time. The positive activity approach with the shared framework was, to begin with, distributed in Law No. 12 of 2003 concerning the election voting of the Indonesia Legislative (DPR), Regional of Leadership Political Party (DPD), and Regional of Indonesia legislative assembly (DPRD). In spite of the fact that the comes about gotten were not maximal, the Act was re-established into its successor Act, to be specific Law Number 10 of 2008 concerning election voting of Individuals of the DPR, DPRD and DPD (Hubeis, 2016).

Article 53 of Law No. 10 of 2008 concerning election voting states that the list of planned candidates, as alluded to in article 52 contains at slightest 30% representation of women; through Zipper standard as an exertion to extend women's representation: to begin with, the moo number of women's representation within the council, indeed at each level; moment, the move of the law based system in

Indonesia has the opportunity to create opportunities for non-governmental organizations to increase women's political awareness; third, the poor economic situation after the 1977 economic crisis had a major impact on women and children through fairly high mortality rates, trafficking of women and children. IDEA stated that Indonesian women are now the very small level of representation in the various levels of decision-making and influence, as well as the access is not on par with resources and facilities to enable them to have and obtain guarantees on the rights and opportunities same.

The decisions specifically open openings for different layers of society, particularly women, to color the course of neighborhood majority rule government. The nearness of women as territorial heads is one procedure for the birth of a more gender-equitable approach. The endeavors of women to realize political administration within the locales are not simple. Numerous variables impact women in picking up territorial authority. Hence it is imperative and significant to look at how the Part of Women Territorial Pioneers as Political Communicators in Making Alter in My Rules. At this time, the part of proficient communicators will, as a rule, ended up the establishment of the belief of their constituents. The point of the consideration was to distinguish and analyze the Part of Territorial Pioneers as Political Communicators in Making Changes to the Constituent Behavior. Hypothesis employments political communication Richard & John (2018), specifically: Who says What, in Which Channel, To Whom, and with What Impact (Hubeis, 2016).

## **2. RESEARCH METHODS**

The methodology of this study uses qualitative phenomenological approaches based on an understanding of the subjective experience of natural phenomena or events and their relationships. A number of informants used in this study there were 48 informants. The data analysis technique used in this study is to use phenomenological analysis techniques; Data analysis of phenomenology research by (Richard & John, 2018).

## **3. RESULTS AND DISCUSSION**

The nearness of women as territorial heads may be a technique for the birth of approaches that are more gender-equitable. In gender orientation and Mainstreaming Technique in Indonesia appears that nations with a critical number of women with approach detailing as well as in parliament deliver dynamic arrangements on women such as those in Sweden, Finland, Denmark, Norway, Germany and the Netherlands. In line with that, women's authority risen in different districts in Indonesia. There were three generally conspicuous women in territorial authority, specifically: DR, N and RT. The three female heads of locales were occupants from the dynastic or family relationship components, the past territorial heads were at that point re-elected for the 2016-2020 period. The moment territorial head from the businessman element becomes a lawmaker and the third could be a bureaucratic component.

Table 1: Three Women regional heads receive community support as voters

No.	Name	Position	Age	Education	Profession	Social / economic capital	Political Capital
1	DR	District head	42	Master	<ul style="list-style-type: none"> <li>- Incumbent</li> <li>- Cadres of political parties</li> <li>- Entrepreneur</li> </ul>	<ul style="list-style-type: none"> <li>- Social network for women's empowerment activists, entrepreneurship, health and religion</li> </ul>	<ul style="list-style-type: none"> <li>- Political networks as party cadres</li> <li>- Incumbent Regional Head with Party support</li> </ul>
2	N	District head	38	Master	<ul style="list-style-type: none"> <li>- Incumbent</li> <li>- Former DPRD member</li> <li>- Cadres of political parties</li> </ul>	<ul style="list-style-type: none"> <li>- Social networking as an activist in the field of youth, youth and sports in KONI</li> <li>- Social networking as a doctor</li> </ul>	<ul style="list-style-type: none"> <li>- Political networks as party cadres</li> <li>- DPRD Members</li> <li>- The incumbent deputy head of the region was supported by the Party</li> </ul>
3	RT	District head	57	Master	<ul style="list-style-type: none"> <li>- Incumbent</li> <li>- Civil servants</li> </ul>	<ul style="list-style-type: none"> <li>- The social network is clean and has proper city planning for children</li> </ul>	<ul style="list-style-type: none"> <li>- Political networking with political parties</li> <li>- image of former civil servants honest, anti-corruption and firmly</li> <li>- Petahana Regional head with party support</li> </ul>

The part of the communicator is exceptionally vital as the most actor in political communication. The method of political communication will run easily since the part of political communicator variables. Political communicators will run successfully in the event that upheld by a few components, specifically the appearance and state

of mind of the communicator itself. The appearance of communicators both verbally and non-verbally incorporates ways of talking, how to dress, verbal and non-verbal expressions, tidiness, the use of words and dialect significantly influence the communication prepare takes put. Political communicators will be judged by a few other components, specifically validity, engaging quality, similitude and control. The credibility of the communicator according to Petty is expertise and trustworthiness.

The more communicators will be more trusted by constituents. Fascination is related to physical, appearance, discourse fashion, individual nature, execution and behavior which shape a more grounded impression approximately the identity of the communicator. In common, political communicators are charming pioneers. Control, the control had by female territorial heads as political communicators. The three women's head of the locale has the capacity to impact their individual constituents. All three have these four factors which are similarly expansive and each features a prominent factor.

#### *4.1. Informant DR*

Credibility, DR began to be known to the public since starting his career in politics, namely in the 2008-2013 pillarada as Deputy regional head candidate. The appearance of DR in politics at the instigation of her husband, a businessman from the official family t i. Various achievements through populist programs and other

development have become the advantages of DR in keeping promises - promises during the campaign with the facts on the ground, they felt the program. DR build an image as a regional head woman who has good quality with a good performance during the first period. DR is smart, strong memory, never forgets, Informant. The appeal, DR present in the political arena in Sukamaju jazz with a very strong individual capital yan g ie higher education, active in various social organizations since being elected as the favorite daughter of Indonesia in 1996.

The DR track record as an incumbent has achievements that are always recorded in the positioning of the Sukamaju community. The community felt the programs that had been running during the leadership of the DR through campaign promises contained in the campaign vision and mission of the previous period, Similarity, empathy characteristics carried out by DR to capture and be close to its constituents. Based on social activities dimasyar a kat DR advanced as a candidate for the head of the Sukamaju region for the first period of 2010-2015 and continued the second period of 2016-2021. Social life grows along with the nomination of DR as deputy head of the Sukamaju region and continues to this day. The second leadership period of 2016-2021 DR opens an open office every Friday morning starting at 06.00 - 12:00 before Friday prayers. Power, the actions of DR in politics the approval of her husband is not from her in-laws as it has been developing. But it is undeniable that kinship politics analysis by Richard & John (2018) as one of the political capital factors of DR.



DR currently serving as Chair of the Sukamaju Rice Party from 2015 until now. Previously Dr. is a cadre of the paddy Party.

Indicator of the success of DR in his leadership at Sukamaju: 1) Local democracy includes; freedom of opinion and organization is still not optimal as carried out by DR through the open office every Friday morning it has not been able to absorb people's aspirations in the form of complaints, complaints and opinions from the public. 2) The establishment of Sukamaju provides new facts in the field, namely first, the division of the population in two groups, namely the local population and immigrants. 3) Concern for women and children is increasingly visible starting from budget allocations, free education, child-friendly cities, free health.

#### *4.2. Informant N*

Credibility, N is a 35-year-old young woman who has become the youngest deputy head of Indonesia after a member of Parliament who in her course for one year. The age of young people is not prevented from taking part in politics so that he can lead him as Head of Agriculture in the period of 2016-2020. His open, conclusive and remote validity and burning a part of commend in driving the Horticulture from commending from the Agrarian community as well as SKPD in his environment. Personality N which is already good from there, attention with other people. He views the same person, not from the office but treats people as they should. Attractiveness, young

women, general practitioners and gifted leaders in agriculture are rarely found.

N's physical attractiveness makes it easy to get the voice of the constituents besides being educated. In addition to the age of being young and already leading the farm, N. is an excess. "Still young, energetic, extraordinary physical and perceived by very interesting people. Can bring yourself" (Dinata, 2014: 10). Similarity, its proximity to society as if there is no distance between the leadership and the people. Every visit at the Koran with the crowd always filled and crammed to see the leader. Empathy owned N makes mobi wine at happy to be with him. Power, the power owned by N is a political party, namely a peaceful party. The peaceful party that made N as a member of the West Java DPRD only lasted a year. Then the peaceful party nominated N as deputy regional head in 2010 (Ardiansyah, 2015).

#### *4.3. Informant RT*

Credibility, the credibility of RT as incumbent or incumbent has popularity through real work that is always exposed by print and electronic media, does not like formalities and controversies. Achievements that have been carved by RT make the provincial city well-known both domestically and abroad, no doubt. Attractiveness, Personal Self RT, among others, is a simple and honest person. The simple life was shown by RT during his tenure as long as 5 as head of

the province. Mandiri does not have wealth. Not ashamed of the little possessions he possessed. Nothing is covered or hidden. Even RT expressly always ready if at any time ask for clarification and *mempertangun g* justified his entire estate over the years. Similarity/empathy, concern for one's social interests or interests to help others. RT concern to citizens as well as the independent provincial *masyarakat Nadliyin* braced himself that the leader does not discriminate - distinguish themselves with the community.

RT is very concerned about low-income or poor people by providing assistance made by the local government. Whatever is done by RT is a magnet for the people of the province who are independent as well as the mass media (Shahab, 2017). RT formed the image through mass media (Cresswell, 1998). What is seen and what is done will be processed by the constituents Richard & John (2018) to be the subject of discussion for both individuals and groups. Power, power which was built by RT through its reliable media team. The positive image is carried out through continuous mass media coverage in every activity carried out by RT without exception. What was done by RT succeeded in making its image a high priority from the independent provincial and international community? RT makes itself a darling media (Ardial, 2008).

RT leadership, RT has made a lot of changes to the independent provincial city. Starting at the head of the independent provincial municipal sanitation and gardening office (2005-2008), the head of the independent Provincial City Planning Agency (2008-2010), the

independent Province was filled with beautiful gardens with various flowers and plants. RT figure is a figure very simple without the need for make-up and what did not pay attention to fashion his or winnowing I, coupled with a style of speech that speak out frankly, sometimes rough and straight forward k's. RT is always alert, always at the right time. RT dares to break the formal culture, often in the midst of society such as controlling floods, overcoming congestion. RTs are often scattered in various places in the independent province to see the road situation or pick up garbage on the streets. Sometimes RT also joined the children playing ball while reminding the children to learn, clicking tour traffic and scold children who are still hanging out in the streets.

RT is a type of bureaucratic entrepreneurial leadership that can be seen through various achievements that have been achieved by the RT while leading the independent Province (Boris, 2013). Haass (1999) mendefinis i kan entrepreneur seb agai people to use it an n resource in a different way (new way) to maximize productivity and efficiency. The existence of a bureaucratic entrepreneur has a very important role to make changes and updates on government policies and increase the efficiency of the issue program. State administrators (bureaucrats) who make changes and discussions on government systems so that they become more efficient and productive can be said to be bureaucratic entrepreneurs. The bureaucratic entrepreneurs are break-ins who break the deadlock and provide innovative solutions to the problems in the public sector.

The task of a bureaucratic entrepreneur can determine what he wants to achieve based on three values, namely values, belief and life experiences (Changara, 2009). The RT leadership style is a transformational leadership style, where the innovative character encourages RT to carry out many transformations in the provincial government bureaucracy independently. The fourth character of integrity, RT integrity is undoubted and is a factor a leader must have. RT dares to take any risk in making a decision such as the dissolution of Dolly. The four components contained in political communicators give the role of women heads of regions in making changes in constituent behavior (Angraini, 2009).

#### *4.4. The credibility of female communicators at the regional head*

The credibility of the communicator consists of trust and expertise. Confidence (trustworthiness) is the level of acceptance of the communicant or confidence on the message of the communicator. A trusted communicator helps constituents believe in the message. Maichal (2014) states that the degree of trust means disinterestedness, objectivity, and lack of intention to persuade. The credibility field findings at the level of the trust consist of three questions, 1) trustworthy communicators, 2) delivered messages can be held and trusted, 3) communicators can be trusted to keep their political promises. RTs have a higher level of trust than DR and N. The credibility of RTs as incumbents or incumbents has popularity through

real work that has always been exposed by print and electronic media, does not like formalities and controversies. Achievements that have been carved by RT make the provincial city well-known both domestically and abroad, no doubt. The constituents' trust in the RT is proven by the realization of their political promises (Bungin, 2008; Arifin, 2003).

#### *4.5. Attractiveness of female communicators head of region*

The attraction has two forms, namely physical and personality. Physical attraction is an asset for a communicator and is a nonverbal communication such as posture, facial expressions, tone of voice, hand movements, forming a stronger impression of the communicator's personality. A beautiful and handsome face will be interesting to put in a campaign advertisement than a less attractive face. The attraction is non-verbal communication to emphasize verbal messages. Based on the results of the research, N has a better attraction than DR and RT. Beautiful face, good at singing, energetic, good human relations combined with a relatively young age for a leader becomes its own advantages for N to influence his constituents. N's face is always on the campaign media during the last election. Not that DR is not beautiful. DR has a very beautiful face, a smile that is always restrained and expressionless. DR's face was often displayed on campaign media during the last election and until now as the first female head of the region in her area. Whereas RT has an ordinary face, most Indonesian women face with a tired and easily emotional

expression. Facing this, the RT campaign team rarely showed their faces in the last campaign media.

The three female heads of regions have their respective abilities in making changes to the behavior of their constituents. How to dress is one part of nonverbal communication. Virtual communication Richard & John (2018) is communication through objects made by human hands such as colors, clothing, jewelry and decorations. Certain clothes are related to certain behaviors. In general, clothing is an identity and to reveal who we are to others. The results showed that DR often wears a white shirt with officers' trousers accompanied by a veil matching the clothes worn. Simple but elegant. Unlike N and RT. N often wears black or brown clothes with matching color trousers and a headscarf that adorns his head, Whereas RT always dressed in a country uniform with a headscarf hijab like most mothers, practical but neat.

Another attraction is a facial expression. Leathers in Richard & John (2018) states that there are five components that are communicated face, namely: 1). expressions of pleasure and displeasure, b). interested or not interested in others, c). the intensity of involvement in a situation d). level of individual control over one's own statement e). presence or lack of attention. The results of the study showed that the three female heads of regions were able to present facial expressions that were very attractive to constituents at every opportunity to meet and speak. This indicates that the three regional head women are trying to be as close as possible to the community to

provide a positive attraction for the constituents. N has facial expressions that are very familiar or close to the community compared to DR and RT. N is happy to be in the midst of his constituents, dialogue, laughing and singing together with his people when they are busy and rhythmic, While RT always blusukan to meet with the community with a stiff and tense face when faced with something unexpected. As with the DR, his facial expression was flat even without expression even though he was decorated with a thin smile when the open office met with his constituents to hear the outpouring and dialogue.

Richard & John (2018) communicator personalities are shaped by facial expressions, tone of voice, posture and hand movements. Birdwhistell in Arifin (2003), human interaction is carried out using almost 30-35% words while the rest uses nonverbal communication.

#### *4.6. The similarity that communicators have in making changes to the behavior of constituents*

The similarity is the existence of similarities in terms of needs, hopes and feelings very much liked by the communicant. Pleasant communicators because they act or support beliefs that are almost the same as communicants. Empathy characteristics carried out by DR to capture and be close to their constituents. Based on social activities, the DR community has progressed as a candidate for the head of the Sukamaju region for the first period of 2010-2015 and continues the



second period of 2016-2021. Social life grows along with the nomination of DR as the deputy head of the Sukamaju region and continues to this day. The second 2016-2021 DR leadership period opened the office every Friday morning from 06.00 - 12.00 ahead of Friday prayer.

Its proximity to the community as if there is no distance between the leadership and the people. Every visit at a religious event with a crowd of people always filled and crammed to see the leader. N's empathy makes people happy to be with him. The social concern of someone's interests or interests to help others. The concern of the RT to the citizens of the independent Provinces and the Nadliyin strengthens itself that as leaders they do not discriminate between themselves and the community. RT is very concerned about low-income or poor people by providing assistance made by the local government, Providing compensation for elderly parents, poor and poor widows. Whatever is done by RT is a magnet for the people of the province who are independent as well as the mass media (Shahab, 2017).

## **5. CONCLUSION**

The conclusions of the results of the study indicate that the role of women leaders in the area as political communicators in local politics has much colored the local political map, both at the provincial and district/city levels, although it has not been proportional to the total

number of regional heads and mandates of existing regulations. The role of female regional leaders is much influenced by the long journey of the organization's previous experiences. The results showed that DR had higher characteristics than N and RT. Whereas N is higher in a personal appeal that positions the same as the community. RT on equality, which always attaches importance to the interests of others compared to themselves.

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