

## PATTERNS, CHANNELS, AND EFFECTS OF POLITICAL COMMUNICATION IN WOMEN'S REGIONAL LEADERSHIP

Sa'diyah El Adawiyah<sup>1\*</sup>, Rahmanita Ginting<sup>2</sup>

<sup>1</sup>*Magister Ilmu Komunikasi Universitas Muhammadiyah Jakarta, Indonesia*

<sup>2</sup>*Universitas Muhammadiyah Sumatera Utara, Indonesia*

<sup>\*</sup>*Koresponden Author: [sadiyah.eladawiyah@umj.ac.id](mailto:sadiyah.eladawiyah@umj.ac.id)*

### Abstract

The presence of women as regional heads is one of the strategies for the birth of more gender-equitable policies. Various ways are done by women regional leaders in winning the votes of their constituents. The communication patterns used are diverse but have similarities. This study uses a qualitative approach with three women regional heads in three Java provinces. The results of the research on patterns and communication channels used using interpersonal communication channels are more chosen by women to obtain political information. The interactive communication pattern is through mass media used by women regional leaders through social media, outdoor media and mass media such as television and print media. The communication channels used are personal communication channels, group communication channels, public communication channels, social communication channels and traditional communication channels. Meanwhile, the effect obtained is that changes occur in the process of fighting for various public interests through verbal and non-verbal messages and mutually influencing various government policies

**Keywords:** Communication, Patterns, Women,

### INTRODUCTION

During the 10 years since the affirmative policy was implemented, the number of female members of the House of Representatives of the Republic of Indonesia increased in the 2009 election. However, it decreased in the 2014 election (Puskapol 2015; 55). The government that was previously centralistic was changed to decentralized, then the central government gave the authority to the regions to choose their respective regional heads and deputies.

The mechanism also provides a space for local political democracy to be open and free in determining regional development. Through direct elections, the people decide on candidates based on their credibility and capabilities. The local public sees their track record and devotion to the region, and on the basis of this aspect, regional constituents will choose it. Women's representation from period to period has increased, even the development from the period 1999-2004 to 2009-2014, the increase is quite significant, namely 9 percent increased to 17.7 percent. However, the achievement of women's representation in each province still varies in number, there are several provinces where there is no women's representation, such as Lampung, South Kalimantan, Southeast Sulawesi, and Aceh Province.

Women are not only successful in politics in the legislative field, but also in the executive field, noting that during the 2005-2014 period there were 26 women regional heads (Sahab, 2017) namely 20 female regents, five female mayors and one female governor spread across various regions in Indonesia.

This achievement is proof that the community no longer hesitates to entrust leadership in their regions to women. Among the women heads of the region are those who are still leading to this day: Airin Rachmy Dianny (Mayor of South Tangerang), and Tri Rismaharini

(Mayor of Surabaya). There are those who are back in the 2017 simultaneous regional elections, including Idza Priyanti (Regent of Brebes), Atty Suharty Tochija (Mayor of Cimahi) and Neneng Yasin (Regent of Bekasi) (PERLUDEM & WFD, 2019).

The presence of women as regional heads is one of the strategies for the birth of more gender-equitable policies. Gender and Gender Mainstreaming Strategies in Indonesia (Hermina, 2015) shows that countries with a significant number of women with policy formulation such as in parliament, produce progressive policies on women as happened in Sweden, Finland, Denmark, Norway, Germany and the Netherlands.

In line with that, women's leadership has emerged in various regions in Indonesia. There are three women in regional leadership that are relatively prominent, namely: DR, N, and RT. Two of the three female regional heads are incumbent elements, namely DR survived from the previous mayor and was then re-elected as the Mayor of Sukamaju province for the 2016-2020 period. The third subject of RT, the incumbent Independent Mayor and from the bureaucratic element and the N Head of the Agriculture region from the Political element.

Based on the background of the problem, there are several problems that can be formulated in this study, including:

1. What is the communication pattern of women regional heads.
2. What political communication channels are used by women regional leaders;
3. Analyze the effect of political communication received by women regional leaders from constituents.

The description in the introduction should contain a general (structured) background, problem, review of previous literature as the basis of the article's scientific novelty statement, scientific novelty statement, research or hypothesis objectives and problems. At the end of the introduction should be written the purpose of the study of the article. In a scientific article, the format is not allowed for literature review or in research reports, but is stated in previous literature reviews to show the scientific novelty of the article and can be written conceptually based on previous research studies.

## **Literature Review**

### **Development Communication**

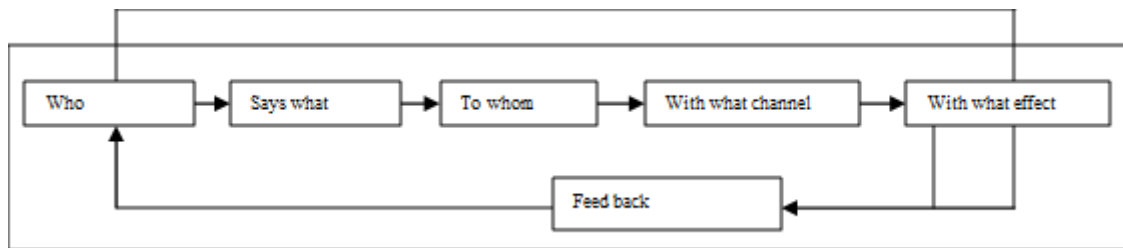
Development is also a process of change that is desired in a better direction or more advanced than the previous state (Jahi, 1988). In driving development and desired change, the role of communication is important. This means that communication activities must be able to play a role in dynamizing the development movement. Communication can play a role in increasing awareness, knowledge, understanding, attitude and ability so that participation in development is created which in turn creates external progress and inner satisfaction, which is felt equally by all people on an ongoing basis (Utomo & Qulub, 2020).

### **Political Communication**

Some experts/scholars who explained the definition of political communication, including; Mc Nair (2003) in *An Introduction to Political Communication* (S. El Adawiyah et al., 2020), defines political communication as “*purposeful communication about politics*” which includes: *First* all forms of communication carried out by politicians and other political actors with the intention of achieving a certain goal. *Second*, political communication by these actors is aimed at non-politicians, such as voters and newspaper columnists. *Third*, communication about these actors, and their activities, such as in the news,

editorials and other forms of media regarding politics.

Swanson and Nimmo (1990) in *New Direction in Political Communication* (Basri et al., 2019), emphasizing that, mainstream political communication is the study of the strategy of using communication to influence public knowledge, trust and political action. Fagen (1996), describes the relevance of the field of political science and communication studies. This can be seen through the analysis presented, in discussing the political events that are communicated. The references used in looking at politics and communication still use the basic framework (*framework*) Harold D. Lasswell (1948), namely: *Who says What, in Which Channel, To Whom, and With What Effect*” (S. El Adawiyah et al., 2019).



**Figure 1.** Communication Process Model

### Effects of Political Communication

According to McNair, we can assess the effects of political communication on behavior and attitudes in 3 ways: a). How the people who are the expected audience (*intended audience*) affected by the message-(S. El Adawiyah et al., 2020) political communication messages, or in other words how the people respond (usually in the form of public opinion). Then compare their responses with those of other significant groups. Data collection techniques using survey techniques, b). How voters behave in relation to the communication strategies carried out by contestants in a political campaign, the techniques used in opinion polls (*Poll*), c) How to isolate the effects of certain communication elements (communicators; messages; media; communicators; and effects). Techniques used experiments.

The communication effect is important in the political communication process because the effect that appears is an indicator of the success of the political message sent by the political communicator. Sending messages in any form will expect the effect that can be read by the formation of public opinion. This positive public opinion will change into a positive attitude and behavior of the audience.

### Political Communication Patterns

Political communication patterns are a symbol of the communication process. The communication process is a series of activities to convey messages so that feedback is obtained from the recipient of the message. Through the communication process, patterns, models, shapes and also small parts that are closely related to the communication process will arise. Political communication patterns consist of two, namely linear communication patterns and interactive communication patterns; 1) Linear communication patterns; Shannon and Weaver apply the process of *human communication* which is rooted in mathematical theories in engineering *communication* which is described as the process of linear communication. The linear communication pattern is one-way, face-to-face in both personal and group communication. 2) Interactive communication patterns; The process of messages from communicator to communicator through a media, communication is active and there is

feedback. According to Everet M. Rogers (2003), the characteristics of this interactive communication include: a. the flow of information from the crowd to the crowd; b. Audience sources are interactive communication participants; c. high audience segmentation (*demassification*); d. the level of interaction is quite high; e. the return flow or *feedback* can be fast or delayed.

### **Media and Political Communication Channels**

Mass media is often referred to as *the fourth estate* in socioeconomic life (Safira et al., 2022). This is mainly due to the role of a perception of the role that the mass media can play in relation to the development of the socio-economic and political life of the community. As a tool to convey news, assessments or an overview of many things, it has the ability to act as an institution that can shape public opinion. Among other things, because of this, the mass media can also develop into a pressure group on an idea or idea, and even an interest or image (Karya & Sundhari, 2019) which represents to be placed in a more empirical context of life.

Political communication channels take place in various types, namely interpersonal communication, group communication, organizational communication, and mass and community communication. Meanwhile, the dimension of political communication channels consists of symbols of political talk, namely words, images, and actions. (Semetko & Scammell, 2012a) The combination of the three produces stories, photos and dramas that are politically charged. Every political process requires channels and communication media (Amir & El Adawiyah, 2022) To more easily convey political messages to the audience with various forms and objectives of political communicators.

### **RESEARCH METHODS**

The methodology of this study uses a qualitative approach with a phenomenological approach based on understanding the subjective experience of natural phenomena (phenomena) or events and their relationships. The number of informants used in this study is 48 informants.

In this study, the researcher conducted in-depth interviews with all research informants to obtain subjective experiences of informants related to political communication strategies in achieving regional leadership experienced directly and consciously by each of the subjects studied. The research location is focused on three regions on the island of Java. This research started from February 2018 to January 2019.

#### ***Data Collection Techniques and Sources***

This research seeks to obtain and collect qualitative data. Patton (Christensen et al., 2014) mentioned that basically data can be obtained through 3 types of categories, namely: 1) *indepth, open ended interview*; 2) *participatiant observation*; and 3) *written documents*.

### **RESULTS AND DISCUSSIONS**

#### **Political Communication Patterns that Women Regional Leaders Receive from Their Constituents**

Pawito (2009:12) states that the influence (effect) can be in the form of a change in the same situation desired by the initiator of the message, nothing changes, even a change in the situation for the worse. While Stuart and Jamias (Student et al., 2021) Declaring an influence or effect is the difference between what the recipient thinks, feels, and does before and after receiving the message. Influence as one of the elements in the communication

process has a very important role to determine the success or failure of the communication carried out. The influence can be said to be significant if the changes that occur in the recipient of the information are the same as the intended purpose of the informant

In discussing the patterns and mechanisms of political communication, female leaders from their constituents will be divided into two communication patterns, namely:

**Table 1.** Patterns and Political Mechanisms of Women Leaders

| Communication Patterns | Channels  |
|------------------------|---|
| Linear                 | One Way<br>Interpersonal Communication<br>Group Communication |
| Interactive            | Print<br>Outdoor media<br>Medium mass                         |

### **Patterns of Interpersonal Political Communication**

Interpersonal or interpersonal communication is the main source of information that influences constituents through the political messages they receive from female political communicators, regional leaders, successful teams, community leaders, family and neighbors and friends (Komunikasi et al., 2010). These sources influence the constituents to determine their candidates. Interpersonal communication is an activity of exchanging political messages by respondents face-to-face with other people. Interpersonal communication channels are more chosen by women to obtain political information. Shirley Ardener (Littlejohn & Foss, n.d.) There are several reasons why women tend to prefer interpersonal channels, including:

- Women feel uncomfortable in public situations compared to men
- Women tend to avoid meetings that involve large periods and tend to prefer communication in small groups
- Women are more cautious about the feelings and thoughts of others than men

Voters or constituents, especially women, prefer people who are known and trusted such as family, friends, and community leaders as sources of information to get political information about their regional leaders.

### **Interactive Communication Patterns are Through Mass Media**

The constituents get information through the media used by women regional leaders through social media (Keifer, 2014), outdoor media and mass media such as television and print media (Prasetyo, 2016).

Communication channels consist of;

- a. Group communication channels (Nurinda, 2018)It is a means for female candidates for regional heads in a certain party or group, both as administrators and members. The role of groups in the political context is very important because it is a channel of political communication to connect with fellow administrators and members as well as the voting community.women regional heads will place themselves in these groups, actively participate in every activity organized by the party, make it easier to carry out campaigns and get support from their constituents.
- b. Public communication channels, are a gathering place for women leaders in the form of: open campaigns (Sa'diyah El Adawiyah et al., 2022), places of worship, grand meetings in the field/square, open stage, music performances, cultural arts, sports tournaments, cheap markets, and so on.

- c. Social communication channels are usually places to get together with the community in the form of social gathering groups, recitations, circumcisions, marriages, harvest parties, coffee shops, entertainment venues, patrol posts, dormitories/boarding houses, and traditional markets.
- d. Interpersonal communication channels, communication that is carried out face-to-face and the messages are very personal and should not be heard by others, except for those who are involved in interpersonal communication such as *door to door*, correspondence, whatsapp with friends, best friends, office friends.
- e. Traditional communication channels, many of which are found in members of the community living in the interior, have the same political rights as other citizens. Traditional communication channels are needed to approach the members of the community through birth ceremonies, death ceremonies, marriage ceremonies (Karauwan & Adawiyah, 2021).

### **The Effects of Political Communication, Patterns and Mechanisms Received by Women Regional Leaders from Their Constituents.**

Influence or effect (Shopping mall & Summer, 2018) the difference between what the recipient thinks, feels, and does before or after receiving the message. The expected output of the political communication process carried out is that the audience or constituents can capture messages from the source to accept and vote for the female regional head candidate (Sartika et al., 2016).

The effect of political communication conveyed by political communicators, namely the three women regional leaders, is a process of fighting for various public interests through verbal and non-verbal messages and influencing each other with various government policies (E. Adawiyah et al., 2020). The effects of political communication are sometimes unpredictable due to the importance of (Atthahara & Priyanti, 2018; Sembiring & Simanihuruk, 2018) from various groups of people is difficult to formulate and map in political messages (Amir & El Adawiyah, 2022) which was conveyed.

The political communication strategy carried out by the three women regional leaders runs and implements the programs that have been promised in the previous election political campaign. Third, women regional leaders always communicate directly (face-to-face) with the community (S. El Adawiyah et al., 2019) The target of the message is through formal and informal meetings such as open office, gebyar patent, blusukan (Salman, 2013) and so on. These meetings are dialogue, complaints, brainstorming from the community about various problems to be conveyed and heard by their leaders. Strategy implementation is a management process in developing the concepts that have been made. (Semetko & Scammell, 2012b) implementing political strategies, the human factor becomes significant in three aspects, namely; political leaders, full-time party leaders and part-time party members. The relationship between these three parties related to the quality of education, motivation, and ethics is the initial requirement for the successful implementation of the strategy. While in the operational field, the initial conditions for success depend on the principles of speed, self-adjustment and deception.

### **CONCLUSION**

In the dynamics of political communication of women regional leaders, there are several patterns and communication channels that complement each other. On the one hand, the pattern of interactive communication is carried out through various mass media platforms,

where constituents get information through various media used by women leaders. These media include digital social media, outdoor media that can be seen by the public, and conventional mass media such as television and print media. On the other hand, face-to-face interpersonal communication channels are also the main choice for women regional leaders in conveying their political messages. This method of direct communication has proven to be effective because it creates a personal closeness between the leader and his constituents. The combination of these two approaches results in comprehensive political communication effects, patterns, and mechanisms, in which interpersonal communication becomes the main source of information that influences constituents. Political messages are not only delivered directly by women regional leaders, but also supported by various parties such as success teams, community leaders, family, neighbors, and friends, which collectively exert a significant influence in shaping the perception and support of constituents for women's leadership in the region.

## REFERENCES

- Adawiyah, E., Al-barbasy, M. M., & Sulastri, E. (2020). *Women ' s Movement Participation in Politics of Indonesia*.
- Amir, S., & El Adawiyah, S. (2022). Ali Ibrahim's Political Communication Planning in the Election of the Head of the Tidore Islands Region. *Expression and Perception : Journal of Communication Sciences*, 5(2), 308–318. <https://doi.org/10.33822/jep.v5i2.4248>
- Atthahara, H., & Priyanti, E. (2018). Women Regional Heads: An Analysis of the Performance of Regent Cellica Nurrachadiana in the Gender Practical Interest Program in Karawang Regency. *Journal of Indonesian Politicians*, 4(2), 72–86. <https://doi.org/10.35706/jpi.v4i2.3234>
- Basri, H., El Adawiyah, S., & Hernawan, W. (2019). Women and politics. *Opcion*, 35(Special Issue 21).
- Christensen, L. B., Johnson, R. B., & Turner, L. A. (2014). Research Methods, Design, and Analysis. *Research Methods, Design and Analysis*, 217–249.
- El Adawiyah, S., Hubeis, A. V., Sumarti, T., & Susanto, D. (2019). WOMEN'S POLITICAL COMMUNICATION STRATEGIES IN ACHIEVING REGIONAL LEADERSHIP. *Metacommunication: Journal of Communication Studies*. <https://doi.org/10.20527/mc.v4i1.6356>
- El Adawiyah, S., Hubeis, A. V., Sumarti, T., & Susanto, D. (2020). Political Communication of Indonesian Female Regional Leaders. *Jurnal ASPIKOM*, 5(2), 365. <https://doi.org/10.24329/aspikom.v5i2.655>
- Hermina, D. (2015). Strategy for the Implementation of Gender Mainstreaming (PUG) in Education. *Muadalah*, 2(1), 1–14. <https://doi.org/10.18592/jsga.v2i1.459>
- Jahi, A. (1988). *Mass Communication and Rural Development in Third World Countries*. PT Gramedia.
- Karauwan, M. M., & Adawiyah, E. (2021). *In maintaining the leadership of Lebak Regency*. 5(1), 87–97.
- Karya, B., & Sundhari, S. (2019). The Use of Mass Media as a Means of Political Communication in the Election of Legislative Candidates for the Regional House of Representatives.... *Journal of Sociopolitico*, 1, 59–67. <https://jurnal.fisipolupgriplk.ac.id/index.php/JSP/article/view/10>
- Keifer. (2014). The use of social media. In *Angewandte Chemie International Edition* (Vol. 6,

Issue 11, pp. 951–952).

- Communication, J. I., Science, F., and, S., Politics, I., & March, U. S. (2010). *POLITICAL COMMUNICATION PATTERNS OF TRANSITIONAL COMMUNITIES IN THE 2010 ELECTIONS. 2010.*
- Littlejohn, S. W., & Foss, K. A. (n.d.). *Tenth Edition THEORIES OF Tenth Edition.*
- Maghfiroh, N., & Salampessy, Y. L. A. (2018). COMMUNICATION STRATEGIES OF ENVIRONMENTAL NGOS IN INDONESIA IN ENCOURAGING THE BIRTH OF THE CLIMATE CHANGE LAW. *Journal of Da'wah Risalah.* <https://doi.org/10.24014/jdr.v29i1.5776>
- Nurinda, D. (2018). The communication pattern of the Exonesia fansite group in building an existence within the scope of K-pop fans. *Journal of Communication Vision, 17*(1), 12–22.
- PERLUDEM, & WFD. (2019). *DYNAMICS OF MEETING THE NEEDS OF CAMPAIGN FUNDS FOR FEMALE LEGISLATIVE CANDIDATES IN THE 2019 SIMULTANEOUS ELECTIONS Case Study: DKI Jakarta II Electoral Area.* 61. <http://perludem.org/wp-content/uploads/2020/03/Dana-Kampanye-Caleg-Perempuan-with-cover.pdf>
- Prasetyo, I. (2016). The Influence of Mass Media News on the Credibility of Religious Symbolic Leaders. *Journal of Communication Untar, 8*(2), 159–169. <https://journal.untar.ac.id/index.php/komunikasi/article/view/61>
- Sa'diyah El Adawiyah, Nurhayat, Tria Patrianti, & Agus Hermanto. (2022). Political Campaign for South Tangerang Regional Elections. *Proceedings Of International Conference On Communication Science, 2*(1), 596–604. <https://doi.org/10.29303/iccspceeding.v2i1.98>
- Safira, N. F., Herman, A., & Alatas, R. (2022). Analysis of Discourse on Sexual Violence Against Women in Republika Online News. *Journal of Journalism Studies, 5*(2), 177. <https://doi.org/10.24198/jkj.v5i2.36524>
- Sahab, A. (2017). The Reality of Tri Rismaharini's Political Image: Reality of Tri Rismaharini. *society, culture and politics.*
- Salman. (2013). Pola Komunikasi Interpersonal dan Strategi Blusukan Joko Widodo. *Jma, 18*(2), 104–115. <http://research.kalbis.ac.id/Research/Files/Article/Full/VJAZU1U2F7HCCF2Z62NJE0KPC.pdf>
- Sartika, D. D., Lidya, E., & Susanto, T. A. (2016). Political Communication of Female Legislative Candidates for the Election of Palembang City Legislative Members. *USK Journal of Sociology, 10*(2), 135–154.
- Sembiring, R., & Simanihuruk, M. (2018). Politik Dinasti dan Desentralisasi. *Talenta Conference Series: Local Wisdom, Social, and Arts (LWSA), 1*(1), 092–098. <https://doi.org/10.32734/lwsa.v1i1.148>
- Semetko, H. A., & Scammell, M. (2012a). The SAGE handbook of political communication. *The SAGE Handbook of Political Communication, 1*–557. <https://doi.org/10.4135/9781446201015>
- Semetko, H. A., & Scammell, M. (2012b). The SAGE handbook of political communication. In *The Persuasion Handbook: Developments in Theory and Practice.* <https://doi.org/10.4135/9781412976046>
- Student, M. T., Kumar, R. R., Omments, R. E. C., Prajapati, A., Blockchain, T.-A., MI, A. I., Randive, P. S. N., Chaudhari, S., Barde, S., Devices, E., Mittal, S., Schmidt, M. W. M., Id, S. N. A., PREISER, W. F. E., OSTROFF, E., Choudhary, R., Bit-cell, M., In, S. S., Fullfillment, P., ... Fellowship, W. (2021). No 主観的健康感を中心とした在宅高齢者における健康関連指標に関する共分散構造分析Title. *Frontiers in Neuroscience, 14*(1), 1–13.

Utomo, Z. H., & Qulub, A. S. (2020). East Java Baznas and Ponorogo Disability Community Empowerment. *Journal of Theoretical and Applied Sharia Economics*, 7(3), 544. <https://doi.org/10.20473/vol7iss20203pp544-562>