

NYIMAK

Journal of Communication

Nyimak Journal of Communication | Vol. 6 | No. 1 | Pages 1 - 130 | March 2022 | ISSN 2580-3808



Published By:
Department of Communication Science
Faculty of Social and Political Science
Universitas Muhammadiyah Tangerang

Journal Address

Program Studi Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik

UNIVERSITAS MUHAMMADIYAH TANGERANG

Jl. Mayjen Sutoyo No. 2 (depan Lap. A. Yani) Kota Tangerang, Banten, Indonesia

Website : <http://jurnal.umt.ac.id/index.php/nyimak>

Email : journalnyimak@fisipumt.ac.id

NYIMAK

Journal of Communication

DAFTAR ISI (TABLE OF CONTENT)

Organizational Communication Model of The Village Fund Governance (Case Study on Corruption of Village Funds in Dasok Village, East Java) — Rachmi Kurnia Siregar, Amin Aminudin —	1 – 16
Social Media Skill in Public Relations and Customer Service for Employers — Arifah Hidayati, Elfitra Desy Surya, Abdul Samad Arief, Achmad Daengs GS, Jose Marco G. Reyes —	17 – 27
Public Service Domain: Exploration Study on The Role of Public Relations in Indonesia — Sugeng Suharto, Prasetyono Hendriarto, Firdaus Yuni Dharta, Marulam MT Simarmata, Mateo Jose A. Vidal —	29 – 40
Family Communication as a Prevention Effort Early Marriage in Pegantenan Village, Madura — Nikmah Suryandari, Irya Nur Holifah —	41 – 54
Social Media Optimization Strategy for Local Fashion Brand Development — Tuti Widiastuti, Adrian Arditiar, Akbar Fauzan Rambe, Eartha Annafi Rasjiddin —	55 – 75
Participatory Communication and Affecting Factors on Empowering Women Farmers in The Urban Farming Program at Bogor City and Bogor Regency — Selly Oktarina, Sumardjo, Ninuk Purnaningsih, Dwi Retno Hapsari —	77 – 93

Evaluating Communication Patterns of Women Legislative Successors of Karawang in 2019 Election — Mayasari, Nani Darmayanti, Yanti Tayo, Zainal Abidin, Kusrin —	95 – 113
Transformation of Radio Technology in The Digital Age — Ismandianto, Suyanto, Khasna Latifah, Muchid —	115 – 130

Evaluating Communication Patterns of Women Legislative Successors of Karawang in 2019 Election

Mayasari¹, Nani Darmayanti², Yanti Tayo³, Zainal Abidin⁴, Kusrin⁵

^{1,3,4,5} Universitas Singaperbangsa Karawang

Jl. HS.Ronggo Waluyo, Karawang, Jawa Barat, Indonesia

² Universitas Padjadjaran

Jl. Raya Bandung Sumedang KM. 21, Jawa Barat, Indonesia

Email: ¹mayasari.kurniawan@fisip.unsika.ac.id, ²n.darmayanti@unpad.ac.id, ³yanti.tayo@fisip.unsika.ac.id, ⁴zaina.abidin@fisip.unsika.ac.id, ⁵kusrin@fkip.unsika.ac.id

ABSTRACT

In the dynamics of general elections, the discussion of women legislative candidates has always been an interesting topic because the proportion of 30% of women candidates' minimum requirement is always difficult to fulfill by any political party. The difficulty of women legislative candidates penetrating parliamentary seats is a problem that must be resolved. Therefore, it is necessary to conduct qualitative research to formulate how the communication patterns carried out by women politicians in the Karawang Regency, who have succeeded in penetrating parliamentary seats through case study techniques during the research. The communication pattern that marks the women's success in election contestation can be a guide or reference when other women party politicians enter politics and advance to become legislature members. This research is limited to women members of the legislature who come from the Golkar Party. The results showed that the success of women members of the Regional Legislative Assembly (DPRD) from the Golkar party in occupying seats in the DPRD was partly due to the communication patterns they succeeded in establishing. They build vertical, horizontal, formal, and informal communication patterns that apply more social and cultural approaches. The uniqueness is when social media is used as a tool for political campaigns today, the communication strategy developed by those women legislative candidates of the Golkar party does not take advantage of social media. This is because the targeted constituents are people in remote areas, so the communication pattern through a direct face-to-face approach is much more impactful than social media.

Keywords: *Women DPRD members of Karawang Regency, political communication patterns, 2019 general election*

ABSTRAK

Dalam dinamika pemilihan umum (pemilu) pembahasan mengenai calon anggota legislatif perempuan selalu menjadi topik yang menarik karena adanya proporsi 30% caleg perempuan yang selalu sulit dipenuhi oleh setiap partai politik. Sulitnya calon anggota legislatif perempuan menembus kursi parlemen merupakan masalah yang harus dicarikan solusinya. Dengan demikian, perlu dilakukan penelitian dengan menggunakan metode kualitatif untuk merumuskan bagaimana pola komunikasi yang telah dilakukan oleh para politisi perempuan di Kabupaten Karawang yang telah berhasil menembus kursi parlemen dengan studi kasus sebagai teknik penelitian. Pola komunikasi yang menandai keberhasilan kaum perempuan dalam kontestasi pemilu ini dapat menjadi pedoman ataupun acuan ketika pihak lain yang juga perempuan akan terjun ke dunia politik dan akan maju menjadi anggota legislatif. Penelitian ini dibatasi hanya pada anggota legislatif perempuan yang berasal dari Partai Golkar. Hasil penelitian menunjukkan bahwa keberhasilan para anggota DPRD perempuan dari Partai Golkar dalam menduduki kursi di DPRD salah satunya disebabkan oleh pola komunikasi yang berhasil mereka bangun. Adapun pola komunikasi yang mereka bangun tersebut adalah pola komunikasi vertikal, horizontal, formal, informal yang lebih cenderung menerapkan pendekatan sosial dan budaya. Saat media sosial dijadikan alat kampanye politik dewasa ini, strategi komunikasi yang

Citation : Mayasari, Darmayanti, N., Tayo, Y., Abidin, Z., & Kusrin. (2022). Evaluating Communication Patterns of Women Legislative Successors of Karawang in 2019 Election. *Nyimak Journal of Communication*, 6(1), 95–113.



dibangun para calon anggota legislatif perempuan di Kabupaten Karawang yang berasal dari Partai Golkar ini tidak memanfaatkan media sosial. Hal ini disebabkan konstituen yang menjadi sasarannya adalah masyarakat pelosok yang belum memiliki pemahaman awam terhadap teknologi sehingga pola komunikasi melalui tatap muka langsung jauh lebih berdampak dibandingkan dengan penggunaan media sosial.

Kata Kunci: Anggota DPRD perempuan Kabupaten Karawang, pola komunikasi politik, Pemilu 2019

Introduction

Indonesian 2019 General Election resulted in the president, vice president, and legislative members being elected by Indonesians (Tinarbuko, 2019). Some discussions related to the women candidates within the continuously changing campaign. This is caused by the proportion regulation by political parties related to women's participation.

The democratic event celebrated every five years were filled with a handful of campaigns used by different factions to attract supporters. Metaphoric contexts in visual and auditory methods were delivered by competitors to bring their victors to a specific political position (Harry et al., 2021). Visual meaning creates a new implication to the audience in various ways and is not limited to legislative candidates and their capabilities in handling the task (Lumampauw et al., 2020). In contrast, auditory semiotics supports the visual construction through linguistics or music to motivate the audience to support their favorite candidates (Latukolan et al., 2021).

The candidate's connection to the community from the past is capable of strengthening them to be appointed as the head of the region. This contribution consists of social activities, entertainment, or other activities that build the candidate's image to the regional people (Lalancette & Raynauld, 2019). Siding with a certain group of people will also improve the candidate's position in the election campaign. The one-sided support is similar to using a double-edged sword, where the benefited group will potentially be a scapegoat or able to unify the community entirely (Premaratna, 2021).

Women candidates failed to reach the representation quota of the political party of 30% in the Election of 2014. This proportion collapsed from 18.2% in 2009 to 17.3% in 2014 (Wardani and Margaret, 2013). The women candidates have increased participation and their registry to the Election from 33.6% in 2009 to 37% in 2014. The phenomenon illustrates how a candidate's quantity does not guarantee the election value of women in the political seat (Manafe, 2014).

The balance of participation and representation of women and male political figures is an essential argument in the democratic system valuing equal opportunity for every group in the community to participate until the decision-making is done. Community participation

will help the political system run the country's election event (Marta, 2017).

Tjajadi (2021) implicates the participation of women and men when making decisions is a *sine qua non* of a democratic structural system. Therefore, democracy can never be blinded by gender. This statement suggests that gender equality and participation must be preserved in the democratic system of Indonesia (Putri et al., 2020).

One of the regions with the women candidate proportional issue is Karawang. Despite having a women regent, the representation of women in Karawang only reached 20% and needs to be improved to meet the representative quota of 30% (Kusumawadani et al., 2020). The core issue is based on women candidates' challenges to win a parliament seat, which needed a quick solution.

The crisis has caused women candidates to implement communication patterns to soften their electability value to Indonesian politics. There are attempts to reach a continuously competitive government seat (Milana & Muksin, 2021). The convergence of technology has made this communication easier due to its widespread. Technological growth in Indonesia has spread to assist the communication patterns of political candidates regardless of gender. (Chinmi & Marta, 2020). Despite using a proper communication strategy and digital assistance, women candidates' electability value did not show any signs of significant improvement. The women representative electability value of 20.5% has not succeeded in fulfilling the standard value of women candidate's representation (Umagapi, 2020).

Based on the backgrounds presented related to the representation of women candidates not reaching the 30% quota, the authors conducted research based on the communication patterns by women politicians in Karawang who have succeeded in joining the parliament. The success of women candidates of Karawang can be a reference for other women candidates trying to join Indonesia's politics and become a part of the legislative (Tarsani, 2016).

In other words, the research is purposed to formulate political communication patterns conducted by women legislatures of Karawang who have made it to the legislative seat in the 2019-2024 period. The communication patterns are correlated to the representation of women candidates, which is still relatively low, even though there has been an increase in women participants during the 2019 Election (Novianda Beltim et al., 2021). The parliament seat must at least be filled with women politicians to increase the representative voice of women in the political world.

Women have the right to vote and voice themselves as the majority of Indonesian citizens. The election rights of women could create a change in Indonesia's structural system. Furthermore, women could also participate in the political climate to be women politicians (Tjajadi et al., 2021). Even then, it is difficult to argue that women politicians are struggling to create their opportunities as opposed to male politicians.

The concept of political communication is described as an information transmission process related to one politician to other political systems (Haryono, 2019). Political communication is a specific form of communication and is also related to common forms of communication (Fensi, 2019). Therefore, the base patterns of political communication also follow social communication patterns.

Political communication can be defined in numerous ways. Hasfi (2019) defined political communication as any process of information, transmission, exchange, and search engaged by the community is coursed by political parties of the region or nation. This statement is relevant to Thaib & Mozin's (2018) statement, which explains political communication as a way to deliver political messages, verbal or non-verbal, to affect citizens or political figures in the political system (Fensi, 2019). In other words, political communication is the bridge to deliver messages capable of running the politics using symbols and meanings to reach a target in the system (Lestari et al., 2021).

Political communication contains numerous patterns, such as the vertical pattern of communication (i.e., Leader of the community towards the citizens or vice versa), the horizontal pattern of communication (i.e., individual or group communication with equal status), the formal pattern of communication (i.e., public speech or formal organizational communication), and informal pattern of communication (face to face communication, no procedures or formalities are required in the process) (Novtarianggi et al., 2020).

Patterns of communication are generally defined as a model of communication process where numerous models are a part of it. Therefore, communication is adaptable to match certain situations and creates an easier communication environment. This process is a sequence of activities, from distributing messages to receiving feedback from communicants (Marta & Septyana, 2015). The sequence of messages and responses given will be an interaction for communicators and communicants to express certain communication patterns. This phenomenon is also encouraged by mutualism connection from communicants towards their interest topics (Putra et al., 2021).

Patterns, models, and shapes are created from the process of communication. They are connected, and each plays a part in constructing a communication pattern. These structures are delivered into different patterns of communications such as primary pattern, secondary pattern, linear pattern, and circular pattern of communication.

Political participation is an important aspect in democratic countries. This is also a form of novelty in modernization within politics. Political participation is an individual or group activity where the participants are actively involved in the political systems, such as electing the national leaders and directly or indirectly affecting the entire public policy. These activities also involve actions such as voting in the election event, attending political meetings, maintaining connections towards other governmental or parliament members, being a member of a political party or social movement, et cetera (Wardhani, 2018).

Political participation becomes a responsibility to all citizens of Indonesia. Women's participation in politics not only focuses on creating a solid position in the citizen representational department but also participation in political activities in general (Cucchi et al., 2021; Khumairoh, 2021). Until recently, women's representation politics remained the highlighted issue despite having more women citizens than males. This is caused by the lack of women's involvement in political activities.

This statement is reflected in the data of women's participation in politics in Indonesia's representation department. Based on Citizen Projection of Indonesia in 2010-2035, out of 261.9 million citizens in 2017, there are 130.3 million women citizens or about 49.75% of the population. However, this quantity does not create any impacted matter in the representation department compared to male politicians.

The government has conducted several attempts to increase women's participation in politics. This is reflected in several regulations, such as (1) Law No. 2 of 2009, where women's representation is set to a minimum of 30% in political factions. (2) Law No. 10 of 2008 further supports the first regulation where political factions can only participate in activities after fulfilling the first requirements of women's representation. (3) Law No. 7 of 2017 regarding the Election where political parties are to monitor women's participation at least 30%. (4) Article 6 paragraph 5 of Law No. 15 of 2011 about Election administration, where Election Administration Commission must represent women at least 30% of the entire organization.

Based on the research background, the authors found a research idea to evaluate the representative value of women in the political activities of Indonesia. Reflecting on the successors of women's legislative in the 2019 Election, they used a campaign technique

that is considered a novelty compared to male successors. The research will help illustrate tactics from women's successors who have been through the campaign of the 2019 Election, where they unleashed their strategies, adaptation, and innovation for future women successors of 2024.

This is similar to Yuliati's (2017) statement where women's struggle to represent Indonesia's politics as stated in Law No. 10 of 2008, regarding the Election of Indonesia's representative department, regional representative department, and states representative department, containing the policy of affirmative action, which is a policy of positive discrimination in a specific time period.

There is one theoretical window of campaign communication used by the authors to answer the issue of communication patterns during the 2019 Election. Rogers and Storey (1987) explain the campaign theory as a form of communication planning to push the audience's behavior on a broader scale (Wulansari & Pamungkas, 2021). This theory is based on women candidates' communication patterns, where they used conventional and digital methods to create their own competitive advantage in 2019 Election campaigns. Communications and media used by the women candidates will affect their objectives during the election period (Rogers et al., 2021).

RESEARCH METHOD

The study will be qualitative research with a phenomenology perspective. This research will collect data from women successors who have made it into Indonesia's political system in the 2019 Election period. (Mansyur & Suherman, 2020). The case study will be the primary method of this study to explore the phenomenon of women's participation in the political system of Indonesia. Through case studies, information gathered from informants makes this technique fitting to women's correlation to political communication (Santoso & Toruan, 2018).

First, the researcher collects the data through observation and deep interviews with respondents: a women legislative member who has earned a political seat in Regional Legislative Assembly for the 2019-2024 period. The respondents also consist of the successor team members. Primary data are consisted of interview results from respondents, whereas secondary data consists of the past literature studies related to women candidates who are participating in the 2019 Election (Aslam et al., 2020).

The analytical process of the research refers to three steps of data analysis: data reduction phase, data presentation phase, and the conclusion phase. Data collected from the research

will be reduced through the triangulation process until there are no novelties available within the data. The reduced data will then be presented to help the authors correlate the novelties of the research to the past studies regarding the 2019 Election, especially women's participation in the event. The conclusion will then be drawn out when the researchers obtained a novelty within the study based on data reduction and the correlation to the past research (Condorelli et al., 2020).

The women successors in the Karawang Regional Legislative Assembly who have secured their seats consists of 14 people, namely Indriyani (Nasdem), Saidah Anwar (P. Golkar), Rosmilah (PDIP), Elivia Khristiana (PDIP), Hj Nurlela Syaripin (PBB), Neneng Siti Fatimah (PKB), Suci Nurwinda (P. Demokrat), Dewi Rohayati (PAN), Mumun Maemunah (PKS), Sutini (PKS), Yusni Rinzani (P. Gerindra), Fitri Melinda (P. Golkar), Anggi Rostiana Tamadi (PKB), and Metri Citra Wardani (P. Hanura). The candidates were chosen as the research object due to their success in obtaining the political seats during the 2019 Election in Karawang.

Considering the characteristics of the source of data originated from different sources, the research is limited to communication strategy used by women successors from Golkar Faction in Karawang, who are Saidah Anwar and Fitri Melinda (regarded as "S" and "F" in the data, respectively). This is done to focus on the research and discover the political communication patterns that are unique within different political factions involved in the 2019 Election.

DISCUSSION

The research is focused on two women successors of the Golkar Faction's legislative members who have secured their seats in the Karawang Regional Legislative Assembly (DPRD) for the period of 2019-2024. The first successor is (F), who has achieved the second-highest vote of 50 legislative members of the entire faction. The votes are accumulated as much as 18,000 votes. The second successor is (S), with an accumulated vote of 8,000.

The purpose of the two women successors following the contest of the 2019 Election is to absorb citizens' aspirations within the represented field. The research results indicate that the communication patterns used by successors consist of Vertical, Horizontal, Formal, and Informal patterns of communication.

Vertical Communication Pattern

The women successors' vertical communication pattern in the Golkar Faction is used through their supportive factions. In this case, the faction leaders are instructed to create strategies to win their successors as a representative of the Golkar Faction. The faction leaders are not only instructing and formulating strategies but also packing the candidates with campaign preparations such as banners, shirts, and posters. This campaign technique is still counted as traditional, where all political activities are being held on-site to attract citizens' attention. The conventional campaign remains usable in the 2019 Election considering the states the Election is divided into five districts with the emotional approach to the citizen, as explained in the interview quote:

Political campaigns used several media to approach connectivities where traditional methods are still being used, such as billboards, stickers, shirts, and banners combined with campaign props to help the faction approach the community. The conventional approach was capable of growing the emotional factor of the community towards Golkar Faction during the 2019 Election campaign. The friendship approach is proven to remain effective because candidates represent the community they are stationed in. (FL, 39 years, Campaign Team, Sadamalun Karawang) (IN, 38 years, Karawang DPRD Member - Nasdem Faction, Nyangkokot Karawang) (AR, 26 years, Karawang DPRD Member - PKB Faction, Cikampek Karawang)

In the middle of social media convergence as a campaign property, which is frequently used by numerous political factions, women candidates' campaigns in Karawang did not use social media at all due to the limited access to technology in remote districts where the citizens deemed social media to be unnecessary in their daily lives. This illustrates that political communication must monitor its target audience through selective media distribution. In the 2019 Election campaign in Karawang, face-to-face communication is the most effective way to create a positive image in the community and bring the women candidates to DPRD Karawang seats of 2019-2024. (Harry et al., 2021).

A decisive strategy to win the seat of DPRD Karawang is implemented by Golkar Faction. These techniques consist of resource donations such as shirts to fulfill the political faction's solidarity towards the community during the process of 2019 Election. The respondents also mentioned that all successor team members are involved in this strategy, as mentioned in the following interview script:

The campaign assistance provided by Golkar Faction takes the form of decisive strategies for candidates participating in the election campaign. The strategy involves all members of candidates and the Golkar Faction to create a successful campaign. In addition, there are also shirts donations by Golkar Faction to strengthen their position in the 2019 Election campaign. Guiding the community to vote for their candidates is also effective in creating a decisive advantage for the candidates. All knowledge given to the citizens will support the voting process. Regional figures are also used to improve the candidate's position and bring them closer to the represented community. (FL, 39 years, successor team, Sadamalun Karawang) (IN, 38 years, DPRD Karawang Member - Nasdem Faction, nyangkokot Karawang) (WS, 42 years, DPRD Head of Division, Karang Indah Karawang)

This strategy correlates to Alwadlo's (2021) study, which shows that the support of important figures in specific regions can sell citizens' perceptions to a legislative candidate. The regional figures do not select the individual's demography but their influence on the community. This phenomenon makes it possible for citizens across all generations to become public figures reaching the ultimate decision for the entire region.

Women candidates' campaign to the community is also correlated in Alwadlo (2021), where this strategy is proven to bring supporters and benefit the campaigning candidates effectively. Community campaign also takes the form of imaging strategy to create a positive perspective for citizens. This approach also improves the electability value of women candidates during the campaign (Lolowang, 2022).

Horizontal Communication Pattern

Women successors of the Golkar Faction use a horizontal pattern of communication to create a friendly relationship between candidates and citizens. Horizontal communication uses more of family connection in the process. Generally speaking, women candidates are more likely to get a vote due to their family background, especially when they have participated in the political system in the past, or were once a member of DPRD Karawang, as mentioned in the interview script:

The infamed family member in the political system also plays an important part in instigating F's electability as a candidate, not only as a campaign instrument or the figures used during the campaign. The family member's contribution to the political system is also important to reach a decision in candidates. Family activities in politics are not limited to state governments. Elite groups are also affecting the voting system.(FL, 39 years, Successor team, Sadamalun Karawang) (RS, 48 years, DPRD Member - PDIP, Sedari Karawang) (AR, 26 years, DPRD Member - PKB, Cikampek Karawang)

Family members' involvement is also referred to in Lolowang's (2022) research, where the relation of candidates to other political figures is an important factor to a decisive result in a democratic competition. The demographics of political figures also take the form of family members who have been or are still in the political seat. This past experience will increase the electability of women candidates during the 2019 Election.

Family member relations to the politics also strengthens women candidates' positions during their competition in 2019. Family connections correlate the candidate to the campaign process as mentioned in the following interview transcript:

One of S's family members is involved in politics. Her elder relatives were once district faction leader of Western and Eastern Karawang. F also had a family member who is involved in the political faction department. There are numerous suggestions about a member of DPRD to join the Election due to their family history. There is also a member of DPRD who has a partner involved in the political activities. (FL, 39 years, Successor team, Sadamalun Karawang) (RS, 48 years, DPRD Member - PDIP, Sedari Karawang) (AR, 26 years, DPRD Member - PKB, Cikampek Karawang)

Darmawan (2017) strengthens this transcript by mentioning the reputation of public or political figures. The popularities presented by the character will represent the electability of their supported candidates. This phenomenon strengthens the urgency of building a healthy relationship with important figures, national or regional-wise, during the 2019 Election period. Community figures also simplify the communication process between the candidates to citizens. This legislative approach is provided by political figures and softens the candidates' image, especially those who have just emerged into the system (Redy Hendra Gunawan, 2020).

Horizontal and vertical communication patterns illustrate how women candidates involved in the 2019 Election campaign adjusted themselves to communicants. This adaptability is also purposed to help the campaign's success and increase their likelihood to win DPRD's seat of Karawang.

Formal Communication Pattern

The formal communication pattern conducted by successor teams of women candidates in the Golkar Faction is through internal and external faction meetings with all candidates. Formal communication used by candidates is used by the distribution of faction attributes containing the faction's vision and mission and the registered candidate.

The candidates also use formal communication patterns to recruit their campaign team for reaching their political position. The campaign team will then be adjusted to the target location of the election campaign, as mentioned in the interview transcript:

F constructs her own campaign team to secure her seat in politics. Golkar Faction was not involved in F's campaign process, whereas Golkar mixed their team to S's campaign team during the 2019 Election campaign. Campaign attributes also play a part in approaching the community, such as stickers, flyers, banners, and logos. Additionally, regional figures are also involved during the campaign to create a close connection between candidates to citizens, entertainment or religious-wise. All contributions from faction members are also assisting the campaign team in securing a political seat. This statement is opposed to public rumors that political factions don't provide any support to candidates. It is a matter of whether the candidates want them. (FL, 39 years, Campaign Team, Sadamalun Karawang) (RS, 48 years, DPRD Member PDIP, Sedari Karawang) (MM, 41 years, DPRD Member PKS, Rengas Dengklok Karawang)

Campaign message construction is also prioritized during the democratic event held every five years. All contexts about women candidates are creating a significant impact on communicants receiving the campaign messages. Correlating the candidate's vision and mission to the audience were the most important aspects of the campaign process (Umari & Indra Dewi, 2020). The strategy is also supported by Adeni (2017), who mentioned campaign messages could push the electability of women candidates to fulfill the requirements of political faction creation, which is at 30%. All women activists in the political system are encouraging this strategy to reach the representation value.

Informal Communication Pattern

This is the most used communication pattern based on the two women candidates of the Golkar Faction. Informal communication pattern allows candidates to approach the community directly to understand their social and cultural system through different activities, such as:

1. Organizing cultural and entertainment events and inviting Ohang, a well-known comedian in Indonesia
2. Organizing Koran reciting activity which invites one of the popular clerics in Indonesia, Ustaz Somad
3. Organizing sports events which involved a lot of citizens. This event draws enough attention from the voting community. One of such activities is named Healthy Gymnastics with The People

4. Using local language, Sundanese, during face to face communication with citizens to simplify candidates approach to the entire community
5. Directly involved with community activities, such as sponsorship during Independence Day events
6. Approaching through women recitation activities and creating reciting events as a form of socializing campaign programs to citizens

There are numerous ways of promoting candidates during the campaign. One of them is through cultural and religious campaigns, which are being held numerous times during the campaign process. One of the candidates even organized a thanksgiving in the night before the voting period, as stated in the following interview transcript:

Art Exhibition Campaign was being held for six months where there were two encounters with Ustaz Abdul Somad or Anggil Ohang. Those two figures have their own schedules to attend the event and secure F in the political competition. Campaign attributes and equipment are also being used during the exhibition. One DPRD member attended a sport event such as “Leisure Walk with Citizens” to interact with each other, similar to S’s approach, which organized a gymnastics event for the community. One of DPRD members even organized a thanksgiving with wayang entertainment to achieve a cultural approach to citizens. (FL, 39 years, Campaign Team, Sadamalun Karawang) (IN, 38 years, DPRD Member Karawang - Nasdem Faction, nyangkokot Karawang) (AR, 26 years, DPRD Member - PKB, Cikampek Karawang)

Women candidates who have won their seats in politics used different strategies than male candidates during the 2019 Election. The statement is supported through a sociocultural approach to Indonesian citizens. The researcher still sees that women candidates still use the conventional method during the campaign process due to the lack of technological development in Karawang (Isnaini, 2018). The conventional approach also helped the successors to blend in and exchange information with the public as a strategy for future elections. Kinship gatherings are still able to have a psychological impact on women successors during the competition with males (Guntarto & Sevrina, 2019). Women legislative successors who compete in the 2024 Election should use conventional strategies to approach the general public and receive their aspirations.

All general public’s aspirations are being held by the candidate as their governmental objective when they are elected as a member of the Regional Legislative Assembly. This

focus scope will motivate women candidates to run their errands during their duty period, as explained in the transcript:

One of the public maintenance strategies is to keep absorbing their aspirations and issues, especially to concentrated regions with the most votes. The campaign program will not be dissipated entirely once the campaign period ends. This is done to maintain the connection between legislative candidates or political factions to the designated general public. All aspirations will then motivate legislative candidates to make their governmental program fruition. (FL, 39 years, Campaign Team, Sadamalun Karawang) (AR, 26 years, DPRD Member - PKB, Cikampek Karawang) (RS, 48 years, DPRD Member - PDIP, Sedari Karawang)

Hestianti (2021) has shown the urgency of general public maintenance through the core argumentation of legislative candidates as one of the variable solutions through various infrastructure issues. The cultural aspect is also essential to maintain the women candidate's quality in the 2019 Election. This approach benefits both candidates and political factions to defend their position in future elections. Sartika (2016) also supports this public maintenance statement through common issues such as reducing poverty, improving quality of life, and corruption prevention. Women candidates' campaigns are correlated with these common issues to build their image more positively to the general public.

The research results indicate polarities of communication patterns from women successors in the 2019 Election to win the Regional Legislative Assembly seats. There are different patterns of women candidates adjusting themselves to target audiences. Candidates utilize campaign assistance from Golkar Factions to aid in aspiration building to the general public during campaign processes, whereas candidates have to prepare themselves to hear every aspiration from the public to understand them and ease their approach to Karawang citizens.

To explain the mapping of communication patterns used by women candidates of the Golkar Faction, the researcher has drawn a table of communication patterns described below:

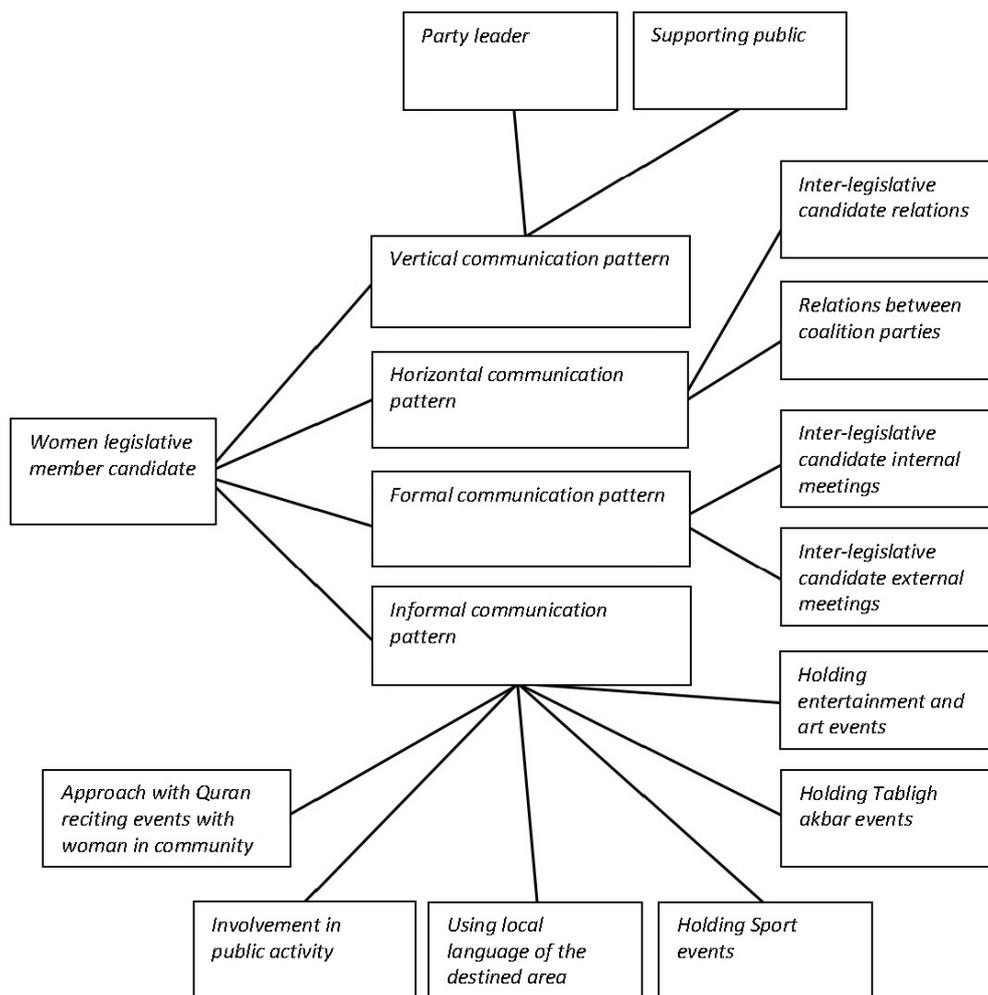


Figure 1. Women Candidate’s Communication Patterns during the 2019 Election Campaign
Source: Researcher’s Formulation (2021)

The chart above explains how women successors can adapt their communication forms depending on their situation. As explained in the previous sub-chapters, there are four categories to identify which communicants the candidates are approaching. Emotional qualities are implemented to get Karawang general public used to women candidates. This is supported by Hestianti (2021), who reflects emotional factors as an important aspect of maintaining a positive image to the general public. Women candidates also play a part as the public’s diplomat to other politicians. The general public’s quality of life improvements requires a strong legislative figure who can understand their issues and provide alternatives to solution planned to be launched in the upcoming five years (Samiaji et al., 2022).

Another identification of the research is the communication techniques used by candidates to approach political factions or citizens. The vertical communication pattern consists of communicants in different statuses or positions, whereas the horizontal communication pattern is used to communicate with equal standing of position or status. Formal communication pattern is identified where women candidates are frequently seen using the informal communication technique to approach the public. This pattern allows the Karawang citizens to identify women candidates' commitment to becoming their representatives for the next five years.

CONCLUSION

Most of the time, Indonesia's political system has always been seated by men. Women have shown their struggle during election contests and winning a seat in the Regional Legislative Assembly. This applies not only in Karawang but also in other regions of Indonesia. Therefore, there needs to be another identification of communication patterns used by women candidates who have succeeded in winning their political seats in the 2019 Election. The research concluded that one of the decisive factors of women candidates lies within vertical, horizontal, formal, and informal communication patterns.

Informal communication pattern occurred to be the most dominant pattern used by Golkar Faction women successors. Informal communication pattern is implemented by face-to-face communication to the general public as voters of the 2019 Election. Despite social media being the most used campaign assistant, women candidates do not rely on social media to approach the public due to Karawang citizens' infrequent use of digital media in their daily lives. The direct meeting becomes the most effective way for Golkar Faction women successors in Karawang to approach Karawang's people. The study's novelty lies in where women candidates use conventional media in the middle of digital convergence. Taking into account the conventional media's effectiveness towards remote audiences, this proves that Indonesia's digitalization is not being distributed equally.

REFERENCES

- Adeni, S., & Harahap, M. A. (2017). Komunikasi Politik dan Keterwakilan Perempuan dalam Arena Politik. *Perspektif Komunikasi*, 1(2). <https://jurnal.umj.ac.id/index.php/perspektif/article/view/2849>
- Alwadlo, M. (2021). Strategi Rekrutmen Calon Legislatif Perempuan. *Jurnal Politique*, 1(2), 24–44. <http://jurnalfisip.uinsby.ac.id/index.php/politique/article/view/290/150>

- Aslam, F., Aimin, W., Li, M., & Rehman, K. U. (2020). Innovation in the era of IoT and industry 5.0: Absolute innovation management (AIM) framework. *Information (Switzerland)*, 11(2). <https://doi.org/10.3390/info11020124>
- Chinmi, M., & Marta, R. F. (2020). RuangGuru as an Ideation of Interaction and Education Revolution during COVID-19 Pandemic in Indonesia. *Revista Romaneasca Pentru Educatie Multidimensionala*, 12(2Sup1), 118–129. <https://doi.org/10.18662/rrem/12.2Sup1/297>
- Condorelli, F., Rinaudo, F., Salvatore, F., & Tagliaventi, S. (2020). A neural networks approach to detecting lost heritage in historical video. *ISPRS International Journal of Geo-Information*, 9(5). <https://doi.org/10.3390/ijgi9050297>
- Cucchi, S., Graziani, A. R., Guidetti, M., & Cavazza, N. (2021). Men and Women Defending Themselves from Political Scandals: Gender Stereotypes and Proneness to Forgive Scandalous Politicians. *International Review of Social Psychology*, 34(1). <https://doi.org/10.5334/irsp.463>
- Darmawan, A., Novaria, R., & Yuliati, T. (2017). DEMOKRATISASI DI INDONESIA/ : PERGESERAN PERAN TOKOH MASYARAKAT DALAM KELOMPOK SOSIAL PEDESAAN (DESA JAMBANGAN) DI KABUPATEN NGAWI. *Seminar IQRA*, 1(1).
- Fensi, F. (2019). Paradoxical Language “Cebong-Kampret” in Facebook as a Mirror of The Political Language of Indonesia. *Bricolage/ : Jurnal Magister Ilmu Komunikasi*. <https://doi.org/10.30813/bricolage.v5i02.1887>
- Guntarto, B., & Sevrina, N. (2019). “You sure there’s nothing more to say?”: Indonesian Youth Culture Represented in YouTube Video Advertisements. *Celt: A Journal of Culture, English Language Teaching & Literature*, 19(1), 68. <https://doi.org/10.24167/celt.v19i1.2015>
- Harry, H., Marta, R. F., & Briandana, R. (2021). Memetakan Tautan Budaya Lasem melalui Dokumenter Net . Biro Jawa Tengah dan MetroTVNews. *ProTVF*, 5(2), 227–246. <https://doi.org/https://doi.org/10.24198/ptvf.v5i2.33411>
- Haryono, C. G. (2019). Genealogi Wacana Pada Pesan Agitatif Pidato Prabowo Subiyanto Tentang Nkri Bubar Tahun 2030. *Bricolage/ : Jurnal Magister Ilmu Komunikasi*, 5(01), 030. <https://doi.org/10.30813/bricolage.v5i01.1740>
- Hasfi, N. (2019). Komunikasi Politik di Era Digital. *Politika: Jurnal Ilmu Politik*, 10(1), 93. <https://doi.org/10.14710/politika.10.1.2019.93-111>
- Hestianti, A. P., Hartaman, N., & Sarmito, S. (2021). Women’s Political Communication: The Case Study of Karolin Margret Natasa. *Asian Political Science Review*, 5(1), 22–30. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4029016

- Isnaini, S. (2018). Konflik dan Negosiasi di dalam Perspektif: Arsitektur, Sosiologi, Teknologi dan Komunikasi. *Bricolage/ : Jurnal Magister Ilmu Komunikasi*. <https://doi.org/10.30813/bricolage.v4i01.1650>
- Khumairoh, U. (2021). Dampak Konglomerasi Media Terhadap Industri Media Massa dan Demokrasi Ekonomi Politik di Era Konvergensi Media. *Muqqodima Jurnal Pemikiran Dan Riset Sosiologi*, 2(1).
- Kusumawadani, V., Santoso, N. R., & Herawati, D. M. (2020). Youtube As a Media Expression of Transgender Women. *ASPIRATION Journal*, 1(May), 95–112. <http://www.aspiration.id/index.php/asp/article/view/8>
- Lalancette, M., & Raynauld, V. (2019). The power of political image: Justin Trudeau, Instagram, and celebrity politics. *American Behavioral Scientist*, 63(7), 888–924.
- Latukolan, J. J., Marta, R. F., & Engliana, E. (2021). When Words Matter: Language Choices and Brand Building on Two Global Coffee Shop Retail Brands in Indonesia. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 4(2), 2899–2906. <https://doi.org/10.33258/birci.v4i2.1974>
- Lestari, R., Septiarysa, L., Marta, R. F., Agung, H., & Murfianti, F. (2021). Digitizing the Meaning of Enthusiasm in #generasiberanipahit through Morris Semiotics. *Jurnal Kata: Penelitian Tentang Ilmu Bahasa Dan Sastra*, 5(2), 297–309. <https://doi.org/10.22216/kata.v5i2.456>
- Lolowang, I. (2022). Strategi Pemenangan Calon Anggota Legislatif Perempuan pada Pemilu 2019 di Kabupaten Minahasa Selatan. *Jurnal Politico*, 11(1), 1–16. <https://ejournal.unsrat.ac.id/index.php/politico/article/view/37851/34685>
- Lumampauw, A., Lestari, R., Marta, R. F., & Fernando, J. (2020). Awakening Revealed through Rose's Visual Analysis on #LangkahHijau Commercial Ads. *Avant Garde*, 8(2), 121. <https://doi.org/10.36080/ag.v8i2.1231>
- Manafe, D. (2014). *Kuota 30% Keterwakilan Perempuan di Parlemen Gagal Tercapai*. BeritaSatu. <https://www.beritasatu.com/nasional/210327/kuota-30-keterwakilan-perempuan-di-parlemen-gagal-tercapai>
- Mansyur, F. A., & Suherman, L. A. (2020). The Function of Proverbs as Educational Media: Anthropological Linguistics on Wolio Proverbs. *ELS Journal on Interdisciplinary Studies in Humanities*, 3(2), 271–286. <https://doi.org/10.34050/els-jish.v3i2.10505>
- Marta, R. F. (2017). Refleksi Hibriditas Budaya dalam Pancasila pada Realitas dan Media sebagai Identitas Bangsa. *Bricolage: Jurnal Magister Ilmu Komunikasi*, 3(01), 1–12. <https://doi.org/10.30813/bricolage.v3i01.841>
- Marta, R. F., & Septyana, V. (2015). Semiotika Pemasaran pada Brand Value Melalui Sign Berupa Layout Berita dan Iklan Ibadah Haji (Studi Komparasi pada Harian Pos Kota dengan

- Rakyat Merdeka). *Semiotika/ : Jurnal Komunikasi*, 9(2), 482–508. <https://journal.ubm.ac.id/index.php/semiotika/article/download/24/18>
- Milana, R., & Muksin, N. N. (2021). Kampanye Politik Calon Legislatif Perempuan (Studi Fenomenologi pada Pemilihan Umum 2019). *KAIS Kajian Ilmu Sosial*, 41–51.
- Novianda Beltim, F., Ranto, R., & Pratama Saputra, P. (2021). Motivasi Keterlibatan Calon Legislatif Perempuan Pada Pemilu 2019 di Kota Pangkalpinang. *Jurnal Sosial Sains*, 1(8), 751–757. <https://doi.org/10.36418/sosains.v1i8.172>
- Novtarianggi, G., Sulanjari, B., & Alfiah, A. (2020). Hibriditas, Mimikri, dan Ambivalensi dalam Novel “Kirti Njunjung Drajat” Karya R.TG Jasawidagda Kajian Postkolonialisme. *JISABDA: Jurnal Ilmiah Sastra Dan Bahasa Daerah, Serta Pengajarannya*, 2(1), 27–34. <https://doi.org/10.26877/jisabda.v2i1.6220>
- Premaratna, N. (2021). Dealing With Sri Lanka’s Demons: Using Documentary Film for Peacebuilding. *Journal of Peacebuilding & Development*, 16(1), 39–54. <https://doi.org/10.1177/1542316620985756>
- Putra, A. M., Anggoro, A. D. A. D., Aunul, S., & Putra, R. D. (2021). Understanding the Motives and Typifications of Youtuber Gaming on Social Media: A Phenomenology Study. *ASPIRATION Journal*, 2(1), 22–50.
- Putri, L. D., Annisarizki, & Andika, D. (2020). The Journalists has Built Self Meaning/ : Spreading Hate Speech in Presidential Election 2019 in Banten. *ASPIRATION Journal*, 1(2), 182–207.
- Redy Hendra Gunawan. (2020). Saluran Komunikasi Politik dalam Pembangunan Demokrasi pada Pemilu Legislatif DPR-RI di Kota Bogor 2019. *Jurnal Komunikasi Pembangunan*, 18(02), 141–151. <https://doi.org/10.46937/18202031350>
- Rogers, D., Snyder, L. B., & Rego, M. (2021). The Impact of Mass Media Delivered Family Planning Campaigns in Low and Middle Income Countries: A Meta Analysis of Advertising and Entertainment Education Format Effects. *Studies in Family Planning*, 52(4), 439–465. <https://doi.org/10.1111/sifp.12175>
- Samiaji, A., Bahruddin, M., Harry, H., & Hidayat, E. (2022). Nation Branding Construction and Public Diplomacy from @america in Muslim Community of Indonesia. *Medium Jurnal Ilmiah Fakultas Ilmu Komunikasi*, 9(1), 276–290. [https://doi.org/https://doi.org/10.25299/medium.2021.vol9\(2\).8836](https://doi.org/https://doi.org/10.25299/medium.2021.vol9(2).8836)
- Santoso, P. Y., & Toruan, R. R. M. L. (2018). Strategi Marketing Public Relations Dalam Rebranding Hsbc Indonesia Untuk Membentuk Brand Awareness. *Jurnal Pustaka Komunikasi*, 1(1), 1–14.
- Sartika, D. D. (2016). Komunikasi Politik Caleg Perempuan untuk Pemilihan Anggota Legislatif Kota Palembang. *Jurnal Sosiologi USK*, 10(2), 135–154. <http://www.jurnal.unsyiah.ac.id/JSU/article/view/6331/5207>

- Tarsani, T. (2016). Strategi Komunikasi Pemasaran Dompot Dhuafa dalam Meningkatkan Kepercayaan Muzakki. *Bricolage/ : Jurnal Magister Ilmu Komunikasi*, 2(01), 56–70.
- Tinarbuko, S. (2019). Membaca Makna Iklan Politik Pilpres 2019. *Mudra Jurnal Seni Budaya*. <https://doi.org/10.31091/mudra.v34i2.707>
- Tjajadi, O. P., Marta, R. F., & Engliana, E. (2021). Women's Resistance on Instagram Account @singlemomsindonesia. *JHSS Journal of Humanities and Social Studies*, 5(2), 111–115. <https://doi.org/https://doi.org/10.33751/jhss.v5i2.3710>
- Umagapi, J. L. (2020). Representasi Perempuan di Parlemen Hasil Pemilu 2019: Tantangan dan Peluang. *Kajian*, 25(1), 19–34. <https://doi.org/http://dx.doi.org/10.22212/kajian.v25i1.1886>
- Umari, F., & Indra Dewi, S. (2020). Strategi Komunikasi Politik Caleg Perempuan dalam Pileg 2019 di Kota Malang. *Jurnal Komunikasi Nusantara*, 2(2), 55–65. <https://doi.org/10.33366/jkn.v2i2.47>
- Wardani, S. B. E., & Margaret, A. (2013). *Pencalonan 30% Perempuan pada Pemilu 2014*. Puskapol UI. <https://www.puskapol.ui.ac.id/press-release/1325.html>
- Wardhani, P. S. N. (2018). Partisipasi Politik Pemilih Pemula dalam Pemilihan Umum. *JUPIIS: Jurnal Pendidikan Ilmu-Ilmu Sosial*, 10(1), 57–62. <https://doi.org/https://doi.org/10.24114/jupiis.v10i1.8407.g9060>
- Wulansari, B., & Pamungkas, H. I. (2021). Utilization of Online Media in the 2020 Simultaneous Regional Head Election Campaign in Semarang. *JPPUMA Jurnal Ilmu Pemerintahan Dan Sosial Politik Universitas Medan Area*, 9(2), 197–207. <https://doi.org/10.31289/jppuma.v9i2.5081>
- Yuliati, R. (2017). Penggunaan Internet Terhadap Peningkatan Partisipasi Politik Dan Kehidupan Demokrasi. *Bricolage: Jurnal Magister Ilmu Komunikasi*, 2(02). <https://doi.org/10.30813/bricolage.v2i02.840>

