

DOI: <https://doi.org/10.38035/jlph.v4i4>

Received: 30 May 2024, Revised: 12 June 2024, Publish: 21 June 2024

<https://creativecommons.org/licenses/by/4.0/>

Political Communication of Female DPRD Members of Langkat Regency in Winning the 2019 Legislative Election

Nanang Susianto^{1*}, Anang Anas Azhar², Efi Brata Madya³

¹ Islamic Communication and Broadcasting Study Program, Faculty of Da'wah and Communication, North Sumatra State Islamic University, Indonesia, nanangsusianto82@gmail.com

² Islamic Communication and Broadcasting Study Program, Faculty of Da'wah and Communication, North Sumatra State Islamic University, Indonesia, ananganas@uinsu.ac.id

³ Islamic Communication and Broadcasting Study Program, Faculty of Da'wah and Communication, North Sumatra State Islamic University, Indonesia, efibratamadya@uinsu.ac.id

*Corresponding Author: nanangsusianto82@gmail.com

Abstract: This research aims to analyze: (1) Analyze the Political Communication Strategy of Female DPRD Members of Langkat Regency in Winning the 2019 Legislative Election (2) Female DPRD Members of Langkat Regency improve their political image in Winning the 2019 Legislative Election. (3) Female DPRD Members of Langkat Regency succeeded in winning the 2019 Legislative Election. This research uses descriptive methods and a qualitative approach. Using a qualitative approach or often called the Naturalistic method because this research is used in natural conditions (natural settings). Research results; The Political Communication Strategy for Women DPRD Members of Langkat Regency in Winning the 2019 Legislative Election is first: Socialization with citizens is carried out by starting with identification, determining voting centers and embracing permanent voters again. Second, family socialization for legislative candidates. Family influence can also be seen in their choice of political party. Thirdly, political campaigns depend on many factors, including career paths, political communicators, constituents, message strategies and communication media channels. Fourth Women's Community Where women's communities in Langkat Regency are approaching using digital campaigns. Fifth, Form a Winning Team of people trusted by the candidate, for this reason you need to be careful in recruiting to be able to join the campaign team. Female DPRD members of Langkat Regency improve their political image in winning the 2019 Legislative Election. First is the issue of women's representation. Representation of women to become legislative members in Langkat Regency. Second Marketing Concept for Female Legislative Candidates The urgency of women's representation. Langkat Regency Female DPRD members succeeded in winning the 2019 Legislative Election.

Keywords: Communication, Politics

INTRODUCTION

In a democratic country as big as the United States, women were only able to vote 144 years after the United States became independent. In fact, awareness of the importance of

gender equality in the United States has grown rapidly since John Stuart Mill's publication, inspired by his wife Harriet Taylor, "Women as Subjects" (The Subjection of Women) in 1869. Women are only objects of development and not yet the subject of development. One of the reasons is because at the policy level there is still gender bias (Aida: 2010, 81).

Discriminatory treatment of women has been going on for quite a long time. The existence of patriarchy in society has created an understanding that men are superior in all walks of life. The differentiation of behavior, status and authority between men and women has been practiced in society for generations. This injustice is manifested in the form of stereotypes, marginalization, subordination and even acts of violence against women.

There is an assumption that has been embedded in the minds of society, thereby domesticating the role of women which is only synonymous with domestic or household activities. Meanwhile, men are considered the central actors in the family. In the world of work, it is not uncommon for women to experience marginalization or a process of marginalization. One example is that women earn wages that are far below the average wage for men and have lower opportunities to enter the labor market (BPS & KPPPA, 2016a). In terms of decision making, women are still marginalized. For example, based on the 2019-2024 election results, the percentage of female parliamentarians only reached 20.52 percent. In policy making in the government sector, less than 30 percent of women occupy structural positions in civil servants (BPS & KPPPA, 2016b). In acts of violence, women often become objects. Approximately 1 in 3 women aged 15–64 years experience physical and/or sexual violence by a partner or non-partner during their lifetime, while 1 in 10 women experienced this incident in the last 12 months according to the results of the National Women's Life Experience Survey (Theresia: 2020 : 119-129).

The concept of gender is recognized by various experts, it is recognized that there are differences in personality and behavior between men and women which are not universal, but are determined by culture, history, and are symbolic or social differences and the social structure of a particular society (Nimmo: 2005 , 67). The paradigm that has emerged in society today translates gender as sex. Etymologically, the word gender itself comes from English which means sex. Based on the development of the concept of gender, gender refers to men and women, the status of both and the relative position between them. Gender is a socio-economic variable that arises as a result of the relationship between various factors such as race, age, social and ethnic groups. One of the issues of gender equality in Indonesia is also contained in the national development vision, namely realizing an Indonesia that is independent, advanced, just and prosperous. Fair means there are no restrictions/discrimination in any form, whether individual, regional or gender. Thus, it is not surprising that the elimination of gender discrimination in all fields has become an issue that is continuously discussed as a development target.

Women's representation in parliament in sufficient numbers is one of the prerequisites for ensuring the fulfillment of women's interests. A 1995 UN development report analyzing gender and development in 174 countries stated that: "While it is true that no real relationship has been established between the level of women's participation in political institutions and their contribution to women's progress, [but] 30 percent of membership in these institutions politics is considered a critical number that can help women to have a meaningful influence in politics (Djuwarti, 2009: 1420).

Based on the above, we hope that the percentage of women who sit in parliament can increase to 30 percent so that automatically women's participation in development will also increase. One of the important reform achievements, related to this context, is the regulation regarding the mandatory 30 percent quota for female legislative candidates. These regulations are contained in a number of laws, namely Law no. 31 of 2002 concerning Political Parties, Law no. 12 of 2003 concerning General Elections, Law no. 2 of 2008 concerning Political

Parties and Law no. 10 of 2008 concerning the General Election of DPR-DPRD Members which also contains regulations related to the 2009 Election (Juwito and Syfa: 2019, 2).

The current population of Indonesia, based on data from the Central Statistics Agency, reaches 260 million people and around 50 percent of them are women. In reality, this is huge potential. However, from election to election the map of power regarding women's representation tends not to change. In 2004, the number of women who managed to get seats in parliament was 65 people or 11.82 percent. This percentage rose to 17.86 percent for the 2009 Election and 17.32 percent for the 2014 Election. In the 2019 Election, of the 575 DPR members elected for the 2019-2024 term, 118 people (20.52 percent) were is a woman. The quota of 30 percent of women's representation in parliament has not yet been realized to date (Diana Dewi: 2012, 2087-8966).

The issue of affirmative action is also like two sides of a coin. On the one hand, this is a form of intervention carried out by the state to increase women's political participation specifically in the legislature, but on the other hand it can also generalize the low quality of female legislative members who seem to be forced only to fulfill the provisions of the law (Wasistiono: 2009, 73) . Women being away from the political world for too long means that female politicians have to be willing to put in extra work. The problem is that cadre formation and political education have not gone according to expectations. So it is not surprising if those who are selected are those who have large capital or even those who have attractive faces. So from this, the active female members of the Langkat Regency DPRD council in 2019 continue to feel the ability of their political communication to convince their voters in the legislative election in 2019.

Political communication is the process of conveying political messages from political elites to the public in a reciprocal manner so that the political messages conveyed receive the expected response, such as a democratic, transparent and accountable political decision-making process (Josep Devito: 2007, 72): The political communication of female legislative members in policy has different characteristics for each member, this is due to cultural factors and the party policy system which greatly influence the journey of female legislators.

All the female members of the Langkat Regency DPRD active in 2019 are very aware of this, so they are preparing themselves with their political communication skills to win the hearts of the people in their respective electoral districts. This uniqueness is very interesting to observe. The author then formulated this problem in a proposal entitled: "Political Communication of Women DPRD Members of Langkat Regency in Winning the 2019 Legislative Election".

METHOD

This research qualitative methods. Descriptive research is research that aims to provide an overview of the context of the research topic. Research to address current problems based on data. If you have photography that leads to numerical (numerical) calculations, your only goal is to improve research analysis and discussion (Cholid Narbuko : 2013, 44).

Qualitative research is research that makes unexpected discoveries and creates new theoretical foundations. Qualitative surveys are usually completed in percentages and follow verbal data that show events better than the figures obtained on the site (Lexi Moleong: 1997, 6). This study is qualitative because it includes calculations and statistics. He does not use scientific emphasis or research that leads to discoveries that cannot be obtained by statistical procedures or other quantitative methods (Salam: 1997, 30).

The informant in this research is Fatimah from the Prosperous Justice Party, Chair of the Corruption Eradication Committee (KPK) faction, aged 42. Before becoming a member of the Langkat Regency DPRD, she worked as a teacher. Then Ade Khairina Syahputri Secretary of the Democratic Party Faction, aged 37 years before becoming a member of the Langkat

Regency DPRD, worked as an entrepreneur. Furthermore, Siti Nurhayati from the Bulan Bintang Party, Langkat Regency, member of the BPI faction, aged 45 years before becoming a member of the Langkat Regency DPRD, worked as an entrepreneur. Next, Risna Lela Sari from the Bulan Bintang Party. Member of the BPI faction, aged 50. Before becoming a member of the Langkat Regency DPRD, she worked as a teacher. Sribana Angin-Angin from the Golongan Karya Party as Chair of the Langkat Regency DPRD.

The location that will be examined is that the Langkat Regency Regional People's Representative Council (DPRD) Office is located at the location address: Jl. Pusara No.1, Kwala Bingai, Binjai, Langkat Regency, North Sumatra 20762, Indonesia. Telephone number: (061) 8910525. The selection of survey locations was based on a map of Langkat Perempuan Regency DPRD members in Langkat Regency. The first issue is accessibility in the research field, both in terms of human resources and in terms of funding and time savings. Separate research does not create human resource problems. One of the big advantages of conducting research in strategic and conducive areas. The research does not require high fieldwork costs compared to other research. In addition, selecting a location for research is time-saving and allows researchers to perform basic tasks. The reasons for choosing a site for this research are less significant and more reasonable. These considerations relate to the appropriate characteristics for your chosen environment. The study period is six months, December 2021 and April 2022.

RESULTS AND DISCUSSION

Research result

1. Political Communication Strategy for Women DPRD Members of Langkat Regency in Winning the 2019 Legislative Election

A communication strategy should include everything needed to know how to communicate with the target audience. A communication strategy must be able to define the target audience, the various actions to be taken, the benefits the audience will obtain, and how to reach that audience. In the context of political communication, communication strategy is a process of communication planning and management to gain public sympathy and provide support through voting in the general election process. The communication strategy in this research is the political communication strategy for Women DPRD Members of Langkat Regency in Winning the 2019 Legislative Election.

It is very important to carry out a winning strategy using various approaches. This strategy can be used by candidates who have been selected because they have a certain image and will be proven by their performance during their term of office. Especially in terms of women's representation in the legislature, it creates a great opportunity for women to voice women's rights that have not been conveyed.

One of the Democratic Party Branch Leadership Councils that has advanced female cadres is Ade Khairina Syahputri, Secretary of the Democratic Party Fraction, aged 37 years before becoming a member of the Langkat Regency DPRD, working as an entrepreneur. And chose the electoral district in Langkat 2 Regency, and from the Golkar Party Branch Leadership Council was Sribana Tepin-Angin from the Golongan Karya Party as Chair of the Langkat Regency DPRD. Fatimah from the Prosperous Justice Party, Chair of the Corruption Eradication Commission (KPK) faction, aged 42 years, before becoming a member of the Langkat Regency DPRD, she worked as a teacher. Siti Nurhayati from the Bulan Bintang party, Langkat Regency, member of the BPI faction, aged 45 years before becoming a member of the Langkat Regency DPRD, worked as an entrepreneur. Next, Risna Lela Sari from the Bulan Bintang Party, a member of the BPI faction aged 50, before becoming a member of the Langkat Regency DPRD, worked as a teacher, they had various strategies to win the general election.

2. Female DPRD members of Langkat Regency improved their political image in winning the 2019 Legislative Election.

According to Anang Anas Azhar, political images are formed based on information received, either directly or through political media. Political image is one of the effects of political communication. In the mechanistic paradigm or perspective, which is generally understood as an impression that remains in the minds of individuals or groups. However, the image can be different from actual reality or not reflect objective reality. Political image, as explained by Arifin, is related to the formation of public opinion, because basically political public opinion is built through political image.

Meanwhile, political images are realized as a consequence of cognition from political communication. In this regard, Anwar Arifin also stated that communication does not directly give rise to certain opinions or behavior, but tends to influence the way the audience organizes its image of the environment and it is this image that influences the audience's opinion (opinion) or behavior. Arifin also explained that imaging has four phases, namely: (1) representation where the image is a mirror of reality; (2) ideology where images hide and misrepresent reality; (3) the image hides that there is no reality; and (4) the image has absolutely no connection with any reality.

3. Langkat Regency Female DPRD Member Successfully Wins the 2019 Legislative Election

The low number of women in the political realm is partly influenced by patriarchal cultural factors. The involvement of women in the political field will balance the formation of government policy in establishing a balance of functions and roles of various aspects of interests within institutions, especially the interests of women. When female legislative candidates are able to take a good approach, then in the name of gender equality, women will certainly help their candidacy. This strategy was carried out by all female legislative candidates who were resource persons. Almost all sources or informants said that the existence of female legislative candidates had received significant attention and support from the community. "The support of the community or local residents can be seen from their enthusiasm in every activity carried out, especially the mothers who diligently participate in every activity. The resource person or informant who provided the information also said that women must be able to become representatives of the people and even become leaders, women must not want to lose, even though they say women are weak, we have to prove that we can be better than men. These words are always said when attending social events or invitations that I receive.

Fatimah from the Prosperous Justice Party, Chair of the Corruption Eradication Commission (KPK) faction, aged 42 years, before becoming a member of the Langkat Regency DPRD, she worked as a teacher.

"Political parties are an important pillar in democracy whose existence cannot be eliminated. Political parties have the main goal of fighting for power. A political party is also considered an organization that tries to fight for the values contained within it. Not only fighting for values but also fighting for power. A political party concept states that a political party is an organization to fight for certain values or ideologies through control of the power structure and this power is obtained through participation in general elections. Indonesia as a country that implements a democratic system certainly cannot be separated from political parties. The presence of political parties seems to be an integral part of the democratic system. As an entity that has a close relationship with the democratic system, of course political parties have various functions of their own. In connection with the function of the political party. I think that the party does the best for all its members, without distinguishing between men and women. Everyone is treated well without any discrimination."

Then according to Ade Khairina Syahputri, Secretary of the Democratic Party Faction, at the age of 37 before becoming a member of the Langkat Regency DPRD, he worked as an entrepreneur, one indicator of the success of female legislative candidates in Langkat Regency.

"The level of education and organizational maturity influences the understanding of female legislative candidates in implementing political strategies. The higher the level of education will influence the pattern of conveying information which has the opportunity to increase the voice of the community because clear and good communication can make the community understand and accept the ideas offered by female legislative candidates. Strategy is the long-term direction or scope of an organization to gain advantage through a changing configuration of natural resources and the environment in order to achieve market needs and meet the expectations of interested parties (stakeholders). Political strategy is a strategy used to realize political ideals. Political strategies are usually used in an effort to seize or maintain power, especially during general elections. This strategy is related to campaign strategy, with the aim of gaining as much power and influence as possible by achieving maximum results (votes) in elections, in order to encourage policies that can lead to change in society. Based on political strategy, it can be concluded that a winning strategy is an effort to plan with systematic steps to win a battle politically. There are additional elements so that the various strategies that have been prepared (planned) work optimally, namely, tactics. Good tactics are very necessary in hitting or defeating opponents, ideologically and politically."

Furthermore, Siti Nurhayati from the Bulan Bintang Party, Langkat Regency, member of the BPI faction, aged 45 years before becoming a member of the Langkat Regency DPRD, worked as an entrepreneur, one indicator of the success of female legislative candidates in Langkat Regency.

"The formulation describes what needs to be planned strategically. This must include three elements, namely the overall goal which outlines the position we want to achieve through strategic planning, the reasons for the importance of achieving the overall goal and the time frame within which the overall goal must be achieved. In a political strategy, mission can be interpreted as approval for a certain position, participation in a certain task, being selected as a candidate. In planning a political career, the mission must state for whom the strategy is planned. Thus the mission can establish a framework or boundaries. And the mission should not be formulated so optimistically that it becomes unrealistic. Fact gathering means gathering relevant internal and external facts. Internal facts are facts that concern the organization itself. External facts are facts that concern workers or the environment where they will be realized. The demarcation between internal and external facts is not very easy, but the delimitation is made before the fact-gathering process begins, to avoid the emergence of misunderstandings. Competitor or competitor facts are facts originating from organizations, which are direct competitors of our own organization. Environmental facts are facts that come from the community that will be implemented. Here, in fact, political party administrators are nominating women candidates of their own free will and they are doing it to improve the welfare of their people. He is a political party administrator who wants young people to have a good education."

Next, Risna Lela Sari from the Bulan Bintang Party. Member of the BPI faction, aged 50. Before becoming a member of the Langkat Regency DPRD, she worked as a teacher, an indicator of the success of female legislative candidates in Langkat Regency.

"In the 2019 legislative election in Langkat Regency, of course the female candidates continued to maintain their base, so as not to support other candidate pairs. This defensive strategy is one of the best strategies because this strategy is used to protect their supporters. This defensive strategy is also carried out by female legislative candidates when socializing their vision and mission, because it is considered that this moment is very timely, because when conveying their vision and mission, they can indoctrinate their supporters to be more confident in the candidate pair and of course this This strategy can benefit existing candidate pairs. It is also hoped that this defensive strategy will enable the existing legislative candidates to be able to defend their base, because seeing that the competition in the 2019 elections in Langkat Regency is full of dramatization or tight competition, meaning that every pair of existing candidates is doing everything they can to attract sympathy from the people of Langkat Regency, especially in their respective electoral districts. This defensive strategy is also usually carried out by candidate pairs when they feel that their base has begun to be disturbed by other existing candidates. And this is where legislative candidates carry out defensive strategies to be able to defend their base."

Sribana Tepin-Angin from the Golongan Karya Party as Chair of the Langkat Regency DPRD is an indicator of the success of female legislative candidates in Langkat Regency.

"In the 2019 legislative election in Langkat Regency, the existing female legislative candidates certainly built the best possible image in the existing community, with the aim of course being to attract public sympathy, so that they use their voting rights to elect the female candidate. This image is carried out by conveying their vision and mission to the public as best as possible and can also convince the people in Langkat Regency, especially in their electoral district. The image built by female legislative candidates can also be seen by the presence of female legislative candidates at social events in the community, and in nature these female legislative candidates also build the best possible relationship with the existing community, so that they can win the hearts of the community. The female legislative candidates also created a team of volunteers or what could be called an existing community with the aim that the public could feel the presence of the candidate, even though the female legislative candidate was not with them. The thing that is the most powerful weapon for female legislative candidates can also be seen in the way these female legislative candidates approach these millennials. The approach developed by these legislative candidates is by supporting the activities of millennials, such as helping them create millennial activities such as football, volleyball and e-sports competitions. Because legislative candidates consider that the most appropriate way to attract sympathy from millennials is to support and help them to channel their hobbies, and this strategy is considered the best way to build an approach with millennials and also attract their sympathy in the general election process legislative candidate in Langkat Regency.

Research Discussion

Political Communication Strategy for Women DPRD Members of Langkat Regency in Winning the 2019 Legislative Election.

a. Socialization with Residents

As a first step, choose the audience group or target message recipients. The group of recipients of the target message must be able to be identified with specific and clear characteristics, making it easier to determine the program to be delivered, and again, when choosing a target audience, we will find opportunities that are very broad and diverse, so we need to be careful in determining targets. then it requires a series of definitions of a series that must be formulated, so that they have clear goals and objectives.

In accordance with Ostergaart's model, the first thing campaign sources (campaign makers or decision makers) must do is identify the perceived factual problems. Next, look for cause and effect relationships with existing facts. (Venus, 2012:15). In accordance with the findings of researchers in the field, it is arithmetic that it is easier to determine their target, the main target is permanent voters, in the sense of constituents who have been with them for the past five years, but this cannot also guarantee that they will easily advance as a female legislative candidate in Langkat Regency is like what happens in the field, considering that there are quite a few people running for legislative positions, so they really have to be careful about this. So the program for activities with residents or the community must be a reality.

The researcher can illustrate that the first thing to do is start by identifying, determining the voting center and re-engaging permanent voters, in this case people who have been with us and the party all this time, and then those who have interests, such as community organizations (ormas) and the wider community, especially those in their respective electoral districts.

b. Family Socialization

As the smallest unit in social relations, family exert a strong influence on political choice Indonesian public. However, it is not just a political choice, the cultural style of family arrangements is often also the basis for how a country is governed. Kompas's December 2023 periodic survey recorded the strength of family factors in influencing an individual's political decisions. This influence applies to both choices political parties as well as regional, legislative and presidential elections. In other words, kinship factors within the family are still the basis for considering political preferences. More than half of the respondents (65.8 percent) of the survey admitted that, in choosing a leader in the legislative election, family influenced their choice the most. The family in question includes parents, husband or wife, children and siblings.

Apart from the choice of legislative candidates, family influence can also be seen in the choice of political party. With a smaller proportion, 62.3 percent of respondents admitted that their families influenced them in determining their choice of political party according to Kompas research. Even though they are both large, the portion of family influence appears to be slightly higher for the choice of legislative members than for the choice of political parties. This cannot be separated from the communication patterns within the family which are dynamic in informal conditions so that the communication that is formed is more everyday in nature.

In the structure of society, the family is formed in marriage between a woman and a man. Next, a social construction is formed that divides roles between men and women. The role construction attached to women is often simplified to household matters.

Referring to Julia Suryakusuma's research written in the book *State Motherism* (2011), the domestication of women contains elements of depoliticization. This means that political matters are considered more of a matter for men than women. This process, according to

Suryakusuma, began to be strengthened since the New Order era, which was aimed not at women, but rather at the stability of the country.

The social construction above is reflected in the results of the Kompas survey. Disaggregated by gender, 72.4 percent of female respondents admitted that they were influenced by their families in determining their choice of legislative members and their choice of political party. As the smallest unit in the social structure, the family contributes greatly to individual political decisions. However, not only in the micro scope, in the macro context, family and state relations appear to be closely related as well. The context of family life is often used as a way of doing politics.

c. Political Campaigns

The political communication strategy for female legislative candidates in Langkat Regency in winning the people's vote is carried out in many ways. Political communication really depends on many factors, including career paths, political communicators, constituents, message strategies and communication channel media. Almost all female legislative candidates in Langkat Regency who succeeded in obtaining council seats are women who have a good track record and a wealth of good career experience.

The political communicators of female legislative candidates who succeeded in winning council seats in Langkat Regency are not amateurs, almost all of them are examples of successful female politicians in every political moment. Political influence has shaped the identity and character of a leader.

Thanks to reliable political communication, the female legislative candidates who succeeded in winning council seats in Langkat Regency were able to convince constituents to elect them as People's Representatives in the 2019 General Election. We will definitely ask what political communication tips were used by the female legislative candidates who succeeded in winning council seats in Langkat Regency, so that they were able to get votes like Fatimah, S. Si 2,953 votes, Zuhuriah 6,367 votes, Risna Lela Sari 2,808, Sribana PA 18,793 Votes, Azmallah 3,146 votes, Juriah 3,465 votes, Ade Khairina 2,795 votes and Siti Nurhayati 4,197 votes from her electoral district and became the Legislative Candidate with the most votes for the Langkat Regency DPRD seat election. Multimedia Political Communication states that one of the goals of political communication is to build community participation in every political moment. So for the female legislative candidates who succeeded in winning council seats in Langkat Regency, the momentum of yesterday's election was not just about gaining votes, but also providing political education in public spaces. One of them is building awareness of constituents to participate concretely in elections and elect them as their representatives in Parliament.

The female legislative candidates who succeeded in winning council seats in Langkat Regency are well aware that public awareness, especially women, to participate in political momentum is a necessity. So political communication channels are properly utilized to confirm choices, namely through interpersonal channels, organizational channels and mass media channels, including print, visual, electronic, online and social media. Once again it has been proven that the political communication of female legislative candidates who succeeded in winning council seats in Langkat Regency is their main capital as politicians who have the capacity and ability to lead them to get council seats in Langkat.

d. Women's Community

In carrying out the analysis, researchers used Campaign theory according to Charles U. Larson, namely that there are elements of ideological or cause oriented campaigns, which means that the campaigns carried out have specific objectives and have the dimension of social change and are non-commercial in nature. Where the women's community in Langkat Regency

was approached using a digital campaign with the aim of becoming a medium for women's empowerment and a safe space for sharing knowledge and learning based on feminist ethics.

Ostergaard believes that campaign programs must be organized with the most basic steps, namely the problem identification stage. Problem identification is identifying perceived problems, which can be a process of finding facts about social problems currently experienced by society and the characteristics of society in facing problems.

Candidates for elected female council members for Langkat Regency carry out online counseling via WhatsApp group (WAG) about life problems and personal or family problems. Organizing open discussions about women's issues with other women's caring communities through casual chat content either in person or live via social media. The women's community was formed to carry out campaigns to support policies that favor women and other marginalized groups, as well as campaigns on other important issues regarding gender equality.

e. Form a Winning Team

Bearing in mind that the campaign team is the candidate's trusted person, therefore we need to be careful in carrying out recruitment to be able to join the campaign team, to realize the work program and to socialize the candidate's Vision and Mission, so that it can be clearly understood by the people who have voting rights. Determining a team cannot just recruit people to join the team, considering that the team will work more intensely, in line with the findings of researchers in the field, and the researcher's observations, there are at least several steps that can be taken, they must carry out initial observations in the community to see the needs, because it is in accordance with what what the researchers found in the field, there were several villages where we couldn't make a team, because in that village all the residents were part of it, there were also some that didn't have a team because they saw political opponents there, apart from that in general we needed a team in every village.

According to Sharif, in social consideration theory (Venus, 2012: 119) there are three references that a person uses to respond to the stimulus they face. The three are interrelated parts, the first part is called the latitude of acceptance (range or area of acceptance) which consists of opinions that can still be accepted and tolerated, the second part is called the latitude of rejection (range of rejection) and the last is called the latitude of noncommitment (range disengagement) consisting of opinions or persuasive messages that we neither reject nor accept.

In this way, the team is required to match the perception that is developing in society, because if it does not match what is happening in the field, they could be rejected. And remember that they will not only bring themselves, because their position is equal to that of the candidate and is given full trust, so they are expected to truly represent the candidate. Perloff. (Venus 2012: 43-44), Saying "A message that is well organized and delivered is not necessarily enough to influence the audience, of course a trusted communicator is also needed to convey the message." For this reason, the credibility of the communicator is something that must be considered so that he can become a trustworthy messenger. They were given the task of leading the public to vote for a particular candidate or candidate in the legislative elections. The team that was created could really work, but this was not a big responsibility carried out by the team. This can be seen how the candidates never selected and targeted votes. that they have to get, so obviously there's no pressure there.

CONCLUSION

Political Communication Strategy for Women DPRD Members of Langkat Regency in Winning the 2019 Legislative Election namely first: Socialization with citizens is carried out by starting with identifying, determining voting centers and re-engaging permanent voters, in this case people who have been with us and the party all this time, and then those who have interests, such as community organizations (ormas) and society at large, especially in their respective

electoral districts. Second, family socialization for legislative candidates. Family influence can also be seen in their choice of political party. Thirdly, political campaigns depend on many factors, including career paths, political communicators, constituents, message strategies and communication channel media. Fourth Women's Community Where the women's community in Langkat Regency was approached using a digital campaign with the aim of becoming a medium for women's empowerment and a safe space for sharing knowledge and learning based on feminist ethics. Fifth Forming a Winning Team of the candidate's trusted people, for this reason you need to be careful in recruiting to be able to join the campaign team, to realize the work program and to socialize the candidate's Vision and Mission, so that it can be clearly understood by the people who have voting rights.

REFERENCE

- Abdul Munir Mulkham, Thoughts of Kiai Haji Ahmad Dahlan and Muhammadiyah in the Perspective of Social Change, Jakarta: Bumi Aksara, 1990.
- Anang Anas Azhar, Imaging of Electoral Politics (*Political Study of the PAN Triangle in Gaining Public Sympathy*), Yogyakarta : Rooftop Books, 2017.
- Aida, Women's empowerment from time to time. Bogor: PT. IPB Press Publisher: 2010.
- Alo Liliweri, Gatra-gatra Intercultural Communication, (Bandung: Teen Rosdakarya, 2001
- Anwar Arifin, Pancasila Political and Press Communication, (Jakarta: Media Sejahtera, 2003
-----, Communication Strategy A Brief Introduction, (Bandung: Armico 1984
- Arasaratnam, L. A. (2005). Intercultural communication competence: Identifying key components from multicultural perspectives. *International Journal of Intercultural Relations*, 29.
- Arbi Sanit, Politics, Democracy & Communication Management, (Yogyakarta: Galang Press, 2002.
- Al-Munawi, Faidhul Qadir, juz 1, Darul Fikr, Beirut, print 1, 1416H/ 1996M
- Dan Nimmo, Political communication: communicators, messages, and media. (Bandung: PT. Teen Rosdakarya: 2005.
-----, Political Communication (Communicators, Messages and Media). Translation: Tjun Surjaman. Print III, (Bandung: Remadja Rosdakarya, : 2000
- Deden Faturohman and Wawan Sobari, Introduction to Political Science, (Malang: UMM Press, 2002.
- Indonesian Ministry of Education and Culture, Big Indonesian Dictionary (Jakarta: Balai Pustaka, 2005
- Fajar, Marhaeni, Communication Science Theory & Practice First Edition, (Yogyakarta: Graha Ilmu 2009
- Hafied Cangara, Communication Strategy Planning, (Jakarta: PT RajaGrafindo Persada 2013
- Hud, Djuwanti. 2009. Analysis of Recruitment of Women Legislative Candidates in Fulfilling the 30 Percent Women's Political Quota in Legislative Institutions, in the Nabila Center for Women's Studies Journal, ISSN: 1410-6248, Vol. XIII, Number 2, September 2019
- Juwito and Syfa Syarifa Alawiah. 2009. Women's Communication Patterns in Elections, in Communication Science Journal, Vol. 1, No. 2, October 2019
- Joseph A. DeVito, Communication Between Humans, (Jakarta: Karisma Publishing Group (Indonesian), 2011
- Laurence J. Peter, Peter's Pyramid: Could We Reach the Peak, (Erlangga Publishers, 1986
- Nanang Martono, Quantitative Research Methods, Jakarta: PT Grafindo Persada, 2011
- Nurannafi FSM, Political Communication of Women Legislative Members, Communication Journal of Thought and Research Results of the Communication Science Study Program, Garut University P-ISSN: 2461-0836; E-ISSN: 2580-538X,

- Nova Yohana, Motives and Meanings of Women as Political Communicators (Phenomenological Study of Women Council Members of the Riau Province DPRD for the 2014-2019 Period. *Journal of Communication Sciences*, Volume 7, Number 1, March 2016
- Novaria Maulina, Atika, Nining Nandya Rukmana Sari. Political Communication Strategy for Female Legislative Candidates in Gaining Public Support in the 2019 Legislative Election in South Kalimantan. *Journal of Press and Development Communication Research* Vol. 23 No.2 October 2019: 109-126
- Mahi M. Hikmat, *Political Communication: Theory and Practice*, (Bandung: Teen Rosdaakarya, 2010
- Onong Uchjana, Efendy, *Communication Science Theory and Practice* (Bandung: Teen Rosdakarya, 2003.
- Ruslan, Rosyadi, *Public Relations and Media Management* (Jakarta: Rajawali Pers, 2002
- Rochayat Harun and Sumarno AP, *Political Communication*, (Bandung: Mandar Maju, 2006
- Sartika, Diana Dewi. 2012. Political Recruitment of Women Legislative Members in the DPRD of South Sumatra Province, in *JIPSWARI* (Scientific Journal of the Unsri Center for Women's Studies), Volume III, No. 1 of 2012, ISSN 2087-8966
- Sumarno, APD *Dimensions of Political Communication*. (Citra Aditya Bakti, Bandung, 1989
- Susri Adeni & Machyudin Agung Harahap, Political communication and women's representation in the political arena, *Communication PERSPECTIVE Journal*, Communication Science Study Program and Master of Communication Science, Faculty of Social and Political Sciences, Muhammadiyah University, Jakarta
- Varma, SP, *Modern Political Theory*, (Jakarta: PT Raja Grafindo Persada, 1995
- Theresia Parwati, Kuspuji Istiningdiah, Women's Political Participation and Communication in the Legislature from the Eyes of Women Politicians in Indonesia. *Interaction: Journal of Communication Studies* Vol. 9, no. 2, December 2020 pp.119 -129 ISSN 2310-6051 (Print), ISSN 2548-4907 (online) Journal homepage <https://ejournal.undip.ac.id/index.php/interaksi>
- Toni Andrianus Pito, et al, *Getting to Know Political Theories* (Bandung: Nuansa Publishers, 2009
- Umaruddin Masdar, et al, *Sharpening Public Instincts to Understand Political Reasoning*, (Yogyakarta: LKIS, 1999.
- Pace R, Wayne and Don F. Faules, *Organizational Communication*, (Bandung: Teen Rosdakarya, 2002
- Peter Schroder, *Political Strategy* (Jakarta: Friedrich Noumann Shiftung, 2004
- Wasistiono, *Improving the Performance of People's Representative Legislative Members (DPRD)*. (Bandung : Pokusmedia : 2009.
- Zainal Abidin Ahmad, *A Fairly Prosperous Country According to Ibnu Sina*, (Jakarta: Bulan Bintang Publishers, 1970
- Zulkarimein Nasution, *Political Communication An Introduction*, (Jakarta: Ghalia Indonesia, 1990