

**THE CAMPAIGN STRATEGY OF WOMEN CANDIDATES IN THE HOUSE OF  
REPRESENTATIVE OF MALANG CITY IN THE 2019 GENERAL ELECTION**

**By Erlin Iriani**  
SEKOLAH TINGGI ILMU EKONOMI GEMPOL, PASURUAN  
erlin\_iriani@yahoo.com

**Abstract**

It is known that there are some difficulties in recruiting women in politics. The General Election Regulation requires each political party to reach the minimum number of candidates, as many as 30% in the DPR are women. Difficulties in placing women cause several cases, such as culture, funding, and lack of political education in women. However, some women who can join as candidates must have a campaign strategy to get votes from citizens. There are a number of women candidates campaign strategies that can be explained in this study. There were 6 respondents in this study, women candidates from the political parties GERINDRA, DEMOKRAT, PAN, HANURA, PERINDO, and PDI Perjuangan. Striving hard, being smart, having lots of social relationships with several organizations, having money for political costs are basic strategies to get a lot of votes.

**Keywords: campaign strategy, women candidates, political parties.**

**I. INTRODUCTION**

Since the application of getting minimum number as much as 30% for members of women in DPR (House of Representative), it is very hard to fulfill the minimum number limit. The reasons are ( PUSKAPOL, 111): First of all, it is about the culture. Most regions in Indonesia adhere to and apply patriarchy, the social life is controlled by men. It makes women have some difficulties to actualize themselves. Most political affairs are controlled by men, therefore women are rarely interested in politics. If there are some women interested in politics, they are difficult to achieve top rankings in the appointment of party structural positions, because men think that women have less political knowledge. Most positions of leaders in political parties are occupied by men. The situation had an impact on the recruitment of women to become candidates for DPR. To be a candidate of DPR's / DPRD's member someone must have enough money to fund all of his or her political activities. Therefore there are not many women who are interested in becoming candidates for the DPRD. Many women depend on men (husbands or fathers) to have money.

Some women who join the party and become DPRD's candidates must have some strategies to win the vote. This study is about how female candidates run their campaigns during the 2019 election. How they build their campaign strategy to get votes from their constituents. This research took place in Malang city. The number of voters in Malang has changed several times, and below is the current data before the election.

Recapitulation Voters After The Corection  
General Election 2019

City : Malang  
Province : East Java

No	Vote Area	TPS	Male Voters	Female Voters	Total Voters
1	Blimbing Subdistrict	508	65.155	69.261	134.416
2	Kedungkandang Subdistrict	530	71.324	72.659	143.983
3	Klojen Subdistrict	297	37.759	40.429	78.188
4	Lowokwaru Subdistrict	466	59.295	61.972	121.267
5	Sukun Subdistrict	551	71.831	73.500	145.331
	Total	2.352	305.364	317.821	623.185

Source: KPU Malang city.

The total amount of DPRD's members are 45 persons/seats. Those member spread to 5 vote area/ subdistrict. Those are: Blimbing subdistrict 10 DPRD's members, Kedungkandang subdistrict 10 DPRD's members, Klojen subdistrict 6 DPRD's members, Lowokwaru subdistrict 9 DPRD's members, and Sukun subdistricts 10 DPRD's members.

## **II. PREVIOUS RESEARCH**

PUSKAPOL (FISIP UI : Center for Political Studies); The UI center for political studies found that the barriers of women who want to come to politics are: cultural barriers, barriers to management of political parties, barriers to knowledge or out of capacity and women lacking self-confidence, and barriers in the form of funds for political costs.

## **III. STRATEGY AND CAMPAIGN**

Strategy is a particular plan for winning success in a particular activity (Procter, 1101). So the women candidates must have particular plans to get as many voters as possible. The number of votes must be equivalent with the number of the amount of votes to get a chair in DPRD. And every subdistrict does not have the same amount of votes, depend on the number of voters in each subdistrict.

According to David, strategy is a medium to reach the goals (David,18). Women candidates must have a medium to make the voters known who they are. The women candidates must have a program to socialize themselves among the voters.

As explained by Procter, campaign is a connected set of actions intended to obtain a particular result in politics or business (Procter, 145).

## **IV. SAMPLE**

This study took 6 respondents from 6 political parties consisting of GERINDRA, DEMOKRAT, PAN, HANURA, PERINDO and PDI Perjuangan. The author has taken sufficient samples randomly, or random sampling of convenient, as needed.

## **V. INTERVIEW METHOD**

This study follows the interview research methodology. The researcher collected primary data through in-depth interviews with respondents.

## **VI. DISCUSSION**

Below are the six respondents :

Political party : GERINDRA  
Name : Nurul Faridawati  
Social Media : Instagram : nurulfaridawati

She joined the GERINDRA party since 2008 because her husband is a GERINDRA cadre. Even though she hasn't received a political training program, she learned a lot about politics from her husband.

Campaign Strategy: She run a door-to-door campaign by sharing her program with constituents. She made a team to help her socialize her voice number. All of her family supported her, and they became part of her campaign team.

Nurul is active in several social organizations, such as PKK and Rците Koranic Club.

The Campaign Strategy Of Women Candidates In The House Of Representative Of  
Malang City In The 2019 General Election

Political party : DEMOKRAT  
Name : Dra. Fransiska Rahayu Budiwiarti  
Social Media : Instagram : fransiska\_leksono  
Occupation now : a DPRD's member for 2018 – 2019 periode, she is getting a PAW (change a DPRD's member with a second hight vote cadre because of some reasons). She is an incumbent of DPRD Malang city's member. Join the DEMOKRAT party since the year of 2008.

Campaign Strategy : She run a campaign by sending mission letters / brochures from her programs to constituents. She went door to door to socialize herself to constituents. She has a team to help her run the campaign. She also asked her team to run a campaign to constituents door to door too. She collaborated with candidates for the Provincial DPRD and the Republic of Indonesia Parliament. So she shared the political costs with her colleagues from the candidates for the provincial DPRD and the DPR RI. Her family has funded her for all her political costs.

She was interested in joining a political party because she had relatives who also joined a political party. They influenced her quite a lot about the world of politics, and so did her husband.

Fransiska is active in some social organizations, such as KPPI, PKK, and FKPPI.

Polical party : PAN  
Name : Yuning Kartikasari  
Social Media : Instagram : yuning\_kartikasari  
Join the PAN party : since the year of 2014

Campaign Strategy: She was using all of the social organization relations that she has participated in, namely: Malang Women Crisis Center (WCC), Malang Women Club for Leadership (KPUK), Integrity Cadre (Tangguh Cadre), Environmental Cadre , Malang Raya Volunteer (Volunteer Malang Raya), and (PKK),

Her family provided her political costs and she was also funded by several participants. She collaborated with the DPR RI candidates. So she can share political costs together. She run a door-to-door campaign to constituents, she is assisted by her team from friends of her social organization. She joined a political party because in 2014, PAN proposed her to be a candidate for DPRD's member. Her campaign tools are calendars, stickers and banners.

Awards she has got : 2017 the 21st nominates of inspiring women held by MAS FM radio Malang 2018 the winner of Muslimah inspiring women held by Malang Strudle.

Political party : HANURA  
Name : Siti Kosiyah, S.E  
Social Media : Instagram : siti.chosiyah  
Join the HANURA party since : 2015

Campaign Strategy : She run the campaign by door to door visit to her constituents. She is supported by GeRaBah (lower class citizen movement) organization as her team campaign. The 2019 general election is the second times she becomes a

DPRD's candidate, before she joined in HANURA party, she was a member and the DPRD's candidate from PAN political party at 2014 general election. Her tools campaign are: sticker and banner.

She is an activist in some social organizations, those are KPPI, KopPI, and Aisiyah.

Political party : PERINDO

Name : Laily Fitriyah Liza Min Nelly

Social Media : Instagram : Nelly Yahya.

Join the PERINDO mass organization since : 2012 and then PERINDO changed to be a political party at 2015.

She is interested in politics because of her father was an activist at GOLKAR party. So since teenager she was familiar with politic environment.

Campaign Strategy: She has a team to help her run the campaign by door to door visit to her constituents. Her family funded all her political cost. She also got same campaign tools from the party.

The 2019 general election is the second time she tried to be a DPRD's candidate, before she joined the PERINDO party, she was a DPRD's candidate from HANURA party at 2014.

She joined some social organizations, those are Sekar Mawar Club, and Koran Ricital Club

Political party : PDI Perjuangan

Name : Yusana Intiyaswati

Social Media : Instagram and Facebook : Rumah Aspirasi Yusana.

Occupation now : a DPRD's member for 2018 – 2019 periode, she is getting a PAW (change a DPRD's member with a second high vote cadre because of some reasons). She is an incumbent of DPRD Malang city's member.

Join the PDI Perjuangan party since : 1998

Campaign Strategy : She run the campaign by using the party structural organization PAC and Ranting (subdistrict structural organization party) she made a team from intern party and run the campaign by door to door visit to her constituents house. She is active in some social organizations such as PPK, Jamaah Tahlil, and other social communities.

The six respondents used the campaign strategy in the form of door-to-door visits to their constituents. They formed a team that worked to help them meet with the community. The six candidates have a hard life struggling. They work hard and ignore all obstacles. They campaign until midnight, even though sometimes bad weather happens all day, they never give up, they do work seriously.

All six candidates joined several social organizations, they were smart and active people and made several programs for their organizations. So they have a good relationship with the social organization they are joining.

Fransiska, Yuning, and Laily worked together with the top-level structure of their DPRD province and DPR RI, so that they could share campaign costs. All six candidates prepared sum of money for their campaign costs.

## **VII. CONCLUSION**

The campaign strategy carried out by the prospective female candidates was almost the same among them. Each candidate has a high fighting spirit to succeed and win. All of them are smart women because their daily activities are mostly related to the community by joining several social organizations, so they are familiar with the social problems that occur in society. They have money for political costs, so they are confident to become candidates for the DPRD for the 2019 general election. They all use social media as one of their campaign tools.

### References

- David,Fred R, 2012, Strategic Management, Jakarta : Salemba Empat
- Bovee,Courtland L, Thill,John V, 2013, *Komunikasi Bisnis*,Jakarta : Permata Puri Media
- Procter,Paul, 1984, Longman Dictionary of Contemporary English, Holland : Rotatie Boekendruk B.V.
- PUSKAPOL, 2009, *Studi Kasus Dan Pembelajaran Dari Partai Politik Di Indonesia*,Jakarta : FISIP UI
- Undang Undang No.7 Tahun 2017tentang Pemilihan Umum.*
- Zarmaili, 2013, Optimalisasi Fungsi Badan Kesatuan Bangsa dan Politik Provinsi Jambi : Jurnal Bina Praja, Jakarta.