



COMMUNITY PARTICIPATION IN SUPPORTING WOMEN ACHIEVING REGIONAL LEADERSHIP

PARTISIPASI MASYARAKAT DALAM Mendukung PEREMPUAN MENCAPAI KEPEMIMPINAN REGIONAL

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Abstract

Public participation is a hallmark of political modernization. There are two characters used to capture the informant's view of community participation, namely sociological and cultural conditions. Sociological conditions refer to the empirical and objective dimensions of the audience or community participation, which are all people belonging to the infrastructure and political superstructure—the purpose of this study: community participation in supporting women to achieve leadership. The method used in this research is a qualitative approach with case studies. The subjects of this study were three relatively prominent female regional heads, namely: female regional heads from dynastic typology, politician typology and bureaucratic typology. The three women regional heads are incumbent elements. The results of the women's research determine practical steps in realizing tolerance, identifying personal, mostly female regional heads who have a side of attractiveness and power which is carried out together, not to endure joint suffering but for mutual progress.

Keywords : Regional Leadership, Community Participation, Women.

Abstrak

Partisipasi publik merupakan ciri khas modernisasi politik. Terdapat dua karakter yang digunakan untuk menangkap pandangan informan tentang partisipasi masyarakat, yaitu kondisi sosiologis dan budaya. Kondisi sosiologis mengacu pada dimensi empiris dan objektif dari audiens atau partisipasi masyarakat, yaitu semua orang yang termasuk dalam infrastruktur dan suprastruktur politik—tujuan penelitian ini: partisipasi masyarakat dalam mendukung perempuan untuk mencapai kepemimpinan. Metode yang digunakan dalam penelitian ini adalah pendekatan kualitatif dengan studi kasus. Subjek penelitian ini adalah tiga kepala daerah perempuan yang relatif menonjol, yaitu: kepala daerah perempuan dari tipologi dinasti, tipologi politik, dan tipologi birokrasi. Ketiga kepala daerah perempuan tersebut merupakan elemen petahana. Hasil penelitian terhadap perempuan tersebut menentukan langkah-langkah praktis dalam mewujudkan toleransi, mengidentifikasi individu, terutama kepala daerah perempuan yang memiliki daya tarik dan kekuatan yang dijalankan bersama, bukan untuk menanggung penderitaan bersama tetapi untuk kemajuan bersama.

Kata Kunci : Kepemimpinan Regional, Partisipasi Masyarakat, Perempuan.



1. INTRODUCTION

A democratic country can characterize by the involvement of its people in planning and participation in politics where political participation in the state is an important aspect to pay attention to (Liando, 2016). Political participation by women is a form of public awareness of their role in a democracy. This political awareness reflected in Article 46 of Law No. 39 of 1999 on Human Rights. The article states that the general election system, parties, elections for members of the legislative body, and the system of appointments in the executive and judicial fields, must guarantee women's representation according to the specified conditions (Mukarom, 2008). Women's participation in politics still constrained by the lack of political education for women. The lack of women in regional leadership is due to the absence of political will from political parties to encourage female cadres in the leadership of regional heads. The Satunama Yogyakarta Foundation, based on the results of its research, states that half of the women who are existing regional heads have previously been deputy regional heads (53%) of all female candidates for regional heads who have a gender perspective. It also reinforces Perludem's findings which state that women elected regional heads dominated by incumbents, former legislators, bureaucrats and entrepreneurs. Provinces with the highest percentage of women are those on the island of Java, especially Central Java (Qomariyah, Kamil, & Sundari, 2016).

This study focuses on three women regional heads who represent women regional leaders from kinship typology (dynasty), women regional leaders from politician typology and women regional leaders from bureaucratic typology. The three women regional leaders are incumbents.

Women regional leaders from kinship typology (dynasty) are young women who are unique and are included in the incumbent category of political dynasties because they have family relationships with other officials. Second, women, regional leaders are from a typology of politicians, this woman is in the category of incumbents and from the typology of entrepreneurs who pioneered political path, namely the party. This young woman was previously incumbent as deputy regent for the 2010-2014 period. Third, women regional leaders from the bureaucratic typology served as the party promoted mayors. The most remarkable thing he did during his tenure as mayor was his courage to close down the most significant localization in Asia despite the many criticisms and threats that hit him. The formulation of the research problem is How is community participation in supporting women regional leaders in gaining regional leadership?

Literature Review

Political communication was born from various disciplines, especially political science and communication science. Political communication is a "purposeful communication about politics" which includes: First, all forms of communication carried out by politicians and other political actors intending to achieve specific goals. Second, political communication is directed by these actors to non-politicians, such as voters and newspaper columnists. Third, communication about these actors and their activities, as contained in the news, editorials and other forms of media regarding politics (McNair, 2014). Mainstream political communication is the study of the use of communication strategies to fulfil public knowledge, beliefs and political actions (Swanson & Nimmo, 1992).

Lord Windlesham in the book *What is Political Communication* said that "Political Communication is the deliberate passing of a political message by a sender to a receiver to make the receiver behave in a way that might not otherwise have done" (Anggraini et al., 2011). Besides, political communication formulated as political outcomes of social class (Zamroni, 2013). Meanwhile, according to Galdnoor said that political communication is a political infrastructure, which is a combination of various social interactions where information related to joint ventures and power relations enters circulation. Galdnoor's formulation is in line with the approach of Almond and Powell Yang Ying in the study of communication and political science which states that communication as a political function together with other functions (articulation, aggregation, socialization and recruitment) contained in the political system. Also, communication is a prerequisite for other functions (Zamroni, 2013).



According to Samuel P. Huntington and Joan M. Nelson, political participation is an action taken by citizens to act individually in influencing actions and decisions made by the government (Budiardjo, 2008).

Communicants or audiences in communication science are individuals or groups who receive the target of information or message. The party to which a message is delivered is called the receiver, or audience, or communicant. In a communication process cycle, it is common to find a message source (communicator), media, and audience (receiver). In the realm of politics, political audiences divided into three elements, each of which has a different mindset and interests. These three are:

1. General Public

The general public is all people of a country who usually do not have an interest in politics. However, they still participate in several political events such as elections for regional leaders and even heads of government. In another analogy, they are fields that are ready to be harvested after being implanted with the understanding or opinion of the political elite.

2. Public Observers

Observing publics are a handful of people who act as observers in the political world. These people sometimes take an active role in responding to public opinion expressed by political elites, in this case, political observers usually act in the form of suggestions, criticism and even criticism directed at the political elite.

3. Public Policy

Public policies are people who are involved in politics, and their interests vary. These people are used to conveying political messages aimed at the general public or society that aim to equalize perceptions of the goals and interests of the political elite.

The attentive public occupies a vital position in the opinion process. The importance of this position, according to Nimmo (1978), is based on the following facts:

- a. The attentive public is the primary audience (key audience) in political communication.
- b. The attentive public accompanies political leaders as carriers of political consensus

The attentive public forms a surrogate electorate or shadow selector in the period between election periods. Politicians usually perceive waves of opinion among the attentive public as a representation of what the general public believes, assesses and hopes (who lacks attention to politics during the period between two elections).

Public participation is a hallmark of modern politics. The use of the term political participation means the involvement of every ordinary citizen (not having the authority) in influencing the process of creating and implementing political decisions in the form of public policies (Agustino, 2009). Political participation is the activity of a person or group of people to actively participate in political life by electing the leadership of the state directly or indirectly, in influencing government policy and such as voting in general elections, attending general meetings, becoming a member of a party or interest group (Budiardjo, 2008). Meanwhile, Mc Closky stated that political participation is the voluntary activity of community members voluntarily taking part in the process of selecting direct or indirect leaders in the general policy-making process (Budiardjo, 2008).

There are two characteristics used to capture informants' views on community participation, namely sociological and cultural conditions such as research results (Mukarom, 2008). Sociological conditions refer to the empirical and objective dimensions of the audience or community participation, which are all people who belong to the infrastructure and political superstructure. The audience is the party that actively takes part in the electoral process. Another term audience in elections is called voters, followers, participants, constituents and supporters. In the context of elections, constituents are voters in their constituency or groups of members/supporters of certain party sympathies who agree on a particular platform. Kollat, Dalrymple and Pearson, Cui & Liu classify and clarify society with the assumption that every individual tends to interact and relate to people with various characteristics in common. Togetherness forms a community group that has relatively the same characteristics, traits,



conditions, psychology, interests, hopes, problems, and life goals compared to people outside the group (Firmanzah, 2008).

2. RESEARCH METHOD

The method used in this research is a case study. This method is an empirical inquiry that investigates phenomena in real-life contexts where the boundaries between the phenomenon and the context are not visible and where multiple sources of evidence are utilized (Yin, 2008). The data in this study used primary and secondary data sources and supported by data recording. Primary data obtained in this study were (1) notes on in-depth interviews, (2) voice recordings from in-depth interviews and (3) data on informants. Secondary data that have processed presented by the collector of primary data and other data.

The research location focused on three regions which rank first in the percentage of women regional heads. Besides, the three regions have the appropriate characteristics to be studied, namely consisting of 1) bureaucracy, incumbents, and dynasties, 2) still serving in the second period, 3) female regional heads. This research was started from February 2018 to January 2019 in the Java region.

3. RESULT AND DISCUSSION

Participants or society and can also be called constituents divided into nine categories which will explain: 1) Territorial; based on the territory of the three regions, these women regional leaders have different characteristics but have similarities as a developing city. The regional conditions for women politicians are urban and rural, agriculture and coastal areas. Meanwhile, women bureaucrats have an area that divided into urban, rural, agricultural, industrial and coastal areas. In contrast, dynastic women consist of urban and rural areas, surrounded by almost 90% agricultural land and housing development, 2) Religious; this category includes santri, Kiai, pesantren, ulama, jawara, church association, recitation. The three research areas cover these categories. Political women and dynastic women have the same similarities, namely as Jawara village, because they are in the same province, namely West Java. Meanwhile, women bureaucrats are mostly ulama, santri and pesantren. 3) ideological; The characteristics of the participants or the community in these three areas are nadliyin and Jawara, nationalists (people's party, santri). 4) cultural, culturally related to the existing culture in the three areas; Sundanese, Banten, Javanese, Chinese, Arek culture and Madurese culture. 5) historically, the category of community characteristics originating from the area of origin of regional leaders. Women leaders from dynastic typology and women leaders from political typology both came from Bandung, West Java, while women leaders from bureaucratic typology came from East Java. All three are immigrants as elected female regional leaders because they are not native to the area. 6) gender, the three female regional leaders are very concerned about paying attention to women's interests (Wahid, 2014). They are actively involved in various agendas carried out by women's groups in community organizations, PKK, NGOs and communities.

The regional conditions for women politicians are urban and rural, agriculture and coastal areas. While women bureaucrats have an area that divided into urban, rural,

The struggles of the three women regional leaders in supporting the women's program budget in every government activity get top priority. It is because they are also women, so the sensitivity and concern of the three women leaders in the area. 7) age, age characteristics based on groups of children, young, adult and old. 8). Workers, the characteristics of workers referred to in the three areas consist of employees, farmers, labourers, teachers, fishers, manual workers. The last category is the category of institutions consisting of community organizations (Muhammadiyah and Nadlatun Ulama), NGOs, women's groups, farmers and fishers groups, workers' groups. The entire category can describe in a model like the one below:



Figure 1 Model Category participant/community

Participants who were grouped based on geography seen in the territorial participant category. In contrast, the segmentation based on demographics was seen in age and gender, while the psychographic segmentation sees in religious, ideological, institutional, worker and historical.

Female Leaders of Dynastic Typology

The indigenous people consist of Sundanese, Betawi and Javanese as well as Chinese with their cultural diversity. Traditional legitimacy and ideological legitimacy provide political support for the recognition of local elites to make them leaders. Max Weber's theory describes three sources of power, namely, firstly legislation in the form of authority, secondly violence with control of weapons, and third charisma. Charisma has a very significant impact on his leadership. The culture of the community provides economic benefits, namely profit and loss, both individually and in groups.

Women in this dynasty have the type of leader of "solidarity makers" (2017), namely leaders who considered to have the power to connect emotionally with society through their charismatic assets. The characteristics of this leader, usually in the people of the expansion area, have a religious character that represents the role of ulama, umaro and jawara.

"The character of the audience or constituents will be different to make choices in the regional elections or general elections. There are three types of voters (audience/constituents), namely; First: rational voters, namely those who exercise their voting rights based on the performance, vision and mission of the candidate and the work program that carried out. Second: psychological voters, namely those who choose candidates based solely on physical appearance, so that candidates do not emphasize technical aspects such as experience or performance, even the work program offered is not a reference. Third, sociological voters, namely those who choose candidates based on aspects of their character similarity, such as similarity in religion, region of origin or because of similarities in aspects of view. Understanding the characteristics of voters is very important to determine the right way to the campaign so that it is easier to attract hearts and candidates can determine the attitude to be polite and integrate. A candidate for leadership must have an overview of the political communication strategy because all policies made can be understood by the public or the public so that they automatically get the support of the majority of the public or constituents. The more effective political communication carried out by the leader, the more influential the application of the policies he makes. It has resulted in a good democratic attitude between the leader and his constituents. Where democracy is a two-way communication process carried out by the people to convey and voice their interests and concerns for a policy, it is also done by leaders and sometimes transforming policies at every level of government", Dynasty woman (interview 2018).



Since taking office as a regional leader for the period 2010, he has always done five things that made him the incumbent re-elected in the 2015 regional elections as a regional leader based on the interviews he conducted;

"A leader must have a grand design for political communication so that all policies he makes can understand by the public and automatically gain the support of the majority of the public. The more 2) effective political communication of prospective leaders, the more effective the application of policies they make. It is where the significance of 3) the role of the political communication team is at stake. Political communication can optimize by using; 4) political public relations strategy because the objectives of democracy and the objectives of public relations are in line. The success of a government is determined by how to build responsive relationships with all. 5) constituents, which are based on two-way communication and mutual understanding. Democracy is a two-way process in which people have various opportunities to communicate their interests and concerns for a program or policy subject to be able to influence and sometimes even transform policies at every level of government," dynastic women (2018).

About constituents, dynastic women consider constituents or voters to have different characteristics, both from a democratic and socio-economic perspective. This uniqueness creates a challenge for leaders to overcome it, as expressed by dynastic women;

"... Everyone has different reasons for making choices in regional leader elections (Pilkada) or general elections. Some base on appearance, the similarity in character, to the vision and mission of the work program. The three types of voters based on their preferences. After that second, there are psychological voters based on their behaviour. They do not worry too much about technical matters such as experience or the programs offered. The third is sociological voters or those who prioritize similarity in character to their candidates. The encompassing factors are the similarity of religion, area of origin, and views. These characteristics are important for determining what kind of campaign can appeal to their day. A leader needs to be polite and have integrity, regarding the mastery of urban issues and problems, which can quickly learn".

Female Politician Typology Regional Leader

The inhabitants of this area are generally Sundanese and use the Sundanese language. In the north, the district uses the Betawi language, while in the west it uses the Cirebon or Indramayu dialect. Several other sub-districts use crude Sundanese such as 'aing '(kuring / servant),' nyaneh (standard Sundanese maneh / anjeun), nyanehna (manehna / anjeunna), nyaranehna (maranehna / aranjeunna), manyaho (nyaho / bright), in the south using standard Sundanese. The majority of the population has various livelihoods, but the majority of the population is farmers or plowers. Interview with VM Informants

"Agriculture is very far from the centre of Sundanese culture in the Banten region. It is considered a ronggeng of the working class. Moreover, this area has no irrigation, the life of Jawara, likes women and gambling, like Indramayu. Well, the Sundanese culture of Jawara, namely winning, degungan, jaipongan, wayang golek, is much stronger and more respected than the pesantren. The people of this area considered to be class 2 society. This area transformed into a big after irrigation. Unlike Serang and Banten, their rice fields have been extensive since the days of the kingdom and became landlords. Jawara's life was just cool after he had repented of going to Hajj. Going for the pilgrimage changed the behaviour of at least not dressed, same as Banten. Hajj is a way of repentance. This local community is happy with the mystical," said VM (2018).

Based on characteristics constituents or people who like jaipongan or saweran, every face-to-face event between as a leader and his constituents, there is always a single organ that will fill the entertainment. Every observation by researchers Patent event or the visit of this woman politician, the community is always asked to sing. Always warmly welcomed and never refuse invitations or invitations to sing while "saweran" money to people who can follow the movements, both songs and dances. The saweran culture (Mukarom, 2008) is a culture that exists in society and still survives. Women politicians give the money-saving culture to constituents to communicate with their masses.



Women Leaders of Bureaucratic Typology

The community in this area of women bureaucrats comes from various regions both from the archipelago and abroad. Cultural diversity does not prevent them from carrying out their daily activities so that a plural yet harmonious culture formed. This cultural background formed from plural and egalitarian character. It gives rise to phenomena that are social, egalitarian and frank. This attitude built positive so that it an effect on being courageous to give criticism and being ready to accept criticism. People do not know the term "basa basi" so often the regional dialect is considered the crudest Javanese language.

The characteristics of an egalitarian and open society have become the distinctive features of a city which is known for its nickname rek (distinctive call). The nicknames of cak (male) and Ning (female) are a characteristic of the community which has preserved through the selection of Cak & Ning as well as finalists for tourism ambassadors and icons of the city's young generation. Every year, the Cak Durasin (FCD) festival is held, which is an art festival to preserve the culture of East Java, held at Cak Durasim Building. Besides that, there is an Arts Festival (FSS) once a year at the youth hall.

The three female regional leaders made various approaches through their success team and political consultant team to various elements of society consisting of various groups. The approach carried out through dialogue with community leaders, religious leaders (Sartika et al., 2016), cultural leaders, communities to recitation groups, PKK and other working groups. The success team of each regional leader formed a network in the community and a team of volunteers. The second approach is carried out by women regional leaders through open offices both during the campaign and after the campaign to provide space for communication to meet directly between leaders and the community. Dynastic women have conducted an open office since their leadership in the first period every Wednesday from morning to noon and changed the day in the second period, which is every Friday morning until before Friday prayer.

Meanwhile, women politicians conduct an open office during regular recitation sessions held by the government in each district every Thursday night from 19.00 - 21.30 followed by a house renovation program (rotilahu) for the less fortunate with funds from the local government. Usually and his staff will stay at the house that will demolish the next day. This activity continued with patent fame in the sub-district by presenting the relevant SKPD to listen to public complaints. Women bureaucrats do not do open offices like dynastic women and politicians but have their uniqueness, namely blusukan directly into society without being planned. Women always wake up early morning usually exist in community. Such as helping with choked traffic, cleaning the roads and others. The pros and cons of the activities they undertake but are considered winds of the day. Keep continuing the habit with blusukan. For the ordinary people what their leaders are proud of and they say that is how leaders should be, but for educated people, what this woman bureaucrat leader does is only an image and does not solve more significant and more concrete problems such as overcoming unemployment, the poverty rate is still high.

Various approaches are carried out in addition to the open office (face to face) (Sartika et al., 2016) which is a religious approach such as conducting a grand recitation even to a village-level recitation where the majority of participants are women. Women candidates for regional leaders try to always be present at the recitation event. The figure of a female regional leader candidate uses this process to approach emotionally with fellow women, several recitations attended by women leaders of dynastic typologies and politicians are carried out regularly and are well scheduled and have the same goal, namely to open up and be more familiar with women.

The knot can draw from the subject of voters or constituents aimed by women regional leaders, namely women and families and more approach strategies through the women's community (Izdiha, 2017). The demand for gender equality is a myth that is well-developed among women as part of the dream world—developed into tendencies and expressions of women. This expression later turned into a universal language of women's politics (Parwito, 2008). Political women from all walks of life can



act on behalf of themselves on the political stage in the name of gender equality. At this level, it is as if every political woman has the same political attitude in public.

The political communication strategy of women then meets ego in individual spheres. The direction of women's political communication based on primordialism leads to collectivism among female candidates for regional leaders. Wolf (1997) calls the spirit of collectivism power feminism (Wahid, 2012). Women determine practical steps in realizing tolerance, identifying themselves with each other, primarily through women who have a side of pleasure and strength which is held together, not to endure joint suffering but to progress together. The development of this issue created a baying community with the name "gender mania" (Nugroho, 2011). Women's organizations have an essential role in conducting women's political accommodation. the success team and consultants are essential in conducting campaigns for the success of achieving regional leadership in the next period.

4. CONCLUSION

Community participation of women regional leaders as political communicators through various approaches; the success team, the political consultancy team, elements of society consisting of various groups. The first approach carried out through dialogue with community leaders, religious leaders, cultural figures, communities to recitation groups, pkk and other working groups. The success team of each regional leader formed a network in the community and a team of volunteers. The second approach was carried out by women regional leaders through open offices both during the campaign and after the campaign to provide space for communication to meet directly between leaders and the community.

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