

Indonesia Raya Movement Party Political Strategy to Fulfill Women's Representative in Regional People's Representative Council Pontianak City Ahead of The 2024 Elections

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Abstract

This paper aims to analyze the Political Strategy of the Great Indonesia Movement Party (Gerinda) to Fulfill Women's Representation in the Pontianak City Provincial Legislatures Council Ahead of the 2024 Election. in the Pontianak City Regional People's Legislative Council ahead of the 2024 general elections. In this study the approach used was a qualitative approach, qualitative research, namely research used to examine the conditions of natural objects, where the researcher is the key instrument. The results of the research are as follows: Increasing the quota for women's representation in the political sphere is a form of affirmative policy implementation. steps to accelerate the government in realizing gender equality. To achieve this goal, collaboration between the government, political parties, voters and women candidates is required. Stages of preparing a slick participation strategy from political parties, so that the quota for women's representation will increase. Women have the same rights as men to participate in various aspects of life. Related to politics that takes care of the lives of many people, including women themselves. Adequate representation of women in the legislature will be urgently needed. This can be seen in the legislative conditions in the past where women's representation was minimal so that women's interests were neglected. It is hoped that the 30 percent quota for women's representation will provide opportunities for women to be more involved, especially in the political sphere. Keywords: Political strategy,

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INTRODUCTION

Women are noble figures. Women have a very important role in various roles in life, such as housewives and career women in various fields of work. Women are created with many advantages and disadvantages. Not only being a housewife and as a mother to raise their children, women also have a role as a leader in the community, the leader of a woman is not something that cannot be done now, now people have an awareness of equality and obligations for Woman and man.

Society's view of women in ancient times was only synonymous with the three cycles of life functions, namely wells, mattresses and kitchens. The well represents a woman's work to wash, while the kitchen represents a woman's work to provide food for the family, and the mattress represents a woman's work to serve her husband. Over time, this conventional view has gradually been eroded by developments that are more modern and view women universally which can provide opportunities for women regarding their attitudes and roles to work outside the home by filling various roles outside their family life.

Today many women work outside the home. They fill important positions such as director, manager, supervisor, and many more. From year to year there has been a career development for women. Along with the times, women are now more advanced, who previously only worked in the education, health and administration sectors. Currently, there are many women who take part in the realm of business alias become entrepreneurs. With the progress of women's roles and positions today, the position of women to become a leader is not an impossible thing.

Speaking of women, Indonesia was once led by a female President, namely Megawati Soekarno Putri who was also the first woman in the Republic of Indonesia to serve as President. Women's progress in politics became wider when women were allowed in parliament, which reached 30 percent, then the emergence of Ratu Atut as a female governor and several members of the Regional Representative Council in Indonesia Women and politics is an interesting discourse to discuss.

This is due to the fact, when politics is placed in the public domain, the definitions,

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concepts, and values contained therein always place women in a marginalized position in the decision-making process. Women face big challenges in reaching political office, not only because of obstacles that come from themselves, but also because there are structural obstacles that are created by the developing value system in society, including state policies that pay little attention to gender equality.

This phenomenon reinforces the fact that the system of power is built on the basis of gender differences between men and women. In that view, men often see women as second-class creatures who must obey their orders. This view is based on the concept of nature which states that there are naturally biological differences between men and women. Men are stated to have a strong physical and rational ability that is better than women. This concept also places a view that cultural factors cause a division of labor between men and women (division of labour) where culture will interact with biological factors and become institutionalized, which forms what is called a patriarchal culture.

Especially with regard to politics that takes care of the lives of many people, including the women themselves. Adequate representation of women in the legislature will be urgently needed. This can be seen in the legislative conditions in the past where women's representation was minimal, resulting in the neglect of women's interests. It is hoped that the quota of 30 percent for women's representation will provide opportunities for women to be more involved, especially in the political sphere.

Table 1

The Number of Women in the Indonesian Parliament in the 1999-2019 Election

Election	Total Members Regional Representative Council RI	Number of Women	Percentage
1999	500	46	9.00
2004	550	61	11.08
2009	560	99	18.25
2014	560	97	17,32
2019	560	99	18.25

Source : General Election Commissions, 2019



Based on the table above, in the 1999 election there was no affirmative policy regarding the nomination of 30 percent female candidates. Ahead of the 2004 elections, a new women's movement emerged which pushed for affirmative policies in nominating women as members of the legislature through the revision of the Election Law. It is clear that in the 1999-2009 elections there was an increase in women legislators in the Regional Representative Council Republic of Indonesia. This is because the quota has been running which requires political parties to nominate female candidates as much as 30 percent which has quite a positive impact. However, in the following year, namely 2014, there was a decrease from the 2009-2014 period of 18.25 percent to 17.32 percent in the 2014-2019 period. The lack of representation of women is basically driven by systematic or deliberate efforts from various parties (General Election Commissions, 2019).

In addition, according to Syafiq Hasyim, women's problems and politics in Indonesia are caused by four issues, including: First, women's political representation is still low in the public sphere. Second, the commitment of political parties is not gender sensitive, so they do not provide adequate access to women's interests. Third, the obstacles contained in cultural values and gender biased interpretations of religious teachings. Fourth, the interest and desire of women to get involved in politics is low. Political party administrators place women in a certain order so that the possibility of women legislative candidates to win is very small, the lack of women to take part in politics, both in quantity and quality is one of the possible factors causing women's representation to sit in the legislature to decrease. The lack of representation of women is a long-standing phenomenon in Indonesia.

There is a quota for women as contained in Law no. 12 of 2003 concerning General Elections requires political parties to have a minimum of 30 percent female members who will later represent their party, because of this quota pressure, parties have started flocking to recruit women as a condition for participating in a democratic event, namely elections. The following is a table showing the number of female legislators based on political parties in the Regional Representative Council Republic of Indonesia



Table 2
Number of Elected Regional Representative Council Republic of Indonesia
Members from various parties

Political parties	2014-2019		2019-2024	
	Man	Woman	Man	Woman
Nasdem	0	0	31	4
PKB	21	7	37	10
PKS	54	3	39	1
PDIP	77	17	88	21
Golkar	88	18	75	16
Gerindra	22	4	62	11
Democrats	113	35	48	13
PAN	39	7	40	9
PPP	33	5	29	10
Hanura	14	3	14	2
Total	461	99	463	97

Source: General Election Commissions, 2023

Based on the table above, there are 99 female legislative members in the Regional Representative Council RI in 2014-2019 out of a total of 560 elected legislative members. However, there was a decrease in the following year, namely 2019-2024, with a total of 97 women legislative members elected. In this case, the representation of women in the Regional Representative Council

Republic of Indonesia was mostly occupied by the Indonesian Democratic Party of Struggle with 38 women legislators and the Great Indonesia Movement Party got 15 women legislators during the two periods. Meanwhile, the representation of women for at least two periods came from the Prosperous Justice Party which got 4 people. Thus, these major parties have shown their existence by representing women's representation of as much as 30 percent. At the national level, it is clear that the activities of major parties such as the Prosperous Justice Party are still idols for the Indonesian people (General Election Commissions, 2023).

Next, the results of the author's field research were obtained, Katherine Angela Oendoen



period I (2014-2019) served on Commission VII Regional Representative Council Republic of Indonesia, Period II (2019-present) is still serving on Commission VII Regional Representative Council Republic of Indonesia. Prior to entering politics, Katherine Oendoen was a private insurance professional and served as Finance Director of PT. Global Pacific Energy in the import-export industry. The minimum representation of women to sit in the legislature is due to the fact that the 30 percent quota has not been implemented optimally by political parties. So that many political parties have not fulfilled the 30 percent quota as mandated in Law no. 12 of 2003 concerning General Elections. The representation of women is part of the Law on General Elections. Political parties have not implemented the 30 percent quota to its full potential due to constraints that hinder women from cultural values and socio-political structures that do not fully support women's involvement in political affairs. The following is a table showing the number of West Kalimantan Provincial Legislatives Council members by gender in 2019-2024. The previous election was the initial period for the Pontianak City Greater Indonesia Movement Party. Some of the selected Gerindra party cadres include Gerindra H. Ishak Ali Al Muthahar, S.Sos., M.Sc, Yuliana, A.Md, Aleksander, S.Ag, Ir. H. Suryansyah, MMA, Cok Hendri Ramapon, S.Sos, Gregorius Herkulanus Bala Heronimus. This is a breakthrough from the Great Indonesia Movement party even though this party is relatively new to participating in elections but has shown its identity but still has not been able to meet the 30 percent quota for women's representation in the previous election so. The 2014 election is the second period, reflecting on the previous year there was an increase in the number of members of the Pontianak City Provincial Legislatives Council.

Table 3

Data on West Kalimantan Provincial Legislatives Council Members 2019-2024

NO	PROVINCE / DISTRICT / CITY	MAN		WOMAN		Total
		Amount	%	Amount	%	
1	West Kalimantan Province	52	80%	13	20%	65
2	Sambas District	39	86.67%	6	13.3%	45
3	Bangkayang Regency	24	80.00%	6	20.00%	30



4	Hedgehog District	30	85.71%	5	14.29%	35
5	Mempawa District	32	91.43%	3	8.57%	35
6	Sanggau District	33	82.50%	7	17.50%	40
7	Regency of Ketapang	43	95.56%	2	4.44%	45
8	Sintang District	35	87.50%	5	12.50%	40
9	Kapuas Hulu District	28	93.33%	2	6.67%	30
10	Sekadau District	29	96.67%	1	3.33%	30
11	Melawi Regency	26	86.67%	4	13.33%	30
12	North Kayong District	25	100.00%	0	0.00%	25
13	Kubu Raya Regency	36	80.00%	9	20.00%	45
14	Pontianak City	39	86.67%	6	13.33%	45
15	Singapore City	23	76.67%	7	23.33%	30

Source: General Election Commissions West Kalimantan, 2023

METHOD

In this study the approach used was a qualitative approach, qualitative research, namely research used to examine the conditions of natural objects, where the researcher is the key instrument (Sugiyono, 2015). Whereas qualitative research according to Mappiare (2009), the purpose of exploration, is termed by Koentjaraningrat as research that is "exploring". Exploration is carried out to find out a phenomenon that appears which will later be studied further.

The purpose of the description is an attempt to describe, describe, or describe the state of the phenomenon that has been and is ongoing. To obtain in-depth, detailed, intensive and naturalistic information on research subjects, the type of research used in this study is a qualitative approach, Hanurawan (2012) case study research is research that uses a variety of methods and various data sources. This means that in case study research, the methodological approach (data collection tools) is eclectic (the use of data collection tools that assist research objectives).



DISCUSSION AND DISCUSSION

Representation of Women in Indonesian Politics

The representation of women is an important thing in the world of politics. With the representation of women, the balance between women's and men's political rights is balanced. With the existence of laws that regulate the representation of women both at the management level of political parties and at the time of candidacy for the legislature, it is hoped that it will be able to increase women's participation in politics. Another reason for making a regulation which states that at least 30% of women's representation is by looking at the phenomenon in society, especially women who are still unable to represent women's rights in decision-making with a gender perspective.

In the 2019 legislative elections, there were 16 (sixteen) political parties participating in this political contest. Of the 16 (sixteen) parties, not all of them were able to gain votes to be able to sit in the legislature. There are only 10 (ten) political parties that can get the most votes so that their legislatures can sit in parliament seats. From the ten parties, 11 (eleven) women Provincial Legislatives Council members had different party backgrounds from the ten parties that won the election.

The Great Indonesia Movement Party's political strategy in fulfilling women's representation

It is necessary to see how the strategies used by the ten political parties in their achievements have encouraged women's participation in this legislative nomination. Therefore, researchers try to analyze the achievement process by using political strategy theory proposed by Peter Schroder (2009), where there are 5 (five) theories, namely: Situation Analysis, Strategy Control, Strategy Formulation, Strategy Implementation, and Strategy Evaluation.

First, conduct a situation analysis, based on the information conveyed by the management of the Gerindra political party and women Provincial Legislatives Council members that the existence of women's representation contained in the political party and election laws is considered very good in making these regulations a reference in the political steps that are to be taken by Woman. By looking at the political party's statement that there are regulations from the state or government, the Gerindra Party in this case strongly supports this step. Due to the current situation where not all women are able and willing to engage in politics, this regulation will create a boost for their political parties.



Ahead of the 2024 election, the Gerindra Party Defense Plant Corporation certainly sees an opportunity for a 30 percent quota for women's representation in the legislature. The Defense Plant Corporation has conducted an in-depth analysis of the situation leading up to the 2024 elections regarding women's representation and has taken concrete steps to ensure increased representation of women in the political process. The results of the analysis show that there is potential for increasing women's participation in this political process. As well as having identified various inhibiting factors and opportunities to increase women's representation, including awareness raising, political training, and inclusive campaigns. The Defense Plant Corporation is committed to taking strategic steps to encourage and ensure greater involvement of women in the upcoming elections, in order to achieve a more balanced and inclusive representation on the political stage.

An in-depth analysis of the gender equality situation in Pontianak City ahead of the 2024 elections illustrates the genuine spirit of struggle to achieve better gender inclusion in the democratic process. Like the spirit of the struggle for 'Unity in Diversity', seeing diversity as wealth, and in this case, the active involvement of women on the political stage is not just a discourse, but also a necessity to build a more civilized and just society.

In accordance with the spirit of 'Gotong Royong', this analysis emphasizes that gender equality is a shared responsibility to strive for. It must be acknowledged that there are still great challenges, but with the spirit of 'Pancasila', we are committed to realizing the rights of women and men equally in participating in political life. The spirit of 'Hard Work Is Our Energy' encourages women to be involved in political training that equips them with the necessary skills and knowledge so that their voice is heard more broadly in the political arena.

In this analysis, the spirit of 'Fair and Civilized' encourages concrete steps to create a political environment that is not only inclusive but also respects gender differences. Defense Plant Corporation has the determination to 'Protect the Entire Nation and the Entire Bloodshed of Indonesia' by ensuring that the rights of women and men are respected and protected. The spirit of 'Land of Water and Spilled My Blood' encourages us to unite in creating positive and sustainable changes.

As well as believing that with these fighting spirits, the Defense Plant Corporation can and must play an active role in overcoming gender imbalances in politics. Through strategic steps and strong collaboration with various parties, it is hoped that Pontianak City can become an inspiring example in realizing true gender equality in the political arena ahead of the 2024 elections.



The Great Indonesia Movement Party is one of the parties that has large supporters in Indonesia. The commitment of the Great Indonesia Movement Party in having women's representation in the central and local Provincial Legislatures Council and Regional Representative Council in various provinces in Indonesia, especially in Pontianak City. Various strategies were formed by party managers with various stages, among others.

Second, carry out strategic control which is an act of control that has been made by political parties. Control of this strategy is carried out in an effort to determine a performance and take action that can support the achievement of the expected results so that it is in accordance with the predetermined performance, in which case this control is to ensure that all strategies created and carried out are carried out according to what has been planned.

Third, the formulation of the strategy is a formulation which raises issues related to the strategy being discussed and in this case the formulation of the strategy must also be well formulated so that what is contained in the argument can be properly realized so that the success of the strategy will be achieved.

Every female legislative candidate has to go through several stages before becoming a candidate to be carried by the Gerindra party. the recruitment of party members consists of the first being party sympathizers, and after becoming party sympathizers then starting by providing party doctrines, ideological understanding especially about Pancasila in what is called a party school. Then at the school level the party is classified into 3 (three) levels namely pratama, middle and main.

Then only after they run the party school can they be said to be party cadres. Only after they become party cadres can they be seen based on their potential from all the fields needed to become one of the conditions in the candidacy. It is these female cadres who have already gone through the cadre level which will later be selected and choose positions both in the legislature, executive and in society. Apart from the results of this recruitment, the strategy adopted is to utilize a forum formed by the Gerindra party from the central level where the name of Great Indonesia Women whose number has reached thousands is only in the Defense Plant Corporation of Pontianak City alone, so to fulfill this is sufficient.

Fourth, strategy implementation is an implementation of the strategy carried out by political parties where this application is related to the system of achieving women's representation in the 2019 period legislative elections. discussed with existing cadres and management. Based on the information conveyed by political party informants and Regional



Representative Council members related to strategy implementation, the authors can conclude that the implementation of the strategy carried out by the Gerindra Party Defense Plant Corporation Pontianak City is the basis for

formulating the strategy that has been made such as relying on its female platform, taking a general approach as well as personally with organizations, communities and also with associations that will indeed become their base in their constituency, namely, 1). Programs from (Central Leadership Council) of the Gerindra Party that support women candidates (legislative candidates) in the Gerindra Defense Plant Corporation (Branch Leadership Council) can include various initiatives to increase women's representation and participation in politics. The programs are: 1) Information Point, this program can be designed to provide guidance, guidance, and support for women candidates in various aspects of political campaigning and participation. This includes providing in-depth explanations of party platforms, campaign strategies, effective communication with voters, and debate skills. This program aims to provide women candidates with the necessary tools and knowledge to compete effectively in elections. The benefit of this program is to empower women candidates with specific knowledge and campaign skills that enable them to speak and interact with voters more confidently and effectively. 2). The training program can be focused on developing leadership skills, campaign management, public communication, and negotiation for women candidates. This could include training in areas such as speech writing, campaign team management, use of social media and public speaking skills. The benefit of this program is that it provides women candidates with practical training that can help them become more effective leaders and overcome challenges they may face in campaigning and politics.

Both of these programs aim to empower women candidates, imparting the knowledge and skills necessary to succeed in the political process. Such programs are important to ensure that women candidates have equal opportunities to participate in politics and gain the support they need to succeed.

Meanwhile, the newest program that will be designed to support legislative candidates, especially women legislative candidates, who will run for the 2024 elections, has various programs that better prepare women candidates to face competition in the upcoming elections, including. Leadership and Campaigns. This program includes training in leadership skills, campaign management, effective communication, and public speaking skills. This helps women candidates build the confidence and skills needed to run successful campaigns. Mentorship and



Mentoring, this program connects women candidates with mentors who are experienced in politics. Mentors can provide advice, guidance, Communication and Social Media Training, namely a program to prepare women legislative candidates to communicate effectively with voters through mass and social media.

This includes training in speech writing, media interviewing, and social media management. Platform Development Program, This program will help women legislative candidates develop a platform that is strong and relevant to the needs of society. This will help candidates understand issues that matter to voters and devise meaningful solutions. Networking and Collaboration is to encourage female candidates to establish relationships with other women candidates, women's organizations and civil society. This builds a strong support network and opens opportunities for collaboration. Outreach to Specific Communities, this program focuses on outreach of female candidates to specific communities, such as remote areas, minority groups, or underrepresented communities.

This will increase the representation and representativeness of various walks of life. Gender Awareness Campaign, is a Movement that build campaigns that raise awareness about the importance of women's representation in politics and encourage support from society. Women's Economic Empowerment, this can support the development of economic and entrepreneurial skills for women candidates, so that they can have a positive impact on their communities. The "Meet the Candidate" program is a program that creates forums or events where female candidates can interact directly with voters, introduce themselves, and talk about their vision.

As well as conducting Monitoring and Evaluation to create a monitoring and evaluation system to measure the impact of these programs, as well as provide the necessary feedback for future program improvements. These ten programs are expected to be able to support women legislative candidates from the Great Indonesia Movement party to advance to become people's representatives in the upcoming parliament. Furthermore, of course, all of these programs must be adapted to the specific needs and challenges faced by women candidates in certain areas and contexts. Facing problems related to restrictions and prohibitions on socialization in certain areas for female candidates is a complex challenge. However, the Defense Plant Corporation Gerindra Party, legislative candidates and other parties can take strategic steps to overcome this problem and continue to ensure the participation of women candidates in the political process. Here are some strategies to consider: Collaboration with Related Parties, The Defense Plant



Corporation, legislative candidates and other parties can establish strong communication with relevant parties in the area, such as community leaders, religious leaders or other stakeholders. Through constructive dialogue, the Defense Plant Corporation can explain the objectives of socializing female candidates and address any concerns or uncertainties that exist.

Organizing Socialization in Permitted Areas, The Defense Plant Corporation, legislative candidates and other parties can focus on areas where the socialization of female candidates is still permitted. This will ensure that the messages and objectives of the campaign are conveyed to voters in an effective manner. Digital Campaign, The Defense Plant Corporation, legislative candidates, and other parties can shift the focus of their campaigns to digital media, such as social media and other online platforms. This allows female candidates to continue interacting with voters without being restricted by physical socialization restrictions. Limited Socialization, The Defense Plant Corporation, legislative candidates, and other parties can design socialization that complies with certain regional restrictions and regulations. This can involve smaller outreach and a limited number of participants, while still adhering to the health protocols and regulations that apply.

Local Media and Community, The Defense Plant Corporation, legislative candidates and other parties can focus on local media and the community to convey the messages of female candidates. This can be done through interviews, articles or special events that are more accessible in a restricted environment. Collaboration with Non-Governmental Organization or Advocacy Groups, The Defense Plant Corporation, legislative candidates and other parties can partner with Non-Governmental Organization or advocacy groups that have influence in the area. This can help expand the reach of your campaign and overcome any hurdles that may arise.

Advocating for Removing Prohibition, The Defense Plant Corporation, legislative candidates and other parties can advocate for local authorities to discuss or negotiate the release of the ban on socialization for female candidates. This can be done through official letters, meetings, or other channels of communication. Utilization of Alternative Communication Tools, Defense Plant Corporation, legislative candidates, and other parties can seek alternatives such as electronic mail, radio broadcasts, or telephone calls to keep in touch with voters in areas affected by socialization bans.

Work with Local Volunteers, Defense Plant Corporation, legislative candidates, and other parties can recruit local volunteers in areas affected by socialization bans. These volunteers can help spread the message and ensure women candidates continue to have a voice in the region.



Socialization in Adjacent Open Areas Defense Plant Corporation, legislative candidates, and other parties can choose open areas adjacent to areas that are subject to socialization bans. This allows women candidates to continue interacting with voters without violating the rules. It is important to adapt this strategy according to the situation and context of a particular area, and always prioritize compliance with applicable rules and regulations. Almost the same strategy was carried out by various parties and candidates, both from Gerindra and other parties. It's just that the implementation is different in terms of vision and mission and perspective on the community itself, in the end the community can judge for themselves who their representatives are worthy of sitting in the legislative parliament seats.

Fifth, strategy evaluation is an evaluation which discusses the results that have been formulated and those that have been carried out, which in the end can be discussed together related to the constraints that have occurred or related to the activities that have been carried out. In this case the activity being carried out is the 2019 legislative election, where there is an evaluation that will be discussed by the parties involved as well as in the election. Based on the information conveyed by the Gerindra party informant related to strategy evaluation, the authors can conclude that the evaluation is carried out in the form of efforts to improve and or maintain existing ones for the next period. In addition, it also implements a grouping system for each electoral district which forms a certain basis for each political party so that it will reap the most votes and maximum votes from the legislative candidates.

CONCLUSION

Based on the results of the research and discussion on the Political Strategy of the Great Indonesia Movement Party to Fulfill Women's Representation in the Pontianak City Regional Representative Council in 2024 which has been carried out by researchers, the researchers can conclude that women's representation is an important matter in politics. The importance of women's representation in the Provincial Legislatures Council institution where the Provincial Legislatures Council is a people's representative institution which in this case is considered capable of fighting for women's rights. Besides that, in presenting women's voices, it requires great effort in recruiting them by carrying out the strategies carried out by political parties in fulfilling this. The indicators of the fulfillment of this strategy are carried out through Situation Analysis, Strategy Control, Strategy Formulation,



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