

Forms of Mothers' Political Communication Participation in Improving Women's Political Roles in the 2019 Presidential Election in Medan City

Evi Sakdiah¹, Hasrat Efendi Samosir², Zainun³, Anang Anas Azhar⁴

¹Postgraduate Program in Universitas Islam Negeri Sumatera Utara, Indonesia

^{2,3,4}Universitas Islam Negeri Sumatera Utara, Indonesia

evisakdiah97441@gmail.com

Abstract

The participation of women's political communication who was present in the 2019 presidential election was not just jargon and selling politics. But it must be realized that the presence of mothers in Indonesian politics has been able to encourage an increase in women's participation in the 2019 Election. Especially voters in Medan City. The level of women's political participation has increased when compared to the previous elections that have taken place. This increase in voters actually raises the question of why the number of voters in the city of Medan has increased? Is there any influence of mothers participating in the 2019 presidential election? The democratic party for the simultaneous presidential and vice-presidential elections as well as the legislative elections on 17 April 2019 had just been held. The democratic party took place quite safely and smoothly with a quite encouraging level of participation. For the City of Medan, the participation rate was quite high, namely 74.20% for the Presidential and Vice-Presidential Election and 73.67% for the Medan City DPRD Election. This data shows that there was a sharp increase in the participation rate from the 2014 Presidential and Vice-Presidential and Legislative Elections, although it still has not reached the national target set at 77.5%.

Keywords

political communication participation; improving women's; political roles in the 2019



I. Introduction

Communication is something that is often done by humans. Communication can be done anywhere, such as at home, campus, companies, organizations and others. The communication process is basically a process of delivering messages from one person to another, so that social interaction occurs. The occurrence of interaction indicates the occurrence of the communication process. Through communication, humans can express various feelings and desires to other humans. As a process of expressing feelings, Stainer as quoted by Effendy defines communication as an activity of conveying information, ideas, emotions, skills and so on by using symbols, words, pictures, graphic numbers and so on.

According to David K. Berlo as quoted by Cangara, communication is an instrument of social interaction that is useful for knowing and predicting the attitudes of others, as well as for knowing one's own existence in creating a balance with society. This opinion shows that communication is very important. Communication is a very basic social need, because every human being definitely needs communication with other people.

The 2019 Presidential Election in Indonesia is very unitary when compared to the previous presidential elections of 2004, 2009 and 2014, which prioritized advertising strategies in the mass media. The 2019 presidential election brought up a new political

strategy by empowering women. The terms mother and mother of the nation are part of political communication, and a trend in political developments to build a better advanced Indonesian democracy. At first, mothers were only considered to take care of the household. But in the era of democracy in the 2019 presidential election, mothers began to express their aspirations, engage in politics, express their opinions and this is a new phenomenon of political communication in the context of the presidential election in Indonesia.

The involvement of mothers in the midst of Indonesian political skepticism is a new phenomenon. When observed, the high participation of mothers in the 2019 presidential election is an indication of the volunteerism of citizens in the political process in Indonesia. Mothers participate in politics, because they want affordable prices, a stable economy and cheap education. Therefore, the emergence of mothers as volunteers for the presidential candidate pair has made the segment of political practice in Indonesia more specific. Thanks to the role of women's political communication, they were able to encourage an increase in women's participation in the 2019 presidential election.

Mothers' political communication through messages on various communication channels has contributed to building Indonesian democracy. As stated by Rush and Althoff, political communication plays a very important role in a political system. He plays a dynamic element, and becomes a decisive part of the processes of political socialization, political participation, and political recruitment. Openness to political communication can influence people to be actively involved in politics on the one hand, and on the other hand, political communication can also suppress political participation.

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II. Review of Literatures

2.1 Understanding Political Communication

In order to start the discussion, the terminology related to communication and politics will be discussed one by one, without reducing the philosophical meaning of the two terms in question. Onong Uchjana Effendi describes the meaning of communication in detail by reviewing it from two points of view, namely the point of view of language (etymology) and terms (terminology). The word communication which in English is called communication comes from Latin, namely from the word *communis* which means the same or makes the same meaning.

In terms of communication, it is defined as an activity carried out by one or more persons in conveying and receiving messages which sometimes gets distorted due to interference and from that activity there are effects and feedback that arise (The act by one or more persons of sending and receiving messages). distorted by noise, within a context, with some effect and with some opportunity for feedback).

Communication is a process of sending messages from a person, group, or organization (sender) to another person, group, or organization (receiver). The process is gradual, starting from the sender of the message to the recipient of the information through one or several means of communication. The process continues in which the receiver sends feedback or feedback to the original message sender. In the process there are distortions that interfere with the flow of information known as noise.

2.2 Democracy and Political Participation

According to (Rozaili, 2020) Democracy is a brilliant idea that changes the politics of the world. Today democracy is a very commendable word and has become a goal for many people and nations around the world. In essence, democracy is a political concept, namely a societal concept that refers to macro issues of state administration. The most classic definition of democracy and the accuracy of its definition is still recognized today is the notion of democracy as conveyed in Ancient Greece, where democracy was mentioned as power or the people, namely government from, by, and for the people. Thus, the people have an important role in the implementation of democracy in a country. The level of Siladang Women towards democracy in general was still very minimal, even their understanding of the democratic party at the local level (Matondang, 2018).

Including for the Indonesian people, the enforcement of democracy has been increasingly felt since the reform era. This is marked by the growing number of political parties that become a forum for channeling people's aspirations. Likewise, if it is considered from the level of community participation in the implementation of political contestation, starting from the regional level to the central level. As quoted by Wiradi Gunawan from Dahl, explaining that a democratic system is created if six conditions are met, namely: First, citizens must be harmonious in their interests so that they have a strong sense of putting the public interest first. Second, citizens must be homogeneous in many respects. Third, the number of citizens (policy citizens) must be small. Fourth, citizens must be able to gather and directly enact laws. Fifth, Citizen participation is not limited to assembly meetings to establish laws and policies, but must also be active in governing the policy. Sixth, the city-state must remain autonomous.

The six characteristics of democracy mentioned are derived from the views of democracy in the Greek era. Nevertheless, it is interesting that one of the characteristics of such democracy is public participation. Conceptualization of democracy as a manifestation of the freedom and equality of citizens to participate in government. Thus, democracy actually requires freedom and equality for every individual. This freedom and equality is a guarantee for every people, so that people's participation can really be channeled. This shows that the enforcement of democracy is part of respecting the values of Human Rights (HAM).

Miriam Budiardjo said that the issue of human rights and the protection of them is an important part of democracy. One of the pillars of the establishment of democracy is the support for the concept of Human Rights. Thus, democratic support for the protection of human rights is an important effort to ensure that people's freedom and equality can be maintained. When people feel free, equal, feel safe and their human rights are respected, then community participation can increase in the process of implementing democracy.

Community political participation is an important aspect of democracy. In addition, political participation can be said to be the engine of democracy and a political system. The

mainstream general view related to the relation between participation and democracy is that the higher the level of public participation in influencing a public decision, the higher the quality of democracy in that country. Samuel P. Huntington and Joan M as quoted by Budiarto asserted that public participation in democracy can be in the form of individual or collective, organized or spontaneous, established or sporadic, peaceful or violent, legal or illegal, effective or ineffective.

Political participation is essentially the involvement of individuals and groups in influencing government decisions. Individuals involved in the public decision-making process are generally aware that government decisions will have implications for themselves, either directly or indirectly. Ramlan Surbakti simplifies the form of participation into passive participation and active participation. Active participation is to propose a public policy, propose alternative public policies that are different from the policies made by the government, submit criticisms and improvements to straighten policies, pay taxes and elect government leaders. On the other hand, activities that are included in the passive participation category are activities that obey the government, accept, and carry out every government decision.

From the description above, political participation is essentially an effort to influence the government so that the output produced is in accordance with the general will or at least certain groups that continuously participate in the political process. Thus, democracy, which requires recognition of freedom of speech and opinion, contributes to providing the widest possible space for public participation. A democratic state has the characteristics of involving the community in planning as well as in political participation, an important aspect of a democracy is the existence of political participation.

2.3 The Role of Women in Politics

Women and politics are an increasingly interesting topic to discuss, because women are usually identified with domestic affairs, and politics is identified with public affairs. Talking about women and politics certainly talks about the transformation of women's roles which are identical to the domestic sphere to the public sphere. However, the democratic era demands the participation of women in politics. The political reality in many countries has shown this, including Indonesia which has opened up great opportunities for women to get involved in politics.

Women's participation in politics is not new. Because in the history of women's struggles, women's participation in politics has driven many changes, including changes in the fields of education, economy, social and culture. In the long history of the Indonesian nation, there are known figures such as RA Kartini, Dewi Sartika, Nyi Ageng Serang, Cut Nyak Dhien, and others. In addition, women's organizations have been registered long before independence and on December 22, 1928 held the first congress. Even today, there are 66 women's organizations engaged in politics that are gathered under the Kowani (Indonesian Women's Congress).

When linked to the 1945 Constitution, women's rights are guaranteed in the political field. Between men and women have the same rights and positions in the political field, even this is guaranteed and protected by the state. Especially in the era of democracy, it is no longer an obstacle for women to take part in politics. Democracy is a word that is used very often and has become a goal for many people and nations around the world. In democratic practice, women's involvement in politics is a must. The reasons are: First, the existence of women's political rights which cover various things is an integral part and cannot be separated from human rights, while human rights are fundamental in upholding democracy.

With respect and protection of women's rights in politics, the practice of discrimination against women so far should not happen again. Especially if it is related to the Indonesian

context, the majority of the Indonesian population as voters in the Presidential and Regional Elections are women. The Election Law which provides a 30% portion of women's representation in the legislative sector is expected to have an impact on a democratic transition that can result in equality between men and women in the political democratization process.

The law encourages the participation of women in politics, because basically every citizen has the same rights, opportunities, and voices in the administration of government. The opening of opportunities for women to enter politics encourages women to play a wider role. Women carry out two roles at once, namely reproductive roles and productive roles inside and outside the home. The productive role of women is trying to help in terms of family income. While the reproductive role is the role of women as housewives who are responsible for reproductive activities and domestic work. The existence of this dual role does not have to limit women's participation in politics.

2.4 Symbolic Interaction Theory

Symbolic interaction theory is a theory that has the assumption that humans form meaning through the communication process. Symbolic interaction theory focuses on the importance of self-concept and perceptions that individuals have based on interactions with other individuals. Symbolic interaction seeks to understand human behavior from the point of view of the human subject.

According to Herbert Blumer, there are three assumptions of this theory, namely that humans act on the meanings that other people give them. Meaning is created in human interactions. Meaning is modified through interpretation. Meanwhile, according to La Rossan, the assumption in this theory is that interactions between individuals can develop one's self-concept.

Self-concept provides an important motive for a person's behavior. Symbolic Interactionism Theory in Communication Studies, starting from the creation, processing, storage, dissemination or sharing of knowledge, information behavior, information society. The thought of symbolic interaction emphasizes the process of interaction carried out by various communities in the various activities above in relation to knowledge that takes place dynamically and uniquely by using certain symbols.

Symbolic interaction theory departs from the idea that social reality is a dynamic process. Individuals interact through symbols, the meanings of which result from an ongoing process of negotiation by those involved with their respective interests. The meaning of a symbol is dynamic and varied, depending on the development and interests of the individual, which is framed by space and time. As previously mentioned, the individual is placed as an active actor, so the concept of self becomes important.

Self-concept which is associated with emotions, values, beliefs, and habits, as well as past and future considerations, also influences self in taking a role. However, the self is not isolated, because it acts in groups of individuals. The self cannot interpret a symbol without another individual who acts as a mirror to see oneself. In social life, humans use symbols to represent their intentions, and vice versa. The process of interpreting these symbols on the behavior of the parties involved in social interaction is basically a product of their interpretation of the world around them. Individuals choose behavior as a worthy thing to do, based on the way the individual defines the situation at hand. Meaning arises because there is interaction between individuals, which arises from the interpretation of the human mind about the self, and its relationship in society. The understanding of symbols must be understood that symbols are social objects that arise from the mutual agreement of the

individuals who use them. These individuals give meaning to, create, and change objects in interactions.

In its development, George Herbert Mead's thinking was initially influenced by Darwin's theory of evolution which states that organisms are constantly involved in adapting to their environment. George Herbert Mead argues that humans are the most rational and self-conscious creatures.

III. Research Methods

This type of research is a field research with an approach qualitative. The aim is to describe the situation comprehensively and conditions under study. Descriptive according to Isaac and Michael like quoted by Jalaluddin Rakhmat is understood as an attempt to explain systematically the facts and objects under study. This research is also called natural, because the focus of research is on observation and natural atmosphere. Other than that, researchers collect detailed information and describe it systematically according to the facts. 65 Creswell as quoted by Basuki also expressed the view about qualitative research, which is a research process to explain social phenomena as a whole and present them in detail and naturally with words according to the information obtained. 66 Approach which is used to examine this research is the phenomenal approach communication, because researchers seek to understand and explain phenomena occurs based on communication theories. From the explanation above, this study aims to make a description of the systematically, factually and accurately about the facts of the object under study. The object under study is the political communication of mothers in Islam increasing women's political participation in the 2019 presidential election in the City Medan. The choice of the object of this research was based on the reason that women's political power was carried out by mothers before the 2019 Presidential Election able to increase the political participation of women in the city of Medan.

IV. Discussion

Almost every election event, women's voices are the most dominant aspect. Moreover, every political event, both in the presidential election (pilpres) and the legislative election (pileg), women's votes continue to be contested. According to KPU records in 2019, women's votes reached 95,557,044 voters. The female voter vote, which has more than 90 million voters, is a benchmark for the success of the candidate pairs who will compete in the 2019 Presidential Election. The female vote in Medan City is no exception, which is so large that it certainly becomes dominant and influences the election of presidential candidate pairs. According to Hj Asniwati, 2019 Medan City RBI Coordinator, direct interview at the Medan City RBI Secretariat Office, Jalan Willem Iskandar Medan, April 23, 2020 at 13.30 WIB.

Ini sangat menentukan. Karena jumlahnya lebih dari 50 persen dari jumlah pemilih laki-laki. Nah karena itu menentukan, maka tentu masing-masing kandidat terutama Pilpres 2019 bertarung ketat. Meski partisipasi perempuan secara keseluruhan rendah. Tapi biasanya perempuan turut serta keterlibatan dalam politik itu cukup besar. Perempuan dianggap pemilih yang loyal untuk bisa memenuhi target-target politik. Calon legislatif (caleg) juga memiliki peran penting dalam mempromosikan capres yang diusung partai politiknya ke para perempuan terutama di Kota Medan. Pileg dan Pilpres yang digelar

berbarengan. Membuat sokongan suara keterpilihan caleg dari partai politik tentu tidak paralel dukungannya terhadap Pilpres.

What has been stated above shows that the winning teams for each presidential pair must have a special strategy in order to win the votes of women who are so dominant in every political event. Because the core of the campaign is political persuasion. So, indirectly, the legislative candidates must also promote the presidential candidate they are carrying. The programs and issues they raised must be in touch with gender streaming, not gender biased and gender sensitive.

Seeing the importance of women's voices in the 2019 presidential election, making each presidential candidate pair Jokowi-Ma'ruf Amin and Prabowo-Sandiaga popularize the issue of women during the campaign. Sandiaga Uno, for example, popularized the issue of "maternal politics" and repeatedly raised the issue of the high price of basic necessities. Meanwhile, in the Jokowi-Ma'ruf Amin camp, they rely on the Healthy Indonesia and Smart Indonesia programs that are directly related to women. So, automatically various matters related to women's interests will also come into contact with the program created by the Jokowi-Ma'ruf Amin camp.

This fact shows one form of how women are politicized in any particular political moment because they are considered important. So, issues related to women continue to be raised. They compete with each other fiercely. Women are also referred to as political audiences, because the audience is the messenger to the communicant. Audience is the goal conveyed to the message of the political communicator. The audience is often referred to as the recipient. However, it is necessary to understand that the status of the audience can be social, because when giving feedback or at other communication events, the audience may take the initiative to organize communication events.

Seeing the importance of women's voices in the 2019 presidential election, VOA conducted interviews with several women, especially in remote areas. Among others, Siti Aisyah, a resident of Kuala Penaga Village, Bendahara District, Aceh Tamiang Regency, Aceh. This resident on the coast of East Aceh has an interest in the Jokowi-Ma'ruf Amin pair. *"Kalau saya pribadi tetap pilih pak Jokowi, karena dia sudah banyak membantu masyarakat di kawasan desa-desa terpencil. Untuk saat ini ada dampaknya tapi belum merata."* He told VOA.



Figure 1. *The Mothers as a Form of Their Concern in 2019 Presidential Election in Medan City*

This means that female voter participation has increased compared to the 2014 presidential election. The same thing was conveyed by Rahmawati, a resident of Kuala Penaga Village who is a shrimp paste craftsman who also chose the Jokowi-Ma'ruf Amin pair in the 2019 Presidential Election. "I chose the usual one, Jokowi. Because he has given us a lot of help such as Family Hope Program (PKH)," said Rahmawati. Vote support for the Prabowo-Sandiaga pair came from women in the city of Medan. Safirah Nabila prefers the Prabowo-Sandiaga pair in the 2019 presidential election. The reason for this 21-year-old woman is because Indonesia needs a new leader in the 2019-2024 period. "Indonesia needs a new leader and the work program must be better than the previous president," he told VOA in Medan.

Support for the Prabowo-Sandiaga pair also came from a millennial woman, Zuhra Nazira. Admiration for the Prabowo-Sandiaga pair is the reason. This means that the voices of mothers are very much needed and are a decisive part of the victory of the candidate pair. It is very natural that then the candidate pair or the presidential candidate pair team prioritize women.

Mothers' voices have become a force that every political faction that competes in the 2019 Presidential Election contests with. Even though women's vote-raising has actually been going on long before the registration and even announcement of presidential and vice-presidential candidates, officially the efforts to raise women's voices This mother was conveyed by Sandiaga Uno in his speech shortly after registering with the general election commission (KPU) as a vice presidential candidate who will be paired with presidential candidate Prabowo Subianto.

Sandiaga Uno said that there are so many parties but there is no 'mother's party' that thinks about the fate of mothers in Indonesia. Jokowi as the incumbent presidential candidate has actually worked on the voices of mothers through real work with various programs that favor the interests and rights of women. The results have been felt immediately even without a declaration to form a 'mother's party'.

The victory of perception in aerial combat in cyberspace is one of the keys to victory in real battles in the voting booth. The victory of perception becomes one of the important steps for the two sides to also win the battle on land or during a direct campaign to the community with a fighting program. The fierce battle of perceptions in cyberspace, especially social media, forces every fighting side to maximize all power to influence the political preferences of voters through opinion formation. One of them is by targeting the segmentation of mothers to deliver political communication messages from each side that will fight. Instantly mothers became political celebrities to "campaign" one of the 2019 presidential candidate pairs.

Mothers become influencers to win the hearts of voters. It must be admitted that emotional factors are sometimes able to influence and change the rational choice of voters. So far, the figure of "mother" is considered a figure who can be trusted because it has the value of honesty so that what she conveys is a choice that should be considered, even must be followed by families - husbands, children, grandchildren, relatives, and other people who love and respect mother. This is what is then capitalized or perhaps politicized by political actors so that "the power of mothers" can be used as a voting machine. Just look, in a short time, social media groups suddenly appeared in the name of "mother" on almost all channels such as Facebook, Instagram, Twitter, and Whatsapp. Call it the Militant Mothers Row,

Jokowi's Militant Mothers (BEM Jokowi). If we look closely, the presence of the women's groups is related to one of the presidential candidate pairs who will compete in the 2019 presidential election. This means that the presence of women's social media groups does not exist in a vacuum and is value-free. Even though there is an increase in the participation of mothers regarding political issues, women must remain critical in seeing this phenomenon.

Is the presence of mothers carrying certain political messages a form of strengthening the existence of women in the political realm, or is it a new form of political exploitation that is counterproductive to the essence of the real struggle of women. The presence of mothers who speak loudly on political and economic issues can only be said to be a strengthening of the existence and recognition of the important role of women in state management and the democratization process, if the aspirations of the mothers are purely organic. In a sense, the aspirations conveyed by the mothers are not aspirations entrusted only to beat political opponents. Rather, the aspirations that emerged as a form of awareness of the mothers on the current social, political, and economic conditions of the country.

Kholisani Nasution, Chairman of the Asiyiyah Regional Leadership (PDA) of Medan City, explained that the involvement of mothers in the 2019 presidential election was because mothers wanted to change. The presidential election is part of change. Therefore, if you want to change, then mothers must be directly involved not to abstain from voting in choosing a candidate pair. According to Kholisani Nasution, Chairman of the Aisyiyah Regional Leadership in Medan City for the 2015-2020 period, a direct interview at the PD Aisyiyah Office in Medan City on March 30, 2020 at 16.30 WIB.

Kenapa emak-emak mau terlibat dalam pemilihan presiden 2019. Tak lain tak bukan, karena emak-emak ingin berubah. Selama ini emak-emak hanya dilibatkan secara semu, tidak dilibatkan peran aktif politiknya. Oleh karenanya, Kaum emak merasa terpanggil untuk ikut ambil bagian dan berkontribusi dalam pembangunan dengan menyampaikan ide-ide dan pendapatnya dari perspektif perempuan. Gerakan ini harus merefleksikan kapabilitas perempuan sebagai individu otonom yang memiliki pengetahuan dan ilmu yang komprehensif dalam merespons perubahan-perubahan sosial, ekonomi, dan politik yang terjadi. Namun, jika kehadiran kaum emak hanya bersifat mobilisasi dan dijadikan komoditas politik untuk tujuan pragmatis jangka pendek yaitu Pilpres 2019, maka kondisi ini adalah bentuk eksploitasi gaya baru oleh para aktor politik dengan memanipulasi peran strategis kaum emak dalam sistem sosial budaya masyarakat Indonesia. Kaum emak hanya dijadikan alat, bukan sebagai mitra yang berdaya. Fenomena ini merupakan wujud pendegradasian nilai dan citra sejati emak.

In order to see the role of women's political communication in the 2019 Presidential Election in Medan City, the findings found by researchers as a form of women's political role in Medan City are as follows:

a. Rejecting the Stereotype of Women Participating in Politics

There is still an assumption that women in politics have no power. This stereotyped view appears everywhere which in turn women in Medan City mostly do not involve themselves in politics. There are also those who think that women participating in politics are merely releasing administrative requirements in the Election Law which obliges women to participate in legislative nominations in every general election. According to Anik Duwiryo, Chairman of the Khairunnisa Taklim Assembly on Jalan M Yakub Medan Struggle Medan City. Interview directly at his residence on Jalan M Ya'kub Medan on August 17, 2021 at 10.00 WIB.

Saya tidak setuju kalau emak-emak disebut sebagai pelengkap penderita saja. Emak-emak memiliki kekuata khusus dalam mengatur rumah tangga dan membesarkan anak-anaknya. Tidak hanya itu, emak-emak juga memiliki jiwa politik yang tinggi. Jika ada anggapan emak-emak tidak boleh berpolitik, maka

anggapan itu saya nilai keliru, bahkan tidak berdasar. Di masa Rasulullah SAW dulu, Siti Khadijah tampil sebagai pejuang Islam membela kepentingan dakwah Rasulullah. Nah, saya kira tidak tepat jika emak-emak di Kota Medan dilarang berpolitik. Toh buktinya, Pilpres 2019 lalu, peran emak-emak dalam meningkatkan partisipasi pemilih cukup tinggi.

b. Want Change

The political involvement of women in the 2019 presidential election is a measure of the success of the general election. In addition to the number of female voters who are more than male, female voters are included in the consistent category in voting. Hj Asniwati, Coordinator of the Blue-Blue Wednesday for the City of Medan, expressed the desire to turn into the main motto of mothers' involvement in politics. Many mothers were bored in the previous period 2014-2019. The government promised to put women's interests first, but the change did not come. In fact, on the contrary, the economic situation of the Indonesian people has worsened. According to Hj Asniwati, Coordinator of the 2019 Mother's Blue Wednesday (RBI) for the City of Medan, a direct interview at the Secretariat Office on Jalan Willem Iskandar Medan on April 23, 2020 at 13.00 WIB.

Keinginan berubah itu karena ada alasannya. Salah satunya karena faktor ekonomi. Harga bahan pokok melambung tinggi, rakyat banyak yang menjerit karena tidak mendapat ekonomi yang baik. Ditambah lagi krisis ekonomi yang berkepanjangan membuat para emak-emak bosan dengan suasana politik saat itu. Untuk itulah, keterlibatan emak-emak dalam Pilpres 2019 di Kota Medan, agar pemimpin yang terpilih dapat merubah suasana politik yang sudah.

IV. Conclusion

Political communication messages conveyed by mothers in increasing women's political participation in the 2019 presidential election in Medan City were carried out by conveying messages through the stereotyping of women being involved in politics. Convey awareness of wanting to change. With the narrative of building awareness of wanting to change, women's political participation will increase in the 2019 Presidential Election.

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