

THE WOMAN LEADERSHIP AS REGIONAL HEAD

Sa'diyah El Adawiyah^{1*}, Evi Satspi¹, Hasan Basri², Retnowati Wahyuning Dyas Tuti¹, Tria Patrianti¹, Anwar Ilmar Ramadhan³

¹Faculty of Social and Political Sciences, Universitas Muhammadiyah Jakarta, Jakarta, Indonesia

²Faculty of Social and Political Sciences, Universitas Tulang Bawang, Lampung, Indonesia

³Faculty of Engineering, Universitas Muhammadiyah Jakarta, Jakarta, Indonesia

*Corresponding email author: ellaadawiyah25@gmail.com

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Abstract

Endeavors of women in picking up political administration within the locales are not simple. Numerous components impact ladies in accomplishing territorial authority. The comes about of past ponderers indicate that women's administration within the region was accomplished from the comes about of lines and officeholders. The reason of this consider : the authority of ladies territorial pioneers. Strategy This ponder employments a subjective approach with case ponderers. The subject of this inquire about are three female heads of regions that are generally conspicuous, to be specific: Female heads of locales of the typology tradition, Tipologi lawmakers and typology of bureaucracy. The three territorial head ladies are components officeholder. The comes about appeared that the administration of the three ladies territorial heads had interesting characteristics. The territorial head lady from the typology of the tradition picked up authority because of the family relationship (familyties) who had control within the zone.. While the female head of typology, politicians have intellectual, financial and attractive capacities that can push themselves to become leaders. While women regional heads of bureaucratic typology have more empathy to think more about the community and people's feelings than themselves.

Keywords : Regional Head, Leadership, Women, Study

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INTRODUCTION

The victory of women in official legislative issues or territorial administration is indistinguishable from the idea of family favouritism. The rise of female figures who were portion of a family or political tradition got to be an ordinary political wonder within the Asian country (Siregar 2010: 63). Political authority passed down from era to era is exceptional, ladies gotten to be recipients of this political convention. On the other hand, ladies accomplish territorial administration through the accessible law based prepare. Race of Regional Head straight forwardly is one of the vital accomplishments of Indonesia's democratization after the drop of Soeharto from the administration . The direct local race could be a breakthrough in fortifying majority rule government, particularly community cooperation in deciding neighborhood level authority.

Direct local elections open up opportunities in various walks of life, especially women, to influence the direction of local democracy. On December 5, 2015, ongoing direct elections simultaneously the first wave which includes 269 regions (9 provinces, 36 Kotamadya, 224 District), of which only 45 areas gave birth to female leaders (Sujito et al., 2009), with details: 24 women elected as regional heads, 22 women as deputy regional heads dominated by incumbents, and low commitment of women regional heads in women's issues (Perludem 2015). Simultaneous local elections in 2015 followed by 1 656 candidates or 828 pairs spread across 9 provinces and 224 districts and 36 cities only 7.3 percent or 121 people came from among women. There are 5 provinces with a higher percentage of female candidates, namely North Sulawesi with 11 women (15.7%). Central Sulawesi with 8 women (14.3%). Central Java 15 women (13.4%), East Java 12 women (13%) and Bengkulu 7 women (9.5%). Women as deputy regent candidates (52 people), as many as 46 regents. Vice mayor of 14 candidates and 8 female candidates for mayor and 1 candidate for governor. When compared with male candidates, the governor (20 people), 21 deputy governors, 103 mayors, 97 mayors deputy, 650 people

mayors and 644 deputy mayors. Prospective regents / mayors of women politicians there are only 56 people and 66 women politicians as candidates for deputy regents/mayors. Compared with 748 male politicians in the position of regent / mayor candidate, and 738 male politician in the position of deputy regent / deputy mayor (Dewi 2016: 156).

Women's participation in politics is still constrained by the lack of political education for women. The lack of women in regional leadership is due to the lack of political will from political parties to encourage women cadres in the leadership of regional heads. Foundation SATUNAMA Yogyakarta, based on the results of his research states that half of the women who is currently the head of the region, has previously been a deputy head of the region (53 percent) of all women candidates who have a gender perspective. It also reinforces Perludem's findings that the majority of women elected regional heads are from incumbents, former legislators.

Businessman and bureaucrat. The provinces with the highest percentage of women were the provinces on Java, especially Central Java (Satunama 2016: 24). The presence of women as regional heads is one of the strategies for the birth of a more gender-just policy. In line with that, emerging leadership of women in various regions in Indonesia. There are three women regional heads representing women regional leaders from the typology of dynasty, women regional leaders from the typology of politicians and women regional leaders from the bureaucratic typology. The three women regional leaders are incumbents. Formulation of the problem from this research, How is the leadership of women regional leaders, while the purpose of this study is to identify the leadership of women regional heads with three typologies namely dynasty, bureaucrats and politicians.

LITERATURE REVIEW

Political Communication

Political communication was born from various disciplines, especially political science and communication science. Political

linkages with communication mean that no matter how much political power will not succeed if not communicated well to the constituents or target audiences. Meadow (Nimmo 2004: 79) "political communication refers to any exchange of symbols or messages that has a significant extent that has been shaped by or has consequences for political systems". Meadow emphasized the symbols or messages conveyed that were significantly formed or had consequences for the political system. This definition is in line with what Hafied Cangara concluded, that political communication can be interpreted as a communication process that has implications or consequences for political activity (Cangara 2014: 30). Mc Nair (2003) in An Introduction to Political Communication, defines political communication as a "purposeful communication about politics" which include: First, all forms of communication made by politicians and other political actors with a view achieve certain goals. Second, political communication is directed by these actors to non-politicians, such as newspaper voters and columnists. Third, communication about these actors, and their activities, as contained in the news, editorials and other forms of media on politics. Swanson and Nimmo (1990) in New Direction in Political Communication, emphasized that, mainstream political communication is the study of strategies for using communication to influence public knowledge, trust and political action.

Lord Windlesham in the book What is Political Communication stated that the Political Communication is the deliberate passing of a political message by a sender to a receiver with the intention of making the receiver behave in a way that Might not otherwise have done (political communication is a communicating political messages intentionally carried out by the communicator to the communicant with the aim of making the communicant behave in a certain manner (Tracey 1997: 4).

Zamroni (2013: 110) formulates political communication as a result of a political nature (political outcomes) of social class. While Galdnoor (Zamroni 2013: 110) states that political communication is a political infrastructure, which is a combination of various social interactions where information relating to joint ventures and power relations enters into circulation. Galdnoor's formulation is in line with Almond and Powell Yang Ying's short study of political science and communication. case is put communication as a political function together with the function lainn yes (articulation, aggregation, socialization, and recruitment) contained in the political system. even communications is a prerequisite (prerequisite) necessary for the continuity of the functions of the other.

Mc Nair (2014: 4) states that political communication is communication aimed at politics that includes:

1. All forms of communication carried out by politicians and other actors to achieve certain goals.
2. Communication aimed at political actors by non-politicians such as voters and newspaper columnists.
3. Communication about political actors and their activities as contained in the news report (news report); editorial, and other forms of media discussion about politics.

Women in Regional Leadership

The notion of leadership is raised by many experts from each point of view. In simple terms, this understanding shows a similarity between them: Koontz and O'Donnell (1984) state that leadership is influencing people to follow in the achievement of a common goal. The Handbook of leadership states one leadership as an interaction between members of a group. Mullins (2005) provides a simple understanding of leadership that is a relationship through which one person influences the behavior or actions of other people. Mullins emphasizes the concept of

"relationships" through which a person influences the behavior or actions of others. Such leadership can apply both in formal, informal, or informal organizations. As long as they are in the form of groups, leadership is present to direct the groups. Yuki (2009) defines leadership as a process of influencing others to understand and agree about what needs to be done and how to do it, and the process of facilitating individual and collective efforts to accomplish shared objectives. "The process of influencing others to be able understand and agree on what needs to be done as well as how to do it, including the process of facilitating individual or group efforts in meeting common goals.

Northouse (2010) defines leadership as Is a process whereby an individual influences a group of individuals to achieve a common goal "leadership is a process in which an individual influences a group of other individuals to achieve a common goal. Northouse underlines important concepts in the definition of leadership: 1) leadership is a process; 2) leadership involves influence; 3) leadership emerges in groups; 4) leadership involves shared goals. Robbins (1998) put forward the issues of gender and leadership into two conclusions. First, equalizing between men and women tends to ignore the differences between the two. Second, the difference between men and women is that women have a more democratic style of leadership, while men feel more comfortable with a style that is directive (emphasizing the ways that are mandatory). Another Sudarno (2008) study showed differences between men and women in leadership. Women tend to adopt a more democratic leadership style. Whereas men have a leadership style in control and command. Basing on the position of formal authority as the basis for him to exert influence.

Levinson in Sudarmo (2008) a president of Propeti NFL, Inc. in New York asked questions to the male members on his team. He asked: "Is my leadership different from men? " they provide answers that provide enough support for the differences between female and male leadership, including:

- a. Women tend to have more democratic and participatory behaviors, such as respect for others, attention for others. This style refers to interactive leadership, this style has transformational leadership typologies that are inspirational.
- b. Men tend to directive behavior (based on instructions) and assertive (aggressive and dogmatic) use the authority they have to exercise control and command

Relevant previous research

1. Karim (2007) examines Madurese female leaders with the findings that women's leadership as village head is closely related to social, cultural and political support.
2. Hikmat, M. Maki (2010). Political communication of regional head candidates in direct elections (2008 West Java Regional head election case study he uses a case study method that requires taking informants from various related parties (multyresources). The results showed that the three pairs of candidates for regional head in the election of the Governor of West Java used six forms of political communication, namely rhetoric, propaganda, public relations, political campaigns, political lobbying and mass media.
3. Hastuti (2016), the resurrection of Tabanan Bali women in local politics, with the findings: no dualism e position of women in politics in the context of indigenous and traditional Balinese culture.

Research Method

Research design

Qualitative research is a process of understanding based on a particular tradition Creswell (in Herdiansyah, 2010: 8), states: "Qualitaive research is an inquiry process of understanding based on distinct methodological traditions of

inquiry that explore a social or human problem. The researcher builds a complex, holistic picture, analyzes words, reports detailed views of information, and conducts the study in a natural setting. The method used in this research is case study. According to Robert K. Yin (2000; 18. 2009) is an empirical inquiry that investigates phenomena in real life contexts when the boundaries between phenomena and contexts do not appear explicitly and where multiple sources of evidence are utilized. Yin (2009) states that the substance studied from a case must be viewed and positioned as a unit of analysis that must be examined from a case that must be seen and studied as a whole to achieve the aims and objectives of the study."

Of course, the 'case' also can be some event or entity other than a single individual. Case studies have been done about decisions, programs, implementation, processes, and organizational processes (Yin 2009: 29). Case are rather special. A case is a noun, a thing, an entity; it is seldom a verb, a participle, a functioning (Stake 2006: 1). The case study method questions a study regarding "how" or "why" (Yin 2003a; 2009) of something being studied. Through such research questions, the basic substance contained in the case under study can be

Research Subjects

Table 1. Regional Head Position Period

No.	Typology	Position	Period	Position
1	Dynasty	Incumbent	2010-2015 2016-2021	Party Chairperson
	Politician	Incumbent	2010-2015 2016-2021	Party Chairperson
3	Bureaucrats	Incumbent	2010-2015 2016-2021	Party Officer

Source: 2018 field research results

Research Data Sources

The data in this study use primary and secondary data sources and are supported by recording data. Primary data obtained in this study are (1) notes from the results of in-depth interviews, (2) sound recordings from in-depth interviews and (3) data about informants. Secondary data that has been processed is presented by the primary data collectors and other data.

RESULTS

Profile of Women Informants Regional heads in the Three Regions

This study discusses women's political communication strategies in achieving regional leadership with three regional head informants namely dynastic typology, politicians and bureaucrats. One of the women regional heads who became a research informant was dynastic typology. The female leader of this dynastic typology emerged along with the regional division in 2008 with the permission and encouragement of her husband who was the son of an influential figure and ruler of the area. These female leaders are often referred to as leaders of dynastic political typologies. This is in line with Linda K Richer (1990-1991), Mark R. Thompson (2002-2003) analyzing the political history of senior women in Asia as "political dynasties". A strong kinship with influential male politicians such as husband or father is a key factor for women in Southeast Asia to gain power (Dewi 2017: 8). While the second informant is a typology of politicians born from a long cadre process in his party. His involvement in politics began in the West Java legislative since 2009. This politician was previously a general practitioner and businessman before entering politics. Her involvement in politics does not work alone but through the support of her family and husband. This support is the basis for working in political parties. Forms of support from political parties can be realized through the internal process of each political party. The track record of this woman head of the region, active as chairman of the DPC and the party's advisory

explored in depth. Case study research is appropriate for research that is explanatory in nature, that is, research intended to explore explanations of causality, or the causes and consequences contained in the object under study. Case studies allow researchers to maintain holistic and meaningful characteristics of real life events, such as a person's life cycle, organizational and managerial processes, changes in the social environment, international relations and industrial maturity (Yi 2000: 1-4; 2003a; 2009). Based on these characteristics, the case study method can be implemented in this study because the types of research questions are how and why.

Research Location and Time

The location of the study was focused in three regions occupying the first rank of women regional heads. In addition, 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) women regional heads. This research began in February 2018 until January 2019 in the Java region.

board, which only served one year as a member of the legislative, was supported by the party to move forward as a Deputy Regent (2010-2015) and continue to become the second-year Regent of the 2016-2021 period.

The third informant is a bureaucratic typology, starting from the career of the state civil apparatus showing professionalism through good vision and work ethic by becoming head of the city government. This regional woman is a bureaucrat who produced many achievements while leading her area. People's welfare is the main factor for regional women from this bureaucrat typology. Although not from party cadres, this woman from bureaucrat typology received full party support during the 2010 and 2015 local elections.

Profile of Female Case Subjects Head of typology area of the dynasty

The woman who was head of the area was originally the wife of a wealthy businessman from her family and influential figures in her area. Higher education, bachelor and master degree from a tertiary institution in Indonesia. It first entered politics in 2006 when it was nominated as deputy mayor. His activities in the political world coincided with his activities in social organizations such as the Indonesian Red Cross, Reading Gardens and other social organizations. Her involvement in social organizations brought these women leaders in the area to the public's attention and gained many investigators. The 2006 local election is a stepping stone to enter the world of practical politics and also candidates for regional head candidates who are autonomous regions. Despite the failure in the 2006 elections, it has become increasingly well-known to the wider community, especially through social activities. The experience of the local elections then made his political consultant team able to map and calculate the direction of the political map and the strategies to be taken in dealing with the 2009 elections.

The leadership of this dynastic typology can be referred to as Solidarity Maker on the grounds, social activists as chairmen of the Indonesian Red Cross (PMI) and with various social activities in various fields such as Community Reading Gardens (TBM) The community of reading fans (Magma) who successfully mobilized interest in reading and national awards. In addition, his personality is full of empathy and has multitasking in overcoming and carrying out and balancing various roles as a mother, leader and politician.

Profile of the case subject Women Head of Political Typology area

The regional head woman from the typology of politicians began her career as a doctor and a businessman. After completing his education in high school, continued his tertiary education as a medical bachelor and master in Indonesian tertiary institutions. Before plunging into practical politics, he was a director in several companies. The role and encouragement of the husband makes it easy for him to be active in political parties. The party mechanism promotes itself to be the youngest member of the legislative in the 2009-2010 period and the deputy regional head of 2010-2015. His career journey from a businessman turned to politicians through various organizational experiences as party chairperson in 2014-present and member of the party's upper house in 2015-2020.

His political career began as a member of the West Java legislative through the 2009 general election and was appointed on August 31, 2009. Only a year of being a member of the legislative, the party gave credence as a candidate for deputy regional head of the 2010 regional election by obtaining the votes of constituents and winning the inauguration on 27 December 2010. He was appointed as deputy regent during the 2010-2015 term and was named the youngest deputy regent in Indonesia at that time until he was considered in the political arena. The position of deputy regent was passed through 2010-2014 and then became Acting regent in 2014-2015.

Profile of Case Subject of Female Head of Bureaucracy Typology area

The woman head of the region began her career as head of the Sanitation and Landscaping Agency (DKP) since 2005, as stated by the municipal public relations and documentation (Ardison 2015: 30). Since he served as the head of DKP, the alumni of the bachelor of Engineering and masters from universities in Indonesia have succeeded in making the city cleaner, cooler and greener. Management of the park is better and the city is famous for its many parks and cool like parks that are arranged to be beautiful as a recreational area for the surrounding residents. A good track record makes it worthy to be nominated as regional head starting on September 28, 2010 officially serving as regional head and is the first woman in her area to serve for two consecutive periods, namely the period 2010-2015 and 2016-2021.

DISCUSSION

Women's leadership became a milestone in efforts to enhance the role and potential of the women's active participation in the political arena practically in Indonesia. Women can do the transformation to Perubahan in the governance system better melalui policies and gender responsive decisions, kebijakan yang right in favor of keadilan's interest of various parties to the improvement of public services and the welfare of the people. Women are also a driver of sustainable development (Sustainable Development Goals). The consists of 17 targets to be tercapai to sustain human life. This target will never be achieved if women are marginalized (marginalized) from the economic, political, legal, social, security, education and health aspects as well as poverty.

Women's leadership in various regions has given a different color. Feminism's women's political leadership provides an

empathetic approach. This approach distinguishes from the masculine leadership approach. Masculine leadership is seen in firmness and discipline, but lacks empathy. Masculine leadership is less able to capture the heart of problems in society, especially for women and children as a group that is marginalized in the policy making process. Feminist political leadership and development policies that are pro to women are considered more able to solve basic problems in society such as women's and children's health issues, women's economic empowerment, education for women, and issues of violence against women, pro issues women. This is because women not only care for themselves but also their social environment.

the appearance of women in the formation of local leadership (Deputy Regional Leaders / Wakepda and especially Regional Leaders) with a varied picture. At the Provincial level, there are two names of women leaders who have held key positions, but today no longer has another name in a position of incumbent (incumbent). The distribution of numbers is more visible in the list of leaders at the district and city level, especially in top leadership positions (person number 1) in the area concerned.

In the 2015 local elections, women regional leaders from the typology of this dynasty re-nominated as mayors for the 2016-2021 period. His re-election was not only because he was an incumbent, but there were at least three important things he had and were an effective political communication strategy. First, social capital (social capital), social capital can be a descendant of a prominent local law charismatic. In addition, women who are highly educated and have served as mayors before. Second, having financial support, a democratic system that gives birth to one man one vote leads a candidate to get a majority if he wants to win. Third, the network a candidate Regional leaders must have a broad network. This network is divided into two namely community networks, such as majlis taklim, farmers' groups and other communities. Second, networks are deliberately formed. Dynasty women use the RDH network which became a tactical organ from the provincial level to the level of rw. This organ works to support his re-election as mayor.

The female leader of the bureaucrat typology is the 24th elected mayor through direct elections in the 2015-2020 period. In addition, it is also one of the first women in the area. Under his leadership, he won four adipura trophies (cleanliness and environmental management) in 2011, 2012, 2013 and 2014 (www.tempo.co.id), the last three years included in the metropolitan city category and won the adipura kencana trophy for receiving adipura trophies three times in a row. Fifty-one awards were given for his hard work and resilience as mayor. Before being elected mayor for the second time, initially he was head of the Sanitation and Gardening Agency (DKP) and head of the planning agency until 2010 (Semeste 2014: 6).

He won various awards as the most accomplished mayor of the World Major Prize (WMP) as the third best mayor from all over the world. Together with Naheed Nensi, the mayor of Calgary, Canada and Daniel termed Mayor of Ghent, Belgium in March 2015. The award as the world's best leader according to Fortune and surpassed Facebook founder Mark Zuckerberg in 25th position while the bureaucrat woman was above 24th position. Achievements achieved showed that the movement and the struggle of women leaders today, shows progress and progress followed by achievements. It also received attention and its role in family, community and government life.

The same thing happened to women regional leaders from the typology of politicians who re-nominated as Regents for the period of 2016-2021 were also incumbered by first, forming a solid team through the support of various coalitions which were also as social capital. Second, uniting the power of traditional and

Malay Muslims (network). Third, approach the citizen and labor communities.

The three women regional heads have their own characteristics and have different characteristics between women regional head typologies of dynasties, women regional heads of politicians and women regional heads of bureaucrats. This can be seen from their history before serving as regional head and incumbent. Regional head women from typology of dynasty have advantages as communicators in influencing their constituents. The first period of his leadership, still overshadowed by the typology of family ties or family ties are more popular as the dynasty. The second period of leadership as the regional head actually led and tried to get out of the shadows of the dynasty. Trying to prove to his constituents that his leadership was not due to dynasties or family ties. But based on his credibility and ability to lead and manage the issues that hit him. Likewise, women head regional typologies of entrepreneurs who enter politics practically. Young age does not become a barrier for him to prove he is able to become a leader in his area through the party that supports him. His leadership is free from the haunting typology of family ties. His presence as a leader is purely based on party support and his ability to become a strong person and be able to win the hearts of his constituents. Whereas women regional heads from bureaucratic typologies make various breakthroughs that are often beyond the minds of other leaders. Bureaucratic pruning that takes days to make a letter into a day with a one-door system. Conduct observastion (blusukan) by plunging directly into the community without being accompanied by government protocols. His did it because of his concern for the community more than himself.

CONCLUSIONS

Based on the results of research and discussion concluded it is the leadership of women regional heads has unique and unique characteristics. women regional heads of typology dynasty gained leadership because it was supported by relatives who had power in the area. While women regional heads from typology of politicians have intellectual, financial and attractive capacities can push themselves to become leaders. While women regional heads of bureaucratic typology have more empathy to think more about the community and people's feelings than themselves.

CONFLICT OF INTEREST

All author was declare there is no conflict of interest.

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