WOMEN PARTICIPATION IN POLITICS AND USE OF DIGITAL TECHNOLOGY TO ACCESS POLITICAL INFORMATION

PARTISIPASI PEREMPUAN DALAM POLITIK DAN PENGGUNAAN TEKNOLOGI DIGITAL UNTUK AKSES INFORMASI POLITIK

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ABSTRACT

The presence of digital technology can eliminate cultural barriers and personal barriers to women to participate in politics. The purpose of this study is to identify women's political participation. Women as research subjects here are voters / voters in elections who are not members of political parties or other political organizations. The method to be used in this research is explorative qualitative research methods. The findings in this study are, (1) Women access political information unintentionally when information about politics appears in the timeline and they do not participate in politics (2) Women actively access information, discuss politics and they do not participate in politics (3) Women access political information unintentionally when information about politics appears in the timeline and they participate in politics because of the couple's motivation for reasons that their voices are not misused.

Keywords: Women's political participation, digital technology, access to information via the internet,
Abstrak


Kata kunci: Partisipasi politik perempuan, teknologi digital, akses informasi melalui internet
Introduction

Although the number of women in parliament has increased from 11.3% in the 2004 Election to 18% in the 2009 Election, this figure is still far from what is aspired, which is 30% according to Law No. 10/2008 concerning General Elections of DPR Members, DPD and DPD. Women's political participation in the 2017 simultaneous pilkada fell from the 2015 elections. Records of the Association for Elections and Democracy (Perludem), only 44 women or 7.17 percent of the 614 regional head candidates in the 2017 elections. The women will fight in 41 regions. As many as 38 women advanced through the party channel, the rest went through individual channels. This proportion does not move significantly compared to the 2015 elections. At that time there were 123 women from 1646 or 7.47 percent.

Low Participation
Women in politics are due to cultural or personal obstacles. Maulin Ni’am and Rr. Nisma Ayu in the results of her research on Women's Empowerment and Political Participation mentioned obstacles to Women's Political Participation, among others:

1. Patriarchal culture is still firmly rooted in Indonesia
2. Stereotypes attached to women
3. Most women have economic dependence on men
4. Lack of women's desire
5. There are still few political parties that have female cadres
6. There has not been a compilation of political education modules containing content or substance based on gender perspective principles nationally as well as the substance of gender regionally, internationally or globally.
7. Still weak coordination.
8. Lack of political communication

The presence of digital technology can eliminate cultural barriers and personal obstacles. Women no longer have to feel awkward to convey their political aspirations because technology makes the political world in its grasp. The internet as part of digital technology is a tool that can be used to strengthen the practice of democracy. The presence of the Internet fosters the practice of Democracy (Andriadi: 3, 2017). Many variants of the internet can be used such as Facebook, Twitter, websites, blogs, wa, line and so on. The Indonesian people are so interested in social media services that various platforms continue to come to Indonesia. Various new social media platforms continue to be introduced, and interestingly always find the right market share in Indonesia. In a simple research conducted by Chandra Marsono's Head of Digital Business Unit Dwi Sapta Group, several trends in the use of social media platforms in Indonesia were revealed.

In their teens, 16-18 years old, children have begun to be aware of information updates, at least based on what they like. In the graph, it appears that Facebook's
portion is decreasing in use, many argue that it began to leave because parents also now use Facebook. The use of LINE and Twitter is growing, because from here is presented not only communication media, but users can update information. In the age range of 19-25 years Twitter is so dominating. No doubt, because the speed of information is so fast, with a touch of lots of information that can be obtained regarding the latest updates in the world. LINE and WhatsApp stand as a native communication service. Whereas at the age of 22-25 years the presence of Path also indicates that teenagers are now beginning to sort out the environment that is too general and the personal environment.

Adult age is included in the range of 25-44 years. Here Facebook has a high penetration again. And on average use it to communicate in groups. Whereas for WhatsApp communication is more dominant, because of the easier use to replace SMS services. At this age the profession also began to mature, personal branding in cyberspace became a concern, so LinkedIn began to awake at this age. Communication with the personal environment also increasingly has an increasing portion. Including the use of social media sharing photos, because the moments that will be shared are much more, such as sharing photos of children, holidays and so on. The many choices of social media are indeed an advantage for the people of Indonesia. Different functions and facilities can be taken into consideration in choosing the service used. In this survey a detailed approach is based on age and gender. Of course, the division will be different if possible with a different approach, for example based on the profession or computing tools used.

Table 1.1 the use of mobile applications between women and men

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<tr>
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<th>13 - 15</th>
<th>16-18</th>
<th>19-21</th>
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<tr>
<td>Women</td>
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<td>Men</td>
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https://dailysocial.id/post/pengunakan-media-sosial-di-indonesia- starts- segmented-based on needs
The diagram shows that the women represented by pink and men represented by blue have the same opportunity to use the internet. There are also variants of car applications that are used almost as large, which means that their chances of getting information and participating in politics are as large.

Problem
2018 is a year of democratic parties in the region and in 2019 is a party of National Democracy. It is hoped that the participation of men and women will have equal opportunities to express their aspirations. The low participation of women in the democracy party is not expected to happen again considering the use of digital technology in the form of mobile applications is evenly distributed in the community. From the background above can be made the following problem formulation "What is the participation of women in politics in the midst of the widespread use of digital technology among women"

Research purposes
This research aims to
1. Identify women's political participation in using digital technology

Previous research
The Woman Research Institute in its Journal (journal vol.6) says that in Indonesia since the reformation, women's participation, especially women's representation in decision making, has become an important agenda for the government and the legislature. Various affirmation and strengthening policies continue to be pursued. In Inclusive Democracy, society as one of the important pillars of democracy has a very important role to realize broader and meaningful women's participation. Women's participation in politics is very important. Because their existence can improve the welfare of women's groups by representing, guarding and influencing the agenda and process of policy making and participating in the development process.
Budiyono in the Political Communication Phenomenon in Social Media shows that social media is quite a potential as a means of Political Communication but communication ethics that are often carried out by users are very alarming. The language used is attacking, mocking, demeaning to others.
Nantri, in the journal Women and Politics said the low participation of women in politics was due to external factors, namely the electoral system, the organizational role of political parties and culture. Internal factors in the form of human resources, the view that politics is hard and stereotyped in women.
Indriastuti in the Political Communication Management of Women Politicians stated that the history of women's political education obtained from formal education in schools and non-formal in the community there is a gap due to cultural factors that do not favor women.
Theoretical Platform

Internet and its variants
Denis McQuail in his book Mass Communication Theory (1987: 16-17). He named the new media as a telematic media which is a different electronic technology device with different uses. This new electronic media device includes several technology systems, transmission systems (via cable or satellite), miniaturization systems, information retrieval and storage systems. And also the image presentation system (using a flexible combination of text and graphics, and a control system (by computer). The Computer as applied to communicate has produced many variations, no one of which is dominant (McQuails: 2000,117) Mobile applications as variants of the internet have the ability to form communication networks as Poster said Transgressions of the limits of print and broadcast models by (1) Enabling many to many conversations (2) enabling the simultaneous reception, alteration and redistribution of cultural objects, (3) dislocating communication actions from the post of the nation, from territorialized spatial relations of modernity (4) providing instantaneous global contact, and (5) interesting modern / modern subject into a machine apparatus that is networked (Poster, 1999,15)

Political Culture

Political culture is born from the culture of society, the dominant culture in our society is Patriarchal culture. Patriarchal culture places women in positions that prioritize domestic roles. Murniati (2004; 118) stated the weakness of women due to the culture of Patriarchy 1) Women are less aware that they are individuals who have the same human rights. 2) Women often have difficulty eliminating feelings of shame and feelings of fear of guilt 3) Women are less able to think clearly and logically so that it is difficult to make decisions. 4) women have a domestic workload. 5) Women always consider family factors or family traditions that are active in the organization. 6) Women always consider the commonalities of religion 7) Women always consider economic factors 8) Women are less able to accept power 9) Women are less able to control emotions so that their minds are less stable and easily affected. 10) Women are not able to establish solid unity, so that they are easily scattered and difficult to unite their views.

RESEARCH METHODOLOGY

The method that will be used in this research is an explorative qualitative research method. This method is used to get the breadth and depth of data and to get how to use the Internet among women in accessing political information. Data collection techniques that will be used are in-depth interviews with several women in Surabaya
who already have voting rights. This technique was chosen because it allows researchers to obtain respondents' perceptions based on the respondents' own point of view and able to capture the experiences of respondents with various backgrounds. Respondents were selected using the nonprobability sampling / purposive sampling method. Respondents are women in Surabaya who have voting rights, access information through mobile phones more than three social media applications. The number of respondents is not predetermined. Data collection will be stopped if the information obtained is considered sufficient. Data in qualitative analysis, Taylor in Pujileksono (2014) states that qualitative data analysis techniques are a process in detailing, finding themes and formulating hypotheses (ideas). While Bogdan and Biklen in Moleong (2007) stated that data analysis is an effort carried out by organizing data, sorting out, synthesizing, searching and finding patterns, discovering what is important and learned, and deciding what is told to others. Therefore in this study, the data collected will then be sorted, coded and categorized based on the answers that appear to be interpreted and concluded. Women's political participation in this study is limited to the use of voting rights by women, digital technology in this study is an internet device installed on a mobile phone application, while access to information via the internet in this study uses applications on mobile phones at least three social media applications that are accessed by women. If it is described in a chart, the frame of mind can be drawn as follows.
Results and Discussion

All women who became informants in this study accessed the internet more than 6 hours per day. The top four uses of social media in research are 1) Instagram 2) Line 3) Whatsapp 4) Facebook while the use of search engines is only Google and Yahoo.

According to Nimmo (2000,47) a person's involvement in participation is influenced by factors; 1.) Official Opportunity, the opportunity for someone to be involved in political participation because it is supported by policies made by the State; 2.) participation is determined by social class and geographical differences 3) personal motivation; the motives that exist in each individual. In this study number three motif dominates, personal motives of each individual determine their political participation.

The findings in this study are, (1) Women access political information unintentionally when information about politics appears in the timeline and they do not participate in politics. Women access information through the internet but they are not interested in accessing information about politics further. Their interest is limited to issues that appear randomly on social media that they happen to be accessing. Information that is widely accessed by women is infotainment information. As much information as they also access games online. The reason is because they do not want to bother with State affairs. This shows that women are actually passive in their politics, thinking that the State will regulate itself with the existing State instruments. (2) Women actively access information, discuss politics and they do not participate in politics. This is interesting when women are very active in seeking political information so that their political awareness is high but they still do not participate on the grounds as good as any political party or politician they support.
will eventually coalition with parties they do not support. This shows that actually women are not apolitical but they become apathetic because they think it is useless to choose if the results are the same. The higher the cost of living, the more difficult life. The parties which they thought were good but were eventually eliminated and did not have a strong enough role in political bargaining. (3) Women access political information unintentionally when information about politics appears in the timeline and they participate in politics because of the couple's motivation for reasons that their voices are not misused. Indonesian society is known to be very strong in its patriarchal culture where the position of women is under men. Murniati (2004: 8) defines patriarchy as a system characterized by men. In this system men are in power to determine everything that will be done or not done. In this patriarchal system, men are considered to be more competent to enter politics than women. The role of men as leaders in the family and decision makers makes more value to be chosen in the political world than the role of women in the marginal domain. This is also the basis for the selection of legislative candidates in political parties so that women's representation in the legislature becomes small.

Conclusion

Women's participation in politics must be encouraged and given. adequate political education. Political education must be given a marathon to every level of education and social life of women. Political education is not only given to increase women's participation in the legislature but also to voters. The model of empowering women's participation through the internet, both through social media and search engines, will be more influential if it starts with the things that are most often used by women on the internet, through online games or involving artists who are widely practiced

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