

Women's participation in politics: Momentum for change in Dompu District

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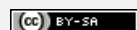
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ABSTRACT

Since the implementation of direct regional head elections (Pilkada) in 2004, the participation of women as candidates, both for the election of governors, regents, mayors and deputies, is still very minimal. In the 2005 and 2010 regional elections, only 26 women were elected. In 2015, of 1,646 eligible candidates, only 123 or 7.47% were women. In 2017, the number of women as candidates decreased to 48 or 7.17%. However, in 2018, female participation increased, with 101 women or 8.85% of the 1,140 candidates who registered. Despite this, the presence of female candidates continues to receive a positive response from the public, as evidenced by the election of women as regional heads and deputy regional heads. In 2005 and 2010, 24 women were elected, while in 2017, the number dropped to 13 or 5.90%. In 2018, 31 women or 9.06% were elected from 342 candidates. Dompu Regency, of the 224 existing districts, is one of the regions that will hold simultaneous regional elections in 2020. The 2020 regional elections are a new history for Dompu Regency because for the first time there are women running as candidates for Regent and Deputy Regent, namely Hj. Eri Aryani as candidate for Regent and Ika Rizky Veriani as candidate for Deputy Regent. This research aims to analyze the strategy implemented by Hj. Eri Aryani in the 2020 simultaneous regional elections. The method used in this research is descriptive qualitative. The research results show that the Eri-HI pair has not been able to carry out an optimal political strategy.

Keywords:

simultaneous regional elections; female candidates; political strategy

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INTRODUCTION

Women's participation in politics is very important as a sign of change in post-New Order leadership. However, despite the urgent need, women's involvement in politics remains very low. This phenomenon cannot be separated from the culture of Indonesian society which often views men as more worthy leaders than women, as well as the opinion that politics is often associated with corruption and cunning behavior (Afrizal, 2020). In addition, women are often only seen as tools for party political interests, such as to get the party through elections or maintain dynastic politics (Mahfudhi & Perdana, 2022).

Since the implementation of direct Regional Head Elections (Pilkada), women's participation as candidates in the elections for governors, regents and mayors is still very minimal (Arafat et al., 2022; Arianto, 2021). Data from Tulisem shows that in the 2015 Pilkada, only 7.47% of candidates were women (123 out of 1,646 candidates), this figure fell to 7.17% in the 2017 Pilkada (48 out of 670 candidates), but increased slightly to 8.85% in the 2018 Regional Election (101 out of 1,140 candidates) (nasional.kompas.com, 2020). Even though there has been a slight increase, women's participation in regional elections still shows unstable fluctuations.

This phenomenon shows the important role of political parties in determining who will be nominated. Political parties play a strategic role in selecting candidates according to their respective goals and standards (Suhaimi, 2021). According to Ranney & Kendall (1956) Political parties are organizations that have high autonomy and aim to nominate candidates in elections to control public policy (Firmanzah, 2018; Hanaf, 2014). Law Number 2 of 2008 also states that one of the goals of political parties is to increase community political participation in government administration (Kodiyat MS, 2019). Therefore, political parties have a big role in encouraging women's participation in regional elections (Priandi & Roisah, 2019), including in Dompu Regency.

In the 2020 Dompu Regency Pilkada, two female candidates ran as candidates, namely Hj. Eri Aryani as candidate for regent is paired with H. Ichtiar Yusuf SH (ERI-HI), and Ika Rizky Veriany as candidate for deputy regent is paired with H. Syaifurrahman Salman. The presence of Hj. Eri Aryani is an important moment for women who want to get involved in local politics in Dompu Regency. Hj. Eri Aryani, who is the wife of the Regent of Dompu H. Bambang M. Yasin who served for two terms, received support from four political parties: the Crescent Star Party (PBB), the National Awakening Party (PKB), the Indonesian Democratic Party of Struggle (PDIP), and Prosperous Justice Party (PKS). This support is influenced by the social, economic, cultural and symbolic capital possessed by Hj. Eri Aryani. Apart from that, the number of women voters which is higher than men in Dompu Regency is also a strategic consideration. Based on data from the Dompu Regency General Election Commission (KPU), there were 82,219 female voters out of a total of 163,391 voters.

According to Bariroh & Fakhruddin (2021) A person's political success depends greatly on their ability to manage the various forms of capital they own. Capital in politics can be divided into four main types: economic, cultural, social, and symbolic capital. These four capitals interact with each other and play a major role in shaping a candidate's political position. Economic capital includes money, means of production, and other material resources used to fund campaigns and support logistics. Cultural capital, associated with skills or academic degrees, strengthens a candidate's image in the public eye. Social capital refers to a broad network of relationships, both within politics, business and the general public. Social capital provides advantages in gaining support and influence. Lastly, symbolic capital, involving reputation, social status, and legitimacy, plays an important role in building public trust in candidates (Fujiana, 2024).

Hj. Eri Aryani has symbolic capital as the wife of a regent who has served two terms, and strong social capital thanks to support from political parties and social networks in Dompu Regency. However, despite having this capital, victory in politics does not only depend on capital, but also on the strategy used. In the world of politics, strategy is very important in determining the success of a candidate (Nur, 2019; Yuliani & Ardianto, 2020). Firmanzah (2018) identified four main strategies that political actors can use to gain competitive advantage: competitor political strategy, political communication strategy, political lobbying strategy, and political issue strategy.

Competitor political strategies aim to analyze the tactics and strengths of political opponents, so that candidates can formulate more tactical steps to deal with them. Political communication strategy is a way to convey effective messages to voters through various media, with the aim of building a positive image and public trust. The political lobbying strategy is carried out by approaching influential figures to gain wider support. Meanwhile, political issue strategy emphasizes the importance of choosing issues that are relevant to voters' needs to attract attention and build emotional connections (Bastian, 2022; Ferdasah & Harmonis, 2023).

Although Hj. Eri Aryani has significant support, the ERI-HI pair did not succeed in winning the Dompu Regency Pilkada. Based on the results of the vote recapitulation by the KPU, this pair obtained 50,105 votes, in second place after the AKJ-SYAH pair who received 58,039 votes, and above the SUKA pair with 43,420 votes. This shows that even though the ERI-HI pair has large capital and support, the strategy implemented is not enough to beat their competitors.

The phenomenon of women's participation in the Dompu Regency Pilkada is an important moment in increasing women's representation in local politics. Even though the ERI-HI pair did not win the regional elections, the existence of female candidates provides new hope for women's involvement in politics. Further research is needed to understand more deeply about more effective strategies for women in the upcoming regional elections, to encourage increased women's participation in politics.

METHOD

The research method used in this study was designed systematically to answer the problems raised. In general, research methods are scientific activities carried out in a structured and purposeful manner, both in theoretical and practical contexts. Sekaran (2003) defines research as an organized and data-based process carried out critically, objectively and scientifically to obtain an in-depth understanding of a problem (Raco, 2010). In this research, the approach used is a qualitative approach, as explained by Bogdan and Taylor, who define qualitative research as an effort to produce descriptive data in the form of words, both written and verbal, obtained from individual behavior and interactions in a certain context. Qualitative research focuses on an in-depth understanding of the research setting and subject as a whole.

The type of research applied is descriptive research, which aims to classify and explore social phenomena by describing various variables related to the problems and units studied. This research utilizes two types of data sources, namely primary data and secondary data. Primary data is obtained directly from the first source through interaction or observation of research subjects. Meanwhile, secondary data is collected from pre-existing documents, reports or archives.

Data collection is done through three main techniques as explained by Patton (2002): observation, interviews, and documentation. Observation is used to obtain data directly through observing phenomena that occur in the field. This technique allows researchers to understand the context and behavior of the subject in depth. Interviews, as the second technique, are carried out to gather information directly from respondents through questions designed according to the research problem. This method provides deep insight into the subject's views, experiences and perceptions. Meanwhile, documentation complements the two previous techniques by collecting data in the form of records of past events, such as writings, reports, photos, rules, or other relevant documents.

With a combination of a qualitative approach, descriptive research types, and various data collection techniques, this research aims to produce a comprehensive and in-depth

understanding of the phenomenon under study. These techniques complement each other to ensure the validity and completeness of the data obtained.

RESULT AND DISCUSSION

The candidacy process in the Dompu Regency Pilkada plays an important role in determining who will compete in the regional head election. Political parties have a very big role in this stage, because they are tasked with selecting and determining the candidates they will nominate. In this case, the ERI-HI pair, consisting of Hj. Eri Aryani and H. Ichtiar Yusuf SH, had to go through a series of challenges in getting the party mandate. They come from business backgrounds and are retired State Civil Apparatus (ASN), which is different from other couples who mostly come from political party cadres.

The selection process within the political parties they face is very competitive, especially because there are several candidates who are also trying to get support from the same party. One example is the competition with the pair Kader Jaelani and Syahrul Parsan, where the two pairs are fighting for support from parties such as Nasdem and PKB. This competition does not only occur at the candidate level, but also includes claims from each party regarding the support that has been provided by the party. For example, the ERI-HI pair claimed that they received a mandate from the Nasdem party through their success team on social media, even though officially the Nasdem party actually provided support to the Jaelani-Syahrul Parsan Cadre pair.

Apart from that, PKB also became a bone of contention among several candidates, and ERI-HI also competed with other candidates, such as the Arif-Mulya pair, who ultimately failed to obtain a mandate from the party. However, in this dynamic process, the ERI-HI pair managed to obtain a mandate from the PKB in the last seconds before the registration of candidate pairs at the KPU closed. This shows that the party's decision really determines the course of the candidacy process and ultimately determines who will run as a candidate in the regional elections.

Thus, the candidacy process in political parties—including fulfilling candidate criteria, competition between candidates, and party decisions in giving mandates—are important factors that influence the success of the ERI-HI pair in running for the Dompu Regency Pilkada. In this context, political parties hold great authority in determining who is worthy of receiving support and advancing into the political arena. Despite this, internal challenges and competition often pose a tough test for candidates. Political parties have the authority to determine the candidates they will nominate in elections. There are at least three indicators in the candidacy process that influence the party's decision regarding the advancement of the ERI-HI pair in the Dompu Regency Pilkada.

Candidacy and Strength of the Party Supporting ERI-HI

In the regional head election process, candidates who wish to nominate through a political party must undergo two main stages: nomination and internal selection within the party, known as the candidacy process (Rozali, 2016). Each prospective regional head candidate must meet the requirements set by each political party. The rules made by the party must be in accordance with applicable regulations, and political parties must provide equal opportunities for all citizens, both men and women, to nominate themselves. (Mukaromah et al., 2022).

In the law, there is no provision that prohibits the involvement of women in contesting regional head elections. This is reflected in Law No.10 of 2016, which amends Law No.1 of 2015 concerning regional head elections. Article 7 paragraph 1 states, "Every citizen has the right to have the same opportunity to nominate himself as a candidate for Governor, Deputy

Governor, Regent, Deputy Regent, Mayor and Deputy Mayor (Mustopa, 2018). Article 7 paragraph 2 states the requirements that regional head candidates must fulfill, including having a minimum high school education, being 25 years old for Regent/Mayor candidates, and 30 years old for Governor candidates, as well as meeting physical and mental health requirements (Arifin & Rizaldy, 2024).

During the candidacy process, political parties that nominate the ERI-HI candidate pair comply with applicable regulations. However, there were several parties that were hesitant to give this pair a mandate. For example, the National Awakening Party (PKB) only provided support to the ERI-HI pair only 10 days before registration closed at the Dompu Regency General Election Commission (KPU). Likewise, the Indonesian Democratic Party of Struggle (PDI-P) was initially rumored to be supporting another pair, namely Ruslan-Nasarudin, but in the end it also gave support to ERI-HI. Shortly before registration, the Prosperous Justice Party (PKS), which was originally going to support Nasarudin, chose to support the ERI-HI pair. This is because the ERI-HI pair is considered to have great potential to win.

There are no special rules regarding women in the candidacy process for political parties. All prospective candidates, both men and women, must go through the same selection stages (Niron & Seda, 2020). This also applies to the Crescent Star Party (PBB), which does not have special rules regarding gender in nominations. In the nomination process, PBB supports the ERI-HI pair, which is considered to have greater potential and a vision that suits the needs of the Dompu community. Apart from that, the PBB also encourages women's participation in politics, which is considered important for strengthening gender equality in Dompu Regency.

Statement by the candidate for Regent of Dompu, Hj. Eri Aryani, pointed out that the recruitment process for regional head candidates in political parties does not differentiate between women and men. According to him, supporting parties pay attention to many aspects, but the electability of the ERI-HI pair is the main factor seen by these parties.

To find out the strength of the ERI-HI pair's support, we need to look at the number of votes and seats from the political party that supports it. The ERI-HI pair is supported by four political parties with a total of 37,004 votes and 9 seats in the Dompu Regency DPRD, as follows:

Table 1. Number of votes and seats for supporting political parties

Candidate Pair	Supporting Party	Number of Votes	Number of Seats	Total Votes and Seats
ERI-HI	PKS	9.452	2	37,004 Votes (9 Seats)
	PBB	8.253	2	
	PKB	11.972	4	
	PDI-P	7.321	1	

Even though the number of seats and votes obtained by the ERI-HI pair is less than the AKJ-SYAH and SUKA pairs, the ERI-HI pair has an advantage with the support of women in the Dompu Regency DPRD. This is supported by parties such as PDI-P, PKB, and PBB which have women's representation. However, this factor is not the only factor that determines a candidate's victory in the regional elections, especially female candidates. There are many other factors that influence it, such as electability, winning strategy, and candidate capital.

In conclusion, although there are no special rules that differentiate between male and female candidates in the recruitment process by political parties, parties look more at the electability factor and the candidate's potential for victory. However, several parties such as PBB do have a special commitment to supporting women in politics in order to increase gender equality, especially in the Dompu Regency Pilkada.

Electability and capital Hj. Eri Aryani

In selecting candidates to run for regional head, political parties consider various factors, including the candidate's electability and capital. Electability refers to the level of electability of a candidate in general elections, which is one of the main conditions for a woman to be able to nominate herself through a political party (Adita & Ruliana, 2020).

Apart from electability, capital is also an important factor. This capital is a crucial consideration for political parties in providing support to female candidates in the regional elections (Anggraini, 2019), including for candidate pairs Hj. Eri Aryani and H. Ichtiar Yusuf SH in the Dompu Regency Pilkada.

Hj. Eri Aryani, who is paired with H. Ichtiar Yusuf, has quite strong electability and capital compared to the other two candidate pairs. Hj's electability Eri Aryani is seen as supreme, with strong support from her husband, H. Bambang M. Yasin, the former Regent of Dompu who served two terms. In fact, at an event, H. Bambang M. Yasin claimed that his wife's electability was the highest, based on a survey conducted by a survey institute led by political observer Burhanuddin Muhtadi.

Based on the results of PKB's internal survey, the ERI-HI pair is considered to have a big chance of winning in the Dompu Regency Pilkada, which has prompted various political parties, including PKB, to support them. The potential for victory for the ERI-HI pair is seen from their close background to power, which gives them an advantage in the candidacy.

The Decree from PKB confirmed their support for the ERI-HI pair, responding to public speculation regarding the possibility of PKB supporting other candidates. This decision also surprised many parties, including PKS, which previously supported its own cadres as candidates for Deputy Regent. PKS finally decided to support the ERI-HI pair, because they met the criteria for electability and strong capital. PKS assesses that the ERI-HI pair has superior capabilities and electability, after previously screening three other pairs of candidates for the Dompu Regional Election. In fact, Nasarudin, SH, chairman of the PKS DPD, accepted the PKS DPP's decision to support the ERI-HI pair).

Regarding the nomination process, Hj. Eri Aryani believes that the electability of the ERI-HI pair is superior to that of other candidates. Meanwhile, the recruitment process for political parties, especially PKB and PKS, is a big challenge because there are several pairs who are also competing for mandates. Overall, almost all parties supporting the ERI-HI pair see a high chance of victory, especially because of the strong support from Hj's husband. Eri Aryani, H. Bambang, who has served as Regent of Dompu twice. The capital owned by the ERI-HI couple is very complex and can be analyzed using the capital theory put forward by Pierre Bourdieu. Bourdieu identifies four types of capital that can be used as a reference: economic capital, cultural capital, social capital and symbolic capital.

The ERI-HI pair has quite a lot of economic capital, although not as much as other candidate pairs. Based on the Official Wealth Report (LHK), they are recorded as having total assets of IDR 47,626,774,984, which is lower compared to the couple Abdul Kader Jaelani and H. Syahrul Parsan who have total assets of IDR 67,872,167,030.

The cultural capital possessed by the ERI-HI couple is also quite strong. Hj. Eri Aryani, even though she does not have a formal bachelor's degree, has a number of prestigious awards such as Manggala Karya Kencana (BKKBN), Pakarti Utama II (Ministry of Home Affairs), as well as an award as one of the 10 influential women in Indonesia. This shows the quality of the cultural capital they have. Apart from that, Ihtiar, SH, candidate for Deputy Regent, also has strong cultural capital thanks to the formal education and training he has undergone.

The social capital of the ERI-HI pair plays an important role in supporting their candidacy, especially because of their closeness to many leaders and officials in Dompu

Regency. Hj. Eri Aryani, as the wife of the Regent of Dompu for two terms, has an extensive social network, which makes it easier for them to obtain support from various groups.

Apart from that, the ERI-HI pair also has quite strong symbolic capital. Hj. Eri Aryani holds various important positions, such as Chair of the PKK, Chair of the Qosidah Arts Institute, and Chair of the Dompu Regency Dekranasda, which strengthens her position. Ihtiar, SH, as a former official in various departments, also has strong symbolic capital in the form of recognition from the community and local officials.

Among the four types of capital, social capital is a factor that greatly strengthens the position of the ERI-HI couple. The strength of social capital and public recognition of this pair is their advantage in the Dompu Pilkada, even though their economic capital is smaller compared to other candidates. Overall, the large social capital and support from H. Bambang M. Yasin as Hj. Eri Aryani provides its own advantages for the ERI-HI pair. However, their economic and symbolic capital is still less than that of other candidate pairs

ERI-HI Political Strategy

Strategy can be interpreted as an effort to achieve victory. At first, strategy was only known in the military world. Etymologically, strategy comes from the Greek word *strategos*, which means "military command". In terminology, strategy is thinking, planning and directing that aims to achieve specific goals that have been previously formulated. Over time, the meaning of strategy has increasingly expanded into various fields, including politics (Schroder, 2008). Political strategy is interpreted as an effort or method used to realize the political ideals that have been prepared (Dipta et al., 2022).

ERI-HI's political strategy in the 2020 Dompu Regent and Deputy Regent Election is an important aspect in analyzing the causes of the ERI-HI pair's defeat. There are several strategies that need to be considered in ERI-HI's political strategy, including the following:

Competitors' Political Strategies

Competitor political strategies can be defined as all the means, techniques and methods devised by political opponents to achieve the goals they have determined. There are several aspects that need to be considered in a competitor's political strategy, starting from campaign strategy, programs offered, capital owned, to targets to be achieved. Developing a mature strategy is very important so that candidates can develop the right approach in the political arena (Amantha & Ferdian, 2021).

The political strategies of competitors or political opponents must also be considered by the ERI-HI pair in the 2020 Dompu Regent and Deputy Regent Election. This is important so that the ERI-HI pair can formulate the right strategy to achieve victory. However, the winning ERI-HI team did not analyze the competitors' political strategies. They do not provide alternative solutions or clarifications to the programs issued by their political opponents. The ERI-HI pair preferred to remain silent and only socialize the programs that had been implemented by the previous Regent.

This is different from other couples, such as AKJ-SYAH, which has issued various new program offers with the jargon "JARAPASAKA" which includes Corn, Porang, Rice, Beef and Fish. They offer priority programs such as sanitation and clean water, 1000 MSMEs, free vocational education, village pasaka, 1 village 1 ambulance, e-government, e-budgeting, and e-kinerja. Meanwhile, the ERI-HI pair continues to rely on corn as the flagship program, which has not undergone significant changes from the program that was run by the Dompu Regent previously, without any evaluation or new, more innovative programs. This can be seen from the vision and mission document of the ERI-HI pair which still emphasizes corn with the jargon "HILIRISASI TERJAR", which means Sugarcane, Cows, Corn and Seaweed.

This downstream concept aims to develop these commodities into superior products that can be managed with machines or industry, so that the price of these commodities does not fall during the main harvest, especially corn.

The Syaiful-Chika couple offers a superior program in the form of free education and health, which was implemented when H. Syaifurrahman was Regent of Dompu in the 2005-2010 period. This program is considered very relevant for the community, considering that education and health are the main needs for the people of Dompu Regency.

In analyzing aspects of capital, campaign strategy and competitors' vote targets, the ERI-HI pair also lacks depth. According to Nadirah, SE, Akt., one of the success team members, during the campaign period, the ERI-HI pair did not pay much attention to the strength of competitors, both in terms of programs, capital and vote targets. Their main focus is to strengthen ERI-HI's capabilities through superior programs that have been prepared. They feel that almost all candidates have similar programs, especially regarding the superior commodity corn which has been a successful program during HBY's leadership. In terms of capital, they assume that all candidates must have their own economic capital, considering that this capital is very important for candidates running for office. Meanwhile, in terms of winning targets, the winning team ERI-HI is not too focused, because all candidates want the same victory. They are more focused on winning the ERI-HI pair.

Hj. Eri Aryani stated that the political strategies of competitors in the 2020 Dompu Regent and Deputy Regent Election were not analyzed too much. Both from the programs offered and the competitors' winning targets, he feels that the other two candidates are more imitating the corn program they are already running. In terms of the corn program, ERI-HI feels superior because they have experience in running the program for 10 years under HBY's leadership.

Apart from that, in terms of capital, they don't think too much about their opponents' capital, because all candidates have economic capital. In terms of voice targets, the ERI-HI pair prioritizes socializing their flagship program rather than thinking about competitors' voice targets. Regarding campaign strategies that often give ERI-HI a negative stigma, they prefer to provide clarification and socialize their superior programs with more enthusiasm. If there is a negative campaign, they let the public judge for themselves without needing to respond.

This statement shows that the ERI-HI pair is not too focused on competitors' political strategies. The successful team and ERI-HI candidates did not analyze the importance of competitors' strategies in formulating strategies to achieve victory. They rely more on the success of the previous Regent's program, without developing alternative programs that have a more significant impact on voters. This results in a lack of appeal to apathetic voters and supporters of competitors.

Political Communication Strategy

Political communication strategies can be defined as efforts made by political parties or candidates to communicate their programs to the public. This strategy not only involves the program or issue raised, but also the communication channels and media chosen. The right media is very important so that information can be conveyed well to the public. If the programs and communication media used are appropriate, political parties or candidates will gain a positive 'image' in society. On the other hand, if they are not right, they can get a negative 'image' (Damayanti & Hamzah, 2017; Sarihati et al., 2019).

Choosing the right media or communication tool is very important because it will determine how information, commands and feedback can run effectively (Muslimin, 2019). In election and regional election campaigns, communication is very important. Several

aspects that need to be considered in a political communication strategy are the communication channels used, communication range, communication security, speed of feedback from the lowest level to the top (message sender), and clarity of the identity of the message recipient (Aspinall & Berenschot, 2019).

Mass media has a big influence in politics, because it can influence public opinion and people's behavior. With its broad coverage, mass media is an effective tool in communicating programs, political messages and shaping images. Mass media which has wide coverage can be newspapers, TV, magazines, radio and the internet (Choiriyati, 2015). Apart from that, social media also plays an important role in political communication. According to Andre Kaplan and Michael Haenlein, social media is an internet-based application built with web 2.0 technology, which allows the creation and exchange of content by users (Perdana & Yusuf, 2020). Social media provides a space for communication, information, and interaction between users, making it a new tool for citizen political participation (Tosepu, 2017).

The programs offered by candidates in the 2020 Dompu Regent and Deputy Regent Election have differences and similarities, but the focus of this discussion is the intensity and media used by these candidates in building their image. The social media most often used to build 'image' is Facebook, including by the ERI-HI couple. The ERI-HI couple has 20 official accounts on Facebook which are reported to the Dompu Regency KPU, while the AKJ-SYAH couple has 7 accounts and the SUKA couple has 20 accounts.

Facebook social media is considered very effective and efficient for socializing programs and building the image of the ERI-HI couple. This is in line with the statement of Nadirah, SE, Akt., who said that to socialize ERI-HI's flagship program, namely "Downstream", they chose Facebook because this media allows them to reach the people of Dompu in a more effective, budget-saving, and received a quick response from the public, especially due to the limited number of supporters who could attend face-to-face campaigns due to the COVID-19 pandemic.

Hj. Eri Aryani also explained that Facebook was used because it is the social media most widely used by the people of Dompu Regency. With Facebook, they feel closer to their supporters and can quickly respond to complaints, especially from ERI-HI supporters. The use of Facebook is also considered effective in reaching the people of Dompu who have not yet made their choice, so that they can understand the advantages of the ERI-HI pair, both in terms of programs, candidate profiles and campaign activities.

However, even though the ERI-HI couple is aware of the importance of social media in political communication, their successful team does not have a specific strategy for delivering political messages via Facebook. They only use Facebook to inform about the ERI-HI couple's activities and respond to topics discussed on the ERI-HI couple's official accounts.

Apart from that, in terms of socializing the program, no creativity was built, such as creating interesting content so that the public, especially Dompu residents, were interested in the content of the posts. The choice of name for the ERI-HI couple's official social media account was also inappropriate, because many used the account owner's personal name or a name that was not relevant to the ERI-HI couple. This has the impact of disseminating information that is less effective, because these accounts appear more personal and do not reflect the ERI-HI couple professionally.

Political Lobbying Strategy

Political lobbying strategies can be interpreted as efforts made by political parties or candidates to gain support from certain parties or groups, in order to facilitate the achievement of political goals that have been formulated (Padangi, 2021). The main aim of this lobbying strategy is to invite political parties, other candidates and public figures to form

alliances and win political competition. In determining an alliance, a political party or candidate must consider the ideological closeness between them and the party or group they are inviting to form a coalition with (Firmanzah, 2018).

The ERI-HI pair also used a political lobbying strategy by approaching political parties and community figures to gain support. Their main goal is to achieve victory in the election of Regent and Deputy Regent of Dompu. Support from political parties or people who have the same ideological views as the ERI-HI pair is considered very important in achieving this victory. Hj. Eri Aryani, candidate for Regent of Dompu, stated that to advance in the Regent Election, they must get support from political parties and the community. For this reason, the ability to lobby is very necessary so that this support can be realized.

In lobbying to gain support from political parties and community figures, the ERI-HI pair did not rely on special tricks or strategies. Some of the things they do include prioritizing a common vision and mission in building Dompu, such as continuing programs that have become the main livelihood of the Dompu people, as well as showing similarities in their support for the community. Even though in some political lobbies they do not get support from several political parties or public figures, they still try to maintain this approach. The rejection that occurs is usually caused by differences in views, such as certain political parties who believe that H. Bambang's leadership in the previous period needs to be evaluated, and want a new leader who is not related to H. Bambang.

The ERI-HI couple also faced rejection from several community figures, especially religious figures with certain views, even though they tried to lobby politically by building religiosity in Dompu. Some community leaders rejected support on the grounds that women should not be leaders in Islam. However, the ERI-HI pair still received full support from several political parties and community figures who shared the same views as them. For example, several political parties who wanted to continue the success of H. Bambang chose to support the ERI-HI pair. Likewise with community leaders who saw H. Bambang's success while leading Dompu and supporting the superior programs of the ERI-HI pair. A lot of support also came from retired service heads who had similar views to the ERI-HI couple.

According to Nadirah, SE. Akt, which represents the party supporting the ERI-HI pair, carried out a political lobbying strategy with parties that have similar ideologies and views regarding the development of the Dompu area, as well as with influential community figures. Some of the steps taken include holding regular meetings with top officials of political parties that share their vision, such as the PBB party, and carrying out intense communication with influential community figures. This lobbying received a positive response, with several political parties choosing to fight alongside the ERI-HI pair. The PBB Party, for example, has the view that women should be able to become leaders in Dompu, and supports the ERI-HI pair because they have political capital, high electability and clear superior programs.

Several political parties responded well to this view, and chose to support the ERI-HI pair. This is proven by the support received by the ERI-HI pair from parties that have women's representation in the DPRD, such as the PBB, PKB and PDI-P parties. Support from community leaders is also based on ERI-HI couple programs which are deemed to suit the needs of the Dompu community, regardless of the gender of the couple.

Hj. Eri Aryani as candidate for Regent and Nadirah, SE. Akt, as a representative of supporting parties, has almost the same political lobbying strategy. Both of them approached political parties and community figures who had the same views regarding the development of the Dompu area. They also approached community figures who were considered influential in Dompu. The political lobbying carried out by the two of them proved to be quite effective, because several political parties and community figures, especially retired service

heads, who had great influence, were willing to support the ERI-HI pair and join their successful team.

However, even though they succeeded in getting support from several political parties and community figures, it is very unfortunate that the ERI-HI pair did not get support from the parties that supported H. Bambang during the previous two periods. This affects the level of public trust, especially sympathizers of the party supporting H. Bambang who won the regional elections from 2010 to 2020. Apart from that, the ERI-HI pair did not carry out political lobbying specifically for women's groups or female figures who were considered influential in Dompu to support fellow women in politics.

Political Issue Strategy

Political issue strategy is the method used by political parties and candidates to select and raise relevant issues in the political arena, especially during elections (Mukharomah & Lenggana, 2024). Political parties and candidates must be careful in choosing the issues to be discussed. Several things that need to be considered in determining political issues are: first, identifying the main needs of the community or voters; second, choose issues that have not been discussed by other political parties or candidates (Firmanzah, 2018). This is important so that the issues raised can attract the attention of the public and voters, as well as showing the commitment of the political party or candidate to the needs of society.

Political issue strategy is very important to achieve victory. If the issues raised are not in line with the needs of the community or voters, it is likely that support for the political party and candidate will be minimal. Relevant issues can determine the position of a political party or candidate in the political arena. If the issue raised threatens the electability of the opposing political party or candidate, they will try to find a new issue that is more in line with the needs of the community.

However, if political opponents do not immediately respond or allow the issue to develop without action, the issues raised can increase the electability of political parties and candidates. However, if political opponents adopt the same issue and successfully modify it, it could be an advantage for them. This is in accordance with the statement of Hj. Eri Aryani, who explained that in their political issue strategy, they focused on the main needs of the people of Dompu. They don't play too many negative issues against political opponents. In fact, their opponents often attack them with untrue issues and attack their personalities. In facing this attack, the ERI-HI pair preferred to clarify and prioritize unity, in order to create safe conditions in Dompu.

However, their political opponents also raised similar issues, but by offering promises of higher prices to their supporters, such as promising corn prices above IDR 4,000, even though the standard price from the central government is IDR 3,500. They are also often rumored to be candidates who cannot speak Indonesian well, who threaten society, especially honorary staff, and are considered not to have high religiosity. At the end of the campaign, their videos were even edited to show a negative image that did not correspond to reality. However, the ERI-HI couple chose to return the issue to the community, and leave the judgment up to them.

Nadirah, SE. Akt stated that in every election, whether for Regent, Governor, President or DPR, there are always political issues that need to be considered by candidates. The ERI-HI couple has several political issues that they continue to convey to the people of Dompu, such as the superior downstream downstream program, as well as other important issues such as tourism and education development, including scholarships to study at medical faculties which are often conveyed in campaigns by Pak Ichtiar.

However, the ERI-HI couple did not really respond to issues raised by political opponents, such as the issue of corn prices, dynastic politics, and accusations that the ERI-HI couple did not have high religiosity or were unfit to be female leaders. They consider such issues as normal things that do not need to be debated further.

This statement shows that the ERI-HI pair prefers to focus on the issues they raise, not to attack their opponent's shortcomings. They do not dare to raise negative issues against their political opponents, and prefer to be safe by not commenting too much on the issues circulating. In fact, the issues raised by political opponents were to their own detriment, and the ERI-HI pair failed to utilize the potential of these issues to increase their electability. In fact, they are unable to read issues that could reduce their electability, which in the end could cause their supporters to choose another partner.

CONCLUSION

There are four important political strategies to analyze the causes of the ERI-HI pair's defeat, namely political competitor strategy, political communication strategy, political lobbying strategy, and political issue strategy. Based on the research results, the four strategies were not implemented optimally by the ERI-HI pair. In terms of competitors' political strategies, the ERI-HI pair does not realize the importance of analyzing competitors' strategies as part of formulating their own strategy, which should be a determining factor for victory in the 2020 Dompu Regent and Deputy Regent Election. The ERI-HI pair relies more on the achievements of the previous Regent, who resulting in a lack of increased support. Meanwhile, competitors' strategies offer several new things that are interesting to voters, which become selling points for other candidates.

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