# Variety of Female Politicians in Polewali Mandar in Political Imagery on Facebook

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**Abstract.** In the National Organization of women are still experiencing discrimination, such as human resources policies are masculine so that by building a political image is the main capital for women politicians Polewali Mandar in an effort to popularize themselves in the political world so that women politicians Polewali Mandar able to compete in parliamentary seats. Facebook is a political campaign for women in Polewali Mandar to conduct political imaging. Facebooking message of political communication on Facebook and the use of Facebook as a media campaign for political women in Polewali Mandar. This study uses qualitative descriptive method by conducting interviews and observations on Facebook accounts, involving three women politicians who have served three times in the DPRD Polewali Mandar Regency and three women politicians who have participated in legislative elections but have never served in the DPRD Polewali Mandar Regency, qualitative method refers to research procedures that produce descriptive data. The results showed that the communication strategy in the image of female politicians Polewali Mandar, includes a model of information, education and entertainment messages. Following up on the findings of this study, Polewali Mandar women politicians should be more active in imaging and more thorough in choosing the type of message to be imaged in order to have a positive effect on the voters ' votes.

**Keywords:** women politicians, imagery, and Facebook

## 1      Introduction

In national organizations, women still experience discrimination such as in human resource policies that are "masculine", and also a symptom of a glass roof where women as minorities in government are only able to look up that above there are prestigious positions, but cannot be reached. [1]. Where women in the social space is always its definition to the kitchen, mattress and Wells [2]. The lack of women in political participation makes women's interests less accommodated to political decisions, as some political decisions made tend to be masculine and less gender-effective, while many political decisions made often involve women as targets. [3]As a result, women in Polewali Mandar are less interested in politics, whereas the role of women is needed in solving political problems related to women's needs in the social space, because many women's needs have not been realized in the public space, so many women's needs have not been facilitated in social fulfillment, from this the image of men is more visible on

social media than the image of women because women choose to participate in politics less.

Imaging is an effort by an individual or a group in building an image in an effort to win political support or maintain a political image that has been built (Aryanti Rasyi Lubis & Fauzi Rabbani, 2023). Some things that must be known in conducting campaigns are audience analysis and their needs, goals and objectives, strategic planning that includes, communicators, channels (media), messages and communicants, goal setting, planning implementation, including the amount of funds, sources of funds, campaign time, campaign audit and evaluation[5]. Image can be built by selecting the image as the agenda setting, media, publications, measuring the effectiveness of content and channel construction and maintaining channel construction effectively [6]

Doing imaging on social media is a transformation of imaging in the mass media, because imaging on social media is a form of new breakthrough, so that this imaging model can be done without spending a large fee, imaging on social media can also reduce the number of people involved in the imaging process, for example on imaging before there was social media political, calendar and put up a variety of billboards and stickers even many legislative candidates put up image ads in various brands of newspapers and magazines, so it uses a large cost, in doing political imaging and involving many people, but after social media appeared politicians can do imaging only by buying quotas and then covering and taking pictures at events activities carried out then uploaded on social media and can already do imaging on social media using Android phones without having to involve a lot of people and without having to spend large capital.

Facebook one of the social media which is a social network with more active users than other social media, based on the latest we are social and Hootsuite reports, there are as many as 5.16 billion internet users in January 2023, recorded android users have spent more than five hours per day using their phones. Facebook Instagram became the platform with themost number of active users reaching 2.2 billion, followed by Instagram reaching 2 billion. Wechat and Tiktok with 1.3 billion and 1 billion active users respectively, while the TikTok platform tops the list of the most used social media platforms based on time spent with an average of 23.5 hours/Month, this is followed by the Youtube platform with an average of 23.1 hours/month. Group CEO and co-founder at We Are Social, Nthan Mc Donal said social media's influence globally continues to grow. The factors range from various entertainment venues, looking for information, to online shopping. [7] Facebook Facebook is also one of the media that is easily entered in various circles, because the features used are very easy, making it easier for women politicians to use this application when they want to do political imaging, and parties on Facebook, especially in Polewali Mandar Regency, in fact, various circles are active on Facebook so it is easy to give space to women politicians in introducing their identity and the party they want to be portrayed.

Some female politicians in Polewali mandar still consider that doing direct imaging is more influential on career development in politics, because they think people in various regions are still faster to get to know candidates when they directly go down to visit residents, greet directly through community activities and display billboards on every street corner. This is because the family culture that exists in every area of Polewali Mandar still highly upholds the family culture, so that the political women's frame of mind in Polewai Mandar still continues to perpetuate the old model of imaging culture in political imaging activities.

In conducting political imaging, women politicians in Polewali Mandar have basic assumptions about various perceptions in the political process differently, judging from the results of the analysis of interviews and observations in this study. Facebook, because women politicians in Polewali Mandar think they participate in political parties only as a complement, so some politicians in Polewali Mandar are not active in doing imaging on Facebook, some women politicians Polewali mandar consider it useless to do imaging on Facebook because it will only be in vain.

Referring to research on excessive imagery can damage public confidence in politicians and political parties, so that it will have an impact on public confidence in the political system as a whole. (Aryanti, R. L & Fauzi R, 2023a). It is very important for women to master digital literacy and the law on information and Electronic Transactions (ITE Law). [8]. Quality skills and responsibilities of women in DPRD Polewali Mandar. (Fariaty,2021). In line with the Information, research that examines women in political imagery, this kind of research needs to be done because it can provide information that the importance of imaging on Facebook and the importance of choosing the type of message to be imaged to achieve the goal of winning a seat in the district parliament.

Facebook as a media for imaging, because political image is a need for political actors to achieve goals in the process of getting a seat in the DPRD Polewali Mandar Regency, and so that women in politics are able to utilize social media, especially Facebook as a media in doing political imaging. A great opportunity for prospective female candidates Polewali Mandar in the event of political victory in building a political image on Facebook, so that by using effective messaging strategies in imaging, able to increase the number of women in the parlement and facilitate women politicians in Polewali Mandar in particular and women politicians in general to be known and trusted by the public in politics.

## 3      Research Methods

This type of research method uses qualitative descriptive method. The main Data were obtained through observation and in-depth interviews. This research was conducted in Polewali Mandar Regency with the object of research on women politicians and on the Facebook account on political imaging, the research was carried out for 2 months, namely April and May 2023. Data collection techniques by conducting direct interviews with informants selected in the study and make observations on the informant's Facebook account. Where this study selected six female politician informants who were directly involved in the election of legislative candidates in the DPRD of Polewali Mandar Regency 2019-2024. The process of data analysis begins with a description of the data that has been available from various sources through the process of direct observation and in-depth interviews and has been written in field notes, documents, and so on. Analysis of the model used by emphasizing the sharpness and depth of interpretation of the various data and informants obtained.

## 4      Results and Discussion

Political image insofar as there is sufficient freedom, can find one's way of thinking and way of behaving including making decisions in elections. The political image is formed in the public mind, which is not always in accordance with the actual reality, but the
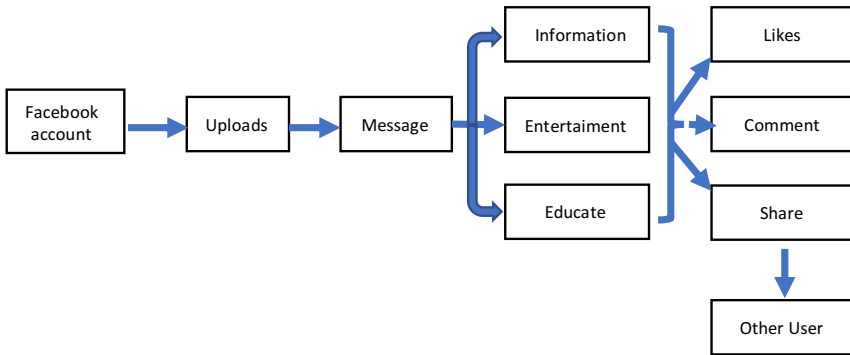
**Figure 1.** *Model of political women imaging in Polewali Mandar on Facebook*
Source:  data processed by the author

reality of the media is able to change the reality so that it is in accordance with the wishes of political actors, while the image is broadly done by political Women Polewali Mandar. On Facebook imaging of female politicians in Polewali Mandar from the results of the analysis of the content of messages on Facebook accounts as follows.

First informant Sarina A.M. Keb is one of the female politicians from the National Democratic Party, this female politician also served as a member of the Polewali Mandar Regency Parliament for three periods, under the account name Nur Aqila Sagnaz, where this female politician uses an information, education, and entertainment imaging model on her Facebook account. Second informant on behalf of Hj. Nurbaeti S. Sos is a female politician Polewali Mandar from the PDI-P party and this female politician serves as secretary of the Polewali Mandar Regency parliament with a position of three terms in office in the Polewali Mandar Regency parliament, with the name Bunda Nur Facebook account, this politician uses an information and entertainment imaging model on her Facebook. The third informant was Karmi S.Pdi is a female politician from the PKS party and served as a member of the Polewali Mandar Regency Parliament for three periods, with the name Karmi Mustardi's Facebook account using an education and information model in imaging on her Facebook. The Facebook account of Rosmawati tata, in the image of this female politician, uses the model of educational and informational messages in imaging her image on Facebook. The fifth informant was Ramlah S.K.M from PKB party with the account name Cethosia Mirina Lala this female politician does not use Facebook as a medium in imaging. The Facebook account of Wilda Nengsi Aqurista Muhktar, this female politician does not use Facebook as a political imaging medium.

In Facebook utilization, Polewali Mandar women politicians have their own way to do political imaging, each upload of imagery displayed by women politicians in Polewali Mandar, namely there are three models of imaging messages on Facebook accounts, namely message models that are informational, entertainment, and educational, and in posts that have the most responses in the form of comments and likes from netizens then shared, the entertainment message model that has the most responses and responses from netizen, the entertainment message model is more effective than the information and educational message model.

Here is a model of the image of a female politician Polewali Mandar on Facebook:

Imaging is done by using the message model that is:

4.1 Information, namely women politicians Polewali Mandar provide information to the public that women politicians are carrying out the vision and mission that has been promised at the time of the campaign.

4.2 Educate the female politician Polewali Mandar inform the public about the activities carried out by politicians to promote a region and provide information related to the activities of regional development activities in the community, such as uploading MSME activities in the constituency of the politician and uploading activities to cultivate plantations together with women politicians and the local community.

4.3 Entertainment, which shows uploads that are entertaining such as dangdut music shows, competitions conducted by female politicians Polewali Mandar in the framework of Independence Day and other entertainment involving female politicians in the event.

Based on Figure 1, female politician Polewali Mandar conducted an imaging model with three models, namely entertainment, information, and educational models, in imaging related to this, there is no research that examines the analysis of entertainment, information and educational models, the pattern of their expressive messages is seen in political messages that contain support, innuendo, and blasphemy that exist in volunteer informants. [8]. Political imagery can be done through the use of issues that are hot in the community, such as religious, social, economic issues, and so forth. [9]. Quality factors that include skills, initiative, and responsibility for solving women's problems themselves can be indicators that describe the representation of women in DPRD ideally. In addition, an important consideration is women's understanding of the functions of DPRD. As representatives of the people and women, members of the Legislature have the responsibility to represent the voice of the community and women in meeting social needs. In carrying out their duties, women legislators must understand the functions of supervision, budget, and legislation of DPRD. This understanding will ensure that elected women can serve the community well in various forms of political activities, including planning, management, supervision, and coordination. [10]

The activeness of female politicians in building an image will influence the active audience to see and share posts as The Theory of Uses and Grammatization says explain the motivation to obtain information through the media. This theory explains that audiences actively use (uses) certain media to generate needs. Audiences are considered active because they are able to study and evaluate various types of media that are desired to achieve communication goals ([11]).

Thomas Ruggiero (2000) in Kriyanto 2017 formulated three characteristics of computer-based communication Internet) that can be examined using the theory of Uses and gratification, namely:

4.1 Interactivy, defined by a condition in which the individual in each communication has control and can change the role in the process (communicator-communicant).

4.2 Demassification, It is an opportunity for individual media users to choose from a varied menu. Unlike other traditional media, the internet in this case allows each user to customize the message according to their needs.

4.3 Asyncroneity, Meaning as a message under the internet media can connect communicators and communicators at the same time, but they can still interact comfortably, someone can send receive or store a message at will.

Blumler & Gurevitch in (1974), the basic assumptions of The Theory of usefulness and gratification as follows:

Media audiences are active and use media based on certain motives that want to be fulfilled, this means communication behaviors such as choosing and using media, carried out with certain goals or motives, these motives are needs that must be met.

Individuals must take the initiative in choosing and involving media in their lives in other words, individuals strive to include media in their lives, so that they can determine what they want and do not want. For example, if you want to laugh, you choose to watch the opera Van Java, and if you want to get information about corruption cases. You choose to look around Indonesia.

Individual communication behavior is also influenced by personal social and psychological factors. The Media is always competing with other sources of meeting needs, as a result of individuals. As a result individuals will place a high value on certain media and limit the use of other media, depending on their needs. For example, when you first watch a movie in the cinema you may feel that cinema is the best medium to entertain you.

Individuals are very aware of the motives or needs they have, including in choosing the media. They can explain to researchers who ask why they consume media. To understand the effect of the media, the motives of the audience must be explored, to find the values that exist in the individual when using the media. By asking questions directly to morality researchers can find these values. This assumption is the basis for the application of qualitative methodology in U&G Research.

The activeness of female politicians Polewali Madar in building a political image on Facebook, namely the realization of symbolic interaction in political development, is a need to provide messages or responses to behavior, the basic characteristics of symbolic interaction theory are natural relationships in humans in society and society to individuals through symbols that play on individual interaction patterns. Symbolic interaction can also be said to be related to gestures, namely sound, physical motion, body expression, all of which have a purpose and are called symbols [12].

In this theory Darwin's theory of evolution greatly influenced the creation of the theory of symbolic interaction where this theory was pioneered by George Herbert Mead, which in essence is the human mind that gave rise to the natural evolutionary process, so that humans can adapt to the environment and nature in which he runs Life[12].

According to mead in Irfan in the process of thinking it involves a symbol significantly means to be the same response to others. Significant emblems can create the same intent in conversation. [13]

The essence of symbolic interactionism is to study the essence of dynamic human interaction. This perspective considers individuals who are active, reflective, and creative, who interpret and exhibit complex and unpredictable behaviors. In short, the symbolic interaction perspective rejects the idea that individuals are passive organisms whose behavior is determined by external forces or structures. On the contrary, individuals are seen as dynamic and ever-changing living beings. [14]

Symbolic interaction theory can be built on the premise-the premise of symbolic interaction can be explained in the following way:

4.1  Man acts on an object based on the meaning that that object has for others.

4.2  The meaning of the object comes from or arises as a result of social
      interactions that a person experiences with other people.

    4.3  The meanings managed are modified through the process of interpretation   used by individuals in relating the objects they encounter.

Short messages, dense and clear in the imaging, greatly help politicians in conveying the intent and purpose of the content of the message imaged, so that people who see and read the message is easy to accept the intent of the message conveyed by politicians on Facebook. Research Facebook shows that voters in the election of legislative candidates tend to drop their choice to candidates who are more often build an image on Facebook, in accordance with the direct imaging experience (through social activities in the community) and also through indirect experience, namely interacting on Facebook with the purpose of imaging so that it can achieve the target and right on target in doing imaging.

In this study, there are still limitations of the study, namely at the time of the study, some informants were registering the registration of legislative candidates, so that the interview process for some informants was carried out using a personal chat to the informant, because the informant was busy completing the file in the process of nominating members of the DPRD Polewali Mandar Regency 2024-2029.

# 4     Conclusion

In the research of various women politicians in Polewali Mandar in political imagery on Facebook. Facebook, in conducting imaging of women politicians in Polewali Mandar, showed that women politicians who actively conduct imaging on Facebook gained more votes from the public than politicians who rarely conduct imaging on Facebook, in conducting imaging of women politicians in Polewali Mandar using imaging message models, among others, through the message of information models, educational models and entertainment models, of the three models of this message model entertainment message is the most effective message done on Facebook because this message model is the most widely get a positive response from netizens, entertainment message model is also the most widely get comments and most widely shared by other users. Being active in imaging is the main capital in fulfilling political goals. Through the findings of this imaging model, women politicians are expected to be able to do good imaging and can choose effective message models so that in imaging messages that will be presented on target in achieving netizens ' votes on social media, especially on Facebook, and can help women politicians in politics in order to achieve political goals with satisfactory results to the Parliament seat.

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