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**GENDER REPRESENTATION IN POLITICAL COMMUNICATION
CASE STUDY: LEADERSHIP OF THE COMMUNICATION SCIENCE
STUDENT CORPS OF BINA DARMA PALEMBANG UNIVERSITY**

***GENDER REPRESENTATION IN POLITICAL COMMUNICATION
CASE STUDY: LEADERSHIP OF THE COMMUNICATION SCIENCE
STUDENT CORPS AT BINA DARMA UNIVERSITY, PALEMBANG***

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ABSTRACT

The Student Corps of Communication Science, Bina Darma University, commonly known as KOMIK, is an association of students from the Communication Science program at Bina Darma University in Palembang, South Sumatra, under the auspices of Bina Darma University and the Communication Science program. Established in 2006, it has remained active to this day. From its inception until now, there has only been one period where the leadership was held by a woman, with the rest of the period being led by men. While women have had opportunities during certain periods, they have only served as deputies and not as presidents. Women in the Communication Science student corps face limitations due to uneven distribution of roles; they are often assigned specific tasks, while many aspects of activities are dominated by male members.

This research adopts a qualitative descriptive approach, focusing on elaborating all gathered data using qualitative methods. Qualitative research is defined as a social science method that collects and analyzes data in the form of words (spoken or written) and human actions, without analyzing numerical data. The study employs observation techniques to explore the perspectives of active members and alumni of the Communication Science student corps regarding female leadership.

Keywords: Gender, Feminism, Female leaders, political communication

1. INTRODUCTION

The communication science student corps at Bina Darma University or commonly known as KOMIK is a student association for the communication science study program at Bina Darma University in Palembang, South Sumatra, under the auspices of Bina Darma University and the communication science study program at Bina Darma University. Which was founded in 2006 and continues to actively operate until now, where from the time it was founded until now this communication science student corps has only had one period led by women, apart from that it has always been led by men, in several periods women have had the opportunity, but only just to be a deputy, not to be a chairman. And women in the communication science student corps do not get freedom, because the distribution of positions is unequal, women only get positions with certain tasks, many aspects of activities are not given to women but are controlled by male members.

Table of data for the general chairman and deputy general chairman of the comic:

Years of leadership	Chairman	vice chairman
2006-2007	Rian	-
2007-2008	Rangga	-
2008-2009	Muhaimin	-
2009-2010	Leven	Belly
2010-2011	Aprido	-
2011-2012	-	-
2012-2013	Zaki	Zulkifli
2013-2014	Lazy	Bayu
2014-2015	-	-
2015-2016	Bayu	Rahmad
2016-2017	Lina Fadillah	Joko

2017-2018	Faisal	Ahmad Irfandi
2018-2019	Arnold	Leo
2019-2020	Jaeng	Bianda
2020-2021	Renald	Regita Dita Riffany
2021-2022	Athala	Sahdan Saputra
2022-2023	M. Prayoga	Tarisa Febrina Maharani
2023-2024	M. Raffy Arrony	Kenny Lian
2024-2025	Jose Vayel	M. Adrian

Women are included in development elements, but are not the object of development. This places women in a subordinate position and is always perceived as second to men. Liberal feminist theory states that the relationship between women and men is unequal. This theory states that differences between men and women are socio-economic and cultural constructions rather than the result of eternal biology. This theory emphasizes the need for equal opportunities for women in all fields. In liberal feminist theory there is a view of placing women as having full and individual freedom. The term women's empowerment means women's powerlessness, discrimination and injustice. Women are still considered weak even though they have become career women. Having their own income and having the same burdens as men at the domestic level, but being a medium for exploitation. Women are considered to have a different image from men. Women are considered weak and therefore deemed unsuitable to be leaders.

In fact, the opportunity to become a leader is open to anyone, both women and men. In the 21st century, women's progress in the world of work has increased drastically, because the quality of women is sometimes better than men. Getting high-quality and high-quality education gives women the same opportunities as men to become leaders. Women's leadership is an important

pillar. in an organization, because female leaders not only bring new perspectives and innovation but also create a more inclusive and just work environment, because female leadership is a combination of assertiveness from her critical thinking side and also high humanity from her soul side as a woman.

Gender is a social science and humanities study that views the identity of men and women not from biological sex, but looks at them from their roles. In simple terms, the roles of men and women can be explained by the concept of what men can do and what women can do in society. The roles of men and women are constructed by social and cultural perceptions in society (Keplinger, Kowal & Mäkiö, 2016). The social and cultural roles of men and women are often unequal. In society, men's roles are more prominent and more dominant than women's roles. This unequal role of men and women leads to injustice. The inequality in the roles of men and women is caused by gender bias. The feminist movement fights for women's rights to be treated fairly, equally and equally with men. Likewise what happens within the scope of the communication science student corps at Bina Darma University, women do not receive fair treatment, because they do not have the freedom to act as active members who should have the same rights as men.

Gender is often identified with sex, gender is also often understood as a gift from God or divine nature, even though the definition of gender is not only like that. Gender identity does appear in harmony when humans are born, this is what makes gender identical to sex. But different from sex, gender is a characteristic that is used as the basis for identifying differences between men and women in terms of social and cultural conditions, values and behavior, mentality and emotions, as well as other non-biological factors (Rokhmansyah, 2016, 1-3). Gender not only discusses biological sex but also about equal rights, where there is no difference in rights between women and men, especially in leadership and political communication.

Gender equality is a condition that allows women and men to enjoy equal human rights and have the same conditions in terms of ownership of valuable goods, opportunities, access to resources and benefits from development results (Jane, MR 2021). Gender equality in Indonesia is still relatively low. Based on the gender equality index released by the United Nations Development Program (UNDP), Indonesia is ranked 103rd out of 162 countries or the third lowest in ASEAN. Referring to other data, such as the Gender Development Index (IPG) in Indonesia as of 2018 was at 90.99. Then, the Gender Empowerment Index (IDG) is at 72.1. This shows the reality on the ground that currently women are still lagging behind men. Both in the fields of education, health, economics, and representation in politics. Women and men should have the same rights starting from small things, in a small scope, both in the fields of education, health, economics, and political representation.

Gender equality is something that must be considered and fought for to support the aspirations of women in Indonesia, because women have the same rights as men. What differentiates men and women is only biological gender. Men and women were created as a pair of human beings with their respective strengths and weaknesses to collaborate to achieve success together, with the same effort, no one is at the forefront and no one is backward, and there are no rights that are only for men and only for Woman.

This research was conducted to find out how the leadership of the communication science student corps at Bina Darma University in Palembang represents gender within the scope of the communication science student corps.

1. RESEARCH METHODS

This research use descriptive qualitative approach. This research is descriptive research, namely a description of all the data collected, using qualitative methods. Qualitative research methods are defined as social science methods that

collect and analyze data in the form of words (oral and written) and human actions and research does not analyze numbers. This research uses observation techniques on the views of active members and alumni of the communication science student corps regarding women's leadership.

2. RESULTS AND DISCUSSION (Style: 08.Heading1)

The results in this research were obtained by conducting observation techniques on the views of active members and alumni of the communication science student corps regarding women's leadership in the communication science student corps.

The communication science student corps is an organization in which there is gender inequality, because since it was first established in 2006 until now 2024, it has been active for 18 years, women here do not get the same freedoms and rights as men, women are still always seen as weak, and always under men. From the time it was founded until now, the communication science student corps has always been led by men, with only 1 period led by a woman, the rest of the time women are always second in command as deputy chairpersons.

Women should have the same freedoms and rights in this organization, because now women have received education equal to men so that in terms of knowledge and experience women are equal to men to lead, sometimes women are even more qualified than men. . Because gender equality is something that must be considered and fought for to support the aspirations of women in Indonesia, because women have the same rights as men. What differentiates men and women is only biological gender. Men and women were created as a pair of human beings with their respective strengths and weaknesses to collaborate to achieve success together, with the same effort, no one is at the forefront and no one is backward, and there are no rights that are only for men and only for Woman.

As in liberal feminist theory which states inequality between men and women, in this theory it is stated that differences between men and women are socio-economic and cultural constructions rather than the result of an eternal biology. This theory emphasizes the need for equal opportunities for women in all fields, including education, social, cultural, economic and political leadership. In liberal feminist theory there is a view of placing women as having full and individual freedom.

Gender inequality, differences in rights and freedoms between men and women in Indonesia have become like a culture because sometimes it is not solely because parties do not agree with women being leaders but because in Indonesia this habit has existed since time immemorial, that leaders are identically, men and women are second to men. According to data from the gender equality index released by the United Nations Development Program (UNDP), Indonesia is ranked 103rd out of 162 countries or the third lowest in ASEAN as a country that pays attention to gender equality.

"Pro with feminism. Provided that gender equality can be implemented in a balanced and considerate manner without violating the natural rights of women and men. It doesn't matter if the leadership mandate is carried out by a woman, but men are preferred. "I am of the opinion that women have the right and right to be a leader if they have the capacity and can act professionally in carrying out their mandate." (Rafi interview results, 2024)

Narrator Rafi expressed his opinion that he is pro the feminist movement and has no problem with women's leadership, but with several conditions that do not violate the natural things of women or men and women who become leaders must be women who have the capacity to act professionally, but the priority is men.

"I am against feminism. The average leader throughout the world is male, I'm not saying that women are no better than men. However, the majority of world leaders are men, in some cases there are things that men do better than women. "I think that women are not suitable to be leaders because women rarely have the capacity and behave professionally " (Adrian Interview, 2024)

Interviewee Adrian expressed his opinion that he is against the feminist movement and women's leadership, according to him women are not suitable to be leaders, because according to him the majority of leaders in this world are men, there are some things that men do better than women, because women rarely have the capacity and professional behavior.

"I am pro feminism. I strongly support that women and men deserve and should be treated equally in society. In my opinion, being a leader is not a matter of gender. Both men and women have the same right to be leaders. The most important thing is that this person has the criteria for leadership, responsibility and can be a leader for his members. I have experienced several women's leadership while joining an organization/group. There are indeed things that differentiate the way men and women act as leaders. but apart from that, I think female leaders are just as good and cool as male leaders. and in my view, we as a social community must support and respond positively to women as leaders, instead of looking down on them" (Cika Interview, 2024)

Interviewee Cika expressed her opinion that she is pro the feminist movement, she really supports women to become leaders, because according to her, leaders are not a matter of gender, male or female, but what is important is that the person has the criteria for leadership, because based on her experience, she believes that female leaders just as good and cool as men.

"Pro to feminism, a woman leader is not really bad in my opinion, a woman leader actually brings something unique and has its own advantages, the nature

of women actually has advantages or assets that influence a company or organization or a community association, research even states that organizations where the members are mostly women, they perform much better compared to organizations with balanced gender, research from 95 independent studies with the stamp of up to 60,000 leaders in America and Canada even found that "men are more confident but women are more competent and "effective in terms of leadership" and basically women have leadership capital, we as women tend to prioritize other people's feelings, like working together, are expressive, we like to communicate and in my opinion those are all important capitals to become a leader." (Elak Interview, 2024)

Interviewee Elak expressed his opinion that he is pro the feminist movement, and strongly supports women to become leaders, because according to him women bring their own uniqueness and advantages, women are more competent and effective in terms of leadership compared to men.

"I support gender equality, so I support feminism. Leaders should be chosen based on ability and qualifications, not gender. So, it doesn't matter if the leader is male or female. I believe that women have the same potential as men in leadership and they should be given the same opportunities to lead." (Tarisa Interview, 2024)

Interviewee Tarisa expressed her opinion that she supports gender equality and also feminism. Leaders should be chosen based on abilities and qualifications, not gender. Interviewee T believes that women have the same potential as men in leadership and they should be given the same opportunities to lead.

Based on the information obtained from the five informants, several views on feminism and women's leadership can be concluded. The first informant (Rafi) stated that he was pro-feminism and women's leadership, but in this case men

were given priority to become leaders. The second informant (Adrian) stated that he was against feminism and women's leadership, because in his opinion women were not suitable to be leaders because women rarely have the capacity and professional behavior and in some cases there are things that men do better than women. The third and fifth informants (Cika and Tarisa) expressed their opinion that they were pro-feminism and women's leadership, in this case women and men can both become leaders. As in liberal feminist theory which states that women are entitled to the same freedoms and individual rights as men, gender is only a biological difference, but in terms of rights and opportunities, men and women have the same opportunities. And the fourth resource person (Elak) stated that he really supports the feminist movement and women's leadership, according to him women are more competent to become leaders than men because women tend to prioritize other people's feelings, like to work together, are expressive, and enjoy communicating, women's leadership brings uniqueness and advantages.

Gender equality is something that must be considered and fought for to support the aspirations of women in Indonesia, because women have the same rights as men. What differentiates men and women is only biological gender. Men and women were created as a pair of human beings with their respective strengths and weaknesses to collaborate to achieve success together, with the same effort, no one is at the forefront and no one is backward, and there are no rights that are only for men and only for Woman.

From all the information obtained from sources, it was found that there are still many pros and cons regarding women's leadership in Indonesia, ranging from small to large organizational scopes, because women are still often considered weak and more appropriate to always be second to men. Men always think that men are more worthy to lead than women. Women will be able to become leaders if those led are a group of women too.

3. CLOSING

The communication science student corps is an organization in which there is gender inequality, because since it was first established in 2006 until now 2024, it has been active for 18 years, women here do not get the same freedoms and rights as men, women are still always seen as weak, and always under men. From the time it was founded until now, the communication science student corps has always been led by men, with only 1 period led by a woman, the rest of the time women are always second in command as deputy chairpersons. Because most of its members still think that men are more competent to be leaders than women.

From all the information obtained from sources, it was found that there are still many pros and cons regarding women's leadership in Indonesia, ranging from small to large organizational scopes, because women are still often considered weak and more appropriate to always be second to men. Men always think that men are more worthy to lead than women. Women will be able to become leaders if those led are a group of women too.

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