THE ROLE OF WOMEN IN THE WINNING OF THE 2019 ELECTION (STUDY ON THE NATION WOMEN'S DPP)

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Abstract: The research focus on the democratic party that held in 2019. The Legislative Election (Pileg) and Presidential Election (Pilpres) activities were simultaneously for the first time. There were many various kinds of things done by parties in Indonesia in preparing themselves to face the national event. The 2018 elections will be a new era for women in leadership. Several female candidates in the 2018 elections is a sign of democracy in Indonesia which has reached a significant maturation stage compared to previous years. Society increasingly has the freedom to determine the figures deemed appropriate to lead the region, including the courage to support women candidates. These included the election of Nahdliyin women such as Khofifah Indar Parawansa as East Java Governor, Chusnunia Chalim as Deputy Governor in Lampung, Ana Muawanah as Bojonegoro Regent, completing other women who were equally elected as regional heads in the 2018 elections. The study was a qualitative study, gathering data is done through interviews, documentation studies and literature studies.

INTRODUCTION

On April 17, 2019, the legislative elections (Pileg) and the Presidential Election (Pilpres) were held simultaneously. In facing this General Election, each political party has prepared itself to achieve its goals. The parties in Indonesia have done various kinds of things in preparing themselves for this national event. One of the parties involved in this 5-year grand event is the National Awakening Party (PKB). This conservatism ideology party was founded in Jakarta on July 23, 1998 (29 Rabi'ul Awal 1419 Hijriyah), declared by the Kiai of Nahdlatul Ulama, one of the mass organizations with the most extensive mass base in Indonesia.

This research will focus on Indonesian women's progress in political activities as has been done by women in the DPP Perempuan Bangsa, led by Siti Masrifah. Secretary-General of the National Women's DPP, National Awakening Party (PKB), Luluk Nur Hamidah, assessed that the holding of the 2018 Pilkada was a new era for women's leadership. According to Luluk,

the victory of several female candidates in the 2018 Pilkada signifies that democracy in Indonesia has reached a significant maturation stage compared to previous years. The community, said Luluk, had more freedom in determining the figure deemed suitable to lead their region, including the courage to support female candidates. Among other things, the election of Nahdliyin women such as Khofifah Indar Parawansa as Governor of East Java, Chusnunia Chalim as Deputy Governor in Lampung, Ana Muawanah as Regent of Bojonegoro, complementing other women who were equally elected as regional heads in the 2018 Pilkada (https: // national. kompas.com/read/2018/06/29/22103941/dpp-perempuan-bangsa-pilkada-2018-era-baru-kepemerdekaan-perempuan).

The role of women in the nation's progress in this era is not just giving birth and caring for the nation's successors. However, today millennial women can advance the economy because they have two roles: taking care of the family and taking part in the family economy. The boundaries of gender dividing are gradually disappearing in the swallow of time. Today's woman can do whatever she wants; she can seek sustenance in men's path; there are no taboo things that limit her.

In the current era, it can be seen that women do jobs that were generally done by men, for example, motorcycle taxi drivers, soldiers, soccer referees, bus drivers, pilots, CEOs, or even tire repairers. It is clear evidence of the emancipation of women that has taken place in this country. It is widely celebrated by women for their freedom against stigma and old rules. Modern women are free to be anything; they can spread their wings any width to achieve their dreams.

Compared with America, which does not have a history of female presidents (almost in the last presidential election with presidential candidate Hillary Clinton), Indonesia has had a woman president. Indonesia also has a national day to commemorate a woman's role with education and her rights, namely Kartini Day. Apart from international women's day, Kartini Day is celebrated in Indonesia as a public reminder of an important female figure who has kicked off the education system for all genders.

On International women's day, many women take to the streets to give speeches to raise the flag of gender equality worldwide. However, in Indonesia, people celebrate Kartini Day by wearing traditional clothes. Both women and men celebrate Kartini Day to celebrate how abundant the country's cultural wealth is and remember the struggles of national heroes fighting for people's rights to get proper education (https://www.polygonbikes.com/id/peran-perempuan-perhadap-kem progress -nation).

Some of the theoretical concepts used in this study include;

Public Relations

A public relations function in an organization or company is usually known from a public relations department. In various companies in Indonesia, the term public relations is as

much used as public relations. In general, government agencies or organizations still use public relations, while private companies prefer to use the term public relations. In writing this research, the writer uses the term public relations because the writer researches one of Indonesia's political parties. Frank Jefkins (in Morissan, 2008: 8) provides a public relations limitation, namely, "something that summarizes all planned communication, both inside and outside between an organization and all its audiences in order to achieve specific goals based on mutual understanding." According to Widjaja (2010: 53), public relations is "an activity that involves both the individual inside and outside and all activities are held in the framework of implementing the duties and functions of each institution or organization." Cutlip, Center, et al. (2006: 6) provide that public relations are a "management function that builds and maintains a good and beneficial relationship between the organization and the public that affects the organization's success or failure." After the authors see the definition of public relations from several experts, the authors conclude that public relations are a management function that creates, plans, and evaluates all planned activities to build good relations between employees and management or employees and employees.

Public Relations Duties

Widjaja (2010: 53) argues that several things need to be considered in public relations duties :

a. The implementation of inward and outward goals through informative, educative, persuasive approaches, and imperative and punitive approaches are avoided.

b. The communication process through activities is carried out in a planned and continuous manner, which includes communicators' skills; the message is conveyed accurately, objectively, and has a strong power of influence to achieve the stated goals successfully.

According to Abdurrachman (2001: 35), a public relations practitioner must organize persuasive and informative communication. Informative and persuasive communication can be carried out with :

a. Written: using letters, papers, bulletin, brochures, and others.

b. Oral: holding briefings, meetings, discussions, lectures, and similar events.

c. Counseling: providing several staff members who have received training or education to advise employees, help solve their problems, or discuss them together.

Public Relations Function

According to Ardianto (2009: 181), Public Relations has a function as a member of the management coalition, a combination of identity, image, and reputation. Various changes or shifts in values above certainly impact the role and function of public relations as a bridge and communicator of an organization or company so that there is no misunderstanding between the organization or company and the community. Canfield (in Widjaja, 2010: 54) suggests that public relations functions:

a. Serve the public interest.

b. Maintain good communication.

c. Emphasize morals and good behavior.

Scope of Public Relations

According to Jefkins (2003: 80), audiences (public) are groups or people who communicate with an organization, both internally and externally. The scope of public relations duties in an organization or institution includes the following activities:

1. Fostering External Relations (External Public)

Ruslan (2010: 23) explains that what is meant by the external public is the general public (society). Seek the growth of a positive public attitude and image towards the institution it represents. Widjaja (2010: 73-74) argues that External Public Relations (External Relations) also determines an agency's success or institution's public relations activities.

Based on the various audiences, this is known as:

a. Press Relations

Organizing and maintaining relations with the press in general with the mass media such as the press, radio, film, and television, primarily the press.

b. Government Relations

Regulate and maintain relationships with the government, both central and local governments. Official institutions or agencies related to company activities.

c. Community Relations

Organize and maintain relationships with local communities.

d. Supplier Relations

Manage and maintain relationships with suppliers (contractors) contractors to receive all company needs regularly and at reasonable prices and terms.

e. Customer Relations

Manage and maintain relationships with subscribers so that the relationship is always in the situation that the customer needs the company, not the other way around.

2. Fostering internal relations (internal public)

According to Ruslan (2010: 23), what is meant by the internal public is "the public that is part of the unit/agency/company or organization itself." Meanwhile, according to Ardianto (2010: 124), the internal public is "the public inside the company. For example, employees, security guards, telephone recipients, supervisors, clerks, managers, and shareholders ". Jefkins further explains (2003: 82) that the internal audience in public relations consists of partner companies, prospective employees, existing employees, management, new employees, foreign partners, shareholders, and trade unions.

Widjaja (2010: 71-74) explains that the purpose of inward public relations is essential to increase the enthusiasm for the work of the employees of the institution or agency concerned. As an outline, it can be concluded as follows,

Internal public includes:

a. Employee Relations

Maintain a special relationship between management and employees' informal employment. For example, regarding placements, transfers, promotions, dismissals, pensions, and so on.

b. Human Relations

Maintain unique relationships between fellow citizens in the company in an informal, human (humane) manner. Intercourse between humans, not as a formal human relationship.

c. Labor Relations

Maintain a relationship between the board of directors/managers and the labor union in the company and solve problems that arise. Taking preventive measures prevents difficulties that arise, thereby contributing to harmonious relations between the two parties.

d. Stockholder Relations, Industrial Relations

By the nature and needs of the company, namely making a relationship with the shareholders. With the description above, apart from having a role in carrying out employee relations activities, PR also has a role in maintaining relations with the outside public and the inside public. In this case, employee relations activities in increasing employee motivation.

Purpose of Public Relations Activities

In describing the objectives of public relations activities, it is necessary to divide the definition of public relations based on its activities. In contrast, the division of public relations activities is divided into two activities, namely internal relations activities, and external relations activities.

1. Purpose of External Relations activities

According to Danandjaja (2011: 25), explaining the purpose of public relations based on external relations activities is intended to get public support. The definition of public support here is:

a. Expand subscriptions or marketing.

b. Introducing a type of production or idea that is useful to the public in a broad sense.

c. Seek and develop capital.

d. Improve the image of the company against the opinion of the wider community; in order to practice the objective of external relations, it must be able to organize effective communication which is informative and persuasive in order to gain public support or also change public opinion as desired by

communicator.

2. Purpose of Internal Relations Activities

According to Danandjaja (2011: 22), describing the objectives of public relations based on internal relations activities includes several things, namely:

a. Conducting an assessment of attitudes and public opinion towards the company, primarily aimed at the company's policies that are being implemented, get a favorable public opinion.

 b. Conducting an analysis and improvement of the current policies to achieve the company's goals without forgetting the public interest.

c. Provide information to the public of employees regarding a company policy that is objective and related to the company's routine activities and explain the company's development. At which the next stage, it is hoped that the public employees will remain well informed.

d. Planning for the preparation of adequate staff for assignments that are internal relations within the company.

Danandjaja (2011: 24-25) said that in order to avoid misunderstanding between the leadership and the employee public through the purpose of this internal relations activity, the company should organize activities such as darma tours, sports, face-to-face meetings, social actions, where this activity aims to foster good relations. To close the gap between the leadership and the public employees, so that at the next stage, the employee can be expected to be a good participant in facing the assigned tasks by the company to him in a work situation.

Communication and Politics

An Analysis of the Study of Political Communication in Indonesia

In the context of developing knowledge, a theory or model of knowledge is often inspired by previous theories or models. However, the later theory, to some degree, also shows its originality so that some studies with the theme of political communication will be examined by researchers in this sub-chapter to provide an initial description of the studies carried out related to this problem.

a. Overview of the Communication Process

A study conducted by Muhmmad Firdaus (2002: 22) on political communication states that communication is a process, meaning that communication is a series of actions or events that occur sequentially (there are stages) and are related to one another within a certain period. As a process, communication is not static but dynamic because it always changes and takes place continuously.

In line with this, Effendy (2000: 11) states that, in essence, the communication process conveys thoughts or feelings by someone to another. Thoughts can be ideas, information,

opinions, etc. Feelings can be in the form of conviction, certainty, doubt, worry, anger, and so on that arise from the bottom of the heart.

According to Sendjaja (1993: 9), the communication process involves many factors, or elements of the factors or elements referred to, including actors or participants, messages (including form, content, and presentation methods), channels or tools used in conveying messages, time, the place, result or effect that occurred, as well as the situation or condition during the communication process.

So it can also be interpreted that communication is an exchange of meaningful symbols. When individual interactions with other individuals occur, there is a phase where a transaction of symbols occurs, which results in a similarity in meaning between them. To establish communication-based on the uniformity of meaning, humans in social interaction always try to match what is in their mind with what is happening in their environment, meaning that humans in the communication process are not just recipients of symbols or symbols, heard, or seen. He feels passive, but the individual will try to respond and provide feedback on the meaning generated by the symbol, symbol, or sign.

The reaction given by the individual is part of the interaction he can carry out in order to establish communication between the sender of the message and the recipient of the message. Interpretation interactions are carried out on messages conveyed among communication participants. However, interpretive interactions are also carried out on themselves because people are aware of others and can also realize themselves.

Ardianto (2003: 76) cites the opinion of B. Aubrey Fisher in Aripin (1992), saying that it has been noted that the paradigm that has developed in the last few decades, namely the mechanistic paradigm emphasizes the effects of communication, psychologically provides a picture that communication is conceptualized or understood as a process and internal mechanisms for receiving and processing information on oneself. In the interactional paradigm, communication is conceptualized as a human interaction for each individual, whereas in the pragmatic paradigm, communication is conceptualized as a behavior system. Hayakawa (in Mulyana, 1996: 6) states that "a basic need is a need for symbols."

The function of forming this symbol is an essential human activity, such as the meaning of motion. It is a fundamental process of thought and occurs all the time. Not all creatures in this world can interpret symbols because the symbol itself is a sign that can only be understood with a unique ability that only humans have.

Human communication utilizes a symbol, which is very important to be able to communicate. The symbol itself is defined by Tubbs and Moss (1996: 72) as something that is used for or seen as representing something else. Symbols do not stand or exist by themselves; symbols are created to inform people who see the symbols themselves. The symbol is the most sophisticated indication; this symbol mainly functions in reasoning and thinking; the use of

symbols by humans is an achievement that humans have achieved because human achievements depend on the use of symbols (in Mulyana, 1996: 96).

So the symbol is more of a particular sign that is arbitrary, meaning that it is like or not the same as the one marked, and can only be understood or interpreted in a specific context by particular social groups so that it is culture-specific.

Symbolic action is only possible as a straightforward communication between humans; two people determine the relationship. However, humans, as social beings tend to group, live in a specific community. Symbols are growing; the more they are understood together through broader interaction, symbols do not belong to individuals anymore but are communitarian and belong together in their social world.

In general, Effendy (2000: 11) divides the communication process into two stages, namely primary and secondary. The primary communication process is conveying one's thoughts or feelings to others by using symbols as a medium. Symbols as the primary medium in the communication process are generally language. However, in particular communication situations, the symbols used can be gestures, images, signs, colors, etc., which can directly translate thoughts or feelings in communicating.

Language is the most widely used symbol in the communication process because language is the most effective way to translate one's thoughts. However, for the effectiveness of a communication process, these symbols should be combined in their use.

The secondary communication process is the process of conveying a message by a person or group of people to other people using tools or means as the second medium after using the symbol as the first medium.

b. Concept of Political Communication

Blake and Haroldson (1975: 44) say, "Political communication is communication that has actual or potential effects on the function of a political state or the political entity." Fagen (in Blake and Haroldson, 1975: 44) defines political communication as all communication that occurs in a political system and between that system and its environment. Its broad scope includes the study of organizational communication networks (parties, unions, public bureaucracy, and other mass organizations), groups, mass media, and specific channels and socio-economic determinants of the system's existing communication patterns in question.

Political communication, according to Denton and Woodward (in Mc Nair 1995: 3-4), includes communication in the following matters:

1. All forms of communication undertaken by politicians and other political actors to achieve specific objectives

2. Communication addressed to these actors by non-politicians such as voters and newspaper columnist, and:

3. Communication about these actors and their activities, as contained in news reports, editorials, and other media discussions of politics.

All forms of communication carried out by politicians and other political actors to achieve specific goals. Where communication is directed to the perpetrators by those who are not politicians such as newspaper voters and columnists, and; communication about actors and their activities, as stated in news reports, editorials, and various forms of political discussion media (Galnoort in Nasution, 1989: 24), explains that political communication is a political infrastructure, which is a combination of various social interactions in which information relating to joint efforts and power relations enters it.

Political communication is directed at achieving an influence so that the problems discussed by this type of communication activity can bind all groups or citizens through a sanction that is jointly determined by political institutions. Meanwhile, when viewed from political goals, the essence of political communication is the effort of a group of people who have a particular orientation, political thought, or ideology to control and or gain the power to realize political and ideological thoughts as they expect.

The elements in political communication generally consist of communicators, communicants, messages, media, goals, effects, and communication sources. These elements are in two political situations or political structures, namely the political superstructure and the political infrastructure. The political superstructure includes the legislature, executive, and judiciary. Meanwhile, political infrastructure reflects groups in a society consisting of political parties, interest groups, political communication media, etc. (Harmoko in Rauf, 1993: 10).

Juergen Habermas describes the political public sphere as communication conditions that allow citizens to form common opinions and wills discursively. In this political communication Habermas in Hardiman (http: /duniaesai.com, page 3 of 8) refers to several things, as follows:

First, participation in political communication is only possible if we use the same language with consistent semantics and logic;

Second, all participants in the political public sphere have the same opportunity to reach a fair consensus and treat their communication partners as autonomous individuals responsible and not as tools used for goals outside of themselves.

Third, there must be standard rules protecting the process and repression and discrimination so that participants can ensure that consensus is only through better arguments. These three things in short, in the political public sphere, must be "inclusive," "egalitarian," and "free from pressure," so that this will give identity to a strong government,

which can facilitate political communication between the political system and civil society in the political public sphere.

In the research results, Yenrizal (2003: 151) illustrates that in the context of political communication, a cognitive and affective-oriented political culture of society must be given enlightenment and political education from an early age so that it will produce the effect of political communication as a result of this political culture. Political communication can be carried out in the form of political communication, which is carried out systematically and directed.

Political communication in a political system can be likened to the circulation of blood in the human body. It is not the blood, but what is contained in that blood that makes the political system alive. Like blood, political communication flows political messages in the form of demands, protests, and support (aspirations and interests) to the heart (center) of processing the political system. The processing results, which are encapsulated in output functions, are streamed back by political communication, which then becomes the feedback of the political system itself (Alfian, 1993: 1-2).

Political communication connects all parts of the political system and the present and the past to convert aspirations and interests into various policies. Political communication occurs from instilling values in society (political socialization or political education), to the articulation and collection of aspirations and interests, to the process of policymaking, and the evaluation of these policies by the community, each part of which is connected by political communication.

By the definition and scope of the study of political communication above, the function of political communication in a democratic country is to channel the political aspirations and interests of the people who are input to the political system and at the same time channel the policies taken by the authorities in the form of output from the political system itself. Through this, they know whether the support, aspirations, and supervision are channeled or not towards the various political policies taken by the rulers.

It can be concluded that political communication is a kind of "artery" or "blood" of a political system on which all the mechanisms of state political lives depend on it. Political communication is something important, coordinates and synchronizes state institutions both vertically and horizontally. Vertically, it is to regulate the relationship mechanism between the government and all its institutions and organizations structurally functional and interrelated. For example, to communicate its policies to the community to get support (support) from the community and vice versa, the government wants to open itself to demands, suggestions, suggestions, and criticism. Meanwhile, horizontally, it is to regulate and harmonize people's lives by creating mutual understanding between one community and another.

The rise and fall of the level of democracy are highly dependent on the structure and characteristics of the communication system. A new state organization or institution is called a democracy if it allows communication without obstacles. The benchmarks of democracy are communication criteria, namely the existence of public discourse, an open exchange of opinions, ideas, and differences, an unrestricted flow of information, and the right and freedom of choice.

Political communication, according to Budiarjo (1999: 20), is a suggestion used by political interpreters in carrying out one of their functions to uphold democracy. In a communication system, the political parties' position is a bridge of communication flow between those who govern (the rulers) and those governed (the ruled).

Representatives of the people or parliament members (Dahlan, 1999: 6) can be said to be communication brokers, which act as intermediaries between their constituents and the government. Representatives of the people must tap into the problems, ideas, or demands of their voters by hearing their messages and then articulate their aspirations by using all their communication skills (both verbal and non-verbal) to achieve their desired goals.

Implementing democratic governance is not intended to provide the greatest possible freedom to the people, but rather how to limit the power held or exercised by the government. In this case, Budiarjo (1980: 52) states that a democratic government is a government that has limited power and is not allowed to act arbitrarily against its citizens. In line with this, Huntington (1994: 1) says that broad political participation is the hallmark of political modernization.

Communication is a form of natural behavior that every human being has. A human being becomes a human being precise because of his ability to communicate, interpret his social environment, and provide feedback in response to this. Even more extreme can be said that humans are incapable of not communicating. So, in essence, through the exchange of meaningful symbols, a person integrates and internalizes himself in the social environment. According to Alfian (1993), political communication is assumed to make a political system alive and dynamic. Political communication presents the political system's activities so that aspirations and interests are converted into a decision.

Political communication, like any other communication, requires a sender, messages, and recipients. Political communication usually takes written or spoken words, symbols, or signals that convey meaning and messages. According to Kantaprawira (1999: 61), through political communication, thoughts can be reconciled because, in essence, all thoughts must be conveyed through messages, and in the end, someone accepts or responds to them.

METHOD

This study uses a qualitative approach with procedures that will produce descriptive data in written or spoken words from people whose behavior is observed. The aim is to gain an authentic understanding of people's experiences, as perceived by those concerned (Mulyana, 2002: 156). To support the method used, the author also establishes an approach commonly used in the political science approach, namely the Pluralism (Pluralism) approach, namely: An approach built by institutional understanding (institutionalism) and behavioralism which emphasizes political participation as a link. between society and the government and also emphasizes the side of political activity and the learning process to adjust through political participation at the political level and in various cultural-socio-political crocodiles (Apter, 1988: 287).

Then Muhadjir (1996: 12) mentions several terms used in qualitative or phenomenological research, namely grounded research, ethnomethodology, naturalistic paradigm, symbolic, semiotic, heuristic, hermeneutic, or holistic interaction. Lofland (in Mulyana, 2001: 149) argues that the types of questions characterize qualitative research: what is going on here? What are the forms of this phenomenon? What variations do we find in this phenomenon? Then answer the questions in detail. More specifically, Denzin (in Mulyana, 2001: 149) states the purpose of methodological principles based on symbolic interaction theory, namely:

a. Symbols and interactions must be combined before the research is complete.

b. Researchers must take the perspective or role of other people who act (the acting other) and view the world from the subject's perspective. However, in doing so, the researcher must distinguish between the conception of everyday life's reality and the scientific conception of that reality.

c. The researcher must associate the symbols and definitions of the subject with the social relationships and groups that provide such conceptions.

d. Behavioral settings in these interactions and observations of methods should be noted.

e. Research methods must be able to reflect processes or changes and static forms of behavior.

f. Research implementation is best viewed as an act of symbolic interaction.

g. The use of ethical concepts is first of all directing (sensitizing) and then operational, an ethical theory to become a formal theory, grand open theory or middle-range theory, and propositions built to be interactional and universal.

The principle that the theory or proposition produced based on symbolic interactionism becomes universal as stated by Denzin above is in line with the views of Glaser and Strauss (in Mulyana, 2001: 149), whose efforts to build a "theory based on data" (grounded theory) can be considered as one serious attempt to develop a symbolic interactionist methodology.

Qualitative research methods can be distinguished from quantitative research because qualitative research methods do not rely on evidence-based mathematical logic, number principles, or statistical methods. Actual speech, other social cues, and actions are mental

material for qualitative analysis. Although qualitative research in many forms often uses computations, it does not use sum values used in data collection and analysis in experiments and surveys.

Qualitative research aims to maintain the form and content of human behavior and analyze its qualities, rather than transforming them into ancient quantitative entities. (Mulyana, 2001: 150). Meanwhile, according to Bodgan and Taylor (in Moleong, 2000: 3), research using a qualitative approach is a research procedure that produces descriptive data in written or spoken words from people and observable behavior. This approach is directed at the individual's background holistically (whole or as a whole). Meanwhile, according to Neuman (1997: 329), researchers must focus on subjective meanings, definitions, figures of speech, symbols, and descriptions of some instances to capture aspects of the social world. Then further stated by Garna (1999: 35) that the researcher seeks to organize in showing how various ideas and social actions in space and time are given meaning.

Also explained by Deddy Mulyana (2001: 147), the objectives of research in a subjective perspective are:

Addressing specific matters, not only overt behavior but also unspoken processes, with a small sample / purposive, understanding events that have historical significance, emphasizing individual differences, developing hypotheses (theories) that are bound to context and time, making ethical/aesthetic judgments of specific (communication) phenomena.

It should be noted here that the intended subjective nature does not mean that the meaning is only based on the researcher's understanding, but rather the interpretation of the subject who is the object of the research. By the paradigm used, the postpositivist view using systems theory assumes that the researcher must write down his report in a value-free, objective manner, without the inclusion of the researcher's interpretation other than the subject who is the object of the research itself.

In this study, the design and the course of this study can clearly be described through the 14 characteristics of a qualitative approach as described by Lincon and Guba (1985: 39-43) as described below:

Natural setting, human as an instrument (human instrument). The use of non-explicit knowledge (utilization of tacit knowledge). Qualitative methods (qualitative methods). Purposive sampling (purposive sampling). Inductive data analysis. The theory is based on data in the field (grounded theory). The research design emerged naturally (emergent design). Research results are based on negotiation (negotiated outcomes). Sace study reporting mode. Idiographic interpretation. Tentative application of findings. Focus-determined boundaries. Trustworthiness with unique criteria (particular criteria for trustworthiness).

In this study, extracting information was carried out on informants, according to Koentjaraningrat (key informant). Base informants are informants who provide clues about other individuals in the community who can provide further information needed.

C. Data Sources

The primary data needed to achieve the research objectives are focused on elements related to the National Women's Council's PR process, both verbal and non-verbal. According to Lofland (Moleong, 2003: 112), the primary data source in qualitative research is that the words and actions of the subject are only a note (information), which does not give any meaning before being categorized and reduced. So the researcher can capture data, not only to digest verbal information but also to uncover what is behind the respondent's actions or nonverbal language. The data collected consists of primary data and secondary data. Primary data is data obtained directly from the object of research following the scope under study. Secondary data is data obtained indirectly from the research object, both from documents and publications that support the subject matter of the research discussion. Data can be in the form of oral, written, and action data obtained from information sources. The words and actions of the people being observed or interviewed are the primary source of data and are documented through written notes, photographs, or films. Meanwhile, other data sources, such as books, documents, newspapers, etc., cannot be ignored and complement the existing reality.

Data collection technique

The data in this study were collected on a secondary basis. Because this research uses qualitative methods, the data collection technique to be used is to make observations. The most important thing about this data collection technique is that the researcher acts as the main instrument. The role of researchers is vital in collecting data. Humans' general characteristics as instruments include responsiveness, adapt, emphasize wholeness, base oneself on knowledge, process data as quickly as possible, and take advantage of opportunities to seek unusual or idiosyncratic responses (Moleong, 2002: 121).

So this technique leads to the logic of discovery, a process that aims to suggest concepts or build theories based on real human reality (Mulyana, 2002: 167). To complement the findings in the field, researchers also complemented two other data collection techniques, namely in-depth interviews and reviewing various documentation found.

Interviews are data collection by asking questions directly by researchers (Soehartono, 1999: 67). Interviews were conducted by asking questions to explore the information needed to construct the existing reality. Questions must be made flexible and adapted to the conditions of need so that both the researcher and the respondent can understand each other.

According to Lincoln and Guba (in Moleong, 2003: 135), the intent of conducting interviews includes: Constructing people, cruelty, activities, organizations, feelings, motivations, demands, concerns, and other needs; Reconstructing events experienced in the past; projecting hopes for

the future; verify, modify and expand information obtained from other people; And verify, modify and expand the constructs developed by researchers as checking data. So, the interview is intended to refocus, clarify, raise critical awareness, and ask respondents for explanations and information.

Meanwhile, data collection techniques that are sourced from documents include demographic data and geographic data owned by the local government, newspaper news and magazine articles, official documents, brochures, photographs, etc. The data obtained is supporting data on the results of observations and interviews conducted. Other document sources such as letters or personal notes that can provide important information, in this case, are not included as a study material.

Two criteria that are important for the objectivity of a qualitative study, according to Kirk and Miller (in Riawanti, 2004), are the reliability associated with the research steps and the validity associated with the content of the study. The technique of checking the validity of the data used by researchers in this study is that extending the researcher's participation in the research setting will allow an increase in the degree of confidence in the data collected. In contrast, the triangulation technique is done by comparing the data obtained with other data and theory.

Thus the data that has been found can be guaranteed the degree of trustworthiness. The discussion technique with peers is done by discussing the interim results or the final results obtained from analytical research. The researcher double-checked the data that did not match or did not match the research focus on this discussion.

RESULT

As stated earlier, various kinds of public relations activities can be carried out to support an organization's activities, as was done by National Women in winning the National Awakening Party in the 2019 general election. Some of the activities carried out by women cadres of the National Women's DPP carried out several public relations activities supporting the National Awakening Party in the 199th General Election. Among the activities carried out by the Regional Leadership Council (DPW) for Women of the Nation of East Java, holding an egg-eating action together, which is held to convince the public that eggs from breeders in East Java are suitable for consumption. In gaining votes among orphan lovers in Jakarta, the DPP Perempuan Bangsa held an event entitled 'Sharing Love with 1000 Orphans' in the courtyard of the DPP National Awakening Party (PKB) office, Jalan Raden Saleh No. 9, Cikini, Central Jakarta. The C1NTA sharing activity with 1000 orphans was divided into two event terms. A total of 500 orphans participated in drawing and coloring competitions and breaking the fast together at the PKB DPP Office's office.

In comparison, sharing activities with 500 other orphans were spread in several areas involving the orphanage companion community or directly visiting the orphanage's residence. Perempuan Bangsa, which is the Autonomous Body of the National Awakening Party (PKB), is also involved in helping earthquake victims in Ambon by conducting trauma healing to relieve trauma caused by repeated earthquakes in refugee camps. In addition to coloring and playing together, the National Awakening Party (PKB) also distributed assistance aimed at providing psychosocial support to earthquake victims. The assistance included various children's toys, fairy tale books, short stories, coloring tools, and dolls. Assistance was handed over to evacuation posts in three villages, namely Liang, Tial, and Tulehu Villages, located in Salahutu District, Central Maluku. These three villages were severely damaged, most of their houses were leveled to the ground, so they had to be in evacuation sites. In Liang Village, for example, this location is home to about a thousand refugees. Another activity is to get support from women by holding an event to commemorate Mother's Day by giving awards to Great Mother in East Java. In The Great Mother Awards theme, there are ten categories of awards given to great mothers by the Autonomous Body of the National Awakening Party (PKB). Apart from inside the country, these women also carry out cooperation with abroad, including holding the Nation's Woman in cooperation with the British conservative party wing organization, to strengthen voters relationship management where the meeting resulted in training cooperation for relationship management voters, namely training in the management of managing voters to remain loyal to PKB.

DISCUSSION

As one of the parties presenting their female election in parliament, PKB becomes enjoyable to be a research topic. It is very positive in line with PKB's goal of ensuring a 30 percent quota for women in parliament. Twelve women in the DPR come from PKB, so it is hoped that they can produce pro-women policies. The political realm for women is still very minimal, even though women need more representatives in parliament. It is what became the beginning of the formation of National Women in PKB. This organization is led by Hj Siti Masrifah, who is often called Cifah; she is a member of the DPR-RI for the 2014-2019 period from the National Awakening Party (PKB), which represents the Electoral District of Banten III after obtaining 32,308 votes—and assisted by Luluk Nur Hamidah, who is also a member of the Indonesian House of Representatives from the PKB Fraction of Central Java Electoral District IV, acting as Secretary-General of the National Women's Council. Of course, to increase this organization's existence, public relations activities are essential to achieve these goals. In this case, the National Women have carried out many public relations activities presented by the author.

CONCLUSION

Based on the research results that have been carried out on the National Women's PR activities in winning the National Awakening Party in the 2019 general election, the authors conclude that the National Women have carried out several activities related to public relations activities. Several activities that have been carried out have been described in the analysis and discussion.

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