BEHAVIOR OF WOMEN VOTER IN SELECTING PROSPECTIVE MEMBERS OF THE REGIONAL PEOPLE'S REPRESENTATIVE BOARD OF THE CITY OF BANJARMASIN, ELECTION REGION 3 IN THE 2019 ELECTION

Mudah*, Jamaluddin, Muhammad Riduansyah Syafari

Master of Government Science Study Program, Faculty of Social and Political Sciences, Lambung Mangkurat University, Banjarmasin City, South Kalimantan, Indonesia

Abstract

In the 2019 election in the 3rd district of Banjarmasin, the number of registered voters was 86,016 people with 78.02% participation. Women's voices are very important in the struggle for DPRD seats in the 3rd district of Banjarmasin City. This is because the number of female voters is 44,408 people (51.63%), while the number of male voters is 41,606 people (48.37%). The participation of women was 78.72% while that of men was 77.26%. This study aims to analyze the behavior of women voters and the factors that encourage women voters in choosing candidates for members of the Banjarmasin City DPRD for the period 2019-2024 in the 3rd constituency of Banjarmasin City. The method used in this research is descriptive qualitative method. The research location is in East Banjarmasin District, Banjarmasin City, South Kalimantan which is designated as the 3rd election area of Banjarmasin. The key informants in this study were women who had the right to vote and exercised their right to vote in the 2019 legislative general election to elect candidates for members of the Banjarmasin City DPRD for the 2019-2024 period. A total of 29 key informants consisted of novice voters, adults, elderly and disabled voters. Beginner voters are voters who first vote in the 2019 election. Adult voters are voters who have voted 1 to 4 times. Elderly voters are voters who have voted more than 4 times. Disabled voters are voters with disabilities, while the experience of participating in elections is not a measure. In East Banjarmasin, there are 5 types of voter behavior based on the Anshori (2019) grouping. The type of rational behavior is driven by the vision and mission of political parties and the track record of political parties. The type of active behavior is influenced by the vision and mission of political parties, political party elites, track records of political parties, candidate education and the character or experience of candidates. The type of responsive behavior is driven by elite figures and the track record of political parties. The type of reactive behavior is influenced by elite character factors and emotional feelings towards candidates through family, friends and successful teams. The transactional type is influenced by economic factors in the form of rewards, gifts or facilities. Women voters in East Banjarmasin, in selecting candidates for members of the Banjarmasin City DPRD for the 2019-2024 period, behaved reactively and transactionally. The types of rational, active and responsive behavior are not common behaviors, but they still exist and are rare.

Keywords: Voter Behavior, Female Voter Behavior, Legislative General Election, 3rd Banjarmasin Electoral District, East Banjarmasin District.

INTRODUCTION

Government is broadly defined as the act of governing carried out by legislative, executive, and judicial organs or bodies in order to achieve the goals of state government or national goals (Pamudji, in Astomo, 2014). According to Bagir Manan, in Susilo (2018), government is defined as the overall working environment in an organization. In state organizations, government as the office environment is the state apparatus such as executive, legislative, judicial and other superstructure positions. Based on the understanding of the system, the government is a whole which is interrelated to form a system or pattern of government, including state institutions, as a manifestation of the socio-cultural aspirations of the people of a country as contained in its constitution.

Government implies an activity related to the duties and authorities of state institutions. The executor of these duties and authorities is the executive agency as the executor of policies that have been decided by the legislature. Executive institutions in this context include bureaucratic apparatus as well as politicians and statesmen who are at the helm of state institutions. All of these institutions, namely the executive and the legislature, run the wheels of government together in an effort to achieve state goals (Haboddin).

Indonesia is a democratic country. The big concepts and ideas of democracy refer to the guarantee of freedom, justice and equality for individuals in all fields. In democracy, there are participatory values and sovereignty that are upheld and must be carried out by citizens and state instruments at the legislative, judicial and executive levels. The relationship between citizens and the state, although still distant, can be facilitated by various institutions and elements of society because of the freedom for all parties to actively participate in national development, both political development and development in other fields. The community is given space to play an active role and be part of the democratic process through general elections (Bachtiar, 2014).

The general election (election) which in Indonesia is often referred to as a democratic party, is the key to the creation of democracy. General elections are a real manifestation of democracy and become a means for the people to declare their sovereignty over the state and government. General elections are based on Pancasila and the 1945 Constitution of the Republic of Indonesia. Elections are held on the principle of direct, general, free, confidential, honest and fair in the Unitary State of the Republic of Indonesia (Wardhani, 2018). According to Zulfikar (2019), elections are very important as a process and quality of democratic life. Elections are not only to elect representatives of the people and or legitimate leaders, but also because the election itself substantially carries a moral message so that the people choose representatives of the people who have a conscience. The rights of every citizen are guaranteed and protected by the state. In the opportunity to govern, which is manifested in general elections, every citizen who meets the requirements is given the same right to be elected and to vote. Law Number 7 of 2017 concerning General Elections regulates the basic requirements for the right to vote by stating that voters are Indonesian citizens who are seventeen years of age or older, are married, or have been married. One person one vote not only illustrates the equality of rights between citizens, but also shows equality between citizens because every citizen who has the right to vote only has one vote and that right is of equal value (Surbakti, 2011).

Some literature put forward the theory of people's behavior in giving or voting in general elections. Anshori (2019) states that voter behavior is a person's behavior in determining his choice due to the preference or compatibility factor. Voting behavior is the act of participating in voting for certain people, political parties or public issues. There is a cultural influence on voter behavior. Culture in political messages raises the influence of reactive behavior for voters in

determining their political choices. Voters will consider their political choices against election participants who use a cultural approach in conveying their political message. Voters also base sociological factors in determining their voting behavior and attitudes. The similarity of religion, ethnicity, advice from family are the biggest factors that are considered by voters. Thus, the use of culture through political messages and based on sociological considerations from voters, becomes the most important part in influencing voter behavior to determine their political choices.

Arifin in Anshori (2019) classifies voter behavior into 5 types or groups, namely rational type, reactive type, responsive type, active type, and transactional type. The rational voter type is someone who is actually a part of his or her actional self, namely an intrinsic attitude towards each character of the voter who also decides to vote for most citizens. The reactive type is a voter who has an emotional connection with a particular political party or candidate. While the responsive type is a situational voter depending on time, political events and momentary conditions. Meanwhile, the active type is the voter who interprets the personality, events, issues, and political parties by determining and compiling or accepting a series of choices given based on the calculation of the various options available. Furthermore, the last type, namely the transactional type, is a voter who makes decisions from various available options based on transactions on the basis of prizes or facilities.

Political reality which describes the tendency of minimum women's participation and low representation in the legislature is certainly influenced by many factors, one of which is very strong influence is political culture. Both directly and indirectly, the limitations of women's participation will greatly affect community development efforts, including women's empowerment. If the level of community participation, which includes women is low, then there is an indication that the implementation of democracy gives a bad sign, and of course it will be very detrimental to the nation and state (Mukarom, 2008).

Political participation in a democratic country is an indicator of the implementation of the highest legitimate state power by the people (people's sovereignty), which is manifested by their involvement in democratic parties (elections). The higher the level of political participation indicates that the people follow and understand and involve themselves in state activities (Wardhani, 2018). The most commonly known form of political participation is giving or voting, both to elect candidates for people's representatives (legislature) and to elect heads of state (Maran, in Saputra, 2017).

Voters in the East Banjarmasin District, which are included in the Electoral District (Dapil) 3 of the City of Banjarmasin, which consists of nine sub-districts in the 2019 legislative general election, were 86,016 people/person consisting of 44,408 (51.63%) women and 41,608 (48 people). ,39%) male. Looking at the comparison of the number of female and male voters in the East Banjarmasin District, Banjarmasin City, which is 106.73%, it can be said that the contribution of women's votes in choosing members of the Banjarmasin City Regional House of Representatives for the 2019-2024 period is greater than that of male voters. . Moreover, female voter participation, which was also greater than male voter participation, was 34,959 (78.72%) and 32,148 (77.26%). The ratio of female to male participation is 101.89%.

Voters in the East Banjarmasin Sub-district then chose eight out of 105 candidate members from 16 political parties consisting of 40 (38.10%) women and 65 (61.90%) men to sit as members of the City Regional People's Representative Council. Banjarmasin Period 2019-2024. The eight seats for legislative candidates from the Banjarmasin Dapil 3 were occupied by candidates who were elected from 8 different political parties. The highest number of votes for

seats was obtained by PAN and Golkar with 8,505 and 8,501 votes respectively. While the fewest are Democrats with 3,480 votes. Gerindra has the highest number of votes, with 2,392 votes, and Nasdem's 753 votes for the least. The pure votes of the elected candidates were mostly obtained by candidates from PAN with 4,206 votes, while the fewest were obtained by candidates from Democrats. As many as 2 women were elected, while 6 men were elected, in other words, the representation of women for the Banjarmasin 3 Dapil is 25 percent.

RESEARCH METHODS

This study uses a qualitative research approach. The purpose of qualitative research is to explain the phenomenon as deeply as possible about a phenomenon, fact or reality through the collection of in-depth data. According to Raco (2018), qualitative research emphasizes the depth of data obtained by researchers. Facts, realities, problems, symptoms and events can only be understood if the researcher explores them in depth and is not only limited to superficial views. The deeper and more detailed the data obtained, the better the quality of qualitative research.

This research uses descriptive type. According to Rukajat (2018) descriptive research is research that seeks to describe phenomena that occur in a real, realistic, actual and current way, because indeed this research aims to make descriptions, descriptions or paintings in a systematic, factual and accurate manner regarding the facts, nature -the nature and relationship between the phenomena being investigated.

The research location for women's voter behavior in selecting Candidates for Members of the Regional House of Representatives in Banjarmasin City, electoral area 3 in the 2019 general election is the administrative area of East Banjarmasin District, Banjarmasin City, South Kalimantan Province. Sources of data in the study are divided into two, namely primary data and secondary data. Primary data sources are informants, while secondary data is obtained through literature studies, documentation, books, written and online archives related to the object to be studied.

Data collection techniques used in this study were observation, interviews and documentation. The purpose of observation is to understand the characteristics and extent of significance of the inter-relationships of elements of human behavior on complex social phenomena in certain cultural patterns. Interviews are questions and answers between two parties, namely researchers as interviewers and resource persons to obtain data, information or opinions about a matter. The interviewer is the person who asks the question. Resource persons are people who provide answers or opinions on interviewer questions. Resource persons are also commonly referred to as informants. People who are used as informants are people who are experts in fields related to the information sought. While the study of documentation is a data collection technique that is not directly addressed to the research subject.

Research on women's voter behavior in selecting Candidates for Members of the Banjarmasin City Regional People's Legislative Assembly for electoral district 3 in the 2019 general election uses qualitative descriptive analysis. The stages of this technique use the steps as stated by Bungin (2001), Saleh (2017) and Rijali (2018), namely data collection, data reduction, data display or data verification, and data verification.

RESULTS AND DISCUSSION

Behavior of Female Voters in Selecting Candidates for Members of the Banjarmasin City DPRD for the 2019-2024 Period in the Electoral District of 3 Banjarmasin City

According to Anshori (2019), voter behavior is a person's behavior in determining his choice due to the preference or compatibility factor. The behavior itself, according to Notoatmodjo (2003) in Marlindo (2019), is a person's response or reaction to external stimuli or stimuli. Therefore, this behavior occurs by the presence of a stimulus to the organism and then the organism responds.

The purpose of this study is to find out or analyze the behavior of women voters in selecting candidates for members of the Banjarmasin City DPRD for the period 2019-2024 in the constituency 3 of Banjarmasin City and identify the factors that encourage voter behavior. The object of this research is of course clear, namely women voters, while the targets of choice of women voters are not only female candidates but also male candidates.

The theory of balance (Equilibrium) proposed by Nugraheni (2012) emphasizes the concept of partnership and harmony between women and men. This view does not contradict between women and men, because both must work together in partnership and harmony in family, community, nation and state life. According to Ardiyani (2018); Ana (2018), to realize this idea, every development policy and strategy must take into account the interests and roles of women and men in a balanced way. According to Alawi (2020), the relationship between the two elements is not contradictory but a complementary relationship to complement each other. A similar opinion was expressed by Hendrawati (2016) who said that the relationship between men and women was not based on dichotomous conflict, nor was it a functional structure, but rather based on a common need to build a harmonious partnership, because each party has advantages and disadvantages, strengths and weaknesses that need to be addressed. filled and completed by other parties in equal cooperation.

Anshori (2019) using Arifin's (2014) grouping suggests that there are 5 voter behaviors in voting in elections, namely rational type, reactive type, responsive type, active type, and transactional type. The rational voter type is someone who is actually a part of his or her actional self, namely an intrinsic attitude towards each character of the voter who also decides to vote for most citizens. The reactive type is a voter who has an emotional connection with a particular political party or candidate. While the responsive type is a situational voter depending on time, political events and momentary conditions. Meanwhile, the active type is the voter who interprets the personality, events, issues, and political parties by determining and compiling or accepting a series of choices given based on the calculation of the various options available. Furthermore, the last type, namely the transactional type, is a voter who makes decisions from various available options based on transactions on the basis of prizes or facilities.

In this study, interviews with women voters as key informants were grouped into beginner voters, adult voters, elderly voters and disabled voters. Novice voters are, of course, voters who in the 2019 election were the first to participate in voting. Adult voters are voters who have previously participated in the general election 1 to 4 times, or in other words, participating in the 2019 election is the second to fifth election. Elderly voters are voters who before 2019 had participated in elections more than 4 times. Disabled voters are voters with disabilities, while the experience of participating in elections is not a measure. The informants of each group were 5 people in the beginner group, 20 adults in the group, 2 elderly people in the group and 2 people with disabilities in the group.

Rational voters have and manage their intellectual intelligence and emotional intelligence better (Widyasari, 2020). Through his intelligence, this individual seeks to place himself in a

meaningful and beneficial way, including regarding his involvement in politics (Sya'ban, 2020). In deciding the political direction, one must have a real goal for development, which is interpreted as his own benefit for that development. Rational voters determine the political direction which is actually part of their action.

Interview with Mahretta Barkiah, SKM. who came from an adult voter group said:

"Ulun tidak mengetahui semua partai politik di Indonesia. Dari beberapa partai yang Ulun ketahui adalah partai yang lama dan besar karena memiliki anggota DPR RI. Ulun mengamati beberapa partai tersebut dalam berpolitik melalui keterlibatannya dalam membangun Indonesia. Partai tersebut membangun komunikasi dengan rakyat, dan upaya-upaya partai mewujudkan kesejahteraan bagi rakyat, ini yang Ulun inginkan. Ulun menilai PKS (Partai Keadilan Sejahtera) memiliki niatan baik untuk membangun kesejahteraan secara adil, bukan hanya nama tapi betul-betul diupayakan dalam pemilu tahun 2019, untuk caleg DPRD Kota Banjarmasin, Ulun tidak memiliki pengetahuan cukup untuk menilai caleg. Ulun mempercayakan kepada partai dengan memilih caleg nomor 1". (Mahretta Barkiah, SKM, interview 11 April 2021).

There are not many factors that motivate Mahretta Barkiah, SKM in making her political choices. Mahretta Barkiah, SKM is only based on the vision and mission of political parties and the track record of political parties, namely the Prosperous Justice Party. For rational voters, the vision and mission of political parties is one of the factors that drives their behavior. The contents of the vision and mission conveyed through socialization are accepted by voters as a stimulus which is then managed by their natural mind to produce a decision in determining their political direction. Of course, not all individual voters can capture the message of the vision and mission of a political party, even though all voters are equally stimulated through socialization.

Similar to rational voters, the vision and mission of political parties is one of the factors that drives active voters, in addition to other factors, namely elites or political party figures, track records of political parties, candidate education and experience or character of candidates (rompas, 2020). The media and the means of obtaining information are the same as those of a rational voter. Differences occur in drawing conclusions to determine their political choices (Yustiningrum & Ichwanuddin, 2016).

A voter from the adult group, namely Saniah, S.Ag, M.Pd. in his interview said:

"Ulun suka pak Amin (Prof. H. Muhammad Amien Rais, M.A, Ph.D.) sebagai tokoh reformasi Indonesia. Beliau orangnya cerdas berwawasan luas, berfikir kritis untuk membangun Indonesia. Dalam pemilihan umum tahun 2019, Ulun tidak memilih partainya pak Amin, tapi Ulun memilih partai PKS (Partai Keadilan Sejahtera) karena menurut Ulun PKS partainya memiliki keteguhan dalam upaya membangun bangsa. PKS mempertahankan prinsip, tidak mudah berubah mengikuti isu ataupun kondisi yang hanya menguntungkan partainya namun tetap berupaya untuk kepentingan bangsa. Pada pemilihan umum tahun 2019, untuk caleg DPRD Kota Banjarmasin Ulun memilih pak Awan (Awan Subarkah, S.T.P.). Menurut Ulun, sebagai incumbent yang telah memiliki pengalaman di DPRD Kota Banjarmasin, beliau juga orangnya cerdas". (Saniah, S.Ag, M.Pd, interview 11 April 2021).

Saniah, S.Ag, M.Pd considered many factors in determining his political direction. These factors are the vision and mission of political parties, elites or political party figures, track records of political parties and education of candidates associated with the perception of intelligence, as well as consideration of the experience of candidates.

Responsive voters in their behavior determine the direction of their political choices more because of the encouragement of the track record of political parties, which is mainly presented through the activities of elites, cadres and sympathizers of political parties. The political direction will change following the developing situation depending on the time, political events and momentary conditions.

"Sebagai PNS (Pegawai Negeri Sipil) dulu Aku pemilih Golkar (Partai Golongan Karya). Zaman sekarang tidak ada arahan-arahan untuk memilih partai (partai politik). Pada pemilu kemarin (2019) hatiku tergerak untuk mencoblos PKS (Partai Keadilan Sejahtera) karena orang-orangnya yang menurutku cocok, jadi Aku mencoblos PKS tapi tidak mencoblos calegnya karena tidak ada yang kukenal". (Murniati, interview 11 April 2021).

Based on the results of the interview, it can be seen that to determine her political choice, Murniati who comes from the elderly voter group is influenced by her preference for elites or political party figures, as well as the track record of political parties she has experienced.

Reactive voters are influenced by the elite figures of political parties and the personalities and experiences of legislative candidates. These women voters determine the direction of their political choices because they have an emotional connection or connection to both the elite of political parties and to candidates for legislative members through the emotional influence of family, friends and or the candidate's success team.

The following interview results show that emotional factors drive voter behavior in determining the direction of political choices:

"Ulun tidak tahu, tidak mengenal caleg yang akan Ulun pilih, Ulun memilih Demokrat (Partai Demokrat). Ulun menyukai pak SBY (Susilo Bambang Yudhoyono). Beliau berpengalaman dalam pemerintahan dan tegas. Sekarang anaknya, AHY (Agus Harimurti Yudhoyono) tidak kalah dengan bapaknya mempunyai kepribadian tegas, gagah, berwibawa dan masih muda, seperti Ulun. Kan pemilu barengan dengan pemilihan presiden, Ulun memilih calon presiden nomor urut 2 yaitu Prabowo-Sandi (Prabowo Subianto - Sandiaga Salahudin Uno) karena usungan Demokrat. Di rumah kami berbeda pilihan abah (ayah) dan mama (ibu) memilih Gerindra (Partai Gerakan Indonesia Raya). Ulun pernah mendengar ada yang menawarkan sejumlah uang kepada mama, untuk memilih caleg tandem dari mulai DPR RI dan DPRD Provinsi dan DPRD Kota Banjarmasin, akan tetapi mama tidak terima tawaran timses (tim sukses) caleg tersebut, kata mama sudah ada pilihan". (Gina Anggraini, interview 11 April 2021).

The factor that influenced Gina Anggraini as a novice voter in determining her political direction was her preference for an elite political party, in this case Susilo Bambang Yudhoyono and Agus Harimurti Yudhoyono. Gina Anggaini's love for the elite trumps the emotional connection of the family, so that when it comes to voting, the family does not determine the direction of political choices.

Transactional voters are voters who make decisions from various available options based on transactions on the basis of prizes or facilities. The following are the results of interviews with several informants:

"Ulun tidak paham dengan politik. Pada pemilu 2019, Ulun dikasih uang Rp. 100.000, dari teman sekampung, untuk memilih caleg PKB (Partai Kebangkitan Bangsa) nomor urut 1 untuk calon DPRD Kota Banjarmasin. Ulun tidak kenal calegnya, tapi tetap Ulun pilih". (Rini Ardya Dwi Rizky, interview 11 April 2021).

A Rini Ardya Dwi Rizky who is an adult voter to make political choices is very simple. Rini Ardya Dwi Rizky directs political choices to the candidates who reward him.

"Waktu pemilihan legeslatif kemarin (tahun 2019), Ulun memilih caleg DPRD kota Banjarmasin dari Golkar (Partai Golongan Karya). Ulun tidak begitu kenal dengan Ibu Noorlatifah (Noorlatifah, SE.), beliau sering berkunjung ke langgar kami, beliau orangnya baik, suka ngasih jilbab, bisa juga seragam untuk maulidan dan pengeras suara untuk langar kami. Ulun lupa nomer urut beliau waktu becaleg kemarin. Sebelumnya beliau juga anggota DPRD Kota Banjarmasin. Waktu reses di kelurahan kami juga sering diundang untuk menyampaikan aspirasi". (Rina Fujiastuti, interview 11 April 2021).

The provision of facilities and gifts in the form of goods assistance for Rina Fujiastuti, an adult voter, was used as the only consideration factor in determining the direction of her political choice. Actually there is an emotional connection between Rina Fujiastuti and her chosen candidate, but the emotional connection is formed or caused by assistance or facilities.

Factors Encouraging Female Voter Behavior in Selecting Candidates for DPRD Members of Banjarmasin City Period 2019-2024 in Electoral District 3 Banjarmasin City

Based on the discussion as described above, female voters in the East Banjarmasin District, which in the 2019 election was designated as the 3rd Banjarmasin constituency, it can be seen the factors that drive voters in determining their political direction both for novice voters, adult voters, elderly voters and voters disability. There are 7 factors that drive the direction of political choice, namely the vision and mission of political parties; Elites or political party figures; Track record of political parties; Education of candidates for legislative members; Experience and/or character of legislative candidates; Economy; and Family, friends, or the successful team of legislative candidates.

1. Candidate Vision Mission

The vision and mission as well as development programs that are expected by voters to be implemented and pro-people get a positive response. Women voters determine their political direction by considering the elaboration of the vision and mission of political parties in the real form of siding with the people. Real forms of taking sides with the people include initiating or supporting the formation of pro-people laws, implementing policies fairly, not taking sides with one group or class, and policies placing women's position on an equal footing with men. The elaboration of the political party's vision and mission that is described in a rational, clear, concise and directed manner and a communicative way of delivery becomes easier to digest and understand by the people.

2. Elite or Political Party Leader

The elite figures of political parties with various reasons such as firm personality, authoritative, honest, energetic, successful entrepreneurs, experience in government, intelligent and judged as a pious person are also factors for voter consideration. From the criteria for these figures or elites emerged the names of Joko Widodo (Jokowi), Susilo Bambang Yudhoyono (SBY), Prabowo Subianto, Amin Rais, Surya Paloh, Sandiaga Salahudin Uno and Agus Harimurti Yudhoyono (AHY). The reasons pinned to the elite include a firm personality, authoritative, honest, energetic, successful entrepreneur, experience in government, intelligent and judged as a pious person. Not all of these reasons are addressed to all elites, but each elite gets certain reasons

among the above, for example SBY and Jokowi are considered as experienced people in government, then Prabowo as a firm and authoritative figure, Surya Paloh and Sandiaga Uno as successful entrepreneurs and other reasons are addressed to other elites. Sandiaga Uno and AHY became female idols for millennial voters.

3. Political Party Track Record

The track record of political parties that becomes the concern and understanding of women voters is the performance of political party cadres within and outside the government. The poor performance of the cadres, especially corruption, is a consideration in determining political choices. The description and form of the track record of political parties that have emerged and been arrested by the people are in the form of the involvement of the political parties in the government and the alignment or defense or protection of political parties to the people through the performance of elites and cadres in government both in the executive, legislative and other government institutions.

4. Legislative Candidate Education

The education of candidates or legislative candidates is one of the orientations in determining political choices. Candidate education according to female voters can describe intelligence and ability in development and governance. At least it was stated by Ana Rifah, S.Pd that educated candidates are expected to be able to carry out the ideals of political parties.

5. Experience and or Characteristics of Candidates for Legislative Members

The experience and character of the candidates or candidates for legislative members who are intended and judged by women voters are experiences as bureaucrats (retired civil servants), experience as DPRD members (incumbent), religious leaders, and organizational/social activists. At least these things are the understanding or assessment given to the candidates who are expected to represent them in the government as members of the Banjarmasin City DPRD. Legislative candidates who actively socialize themselves through social activities will have an impact on increasing the popularity of a legislative candidate. The more active they are in socializing themselves, the more women voters will recognize. Candidates for incumbent legislative members are better known by voters because the person concerned has actually carried out routine socialization while sitting as people's representative for the past 5 years through the recess program, the people's aspiration screening program, this was acknowledged by the informant that he was familiar with the legislative candidates because he had previously attended recess held by the candidate. Candidates for legislative members from religious leaders will also find it easier to carry out socialization through religious activities that are indeed their profession. Candidates for legislative members who come from social organization activists generally have good communication skills with the community. This communication ability becomes capital for legislative candidates who come from activists to socialize themselves in the voting community.

6. Economy

Economic factors are also the orientation of women voters in making choices. The economic factor intended by voters is in the form of social assistance in the form of assistance for repairing public facilities such as roads or alleys and places of worship as well as assistance to groups of social organizations such as yasinan groups. The second type of assistance is cash assistance in

the form of a sum of money given to individuals or individuals. The amount of assistance revealed by voters was around Rp. 100.000,- up to Rp. 500.000,- per voter. The two types of assistance differ in terms of the target object and the technical assistance provided. The target of social assistance is a select group of users of public facilities who are given assistance. Social assistance is given directly by the caleg providing assistance, so that the community knows and physically meets the candidate. In terms of the physical introduction of legislative candidates to the community, this form of socialization is effective because the community is face-to-face with the legislative candidates. The type of assistance in the form of a sum of money is given to individuals or individuals. The target of this assistance is very clear, namely, individuals to influence the political choices of aid recipients so that their choices are directed to the candidates who provide assistance. The amount of assistance is around Rp. 100.000,- up to Rp. 500.000,- per voter not only for one choice of DPRD candidates for Banjarmasin City, but also packages for selecting DPRD candidates for the City of Banjarmain and DPRD candidates for South Kalimantan, packages for DPRD candidates for Banjarmasin City and DPRRI candidates, or all three, namely for DPRD candidates for Banjarmasin City, South Kalimantan DPRD candidates and DPRRI candidates, even reaching the presidential and vice presidential candidates. In providing this cash assistance, a legislative candidate does not use his own hands but is given by a successful team that has been formed.

7. Family, Friends, or Legislative Candidate Success Team
Another factor that also drives women's political direction in making choices is the role of family, friends and/or the success team formed by legislative candidates. It is easy to understand that in social life, the influence of friends, especially family, will have an impact on a person, including in making political choices. The family referred to here is a family member who competes as a legislative candidate, or a family member who directs or gives influence to elect certain candidates. The influence of friendship relations also applies, whether friends who become candidates or friends who direct or give influence to choose certain candidates. Meanwhile, a successful team, whose purpose was formed by a legislative candidate to build a communication network, will certainly have an impact on the network. Women voters who are in this network will get influence from a candidate through their success team.

Referring to the results of interviews from all informants, groups of novice voters, elderly voters and disabled voters are not influenced by the vision and mission of political parties. Only in adult voters where vision and mission become the driving force in political behavior. The vision and mission of political parties became the influence for 5 adult voter informants in this study. Based on the results of the interview, only 1 person, namely Mahretta Barkiah, SKM, clearly stated that the person concerned found himself compatible with one political party. This one informant behaved rationally, while the other 4 gave birth to other behaviors. This shows that rational behavior is becoming rare for women voters in East Banjarmasin.

It has been mentioned above that the vision and mission of political parties only serve as encouragement for 5 adult informants. One person has behaved rationally, and only 1 informant, namely Saniah, S.Ag. M.Pd who behaved actively, while 3 informants behaved differently. Again, active behavior is becoming rare for women voters in the East Banjarmasin District. Responsive voters are also rare in East Banjarmasin District. Responsive voters were only found in 1 informant in the elderly group, namely Mrs. Murniati. Voters are based on the history they have experienced, then change their choice according to the conditions and feelings they

experience now. It is different with rational, active and responsive behavior which is rare in East Banjarmasin District, on the contrary, reactive and transactional behavior are common behaviors.

CONCLUSSION

In the 2019 legislative general election, in selecting candidates for members of the Banjarmasin City DPRD in the 3 Banjarmasin City constituencies, namely East Banjarmasin District, there were 5 female voter behaviors. The five behaviors are rational, active, responsive, reactive and transactional. Two voter behaviors, namely reactive behavior that is formed based on feelings or emotional relationships and transactional behavior that is formed based on rewards, gifts or facilities, become general and even dominant behavior. The other three behaviors, namely rational, active and responsive, are rare behaviors for women voters in the 3 Banjarmasin electoral district. The five female voter behaviors as mentioned above occur because of the stimulus, impetus or influence that comes from several factors. The driving factors are the vision and mission of political parties embodied in development programs, elite figures of political parties, track records of political parties, education of candidates or candidates for legislative members, experience or character of legislative candidates and economic factors in the form of rewards/gifts of a number of goods or services. money and factors of family or friends or a successful team formed by a candidate.

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