

Jialyka Maharani's Political Stage in the 2024 Elections

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ABSTRACT

This study analyzes the communication strategies employed by a young politician, Jialyka Maharani, to gain support from the people of South Sumatra, known for its strong patriarchal culture. This study uses a qualitative research perspective with a literature review. In this study, the researcher identified Jialyka's communication strategies in the 2024 Election. The results revealed three strategies employed by Jialyka: a strong image and personal branding through a red-and-white visual identity symbolizing courage and purity; a communal approach by engaging in community activities; and a final strategy by utilizing social media to attract the support of young voters. Therefore, it can be concluded that Jialyka's winning strategy is a strong image and personal branding, a communal approach, and the use of social media as the keys to her victory.

INTRODUCTION

Patriarchal culture is deeply embedded in Indonesian society, resulting in inequality between individuals. Men are considered to have a very strong role in the social order, while women are considered secondary and have no greater influence than men, so women are often considered inferior. Several rights in several general areas of life, such as social, legal, economic, political, and even marital order, tend to prioritize the role and function of men within them. The existence of these barriers often makes women experience discrimination in various sectors. Patriarchal culture itself does not only occur in Indonesia, but also in several countries. Cultural and historical aspects play a significant role in the phenomenon of patriarchal culture that occurs in society.

Over time, Indonesian women have become involved in politics, whether in the executive, legislative, or judicial branches. In political participation, women are essential in making decisions concerning several aspects of life, especially in efforts to integrate gender-based needs in public policy-making (Susanti, 2015). Women's involvement in Indonesian politics is then regulated in Article 46, Law of the Republic of Indonesia No. 39 of 1999 concerning Human Rights, where the state guarantees women's representation in the Indonesian Government, whether in the Executive, Legislative, or Judicial branches. The Indonesian Government's commitment to encouraging women's involvement in politics is then regulated in Law Number 12 of 2003 concerning the General Election of Members of the DPR, DPD, and DPRD. In this Law, the Government instructs political parties participating in the election to involve at least 30% of legislative candidates who are women. This 30% figure itself is the result of research conducted by the UN, because to make a decision that can impact the quality of the decision requires at least 30% female involvement in it (Wulandari, 2022). Although the Indonesian government has legitimately made such regulations regarding women's political participation, in its implementation, these regulations have not been implemented effectively. This occurs because the 30% quota for women's representation in parliament is something new, so many political party leaders still do not understand this rule properly. Nevertheless, the existence of women's representation in parliament has had a positive impact on the development of democracy in Indonesia.

The impact of Law Number 12 of 2003 is an increase in women's involvement in elections, this is evidenced by an increase in the number of female members of the Indonesian House of Representatives in 2024 to 127 members, this result is the highest result, after the 2019 election the number of female members of the Indonesian House of Representatives in Indonesia reached 120 people (Parlementaria, 2024). Not only in the DPR, the increase in women's participation also increased in the DPD RI institution, there was an increase of 15 female senators in this institution, in the 2019 election there were 40 female senators in Indonesia, while in the 2024 election there were 55 female senators in Indonesia.

South Sumatra is a province with all its DPD members being women, there are four female senators from South Sumatra who made their way to Senayan, they are Ratu Tenny Leriva, Jialyka Maharani, Amaliah Sobli, and Evi Susanti.

The success of these four women in winning the hearts of the people of South Sumatra to become their delegates in the 2024 DPD RI election is interesting to study further, especially the political communication strategies they use, amidst the many stigmas that have developed in society so that women do not directly engage in practical politics. However, in this study, the researcher will focus on the political communication strategies used by Jialyka Maharani.

Meanwhile, the purpose of this study is to determine the political communication strategy used by Jialyka Maharani in the 2024 Election. Jialyka Maharani is an incumbent member of the DPD RI from South Sumatra, in the 2019 election Jialyka was elected as a DPD member representing South Sumatra Province for the first time with a vote of 337,954 votes, then in the next election Jialyka experienced an increase in the number of votes to 549,140 votes (Urban.Id, 2024).

To support this research, the researcher used several previous studies as references in this research, including: Research conducted by Muhammad Wardah Hidayat which discusses Anies Baswedan's Communication Strategy in the 2024 Election, according to this research there are several strategies used by Anies Baswedan in gaining support in the 2024 election, such as by using an idea and data-based approach, utilizing social media as the main media in the campaign, forming a consistent image and personal branding, having diverse public responses, and using effective communication strategies to increase his electability.

The next study, "Women's Participation in Politics," was conducted by Alfi Nursyifa et al. This 2021 study found that women's representation in politics in Indonesia remains low due to a patriarchal culture that can hinder women from asserting their rights and responsibilities in policymaking.

The third previous research is a study conducted by Juniar Laraswanda Umagapi in 2019, a study entitled Women's Representation in Parliament Result of the 2019 Election: Challenges and Opportunities. This study discusses the opportunities and challenges faced by female politicians in political contestation in 2019, in this study the researcher explains that there is an increase in women's involvement in political participation due to affirmative action policies, but has not reached the target due to several factors and patriarchal culture that are deeply embedded in the lives of Indonesian society.

The next study is "The Political Communication Strategies of Female Legislative Candidates in Gaining Public Support in the 2019 Legislative Elections in South Kalimantan" by Novaria Maulina et al. This study explains that female legislative candidates tend to be political communicators during the campaign process. Their messages focus on welfare, children's education, and women's empowerment.

Finally, the researcher used the Political Communication Strategy of Female Politicians in Building the Image of Female Leaders (Narrative Analysis of Khofifah Indar Parawansa's Political Communication Style), by Maulina Pia Wulandari in 2022. In this study, it is explained that building a brand identity is done consistently in order to gain a good reputation to gain loyal support from the people of East Java. Based on the explanation above, the researcher made a

problem formulation, namely, "What is Jialyka Maharani's Political Communication Strategy in the 2024 Election?"

LITERATURE REVIEW

Women's Political Participation

Before discussing women's political participation, the researcher will first discuss political participation. Participation can literally be defined as taking part in or participating in an activity. Politically, participation can be defined as the involvement of an individual or group in political activities, such as the formulation, creation, and implementation of political policies. Therefore, in the context of the general public, political participation can be defined as the involvement of the community in government activities (Kesbangpol, 2024)

Meanwhile, experts have various opinions regarding political participation, one of which was expressed by Mc Closky, according to him political participation is a voluntary activity carried out by the community by taking a role in the election of leaders either directly or indirectly and participating in the process of making general policies (McClosky, 1972). The next opinion regarding Political Participation is also explained by Miriam Budiardjo, Miriam explains that political participation is the embodiment of political activities carried out by the community. The existence of public awareness regarding their interests will be noticed or channeled if involved in political activities encourages people to participate in political activities (Budiardjo, 1998).

Meanwhile, Olsen explains that political participation, including women, consists of: political leaders, political activists, ordinary people, marginalized people, and isolated people (Surbakti, 1999). Meanwhile, women's political participation itself is divided into several categories, such as: active, occurs when they have high political awareness and trust in the government. Second is passive depressed (apathetic), occurs when political awareness and trust in the government are low. Next is radical militancy, this occurs when political awareness in society (especially women) is high, but the level of trust in the government is very low. Finally, Passive, this occurs when political awareness is low, but has high trust in the government. Generally in developing countries, women's political participation is lower than men, this is due to the stigma in developing countries that women are better off focusing on domestic or household matters (Maulina, 2019).

Lycette then further explained the challenges faced by women in carrying out political participation, such as: Women play two roles at once, so women are required to be more productive, because women carry out tasks inside and outside the home. In addition, women's educational opportunities tend to be unequal to men's, so women's education levels tend to be lower than men's. The third challenge faced by women in carrying out political participation is the cultural barriers faced by women, especially in sexual work and patterns of interaction between women and men, thus limiting women's space for movement. Finally, legally women face obstacles, such as prohibitions on

participating in education, prohibitions on participating in family planning programs without the husband's consent (Mukarrom, 2011).

Meanwhile, Khofifah Indar Parawansa explained that there are several factors that influence women's representation as a form of political participation they carry out in Indonesia, including the first, the existence of a patriarchal culture that is deeply embedded in the lives of Indonesian society, the growing stigma in society that politics should be held by men and the stigma that women are not suitable to sit in parliamentary seats. The second factor is the selection process that occurs within political parties. In the selection process in political parties, almost all elements of political party leadership are men, resulting in women not getting much support because of the leadership structure. Mass media is the next determining factor, this is due to the efforts of mass media in building public opinion regarding the importance of women's representation in parliament. The next factor is the absence of a strong network between NGOs, Mass Organizations, and Political Parties to strengthen women's representation in the political world. The final factor is the existence of poverty, a multiparty system, and family are important factors in influencing women's representation in the political world (Parawansa, 2002).

Looking at the phenomena that occurred in the research conducted by Khofifah above, the factors that are currently inhibiting the development of women's political participation are primarily poverty, education, and the deeply rooted patriarchal culture in Indonesian society. This is because women need permission from their partners or parents to pursue this world. The mindset of an open family and accepting the decisions of female politicians greatly influences the political steps they will take, the presence of family support will certainly ease women's steps in participating in politics directly, in addition to the open minded family, financial ability also influences women's political participation, this occurs because carrying out campaign activities requires a lot of funds.

Political Communication

Nimmo and Keith Sanders in the Handbook of Political Communication political communication itself is a concept that explains that the core of political communication is persuasive communication, because basically political communication is persuasive or contains human efforts in the form of invitations to others to follow their will. In other words, political communication is the process of operating symbols or communication symbols that have the meaning of conveying political messages from a person or group to open the way of thinking and influence the target by influencing the target's attitudes and behavior (Nimmo, 2015).

In addition, political communication is a flow like blood, in this case political messages that are rich in meaning such as demands, protests, and support (containing aspirations and interests), which continue to flow to the heart (center), the processing of the political system which ends in results in the form of output, then flows back through political communication which becomes feedback from the political system.

Furthermore, Nimmo and Sanders explained that political communication has sub-topics, namely the preparation of political communication and socialization, which includes campaigns in elections, mass communication and public opinion, rhetoric for political movements, government and mass media, and the role of relations between politicians and the press (Cangara, 2011). Political communication can also be interpreted as the process of exchanging information between those who govern and those who are governed. Political communication can be used as a medium for conducting political education. Political communication is a form of communication to achieve political influence carried out by individuals or groups who have political thoughts towards a group of people to gain power. In the context of elections, Steven Foster explains that political communication is a way of conveying messages carried out by politicians to voters who are still undecided and uncommitted (Dr. Anang Anas Azhar, 2017).

Meanwhile, political parties consider political communication as the fuel needed by the party. This occurs because political communication can provide input for political parties by listening to public aspirations which are then channeled into an output in the form of adopted policies. In this input process, political parties can act as a bridge for the public in the existing political system, through political communication they can determine whether their aspirations have been conveyed well or otherwise through policies that have been adopted by the Government. In carrying out political communication, politicians, political parties, or state institutions require a communication strategy to be able to measure or calculate the level of effectiveness of their communication.

Political Communication Strategies of Female Politicians

Strategy is everything taken in order to achieve the desired goal. According to Retno Wulandari and Dr. Edison Hutapea, communication strategy is a concept consisting of two words, namely, strategy and communication. Dr. Edison Hutapea also explains that communication strategy is a planning process that involves communication elements (Retno Wulandari, 2025). In addition, strategy is closely related to planning, in communication science itself, communication strategy is a planning, tactics, fact finding, while taking into account the communication environment to achieve target goals (Rachmiatie, 2013).

Arifin also explained his opinion on political communication strategy, stating that communication strategy is a way to calculate and consider future situations and conditions to achieve effective results (Anwar, 2014). To achieve maximum results, it is necessary to know the target audience. This is necessary to know the background, education, economic conditions, the influence of a person or group in the target environment, including their environmental situation and conditions (Syahrudin, 2023). Thomson explained that there are several elements in communication strategy, such as: First, there is a perspective that becomes the basis for managing organizational communication activities. Second, preparing a series of plans, which are derived from the organization's vision and mission. A good plan cannot be separated from information and data

obtained in the field or during the fact-finding process. Third, in creating a communication strategy, it is necessary to determine strategic steps or tactics that will be carried out in the future, taking into account internal capabilities. Fourth, by positioning or positioning or communication programs in understanding the environment faced, including in placing various components in communication such as communicators, messages, targets, and information sources. The final element is a clear strategy so that all elements involved can implement this communication strategy effectively to achieve effective results (Thomson, 2001).

According to Zainal Mukarrom, in terms of the relationship between political communication strategies and women's political participation in parliament, it is divided into two, namely: women's political communication strategies and political party communication strategies. In women's political communication strategies, counter political communication efforts are usually used, where this effort is something that is not only carried out by women. This strategy is based on Presidential Instruction Number 9 of 2000 concerning gender mainstreaming. Gender mainstreaming itself is a strategy to achieve gender equality, by ensuring whether women and men have equal access, and have control, and can feel the benefits of a development. The second Counter Communication Strategy is affirmative action, this is needed to encourage the implementation of Law Number 20 of 2004 concerning women's representation of at least 30% to be carried out effectively. The next Counter Political Communication Strategy is to carry out Political Education, this is needed at least to provide information about basic political education for women, so that in the future it is hoped that it can hone women's abilities and raise awareness of equal rights between women and men in carrying out political participation. This political education can be carried out in various ways, one of which is by establishing women-based political organizations. This allows women to occupy strategic positions within organizations. In addition to establishing women-based organizations, political education can also be provided through various means, such as scientific studies, discussions, and seminars. This is expected to hone women's political participation skills, thus providing them with more adequate political knowledge.

The next political communication strategy for women can be implemented through political parties. Miriam Budiardjo stated that there are at least four functions within political parties, including political communication, political socialization, political recruitment, and conflict resolution (Budiardjo, 1998). Political parties must have a strong desire to strengthen women's aspirations as well as the aspirations of society in general. Therefore, political parties must implement political communication strategies to become a bridge for women in political participation. The communication strategy implemented by political parties uses media communication strategies and women's communication strategies. The message communication strategy is the delivery of political messages to direct the public's understanding of political messages. Through these messages, political parties can address issues that occur in society today.

Political communication strategies are also closely linked to the marketing mix of political parties. This strategy comprises product, promotion, pricing, and

placement. In the context of a female politician's political communication strategy, the product in question is that political parties should prepare female politicians as intelligent and widely recognized politicians. Women's character plays a crucial role, influenced by patron clients such as husbands and families. Meanwhile, promotion involves involving female politicians in party social activities, such as inviting them to PKK (Family Welfare Movement) activities, Posyandu (Integrated Service Post), Islamic study groups (Majlis Taklim), or other community social activities. Meanwhile, price is closely linked to the economic capacity of female politicians to win legislative elections, especially for female politicians. Political activities such as campaigns and internal party activities require substantial financial support, thus increasing women's political participation and representation in the legislature. Placement, meanwhile, is closely linked to the placement of women in key positions within political parties.

Furthermore, political parties can utilize mass media to build the image and reputation of women. Media use can be leveraged as a communication strategy for political parties, as it can raise issues such as gender equality. The presence of mass media can serve as a tool for political parties to disseminate information regarding the proportional representation of women in the legislature and can raise issues related to women, thereby providing important information to the public about the importance of women's representation in politics.

Image and Personal Branding in Gaining Public Support

In political communication, image building is an integral part of political communication. Politicians typically use this to expand their reach and gain public support, especially from their voters. Simon (2001) explains that image, in a political context, is a social construct formed through the interaction between politicians as political contestants and the public as their voters. A politician's success in building a positive image can positively impact public trust, thus influencing public choice during elections (Hidayat, 2025).

In Indonesia itself, the image has developed, this happens because of the increase in campaign duration from time to time, so that it has an impact on increasing the number and variety of political communication and image, both constitutionally and individually so that it becomes more interesting, there are several strategies carried out by politicians to improve their image in the eyes of the public, such as: the first is Pure Publicity, in this case usually politicians will involve themselves directly in activities held by the community, this is used to increase their popularity in the eyes of the public with a natural social setting, for example when celebrating a national or religious holiday, such as the celebration of August 17th.

Second is Free Ride Publicity, in this context politicians will use vehicles to popularize themselves by utilizing the access they have. Examples of activities in this method are by becoming speakers at seminars, or taking advantage of sporting events. Third is by doing Tie in Publicity, usually they will take advantage of extraordinary events that are happening in society, such as natural disasters, so that politicians can show their social concern to the community.

Fourth is paid publicity, in this case politicians will utilize the role of the media to popularize themselves by creating advertisements, placing advertorials, and blocking program time, etc. This then goes hand in hand with the existence of political consultants or image agencies that will serve image programs from upstream to downstream, starting from mapping political power, the slogans or taglines they use, surveys regarding public opinion towards politicians, placing advertisements in mass media, and various activities related to campaign activities that are growing mushrooming in the masses before the general election (Hasan, 2009).

Furthermore, politicians often use certain symbols to create a positive image among the public. According to Dr. Edison Hutapea, a symbol is a sign of something beyond its symbolic manifestation. Symbols also vary across cultures, time, and place (Dr. Edison Bonar Tua Hutapea, 2017). Furthermore, Dr. Edison Hutapea explains that politicians or political parties use symbols to gauge public response to the symbols they create. According to Dr. Edison, the meaning of this response is the physical stimulation of the human senses that interpret the symbol (Dr. Edison Hutapea, 2024)

Utilization of Social Media

The existence of social media has had a significant impact on the development of the world of political communication, giving rise to new terms such as "digital politics" which are currently quite popular among the public, especially the younger generation or what is often known as "Gen Z". The existence of social media makes it easier for the younger generation to carry out activities easily without the barriers of space and time, so that political activities will be in the hands of the younger generation, so that according to Dan Howard in his book entitled *Routledge Handbook of Internet Politics* social media has transformed into a tool in political communication activities (Azzahri, 2024).

Erick Ardiyanto explained that technological developments have changed political communication patterns, enabling social media to become a primary medium for building popularity and disseminating information. This has led many groups to utilize social media as an effective means of political communication due to the broader reach of messages from platforms like Instagram, allowing for broader dissemination than conventional messaging methods, thereby building collective public awareness. Furthermore, social media can serve as a platform for individuals or groups to seek support for their messages (Ardiyanto, 2025)

Castells explained that the digital era allows politicians to communicate more interactively with their voters. Meanwhile, Enli explained that the existence of social media can facilitate communication between politicians and their voters because of the more personal connection created by politicians and the more easily accessible content available to the public. In the 2024 election, Jialyka Maharani actively used social media, particularly Instagram, to disseminate information and respond to current issues.

METHODOLOGY

In this study, the researcher used a qualitative approach with a literature study method. The main focus of this study was to explore the communication strategies used by Jialyka Maharani in gaining support from the people of South Sumatra in the 2024 General Election. Meanwhile, to obtain reliable and accountable research results, data from document analysis and literature reviews are required. Literature reviews are needed to obtain secondary data in the form of written information sources such as books, scientific journals, theses, articles, research reports, and various written documents related to this research. Secondary data in this study is needed to understand the concept of special science research methodology, including methods of observation, interviews, document analysis, biographies, and content analysis. Document analysis is needed to utilize written information sources, such as archives, official reports from various agencies, and several notes related to this research. Then, the data was analyzed, using a descriptive-qualitative approach carried out through various processes such as categorizing themes based on the main method of literature, interviews, observations, document analysis techniques, while data triangulation is needed for the validity and reliability of research findings by comparing them with various other literature. Validity was achieved through source triangulation and methodological consistency, in accordance with qualitative research principles. The steps taken in this study included identifying themes based on existing literature, gathering information from various related research sources, analyzing the data descriptively, and compiling the findings into a scientific article.

RESEARCH RESULTS AND DISCUSSION

Building a Strong Image and Personal Branding

Image in politics plays a powerful role in shaping public opinion toward a politician, especially those competing in political contests. Kaid and Holtz-Bacha (2008) explain that a strong image in a contestant can influence public trust and influence public preferences in determining their choice. In this case, researchers found several actions taken by Jialyka Maharani to shape her image in the eyes of the South Sumatran public, such as:

Image as a Strong and Intelligent Female Representative

In the 2024 general election, Jialyka frequently involved women in its campaign activities. Furthermore, Jialyka Maharani strongly associated the color red in all her campaign activities. This symbolizes women's representation, courage, and strength.

Furthermore, her profile photos on various social media platforms, such as Instagram, tend to feature a red and white theme. The addition of white to her profile photo symbolizes the character of Indonesian women, particularly those in South Sumatra, as honest, just, and pure women. Jialyka Maharani's political aspirations include accommodating the creative industry among the younger generation and championing women's empowerment as their children's first madrasah (school of learning). This demonstrates Jialyka's efforts to develop a

young generation of South Sumatrans who are intelligent and possess good morals. Furthermore, Jialyka has made championing the aspirations of the South Sumatran people her top priority. (Ayu, 2022)

Closeness to the Community

The Communication Strategy used by Jialyka Maharani demonstrates her ability to reach all levels of society who voted for her. (Hidayat, 2025). The presence of a contestant ahead of a political contestation has a significant impact on the level of public trust in the contestant. In several posts recorded on her Instagram @jialyka.maharani, she has several times directly engaged in the community environment such as visiting markets, participating in activities held by the community, and discussing with potential voters, this shows the concern of the people's representatives for the lower classes.

Utilization of Social Media

In today's digital era, social media plays a crucial role as a means of communication. Social media enables effective political campaigns, as politicians can communicate directly without intermediaries (Fatih, 2024). This allows for more interactive communication. Several politicians, such as Jialyka Maharani, have also utilized this strategy. The following researchers will present several findings related to the political communication strategies used by Jialyka Maharani to gain public support from the South Sumatran people in the 2024 General Election through social media:

a. Instagram

Jialyka utilizes Instagram, through her personal account @jilayka.maharani, as the primary platform to build her image as a young, intelligent, and representative politician for South Sumatran women. Through her posts, Jialyka demonstrates her close interaction with the community. Furthermore, the platform's question feature allows her to interact directly with the community through direct two-way communication.

b. Content

Jialyka and her team also collaborated with several content creators to create short videos relevant to the current lives of the people of South Sumatra, which were then uploaded to audio-visual social media platforms like TikTok and YouTube. Jialyka and her team used this to increase community engagement. Furthermore, Jialyka's use of TikTok also helped to build her image as a relaxed and approachable legislative candidate for the younger generation.

Opportunities and Challenges for Political Communication Jialyka Maharani

Women's representation in politics in South Sumatra remains very low, influenced by several factors such as patriarchal culture and the geography of South Sumatra. The existence of a social construct within South Sumatran society that excludes women from decision-making and doubts about women's political abilities supports this phenomenon's rapid growth in the social fabric of South Sumatran society. However, the appreciation from the community for women

who build their political careers early on provides a small opportunity for women in South Sumatra to participate in the political world. In addition, there are other factors such as the relationship between Jialyka Maharani and certain men, where her father, Ilyas Panji Alam, is a former Regent of Ogan Ilir, opening up opportunities for Jialyka to become known to the people of South Sumatra, especially Ogan Ilir Regency, before she ran for the DPD RI.

However, Jialyka faced challenges in gaining public support in South Sumatra. One factor was the geographical conditions of South Sumatra, which made it difficult to reach some areas to reach the public. For example, several areas in Ogan Komering Ilir Regency, such as In the villages of Sungai Lumpur, Sungai Jeruju, Kuala 12, and Sungai Pasir, Jialyka encountered geographical obstacles, such as river access and difficult communication. However, thanks to strong teamwork, Jialyka and her team successfully overcame these challenges. (Pansuri, 2022)

CONCLUSION AND RECOMMENDATION

Based on the discussion above, it can be concluded that patriarchal culture has been deeply rooted in the lives of Indonesian and South Sumatran society, thus having an impact on life, such as gender inequality, including women's representation in the political sphere. Although the Indonesian government has attempted to increase women's political participation by 30% of the quota for female legislative members, the implementation has not been smooth. However, this has had a positive impact, namely an increase in legislative members in the DPR RI by 7 people (2019 120 people, 2024 127 people) and an increase of 15 people in the DPD RI (2019 40 people, 2024 55 people).

In the 2024 election, the South Sumatra representation was filled by four women, one of whom was Jialyka Maharani. Jialyka's political communication strategy was to build a strong image and personal branding, such as using the colors red and white in her campaign, which symbolize the strength, courage, and honesty of South Sumatran women. The second strategy was to build closeness with the South Sumatran community, such as by participating in community activities and going directly to the markets. The third strategy used by Jialyka was utilizing social media. Although Jialyka faced obstacles such as South Sumatra's difficult geographical conditions, the relationship between Jialyka and her father (the former Regent of Ogan Ilir) made it easier for her to become better known to the public.

Meanwhile, to expand research on communication studies conducted by female politicians, particularly in South Sumatra, future researchers should also conduct research related to the communication strategies employed by other female senators in South Sumatra. This research can reveal the communication patterns they employ, both the differences and similarities in their strategies to attract the sympathy of the South Sumatran public, given the deeply rooted patriarchal culture in South Sumatra. Furthermore, future researchers can also further explore the role of family prestige in increasing the electability of female politicians in Indonesia, particularly in South Sumatra, including the extent to

which their networks leverage the success of their communication strategies in elections.

ADVANCED RESEARCH

Advanced research on this topic should explore how female politicians in patriarchal societies integrate grassroots engagement and digital media to build legitimacy, while also comparing communication strategies across regions to reveal cultural, structural, and gender-based dynamics that shape women's political success.

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