

# Political Role of PKS Women Cadres, A Woman Transformation into Political Sphere

<sup>1</sup>NOVA YULIATI, <sup>2</sup>DEDE LILIS CH, <sup>3</sup>MOCHAMAD ROCHIM

<sup>1,2,3</sup> Fikom Universitas Islam Bandung, Indonesia  
email: nova\_yuliati@yahoo.com

**Abstract.** The constellation of women role from domestic space to political sphere becomes global tendency in many countries, including Indonesia. Indonesia's social politic conversion makes representation of women being huge narration in the life of democracy. Indonesian women have full right being political actor. Then, discourse about women in politic arena also emerges the role of women and political communication. The issues of women's representation in political party become politically inevitable, but on the other hand, women still have many obstacles. It happens due to several reasons, and the most challenging is the domestic role of women. So, they have to transform their role from domestic to public sphere, including political stage. This research try studying women's political awareness, their motives in entering political arena and also the public impression that they must perform as representation of political party. Research used qualitative method with case study. All data were collected from 3 women cadres in Keadilan Sejahtera Party (PKS) DPC Cimahi West Java. This research has resulted some findings namely how the women cadres built political role and how they managed party impresion in public sphere.

*Keywords: woman transformation, democracy, political party, political communication.*

## Introduction

Nowadays, the step of women in public sphere can not be denied. Their expansion in public sectors have changed numerous things and they have influenced in alot of life sectors. Politic, is one of the public arena that are chosen by women. The representation of women in politic has an important role for bringing women's need an interests in policy and regulation. Indeed, politic is very starategic because it has power in making regulation for the life of human aspect. It is important for women to enter political arena so that they can participate in every regulation especially if it related to women's needs. In fact, it is not easy for women to participate in politic stage. The main obstacles are cultural perception about the roles of the women in society and the

demanding and chalenging task in domestic area. Women can not choose between domestic and public duty. If women want to enter political arena, they have fulfill both of them; domestic and public tasks. Women have no privilege than men have. Mixing domestic and public tasks are the only option the women have. For that, women need transformation between the two roles. As the head of homestead, women must fulfill in arranging the domestic area. Meanwhile, as the member of political party, they have an obligation such as implement party policy or perform the party image.

Act 12/2012 makes entering political party for women in Indonesia significantly increase. It similar with the spirit of Inter-Parliamentary Union (IPU) which emphasize that the achievement of democracy presupposes as

genuine partnership between men and women in the conduct of the affairs of society in which they work in equally and complementary, drawing mutual enrichment from their differences (1994:4). Along with many political party in Indonesia, Parawansa (2007:24) note party has to reinforce institution building, so women will become party instrument not just 'an accessory'. The party also need reinforcing capacity and capability of women.

Keadilan Sejahtera Party is a missionary party which has aim building Muslims civil society. As a party based on religion, PKS has strong commitment in the religion foundation namely *ukhuwah islamiyah* (islamic bond), *ukhuwah wathaniyyah* (nation bond) and *ukhuwah basyariyyah* (humanity bond). PKS is a cadre party that always keep developing to build cadres capability both men and women one. Besides, PKS has network system so that they relatively having no difficulty to fill 30 % of women quota. As political cadre, the women in PKS have to build and develop political knowledge and competence. They must also show to public a good impression because they are representation of party. Political party is a fragile group if related to image so that they need to keep maintaining the image. One of the effort is visualizing party identity by exhibiting good self attitude and always presentable in every public occasion.

## Research Method

To explore the phenomena, this research used case study. It displays widely point of view by doing empiric investigation about contemporary phenomena in natural setting. According Creswell, a case study is an exploration of a "bounded system" or a case (or multiple cases) over time through detailed, in-depth data collection involving multiple sources of information rich in context (1998:61). A single case study was used in this research while subjects in this research are three women cadres from Keadilan Sejahtera Party (PKS) DPC Cimahi West Java, one cadre (Kania Intan Puspita) is the member of District or Local parliament and two others (Susilawati and Cucu Sumiati) are party administrator in Cimahi District.

## Theoretical Framework

According to Berger, social reality is a daily knowledge that lives and developed in society. Concepts, public awareness and discourses which exist in society are product of social construction. Newman pointed out that the process through

which facts, knowledge, truth and so on are discovered, made known, reaffirmed, and altered by the members of a society is called the social construction of reality (1997:54). Gegen and Sendjaja explain four assumptions as the foundation of social reality construction, that is :

1. Reality is known or understood by experience. This experience also is influenced by language.
2. Reality grows from social interaction in social group at certain time and place.
3. How the reality can be interpreted, it is fixed by communication convention at that moment.
4. The comprehension of reality is formed socially and also builds a lot of important aspects in life. (2002:8.3).

PKS women cadres when turned to political party, basically they construct a new reality in their lives both personal and social. Being political cadre, each of them interact with other political party members and it become individual relationship and forms new reality construction.

## Research Findings

Political Role of PKS Women Cadres.

Almost nations in the world have adopted women gender stratification :

1. Women's work is central to economy
2. Women have access to education
3. Ideological or religious support for gender inequality is not strong
4. Men make direct contributions to household responsibilities, such as house work and child care.
5. Work is not highly segregated by sex.
6. Women have access to formal power an authority in public decision making (Andersen & Taylor, 2003:270).

Gender equality has been formed in almost country in the world although the implementation in every country differs one another. Act 12/2012 makes women in Indonesia significantly increase in entering party politics, and Keadilan Sejahtera Party or PKS is an active party in recruiting women cadres, so this party has been seek women participants regularly. Yet, being PKS woman cadre does not

happen instanly for the three informants in this research. They have to adopt party values and cultures because PKS is cadre party which the stair of becoming cadre is done in clear manner. PKS has built ideology system which was given to every cadre continously, so then the party ideology has been planting very strong and has became solid fondation for every conduct of their cadres.

From explanation given by the three informants, this reseach can construct several phases which have been through by every woman cadre of PKS. The phase itself can be described as follows :

Assesment phase: this is 'the opening door' for every woman cadre in PKS. In this first step, every woman cadre must follow recitation of the Quran, but it is only a group of recitation, there were no political interest involved yet. PKS name its activity as "pengajian". Pengajian was held by a woman as a teacher.

Participants phase: is the next level, when then comes an interest of party values. If one has showed more interest than just recitation of the Quran, then she became more willing to involve in this community. The teacher will give a lot of attention to her, and she will be given special subject related to political knowledge. Then, it will come up the political awareness from her student.

The cadre phase: this is the most important phase where in this level one decide being involved in party organization. She will become involved in party management, and then PKS wil give her various courses so the woman cadre will be ready making social role in society as political representation.

Party Political Representation phase : being a representation parliament's member when woman cadre is elected by party to become woman's representation in parliament. Amongst a lot of women cadres, the party will elect woman cadre who at her best in every aspect.

By interviewing the three informants, none of them reveal their motive enter political arena to achive a political ambition. It is a little odd, because based on Jurnal Sosial (2009), it confirms that the power of politic tends its actor to *banal* ( hungry of power). Because of that, as the researches, we examine what the motive of our informants, and then expressed several motives related to the informants decision get involving in political party. There are

two categories of motive, namely a) personal motive and b) achieved motive. Personal motive describes about pure drive of the woman cadre and it is a personal reflection without other person get involved. The personal motive consist of self awareness and the need to self improvement. Achieved motive is different from personal one, because achieved motive is transactional. There are other person who give the influence to the informan when she entered party. Friends and teacher of Pengajian become significant others for all the informants.

**Tabel of Informant's Motives**

Personal Motive	Achieved Motive
1. Pure	1. Transactional
2. Internal Purposes	2. Internal and eksternal Purposes
3. Self Orientatio n	3. Outside Orientation
4. Self awareness	4. Organization center
5. Self Improvem ent	5. Dakwah (missionary)

Communication Impresion of PKS Women Cadres in Public Domain.

Human being have public and private selves, it means that man always be in public place and personal room. There is in public place where one can use 'mask' to manipulate their appereance or on the other word, man arrange self impresion. It is a brief explanation to what Erving Goffman stated as the presentation of self in everyday life. As the entity, political party is very conscious about public opinion and image building. The three informants represent their party, they are like 'the actors' who are presenting themselves in public domain. There are two dimension of women cadres's public impresion; verbal dimension and non verbal one. Each of informant has spesific characteristic :

**Tabel of Informan”s Verbal and Nonverbal Dimension**

Informant	Verbal Skill	Paralinguistic	Kinetic	Physical/Outer Characteristic
Kania	Able in explain matter.. Having good public speaking ability	Refined Clear. Self controlled	Open Warm Friendly	Choosing relatively bright colour of clothes and veil. Both clothe and veil have the same tone.
Susi	Articulate Straightforward Having very good public speaking ability	Sharp Explicit Clear Spontaneous	Open Direct	Choosing the dark colour both clothe and veil.
Cucu	Simple Not yet fluent in explain public matters.	Soft Flat	Not very open. Rather distant	Choosing the dark colour both clothe and veil.

Their style of fashion has a similar way, wearing long hijab or veil added with long and not tight dress. Of course, the personality of each one will influence theirs, but they follow party rule as a guidance to conduct and moral value. There is a consensus among women in PKS circle, that is the culture and attitude in wearing dress and veil. The basic rules are :

1. Wearing muslim long and untight dress.
2. Long veil, covering the chest.
3. Simple and modest style.
4. Soft and tend to dark colour of dress and veil.
5. No make up.

In general, the three PKS Cadres have similarity in pattern of interaction and outer appearance publicly. They seem maintainance their attitudes, speaking politely, and reflect herself as an educated person. According to their statements, they ready for implementing party mandates as a part of missionary mission, and being a political cadres is the way those women have chosen.

### Conclusion

Based on the reseach that has been described, the transforming of PKS woman cadre into political arena can be concluded as follows :

1. Every woman cadre in PKS has personal and achieved motives

regarding their dicisions to enter political party. They also have to follow party rules by achieving every step by step the party phases.

2. There are rule of conduct and outer appereances that must be obeyed by PKS woman cadre. Yet, they perform them voluntary and make these rules as guidance to conduct and moral value.

### References

- Andersen, Margareth L& Howard F Taylor. 2003. *The Essentials Sociology*. Belmont, California. Sage Publications, Inc.
- Creswell, John W. 1998 (a). *Qualitative Inquiry and Research Design. Choosing Among five Traditions*. California. Sage Publications, Inc.
- Jurnal Sosial Demokrasi. Edisi 6 Tahun 2 Juni - Agustus 2009.
- Newman, David M. 1997. *Sociology, Exploring the Architecture of Everyday Life*. California, Pine Forge Press.
- Parawansa, Khofifah Indar. 2006. *Mengukur Paradigma Menembus Tradisi. Pemikiran tentang Keserasian Jender*. LP3ES. Jakarta.
- Participation of Women in Political Life. 1999. Series "Reports and Documents" NO 35. Inter-Parliamentary Union-Geneva.
- Sendjaja, Djuarsa dkk. 2002. *Teori Komunikasi*. Jakarta. Pusat Penerbitan Universitas Terbuka.