

ABSTRAK

Ichsan Gumilar, NPM 10080010275. Komunikasi Politik Calon Anggota Legislatif Perempuan di Kabupaten Sumedang. Jurusan Manajemen Komunikasi Fakultas Ilmu Komunikasi Universitas Islam Bandung.

Masih terbatasnya posisi di ranah publik yang berhasil diraih oleh kaum perempuan, misalnya di bidang legislatif tingkat lokal, regional maupun nasional merupakan indikasi mengenai besarnya kesenjangan antara peraih status perempuan dan laki-laki di bidang politik. Maka Penulis tertarik untuk membuat penelitian skripsi dengan judul: **“Komunikasi politik Calon Anggota Legislatif Perempuan”**. Penulis ingin mengetahui komunikasi politik yang dilakukan caleg perempuan menjelang pileg 2014 dalam usahanya meraih suara konstituen, selain itu karena masih terbatasnya perempuan yang berhasil duduk menjadi anggota legislatif di DPRD Kabupaten Sumedang ini.

Persoalan yang dikaji dalam skripsi ini, yaitu: (1) Bagaimana caleg perempuan menyiapkan dan menerapkan komunikasi politiknya menjelang pileg 2014 di Kabupaten Sumedang (2) Bagaimana caleg perempuan dalam kehidupan keseharian di lingkungannya.

Penelitian ini menggunakan metodologi kualitatif dengan pendekatan Dramaturgis Erving Goffman, pendekatan dramaturgi ingin mengungkapkan kehidupan sosial seseorang, sebagai serangkaian aksi pertunjukan di panggung. Teknik pengambilan data melalui wawancara mendalam kepada *key informan* dan observasi yaitu kepada enam *key informan* yang merupakan calon anggota legislatif perempuan yang lolos menjadi anggota legislatif dan calon yang tidak lolos menjadi anggota legislatif.

Hasil dari penelitian ini, menunjukkan bahwa caleg perempuan dapat menyiapkan dan menerapkan komunikasi politiknya menjelang pileg 2014 dengan baik sehingga caleg tersebut dapat lolos menjadi anggota dewan, namun ada pula yang tidak lolos dikarenakan kurang maksimal ketika tampil di panggung depan, penulis dapat mengetahui bagaimana caleg perempuan dalam kehidupan keseharian di lingkungannya (panggung belakang).

ABSTRACT

Ichsan Gumilar, NPM 10080010275. Political Communication of Women Candidates of Regional Legislative in Sumedang Regency. Department of Communication Management, Faculty of Communication, Universitas Islam Bandung.

The limited number of positions in public areas that are successfully occupied by women, for example in the rural, regional or state legislative is an indication of the wide gap between men and women, especially regarding women's role transition in the political field. Given the fact above, the author is interested in conducting a research for a thesis entitled **“Political Communication of Women Candidates of Regional Legislative”**. The author would like to know the political communication performed by female legislative candidates in facing 2014 Legislative Election in an attempt to obtain votes from voters. In addition, the research was carried out because there is a lack of women who manage to become a member of Regional Legislative Council (DPRD) in Sumedang Regency.

Issues examined in this thesis are namely: (1) How women legislative candidates prepare and implement their political communication in facing 2014 Legislative Election in Sumedang; (2) How is the everyday life of women legislative candidates in their neighborhood.

This research employed qualitative methodology with dramaturgical theory proposed by Erving Goffman. A dramaturgical approach was utilized to reveal a person's social life from a series of performances on the stage. Data gathering was done through an in-depth interview to some key informants, while an observation was carried to six key informants, who are the women legislative candidates. The candidates were separated into those who are qualified to become legislative members and those who are not.

The results of this study suggest that female legislative candidates can prepare and implement their political communication in facing 2014 Legislative Election well, so that they can win the election and become a regional legislative member. Meanwhile, some candidates who are not qualified lost in the election due to the lack of performance on the stage; this is probably due to their everyday life that is rarely on stage (behind the stage).