

Interpretation of Political Communication in the 'Perempuan Bicara' Program on TVOne: Episode of Anies, Prabowo, or Ganjar on FISIP Students of Andalas University

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Abstract

The "Perempuan Bicara" program in the episode Anies, Prabowo, Ganjar raises the issue of political communication by focusing on the role and participation of women in the 2024 election, as well as their rights and obligations as voters. This episode explores women's readiness to use the right to vote, the views of young voters, and women's capabilities in politics. This study aims to analyze how FISIP students of Andalas University interpret the political messages conveyed in the program. Using qualitative methods through interviews, observations, and documentation, the data was analyzed with Stuart Hall's Reception Analysis theory. The results showed that out of 6 female informants, the research findings indicate that out of the six informants, three were in a dominant position, accepting and understanding the political message as intended by the program, considering it relevant to their views. One informant was in a negotiated position, understanding the importance of women's involvement but acknowledging the challenges. And two informants exhibited an oppositional position, rejecting the message conveyed. This study provides insights into how political messages in the media can be accepted, adapted, or rejected by the audience, particularly in the context of political communication.

Keywords: 2024 Elections, Political Communication, Perempuan Bicara, Women's Participation.

INTRODUCTION

Political communication plays a crucial role in shaping public opinion, especially through mass media that acts as a bridge between political actors and society. Television, as one of the most influential mass media, not only conveys information but also shapes public perception of political candidates and relevant issues. The program "Perempuan Bicara" on tvOne serves as a platform that facilitates dialogue about women's involvement in politics, particularly in the context of the 2024 elections. This program features speakers from diverse backgrounds to explore how presidential candidates like Anies, Prabowo, and Ganjar attempt to attract support from female voters, a strategic segment in the elections.

This episode addresses important issues surrounding women and politics, especially as the 2024 elections approach. The discussion delves into the challenges women face in exercising their voting rights and their opportunities to become representatives. The program also examines how the views of young women about politics have changed and the criteria they use to select leaders. Through engaging discussions with speakers from various backgrounds, this episode highlights the significance of women's roles in democracy. Aura (2021) notes that in the era of globalization, there is a shift in social constructs that increasingly emphasizes the rights and responsibilities of women to break free from domestic constraints and raise awareness among other women about the urgency of these rights and responsibilities.

In the discussions held by "Perempuan Bicara," women are positioned as important voters, particularly as young women dominate the voter demographic in the 2024 elections. According to data from the General Election Commission (KPU), female voters in Padang City alone account for 51.14%. However, women's representation in parliament remains low, at only 22.1% or 128 individuals. One reason for this is the culture of political parties that merely meets the requirements for female representation without genuinely promoting an increase in numbers, as well as the strong presence of patriarchal and masculine politics (Subiakto, 2014).

Political communication has a central role in shaping public opinion and encouraging political participation, particularly through mass media that serves as a bridge between political actors and society. Television, as one of the most influential media, not only conveys information but also shapes public perceptions of political candidates and related issues. In this context, the program "Perempuan Bicara" on TVOne emerges as a platform to explore women's involvement in politics, especially leading up to the 2024 elections.

In line with Hultgren's findings (2019), the media often fails to fairly represent women in politics, reinforcing gender stereotypes that hinder their active participation. The program "Perempuan Bicara" seeks to address this by presenting relevant discussions on how presidential candidates like Anies, Prabowo, and Ganjar attract support from female voters.

Norris (2017) emphasizes the importance of social media in encouraging political participation among young voters. Social media serves as an active communication tool that expands space for political discussions and mobilization. Boulianne (2015) also found that social media use is positively correlated with political participation, indicating that these platforms can enhance individual engagement in various political activities.

In the context of Latin America, Monoz (2018) shows that the media often represents women disproportionately, impacting the gender gap in political participation. This is a significant concern in the "Perempuan Bicara" program, which aims to give women a voice in political discussions.

Furthermore, Schlozman (2018) describes inequality in political participation in the United States, where women and minority groups are often marginalized. This finding underscores the importance of increasing women's representation in the political system. Vromen and Collar (2018) also note the role of social media in enhancing political participation among young people, though its impact varies based on social context and the type of content.

This research aims to examine how female students at FISIP Universitas Andalas interpret political messages in the "Perempuan Bicara" episode on tvOne, using Stuart Hall's Reception Theory. This theory emphasizes the diverse interpretations individuals have of the shows they watch, depending on their social backgrounds, education, and political experiences. Hadriyotopo (2018) states that mass media, particularly television, not only presents information but also shapes social reality. Therefore, this study will analyze how female students, as part of the audience, interpret the political discussions presented and how they understand the roles of women in politics, gender equality, and the capabilities of presidential candidates.

Stuart Hall (2012) also introduced the concept of the "communication circuit," often used in mass media research, where media functions as a window of reality, creating reality through media text consumption. In this context, the research will explore how young female audiences interpret the messages conveyed by the "Perempuan Bicara" program on tvOne and how this influences their views on politics and women's roles.

The author applies this concept to understand how women interpret the messages in the "Perempuan Bicara" program, as well as how media plays a role in shaping that reality. Within Reception Theory, there are three interpretive positions: dominant (the audience aligns with the program's intent), negotiated (the audience partially agrees), and oppositional (the audience forms new understandings). The author will analyze the positions of FISIP Unand female students regarding their representation in the 2024 elections through video excerpts from the program. Through reception analysis, the researcher will understand how informants interpret the messages conveyed by the "Perempuan Bicara" program and the themes concerning women that it raises. This research also focuses on the relationship

between media and women, as well as how the political messages in the program are constructed and received by female students.

METHODOLOGY

This study aims to analyze how female students of the Faculty of Social and Political Sciences at Andalas University interpret the political messages conveyed in the 'Perempuan Bicara' program, specifically the episode titled 'Anies, Prabowo, or Ganjar? Who Can Captivate Women's Hearts'. To understand how these female students interpret the political messages in this program, the researcher will examine how their social and cultural backgrounds influence their understanding. A qualitative research method will be employed. The researcher will conduct in-depth interviews with several students to delve deeper into their thoughts and feelings. Additionally, the researcher will also observe and collect other relevant data.

This research focuses on female students of the Faculty of Social and Political Sciences at Andalas University who have watched the "Perempuan Bicara" program. The researcher will select students from diverse backgrounds to gain a more comprehensive understanding. Data collection techniques will be conducted through Focus Group Discussions (FGD) and in- depth interviews. The informants will be invited to watch the program together, and then the researcher will ask for their interpretations of the program.

In accordance with the purposive technique that the researcher used, the researcher chose six informants, as follows:

No	Informant(s)	Age	Category
1	Informant 1 (FTW)	21 years old	- Department of Communication Sciences - Freelance designer - Fans of political news in the mass media
2	Informant 2 (FA)	21 years old	Department of International Relations Member of the West Sumatra IYD organization Actively join the organization
3	Informant 3 (NI)	22 years old	Department of Sociology Part time cafe barista Interest in political research
4	Informant 4 (MDT)	21 years old	Department of Political Science Fast track Masters in Political Science Interest in political research
5	Informant 5 (SP)	21 years old	- Department of Public Administration

Therefore, it is crucial for media to provide informative and educational content so that the audience can make the right decisions. Informant 5, a Public Administration student, observed that many women are now more aware of candidates' policies and work programs and are actively participating in their choices. She noted that in her environment, women feel confident in their choices and understand the consequences, especially with the rapid spread of information through social media. Her opinion aligns with expert Siti Zuhro, who highlighted that women have strong intuition in choosing candidates and are aware of their role as dominant voters.

3. Representation in the Media Audience perception of media is also influenced by how women and their issues are represented.

Informant 4 pointed out that many candidates do not focus on women's development and welfare, creating a gap between the information conveyed and the needs of the audience. This indicates a need for better representation in the media to address women's interests and challenges, so that the audience feels their voices are heard. Informant 2 responded that although 51% of voters are women, there is a possibility that their awareness of political participation and understanding has declined.

The importance of women's involvement in politics is evident from the visions and missions of presidential candidates, which rarely address women's welfare. She emphasized that women have the same interests as other groups, and if they do not realize their dominant position, efforts to advance women in politics will be in vain. Many women, including female students, are influenced by emotions and may not understand or feel politically engaged, contributing to a "fear of missing out" attitude. Awareness of the importance of involvement is necessary, especially with the support of those in power within the government.

4. Active Audience Engagement Audience engagement in political communication is essential, especially among female voters.

Informant 3 stated that every choice has consequences, and voters need to understand this. The media can function as a space for discussion and reflection, allowing the audience to evaluate their choices more critically. By strengthening active audience engagement, the media can help build a more politically conscious community. Informant 4 compared female voters, who are more dominant than male voters, and emphasized that they should be aware of the issues faced by women in politics, such as labor policies that do not sufficiently improve their welfare. With the dominance of men in parliament, finding solutions to women's issues may be limited, as men may lack a thorough understanding of women's lives. Informant 4 proposed a solution to increase women's participation in this election: "The solution is for women themselves to represent us by electing female candidates in legislative or parliamentary positions to support regulations and policies that benefit women.

The topic of female dominance in elections has become urgent for women to be wise in choosing and filtering information. According to Informant 4, a Political Science student, many candidates' campaigns do not focus on women's development and welfare. This view aligns with expert Sherly, who stated that politics today is not addressing current issues. Therefore, women must follow government policies related to women's development, such as maternal and child welfare policies.

5. Media and Emotional Mobilization

The "fear of missing out" (FOMO) phenomenon, as revealed by Informant 1, also shows that the audience's emotions can be mobilized through media. Media can leverage FOMO to increase participation by presenting information that sparks curiosity and urgency. However, this approach should be balanced with deep education so that the audience is not merely influenced by emotions but also has a solid understanding of political issues. Informant 3 emphasized that every choice has consequences. She highlighted that although female voters dominate, the current political power is still controlled by certain interests, making it difficult for women to directly enter politics. This shows that politics today favors those in power and with vested interests.

In the context of the ongoing elections, women and young voters are considered a dominant force, yet in reality, many viewers remain passive. This situation raises concerns, highlighting the need to increase political awareness and active participation. In this regard, political education becomes crucial. As Sherly (2015) stated, there are three important aspects to consider before voting: track record, advocacy, and work programs. Unfortunately, these elements do not seem to be the main focus of the dominant women's group.

The importance of awareness regarding women's political rights and responsibilities was also emphasized by the audience watching this program. Although women contribute 51% of the votes, their political awareness is declining. This shows an urgent need to educate women on the importance of their involvement in the political process, given that candidates' advocacy and policies rarely reflect women's welfare issues. This creates a challenge for women not only to participate but also to understand the broader political dynamics, which are often dominated by specific interests.

In this study, the role of men in parliament was also raised. According to the audience, male dominance in politics hinders the search for solutions to issues faced by women, such as labor policies. In line with this, the audience proposed that women need to be more proactive in electing female legislative candidates to ensure their voices are represented. This view aligns with previous research findings showing that female representation in politics is directly linked to the enhancement of policies benefiting women (Krook & Norris, 2014).

On the other hand, the audience highlighted that every choice comes with consequences. In a political landscape still dominated by vested interests,

women face difficulties entering the political arena. This creates a vicious cycle where women, despite dominating as voters, remain marginalized in decision-making. This situation needs to be addressed by creating a more inclusive space for women in politics.

However, there are also positive signals. The audience also noted that many women, especially students, are becoming more aware of candidates' policies and work programs. This reflects greater awareness and participation among young women. Research shows that the use of social media can be an effective tool in increasing political knowledge and participation (Boulianne, 2015). Thus, young women have the potential to become agents of change in politics.

Overall, despite significant challenges, the presence of women as dominant voters in these elections calls for greater attention to political education and active participation. Awareness of relevant issues and efforts to elect female representatives in the legislature can create the desired changes. As Siti Zuhro stated, women's intuition in choosing needs to be utilized to build a better future in the political context.

Based on interviews conducted with six informants, their interpretations of the *Perempuan Bicara* program resulted in three positions when understanding the concept of the program and the episode as a whole. In the context of Stuart Hall's encoding/decoding theory and audience positions (dominant, negotiated, and oppositional), we can classify these positions based on each informant's views:

Dominant Position

Informants whose views align most with the dominant policy and tend to accept messages without much criticism can be categorized as holding a dominant position. In this study, Informant 6 observed that there is no change in female voter representation and believes that the new leader will not bring change. Despite hopes for improvement, their view remains within the same framework as the existing power, reflecting an acceptance of the status quo.

Negotiated Position

Informants who show elements of acceptance while also critiquing the message and trying to adjust their views can be considered to hold a negotiated position. Informant 2 acknowledged that 51% of voters are women but also noted the potential decline in political awareness. This informant understands the importance of women's involvement but recognizes challenges. They attempt to balance their views while remaining critical of the current conditions.

Oppositional Position

Informants who actively reject or question the dominant message and express dissatisfaction can be categorized as oppositional. Informant 4 argued that male dominance in parliament hinders solutions for women's issues. Their

opinion reflects a rejection of the status quo and encourages women to vote for female candidates as a solution.

This analysis reflects how each informant responds to political issues and women's involvement, and how their positions can be understood in the context of Stuart Hall's theory. When analyzing effective political communication with reference to Stuart Hall's theory, it becomes evident how the process of encoding and decoding political messages influences the audience's understanding, particularly among female and young voters.

1. Message Encoding

By the Media According to Hall, the media plays a role in "encoding" the messages sent to the audience. In the context of female and young voters, the media has a responsibility to deliver information that is not only accurate but also relevant to the experiences and needs of this group. The message must include issues important to women, such as welfare policies, political participation, and women's rights. For example, when the media highlights female candidates and policies that support women's welfare, they are encoding messages that can increase awareness among female voters. In this way, the media can empower the audience to make more informed decisions aligned with their needs.

2. Message Decoding

By the Audience Once the message is sent, the audience will "decode" or interpret the information based on their background, experience, and social context. This is where the audience's position becomes important. By understanding the dominant, negotiated, or oppositional positions taken by the audience, we can assess how political messages are received.

- **Dominant Position:**
Audiences in this position tend to accept media messages without much criticism. If the media succeeds in delivering messages that resonate with the audience's values and beliefs, female voters may feel more engaged.
- **Negotiated Position:**
Audiences in this position may agree with parts of the message but also have criticisms. They try to adjust their views to the political reality, meaning the media must present information that educates while also considering alternative viewpoints.
- **Oppositional Position:**
Audiences in this position actively reject messages they perceive as unsuitable or unrepresentative. In this case, the media needs to become a platform for alternative voices and criticism of existing structures, reinforcing its role in creating social change.

CONCLUSION

When analyzing political communication through the lens of Stuart Hall's theory, we realize that understanding the audience, particularly female and young voters, is essential for creating effective communication. The media not only functions as a channel of information but also as a tool for educating, empowering, and mobilizing the audience.

By encoding messages that are relevant and responsive to the needs of this group, the media can enhance political awareness and encourage more active engagement. The decoding process by the audience, influenced by their dominant, negotiated, or oppositional positions, demonstrates the complexity of how messages are received and interpreted.

By ensuring fair and inclusive representation in the media, we can ensure that women's and youth voices are heard in public spaces. This not only increases their participation in politics but also creates a more responsive environment for the issues that matter to them.

Thus, the challenge for the media and policymakers is to continue educating and engaging the audience, ensuring that political discourse reflects the diversity and needs of society. Awareness of the media's role in shaping political perceptions and behavior is the first step toward more inclusive and democratic change.

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