ABSTRACT

Purpose: This article discusses the importance of the credibility of women parliamentarians (candidates) in attracting voters (especially new voters). The candidate and his winning strategy must work hard to win the general election and get the votes of his constituents.

Method: The presence of women MPs in parliament advocates for women's needs. The success of female candidates as political communicators with new voters can be seen from the results of the election of new voters. Therefore, female candidates must be able to articulate and design effective messages to change voters' attitudes and behavior.

Results and Conclusions: This study uses the self-presentation theory popularized by Erving Goffman, with the twin motives of self-presentation (SSP) and self-control (SV). The results of the study show that the self-portraits of female candidates aim to create a good, moral and ethical image to society, especially for new voters.

Research implications: Arrange messages conveyed through attitudes and behavior so that other people can interpret their character according to the image they want to convey. In the process of self-presentation, women candidates differ in the process of self-disclosure and the content shared with the public, it all depends on the goals, motivation and audience as well as privacy issues.

Originality/value: For new voters, women candidates are more likely to be seen as having special characteristics, for example their charismatic.

Keywords: Self Presentation Theory, Women Legislator Candidates, New Voter, Among, Political.

AUTOAPRESENTAÇÃO DE MULHERES POLÍTICAS ENTRE NOVOS ELEITORES

RESUMO

Objetivo: Este artigo discute a importância da credibilidade das mulheres parlamentares (candidatas) na atração de eleitores (especialmente novos eleitores). O candidato e sua estratégia vencedora devem trabalhar duro para vencer a eleição geral e obter os votos de seus eleitores.

Método: A presença de deputadas no parlamento defende as necessidades das mulheres. O sucesso das candidatas como comunicadoras políticas com novos eleitores pode ser visto nos resultados da eleição de novos eleitores. Portanto, as candidatas devem ser capazes de articular e elaborar mensagens eficazes para mudar as atitudes e o comportamento dos eleitores.

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Resultados e Conclusões: Este estudo utiliza a teoria da autoapresentação popularizada por Erving Goffman, com os motivos gêmeos de autoapresentação (SSP) e autocontrole (SV). Os resultados do estudo mostram que os autorretratos de candidatas têm como objetivo criar uma imagem boa, moral e ética para a sociedade, principalmente para os novos eleitores.

Implicações da pesquisa: Organize as mensagens transmitidas por meio de atitudes e comportamentos para que outras pessoas possam interpretar seu personagem de acordo com a imagem que desejam transmitir. No processo de autoapresentação, as candidatas diferem no processo de autodivulgação e no conteúdo compartilhado com o público, tudo depende dos objetivos, motivação e audiência, bem como questões de privacidade.

Originalidade/valor: Para os novos eleitores, é mais provável que as candidatas sejam vistas como tendo características especiais, por exemplo, seu carisma.


1 INTRODUCTION

In Indonesia, the lack of concern for women in politics seems to be intentional, so women's experience in politics is far behind compared to men's (Ardiansa, 2016). Some inequalities have been created as the historical evidence that positions women in politics far behind men. This is due to being marginalized and making women less experienced to compete in politics. This kind of political culture means that women's presence in political practice does not get the same room as men who participate in politics. So efforts are needed to develop women in catching up in the political sphere, especially in general elections. So that it makes women a unique political experience and women are also able to achieve political positions as implemented in affirmative action (Ardiansa, 2016).

It is important to study the credibility of women legislature candidates by looking at their self-presentation among new voters. The success of women candidates as political communicators, namely women legislative candidates, must be able to frame and compose effective messages so that the messages conveyed by women legislative candidates can influence the attitudes and behavior of the communicants. Therefore, to see the success of the message conveyed by women candidates to new voters can be seen from their willingness to vote for these women candidates in legislative elections. So that there must be efforts made by women candidates to frame good messages and impressions among new voters, then women political communicators need to use self-presentation in shaping their image in the public (Ardiansa, 2016).

Self-presentation is an individual's attempt to show a certain impression in front of others by adjusting her every behavior so that other people can interpret her behavior as her own unique identity by what she wants to be portrayed. So in this Self-presentation, there is control over the impression/image that a person forms about herself either consciously or unconsciously (Nickerson, C., 2022). The goal is for a person to present themselves as they want the individual or group they interact with to think of them. When someone interacts with other people, they tend to want to make a good impression on others (Nickerson, C. 2022). This behavior is an instinct that everyone has, because naturally, everyone wants to be accepted as someone credible, smart, friendly, attracts morality, and has good behavior, etc. (Ahriani et al., 2023). The same thing is also desired by every politician, they also try to have a good impression...
and perception in front of their constituents about their behavior, credibility, competence, moral appeal, and others or called imaging (Azhar, 2017).

New voter which is a component of society that takes part in the election for the first time. New voters are usually an important shot for prospective legislators because they are voting for the first time in general elections and they are the constituents who are important targets to be able to get their votes for the prospective legislators. The existence of voters is something that is urgent for the determination of a democratic country (Prasetyo et al., 2019). Four factors cause the new voter to have a strategic function and meaning in elections, including: 1) Qualitatively, New voters are a more numerous segment in society, 2) a New voter is a group of voters who have their pattern of behavior, difficult to predict, 3) there is concern that New voters will become abstentions due to confusion in choosing a political party, 4) Every political party feels that they are a political organization that is competent in channeling the aspirations of new voters so that various efforts have emerged from political parties to influence new voters. (Prasetyo et al., 2019).

Erving Goffman (in Rorong, 2018) said that every individual has five basic abilities that become self-fortification instinctively. First, active individuals. Each individual who carries out the activity has the power of knowledge that develops and educates him. It is this intelligence that is applied in all behavior and every decision he makes. Second, every individual in every action there is designed behavior. Third, each individual tends to control the behavior of others, this is so that they are seen as attractive and have a good impression on others. Fourth, individuals who easily change in behavior, both when in front of other people and when they are alone. Fifth, individuals who have self-confidence when presenting themselves in public for a purpose. Because of course, there is the public as spectators who observe the roles of self-presentation actors, so there are expectations from the public that make self-presentation actors struggle to give valuable impressions and messages. (Rorong, 2018), including political actors.

2 LITERATURE REVIEW

This study examines the theory of self-presentation which was popularized by Erving Goffman, in which this theory can influence a person's emotional experience. For example, people may become socially anxious when they are motivated to impress others but are hesitant to do so successfully (Leary, 2001, in Nickerson, 2022). Schlenker & Leary (1982) argues that in contrast to the drive anxiety model, the individual's cognitive state in this theory mediates attitudes and behavior (Nickerson, 2022). Erving Goffman popularized the concept of perception management in his book, The Presentation of Self in Everyday Life, in which he argued that impression management not only influences how a person is treated by others but is an important part of social interaction. (Nickerson, C., 2022).

There are two self-presentation motives, namely strategic self-presentation (SSP) and self-verification (SV). SSP is based on an effort to form an impression in front of others to generate sympathy, influence, and recognition, to appear attractive, competent, moral, and wise. So sometimes it displays a different identity from itself when in different situations (Nickerson, 2022). SSP targets include 1. Ingratiation describes behavior that is motivated by the desire to be accepted and liked (Polii et al., 2023) Therefore, someone will try to present their best self so that they can be liked and accepted by the public. For example, with non-verbal communication, such as smiling, and nodding your head to show an expression of agreement. 2. Self-promotion, someone will try to improve competence in himself so that it is reflected in behavior that inspires and becomes respected. So someone wants to be respected based on their competence, they will impress others by talking about themselves, showing their knowledge, status, etc.
As for the second side of the motive, namely Self-Verification (SSV), the motive that wants other people to be able to accept one's self as a whole as one's self accepts himself, for example, a person receiving a response about his self-concept becomes selective, it means he will look good in front of another person.

In interacting with other people, his character is seen as more dominant or submissive, meaning that when there is an assessment that is per his self-concept, he can accept it. But when there is an assessment that is not per his self-concept, he who is more dominant will prove that the person who judges that is not following his self-concept is wrong (Nickerson, 2022). So that he feels he is considered weak, after that he will become more assertive in his attitude than usual. It's different if he is more submissive, even though he is still considered dominant, his attitude will become more submissive. The above can be said as a social psychological concept that emphasizes that someone wants other people to see them as they see themselves, then they will make sure of their every step until other people express their views about themselves that they are normal (Evans, 2022).

In this self-verification, the self-concept shows that those with this second type prefer to show and develop their positive qualities so that a desire for self-enhancement arises. Someone who wants to get an accurate recognition of impressions in his life, which are following his self-concept, will make a good image (Evans, 2022).

The process of self-presentation is a way of life for everyone, but the process varies for each individual. Someone who does self-presentation is more aware of his self-image in general than other people. According to Mark Snyder (1987, in Franzoi, 2006), this is what is called self-monitoring, there is a desire to regulate attitudes so that they comply with social norms. It can be said that someone who has high self-monitoring will play a high role in showing or presenting himself. So self-presentation is always motivated by two motive factors, namely strategic self-presentation and self-verification. So it can be said that Self-presentation is useful as a person's capital in evaluating other people and being judged by others. So that it can bring up positive and negative impacts.

Many people pay attention to the image they present to others. In the same way, these people also pay attention to the image they present through their behavior to the public (Jap, 2014). If it has a negative impact, then the interaction will be more limited, and if it has a positive impact, then the interaction that occurs will have a large effect.

In Goffman's Theory As A Framework For Analysis Of Self-presentation On Online Social Networks (Merunkova, 2019). His research is to investigate how people form their identities on social networks and control the impressions they invoke in their audiences; this research analyzes the personal profiles of 50 college students using Facebook using Erving Gofmann's dramaturgical theory. This research identifies five basic forms that users use to create and represent identities: The Public diary, The Influencer, The Entertainer, Job and education, and Hobbies, as well as the appropriate secondary roles played by the users with whom they interact. The findings in this Merunkova study are also corroborated by semi-structured interviews with respondents, which allow for a deeper exploration of how they use Facebook, the social interactions they participate in, their motivations for posting contributions, and how they engage in impression management, understanding privacy and resolving issues caused by multiple audiences. The results of the study confirm that there is a conscious effort to create the desired impression and this research proves that Goffman's theory of face-to-face interaction is relevant in the context of online social networks (Facebook).

Then Merunkova (2019) the use of self-presentation theory according to Goffman, has become a broader basis for understanding the behavior and motivation of users known as impression management. The results show that even in user activity outside of their profile, such as "liking" a particular page, users are aware that their activity is part of the image they build about themselves. Privacy is considered a human right that is protected by the United
General Assembly of Nations and its protection is guaranteed by many international regulations or guidelines (e.g. the OCDS Recommendation on Cooperation Across Borders in the Enforcement of Privacy Protecting Laws and the General Data Protection Regulation) or in-country constitutions.

Furthermore, Evelyne Harsono, Gatut Priyowidodo, & Jandy Edipson Luik's (2021) research entitled Self-presentation Tactics of Anies Baswedan as Governor of DKI Jakarta via Twitter@aniesbaswedan, this research was examined to see Anies Baswedan's self-presentation as Governor.

3 METHODOLOGY

This study uses a quantitative approach to content analysis of 748 samples of Tweets. The results of this study indicate that the tactic with high frequency and often displayed by Anies Baswedan is the assertive self-presentation tactic, especially ingratiation, in which Anies gives a lot of praise to others. In contrast to the defensive self-presentation tactic, which uses less frequency. So with these findings, it can be seen that Anies Baswedan as the sole governor does not want to show himself as someone who makes a lot of defensive self-presentations.

The results of the analysis of this study also found that each individual can make a self-presentation. This can be seen in the Tweets that Anies made related to political matters. In several Tweets, Anies also shows himself to be competent by collaborating with other parties, attending several important meetings abroad, giving orders, and praising others. From all the Tweets that Anies has made, he has formed an image that he wants others to know. The tweets posted by Anies are also a verbal message that he wants to convey. Verbal messages are statements of thoughts, feelings, and meanings with words that represent various aspects of individual reality (Mulyana, 2016, in Harsono, 2021). However, the response that Anies received from the audience through his tweets also varied, some supported his actions and some did not.

Simultaneously the publication of a research article conducted by Olivia Jap (2014) entitled Self-presentation Tactics of President Susilo Bambang Yudhoyono (SBY) via his Twitter account @sbyudhono. Self-presentation with 13 indicators as a self-presentation tactic carried out by President Susilo Bambang Yudhoyono (SBY) through tweets written on his official Twitter account (@SBYudhoyono). This study uses a quantitative approach to content analysis of 547 samples of Tweets. The results of this study indicate that the self-presentation tactic most often used by President SBY is the Exemplification tactic in which President SBY tries to show that he has high integrity and moral values. Exemplification is the Assertive Self-presentation tactic most often used by President SBY via Twitter in showing integrity and high moral values. In President SBY’s Self-presentation, Twitter as a social media can assist President SBY in showing how President SBY is a leader who has high integrity and morals. As a public communicator, he must maintain his integrity in front of the public and society to get a self-presentation that is respected and respected.

Samsudin A. Rahim's research (2010) raised the theme of the general election campaign among youth in Malaysia. According to Hasebrink and Hasebrink (2003) in Rahim's research (2010), it is difficult for the younger generation to characterize current political issues because basically, they do not have enough information about them. This is because beginners are not serious political news readers. When young people interact with the media, they usually choose light news or soft news rather than heavy news or hard news. In addition, the younger generation is often faced with many media choices. This causes political news information to compete with other news information such as entertainment, sports, games, and others to get attention among the younger generation. The results of his research also found that the many problems related to politics, it has influenced youth toward decision-making in elections. Regarding media
variables, trust in information via the internet and friends as variables that influence satisfaction with election results. Although the development of information technology has not been comprehensive, its impact has begun to be felt. The younger generation is used to the internet as a reliable source.

The next research is research conducted by Ari Rahman (2022) with the title Self Presentation of Women Legislative Members in the Bandung City DPRD. This study intends to find out how the Self Presentation of Women Legislature Members in the Bandung City DPRD, answers the research problem, a research sub-focus was appointed on the front stage and backstage. The research method is qualitative with dramaturgy studies, four informants are using a purposive sampling technique. On the Front Stage, a woman member of the legislature does her job as a member of the Bandung City DPRD well, they carry out their duties as a people's representative well. Whether communicating with co-workers or the public, women legislators remain open and kind to everyone they meet. On backstage, a woman member of the legislature does her job as a member of the Bandung City DPRD well, they carry out their duties as people's representatives well. Whether communicating with co-workers or the public, women legislators remain open and kind to everyone they meet. The results of her research show that the self-presentation by women legislators at the Bandung City DPRD went well, this was because on the front stage the women legislators behaved more professionally and formally. And backstage, women legislators behaved more freely. The self-presentation of these women communicators is the implementation of the self-presentation theory.

Based on the introduction above, the formulation of this research is to find out the importance of self-presentation for women candidates in communicating with one of their constituent components, namely new voters.

The type of research in this article uses a type of research with a qualitative approach. According to Moleong (2007) which interprets qualitative research as research that aims to understand the phenomena experienced by research subjects, suitable for researching matters related to research on the subject's behavior, attitudes, motivation, perceptions and actions (Salma, 2023). This research is studied in order to examine how women politicians form their identity in front of the public, especially in front of new voters.

4 RESULTS AND DISCUSSION

This research resulted in the concept that legislative candidates and their winning strategy team must work hard to win legislative elections and they must be able to win the votes of voters, including new voters. To be able to win the most votes, women candidates must try to promote themselves and present a positive image of themselves to all levels of society. Of course, by way of campaigning, such as giving speeches, discussing, and having a face-to-face dialogue (Rahmat & Esther, 2016).

The purpose of these activities is to gain the sympathy and voice of the people in the election later. So prospective legislators as political communicators need to have credibility, namely the ability, expertise, and attractiveness to be able to entice new voters to vote for them. New voters are potential voters to be approached and given an understanding of general elections. New voters have very different characteristics from general voters. New voters tend to be more critical, independent, free, and pro towards change (Azirah, 2019).

As political communicants, New voters must have a strong and positive perception of the abilities, skills, and attractiveness (similarity, familiarity, preferences, closeness of relationship, etc.) that are found in the prospective legislator, so that New voters will be easily persuaded and follow message conveyed by a candidate. Women candidates who have high credibility will be able to convey their messages effectively to their constituents, which in turn will be affected by the effective messages they convey. (Siagian, 2012).
To produce effective communication among communicants, communicators, in this case, women legislator candidates, must know themselves well, meaning they must know their abilities, especially in political communication, have intelligence in politics, and be able to persuade people with good communication styles and be communicators who have a character that can be trusted/accepted by New voters.

Trust is defined as the image of the communicant in knowing the character of the communicator, which is judged by his honesty, sincerity, morality, and ethics. (Hasmawati, 2020).

Youth often interact with the media, so trust in information and images built by women candidates through the internet and friends, will give more satisfaction in choosing political actors. (Rahim, 2010).

As a result of research that has been done, women candidates have applied the self-presentation theory with two self-presentation motives, namely SSP and SSV. In the SSP type, women legislator candidates will usually try to show their strengths as a positive image that they want to share with the public about themselves, especially in front of new voters, both through verbal and non-verbal communication. This motif is usually done by women candidates so that they can become an inspiration for new voters both ingratiation and self-promotion about themselves. After the New voters became impressed and inspired and became fans of the women candidates, the charismatic side of the women candidates appeared in the eyes of the New voters.

In the SV type, women candidates will be more accustomed to accepting their condition as a public figure who inspires and is charismatic among new voters. So that naturally women candidates will accept themselves more by developing a positive side of themselves, and maintaining a positive image as a charismatic side of themselves, even though the positive image they are acting on sometimes does not show who they are. As explained above, women legislative candidates must still have more ability, experience, knowledge, and attractiveness compared to other women legislative candidates (Siagian, 2012).

Then the attractiveness of women legislator candidates affects the cognitive aspects of New voters in voting, this indicates that there are factors of similarity, closeness, familiarity, and New voters' preferences for the attractiveness of women candidates for legislators in giving a big influence on the voting attitude of New voters. This indicates that knowledge, understanding, changes in opinion, and changes in views of new voters can be influenced by the self-presentation of women legislator candidates because the attractiveness of women legislator candidates is seen more on the charismatic side that inspires the new voters.

5 CONCLUSION AND SUGGESTION

Based on this study of the theory of self-presentation put forward by Erving Goffman, there are efforts to present oneself to political actors, especially female candidates, to form a good, moral, ethical image in front of the public, especially in front of new voters. By arranging the message to be conveyed through his attitude and behavior, other people can interpret his character according to the image he wants to display. In the self-presentation process, women candidates differ in the process of self-disclosure and the content that is shared with the public, all depending on goals, motivation, and audience as well as on privacy issues. So for new voters, women candidates are seen more from the side of their distinctive character, for example from their charismatic side.

CONFLICT OF INTEREST

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