



Utilization Of Social Media As An Educational Tool Of Political Education On Women's Politician To Be Learning Organization Development

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Abstract. This study aims to identify the use of social media as an educational tool on women politicians to be learning organizations development. The presence of information technology also makes it easy for people who are involved in politics to be able to access information relating to politics with internet including new social media. Political attitudes of society are generally more likely to prioritize conventional political issues rather than hard politics and also have an impact on women. So that learning organizations are needed as a means of political education for women in order to provide freedom for women from inequality in politics.

This study uses a qualitative method. Data collection was conducted by interviewed 12 women members of the DPR-RI period 2019-2024, 5 women members of the DPD-RI period 2019-2024, 5 women activists in the political field and 10 women aged 17-20 years who were actively using social media. Documentation is also done to add information through survey. The results showed that social media can be used as a learning organization by women to understand political socialization, and provide opportunities for women to participate in politics.

Members of the DPR-RI and DPD-RI can use social media more effectively not only during the election period but after the election period. The use of social media can be used as a tool of political education not only for women but the general public.

Abstrak. Penelitian ini bertujuan untuk mengidentifikasi penggunaan media sosial sebagai sarana edukasi pada politisi perempuan untuk pembelajaran pengembangan organisasi. Kehadiran teknologi informasi juga memberikan kemudahan bagi masyarakat yang berkecimpung dalam politik untuk dapat mengakses informasi yang berkaitan dengan politik melalui internet termasuk media sosial baru. Sikap politik masyarakat pada umumnya lebih cenderung mengutamakan isu politik konvensional daripada politik

keras dan juga berdampak pada perempuan. Sehingga dibutuhkan organisasi pembelajar sebagai sarana pendidikan politik bagi perempuan guna memberikan kebebasan bagi perempuan dari ketimpangan politik.

Penelitian ini menggunakan metode kualitatif. Pengumpulan data dilakukan dengan cara mewawancarai 12 perempuan anggota DPR-RI periode 2019-2024, 5 perempuan anggota DPD-RI periode 2019-2024, 5 aktivis perempuan di bidang politik dan 10 perempuan usia 17-20 tahun yang aktif. Menggunakan media sosial. Dokumentasi juga dilakukan untuk menambah informasi melalui survei.

Hasil penelitian menunjukkan bahwa media sosial dapat digunakan sebagai wadah pembelajaran oleh perempuan untuk memahami sosialisasi politik, dan memberikan kesempatan kepada perempuan untuk berpartisipasi dalam politik.

Anggota DPR-RI dan DPD-RI dapat menggunakan media sosial secara lebih efektif tidak hanya pada masa pemilihan tetapi setelah masa pemilihan. Penggunaan media sosial dapat dijadikan sebagai sarana pendidikan politik tidak hanya bagi perempuan tetapi masyarakat umum.

Keywords:

Social Media;

Political

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INTRODUCTION

In the era of the industrial revolution 4.0 requires people to be able to use information technology properly. Thus, the need for quality human resources must be improved. Given that human resources have an important role for the state because it is the basic capital of the wealth of a nation (Hasiani, 2015). Increased human resources can be developed with the aim of realizing human development that is virtuous, resilient, intelligent, skilled, independent, productive, creative, innovative, disciplined and oriented towards the future (Wakerkwa, 2016). Relating to innovative, dynamic developments in the field of technology have made it easier for the public especially millennial generation to access a lot of information. To facilitate the public in accessing information, it is necessary to improve the quality of human resources through education. One way to realize this requires educational technology.

According to the Association for Educational Communications and Technology (AECT) (2008) explains that educational technology is a study and practice ethic to facilitate learning and improve performance by creating, using and managing appropriate technological processes and resources. In connection with improving the quality of human resources, this also applies to prospective members of the House of Representatives (DPR) of the Republic of Indonesia. Given that Human Resources (HR) is a factor of production that must be present and relatively more important for the organization (Oliva & Aleman, 2019). To become a member of the House of Representatives (DPR) of the Republic of Indonesia, they must prioritize the interests of the people. Based on the constitution of the Republic of Indonesia (1945 Constitution), the DPR-RI

has the obligation to carry out three functions, namely legislation, budgeting and supervision. These three functions are carried out within the framework of people's representation, where each member of the DPR-RI prioritizes the interests of the people they represent to make them 'people's representatives'. Based on Law No. 8 article 51 of 2012 concerning the general election of members of the DPR, DPD and DPRD, to be candidates for DPR members who are at least 21 years old and have the lowest education level graduating from High School (SMA).

Improving the performance of the DPR-RI is not easy especially as women's representation has not reached the 30% quota because there are only 20.57% or around 118 female politicians from a total of 575 seats in the DPR-RI members for the 2019-2024 period (Detik News, 2019). This also happened in the 2014-2019 period there were only 17.32% or as many as 97 seats. Although there is an increase but it has not been able to reach the 30% quota. So, there are still problems related to women's interest in politics. As a woman, often underestimated. Moreover, there are still many women's rights that are not equal and prosperous. This can have an impact on the drafting of laws and absorption of aspirations related to women. Based on a survey of the association of Indonesian internet service providers in Fitri and Chairael's research (Eka Yan Fitri & Chairael, 2019) female internet users were 48.57% while men were 51.43%. The data shows that almost all men and women use the internet. Even so, the number of female internet users is lower than that of men. 1.43% of women who have not used the internet as access to information. The results of the study indicate that one factor decreases the quota. The use of the internet to access social media by women in Indonesia reached 79.92%, then cellphones became the most widely used media to access the internet, which reached 91.67%. Meanwhile, laptops were 22.91% and computers 16.96% (Bisnis, 2018).

The data above shows that women do not close themselves in finding information through social media. So that the industrial revolution 4.0 through social media such as YouTube provides facilities to women as the art of communication and learning media, especially in the political field (Mingkid, 2015). In line with the results of Abbott (2011) research at the 2011 general election in Singapore, social media was used as a tool for those in power in the party. This is also done by the Malaysian government where one of the candidates for the general election uses a platform like Facebook to conduct an online campaign. It's just that these efforts have not been able to support women to enter the world of politicians. Through Rustiana (2018) research results topics frequently accessed on social media are as follows:

Tabel 1. Frequently Accessed Topics on Social Media

Frequently Accessed Topics	Amount	Percentage
Politic and Law	48	9%
Social and Culture	75	14%
Education	75	14%
Economic	69	13%
Movie	146	27%
Culinary	98	18%
Etc.,	28	5%
Total	539	100%

Sumber: Rustiana (2018:27)

Table 1 above shows that access to political and legal topics is low compared to other topics accessed through social media. Political education is a systematic educational effort in shaping politically conscious individuals and being able to become politically responsible actors in realizing the political goals themselves. So to improve the quality, competence, capability and quality capabilities in accordance with the field of work in parliament for women politicians political education is needed. The role of women politicians is important in providing political education. Because of the provisions in Law Number 8 of 2012 concerning the election of

members of the people's representatives, namely a 30% quota for women's representation in the government parliament. Based on this law, the representation of women in open countries is very broad, so that they can enter the political system and make decisions in the interests of women's voices in the Indonesian state. The active role of women politicians has been done a lot, both to convey their thoughts and opinions directly and through social media. It's just that in political socialization, political communication, and political participation of women politicians is still not going well.

Based on Rahmawaty (2016) research which raised women and the use of internet technology with the UTAUT approach, 68% of women use the internet for web browsing, e-mail services, and Facebook. Especially in the current millennial era, people need steps in the use of good technology. So they can balance knowledge with their field of work. In line with Jennifer's research in (Barus, 2015) women's organizations can expand their territory and work and strengthen networks through social media. Some previous research can be used as a foundation to provide political education through social media to candidates and members of women politicians in the DPR-RI seats. Based on previous research, no one has discussed the use of social media as a means of political education for women politicians. The question that arises is how the forms and methods of political education carried out by women politicians members of the DPR-RI 2019-2024 period through the use of social media as a learning organization in transforming political education and what social media is used in conducting interactions related to political education. As well as the form and method used by women politicians from the DPR-RI 2019-2024 period through social media related to political education. This study then examines how the use of social media as a means of political education by women politicians in the development of learning organizations.

METHOD

Research methodology is a systematic way to solve research problems. The research method can also be interpreted as knowledge in learning how research is carried out scientifically (Sugiyono, 2014). In this study, researchers used qualitative methods (Creswell, 2014). according to Creswell (2014) the sample of qualitative research depends on the research design used. The amount varies from 3 participants to 30 participants. Based on these data the sample in this study were 10 women members of the DPR-RI 2019-2024 period, 2 women activists in the political field, 2 women aged 17 -35 years and political experts. Researchers will conduct face-to-face interviews with participants. Interviews are the main data collection techniques in qualitative research. Interviews were conducted with semi-structure while recording the speakers. Interviews are carried out for 40 - 50 minutes according to information needs.

RESULT AND DISCUSSION

According to Kantaprawira in (Pradana, 2017) the embodiment of political education in order to increase people's political knowledge and be able to participate maximally in a political system. Miriam Budiarjo (2010, p. 371) suggests that political participation shows various forms and intensities. Usually there are different types of participation according to their frequency and intensity. There are a large number of people who take part in non-intensive activities, which are activities that do not take up a lot of time and are not based on their own initiatives (such as voting in elections). On the other hand, very few people actively and full-time involve themselves in politics. Women politicians also have close links with political organizations. Likewise, organizations based on political background. Briefly explained that what is meant by political organizations are organizations or groups that are engaged or interested in or involved in the political process and in the science of state, actively playing a role in determining the fate of the nation.

Political organizations can include various types of organizations such as advocacy groups that lobby changes to politicians, institutions that propose alternative policies, political parties that nominate candidates in elections, and terrorist groups that use violence to achieve their political goals. In a broader sense, a political organization can also be considered as a system if it has a complete government system. Political organization is part of a unity that has an interest in the formation of social order in a certain area by a legitimate government. This organization can also create a form of structure to follow. So that it takes a communication strategy for women politicians who have qualified political communication skills and good organizational management and competent political science and education have the opportunity to be elected in political circles. In this study, the scope of women politicians is women who are active in politics in the legislative body of DPR-RI, and women activists in the political field. Researchers give questions related to the use of social media as a means of political education.

Social media that I often use are Instagram and Facebook. Usually I use both social media to post activities as a board member. Some people also often submit complaints through the Instagram comments column. (W1, 2020).

Instagram is a medium that I use both before becoming a member of the DPR and after being elected as a member of the DPR. Some of my voters know me through campaigns on social media, especially Instagram. (W2, 2020).

Instagram social media helps me in informing related activities carried out as a board member. Several complaints made by the public through Instagram helped me run the program at the DPR. (W3, 2020).

Based on the interview results show that social media provides easy communication between the community and board members. Women politicians in the media frame introduce the concept of resonance where the mass media and reality actually produce a powerful coherence, where the media hits the audience continuously significantly (Djuwita, 2016). The results of the interview are in line with Barus (2015) women politicians have the motivation in the struggle for the interests of society through their participation as candidates for legislative members. According to Prasetya, the opinion of the mass media as an inseparable part of the community has given such a significant influence on the community. Various forms of shows in the mass media are able to display social reality in the community. The mass media that has experienced such rapid development is also able to form public opinion through the shows it presents, such as news. Instagram as one of the biggest mass media giving influence is the most consumed media by the public (Prasetya, 2013: 233).

"In my opinion the presence of Instagram can make it easier to deliver related to political education. Women can also participate in giving advice in the Instagram comments column. " (W6, 2020).

"Although the intensity of using social media is not 24 hours, but I have a team that is active in seeing reports from several communities. And that means a lot to me and my friends in the DPR. Because we immediately follow it up in the interest of the people ". (W8, 2020).

Based on the results of the interview above shows that as has been explained that social media is an online media that uses internet-based technology that supports social interaction, so that it converts communication into mutual interactive dialogue. In its development, social media has become important as an effective tool in the process of political communication, especially in the context of election campaigns which can be an intermediary between politicians and their constituents, namely between communicators and communicants remotely and is massive.

Therefore, through social media, communicators can carry out political communication with their supporters or constituents, namely to build or form public opinion and at the same time mobilize massive political support. So that political participation shows the involvement of individuals or groups as citizens in the political process in the form of activities aimed at actively participating in political life in order to influence government policy.

"The use of social media as a means of political education has a positive impact on society, especially women. They not only see the activities carried out by women DPR members but also get information and education related to political participation. It is important to remember that women politicians must be committed to these activities. Don't let Instagram become a place to show off their lives." (Political expert, 2020).

"As an activist, I think the presence of social media such as Instagram and Twitter makes it easy to provide advice and criticism to members of the board. Women can also provide information and reports to each other members of the council regarding problems in their areas" (Women's political activist, 2020).

Based on the results of the interview above shows that social media in the context of political participation is understood as a tool. Social media provides a digital platform that provides opportunities for unlimited communicative interaction processes. Every individual who is incorporated in it can be involved and voice their opinions without being limited by time and space. This gives the possibility for the running of public communication processes with the correct quantity and intensity (Kholid, 2015).

Discussion

There are five basic assumptions of the uses and gratifications theory, namely: 1) Active audiences and the use of the media are goal oriented; 2) Initiatives in connecting the satisfaction of needs to specific media choices are found in the audience members; 3) Media compete with other sources for satisfaction of needs; 4) People have enough self-awareness about the use of their media, interests, and motives so that researchers can provide an accurate picture of these uses. 5) Assessment of the value of media content can only be assessed by the public (West & Turner, 2008). Digital media according to Folkerts, et al (2008) are forms of media and media content that are created and shaped by technological change. The internet is one of the digital media in the 21st century. As a new and sophisticated technology, forms of media and technology emerge simultaneously and are called media convergence. Media convergence is a combination of two or more of the previous media (conventional media) which is a process which can bring convenience and profit for its users.

Living in an age that is technologically advanced and nurtured in this way makes this generation have high expectations, demands to get answers instantly, prefers the distribution of sources of knowledge and information, is open-minded, has diverse skills, is able to do a lot of work simultaneously, impatient (Idrus, et.al, 2014), participatory, do not subscribe to hierarchical understanding or level of power, which means that everyone has an equal level, so they behave equally toward superiors and coworkers, socialist, optimistic, talented, collaborative, and oriented on success (Cates, 2014). Women politicians in realizing the policy direction certainly need to strengthen political education both internally and externally. In the digital era, strengthening education is certainly not enough anymore only with the conventional one, it is needed more through technological channels in education, where social media is one of the instruments. Then social media can be used as a learning organization in political education for women politicians.

Conclusion

Women representatives in parliament should not only be interpreted in high numbers but also be interpreted by the presence of those who have the power of transformation. That is, the presence of women legislative members was originally meant to be quantitative and able to bring ideas and ideas that changed the direction of political policy so that the interests of their constituents, namely women's groups, were achieved. This is the substance of the politics of presence when fighting for the inclusion of women in parliament to increase - not only political participation - but also women's political representation. Especially women politicians who served as members of the DPR-RI in absorbing, gathering and following up on people's aspirations. And we need to realize that organizations can promote the productivity of people within them by helping them gain knowledge, skills and attitudes, but they can also promote productivity by changing conditions within the organization so that people can achieve even better with or without additional instructions (Januszewski, & Molenda, 2008). As a form of implementing the duties and authority of women politicians from DPR-RI members related to publications on political education, the results of this study indicate that the use of social media as a means of political education by women politicians in developing learning organizations has a positive impact on women's political participation.

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