

ABSTRACT

This study discusses the involvement of women in politics that focuses on the strategies of women legislative candidates in mobilizing voter support during the 2019 election in Jambi City, especially the behavioral studies of female candidates from the Prosperous Justice Party (PKS) and Gerindra Party. The formulation of the problem is how the strategies of female candidates from PKS and Gerindra in mobilizing voter support during political campaigns. The purpose of this study is to be able to find out the political mobilization strategies used by the female candidates from both Parties in the 2019 election campaign.

The research method used is a qualitative method with a descriptive analysis approach. Methods of collecting data are observation and interview techniques. Observation techniques carried out using shadowing techniques for one month and in-depth interviews with key persons. Primary data and secondary data that have been collected are then analyzed by qualitative techniques. As a knife of analysis, the author uses the concept of political parties, political mobilization and political campaigns.

The results of the research show that the mobilization strategy in the political campaign used by the four female candidates depends on 1) the role of the political parties that supporting it; 2) campaign material and methods used; and 3) mobilization through campaign channels. The use of accurate and counterreactive campaign strategy concepts for voter mobilization produces extraordinary imagery that is able to gain attention and support from the community.