

ABSTRACT

STRATEGY OF EMPOWERING WOMEN CANDIDATES TO CAMPAIGN IN THE GENERAL ELECTION OF LEGISLATIVE 2014 BY DPD DEMOKRAT PARTY IN LAMPUNG PROVINCE

By

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Presence of women in politics seen through the participation of women in the legislative candidacy. Quota of 30% female representation in parlement provides the opportunity for women to occupy legislative seats. This research uses the theory of empowerment where there are three strategy of women's empowerment, there are independence, participation and gender equality.

The purpose of this research was to identify the strategy of empowering woman candidates conducted by political parties especially in DPD of Demokrat Party Lampung Province. This research uses descriptive method with qualitative approach. This research conducted at the DPD of Demokrat Party Lampung Province and there are six informants.

The results of this research explain the strategy of empowering women by DPD Democratic Party by three aspect. First, the achievement of self-reliance strategy has been implemented through the development of women's potential, but is still considered not effective. Secondly, the strategy for increasing participation visible through the opportunities given to the party cadres to participate in the nomination of women in the legislature but has not been accompanied by the party's support and active role for women in political parties. Third, is the promotion of gender equality strategy that still can not be implemented in DPD Democratic Party it is appoint through the gap on the position of women in the party.

Key Word : Strategy of Empowering Woman, Campaign in The General Election of Legislative