

ABSTRACT

THE POLITICAL COMPETITION OF FEMALE LEGISLATIVE CANDIDATE IN REGIONAL ELECTION 2014 IN LAMPUNG (A Study on Selected Winning Candidates of Asmara Dewi, Eva Dwiyana, Dwie Aroem Hadiatie as Members of Legislative)

By

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Women face tighter competition in internal environment of political parties, especially PAN, PDIP, and Golkar, in their process to be elected as members of legislative in election 2014. The objective of this research was to find out the competition processes, winning strategies, and family roles on selected winning candidates of Asmara Dewi, Eva Dwiyana, and Dwie Aroem Hadiatie as member of legislative.

This was a descriptive qualitative research with transactional and SWOT theories. Data were collected using observation, interview, and documentation methods.

The research results showed that women faced very tight political competitions in internal environment of political parties, especially in process of determining number of candidate election and strategic voter regions. PAN internal party mechanism showed transactional politic in determining number of legislative

candidate election, by not holding internal meeting and without considering structural positions in the party. The process of submitting candidate in Golkar party in internal survey benefited Dwie Aroem Hadiatie, so she got top number for candidate election, and this was related to his father oligarchy, Alzhier, as the chairman of Golkar in Lampung regional branch. This was a different case with Eva Dwiayana, where her popularity was needed by PDIP in collecting voters in election 2014, and she had a structured mass basic in form of religious educative group, especially in Bandar Lampung. Her winning strategy was direct approach to public through religious education activities and socialization. High voter gains obtained by Asmara Dewi and Eva Dwiayana could be seen from big roles of their respective husbands as Lampung Timur regent and Bandar Lampung major. In their efforts of winning voters, biggest contributions came from bureaucrat networks and husbands' supports as regional head authorities.

Keywords: *political competition, mobilization strategy, general election*