

CHAPTER I

INTRODUCTION

A. Background

Indonesia is a country that adheres to a democratic system in which sovereignty is held by the people, yet in its implementation, it is handed over to the representatives of the people who sit in parliament so there are many political parties have been formed. Political parties become liaisons for citizens to participate and actively participate in elections. Political parties are used as political institutions that serve to collect and articulate various interests of the people. The implementation of democracy that is expected by Indonesia for political parties has not shown significant changes to the social, economic and political maturity of the people. Indonesian political parties have not been able to provide a balanced share for participating societies and play an active role in politics, especially women based on (Fauzi, 2010).

According to (Bari, 2009), the presence of women in the political sphere is still very low although the Indonesian constitution does not provide restrictions on women's political participation and representation. The involvement of women in public life has indeed increased, but the participation of representation in national and provincial legislatures and other government agencies is still low. To justify the gender imbalance in the national, sub-national and local legislatures, the Law No. 2 of 2008 was published that contains a policy that requires political parties to include at least 30% female representation in the establishment and in management at the central level. This figure is based on United Nations research which states that a minimum of 30 percent allows for

a change and has an impact on the quality of decisions taken in public institutions. Then, in the Law No. 10 of 2008, it is affirmed that new political parties can follow political institutions after meeting the requirements of including at least 30% female representation in the management of central political parties. Another rule is to implement a zipper system which regulates that every 3 candidates, there is at least one female person. This provision is contained in the Article 55 paragraph (2) of Law No. 10 of 2008. Both policies aim to avoid the dominance of one gender in political institutions that formulate public policy.

The representation of women in elections in this legislature is an important concern for political parties because the presence of women actively involved in politics is able to authorize women to make policies directed to women in achieving women's rights, especially gender equality. In addition, the low representation of women is still widely adhered to patriarchy in most societies that tend to place women's positions under male rule.

According to Abdurrachman et al. (2019) assert that based on global developments on increasing the role of women that have been carried out by various countries, the wisdom and strategy of increasing the role of women in Indonesia is basically seeing women in its various positions and functions, by reaching to the social, economic, political, cultural, religious, and family dimensions. Because the improvement efforts are related to various fields, the handling is implemented intersectoral integrated, and multidisciplinary. Therefore, various institutions, whether

government agencies, community organizations, private parties, or all potential communities must be involved(Wacana, 2013).

In Central Java Province, the total number DPRD is 100 people, consisting of 76 male members (76%) and 24 female members (24%) in the 2014 Election. For the region itself in the 2014 elections, of the 35 districts/ cities in Central Java, women members from District/City Parliament were more elected than major political parties, such as *Partai Demokrasi Indonesia Perjuangan (PDIP)*, *Partai Demokrat*, *Partai GolonganKarya (Golkar)* and *Partai Kebangkitan Bangsa (PKB)*.

Meanwhile, in the 2019 the election of DPRD in Central Java Province, the legislative candidates increased to 120 people, consisting of 23 women and 97 men (dprd.jatengprov.go.id). In the 2019 General Election, Siti Ambar Fathonah ran as the only female incumbent from Golkar Party. In the previous election, Siti Ambar Fatonah received 30,273 votes while in the 2019 General Election, she managed to apply 21,215 votes (jateng.kpu.go.id). Despite advancing as the only female incumbent, Siti was able to win the 2019 General Election. This is certainly supported by Siti Ambar Fatonah status as an incumbent candidate so that it has the initial capital in the form of social capital and should not need too much financial capital to win the 2019 Election in Central Java. In addition, Siti Ambar Fatonah was once the only female Ungaran Regent elected in 2006-2010, so Siti has enough capital to increase her electability to advance in the 2019 Election. Not all incumbent legislative candidate can be elected again and only Siti Ambar is the only woman from Golkar Party who was re-elected in the 2019 General Election. Not only that, in the middle of the election for the Legislative

candidate for the election of Central Java Province, Siti Ambar Fatonah fulfilled the invitation of a community leader in the association, suspected of committing money politics because in the middle of the event, she introduced herself as a legislative candidate to local residents accompanied by asking for citizen donations. That is why it was suspected that money politics was then reported to the realm of law, but Siti Ambar Fatonah appealed against the accusation and finally she was freed from the sentence. That was interesting to look at because through observing the voter data in 2014 and 2019 female legislative candidates are declining, but they can still keep and win two terms from Golkar. Therefore this research is going to find the Political Marketing Strategies of Woman Legislative Candidate to Win the Provincial Election of Legislative Candidates in 2019 under a Case Study of Siti Ambar Fathonah S.Pd as the Woman Representative in Dapil II Central Java Province.

B. Research Question

How are the Political Marketing Strategies of Woman Legislative Candidates to Win the Provincial Election of Legislative Candidates in 2019 under Case Study of Siti Ambar Fathonah S.Pd as the Woman Representative in Dapil II Central Java Province?

C. Research Purpose

The purpose of this research is to find out the Political Marketing Strategies of Woman Legislative Candidates to Win the Provincial Election of Legislative Candidates in 2019 under Case Study of Siti Ambar Fathonah S.Pd as the Woman Representative in Dapil II Central Java Province.

D. Research Benefits

a. Theoretical Benefits

1. This research provides more insights into knowledge and sources and with existing theories, including political marketing theory, women representation in politics and legislative elections

b. Practical Benefits

1. The researcher knows the Political Strategies of Woman Legislative Candidates to Win the Election of Legislative Candidates
2. The results of this research can be used as the reference for female legislative candidates and political parties to formulate effective and efficient political strategies in winning legislative elections

E. Literature Review

Based on (Sulala, 2016), reviewing a previous research is an effort done by the researcher to find comparisons and further new inspiration for future research. In addition, previous studies help researcher in positioning research as well as showing the originality of the research. There are 10 literatures used to compare this recent with other research related to the title of this research,

According to (Ramadhany & Rahmawati, 2020), the representation level of Indonesian women in politics cannot be separated from a variety of factors, such as capital. This study explains the capital owned by female candidates midst of patriarchal politics in General Election with a special focus on the case of Sleman Regency in 2019. In the case of Sleman, women occupied 13 seats out of 50 seats at DPRD (local

parliament) which was the highest achievement compared to other districts in Yogyakarta. This study found that although the acquisition of women's seats continued to increase, it was not significant because patriarchal politics controlled the female legislative candidates' capital through the electoral field. Employing Bourdieu's theory of capital, this study argues capital –social, economic, political and symbolic- was regarded important for women to engage in politics, but in reality, this variety of capital was determined by the patriarchal political habitus of female candidates in the general election, which is generally dominated by men. Therefore, although the political system in elections provides affirmation for female candidates, in practice, patriarchal domination controlled by class structures in society does not allow them to get more votes than men.

Putri's study(2017) focuses on the discussion of how the political strategy of women legislative candidates who advanced in the 2014 Election for the Regional House of Representatives of West Sumatra province. The study also looked at how the cultural factors of matrilineal kinship system influenced the political process in the 2014 election. The study involved 2 incumbent legislative candidates, and one candidate who advanced for the first time, but won the most votes among the six elected women. The research method is with qualitative case study, data obtained by in-depth interview with selected informant. The results reveal that the political strategy of women legislative candidates is an offensive strategy of market expansion and defensive strategy to preserve the market. Matrilineal kinship network also became one of the political strategies for women candidates.

According to (Artina, 2016), women and men have equal position in politics; women's participation is highly needed. Such thing is due to the fact that there are many issues regarding women's interests requiring women's representation in legislative institutions as well as regarding the 30% quota for women in the election of legislative members in 2014-2019 in Riau Province. This research focuses on the level of women's political representation in the legislative general election in 2014-2019 in Riau Province. This was a normative legal research. The data sources were from primary and secondary law material and the result of library research from various references. The finding showed that the level of women's representation increases as expected from the policy regarding women's representation.

According to (Bela & Utama, 2020), political participation is a measure of the success of the democratization process because in political participation, there is a citizen control of government. Nowadays, the political participation which is still an interesting theme to be investigated is women's political participation. This is inseparable from the existence of the affirmative action movement which wants equal opportunities for women to participate in the political constellation. Recently, the influence of political participation in the regions is an important note for central government policy. Therefore, it is important to know the prospects for women's political participation in the region. The results showed that the affirmative action policy actually has a side that can be beneficial, but also detrimental to women and political parties. Many opportunities related to this policy are not exploited because in fact, many women do not have the desire to participate in political contestation. This is

inseparable from the social support from women in the form of social, economic and cultural support. Most women will think long when it comes to family permits and the economic conditions of the family and culture that surrounds it so far. Therefore, the party also experienced difficulties in recruiting and cadre of party members because most of women were constrained by these factors although in terms of women's political orientation, they understood and had knowledge of the political system and they were not able to influence gender responsive policies at the district level.

According to (Dwika Paradita, 2019), the legislative election is a positive thing in an effort that is to fulfill the 30% quota for women's representation. This research explores a women's contestation in the 2019 Election in Batang Regency and how supporting political parties take a role in it. The research used a qualitative descriptive analytical approach by doing in-depth interviews with female legislative candidate informants in Batang Regency and supporting political parties. The results of this study were that 1) women's contestation is influenced by personal barriers, political institutions, socio-cultural barriers, economic barriers, and money politics 2) supporting political parties are still very minimal in providing assistance to female candidates when the election is held.

Jovani (2018) describes about women legislative member in Provincial Parliament in Nusa Tenggara Timur, who elected in legislative election in 2014. On the frame of the implementation of women's representation in parliament that has been started since 2004 election, this research explains representation of NTT's women in parliament based on the background and the motivation to participate in election.

Through using the case study as the research design and the analysis with process tracing, this study revealed that NTT's women, who participated in election, have contributed to consummate women's representation into their political party and parliament. However, NTT's women have faced internal and external challenges.

According to (Izdiha, 2017), a new round for women's representation in politics in Indonesia is recognized by the state Act No. 8 of 2012 on Political Parties which also requires the representation of 30% women to the political party system. In the name of justice and affirming the identity of women, the state intervenes in granting special rights for women to engage in politics which is so-called affirmative policy. This study aimed at the interest to investigate how the affirmative policy is capable of responding women request in the context of dominant political culture by conducting a case study of women's voice representation in the Legislative Election in the Special Region of Yogyakarta. The study was conducted through an ethnographic approach to 3 legislative candidates, 2 female legislators, and 2 women political movement leaders from March 2014 to February 2015. The perspectives on gender and political behavior are developed as an analytical tool in this study. The finding indicates that women have attempted to reveal a new political face in achieving their political goals. A collective collegial strategy becomes a force deployed as a strategy by those women on the basis of equality of gender equality issues. However, this policy does not necessarily eliminate social obstacles due to patriarchal and religious constructs where women still experience a limited political space (not free).

Dalupe (2020), describes about hard efforts of woman candidates for winning the 2019 legislative elections in East Nusa Tenggara, Indonesia. Patronage is the main obstacle for woman. Patronage is the chief mechanism that legislative candidates were used to appeal to voters. Many scholars and observers are still focus on money politics, patronage, and clientelism that are being dominated in electoral life of Indonesia. The findings confirmed that political experience and list position supported for woman at their campaign. But that are not enough. A Lot of money must be needed for taking campaign tools, operational cost, and patronaging and protecting the votes from manipulation. Patronage demands gave them dilemma situation. Consequences, they do not to highlight woman issues for getting votes. The voters mostly like money, goods and material helps from candidates. Woman candidates obviously need funds, personal network, and patronage that mostly are dominated by men. Without all of them, it is totally difficult for woman candidates for winning the competition.

Another previous research is from(Nurbaena, 2016). The objectives of this research are as follows: (1) to determine the political participation of women in Murhum District, Baubau City (2) to find out the forms of political participation carried out by women in the 2014 Legislative Election in Murhum District, Baubau City (3) to determine the internal and external factors that affect women's political participation in the 2014 Legislative Election in Murhum District, Baubau City. The research method chosen is descriptive qualitative research. The sample was determined using a purposive sampling approach. The data obtained from interviews, observation, and review of documents and assisted by frequency tables. The data analysis was carried out

interactively and the results of the study were presented in descriptive form. The results of this research on the Political Participation of Women in the 2014 Legislative Election in Murhum District, Baubau City), showed that (1) women's political participation in Murhum District is still very low. (2) The role of women in political participation in the 2014 legislative elections has not been carried out according to what we expected. (3) Obstacles Causing Very Low Representation of Women in the House of Representatives.

According to (Permatasari & Nurmandi, 2014) the achievement of affirmative action by political parties in the nomination of their legislative candidates (especially female candidates) in the election has been considered an important mechanism, because political parties are the only “formal political vehicle” that can lead someone to enter the legislative body. This study found that, in the context of DIY, in the 2014 General Election at the DPRD of DIY, the achievement of the affirmative action of 30% quota for women by political parties was quite encouraging. The research data shows that the average number of woman candidates nominated by political parties reaches 40%. Relating to the efforts of political parties to support the electability of woman candidates in the DPRD of DIY in the 2014 Election, they have not shown optimal seriousness, only administrative in nature because they do not fulfill the substantive elements of the regulation. Zipper system is not implemented substantially. Most woman candidates are placed in the final order of multiples of three and not vice versa. Meanwhile, the placement of female candidates in strategic electoral districts has not been implemented by political parties. This is due to a conflict of interest between

women candidates and political party administrators who are mostly men who also running for themselves.

As explained above, there are 10 literature reviews related to the title of the Political Marketing Strategies of Woman Candidates to Win the 2019 Provincial Legislative Election in Central Java under Case Study of Ambar Fathonah S.Pd as the Female Representatives in Dapil II Central Java. Compared with the previous research conducted by (Putri, 2017) with the title Political Strategy of Woman Candidates for West Sumatera in the 2014 Election, this recent study focuses on the different strategy. Putri's research uses offensive and defensive strategy theory while this present research uses political marketing strategy theory.

F. Theoretical Framework

1. Political Marketing

Political marketing is basically very different from marketing in business ventures. Marketing science departs from competition conditions and is widely used to explain and describe how an effort can win competition in the market, while political science is a science that aims to create a public order through the systematization of power struggles (Firmanzah,2006:132).

According to Jennifer Lees-Marshment, political marketing is a political organization adapted from the concept of marketing in the field of economic business, using concepts and techniques to achieve the goals that want to be achieved. The purpose of marketing is to make the product superior and competitive compared to other products. The competition makes the political

world more transparent and open in seizing votes or public support to choose political parties or political candidates. Technological advances have also led institutions to take a new approach to their potential voters, as pointed by (Niadharna, 2016). It can be interpreted that political marketing is a series of activities to reassure the political image in the minds of the people, which aims to help political parties better recognize the condition of society by developing work programs or political issues that suit people's aspirations and are able to communicate effectively between political parties with the community. The message addressed in the concept of political marketing is to make voters become subjects, not objects of political parties, making the problems face by voters as the first step in putting together a work program offered with the ideological frame of each party. Political marketing does not guarantee a victory, but provides tools to maintain relationships with voters, so that from there will be a built trust, and then further support will be obtained their vote (Sanjaya, 2017). Based on Nursal (2004: 529), three approaches that can be taken to find supporters during the political campaign process are:

a) Push Marketing

Push marketing is basically an attempt to get political products to reach out voters directly or in a more customized way, in which case of direct and personal contact have several advantages. First, it directs voters to a different level of cognitive than other forms of campaigning. Politicians who speak directly will have a different effect compared to advertising.

Second, a direct contact allows two-way conversation, persuasion with verbal and non-verbal approaches, such as appearance, facial expressions, body language and other physical cues. Third is related to humanizing the candidate and fourth is to increase the enthusiasm of the masses and attracting the attention of the mass media. In addition, push political marketing is a form of political product delivery to voters using non-mass media channels based on (Nursal, 2004: 242) cited in (Irsat, 2018).

b) Pull Marketing

Pull political marketing is a strategy of delivering messages carried out using mass media both electronics and print media, outdoors, internet use and others. The pull marketing approach consists of two ways of using media, namely by paying media and without paying (free media) (Nursal, 2004: 242) as cited in (Irsat, 2018).

c) Pass Marketing

According to (Nursal, 2014: 263) in political marketing, pass marketing is parties, both individuals and groups that have a big influence on voters. Influencers are grouped into two types: active influencers and passive influencers. Active influencers are individuals or groups that actively conduct activities to influence voters. They are activists of certain issues or groups with particular interests that do real activities to influence the electorate. Sometimes the messages are conveyed subtly

sometimes as well as overtly to direct voters to choose or not to vote for a particular contestant. Some do activities with organized organizations and others informally (Irsat, 2018).

2. The Representation of Political Women

Indonesia as a sovereign and independent Country has committed and expressly given equal recognition to every citizen, both women and men, of various rights in the life of the nation and the country without exception. Woman's political rights are established through legal instruments as well as by ratifying conventions that guarantee those political rights. The Law of the Republic of Indonesia no.39 of 1999 on Human Rights article 46 mentions the system of elections, parties, elections of members of the legislative body and the system of appointment in the field of executive and judicial affairs should be the representation of women in accordance with the specified requirements. The affirmation of women's political rights is evidenced by her ratification. Woman's Political Rights Conference. The provisions of the UN Convention explain the following:

1. Women are entitled to vote in all elections on the same terms as men, without discrimination.
2. Women have the right to hold public office and perform all public functions, governed by national law on the condition that the Law No. 8 of 2012 is a nation's innovation to realize a just country. Women's representation is, among other things, stipulated in the Act No. 2/2008

on Political Parties as amended by the Act No. 2/2011 on political parties. The release of the Act No.2/2011 and the Act No.8/2012 on the Elections of the House of Representatives and the Regional House of Representatives is a significant development for the condition of feminism in Indonesia because in those laws affirm a nation's innovation to realize a just state. The Act No. 2/2011 has been regulated regarding the number of women's representation in the establishment and formation of political parties. It is included in the article 2 paragraph (2). The Act No. 8/2011 concerns on the elections of members of the House of Representatives, the Regional Representative Council, and the Regional House of Representatives. This Act is expected to create a qualified representative institution and be able to become a representative institution that truly becomes the embodiment of all Indonesians. In this Act in sections 55 and 56 paragraphs (2), it is explained that legislative elections mandate at least 30 percent of women on the list of legislative candidates and there is at least one woman among the three legislative candidates. The birth of women's quotas through the Act is actually good news for women. Textually, the Act recognizes the need to engage women in political parties in an effort to allow women greater access to decision-making. (Ningsih, 2016).

The General Electoral Commissions (KPU) has also implemented election-related regulations in Election Commission Regulation No. 7/2013 on the Nomination Rules of the House of Representatives, Provincial Parliament and District/City Parliament. Based on the Article 27 paragraph (1) Letter b PKPU, if the provisions of 30 percents of women representation are not met, the parliament is declared ineligible to submit a list of candidates in the constituency. In addition to regulating the nomination of legislators, the rules were also drafted taking into account women's representation actions. The affirmative action of 30 percent quota is defined as a strategic step to seek a progress in terms of equality and opportunity for certain groups, such as women and other minority groups that are underrepresented in strategic positions in society. In a political context, the affirmative action is taken to encourage the number of women in the legislature to be more representative. This provides an opportunity for women in gender equality, namely equal conditions for men and women to gain opportunities and rights as human beings. Also it gives women the freedom to participate in public spaces (Artina, 2016).

3. Legislative Election

General Elections are one way in the democratic system to elect representatives of people who will sit on the people's representative board, as well as one of the forms of fulfillment of the rights of citizens in the political

field. The general elections are implemented to create the sovereignty of the people. Because the people are unlikely to rule directly. Therefore, it is necessary to choose a representative of the people in ruling a country for a certain period of time. The leader is executed by inciting a direct, general, independent, confidential, honest, and fair basis. The defender is left as a mechanism of supervision and delegation or submission of sovereignty to a person or party reliable (Ramlan, 1992:181). The people's pillars believed to be elected as his representatives to oversee the ruling process. As a channel of people's political aspirations, as representatives of the people make laws become the cornerstone of certainty for all parties in the government institutions cited in (Ningsih, 2016).

Elections are one of the main pillars of a democracy, otherwise it can be called the main one (Sardini, 2011). Elections in Indonesia are divided into two parts, namely the new order election, which is disproportionately held, meaning that the number of seats is not determined by the population alone, but also the administrative area and the reform era elections which are said to be reform elections because of the contested electoral process in 1999 before the end of the leadership period in the 1997 elections. The election of this reform era is because the product of elections in 1997 is considered the government and other institutions cannot be trusted. The electoral system of DPR / DPRD, based on the provisions in Law no. 10 of 2008 article 5 paragraph 1 system used in legislative elections, is a proportional system with an open list. DPD

electoral system is implemented with the district system representing many laws number 10 of 2008 article 5 paragraph 2. According to Act No. 10/2008, election participants of DPRD are from political parties, while the election participants of DPD members are individuals. Political parties in the General Election can be filled in as many as 120 percents of the number of contested seats in each democratic and open constituency and can be filled by candidates with at least 30 percents of women representation. The Political Parties of Election Participants are required by the law to submit a list of candidates with sequence numbers (to obtain Seats) as pointed by (Badrul et al., 2015).

G. Conceptual Definition

1. Political Marketing

Political marketing is a series of activities to instill and reassure the political image in the minds of the people. It aims to help political parties better recognize the condition of society by developing work programs or political issues that suit people's aspirations. Society is able to communicate effectively between political parties and communities.

2. The Representation of Political Women

The representation of women in the political sphere can be interpreted as a form of participation and the women representation is given the freedom to join various political parties and other women's organizations also have sufficient space to channel their aspirations.

3. Legislative Election

Elections are a means of sovereignty of the people to choose representatives of the people who will sit in parliament and be conducted directly, publicly, freely, confidentially, honestly, and fairly in the Unitary State of the Republic of Indonesia based on Pancasila and the Constitution of the Republic of Indonesia.

H. Operational Definition

No.	Purpose	Variable	Indicator
1.	Political Marketing Strategy	Push Marketing	- Campaign - Visit
		Pull Marketing	- Print Media - Electronic Media
		Pass Marketing	- Individual/Group

I. Research Methods

In a research method, there are four keywords to look out for, among others; data, objectives, scientific means, and also specific uses. A research method in general is scientific ways to obtain data for usability as well as research purposes. It is usually used to design a work that was done before, when, and after data collection.

1. Research Location

This research was conducted in Central Java Province by focusing on the member of DPRD in Dapil II, namely Siti Ambar Fatonah. Additionally, the focal point of this research is the Electoral Commission.

2. Type of Research

The type of research used is a qualitative research, specifically using a descriptive approach. A qualitative research is a type of research that creates discoveries that can be obtained by means of procedures like devised by means of recognition or quantification. Qualitative Research seeks to produce or create new theories than to test the truth of a theory.

In this study, the researcher took data by looking at the literature about the political strategy of the women legislative candidates in the 2019 Provincial Election in Central Java focusing on the Study Case of Siti Ambar Fathonah S.Pd.I). Moreover, the researcher analyzed the conversation of information, as well as compared and examined the results of interviews with one to other participants to answer several questions that had been asked by the interviewer. To gain the deeper data, researcher used more interview techniques with people who are considered close to the object of this study.

Thus, from the explanation above, this recent research provided the descriptive data on the political strategies of women legislative candidate in 2019 Provincial Election in Central Java focusing on Study Case of Siti Ambar Fathonah S.Pd.).

J. Data Collection Techniques

This study used two types of data namely primary and secondary. Those data were explained in following subsection.

1. Primary Data

The study used primary data obtained from the observations at the location of the study, and also from in-depth interviews related to direct research. In this study, the focus of the interview was on Mrs. Siti Ambar Fathonah as an informant in the 2019 DPRD legislative elections.

An interview is a conversation with a specific purpose. Interviews are one of the methods of data collection in research, especially qualitative research. There are several types of interviews that need to be understood, before deciding which one to use, that depends on the research questions. This type of question also describes the information that will be obtained (Rachmawati, 2007).

2. Secondary Data

Secondary data is the data that has been collected for the purpose to complete the primary data other than solving the problems. This data can be found quickly. In this study, the secondary data sources are literature, articles, journals and sites on the internet related to the research conducted (Sugiyono, 2009).

K. Data Analysis

According to (Suryana, 2007), qualitative data analysis is the process of systematically finding and compiling data obtained from interviews, field notes, and

other materials, so it is easy to understand in order to be informed to others (Bogdan, 1984). Qualitative data analysis is carried out if the data is empirical. Data is collected in various stages of observation, interviews, document digests, tape recordings and is usually processed first before being processed through recording as an analytical tool.

According to Miles and Huberman, analysis activities consist of three streams of activities that occur simultaneously, namely data reduction, data presentation, and conclusion drawing/verification. Data reduction, data presentation, and drawing conclusions become the process of collecting data in the form of analysis. This analysis of qualitative data is to answer the formulation of the problem concerning of findings the political strategies of women legislative candidates in the 2019 Provincial Elections in Central Java focusing on the Study Case of Siti Ambar Fathonah S.Pd.):

1. Data Reduction

Data reduction is defined as the process of selecting, focusing on simplification, abstraction, and transformation of rough data that emerges from written notes in the field. Data reduction activities are ongoing, especially during a qualitatively oriented project or during data collection. Data reduction continued after the field research, until a complete final report was compiled.

In addition to using data reduction, the researcher also uses the triangulation technique as a technique to check the validity of the data. A triangulation is a technique of checking the validity of data that utilizes something else in comparing the results of interviews with the object of research

(Moloeng, 2004:330) Triangulation can be done using different techniques (Nasution, 2003:115), namely interviews, observations and documents.

2. Data Presentation

Data presentation is the second most important activity in qualitative research. The presentation of the data is as a collection of structured information that allows for drawing conclusions and taking action (Ulber Silalahi, 2009: 340). The presentation of data that was often used for qualitative data in the past was in the form of narrative text. So, the presentation of data is part of the analysis in research that is obtained in the field and processed and then ready to be poured so that it is easier to understand the content and draw conclusions.

3. Draw a Conclusion

The third analysis activity is drawing conclusions and verification. When data collection activities are carried out, a qualitative analyst begins to note regularities, patterns, explanations, possibilities, causal pathways, and propositions. Conclusions that are not clear at first will become more detailed.