

Female Candidates Efforts in Winning Legislative Elections: Case Padang City Candidates

Billy Febrima Hidayat¹, Sri Zul Chairiyah², Dewi Anggraini³
{billy.febrima@gmail.com}

Faculty of Social and Political Sciences, Universitas Andalas, Padang, Sumatera Barat, Indonesia¹²³

Abstract. Gender equality will strengthen the ability of developing countries, effective governance and sustainable development. This article focuses on understanding political marketing strategies and activity patterns of Gustin Pramona as a female legislative candidate with two wins, based on data as a legislative candidate for the 2009-2014 period and the 2014-2019 period as a baseline. Furthermore, this article aims to understand the impact of the political marketing strategy implemented by Gustin Pramona in mass mobilization to become the voice of the region. In this article, adopting Political Marketing theory by studying and identifying Product, Promotion, Price, and Place. Combined with elections and women's representation in politics. The approach used in this research is qualitative with descriptive research type, and the selection of informants using purposive sampling technique by identifying several research subjects that have relevant characteristics. Our main contribution is to provide insight into evidence that women are able to compete and fight in the general election of the Padang City legislature. The results showed that Gustin Pramona carried out a political strategy by offering development-based programs and assistance using interpersonal communication. From the gender aspect, Gustin Pramona embraces women who have problems with social inequality. In introducing himself and delivering his vision and mission, he uses a spiritualist approach to the community. Another approach taken by Gustin Pramona to women is also one of his marketing strategies which has stimulated women to take part in terms of political representation.

Keywords: Female Candidates, Legislative General Election, Political Marketing

1 Introduction

Law number 10 of 2008 concerning general elections, direct elections by the people are a means of realizing people's sovereignty in order to produce a democratic state government based on Pancasila and the 1945 Constitution of the Republic of Indonesia. This is an embodiment of the provisions of Article 22 E paragraph (6) In the 1945 Constitution of the Republic of Indonesia, general elections to elect members of the People's Representative Council (DPR), Regional Representative Council (DPD), and Regional People's Representative Council (DPRD) are held based on the principle of direct, general, free, confidential, honest and fair every five years. (UUD1945, n.d.).

The general election is held by guaranteeing the principle of representation, which means that every Indonesian citizen is guaranteed to have a representative sitting in a representative institution who will voice the aspirations of the people at every level of government, from the center to the regions. DPRD is a people's representative council that is directly elected by the

people through elections. DPRD is a legislative body that has the task of fighting for the aspirations of the people. The nomination of DPRD members is carried out through political parties. The function of the legislature is to determine policies (policy) and make laws, for that the legislative body is given the right of initiative, the right to make amendments to the draft laws drawn up by the government, and especially in the field of budgets and budgets.

In addition, controlling the executive body in the sense of keeping all the actions of the executive body in accordance with the policies that have been determined (scrutiny, oversight). To carry out this task, the people's representative body is given special control rights.(Budiardjo Miriam, 2004). Through this equality, it is hoped that it will be able to increase competitiveness by taking into account the principles of democracy, equity, justice, privileges and specialties as well as potential and diversity in the system of the Unitary State of the Republic of Indonesia.

Talking about women's representation, is one of the interesting phenomena that women's involvement in politics has become a conversation from various circles because of the assumption that women have been used as a complement to men. (Pambudi, 2013) This certainly provides a new color for the pattern of implementation of the General Election in every Province and Regency/City throughout Indonesia. The existence of female candidates certainly provides new enthusiasm for the birth of new political figures who are also expected to be able to provide ideas for new changes in the pattern of development in the territory of Indonesia.

The implementation of the legislative general election has a close relationship with the culture in the West Sumatra area. This culture is rooted in the political system, which makes men dominate to get political rights and participation. Culture and politics are closely related, because the culture generated by the community affects political conditions. Therefore, political culture is an integral part of running the state system. According to Gabriel Almond and Sidney Verba, democratic political culture involves a collection of belief systems, attitudes, norms, perceptions and the like that support the realization of participation. A democratic political culture will support the formation of a democratic and stable political system.(Estika Sari, 2011)

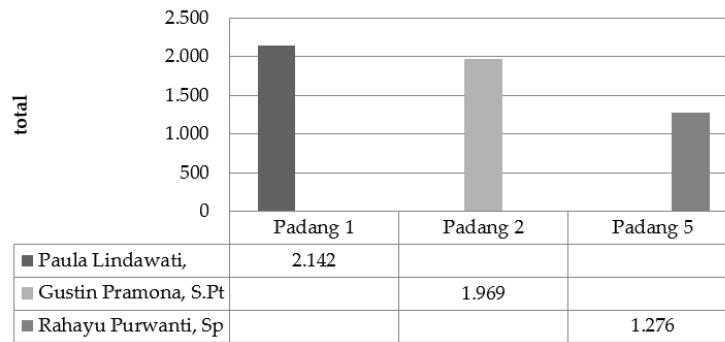
Padang is one of the cities in Indonesia and is the capital of West Sumatra, known as the Minangkabau tribe. This tribe has elements of matrilineal kinship, people in Minangkabau tend to prioritize men to become leaders. Patriarchal culture is rooted in local life because culture arises because of habits that are applied in everyday life. This habit will certainly harm women, that there are rights that must be fought for by women, for example the right to be able to get the same position in the political field.

The patriarchal beliefs and values in Minangkabau can be said to be one of the influences on women to compete in the political realm. Especially in this study will discuss the analysis of the victory of Gustin Pramona, one of the Minangkabau female candidates, especially in the city of Padang in winning two periods, namely in the 2009-2014 period and the 2014-2019 period. Gustin Pramona is a legislative member from the Democratic party who was able to compete by winning two terms.

Seen in the period 2009-2014, representatives from female legislators decreased to 3 (three) people. Furthermore, in the 2014-2019 period there was an increase in the representation of women to 7 (seven) people with Gustin Pramona's name listed in it. Gustin Pramona's victory is proof that the strategy and political marketing used can have an effect on increasing political participation. The legislative member in Padang City, Gustin Pramona, S.Pt, is a member of the legislature from the Democratic Party by winning two terms, namely

in the 2009-2014 period and the 2014-2019 period. The following is a table of graphic data about the number of votes in the 2009 Padang City legislative election per electoral district.

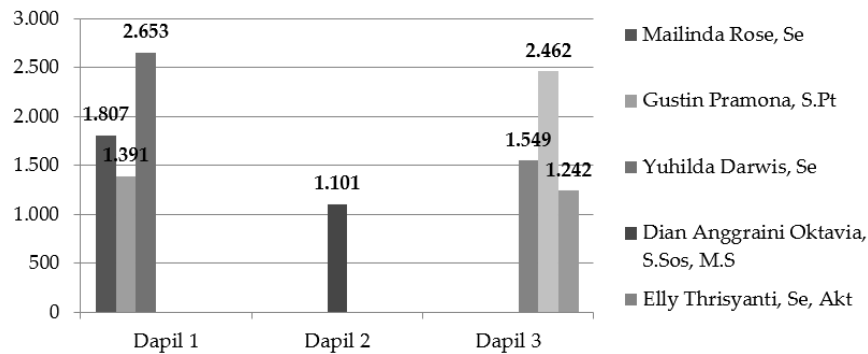
Table 1. List of Elected Candidates for 2009 Legislative Election in Padang City (Source: Padang City KPU (General Election Commissions), Processed by Researchers)



From the table above, it can be seen that there are three representations of women in the Padang City legislature. The highest vote gain was obtained by Paula Lindawati, S.Pd who came from the Democratic party getting 2,142 votes in the second electoral district (dapil) and the second highest vote acquisition was obtained by Gustin Pramona, S.Pt who came from the Democratic party getting the vote 1969 in the second electoral district. Furthermore, Rahayu Purwanti Sp who comes from the Prosperous Justice Party (PKS) with 1,276 votes in the five electoral districts. Judging from the previous period there were six elected female legislators, while in the 2009 legislative election period there were only three elected legislators in the city of Padang. A form of decreasing the electability of female legislative candidates to sit in the Padang City DPRD.

However, the increase in women's representation in the Padang City legislature was seen again during the 2014 period, which was as many as seven women legislators. The following are the names of women legislative candidates elected in the 2014 Padang City legislative elections:

Table 2. List of Elected Candidates for 2014 Legislative Election in Padang City List of Elected Candidates for 2014 Legislative Election in Padang City (Source: Padang City KPU (General Election Commissions), Processed by Researchers)

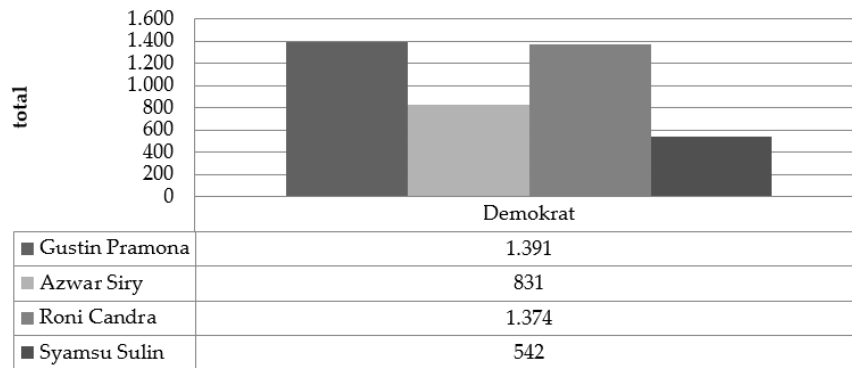


Based on the table above, there are seven names of elected female legislative candidates in Padang City. In the first electoral district in Koto Tengah District, there were three names of candidates elected with different parties, namely Mailinda Rose with 1,807 votes from the Nasdem party, the name Gustin Pramona getting 1,391 votes from the Democratic Party, and Yuhilda Darwis Susanti with 2,653 votes from PPP. In the 2 (two) electoral districts in Kuranji and Pauh sub-districts, there is the name Dian Anggraini Oktavia with 1,101 votes from the Nasdem Party. And in the 3 (three) electoral districts in Lubuk Begalung, Lubuk Kilangan, and Bungus Teluk Kabung sub-districts, there are three names with two names from the same party, namely Elly Thrisyanti with 1,549 votes from the Gerindra Party, and Dewi Susanti with 2,462 votes. Finally, Nila Kartika from PPP got 1,242 votes. According to the Coordinator of the Technical Division and Election Organizers of the Padang City KPU, M Sjahbana Sjams.

"Based on the list of interim legislative candidates that have been received by the KPU, the 540 candidates promoted by the 12 political parties consist of 356 men and 185 women."(540 Bacaleg Perebutkan 45 Kursi di Padang, 2013)

Judging from the table of vote results above, Gustin Pramona's name is re-listed as a female legislative candidate elected in the Padang City legislative election. This is a success of the figure of Gustin Pramona as an incumbent legislative candidate. Interestingly, in the 2014 period, Gustin Pramona was one of the four incumbent candidates who were elected in the first electoral district, with 1,391 votes. Gustin Pramona defeated three competitors from the Democratic Party in electoral district one in 2014. The following is the list of votes for the incumbent Legislative Candidates in electoral district one.

Table 3. List of Names of Incumbent Legislative Candidates from the Democratic Party in Dapil One (Source: Padang City KPU (General Election Commissions), Processed by Researchers)



In the electoral district of the Democratic Party, there are four incumbent candidates, including Gustin Pramona with 1,391 votes, Azwar Siry with 831 votes, Roni Candra with 1,374 votes, and Syamsu Sulin with 542 votes. In the first electoral district, the total number of votes for the Democratic party reached 7,336 votes or 2.17 percent. Of the three people, only one seat was won by the Democrat on behalf of Gustin Pramona.(JPNN.COM, 2013) Gustin Pramona is a female legislative candidate who can beat three incumbent candidates from the Democratic party. Can beat Roni Chandra with a difference of 71 votes, besides that

Gustin Pramona can also beat Azwar Sirry who in the previous period had the most votes in his Electoral District, which was 6,203 votes.

This is proof that Gustin Pramona as a female legislative candidate is able to win the trust of the people of Koto Tangah in the Padang City legislative election. In addition, what makes researchers interested in studying Gustin Pramona is that he is a female legislative candidate from the Solok Regency area. The social capital owned by female legislative candidates is also a problem when women do not build good relations with their constituents in the electoral district. (Moeis Isnarmi, 2015) This is a form of limitation in the campaign period for a female legislative candidate to compete.

Based on the phenomena that the researcher has explained in the background, this study looks at Gustin Pramona's strategy in the 2009 and 2014 legislative elections in Padang City. Therefore, the researcher formulates the problem in a problem formulation, namely: "What are the factors that caused Gustin Pramona's victory in the Padang City legislative election in the 2009-2014 and 2014-2019 periods?". This study aims to describe and analyze the factors that caused Gustin Pramona's victory as a female legislative candidate in the Padang City legislative election in the 2009-2014 and 2014-2019 periods.

The previous relevant research was conducted by Yusran (2015). The political strategy of Yusnidarti (incumbent) and Elva Endayani (Newcomer) in the 2014 Sijunjung Regency legislative election. The result of Yusran's research is to compare the strategies of the incumbent and New Corner candidates in winning votes in the 2014 legislative elections in Sijunjung Regency. From this comparison, there are significant differences between incumbent candidates and candidates who have just participated in the legislative elections. (Yusran, 2014)

Research on strategy has also been conducted previously by Fauza Hamda. (Fauza Hamda, 2015) Student of Political Science Department, Faculty of Social and Political Sciences, Andalas University, Padang. The title of the thesis is "Dewi Susanti's Victory Strategy in the 2014 Padang City DPRD Legislative Election". Dewi Susanti is one of the female legislators for the 2014-2019 period who graduated from high school. The minimum number of female legislative members from period to period in the city of Padang, shows that the chances of electing female candidates are still small. Another contributing factor to the highest vote acquisition in the constituency is vote-buying, where this practice is carried out by bringing direct assistance during the campaign period to be given directly to the voting community and relying on the social assistance program (social assistance). This research uses political strategy theory and vote-buying to analyze how Dewi Susanti's strategy in the 2014 legislative elections in Padang City.

Then the research was conducted by Wanda Pratama with the title Political marketing (political marketing) Sitti Izzati Aziz in the 2014 legislative elections in West Sumatra. This study focuses on Sitti Izzati Aziz as the only female legislative candidate who was re-elected for the second time in the DPRD of West Sumatra Province through the Golkar party. In addition, when he became a candidate for the Golkar party, Sitti Izzati Aziz was actually placed in an unseeded sequence, namely out of 7 (seven) Golkar party candidates who competed in the 2014-2019 period in his electoral district, he was placed fourth.

The political product (product) offered by Sitti Izzati Aziz is to show his figure full of the organization's experience with the community and uses the figure of his late parents to become a selling point for his political product. Sitti Izzati Aziz is the son of the late H. Aziz Shaleh Tuanku Mudo who is one of the religious and traditional leaders who is very well known by the people in Padang Pariaman Regency and Pariaman City and even in West Sumatra Province. (Wanda Pratama, 2016)

Furthermore, the research conducted by Heru Permana Putra regarding Rahayu Purwanti's winning strategy to regain a seat in a representative institution in Padang City is closely related to the Segmentation, Targeting, and Positioning strategies, as well as factors that need to be considered in the community in implementing political strategies in elections and social capital management. Owned by the surrounding environment.

In contrast to the research above, the research that the researcher did was an analysis of Gustin Pramona's victory in obtaining votes in the 2009 and 2014 legislative elections in Padang City by adopting the theories and concepts of Andrew Lock & Phil Harris in "Political marketing-vive la difference"(Andrew Lock and Phill Harris, 1996) the marketing concept that adapted to the political context. The political marketing of Andrew Lock & Phil Harris is identified into the 4P's, namely Product, Promotion, price, place.

This research is a qualitative research with a descriptive research design that is to describe clearly how the strategic steps taken by Gustin Pramona as a female legislative candidate. The difference between the research conducted by the researcher and the previous research lies in the research location, theory, and research object.

2 Research Methods

In this study, the approach used is a qualitative approach using a descriptive type of research. Descriptive research is intended to explore and clarify a phenomenon or social reality.(Faisal, 2005) The reason for choosing this type of descriptive research is in accordance with the objectives of the researcher, where the researcher wants to describe and analyze the factors that caused Gusti Pramona's victory in the Padang City legislative elections in the 2009-2014 and 2014-2019 periods. This study uses an individual unit of analysis.

For the selection of informants in this study using purposive sampling technique by identifying several research subjects who have characteristics that are relevant to the study. In this study, researchers used 2 types of data collection, namely Primary Data and Secondary Data. There are several methods used in obtaining data, namely in-depth interviews and documentation.

In addition, the problem in social research is how to maintain the reliability of the data obtained as analysis material. For this reason, this study uses data triangulation techniques so that the validity and reliability of the data obtained are achieved. The triangulation used is comparing data obtained from interviews with data obtained from documents, comparing data obtained from one informant with other informants at different times and places and abstracting data obtained in the field with relevant theories. Furthermore, data analysis was carried out with ethical and emic interpretations.

3 Results and Discussion

The representation of 30% of women in parliament has been regulated by law, and political parties have tried to fulfill the quota of 30% of women from the total legislative candidates they propose. The party still prioritizes male legislative candidates, while female legislative candidates are still considered as complementary. Likewise, with Gustin Pramona's victory in the Padang city legislative general election in the 2009-2014 period. This is the main basis for Gustin Pramona to run in the Padang city legislative general election in the

2009-2014 period, politics is an art in winning it, and political activities that have a better purpose are his priority.

The more problems women face, the women should be the ones who address the problems in terms of policies, such as policies. As legislative candidates for the 2004 period, women did not get this seat because they had not developed a full strategy to win, and the system also did not support it because victory was determined by serial numbers. With the support of the affirmative action system, it provides a foundation for women to be excited to start legislative elections. The change in the system in the 2009 period by applying electability to the most votes became a big influence for women to achieve representation in the legislature.

In relation to the electoral system, the application of the 30% women's representation system that has been regulated in this law also encourages women's victory in the legislature. Not only that, but women must also have more business in areas that still adhere to a patriarchal culture to win seats, the intended strategy is having organizational skills, and having high selling points in order to gain votes. In the implementation of campaigns in elections, soft skills in the form of organizational skills are needed to organize and carry out strategies and political marketing (political marketing). The formation of a success team or a winning team is the first step in facing the role of a legislative candidate.

Table 1. Political Marketing Andrew Lock & Phil Harris Identified in the 4p's

No.	Theory	Analysis
1	Product	Introduction to the community: reasons for participating in the election, vision and mission and experience of the organization. Political offer if elected: formation of women's organization, can solve social problems and development of facilities/infrastructure The winning team as a liaison for social activities. Discussion and arguing with community leaders Impersonal campaign (individual to individual) Concept: providing assistance and development through the facilities and infrastructure provided by the government. Ideological Identity: indirectly informing the public that people's representatives need to be experienced (mature in organizing) and must be educated. Political Issues that Generate Image: activist, good at organizing, religious, political person, educated, concern for the lower middle class.
2	Promotion	Selection of Campaign Media: billboards, stickers, calendars, banners, and facebook business cards, and online media. Calendars are given annually to residents, and stalls in which there are names, photos, parties, and members of the DPRD. Billboards placed in the area of the winning team.
3	Price	Economic Price: in two periods issued approximately Rp. 200,000,000,- as funds for media promotion, socialization, and assistance Psychological costs: assistance given to the religious congregation, mosques, death associations, social assistance, farmer groups, giving 20 kg of fresh meat/wedding (family of community leaders) and construction of 6 roads in the Koto Tengah area. National Image Price: continue the program of the previous party that was left behind due to the situation and conditions..
4	Place	Target segmentation: the lower middle class, such as SMEs (community small businesses), education, religious groups, women's groups and development of youth organizations. Distribution Area: Base Three Kelurahan in Koto Tengah, namely Pasie Nan Tigo, Lubuak Buayo, and Padang Sarai, but without leaving other villages.

3.1 Political Marketing

Product

The product is a concept, ideological identity and political issue that produces a candidate's image. Through this product, a candidate can be known to the general public, the candidate can explain what he has to offer, namely through the concept carried by the candidate, and also introduces the candidate's identity so that it is known by the public and develops positive issues so that it creates a good image and image. Gustin Pramona made an initial approach with the people of Koto Tengah Subdistrict by introducing himself, such as where he came from, why he was present in the legislature, and the activities he had carried out. As well as the vision and mission, and making offers to provide assistance to women, forming a women's group and carrying out development through existing facilities and infrastructure if sitting in the legislature.

The function of the winning team is to connect Gustin Pramona to social activities such as mutual cooperation, pegging to kill mosquitoes, and other activities. Apart from the community, the winning team also connected him with the village head, RT and community leaders aimed at influencing and building emotional closeness in self-branding. Another goal is to be able to promote Gustin Pramona and convey his vision and mission as well as his political promises such as a program that has been prepared in advance using the budget that has been budgeted if he sits in the Padang City DPRD. Apart from that, the other winning teams also introduced Gustin Pramona to community leaders to convey concepts, ideological identities and political issues.

After that, they met with community leaders to argue and they could get to know more deeply about Gustin Pramona's figure in order to produce a good image. Education and social inequalities in society are interesting topics to discuss with the community, as many are unemployed and do not have jobs. By providing solutions, providing business capital to be able to work again or providing education and skills. In terms of aspects of Minang society, the tendency to vote is more of a rational and pragmatic level, even though there are primordial considerations of voters. Apart from that, women can package political products in an impersonal way that makes campaigning or politics closer to the community.

This impersonal politics means not only doing politics in a practical way, but also by building closeness in an intimate and emotional way. Social investment, appearance on stage, communication, highlighting women's aspects, and having a more powerful performance are factors that have a strong influence on Gustin Pramona's victory in the Padang City legislative election. Seeing the programs offered according to the conditions needed by the community, Gustin Pramona received a positive response from voters in his constituency. The community chose Gustin Pramona, seeing from the figure of Gustin Pramona who has experience in organizing, providing solutions to social problems of the community and is good at building emotional closeness so that he is considered to be a people's representative who will represent his people in the legislature later.

Promotion

Promotion (Promotion), the selection of media in promoting candidates according to the needs of the community. Through this theory which says that the influence of the mass media greatly affects the community, so that when people see through the media, the public can find out. In addition, this is what we see whether Gustin Pramona uses the media to promote and introduce his vision, mission and programs to the general public or what kind of society.

However, the role of the media is to become a bridge so that the candidate can be known, and the public can find out about the candidate, and through the advertisements in the media,

the public can finally become very familiar with and even interested in the candidate. Politics is the art of attracting followers, the art of convincing people and the art of communicating. Using the media to promote oneself in politics is an art. The form of promotion carried out by Gustin Pramona in introducing and promoting himself, by utilizing social media technology in the form of Facebook. In the 2009 period, Gustin Pramona used print media such as billboards, stickers, calendars, banners, and business cards.

Print media such as billboards and banners were displayed around Koto Tengah Street, precisely where the winning team was located. Apart from print media, Gustin Pramona also uses social media that targets young people. Social media used such as Facebook, and in the 2014-2019 period there was an addition to online media, namely WhatsApp. This is in accordance with technological trends that are developing, especially among young people.

Price

As the theory put forward by Andrew Lock & Phil Harris, namely Price, covers many things starting from the economy, psychology, to the national image. The economic price includes all costs incurred by the candidate during outreach and campaign activities. Psychological price refers to the price of psychological perceptions, for example, there is interest in candidates, voters feel comfortable, with ethnic, religious, educational backgrounds and others. While the price of national image is related to whether voters feel that the candidate can provide a positive image and can become the pride of society and the state. This theory explains that talking about economics, psychology, and national image so that people are ultimately interested and choose Gustin Pramona.

The issue of costs cannot be determined equally between the costs of legislative candidates, the costs incurred by Gustin Pramona during the 2009-2014 period were higher than the costs in the second period. The cost of approximately Rp. 200,000,000 was used for socialization, as well as assistance and community meetings during the campaign period. In the 2014-2019 period, Gustin Pramona did not spend as much as the first period due to the programs that have been achieved. The program is like assistance that has been given using the budget funds that have been provided by the government.

Because it is a necessity for each candidate to build a positive image in their constituency. Apart from that, Gustin Pramona also added that outside the budget there were transportation costs and the implementation of various social activities that were issued for the success team during the campaign period. Apart from her husband's intervention, Asmida T, a husband who works as a fresh meat shop owner, also provides assistance for every wedding or other big event as much as 20 kg.

This psychological price refers to the price of psychological perceptions, for example, there is an interest in candidates, voters feel comfortable, with ethnic, religious, educational, economic, and other backgrounds. Building a positive image is an activity that must be done for legislative candidates to get support from the community. The implementation of the program that is felt by the community has an impact on maintaining the voter's vote for Gustin Pramona.

Place

Place (Placement), the communication relationship between the candidate and the community with a focus on the distribution of political products. In the sense of which areas are the focus of political marketing. Gustin Pramona has three voice bases, namely Lubuak Buayo Village, Pasie Nan Tigo Village, and Padang Sarai Village. Apart from that, Gustin Pramona did not leave other kelurahan as the source of his voice. To maintain his voice in the

second period of legislative elections, Gustin Pramona also distributed assistance to SME (Community Small Business) groups, education, religious groups, women's groups and development of youth organizations.

4 Conclusions

This article provides new insights about women's representation, especially in the Padang City area. First, the implementation of the 30% women's representation system has been regulated by law and also encourages women's desire to win in the legislature. Previously, it was a dilemma for some women to compete in the contestation because of the patriarchal aspect which was still the benchmark. Significant findings indicate that in the 2009-2014 period Gustin Pramona has indirectly implemented a strong political strategy to overcome himself and with a strong determination to represent women in the Padang City legislature.

We found that Gustin Pramona was an important impact on the behavior of other women. The stimulation given by Gustin Pramona to various groups of women from community leaders, political leaders, and the community makes each other elaborate to show that women can compete with men in politics. The decrease in the number of representations in the 2009 period did not reduce Gustin Pramona's spirit in determining his goals, the most important thing is that there is a loyal, responsible, hardworking and caring team of people. The Product, Promotion, Price and Place analysis highlights where organizing, crowd-reaching, and self-branding lie in his constituency.

The striking difference seen in the 2009-2014 period is that most of the prices issued by Gustin Pramona are seen in organizing psychological aspects that are more oriented to women and using a religious spiritual approach. Furthermore, Gustin Pramona approached the discussion with community leaders which had an impact on their participation later. And cannot be separated from the side of the closest people, namely the family provides material and psychological support. In the 2014-2019 period, Gustin Pramona calculated and then added a wider scenario by arranging various policies that had been formulated and implemented in his constituency to maintain public trust at that time.

The impact of the political strategy adopted has a clear correlation with the participants, but more power is needed to better understand the phenomenon of women's representation. Some of Gustin Pramona's strategy patterns have similarities with other legislative candidates, such as cultural and religious approaches by other candidates. Further work needs to be done on the analysis of the victory of women's representation in the scope of national and international analytics. Future work needs to be done on topics such as policy making, governance, behavioral models, predicting the potential for improved planning, strategy optimization and representation, other sustainable development operations.

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