

Politicians' Wives' Political Communication Strategies In Supporting Their Husbands' Election In The 2024 Legislative General Elections (Case Study In The Dprd Of Central Sulawesi Province)

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ABSTRACT

This study aims to determine the political communication strategy carried out by politicians' wives to support their husbands' re-election in the 2024 Legislative Election. And to understand the role of politicians' wives in supporting their husbands' political careers. Communication strategy is a series of plans, patterns, positions, tactics and perspectives of a communication process. This study uses a qualitative approach method with the aim of understanding the phenomenon in human elements, objects and institutions as well as the relationships or interactions between these elements, in an effort to understand an event, behavior or phenomenon. The results of this study indicate that politicians' wives have their own role in helping their husbands' political careers. By implementing a good political communication strategy, the results will be as expected. In addition, politicians' wives are required to maintain their husbands' good image in front of the general public, because this good image will greatly impact their husbands' future careers. Because a wife has a very important role in motivating her husband to achieve success. The success of a husband must have the role of his wife behind him, as the saying goes "behind the great success of a man (husband) there must be a great role of a great woman (wife) behind him". This is done in order to achieve good management functions in the household life of a politician's wife who has a special strategy to improve her husband's good image so that he can succeed in the election.

Keywords : *Communication Strategy, Political Communication, Image, Politician's Wife*

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I. INTRODUCTION

As time progresses, the term women's emancipation also appears, the role of women in life cannot be ignored. Likewise in the world of politics, many women have finally become "politically aware" and involved in all political activities. Including the role of a politician's wife in supporting her husband's career, especially when the husband participates in the general election (Pemilu) which is held every 5 years. The role of the wife can be said to be one of the "support systems" in the development of the husband's career. The role of the wife as "behind the screen" in her husband's struggle to achieve success. If the husband achieves in his work, it cannot be separated from the role of the wife as his life partner. So that a proverb appears that says "behind the great success of a man (husband) there must be a great role of a great woman (wife) behind him". This is done in order to achieve a good management function in the household life of a politician's wife who has a special strategy to raise her husband's good image so that he can succeed in the election.

The political strategy of a politician's wife is beginning to be recognized, because of its role, the wives of politicians can bring their own benefits, especially for their husband's political candidacy. Many activities are carried out by supporters of politicians to help their candidates achieve their goals, including what a politician's wife does in promoting her husband. The wives of politicians will compete to design their best strategies in an effort to support their husbands to win the election, they are certainly no less active in providing strategies with the campaign team to help their husbands, including through social media and in the real world. Some of them also go down to campaign in the field, some are actively involved in social activities and even use party attributes and several accessories in their daily lives that show their husband's candidacy directly to the general public (Mutaqqin, 2016). For example, wearing a hijab attribute with the Party logo or the husband's "brand image" and wearing a t-shirt with a picture of the husband along with the Party logo and his serial number, then

posted on social media accounts or worn when leaving the house to meet colleagues or the general public. This is a small example of a simple campaign that a wife can do to help her husband.

The main target for politicians' wives is of course women or mothers, where communication will sometimes be easier if the same gender talks to each other face to face. Especially around kitchen problems, children and other household problems. This strategy has proven to be very effective in gaining votes. In fact, the easiest social circle to enter is the social group of mothers, such as: social gatherings, religious studies, gymnastics (yoga, Zumba, aerobics), and other groups. In this activity, it becomes a forum for wives to provide information about their husbands so that they will choose and support their husbands. Basically, women tend to be more social as a way to deal with stress, women are much more sensitive to social stress than men, which means that social networks are more important for women in general, and women are more sensitive to social alienation than men (Priherdityo, 2016).

So what is the role of a wife in motivating her husband's career to improve and be better in the future and achieve success, and what things can a wife do as a motivator for her husband. According to Cox (Agustine D, 2009) there are three types of needs that can be met through married life, namely: 1) Psychological needs, such as the need for love, emotional support, security, togetherness, and fulfillment of romantic needs; 2) Sexual needs which in certain societies, including Indonesia, sexual relations are only valid if bound by marriage; 3) Material needs, where sustenance and household management are important for the continuity of life for those involved in the marriage.

A wife can also play a role as a motivator for her husband, meaning that the wife motivates her husband, encourages him to have more strength to achieve the goals that have been set together. Motivation can be interpreted as an effort given to achieve certain goals. An example of a wife's motivation to her husband is: providing support and encouragement when her husband feels down or when he fails, not blaming her husband if he has not succeeded in achieving success, the wife being a good listener when her husband complains about his work, and so on.

A wife as a companion for her husband's career must also be able to keep up with her husband in terms of knowledge and insight as her husband's career level increases. The wife needs to improve her abilities and self-image as a companion to her husband who is a leader. The family component plays an important role in facing challenges both internally and externally, the family is the foundation in building the nation and a reflection of the condition of the nation itself, if the family upholds moral values, ethics, nationality and unity then Indonesia is optimistic that it will become an advanced nation.

This image is what a politician's wife must maintain in socializing, either directly or through social media. Because the good or bad of the wife indirectly reflects the husband who is the leader in the family. Many husbands' careers are destroyed or damaged due to their wives' actions. There have been many cases in Indonesia that have been caused by the wife's image. For example, a Kodim Commander's career was terminated due to his wife's unwise actions in using social media, a civil servant's career was terminated due to his wife flexing (showing off her wealth) on social media, and there are many other examples of such cases.

By implementing a communication strategy pattern based on Mc Cracken adapted from Peter & Olson in 1993 (Nursal, 2004) it is divided into 3 applications, namely:

1. Communication strategy applied in the social and physical environment of society. This includes ideas in the form of needs, desires, hopes that can be explored from society. It can also be the need for prosperity, justice, intelligence and transparency in government.
2. Communication strategy applied through political products. In this case a politician can provide or market a new idea to the public.
3. Communication strategy applied to voters. In this case a voter can wear or install certain party attributes, such as a t-shirt with a party logo, to show his affiliation with the party.

In addition to the communication strategy applied by Mc Cracken, according to Harold Lasswell (Mulyana, 2005) communication can run smoothly by applying the "Who (says) What (to) Whom (in) What Channel (with) What Effect" model. Lasswell describes the communication process by answering the question "Who Says What In Which Channel To Whom With What Effect", which means Who Says What In Which Channel To Whom With What Effect. This model organizes the scientific study of the communication process whose main focus is broken down by each element of communication: 'Who' refers to the communicator who formulates the message; 'What' is the content of the message; 'Whom' describes either the individual receiver or the mass communication audience; 'Channel' indicates the medium of transmission; 'Effect' is the result of the message.

II. LITERATURE REVIEW

2. 1. The Role of the Wife

Wife is an Indonesian word that means life partner, a married woman (Ministry of National Education, 2008). Wife in the Arabic dictionary is translated as Al-Zawjah, Al-Qarinah and Imra'ah (Munawwir, 2007). Al-Zawjah or Al-Qarinah is equated in English with wife, spouse, mate, consort, while the word Imraah is equated with woman, wife (Baalbaki, 2001).

Based on this explanation, it can be concluded that the definition of a wife is a woman (life partner) who is married. The family is a social institution that plays the greatest role in the social welfare and sustainability of its members, especially children. The family is the most important social environment in the development and formation of a child's personality. The family is a place for guidance and training for children since their very young lives, and it is hoped that from the family a person can live his life maturely and adult. Role is a dynamic aspect of status, where a person carries out his/her rights and obligations accordingly, then he/she carries out his/her role (Soekanto, 2012).

Regarding the role of a wife, Muhammad Yacub stated that: "The duties of a wife in the family are as a wife who obeys her husband, besides that the wife must also be able to be a good mother for her children according to Islamic law. The wife is a life partner or dialogue partner for the husband. Internal and inter-family sociality, even a breadwinner because of force or volunteering" (Yacub, 2017).

The most important task of a wife is to be a good housewife. The role and responsibility of the wife in creating a harmonious family cannot be separated from the role and responsibility of the husband, both complement each other. Husband and wife are one unit in creating a good and harmonious family (Darajat, 2016).

2. 2. Communication

Communication is a process when a person or several people, groups, organizations, and communities create and use information to connect with the environment and other people. Communication can be verbal and nonverbal. Verbal is communication carried out with spoken language in the form of words, while nonverbal communication is communication using body movements or showing certain attitudes, such as smiling, shaking the head, and shrugging.

The word Communication or communication (English) comes from the Latin word "communis" which has the same meaning as "communico, communication or communicare" which means "creating the same meaning" meaning Communication suggests that thoughts, meanings or messages are adopted in the same way. The same understanding and meaning are a requirement for the emergence of mutual understanding of differences, so this must be interpreted as a "challenge" to give birth to new Communication activities (Wahid, 2016).

2. 3. Political Communication

Political communication is a series of planned, strategic but also tactical activities, long-term and short-term dimensions, to spread political meaning to voters. With the aim of forming and instilling hopes, attitudes, beliefs, orientations, and voter behavior. The expected voter behavior is an expression of support with its various dimensions, especially choosing a particular party or candidate (Nursal, 2004).

According to McNair (2015) political communication is not only communication from political actors to voters with the intention of achieving certain goals, but also communication directed at politicians by voters and newspaper columnists, as well as communication about political actors and their activities, as found in news, editorials, and other forms of media political discussion. McNair identifies political communication as: 1) All forms of communication carried out by political actors to achieve specific goals; 2) Communication directed at political actors by non-politicians such as voters and newspaper columnists; 3) Communication about politicians and their activities as found in news reports and mass media editorials and other forms of discussion about politics.

Without communication, there will be no joint venture and automatically there will be no politics. Political communication is communication that involves political messages and political actors related to power, government and government policies. In addition, political communication can be understood as communication between those who govern and those who are governed, and is a process of operating symbols or symbols of communication that contain political messages from a person or group to others. With the aim of opening insights or ways of thinking and influencing the attitudes and behavior of the audience who are the target of politics.

Based on the description above, it can be concluded that political communication is an important function in politics. In every political process, political communication occupies a strategic position and can even be said to be the "pulse" in the political process. The essence of political communication (Cangara, 2011) is the return of political decisions not for individual interests, but for the interests of many people. So political

ideals must be directed to create individuals who are committed to becoming statesmen. Thus, the purpose of political communication is closely related to the political message conveyed by politics. In accordance with its purpose, political communication is sometimes just a delivery of political information, the formation of party images and the formation of public opinion.

2. 4. Strategy

Strategy comes from classical Greek, namely "stratos" which means army and the word "agent" which means to lead, so strategy can be interpreted as leading an army. After that came the word "strategos" which means the leader of the army at the top level (Cangara, 2009). Thus, strategy is a military concept that can be interpreted as the art of war of generals, or can also be interpreted as the best design in winning a war. In strategy there is a principle that must be emphasized, namely "nothing is meaningful except knowing what the enemy will do before they do it." A strategy always produces ideas and concepts developed by practitioners. Strategy is essentially planning and management to achieve a goal. However, to achieve these goals, strategy does not function as a road map that only shows direction, but must be able to show how operational tactics are (Effendy, 2017).

According to Middleton (Cangara, 2009) defines that communication strategy is the best combination of all communication elements starting from communicators, messages, media channels, recipients to influences designed to achieve optimal goals. When determining a strategy, the first step that must be taken is to determine segmentation, targeting, and positioning. Segmentation is a strategy in understanding market structure, with the aim of getting to know the market that is the audience better. Targeting is a matter of how to choose, reach, and select a market with the aim of focusing political communication activities and issues created. Positioning is a strategy to embed a certain image into the minds of the audience, so that the political product offering from a political party or a candidate has its own space in each of them.

2. 5. Imagery Construction

Imagery can be interpreted as an effort made to describe someone or something to be better or worse in the eyes of the public. The term imagery is often used in politics and art. However, basically the term imagery is used to explain that there is an effort or attempt that is then made to describe something or someone to be better in front of the public, so that it will influence public opinion.

The term image construction has become famous since it was introduced by Peter L. Berger and Thomas Luckmann through their book *The Social Construction of Reality: A Treatise in The Sociological of Knowledge* (Berger, 1990). According to Berger and Luckmann, the reality of imagery is constructed through the process of externalization, objectivation and internalization. Externalization is interpreted as an effort to pour out or express human self into the world, both in mental and physical activities. Objectivity is interpreted as the result achieved from the internalization process. While Internalization is more of a reabsorption of the objective world into consciousness in such a way that the individual's subjectivity is influenced by the structure of the social world. Through internalization, humans become the result of society. The reality of imagery is everyday knowledge that is alive, such as concepts, general awareness and public discourse as a result of social construction.

According to Brian McNair (McNair, 1995) an event, including a political event, has three categories of reality, namely: 1) Objective political reality, namely the reality that is presented according to what actually happened; 2) Subjective political reality, namely the reality perceived by the audience or political actors themselves; 3) Constructed political reality, namely the reality that is also subjective but covered through the media. The media is essentially constructing the reality of the image.

Media content is the result of media workers in constructing various realities of the image they choose, including political reality. Media content is essentially the result of constructing the reality of the image with language as its basic tool. Language is not only a tool in representing the reality of the image, but can also determine what form the language will create about the reality.

As a result, the mass media has a very large opportunity to influence the meaning and image produced from the reality of the image it constructs. For the mass media, language is not just a means of communication to convey facts, information or opinions. Language is also not just a communication tool to describe the reality of the image, but also determines a certain image or picture that is to be implanted in the public.

In mass media, the existence of language is not only a tool to describe a reality of the image, but can determine the image that will appear in the minds of the general public. DeFleur and Ball Rokeach (DeFleur, 1989) stated that the language used by the media is able to influence the way of pronouncing (pronunciation), grammar, sentence structure (syntax), expansion and modification of vocabulary, and finally changing and/or developing conversation (speech), language and meaning.

III. METHODS

This study uses a qualitative approach with a case study research type. According to Denzin and Lincoln, qualitative research is research that uses a natural setting, with the intention of interpreting the phenomena that occur and is carried out by involving various existing methods (Satori, 2017). A qualitative approach is an important approach to understanding a social phenomenon and the perspective of the individual being studied. According to Bogdan and Taylor as quoted by Lexy J. Moleong, a qualitative approach is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior (Moleong, 2007). Qualitative research focuses on social phenomena, giving voice to the feelings and perceptions of participants under study.

This study focuses on the wives of politicians whose husbands have served as members of the Council in the Central Sulawesi Provincial DPRD, and are now running again in the upcoming 2024 Legislative Election. In determining the informants, the researcher used a purposive sampling system technique, namely a sample determination technique with certain considerations. Then the informants will be taken from the wives of politicians from the 4 major parties that managed to get the most votes in Central Sulawesi Province, namely: Gerindra, Golkar, Demokrat and PDI-Perjuangan. In addition, informants were taken based on their profession, namely ASN and Non ASN which will later be compared in this study.

Tabel 1. Informant

No	Name	Husband	Work
1.	Dience D. Djoechro	HM. Arus Abdul Karim	Housewives and Self-Employed
2.	Elfira Abubakar, S.Pd	Dr.Ir. Alimuddin Paada,MS	Retired ASN
3.	Nurdaeni, SE, M. AP	H. Muharram Nurdin, S.Sos, M.Si	ASN
4.	Kartika Pratiwi Lestari	H. Moh. Hidayat Pakamundi, SE	Housewives and Self-Employed
5.	Fatmawati	Moh. Faizal Lahadja, SE	ASN
6.	Halifah	Mohamad Nur Dg Rahmatu	Retired ASN
7.	Relawaty Achmad	H. Zainal Abidin Ishak, S.T	Housewives

IV. DISCUSSION

A. How Politicians' Wives Maintain Their Husbands' Image in the 2024 Legislative Elections

1. The Role of Wife's Image in Husband's Career

As the wife of a politician who is currently a member of the Central Sulawesi Provincial DPRD, the wife's image greatly influences her husband's political career. Especially in the eyes of the general public where these husbands are public figures as representatives of their respective Electoral Districts (Dapil) who will fight for development in their Dapil. And all informants said that their husbands would run again in the Legislative Election which was held on February 14, 2024. Of course, the role of these wives will greatly influence the re-election of their husbands.

Like one of the informants, Mrs. Dience D. Djoechro, who is the wife of Mr. Arus Abdul Karim who serves as Deputy Chairperson I of the Golkar Party, stated "One of the successes of a husband is a wife who accompanies and prays for him. By maintaining the good name of the husband, both directly dealing with the community or in the world of social media by speaking well and politely, taking care of yourself, behaving well and always instilling a positive attitude within yourself and in the world of socializing, not gossiping or insulting others and being able to bring yourself to mingle with the community in all environments ". In addition, a wife must be able to motivate her husband, the wife does not demand more than her husband's ability and behaves and lives a simple lifestyle, not excessively. Because the wife's image will affect her husband's career.

2. Wife's Active Role in Husband's Campaign

A campaign is a persuasive effort to invite other people who do not yet agree or are not yet convinced of the ideas we offer, with the aim that they are willing to join and support it. Simply put, it can be interpreted as an effort made by a group with the aim of influencing other people who are targeted to join in supporting it. Campaigns and elections are one thing that cannot be separated. Because with a campaign it means introducing the candidate we are supporting so that the goal can be achieved.

In the 2024 Legislative Election, politicians' wives will be directly involved in campaigning with their husbands and teams in their Electoral Districts. However, this does not apply to wives who have professions as ASN, because they are bound by binding regulations and require them to be neutral. Especially in the 2024 Election where ASN regulations are much stricter than the previous year's election, such as ASN are prohibited from taking pictures with prospective election participants in public, prohibited from using finger symbols when taking pictures, prohibited from participating in campaign activities in any form. There will be sanctions for ASN who will be received if they violate the regulation from the lightest witness in the form of a warning to the heaviest sanction which is dismissal.

However, a politician's wife who works as an ASN has the right to apply for leave if she wants to join the campaign to support her husband. However, this was not done by Mrs. Fatmawati who is an ASN from the Population Control and Family Planning Service, according to her "submitting leave for ASN is rather difficult and takes quite a long time because it must be submitted directly to the central government and later it will be approved or not by the central government. The leave submitted is also leave outside of responsibility which will indirectly be detrimental. It could be that the campaign schedule is finished before getting approval from the center. That's why I didn't apply for leave and acted passively in your campaign activities"

Therefore, the campaign strategy carried out by wives who work as ASN tends to be more passive. Usually the campaign is only carried out to family and closest relatives. Even then it is done secretly. In contrast to politicians' wives who are not bound as ASN, they are free to join the campaign at any time, whether it is campaigning directly to greet the public with their husbands or campaigning only through their social media. A politician's wife is required to be able to mix easily and comfortably in any situation and environment, because this will greatly affect her husband's image in the eyes of the public. Likewise with the appearance and way of dressing a wife, it is expected that she can dress and appear as simple and as is, not using luxurious and expensive items such as shoes, bags, clothes and so on when dealing directly with the public.

Actually there is a concept of dramaturgy in the life of a politician's wife, which means that a wife can play a role with two different sides depending on the place and environment she faces. As social beings who need socialization or recognition from the general public, it is very natural for wives to build the best possible image. Of course, socialization with the community in the electoral district will be much different from socialization in the personal environment that is in accordance with their social status. Simply put, this concept can be seen in how politicians' wives present themselves in everyday social interactions because what is shown to the public is not necessarily the same as what is shown in other social spaces and relations.

3. The Influence of Social Media in Campaigning

Social media has its own role in campaign activities, every prospective council member must have their own social media, be it Instagram, Facebook, or Tiktok to display a good image to the general public. It seems that in this era it is absolutely necessary for politicians to have social media to support their political careers. Usually there is a separate team that manages and edits all posts that will be displayed on politicians' social media. Especially for incumbents, social media contains information about work, visits and performance during their term of office. Carrying out the mandate and what has been done for the community in their electoral district and this will later be an added value for the community to re-elect them in the next election.

Likewise with the wives of politicians, their social media will automatically be in the spotlight for the general public. However, not all politicians' wives campaign on social media, even though social media is considered the easiest and cheapest way to campaign today. However, this is considered different by several informants such as Mrs. Dience, Mrs. Elfira and Mrs. Relawaty, they are more comfortable campaigning directly to meet and greet the public and provide information about their husbands who are currently running again as candidates for council members. According to Mrs. Elfira, "I prefer to campaign directly by greeting the public and giving them information about you and what you have done for the people in your electoral district. In addition, when dealing directly with the public, the atmosphere will be more relaxed and usually I will provide information to the ladies on the correct voting procedures. Actually, I don't really understand the world of social media, so I have never campaigned through social media. But you have your own team that manages your social media accounts".

Something different was done by Mrs. Fatmawati and Mrs. Nurdaeni who are still active as ASN, they cannot campaign through social media because it is very high risk. So what they do is just be passive, the only thing they can do is speak directly to family and closest relatives so that they will support giving their votes to her husband. Meanwhile, Mrs. Kartika, who works as a housewife and trader, social media is the best medium for her to campaign. Through Instagram @ikaprawatiwles, Mrs. Kartika often shares information about her husband, whether in the form of work visits, social gatherings greeting the community, performance during her time as a member of the council, and other daily activities. Another advantage as a trader is that Mrs. Kartika usually includes a business card along with her husband's serial number in her sales which will be sent to her customers. With the intention that if her customers do not have a choice or are still hesitant and confused, they can be directed to choose her husband. This effort was quite successful in increasing the number of votes for her husband.

However, it should be remembered that these wives must be wiser in using social media, not flexing (showing off wealth), not saying rude things or insulting others through social media, or making rude comments to others. This is done to maintain the husband's image in the eyes of the general public. Because through social media, the general public will find it easier to access and search for any information about the legislative candidates they will choose later. Because these legislative candidates definitely have social media as their tool for campaigning.

B. Political Communication Strategies Implemented by Politicians' Wives in the 2024 Election

There are many strategies and methods used by politicians' wives to help their husbands gain sympathy and votes from the people in their electoral districts. Either directly or through social media. However, from the results of interviews that have been conducted, almost all informants stated that it is much more comfortable to campaign directly to the people, except for politicians' wives who have professions as ASN who are bound by government regulations. The campaign that is considered most effective and on target is by greeting the people and listening to their complaints directly. Especially for incumbents who in the previous period have made their own contributions to the people in the electoral district.

In addition to the campaign strategy by directly greeting the people, another strategy is to use attributes and APK (Campaign Props), usually the attributes used are t-shirts, vests, hijabs, sometimes hats with the Party logo, the husband's face and name. As well as distributing business cards or husband stickers and the husband's serial number is usually listed on the business cards or stickers. The main target of politicians' wives is of course women. Mothers are targets that are easier to approach. Gender equality is the main thing because indirectly the profession of a "wife and housewife" becomes an absolute thing for women when they are married, so that there is a certain equality of understanding that can only be felt by fellow women that cannot be felt by men. Therefore, society will feel much happier if the wives of these legislative candidates bring their wives among them. According to Mrs. Halifah when she went directly to the electoral district, "Many mothers said that it is more comfortable to talk to mothers, because when talking to fathers there is a feeling of shame. Maybe because we are fellow women who have our own understanding of these mothers".

Because the main target of these politicians' wives are women, the main targets are the community of mothers studying in religious studies, friends in social gatherings, relatives, friends in social circles, shop customers, and other women's organization associations. The social life of mothers is much more complex than the community of fathers. Wives tend to be smarter at influencing their husbands and children so the most appropriate target is actually mothers.

1. Politician's Wife with Civil Service Profession (ASN)

Politicians who have wives with ASN professions will have their own challenges in politics. Because of the neutrality regulations for ASN employees, which aim to maintain the integrity and professionalism of ASN in carrying out government duties and serving the community. ASN must remain neutral and not be involved in political activities that conflict with their role as public servants. ASN are employees who work in government agencies, both at the central and regional levels. ASN are selected and appointed to carry out government duties and are paid based on laws and regulations.

In accordance with their duties to maintain integrity and professionalism, the wives of politicians who work as ASN will choose not to be involved when campaigning and only support from behind the scenes. However, there are ways and strategies that they can do to support their husbands' re-election. The campaigns they carry out are covert or secret. However, from several informants, namely Mrs. Elfira and Mrs. Halifa who are currently retired ASN, stated that when they were still ASN, the neutrality regulations were not as strict as in the 2024 Election. They can still join their husbands on the campaign, even if they just wait in the car or sit at a distance.

A civil servant has the right to apply for leave if they want to join the campaign. This leave is submitted directly to the central government. As stated by Mrs. Nurdaeni, a civil servant at Undata Hospital, according to her, "a civil servant has the right to apply for leave when she is going to accompany her husband or wife on the campaign. However, most of these civil servants do not take the leave because the process takes time. Personally, I also did not apply for leave, but I have my own hidden campaign strategy. I secretly asked for help from my family and closest friends to vote for you. Especially the family in the Sigi - Donggala area which is your electoral district".

Because of this neutrality factor, the husbands chose not to bring and introduce their wives to the community in their electoral district. So the way the wives campaigned was only secretly and secretly, and was only done with family and closest relatives.

2. Politician's Wife with Non-ASN Profession

In contrast to the wives of politicians who work as ASN, wives who work as housewives, entrepreneurs, traders, private employees, and others can freely campaign actively without being bound by any regulations. The wives of politicians who are not ASN will have their own target social community. They can be more active in joining religious and social activities in their environment to find targets for obtaining votes for their husbands. In addition, they are also free to campaign through their personal social media, and there are many political communication strategies that can be done, and are free to use campaign attributes anytime and anywhere. However, it is important to remember to always maintain behavior and protect yourself in your social world. Don't let your wife's behavior damage her husband's good image.

The political strategy carried out by Mrs. Kartika, who is a trader, is very interesting. Because Mrs. Kartika has a Personal Shopping Service (jastip) business, which makes her social circle wider with her buyers. Although there are some buyers who have never met and met in person, this does not close the opportunity for Mrs. Kartika to continue promoting her husband. This is proven by the increasing number of votes for her husband in the 2024 Legislative Election.

The political communication strategy carried out by Mrs. Relawaty, who is a housewife, will certainly be different again. According to her, "thank God, you have entered your 3rd term as a member of the council, of course you already have a team and voters who are still loyal to you. However, I am not completely proud of myself, I will continue to campaign in front of you. My main target is groups of mothers from villages or areas where during the previous Legislative Election, your target for vote acquisition was not achieved optimally."

C. Harold Lasswell's Political Communication Strategy

Political communication strategy according to Harold Lasswell (Mulyana, 2005) can run smoothly by applying the model "Who (says) What (to) Whom (in) What Channel (with) What Effect". Lasswell describes the communication process by answering the question "Who Says What In Which Channel To Whom With What Effect", which means Who Says What With What Channel To Whom With What Effect. This model regulates the scientific study of the communication process whose main focus is broken down by each element of communication: 'Who' refers to the communicator who formulates the message; 'What' is the content of the message; 'Whom' describes either the individual recipient or the mass communication audience; 'Channel' indicates the transmission media; 'Effect' is the result of the message.

1. Who

Is a source that takes the initiative or has a need to communicate. In this study, who is meant here is the wife of politicians whose husbands are running as candidates for council members in the 2024 Legislative Election. The wife here becomes one of the political actors because these wives automatically campaign for their husbands, and will definitely carry the name of the husband's party. These wives will provide information about their husbands to the community in their electoral district.

2. What

What here can be interpreted as a message in the form of a set of symbols, both verbal and nonverbal, that represent feelings, values, ideas or intentions from the source to the recipient. The message in question here is information about the husband who is a legislative candidate in the election to ask for help and support so that the community will vote for the intended legislative candidate. This information can be shared when the politician's wife goes directly to the electoral district or can also be through social media. This information can be in the form of Campaign Props (APK) such as t-shirts, calendars, business cards, name stickers and so on. The APK that is considered the most effective and cheapest for legislative candidates is a business card that contains the name, candidate's serial number, and his party. Sometimes accompanied by a picture of a ballot paper and a sign for the number to be voted for. For a politician's wife, a good and correct way of delivering a message that can directly touch the community will be a success for her husband to get support from the community in his electoral district.

3. Whom

The intended recipients are the people from the legislative candidates' electoral districts who will receive messages from the source. These recipients will be the targets of the legislative candidates and politicians' wives in providing information. For politicians' wives, the best target recipients of information are mothers, therefore politicians' wives will mix and socialize a lot in mothers' groups such as religious study groups, social gatherings or other women's organization activities in spreading information about their husbands. Mothers' groups are considered the most effective information providers, because mothers basically have a nature that prefers to socialize, tell stories and gather. Be it social gatherings, or just eating together, even when going to the market or to the greengrocer to buy their daily needs.

4. Channel

Channels or media are tools or vehicles used by sources to convey their messages to recipients. The channels or media that are currently considered the most effective are through social media such as Facebook, Instagram and Tiktok. Social media is currently considered to have a significant influence in elections, because social media can influence public perception of legislative candidates, and is currently an important tool in campaigning. Political campaigns through social media can expand the reach of political messages and further increase interaction between legislative candidates and their prospective voters. Social media also provides space for the public to participate in forums such as discussions, comments, and sharing content related to

legislative candidates' campaigns. Through this social media, politicians' wives usually provide information and messages about their husbands, in the form of their daily activities, their performance during the previous period, and other information.

5. Effect

The effect is the result that occurs to the recipient after receiving the message and information, such as changing their choice to a legislative candidate or remaining loyal to the previous legislative candidate. Here the image of the legislative candidates who have previously served will be seen from the last 5 years, whether there are things given to their electoral district or just giving false promises. The effect is the final result of the campaign strategy carried out. If the political communication carried out is smooth and good, and the target is right on target, then the final result will be in accordance with what is desired. Because in the end everything that has been determined will return to the community, because they are the ones who will give the mandate in the form of votes to the legislative candidates so that they can sit in the Provincial DPRD again.

Based on the KPU's decision in the 2024 Legislative Election, there are several incumbents who in this period did not pass or were unsuccessful in re-seating in the Central Sulawesi Provincial DPRD. Even though they have tried their best, fate says otherwise. Several incumbents who have not succeeded in re-seating and becoming informants in this study are:

Tabel 2. List of Incumbents Who Have Not Passed

No	Incumbent Name	Period 2019 - 2024	Period 2024 - 2029
1.	Dr.Ir.Alimuddin Paada, MS	6.989 vote	4.788 vote
2.	H. Muharram Nurdin, S.Sos., M.Si	8.041 vote	7.705 vote
3.	Moh. Faizal Lahadja, SE	11.070 vote	7.357 vote
4.	H. Moh. Nur Dg Rahmatu, SE	4.070 vote	7.411 vote

Sumber : https://pemilu2024.kpu.go.id/pilegdprd_prov

Meanwhile, the incumbents who came from informants who still managed to qualify for the Central Sulawesi DPRD seat were:

Tabel 3. List of Successfully Qualified Incumbents

No	Nama Petahana	Period 2019 - 2024	Period 2024 - 2029
1.	H. Mohammad Arus Abdul Karim	11.700 vote	16.658 vote
2.	H. Moh. Hidayat Pakamundi, SE	5.092 vote	12.221 vote
3.	H. Zainal Abidin Ishak, S.T	8.511 vote	10.990 vote

Sumber : https://pemilu2024.kpu.go.id/pilegdprd_prov

The table above shows that in the 2024 Election, there was a significant decrease in votes from the previous Election for incumbents who had not succeeded in re-seating in the Central Sulawesi Provincial DPRD seats. There was a decrease in the number of votes from the previous period. In fact, all of these incumbents had sat in the Central Sulawesi Provincial DPRD seats for more than 1 period. Many things caused the decrease in the number of votes obtained in the previous period. The emergence of new, stronger candidates for council members who became tough competitors and the lack of political communication strategies carried out to maintain votes. Many voters switched to choosing other candidates as a factor in the decrease in votes.

Judging from the results of the interviews conducted, all incumbents who had not succeeded in passing in this period had wives who were ASN and retired ASN, where the pattern of political communication strategies carried out by the wives of politicians was not optimal. This is indeed not an absolute benchmark for the success or failure of their husbands' re-election in the 2024 Election, but if the wives of politicians apply a good political communication strategy pattern, it is very possible that they will get additional votes for their husbands.

V. CONCLUSION

The results of the research that has been conducted, the informants said that a good image of a husband has a big influence in supporting his political career. Therefore, the wife has an important role in maintaining her husband's good image in the eyes of the general public. The methods used by these politicians' wives are being friendly, being able to mix with the community, and appearing simple and not excessive. Politicians' wives must also be able to maintain themselves in their social world, both when interacting with the general public in their husband's electoral district or when interacting with other social environments. Likewise when interacting in the world of social media, the method that can be done is to speak well and always be positive.

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