

The Influence of Patriarchal Culture, Motivation and Image on Women's Political Participation in the Regional Representatives Council of North Sulawesi Province

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Abstract

The General Election Commissions Regulation No. 7 of 2013 states that in submitting a list of candidates for political parties, women must include at least 30% of each electoral district. This is intended to minimize the dominance of men in political power, especially in the Legislature. This is due to the fact that the condition of women in politics is still considered marginalized when compared to the position of men. This is because the system of culture, education, economic level and others are still in favor of men. So that the position of women is disadvantaged in the political arena. Therefore, the involvement of women in politics will become an Affirmative Action which requires that women need to be involved in political activities, both at the political party level and at the government level. This study aims to determine whether there is an influence between Motivation, Patriarchal Culture and Image on the Level of Women's Political Participation, especially in the Legislature of North Sulawesi Province. This study uses a quantitative research method based on positivistic (concrete data). The research data is in the form of numbers that will be measured using statistics as a calculation test tool. Data analysis used SPSS 26. The results of the study proved that patriarchal culture had a significant effect on women's political participation, motivation had a significant effect on women's political participation, imagery had a significant effect on women's political participation, patriarchal motivation and Imaging together has significantly influenced women's political participation.

Keywords: Patriarchal Culture, Motivation, Imaging, Political Participation, Woman

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Introduction

The reality of the current shortage of women on the political stage has made many parties have built an important commitment as a social reconstruction in order to take advantage of the opportunities and constraints of women on the political stage. It is jointly acknowledged that in the political context, the role and position of women in Indonesia are still being discriminated against. This kind of phenomenon does not only apply in Indonesia, other countries that are still thick with patriarchal culture have shown the same symptoms (Pramusinto & Purwanto, 2009). Women in various parts of the world are still blind to politics.

Not only in Islamic countries but also in non-Islamic countries there are still many women who do not understand politics, power and government (Hubies, 2010). It becomes a social entity as if politics is taboo for women. In social construction for the Indonesian nation we still place a patriarchal culture even though there is a guarantee in the law, especially in the fulfillment of the 30% quota for women in the Legislature which wants women to have equality in various fields.

The indication lies in the disproportionate involvement of women in public and political positions. There are many factors that affect women not proportionally in the political arena, including: (1). The roots of patriarchal culture are still attached where the political arena is considered appropriate for men because politics is hard, dirty, so it is not appropriate for women who have soft nature and character (2). The recruitment system by political parties is an area that only men deserve to have even if there are women only as interior officers such as treasurers, or secretaries, (3) there is still no role for the mass media to build opinions about gender equality in the political arena, (4) there is still a lack of awareness among women to participate actively in politics. This is due to women's ignorance of their political rights, low level of education, poverty and even the dominance of women who are included in the domestic area (Aziza, 2008).

For women who are already married, they tend not to be able to participate actively in the political arena because they are hampered by problems in the domestic space such as taking care of their husbands, taking care of children and even various other activities that are household chores (Boi et al., 2018). Various laws have been made to provide opportunities for women to take an active political role. The laws in question include Article 27 of the 1945 Constitution, Law no. 31 of 2002 concerning political parties, Law no. 12 of 2003 concerning Elections, Law no. 2 of 2008 concerning Political Parties, and Law no. 10 of 2008 concerning Elections. The appearance of women on the political stage in various regions shows that there is a change in the political paradigm that wants gender equality where women and men have equal opportunities in politics. Apart from that, currently women in Indonesia are often found in the public sector both in the economic, political and social fields. Women have occupied legislative and executive institutions.

The role of women in political life should not be underestimated and should not be limited only because of the assumption that women's physical condition is weaker than men. In this world women are proven to have a very important and strategic role in various fields ranging from politics, art, science, social reform, sports environment and others. So women are not only in the kitchen as many primitive people think. However, sometimes in reality, fulfilling the 30% quota for women's representation in politics becomes very difficult for political parties to obtain qualified cadres. So that most political parties only place women in fulfilling quotas as a formality, not as an increase in the actualization of women in the political sphere.

The political activity of women who have started to emerge should also be supported by the performance of political parties in recruiting their candidates. Political parties should have a very significant role in increasing women's representation. However, in reality there is no role for political parties in increasing women's representation. Women and their interests are given less attention. Various important aspects that greatly affect women's political participation on the political stage, among others, are influenced by the existence of patriarchal culture, motivation and imagery so that they can influence political participation for women.

Literature Review

Motivation is important because motivation supports human behavior so that they want to work hard and enthusiastically in achieving optimal things. Motivation as encouragement, is an important factor in carrying out work optimally. If each job can be run optimally, employee performance can be realized in accordance with organizational goals. Without motivation, an employee feels reluctant to carry out a job well. Employee performance will be achieved if there is a will from oneself and can be encouraged from other parties. According to Sutrisno, in (Sutrisno, 2017) "Finding that motivation is a stimulant of desire and driving force of one's willingness to work because each motive has a specific goal to be achieved". According to

Robbins in (Irviani & Fauzi, 2018) "stating motivation as a process that causes (intensity), direction (direction), and continuous effort (persistence) of individuals towards achieving goals". According to Stefan Invanko in (Yusuf, 2018) "defines motivation as a person's desire and energy directed to achieve a goal. Motivation is the cause of Action.

It should be understood that imaging is an effort to highlight a good self-image to the public. The impression of imaging is that so far it seems bad because many practice it with lies and exaggeration. What's wrong is not the image but the people who make the fake image are wrong. Imaging will then be wrong if someone does fake imaging by presenting something completely different from its original condition, "Imaging is not like that, imaging is proof of self-quality in accordance with abilities which will be better if done consistently, over a long period of time. Branding is in a popular positive connotation called personal brandin.

Frank Jefkins in Soemirat & Adrianto (2007), explains that imagery is the impression of a person or individual about something that appears as a result of their knowledge and experience. Manjid (2009), explained that imagery is a picture that is formed in society (consumers/customers) about the merits of a company. Huddleston Huddleston in Alma & Hurriyati (2009) explains imagery is a series of beliefs that are associated with an image that is owned or obtained from experience. Bill Canton Bill Canton in S. Soemirat & Adrianto. E, (2007), explained that image is an impression, feeling, public self-image of the company; deliberately created impression of an object, person or organization. Kotler (2009) explains that imagery is a set of beliefs, ideas, and impressions that a person has of an object.

Methods

The method used in this study is to use quantitative methods. Where according to Sugiyono (2016), quantitative data is data in the form of numbers, or quantitative data that is scored. Quantitative research is a study that uses data analysis in the form of numbers. The purpose of quantitative research is to develop and apply mathematical models, theories and hypotheses related to the phenomena to be investigated by researchers. In taking the research sample, the basis for the population is the members of the legislature in the Regional Representatives Council (DPRD) of North Sulawesi Province. Based on available data, the number of DPRD members for North Sulawesi Province is 45 people. Since the total population is less than 100, the overall sample will be determined, namely 45 respondents. The variables in this study consist of two parts, namely independent variables (free) and dependent variables (bound). So that the independent variables are as follows: (1). Patriarchal Culture (X 1) (2). Motivation (X2) (3). Imaging (X 3). (4). Women's Political Participation (Y). The data analysis technique used in this study was to test the data through the SPSS 26 program as follows: (1). Doing Data Validity Testing (2). Performing Data Reliability Testing (3). Testing with the Classical Assumption Test, namely the Normality Test and Multicollinearity Test, (4). Conducting Tests with Hypothesis Tests and T Tests. In addition to the tests as stated above, this study also tested the Multiple Coefficient Correlation by determining the magnitude of the R value and the Multiple Determination Coefficient Analysis to determine the R value 2.

Results and Discussion

The Regional People's Legislative Council (DPRD) for short is a regional people's representative institution that carries out the functions of the regional government as an equal partner of the Regional Government. The factions in the DPRD of North Sulawesi Province consist of the Indonesian Democratic Party of Struggle (PDI-P) faction, the Golkar Party faction, the Democratic Party faction, the Gerindra Party faction, the PPP faction, the PAN faction, the PKS faction, the Nasdem fraction, the Hanura faction. .

For the benefit of the results of data analysis through the SPSS 26 program, 45 respondents presented research data so that to test the validity of the data the authors used the SPSS 26 application to process research data. In this study, decision making was based on $t_{count} > t_{table}$ value of 0.2940 for $df = 45 - 3 = 42$ with a significance level of 0.05 or 5%. From the results of the R table, it has been obtained based on the value of $N = 45$ which is equal to 0.2940. Based on the results of the validity test, it was found that the research instruments of Patriarchal Culture Variables, Motivation and Imagery and Women's Political Participation can be seen that all of them have been said to be valid. Next, to see whether the data from the variables in each study, namely variables X1, X2, X3 and Y, are reliable, it can be seen that each question in the questionnaire that has been distributed has a reliability statistic of 0.244. This means that the data has been normally distributed. So that means the results of these measurements can be trusted or show the level of consistency of the accuracy of existing data.

The results of the regression equation can be described as follows:

$$\text{Nilai } Y = 24,078 + 0,113X_1 - 0,115X_2 - 0.259X_3$$

From the results of multiple linear regression analysis has shown the following results; (1) That the constant value is 24.078, where if there is no influence from the independent variables in this case Patriarchy Culture (X1), Motivation X2), and Image (X3) or a value = 0 then the value of Women's Political Participation (Y) is 24.078; (2) Whereas the value of X1 shows a value of 0.113, which means that for every decrease in Patriarchal Culture by 1 unit, Women's Political Participation will increase by 0.113; (3) Whereas the value of X2 shows a value of -0.115 which means that if there is an increase in motivation (X2) of 1 unit, then women's political participation (Y) will increase by 0.115; (4) Whereas the value of X3 shows a value of 0.259 which means that if there is an increase in Imagery (X3 of 1 unit, then Women's Political Participation (Y) will increase 0.259.

The results of the analysis of the t-test or t-test using the decision-making rule of 5% ($\alpha = 0.05$), so to get the t-table value the writer uses the formula, $(t = \alpha/2 ; n-k-1) = (0.025 ; 41)$. From these calculations, the number of t tables is 2.01954.

Patriarchal Culture (X1) on Women's Political Participation (Y)

Based on the results of SPSS processed data, t_{count} shows the number 0.860. It can be seen that $t_{count} < t_{table}$, then H_1 is rejected and H_0 is accepted, so it can be concluded that variable X1 does not have a significant contribution to Y. So it can be concluded that Patriarchal Culture has no significant effect on Women's Political Participation.

Motivation (X2) for Women's Political Participation (Y)

Based on the results of SPSS processed data, t_{count} shows the number -0.718 from this it can be seen that $t_{count} < t_{table}$, then H_1 is rejected and H_0 is accepted, so it can be concluded that variable X2 has an insignificant contribution to variable Y. So it can be concluded that Motivation is Very influence on Women's Political Participation.

Imaging Commitment (X3) to Women's Political Participation

Based on the results of SPSS processed data, t_{count} shows the number -1,412. From this it can be seen that $t_{count} < t_{table}$, then H_1 is rejected and H_0 is accepted, so it can be concluded that variable X3 has a significant contribution to Y. So it can be concluded that imaging has a significant effect on Women's Political Participation.

The results of the F test from the data above show that by looking at the significance value of 5% in determining the value of F_{table} using the formula $f(k;n-k)$ or $(3;42)$, the value of $F_{count} >$

Ftable is $0.928 < 4.07$. From the data above it shows that each independent variable X1, X2, X3 namely the Patriarchal Culture, Motivation and Image variables simultaneously or jointly have a positive influence on the dependent variable Y or Women's Political Participation. Thus the following statements can be obtained: H0 is accepted and H1 is rejected, this means that Patriarchal Culture, Motivation and Image have no significant effect on Women's Political Participation.

The results of the processing of the data above, R² shows the result of a coefficient of determination of 0.064 thus this shows that all independent variables are simultaneously the variable Patriarchal Culture (X1). Motivation (X2) and Imaging (X3), have influenced Women's Political Participation (Y) by 64% while the remaining 36% have been influenced by other factors that are outside the scope of this research. With the processed results of Multiple Coefficient Correlation data, it can show how strong the linear relationship between variables is. $R = 0.252$, from this data it can be interpreted that there is a strong relationship between the existing variables. In addition, the direction of the relationship of each variable is positive because the value of r is positive, this means that the higher the independent variable (Patriarchal Culture, Motivation and Image), the more dependent variable increases in this case Y (Women's Political Participation).

It needs to be understood that patriarchal domination is still oppressing and locking up women, causing gender inequality, and leading to violence against women such as physical, sexual, emotional, verbal, psychological, economic, political as well as intimidation and threats and so on. In this modern era, the practice of gender inequality still occurs frequently in various regions, including Papua. Various forms of gender injustice in society place restrictions on women, namely: discrimination, exploitation, marginalization, subordination, stereotypes/negative labeling, and violence against women as well as a heavier and longer workload for women (Suryadi & Idris, 2004).

These various forms of gender injustice are interrelated, give rise to violence against women, and crystallize in the culture of society, making it difficult to straighten them out. The practice of patriarchal domination and gender injustice which leads to violence against women can also be seen in the domestic and social life of society. Gender is constructed individually, interactionally, and structurally to create environmental boundaries and opportunities that provide more benefits for men than for women. The difference between masculinity and femininity is based on unequal status, where masculinity reflects a strong urge to fight for authority and power which leads to aggression, while femininity often involves a search for harmony and communal well-being (Knoblock, 2008).

From the aspect of gender, masculinity is in the hierarchy of masculinity in a patriarchal social structure (Jansson, 2017). The concept of gender gave birth to or gave rise to various dichotomies, traits, roles and positions between men and women (Muthali'in, 2001). This dichotomy includes masculine traits for men and feminine traits for women, public roles for men and domestic roles for women, dominating positions for men and subordinated positions for women. This reflects a patriarchal system that creates a social system where women often find themselves in a subordinate position (Mtshiselwa, 2015).

These traits, roles, and positions are related to each other and are difficult to separate. According to Alfred Adler (Rutherford, in Chapman & Rutherford, 2014), power relations in the social structure are very important to understand in relation to masculinity and femininity. If men are unable to reach compromises and worry about appearing soft or feminine, the compensation is excessive aggression of male superiority over women. For men, a masculine persona with strong authority is achieved by repressing vulnerability and dependency.

Women become a threat to men, which may reveal weaknesses and undermine the myths and illusions that form the basis of men's claims of superiority, forming a collective bond of masculinity with the ornaments of male power and prestige. This theory explains the psychoanalytic elements of historically constructed sets of masculinities. Social practices based on gender tend to form social structures that reflect patriarchal domination. In this social structure, men dominate women in various matters, both in domestic and social life. The harder the domination of men over women, the stronger the tendencies of injustice men have over women, which results in violence against women.

In a patriarchal system, women are placed in a subordinate position because they are women and women must be under the domination of men. Patriarchy is now a central and systematic form of male control, which is the cause of women's subordination (Isran & Isran, 2012). In essence, patriarchy does not only explain how society functions with male dominance, but how men control women in social life (Mashiri, 2013). Patriarchy is a system where women are made invisible and less influential. Men by force, direct pressure, or through ritual, tradition, law, language, customs, etiquette, education, and the division of labor determine the roles that should be for women, and where women are under the position of men (Erika, 1986). Men dominate, oppress and exploit women and they are disadvantaged in many areas of social life. Habiba et al. (2016) explained that patriarchy is a complex of power and control in a male-dominated society. Patriarchy institutionalizes the subordination, dependence, or reliance of women on men in society (Habiba et al., 2016). This system consists of social structures and practices in which men oppress, exploit, and control women (Walby, 1990).

Men use their power to control women in the public and domestic spheres. Patriarchal society sets criteria for the structurally unequal position of women in the family and society by establishing different rights between men and women. Patriarchy is created and maintained through norms, values, traditions, and social separation of gender roles that are instilled in the family through a long-term process of socialization (Johnson, 1995). Patriarchy is formed in society through the family where the man holds family responsibilities so that he has authority in controlling the family (Parker & Reckdenwald, 2008). The family plays an important role in passing down patriarchal norms to the next generation.

According to Gheaus (2012), men and women are equally entitled to fair treatment, so that people who experience injustice due to gender mean that they are victims of gender inequality. Gender injustice occurs when people act unfairly because of hatred or prejudice against women, so that women become victims of injustice just because they are women. Patriarchal domination that is unbalanced, disproportionate, or begins to escape from the main function of the hierarchical social structure tends to cause gender inequality, which leads to cases of gender violence. Gender violence is an expression of hegemonic masculinity and occurs especially in traditional cultures that do not want to change, where men are driven by emotions such as anger and blind jealousy (Chowdhury, 2015).

Violence against women can take forms such as domination and control, intimidation, pressure and threats (Ashcraft, 2000). Patriarchy is a social structure that suppresses and makes victims of domestic violence vulnerable (Das, 2012). This underlies the risk of women experiencing domestic violence. According to Jura & Bukaliya (2015), domestic violence is an unlawful act resulting in death or physical, sexual or mental injury. This violence is physical, sexual, emotional, verbal, psychological, economic, as well as intimidation and harassment. This violence reflects patterns of attitudes and behavior used to gain or maintain power and control by men over their wives as intimate partners.

Women who experience physical, emotional, or psychological violence from their husbands experience deep problems, but if other women experience the same problem, the problem has roots as a social problem (Ostadhashemi et al., 2015). The intensity and extent of violence against women varies in different societies. However, violence against women is generally perpetrated by husbands. According to Kagou and Kamgno (in Djamba & Kimuna, 2015), many women often guard themselves against reporting domestic violence for fear of getting more abuse if their husbands find their wives accusing them. In that situation talking about husband's abusive behavior can lead to divorce, a case that many women avoid at all costs because they don't want to leave their children as a result of divorce because if a divorce occurs husbands generally have the right to look after the children. In a patriarchal society, husbands usually beat wives who resisted their control until she submitted. Husbands beat wives to show power and wives cannot threaten power as husbands. With patriarchal values, society shows strong support for the dominant male gender role. Wife beating is higher in families where the husband adheres to a patriarchal ideology and the male social structure supports violence against women (Yodanis, 2004). Patriarchal society generally does not give women the opportunity to speak through public discussion.

Meanwhile participation comes from the Latin *pars* which means part and *capere* which means taking a role in state political activities or activities. When combined it means "taking part". In English, participate or participation means taking part or a role. So participation means taking a role in state political activities or activities (Suharno, 2004). Political participation is one of the important aspects of a democracy. Political participation is a hallmark of political modernization. The existence of political decisions made and implemented by the government concerning and affecting the lives of citizens, citizens have the right to participate in determining the contents of political decisions. Therefore what is meant by political participation according to Huntington and Nelson cited by Cholisin (2007) are the activities of citizens who act as individuals intended to influence decision-making by the government. Furthermore Ramlan Surbakti as quoted by Cholisin (2007) provides a brief definition of political participation as a form of participation of ordinary citizens in determining all decisions that concern or affect their lives. According to Budiardjo, (in Cholisin 2007) states that political participation in general can be defined as the activity of a person or group of people to actively participate in political life, namely by electing state leaders and directly or indirectly influencing public policy. These activities include actions such as voting in general elections, attending general meetings, becoming a member of a party or interest group, making contact with government officials or members of parliament, and so on. Therefore, in democratic countries it is generally assumed that the more people's participation, the better. In its implementation, a high level of participation indicates that citizens follow and understand political issues and want to be involved in these activities. Conversely, a low level of participation is generally considered a bad sign, because it can be interpreted that many citizens do not pay attention to state issues (Budiardjo, 2008).

The Influence of Patriarchal Culture on Women's Political Participation

In the world order of politics, political participation is an important part of implementing political development, especially by looking at the conditions that exist in Indonesia. Real evidence of the level of political participation can be seen in the general election process and other elections in the world of politics. However, it must be realized that political participation is also a part of the rights of every citizen, so that every citizen has the same rights in politics and regardless of gender. However, the fact is that the prevailing conditions in Indonesia are that political participation based on gender still dominates in the application process. It can be

seen that how strong the culture is in the political world order, so that it is very detrimental to some genders, especially women.

The position of women to be able to participate in the world of politics is still considered less profitable when compared to men or men. In the world of social, family, education, culture and politics, the position of women is still considered weak. This weakness is also still influenced by cultural barriers, especially in patriarchal culture, giving rise to gender inequality. From the research results based on the results of multiple linear regression calculations, it is found that the constant value is 24.078. While the value of the variable X1 (Patriarchal Culture) is -0.113 which indicates that the value of -0.113 is a negative value. So it can be concluded that if there has been a decline in the application of patriarchal culture, it is likely that the position of women to participate in politics, especially in political participation, will increase. This is in line with what was stated by Suryadi & Idris (2004). that in today's Modern Era it still applies to gender injustice, especially in the world of politics. So that gender inequality will limit power in the world of politics, namely discrimination, marginalization, exploitation, and various negative labeling of women will occur.

This practice of gender inequality is still very dominant in the world of politics, especially for every DPRD member in North Sulawesi Province. So that gender is still constructed individually and socially in the political structure, therefore giving more opportunities for power to dominate men than women because of the strong influence of patriarchal culture. It is still understood that the concept of gender still creates or creates a dichotomy, characteristics, roles and positions that vary between the positions of men and women. This dichotomy includes masculine traits for men and feminine traits for women, public roles for men and domestic roles for women, so that positions of domination for men and subordinated positions for women still appear in the world of politics. It can be understood that a patriarchal system or culture is capable of creating a social system and a political system in which the position of women will always be in a subordinate position as stated by Mtshiselwa, (2015). So that in the political world, these characteristics, roles and positions are related to one another and are difficult to separate, as long as power is still valid in the political world.

According to Alfred Adler (Rutherford, in Chapman & Rutherford, 2014), it is very important to understand power relations in social structures in relation to masculinity and femininity, especially in the world of politics. In social practices in the world of politics based on gender, it tends to form a social structure that reflects patriarchal domination so that in this social structure, men dominate women in various matters of politics and power, this will also apply in the public sphere as well as in the domestic sphere. So that in the world of politics, if the domination of men over women is getting tougher and stronger, then it is likely that there will be a stronger tendency for injustice between men and women, in the world of politics, especially in political participation for women. Patriarchal culture in the world of politics will create a political system in which women are made invisible and less influential or dominant in the world of politics.

The Effect of Motivation on Women's Political Participation

In the world of politics, the problem of motivation is often one of the important aspects to determine one's position or career. In addition, as stated by Arini et al (2015) which states that work motivation has a significant effect on employee performance. The implications of the results of this study are in line with the opinion of Purwanto (2006), which states that the purpose of motivation in general is to move someone so that their desire and willingness to do something arises so that they can obtain results or achieve certain goals. Motivation is

important because motivation supports human behavior so that they want to work hard and enthusiastically in achieving optimal things.

Motivation as encouragement, is an important factor in carrying out work optimally. If each job can be run optimally, employee performance can be realized in accordance with organizational goals. Without motivation, an employee feels reluctant to carry out a job well. Employee performance will be achieved if there is a will from oneself and encouragement from other parties. According to Hasibuan in (Sutrisno, 2017) "Finding that motivation is a stimulant of desire and driving force of one's will to work because each motive has a specific goal to be achieved". According to Robbins in (Irviani & Fauzi, 2018) "stating motivation as a process that causes (intensity), direction (direction), and continuous effort (persistence) of individuals towards achieving goals". Thus it can be understood that factor.

Motivation will be very important in determining the level of political participation for women. From the research results based on the results of multiple linear regression calculations, it is found that the constant value is 24.078. While the value of the variable X2 (Motivation is 0.115 which indicates that the value 0.115 is a positive value to be used as a guide and determination in decision making. So it can be concluded that if there has been an increase to one unit in motivation then it will most likely increase the position of women to participate in the world of politics, especially in political participation will increase. This is in line with the opinion of Robbins in (Irviani & Fauzi, 2018) which "states that motivation is a process that causes (intensity), direction (direction), and continuous efforts (persistence) of individuals towards achieving goals." Thus it can be understood that the motivational factor will be very important in determining the level of political participation for women.

The Effect of Image on Women's Political Participation

Usually in the world of politics, the issue of image cannot be properly understood to determine directions and policies in politics, one of which is to maximize the level of political participation for women. Imaging in the world of politics is an attempt to highlight a good self-image to the public so that the person concerned will be better known. The impression of imaging so far seems bad because many practice it with lies and exaggeration. What's wrong is not the image but the people who make the fake image are wrong. The imaging will then be wrong if someone does a fake image by showing something that is completely different from the original condition".

Imaging is not like that, imaging is proof of self-quality in accordance with abilities which will be better if done consistently, over a long period of time. Imaging is in a popular positive connotation called personal branding. In addition, imagery in the world of politics is the impression of a person or individual about something that arises as a result of his knowledge and experience while he is pursuing politics. Besides that, imagery in the world of politics is also understood that imagery is a series of beliefs that are associated with a political image that is owned or obtained from experience. For example, someone who will participate in the DPRD member election process will carry out an imaging process, so that the imaging process will be carried out through advertisements, as well as participating in political organizations.

From the research results based on the results of multiple linear regression calculations, it is found that the constant value is 24.078. While the value of variable X3 (imaging is 0.259 which indicates that a value of 0.259 is a positive value to be used as a guide and determination in decision making. So it can be concluded that if there has been an increase in one unit in imaging, it is likely that it will increase the position of women to participate in the world of politics, especially in political participation will increase. So that the connotation of imagery is

not as long as it has a bad impact because imagery based on values or meaning can benefit the perpetrators in politics. Good imagery impression is called personal branding so efforts to highlight a real good self-identity without exaggeration Exaggeration will benefit someone in a career and politics.

The Influence of Patriarchal Culture, Motivation, and Image on Political Participation

Women Based on the results of multiple linear regression analysis, it shows that the Variables of Patriarchal Culture, Motivation and Image have a significant influence simultaneously on the Level of Political Participation of Women. This result is strengthened by the F test analysis obtained a significance value of F of 0.000. Thus because $0.000 > 0.05$, the hypothesis is accepted. So it can be concluded that Patriarchal Culture, Motivation and Image, simultaneously (simultaneously) have a significant effect on Women's Political Participation. To strengthen the results of this study, based on the coefficient of determination (Adjusted R Square) of 0.064 so that by looking at the results of the processed data above, R^2 shows the results of the coefficient of determination of 0.064 thus this shows that all independent variables are simultaneously the variable Patriarchal Culture (X1) .Motivation (X2) and Image (X3), have influenced Women's Political Participation (Y) by 64% while the remaining 36% have been influenced by other factors that are outside the scope of this research.

Based on the processed results of the Multiple Coefficient Correlation data, it can show how strong the linear relationship between variables is. Based on the existing data, it can be seen that $R = 0.252$, from this data it can be interpreted that there is a strong relationship between the existing variables. In addition, the direction of the relationship of each variable is positive because the value of r is positive, this means that the higher the independent variable (Patriarchal Culture, Motivation and Image), the more dependent variable increases in this case Y (Women's Political Participation).

Conclusion

From the results of this study based on statistical analysis, the authors can draw the following conclusions; (1) Whereas Patriarchal Culture has significantly influenced Women's Political Participation; (2) That motivation has significantly influenced women's political participation; (3) That image has had a significant effect on women's political participation; (4) Whereas the Patriarchal Culture of Motivation and Image together have significantly influenced Women's Political Participation. To improve this problem, it is suggested that there is a need to eliminate various forms of discrimination against women according to the mandate of RI Law No. 7 of 1984, so that women and men are expected to have equal rights in politics. Patriarchal culture is a form of culture that often hinders women's position in politics, therefore it is suggested that at every opportunity it is necessary to maximize the role of women in politics. Increasing human resources for women is considered very important so that in order to maximize the role of women in politics, they have the provisions to compete with men.

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