

RINGKASAN

Penelitian ini mengkaji subordinasi kapasitas kepemimpinan perempuan dalam kampanye Pilkada di Purbalingga tahun 2024. Isu terkait gender yang diangkat dalam kampanye menjadi hal yang penting untuk kita maknai sebagai manifestasi budaya patriarki dalam masyarakat modern. Penelitian ini menggunakan metode kualitatif, paradigma kritis, serta menggunakan pendekatan Fenomenologi oleh Heideggerian. Penelitian ini berupaya untuk memahami subordinasi kapasitas kepemimpinan perempuan yang diinternalisasikan melalui *jingle* politik dan subordinasi yang melekat dengan kepemimpinan perempuan. Hasil penelitian menunjukkan bahwa Habitus masyarakat patriarki yang diinternalisasikan melalui *jingle* politik telah berhasil menormalisasi subordinasi dari pelanggaran aturan-aturan kampanye. Hibriditas Feminisme yang menjadi ciri khas politikus perempuan di Indonesia, justru menegaskan subordinasi yang melekat pada kepemimpinan perempuan sejak kehadirannya dalam politik.

Key Word : Subordinasi; Kememimpianan Perempuan; Kampanye Pilkada; Habitus.



SUMMARY

This study examines the subordination of women's leadership capacity in the 2024 local election (Pilkada) campaign in Purbalingga Regency. Gender issues mobilized during the political campaign are interpreted as manifestations of enduring patriarchal culture within modern society. This research employs a qualitative method within a critical paradigm and applies a Heideggerian phenomenological approach to understand how such subordination is experienced, interpreted, and reproduced in campaign practices. The study focuses on the internalization of the subordination of women's leadership capacity through political jingles and on how these constructions become embedded and legitimized in public perception. The findings indicate that the patriarchal habitus of society, reproduced through political jingles, has normalized forms of subordination, including those intersecting with violations of campaign regulations. Furthermore, the hybridity of feminism, which characterizes women politicians in Indonesia, paradoxically reinforces the symbolic subordination that has been attached to women's leadership since their initial entry into the political arena.

Keywords: Subordination; Women's Leadership; Local Election Campaign; Patriarchy; Habitus.

