

ABSTRACT

Gender stereotype that grows in society have a significant impact for both genders. Gender stereotype that grows in society said that women are gentle and helpless creature. This stereotype creates a stigma in society about women's leadership in the world of politics. Some people still have a perception that women are not suitable to enter or have a career in politics, especially to become a leader. One of female politicians and as well known as a female leader too from the Province of West Nusa Tenggara, Baiq Isvie Rupaeda, has proving that the stigma is not one hundred percent true. It can be seen by how she can carrying out political communication activities. This research uses a qualitative research method with character study approach. This research will look at several aspects needed to see the role of women leaders in political communication activities, including (a) political rhetoric, (b) political agitation, (c) political propaganda, and (c) political lobbying. The results of this research is the role of women as a leader in political communication activities has been carried out well so that the messages can be sending and received well by the community.

Keywords: Political Communication, Women's Leadership, Political Communication Activities, Gender Stereotype.