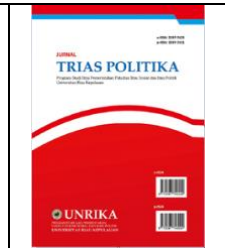


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Journal Homepage : <https://www.journal.unrika.ac.id/index.php/jurnaltriaspolitika>**FROM BOODLINES TO BALLOTS: THE INTERSECTION OF FAMILY POWER AND WOMEN POLITICAL ELECTABILITY****Siti Anisyah^{1*}, Raegen Harahap²**¹Faculty of Social and Political Science, Universitas Islam Negeri Raden Fatah Palembang²Faculty of Economic and Social Science, Universitas Islam Negeri Sultan Syarif Kasim Riau

Abstract: : *The discourse women's representation in politics has gained traction globally, including in Indonesia. While the progress made by women in the political arena deserves recognition, especially in a society where gender Stereotypes and patriarchal norms remain deeply rooted, it is crucial to acknowledge that many women still struggle to contest elections independently without relying on factors such as political dynasties, financial resources, incumbency, or family connections. This article delves into the significant role of family ties in shaping the electability of women in politics, with a specific focus on Zainab's successful bid in the 2019 legislative election for Electora District V, Ogan Ilir Regency. Using a qualitative-descriptive research method and a library research approach, this article explores how Zainab's victory is closely linked to the influence of her family's prominent status, which is known as a respected and generous family with extensive networks among community leaders in various villages. We foud that Zainab's family played a crucial role in crafting a positive public image, boosting her popularity, and ultimately securing her electability, despite her status as a newcomer in the political landscape of Ogan Ilir. The findings underscore the importance of family legacy as a powerful political asset, highlighting how the strength of a family name can be a decisive factor in political success, as evidenced by Zainab's victory in the 2019 election in Ogan Ilir Regency.*

Keywords : *women representation; family reputation; legislative elections; zainab.*

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**INTRODUCTION**

The discourse on women in politics is increasingly occupying one of the main spaces in global debates, revealing how gender bias remains a shadow that influences voters' choices in various countries. Some earlier studies have demonstrated a strong colleration how gender bias remains a shadow that influences voters' choices in various countries. In the United States, Corrington & Hebl (2018) revealed that gender bias is still a decisive force in elections, especially in the 2016 presidential election. Meanwhile, in South Korea, Barnes et al., (2016) showed that although gender bias exists, its influence on Park Geun-hye's victory in the 2013 presidential election was not very significant. In Indonesia, Aspinall et al., (2021) highlights that gender bias and patriarchal culture are still major obstacles for women running in the 2019 elections. In a broader context, all the analyses about women's representation in politics is often caught in an invisible but powerful vortex of gender bias (Teele et al., 2018). This bias shapes negative perceptions of women's abilities in the public sphere, creating barriers that exclude them from the political arena. Gender bias not only creates a dichotomy that pressures women

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out of politics, but also reinforces the negative image and cynicism that hinders their participation (Paxton et al., 2007). Consequently, women are often perceived as incapable of managing public affairs (Suseno, 2014), which subsequently they still underrepresented in parliament (Bessell, 2010).

Indonesia is one of the countries committed in achieving the gender equality in the political arena. A numerous scholars has been acknowledged gender stereotype, has been one of the main obstacles of women political. Data on women participation in the House of Representatives (DPR-RI) published by the Indonesian Central Bureau of Statistics (2019) still show low percentages of women participating that continuing to creep up from year to year. During the General Election in from 2004 to 2019, on average, the percentage of women participation continuing to creep up from 11.82% in 2004, 17.86% in 2009, 17.32% in 2014, to reach 21% in 2019 (BPS, 2019). More than just numbers, this quantitative data has been increasingly presenting a culminating debate, especially looking at the complex and multi-layered challenges, such as, financial resources (Harahap et al., 2023), public perception (Aspinall et al., 2021), patriarchal system (Barnes & Córdova, 2016), combined with the influence of religious beliefs, the legacy of past regimes, and the level of democracy (Alexander, 2012), reinforcing with the institutional factors (Hillman, 2018).

Under such condition, one of the most strategic effort to solve this problems by introducing set a 30 percent quota or affirmative action policy (Saputra et al., 2020; Umagapi, 2020; Hillman, 2018; Prihatini, 2019). In this policy, women's determination and courage to enter the political arena is a big step towards more real gender equality in Indonesia, which is not only reflects a tireless fighting spirit, but also symbolizes a social shift that has begun to recognize the importance of women's roles in politics.

Theoretically, there are strong correlation between political candidates in achieving political contestation through three key theoretical perspectives. First, sociological factors which mainly focus on the shared characteristics between voters and candidates, such as religion, ethnicity, gender, and socio-economic status (Goerres et al., 2020; Manzano & Sanchez, 2010; Yeung, 2023). In this context, voters tend to support candidates who reflect their social identity, creating a strong link between shared backgrounds and voting behaviour (O'Brochta, 2022). For example, studies have shown that ethnic similarity influences voting patterns across different regions, including the U.S., (Yeung, 2023), Germany (Goerres et al., 2020), Latin America (Manzano & Sanchez, 2010) and in Indonesia (Fauzan et al., 2024; Magriasti et al., 2022). In Indonesia, ethnic identity played a crucial role in the 2024 presidential election in Medan, with similar patterns observed in the election of Minangkabau women in Padang. Second, rational choice theory, which emphasizes logical decision-making, where voters evaluate candidates based on their policies and past performance (Bosworth, 2021; Herfeld, 2020; Herfeld & Marx, 2023; Lukes, 2021; McGann, 2016; Riker, 1995). Voters are more likely to support candidates who align with their preferences and demonstrate competence in governance (Alexiadou et al., 2022; Bräuninger et al., 2024; Lavezzolo et al., 2021; Panel et al., 2023). Studies show that voters often use performance evaluations as a form of accountability (Ainsworth, 2020; Cunow et al., 2021; Harrison et al., 2023), rewarding or punishing candidates based on their ability to deliver on promises, (Scott, 2000, 2007; Coffé & von Schoultz, 2021; Nai et al., 2021), personal qualities such as integrity and leadership skills also weigh heavily in voter evaluations (Markwat (2021; Singh, 2023). For instance, research reveals that voters prioritize the alignment between candidates' policies and their own preferences over broader public opinion (Stiers et al., (2020). Additionally, early voter satisfaction can significantly strengthen support for incumbents, as seen in various democratic settings (Jati (2022). Third, psychological factors which highlight the emotional and ideological connections between voters and candidates (Shephard et al., 2023). This approach suggests that voters are often driven by party loyalty, ideological alignment, and emotional

resonance rather than detailed policy analysis (Cottam et al., 2021; Huddy et al., 2023). In this framework, the personal and ideological affinity voters feel towards candidates can outweigh considerations of programmatic outcomes (Coffé & von Schoultz, 2021; Evans & Neundorf, 2020). Studies from the U.K. and U.S. show that moral rhetoric and belief in conspiracy theories are used by political parties to appeal to voters' emotions and ideologies, reinforcing party affiliation. Ideological preferences can thus shape voter behaviour, with partisanship often guiding perceptions of competence and trustworthiness (Jung, 2020; Joslyn, 2023).

Speaking about political dynasty, apparently have been one of the common phenomenon in both well-established and emerging democracies, though their prevalence varies by country (Fiva & Smith, 2018). In this context, family-ties remain a crucial factor in shaping the ruling elite, reinforcing the persistence of political dynasties in both developed and developing democratic systems. In modern democracies, notable examples include figures like Hillary Clinton in the U.S., whose family's political legacy is marked by her husband, former President Bill Clinton (Geys & Smith, 2017). Similarly, in developing democracies, Sonia Gandhi of India, daughter of Mahatma Gandhi—a prominent figure in India's independence movement—represents another case of family influence in politics (Panda, 2022). In emerging democracies like Indonesia, women's success in politics faces unique challenges. They often rely on the popularity and political capital of male figures—fathers, husbands, or uncles—to secure their positions (Prihatini & Halimatusa'diyah, 2024). Many female politicians strategically align themselves with influential men, reflecting the ongoing dominance of patriarchal traditions in Indonesian politics. As a result, women's electability is often seen as an extension of male influence, making their political success a reflection of men's power (Corrington & Hebl, 2018).

From the literature we reviewed, we found that there are four factors that are often studied by various researchers, in describing women's victory in political contestation in Indonesia. First, dynastic politics. Haboddin (2023) shows that women often reach important political positions thanks to the power of political dynasties. For example, Nafisah (2023) research on the election of Dewanti-Punjul as Mayor of Kota Batu shows how family ties - in this case, status as the wife of a former mayor - played a major role in the victory. Second, the incumbent factor (Shair-Rosenfield, 2012). The success of women as incumbents in political contestation is also significant. In South Sumatra, R.A. Anita Noeringhati's consecutive victories in the South Sumatra Provincial Legislative Election from 2009 to 2019 (Maharani, 2023) and Een Rusmiyati's victory as a member of the Cirebon City Regional House of Representatives (DPRD) (Muzadi & Fitriyah, 2020) show how important the incumbent's position is in achieving victory. Third, political capital (Andari, Yuwono, & Erowati, 2024). In this context, women's victories are also often linked to strong political, social, and economic modalities. Fitriyah & Supratiwi (2015) revealed that the victory of female legislative candidates in Central Java in the 2014 legislative elections was influenced by qualified social and political modalities. The same applies to Rinna Sri Isdiyati in Majalengka Regency, where political and social modalities played an important role in her success (Heriyanto & Solihah, 2023). Fourth, family ties: Women's victory in politics is often influenced by familial ties. Beriansyah & Qibtiyah (2023) shows how family ties play a role in women's victory in the House of Representatives-Republic of Indonesia (DPR-RI) and Regional Representative Council-Republic of Indonesia (DPD-RI) legislative elections in South Sumatra. The same study with different city also revealed the role of family ties in the victory of female candidates in Jambi City in 2019 (Beriansyah et al., 2023). In addition, Harahap & Mujiburrahman (2024) analysis shows how Ratu Tenny Leriva's election was influenced by her father's status as an influential political figure in South Sumatra.

These four factors-dynasty politics, incumbency, political modalities, and family ties-reflect the diversity of factors in winning in the Indonesian political arena. However, there

remains an important gap in research that specifically explores the impact of family ties on voter behavior. Existing research generally points to the role of family in supporting women's electability, but often remains general and lacks depth. For example, Beriansyah & Qibtiyah (2023) and Beriansyah et al., (2023) only alludes to family involvement in the nomination process generally, while Harahap & Mujiburrahman (2024) emphasizes the influence of a popular and resourceful father, in particular. In contrast, our findings on Zainab's election in the 2019 Ogan Ilir District V Legislative Election offer deeper insights. We found that Zainab's family name played an important role as a determinant of women's electability in local politics. Further investigation into how big family names work in this context is still very rare, and to fill this gap, this research focuses on the strategic role of Zainab's extended family in winning a seat in Electoral District (Dapil) V of Ogan Ilir Regency. In addition, the researcher will elaborate on the strategies employed by the aunt in securing Zainab's victory. Thus, this research not only bridges the gap in the literature, but also enriches the understanding of the determinants of women's electability in local politics. In other words, the political power derived from the family name has been a key determinant in getting Zainab to the position she has achieved, highlighting how significant a role family ties play in local political dynamics. Therefore, Zainab's election is not only important for understanding the dynamics of Indonesian politics at the local level, but also provides new insights into how women can strengthen their position in the future without having to rely on the big names of the men around them. With this approach, this research not only provides deep insights into the local political context, but also explains how social and cultural forces play a role in determining election outcomes.

We found that Zainab's success in winning the Regional House of Representatives (DPRD) in Ogan Ilir Regency in 2019 was heavily influenced by her family's reputation and track record. These factors were instrumental in building her public image and expanding her network of support, making them crucial elements in her political campaign. In order to analyse that, this research is divided into three main sections that explore various dimensions of this topic. First, we explore the factors and dynamics of women's election in electoral politics in Indonesia. We reviewed and compared the results of previous research in a broader context. In this case, we examined various theories relevant to the electability of candidates in electoral politics at the global level in general, and the electability of women in Indonesia in particular. Apart from that, this review of the literature was conducted as a conceptualization to determine the position and contribution of our study. Second, we focus on the strategic role of the family name in determining Zainab's electability. We investigate how the power of family name serves as a key strategy and determining factor for Zainab in contesting the 2019 legislative election in Electoral District V, Ogan Ilir Regency. Third, the building of family networks. We reveal that the support and influence of Zainab's family network not only contributed to her popularity and positive image, but also expanded her social reach. Lastly, the comparative analysis with other research. In this section, we provided academic debate within women electability in Indonesian political contestation.

METHODOLOGY

To illustrate the chosen research methodology, the researcher implemented a qualitative descriptive design, anchored in a literature study approach as the primary data collection tool (Moen & Middelthun, 2015). This process was meticulously structured to not only trace a wide array of relevant sources but also to compile and organize the data related to the study's core topic (Creswell, 2003). The literature study became the backbone of the research, serving as both the data collection method and the theoretical base. Its purpose extends beyond mere data gathering—it allows the researcher to read, analyze, and uncover gaps in previous studies, thereby enhancing the study's contribution to the field (Huberman & Miles, 2012).

By adopting a descriptive qualitative approach, a staple in social science research (Khan, 2014), this method is particularly well-suited for exploring phenomena within their natural environments, revealing their deeper connections to existing theories (Khan, 2014). In practice, the author relied on diverse sources, including official documents like the 2019 Ogan Ilir Regency General Election Commission (KPU) reports, journal articles, and books (Sugiyono, 2015). During data analysis, the researcher employed a comprehensive qualitative process that involved recording phenomena, selecting relevant data, correlating findings, reducing extraneous information, and synthesizing everything into a cohesive narrative based on the relevant data. Correlative analysis techniques were pivotal in linking the study's subjects with the supporting theories. Visual data like diagrams were incorporated to distill the findings into a clear, accessible format, enhancing both understanding and interpretation of the results. In the final phase, the Richton model of familial ties theory was applied, a framework widely acknowledged for its robust analysis of family dynamics, especially in relation to sociological factors such as family reputation and educational background. Through this multifaceted approach, the research delivers a thorough examination of Zainab's electability in the 2019 Ogan Ilir Regency election, offering fresh insights into the intricate interplay of local politics and social influence.

RESULTS AND DISCUSSION

Family Renowned Reputation and Network Relations: Zainab Power Politic

The results voting in the legislative contestation of Electoral District (Dapil) V, Ogan Ilir Regency in 2019, showed that Zainab received 2,973 votes (Table 1). This figure is so amazing, which is seen from the female side, and particularly, not as an incumbent.

Table 1. Total Vote Acquisition of Electoral District V Ogan Ilir Regency 2019

No	Legislative Candidate	Party	Votes
1	Zainab	PDI Perjuangan	2.973
2	Sonedi Ariansyah	Democartic Party	2.335
3	H. Kosasi	Golkar Party	1.519
4	Dedi Damhudi	Partai Kebangkitan Bangsa	2.793
5	Arif Fahlevi	National Democratic Party (Nasdem)	1.872
6	Arham Fadoli	Partai Berkarya	1.702
7	Marzuki A. Karim, SH	Partai Hanura	2.290

Source: KPU Ogan Ilir Regency, 2019

The table above shows that the high number of Zainab's votes among all the candidates. Of course, the source of Zainab's exponential election is inseparable from the family ties factor. Therefore, the factor of Zainab's election in the contestation of Electoral District (Dapil) V, Ogan Ilir Regency 2019, is caused by family-name factors. Therefore, Zainab's election in the 2019 Ogan Ilir Regency gave rise to an interesting study of the extent to which the big family name factor worked in influencing Zainab election. Interestingly, in addition to carrying her family's name, Zainab also received significant support from her aunt Holida, who has high popularity among the people of Ogan Ilir District. Holida is not only a family member, but also a highly respected and beloved figure in the community. Holida is known as a reputable contractor in Tanjung Pinang village, mainly because of her generosity. Every month, Holida regularly distributes around 240 kg of rice to the poor and participates in various mosque construction projects. This active involvement in social activities has endeared Holida to the

community, and her name is often associated with positivity and social assistance. Holida's popularity and influence in the community gave Zainab a big advantage in political contestation. When people saw that Zainab was supported by a family member with an excellent reputation, such as Holida, their trust in Zainab increased. Holida's figure, who is known to be generous, diligent in giving alms, and concerned about the welfare of the community, makes people feel safe and confident to provide support to Zainab in the 2019 legislative election.

Tabel 2. Voter Preference Variables for Zainab in the 2019 legislative elections in Ogan Ilir Regency

No	Families Section	Sosiological Variable
1	Zainab's Family	Ethicity
		Religion
		Prominent Family
		Rich Family
		Generous
		Giving charity
		Family network
2	Holida/ aunty	Contractor
		High popularity
		Beloved figure
		Highly respected person
		Rich Family
		Prominent
		Giving Charity
		Work network
3	Zainab	Smart
		Rich women
		Gorgeous
		Well-educated
		Giving Charity
		Working with Holida

Source: Prosesed by Authors, 2024

From table above shows that Zainab smartly used her family's big name, particularly Holida's reputation, to reinforce her position as a trustworthy and reliable candidate. This is an effective strategy because in many communities, particularly in areas with strong social ties, a family's good name is often a guarantee of a candidate's credibility and integrity. Zainab's success in capitalizing on her family's reputation not only boosted her popularity, but also increased her chances of winning the legislative elections in Ogan Ilir District in 2019. Thus, family support, particularly from influential family members such as Holida, became one of the key elements in Zainab's campaign strategy. Through the synergy between her family's reputation and her careful political approach, Zainab managed to gain the trust of the community, which is an important foundation in any successful political campaign.

In an effort to gain sympathy and support from voters, candidates will usually implement various effective methods, efforts and strategies. Zainab, as a candidate, has implemented various strategies in order to increase her electability, especially in the Tanjung Pinang and Tanjung Atap village areas. One of the steps taken by Zainab was to provide compensation to the local community, which included funding for witnesses in the field, who played a crucial role in ensuring fairness and transparency during the election. Not only that, Zainab is also known for her support of the youth organization in Tanjung Pinang village, providing tents and other much-needed facilities for community activities. Zainab's popularity among voters is also

driven by her personal character of being young, smart and active in various social activities, which strengthens her image as a leader who is close to the community. For example, Zainab's installation of 10 street lights, provided various forms of assistance, such as the distribution of basic necessities, mineral water, and money, as well as the provision of tents, shrouds, and financial support for youth organization activities. These assistance programs were intended to attract public sympathy, as well as strengthen her political support in the field.

Family Network Resources: Strengthening Family Ties through Local Figures

Zainab utilized her influence and extended family network with community leaders, religious leaders, and traditional leaders, especially in Tanjung Pinang and Tanjung Atap villages. Collaboration with these figures is crucial as they are often respected and trusted figures in the local community. Their support could strengthen Zainab's legitimacy, giving the community more confidence that Zainab is a candidate who understands and respects local values and has a genuine commitment to community welfare. These community leaders can serve as a bridge of communication between Zainab and the community, helping to convey her vision, mission, and the programs she wants to implement. Moreover, by collaborating with these local leaders, Zainab can get more accurate information about the needs and expectations of the community, so that she can design more relevant and targeted policies and programs. In this context, the role of the success team is also crucial. Zainab's success team, which consists of people who are actively engaged in the field to seek support, has a huge responsibility in ensuring that Zainab's campaign messages reach the people effectively. Zainab has managed to form a sizable team spread across several strategic areas, with 70 people in Tanjung Pinang village and around 40 people in Tanjung Lalang village. In addition, in electoral district V, which covers two sub-districts, Zainab also has a team of around 50 people in total, although the distribution of support in some villages is different, with some having more and some having less.

This large team gives Zainab an advantage in reaching out to voters in different regions. These teams can serve as an extension of Zainab's arm in directly approaching the community, holding dialogues, and organizing activities that aim to build a closer relationship between Zainab and her voters. With this significant number of teams, Zainab can ensure that her programs are well socialized and that the support provided by community leaders is maximized. This strategy, if executed well, could strengthen Zainab's position as a candidate supported by various levels of society, relying not only on personal popularity, but also support from the social and cultural structures that exist in the local community. This collaboration between the success team and community leaders has the potential to create a strong synergy, which in turn can increase Zainab's electability in the political contest she faces.

Discussion

Numerous empirical studies has been talked about women's electability in Indonesian politics, which has been shaped by a multitude factors, and has often playing a crucial role in determining their success in politics. Recent prominent examples, in which women are increasingly entering for political representation by institutional factors or structural factors (Wardani & Subekti, 2021). In most cases, women are increasingly entering for contesting in politics, yet they still relying on the popularity and electability of male figures - such as fathers, husbands or uncles - to cemented their positions (Prihatini & Halimatusa'diyah, 2024). Therefore, it is no surprise that many women in politics list influential men alongside them as a key strategy. This phenomenon not only reflects the reality of Indonesian politics but also illustrates how the power of patriarchal traditions and structures still dominate the political arena in Indonesia. It means that, woman's electability in Indonesian political contestation is a man's victory (Corrington & Hebl, 2018). At the lower level, women's electability in politics

often hinges on two key factors. The first is their professional experience, particularly in leadership roles. For example, in the 2019 regional legislative elections in West Sumatra, women with diverse professional backgrounds, especially in non-governmental organizations, saw a significant boost in their electability (Dewi et al., 2023). The second factor is their public image as successful female. A notable case in East Nusa Tenggara province in 2019, how numerous of women elected increasingly after competing in multiple prior elections, slowly building their personal political skills and reputations (Bayo, 2021). These two factors—professional expertise and public success—play crucial roles in enhancing women's chances in political contests. Conversely, several studies also highlight negative factors that hinder women's electability from a sociological perspective. The first is the socio-economic disadvantage. As Prihatini (2019) notes, women often face weakened support from socio-economic structures, which undermines their chances of success in elections. The second factor is the limitation of financial resources. According to Harahap et al., (2023), women with restricted access to campaign funds struggle in the high-stakes arena of transactional politics. This financial constraint makes it significantly harder for them to secure electoral support compared to their better-funded counterparts. These barriers create significant challenges for women seeking political office, revealing the complex interplay between socio-economic status and electoral success.

Our study found that the family reputation recorded significant advances in gaining Zainab political electability. In this context, Palmer & Simon (2008) explored how the prestige of a woman's family can significantly shape her political reputation and electability. They found that in homogenous societies, a respected family name can strongly sway voter preferences, making it a crucial factor in a woman's political success. In this context, women's electability in politics is often rooted in family factors, making it a rich and complex subfield of sociology in the analysis of electoral politics. In Indonesia, with deep sociological ties dating back to independence, sociological factors have played a crucial role in determining the electability of a candidate. In this context, factors such as age, education, religion, ethnicity, and especially family, become important elements that influence voters' decisions (Liebe et al., 2021). Essentially, the position of family in politics serves not only as a candidate's personal background, but also as a strategic force that shapes public perception and voter influence. In Indonesia, a society that strongly upholds sociological values, often views family background as a key determinant in the electoral process. Families that are reputable, respected or have a strong political history can provide a significant boost to a candidate's electability.

At the local level, particularly in elections in areas such as Ogan Ilir Regency, the role of family in determining political choices becomes very clear. Families with high social status or political influence are often the cornerstone of political campaigns. Candidates who come from families with a respectable political track record can use this status as a tool to build credibility. Families with high social status or political influence are often a key platform in political campaigns. Candidates who come from families with respectable political track records can use this status as a tool to build credibility and attract support from voters. In practice, political campaign strategies often utilize the power of family to influence voter opinion. Families that are widely known and have great influence are often the measure or benchmark for voters in choosing candidates. By associating themselves with respected families, candidates can capitalize on the loyalty and trust attached to their family name to win votes. Considering the central role of family in determining the electability of women in politics, it is clear that family relationships and positions play an important role in campaigns and elections. In our study found that, the sociological environment relatively similar in most society Ogan Ilir has been offers valuable effect into Zainab's campaign in the 2019 legislative election in Ogan Ilir Regency. Her electability was closely tied to her family's reputation and their deep-rooted

connections within the community, illustrating how familial networks can play a pivotal role in shaping electoral outcomes.

Our final finding is Zainab's success in electoral politics cannot be separated from the use of her family's big name, which is known as a prominent family in Tanjung Pinang and Tanjung Atap villages, who are not only widely known but also respected by the local community. The good name and reputation of the Zainab family, which is known for its generous attitude and kindness towards everyone, is an important asset in building public trust. In a political context, family reputation is often a determining factor in influencing voters' choices. A family with social influence and perceived high integrity can strengthen a candidate's legitimacy in the eyes of the community. Zainab's family was known for not only maintaining good relations with many people, but also being active in providing an assistance to those in need. This generous attitude has created a positive image among the people, which in turn has contributed greatly to Zainab's popularity. Therefore, In the political constellation, family support and trust in prospective candidates play a very vital role in efforts to gain as many votes as possible.

CONCLUSION

Recent research has highlighted the important role of structures and institutions in shaping women's political representation. However, in this study, I focus on a more unique aspect: how family reputation and popularity can play a key role in increasing women's electability in political contests. A concrete example is Zainab in Ogan Ilir, who managed to win a Regional People's Representative Council (DPRD) seat in the 2019 elections thanks to the influence of her strong family name. Zainab's family is widely recognized for their wealth and generosity, having contributed greatly to the local community through various social initiatives, ranging from youth support to elderly care, as well as funding for public facilities.

The family's influence has not only built a good reputation in the community, but has also been a key foundation for Zainab's political platform. In an environment where political dynasties often rule, Zainab leveraged the power of her family to change voters' views, and eventually won the election convincingly, despite not being the incumbent. Her family's image as a pillar of philanthropy and their extensive social network provided Zainab with crucial political capital to emerge as a powerful political actor. Zainab's story challenges traditional stereotypes of male dominance in dynastic politics, and demonstrates how women can rise to power in independent and innovative ways, rather than simply standing in the shadow of male relatives.

This research makes an important contribution to the study of women's electoral politics in Indonesia, particularly in the context of local politics. In contrast to previous studies that have focused on factors such as political dynasties, political capital, and incumbent status, this research delves deeper into how family reputation can affect women's electoral outcomes. Previous studies in cities such as Palembang, Jambi, and Pekanbaru show that women's electability is often influenced by local dynamics that cannot be generalized. Each city has different historical, cultural, economic, and political contexts, which significantly shape local political interactions.

With this more specific approach, my research enriches the literature on women's electability with a more in-depth perspective on the relationship between family politics and electability. The findings provide practical insights for political parties and policymakers on how to effectively leverage family networks to increase women's participation in politics, without reinforcing nepotism or hampering meritocratic competition. This study also offers recommendations for further research, focusing on how voters perceive female candidates from political families. This approach can be done through experiments or voter surveys to find out

whether family ties strengthen or undermine public perceptions of the competence, leadership, and integrity of female candidates.

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