

Female Village Head's Leadership Communication Style in Special Region of Yogyakarta

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ABSTRACT

This research aims to identify the typology of leadership communication styles of female village heads in DI Yogyakarta province. The issue of women's leadership in the public sphere in Indonesia has increasingly developed since the emergence of the concept of affirmative action. This concept initially required political parties to provide a 30 percent quota for women to run for legislative positions. Affirmative action was then adopted in various fields such as education, bureaucracy, and social organizations. On the other hand, strong patriarchal sentiments towards women's leadership in the public sector are still the main obstacle for women to actualize their potential. Departing from this phenomenon, a quantitative method using a survey throughout September-November 2023 as a data collection mechanism was used to map the leadership communication style patterns of female village heads in DI Yogyakarta province. The output of this research proposal is an indexed journal article and additional output in the form of partnerships with villages in DI Yogyakarta that have female village heads or village heads.

Kata Kunci: *Communication style, leadership communication, female village head*