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INFLUENTIAL FACTORS ON THE POLITICAL ORIENTATION OF YOUNG FEMALE VOTERS Safira Hasna 1 *, Ruvira Arindita 2, Tarisha Dinda 3 1, 2,3 Department Communication, Faculty of Social and Politics Universitas Al Azhar Indonesia * Corresponding Author: safira.hasna@uai.ac.id Abstract : Political orientation shapes an individual's voting behavior and influences their participation in elections. Since the 2019 general elections (Pemilu), there has been a significant increase in female and young voters. Various factors including information about candidates, social image, credibility, and women's empowerment contribute to their political decisions. Women's empowerment, particularly in addressing issues like harassment, violence, and discrimination, plays a crucial role in enhancing self-strength, independence, and decision-making abilities, enabling greater political participation. Therefore, the objective of this research is to analyze the factors influencing the political orientation of young female voters specifically it eamines how information access, social influence, and women's empowerment shape their political preferences and decision- making processes. Using a survey method, data were collected from 200 respondents aged 17-39 years and analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) approach. This method helps determine the extent to which information access, social influence, and empowerment impact on political orientation. The findings reveal that these factors significantly shape young female voters' political preferences. Information and awareness contribute to their knowledge of candidates and policies, social influence affects their perception of credibility, and empowerment fosters independent political engagement. Keywords : Election, Empowerment, Political Orientation, Social Influence, Young Female Voters INTRODUCTION This study will discuss about how information, social image, credibility, women empowerment influence political orientation of young female voters. Since the issue of gender equality and women empowerment in politics have been crucial these days, therefore it is important to understand the dynamics of factors that influence the political orientation of young female voters. This study is urgent to conduct since the increasing participation of women, particularly young female voters, is indicative of a broader societal shift toward gender equality and the empowerment of women. The rise in female political candidates reflects this trend, with many of these candidates focusing on addressing issues that resonate deeply with Indonesian women. These include gender-based violence, discrimination in the workplace, reproductive rights, and education. By advocating for policies that support women's rights, female candidates are playing a crucial role in reshaping Indonesia's political environment, aiming to create a more inclusive and equitable society. Political participation is a vital component of democratic engagement, encompassing the various ways individuals contribute to the political process. This encompasses all activities related to politics, especially voting rights, campaigns, attending meetings, protests, and competitive elections, all of which constitute elements of political participation (Khan et al., 2021). From the candidate's perspective, numerous political parties aim to identify and engage women with the potential to

actively voice their aspirations and shape policies that favor women, all under the umbrella of equality. Political participation requires a political orientation. The term 'orientation' itself signifies an assessment to determine a proper and accurate stance (direction, place, etc.), or the underlying viewpoint that guides one's thoughts, attention, and tendencies to behave. Political orientation, on the other hand, refers to the perspective of a societal group within a social structure when engaging in political activities. The emergence of this orientation is influenced by both internal values and external factors, forming attitudes and patterns that guide their perception of a political subject. This political orientation subsequently shapes the framework in which interactions affecting an individual's political behavior occur (Yunita & Stanislaus, 2014). In the behavioral approach, there exists an interaction between individuals, and this interaction is always linked to one's knowledge, attitudes, and values, which in turn give rise to an orientation, thus leading to that behavior. Political orientation is a form of framework in which these emerging interactions eventually influence the political behavior of an individual. This political orientation can be influenced by an individual's perspective on political objects. Political orientation refers to the collective behavior within a community concerning state affairs, government policies, legal systems, and societal norms, guiding everyday conduct. Political orientation is included in the concept of political culture to shape the orientation of individuals or groups towards political processes and systems (Rasyidin et al., 2022). It signifies a shared set of values that enables society's involvement in making collective decisions and shaping public policies for the greater good. While political orientation resides within an individual's internal thoughts, it is reflected externally through their actions and engagement in political participation. This distinction is crucial since individual political orientation may not always manifest in behavior but remains as abstract thoughts, eventually leading to political engagement. The term encompasses a spectrum of concepts such as perspectives, opinions, attitudes, knowledge, and beliefs. Almond and Verba define political culture as citizens' characteristic orientation towards the political system, its components, and their attitudes towards their roles within it. This cultural orientation permeates various facets of society, shaping how individuals identify with state symbols and institutions, influencing their assessments and inquiries about their position and involvement within the political framework (Kristin Anjellina et al., 2021). Almond and Verba proposed a classification of types of political orientation, namely (Almond & Verba, 1963): 1. Cognitive Orientation, which involves knowledge about and belief in politics, its roles, responsibilities, as well as inputs and outputs. Cognitive orientation refers to an individual's knowledge and beliefs about political systems, including an understanding of their roles, responsibilities, and the mechanisms through which they operate. This dimension emphasizes the importance of political literacy and awareness, which can enhance an individual's ability to participate meaningfully in the political process. Those with a strong cognitive orientation tend to stay informed about political events, policies, and candidates, which equips them to engage in political discourse and make informed decisions during elections. This orientation also involves understanding the implications of political actions and policies, fostering a sense of responsibility and civic duty among citizens. 2. Affective Orientation, which pertains to feelings towards the political system, roles, the presence of actors, and their performances. Affective orientation encompasses the emotional responses individuals have towards their political system and its actors. This includes feelings of trust, loyalty, discontent, or enthusiasm related to government institutions, political leaders, and political events. Affective orientation can significantly influence voter behavior, as positive feelings towards a candidate or party may enhance support and participation, while negative emotions can lead to apathy or dissent. This dimension highlights the role of personal connections and emotional resonance in political engagement, demonstrating that politics is not solely a rational process but is also deeply intertwined with individual feelings and experiences. 3. Evaluative Orientation, which encompasses decisions and opinions about political objects that typically involve a combination of standard values and criteria with information and emotions (Supriyadi, 2019). Evaluative orientation involves the assessment and judgment of political objects, combining cognitive knowledge and affective responses to form opinions and make decisions. This aspect reflects how individuals apply their values, beliefs, and emotions to evaluate political issues, policies, and candidates. Evaluative orientation allows citizens to weigh options critically and determine their political preferences based on personal and societal standards. It plays a crucial role in shaping political attitudes and behaviors, as individuals actively engage in the decision-making process by considering how political entities align with their values and goals. Almond and Verba's classification of political orientation serves as a foundational framework for analyzing political behavior and participation. By recognizing the interplay between cognitive, affective, and evaluative dimensions, researchers and practitioners can better understand the complexities of political engagement, the motivations behind voter behavior, and the factors that drive political participation in various contexts. This classification also emphasizes the importance of fostering political literacy, emotional connection, and critical evaluation among citizens to enhance democratic participation and civic engagement. Previous research has shown that a major factor influencing political orientation, especially among young voters, is social media. The adoption of ICT has facilitated access to political information, and the use of social media also increases their engagement in political activities, both online and offline. In Pakistan, political orientation is highly influenced by partisanship, which plays a significant role in shaping young voters' political engagement on social media (Tariq et al., 2022). Through ICT, political orientation can be influenced by information or awareness about candidates. This is crucial as it requires background information such as education, ideology, and the beliefs of the candidate, which provide insights for voters to make their choices. The level of awareness and up-to-date information is closely related to the educational background, which significantly influences the ideology and beliefs of political leaders. Education is essential for the existing political and social systems, as well as the economic structure. The political knowledge and perspectives of women serve as a foundation for active participation within a democratic environment and act as a catalyst for changing political processes. Updated information about the overall situation empowers women with information and enhances their participation in decision-making processes in the realms of politics and governance (Fardischa, 2020). Additionally, for female voters, social image plays an important role in determining their political candidates. Social image, especially for women, is closely tied to the norms and value systems within a societal group, where women are members seeking to establish human connections (Fardischa, 2020). This can be observed through the candidate's figure. The social image is molded by mass media, where a woman's figure and appearance in the media carry intrinsic meanings in the content they convey. There are two models of media image construction (Thadi, 2014): first, the good news model is a construction that tends to portray news as positive. In this model, the news object is constructed as having a good image, giving the impression that the goodness inherent in the object is even better than it actually is. Second, the bad news model is a construction that tends to present a negative image of the news object, making it seem worse, more negative, and more malicious than the actual negative qualities present in the news object itself. Apart from information and social image, the credibility of political candidates also plays a key factor in shaping political orientation, plays a crucial role in determining how votes perceive political candidates and make their choices. Credibility here refers to a set of public perceptions regarding an individual's perceived abilities (Ida Wiendijarti, 2008). The more a person's political abilities are trusted by the public, the higher their credibility in politics. Two critical components of credibility are expertise and trust. Expertise forms the impression the public holds about a candidate's capabilities aligned with their visions and missions. Trust, on the other hand, relates to traits such as honesty, morality, and so forth. When a candidate demonstrates expertise, they are seen as competent and knowledgeable, making them more likely to be viewed as capable of effectively addressing complex political, economic, and social issues. This expertise is often judged based on the candidate's educational background, professional experience, and their ability to articulate clear and convincing policies that resonate with the electorate. On the other hand, trust rooted in perceptions of integrity, transparency, and ethical behavior fosters a deeper connection between voters and candidates. Voters are more likely to align themselves with candidates they believe share their values and moral principles. A candidate who is perceived as honest and trustworthy is more likely to gain public support, even in the face of policy disagreements, because trust provides a foundation for belief in long-term commitment and integrity in office. Thus, credibility, through both expertise and trust, is a decisive factor in shaping voters' political orientation, as it influences their confidence in a candidate's ability to govern effectively and uphold ethical standards. Furthermore, an issue of great concern is the empowerment of women, particularly in light of the increasing cases of harassment, violence, and discrimination that have marginalized women. Throughout history, women have consistently encountered enduring and widespread challenges, with solutions to their oppression proving intricate. Despite numerous advocates for women's liberation emerging and fading away, discrimination against women persists, undermining fundamental human values. The gender issue predominantly impacts women, either directly or indirectly. Essentially, any social injustice targeting women, laws or customs reinforcing their societal inferiority, or events significantly affecting a considerable number of women constitute gender issues. Moreover, gender issues encompass those that mobilize extensive groups of women into action, capturing the focus of women's advocacy groups. Empowerment here includes self-strength, self-control, independence, personal choices, the ability to advocate for one's rights, self-decision-making power, freedom, and more. Empowerment is an active multi-

dimensional process enabling women to realize their full identity and strength in all life domains (Srinivasa Murthy A T, 2017). This implies a decentralization of power and authority to those who are marginalized, oppressed, and powerless, who have yet to participate in decision-making (Mandel, 2013). The issue of 'women's empowerment' has become a central point in the programs and activities of the United Nations, governments, and non-governmental entities, especially in Indonesia, garnering attention from social scientists, researchers, and politicians. The concept of women's empowerment is not only about granting equal rights but also about reshaping the power dynamics that have long marginalized women in both public and private spheres. True empowerment involves enabling women to take control of their lives, break free from traditional gender roles, and challenge the societal structures that reinforce inequality. This process requires a holistic approach that includes education, economic independence, and political participation. Education equips women with the knowledge and confidence to make informed decisions, while economic independence provides the financial autonomy necessary to escape cycles of dependency and poverty. Political participation, meanwhile, ensures that women have a voice in shaping policies that affect their lives, from healthcare to labor rights. Furthermore, empowerment encourages collective action, as seen in the rise of women's movements around the world that advocate for gender justice, legal reforms, and societal changes. These movements push for systemic shifts that go beyond individual empowerment, seeking to dismantle the deeply entrenched norms and institutions that sustain gender disparities. Thus, women's empowerment is a comprehensive and ongoing process aimed at achieving true equality, where women have the freedom and agency to fully participate in all aspects of life. Several previous studies have explored the relationship between feminism, women empowerment and politics, particularly in the context of enhancing women's political participation online. Understanding feminism is crucial in examining how it can serve as a tool for women's empowerment in the digital political sphere, while also highlighting the influence of social and political factors on women's engagement in online political activities. Heger and Hoffmann (2021) finds Feminism enhances women's internal political efficacy, fostering their confidence in understanding and influencing politics. Certain feminist paradigms contribute to increased women's online political participation, though this effect is not always mediated by political efficacy. Among the three waves of feminism, standpoint feminism (second wave) has the strongest impact on promoting women's online political engagement compared to liberal (first wave) and post-structural (third wave) feminism. While internal political efficacy significantly influences online political participation, external political efficacy (perception of the political system's responsiveness) has a lesser impact. Additionally, women with conservative political orientations tend to have lower levels of political efficacy and feminist identification, which hinders their engagement in online political activities (Heger & Hoffmann, 2021). Other studies focus on the use of social media in the political campaigns of female candidates. Women candidates emphasize engagement and interaction with the public and more likely to discuss topics related to culture, state institutions, and gender issues, whereas men focus on economic policies and employment (Tsichla et al., 2023). Unlike previous studies, I will focus more on the factors influencing political orientation, particularly among young female voters in Indonesia, by examining each factor individually: information, social image, credibility, and women empowerment. The involvement of women in Indonesian politics is not a new phenomenon. In the 1955 election, Umi Sardjono was among the first women elected as a member of the Constituent Assembly. She, along with others, worked on critical issues such as marriage law reform, agrarian reform, and education, laying the foundation for future generations of women in politics. Despite progress, women in Indonesia continue to face challenges in the political sphere, including social norms, political dynamics, and structural barriers. To address these issues, initiatives such as the Strengthening Women's Participation and Representation in Indonesia (SWARGA) Project by the United Nations Development Programme (UNDP) have been implemented. This project, which ran from 2011 to 2015, aimed to enhance women's skills and knowledge in politics, empowering them to participate more effectively in governance. In 2024, Indonesia will hold a political event featuring both presidential and legislative elections. According to the General Election Commission (KPU), the 2024 Elections will be dominated by young voters, individuals aged 17-39. A survey conducted by the Centre for Strategic and International Studies (CSIS) indicates that young voters in the 17- 39 age range are predicted to make up nearly 60 percent, or around 190 million citizens (Naufal, 2021). In the previous 2019 Elections, young voters held the majority, and the number of female voters exceeded males by about 126 thousand (Bayu, 2019). Hence, the researcher is interested in analyzing the factors that influence the political orientation of young female voters, assessing how significant information/awareness, social image, credibility, and women's empowerment are in shaping political orientation in Pemilu 2024. METHODOLOGY This study employs a quantitative research design, specifically using Structural Equation Modeling (SEM) with Partial Least Squares (PLS)/ the research follows a positivist paradigm, utilizing a deductive approach to test hypotheses and establish causal relationships amongs variables. (Henseler et al., 2014). The researcher connects unseen concepts, ideas, or thoughts with techniques, processes, or procedures used to observe ideas in the empirical world, emphasizing two processes: conceptualization and operationalization. Conceptualization refers to the effort to take abstract complex constructs and refine them by providing conceptual or theoretical definitions. Operationalization, on the other hand, is the process of translating the conceptual definition of a construct into specific activities or measurements that allow researchers to observe it empirically (Neuman, 2014). Conceptualization: Refining complex constructs by providing clear conceptual and eoretical definitions for each variable: 1. Political Orientation: Defined as an individual's perspective and attitudes towards political entities, issues, and participation 2. Information/Awareness: The level of knowledge and understanding about political candidates and issues 3. Social Image: The public perception and representation of political candidates 4. Credibility: The perceived trustworthiness and competence of political figures 5. Women's Empowerment: The advancement of women's rights, opportunities, and representation in political spheres Operationalization: Translating conceptual definitions into measurable indicators: 1) Each construct was operationalized through multiple indicators in the survey instrument, 2) A 5-point likert scale was used for most items to ensure consistent measurement. The population in this study consists of: 1) Young voters (aged between 17-39 years in 2023, before the 2024 election), 2) Female voters. Since the specific population size is unknown, sampling is performed using the sample proportion formula P as follows: n: sample size p: estimated proportion in the population. If p is unknown, then p is assumed to be 0.5 q: 1 – p : Standard value of normal distribution table, where the confidence level = $Z_{0.05/2} = Z_{0.025} = 1.96$ (obtained from the Z Distribution Normal Table) E: Margin of error, which is 10% / 0.1 , Hence, the minimum sample size required for this study is 96 respondents. This number also fulfills the minimum sample size requirement of ten times the rules in SEM-PLS. Therefore, the researcher uses a sample of 200 young female voters in the 2024 election. The data obtained through questionnaires are subsequently analyzed using the Structural Equation Model (SEM) with Partial Least Squares (PLS), which is a method for structural equation analysis. SEM is a statistical analysis used to verify the relationships between the theoretical causal framework of independent and dependent variables. One of the most significant contributions of SEM is to examine the direct, indirect, and moderating effects of various variables in a complex model (Shaheen et al., 2017) Analysis stage There are 3 analysis stage, first measurement model assessment, to see all instruments in the research valid and reliable, 1) construct reliability testing using Cronbach's alpha and composite reliability, 2) convergent validity assessment using Average Variance Extracted (AVE), 3) Discriminant validity testing using Fornell-Larcker criterion. Second, structural model assessment to examine the extent of the influence information, credibility, social image, women empowerment on political orientation. Third, hypothesis testing by bootstrap resampling (5000 resamples) for significance testing and to examine the direct and indirect effect analysis. Limitations This research acknowledges several key methodological limitations. The cross-sectional design, while efficient, restricts our ability to establish causal relationships between variables, capturing only a snapshot of political orientations rather than their evolution over time. Self- reported data introduces potential biases, as respondents may provide socially desirable answers rather than their true attitudes, particularly regarding politically sensitive topics. The sampling approach, though carefully designed, presents some generalizability constraints. The focus on young female voters and the use of online survey distribution may limit the applicability of findings to other demographic groups and potentially exclude those with limited internet access. Despite these limitations, the study's findings provide valuable insights into the political orientations of young female voters, while acknowledging the need for future research to address these constraints. RESULTS AND DISCUSSION Respondent Characteristics Picture 1. Age Characteristics This data indicates that the majority of respondents belong to the youngest age group (17-22 years old), suggesting that the study primarily captures the perspectives of early-stage voters who are relatively new to political engagement. Picture 2. Occupational Characteristics Occupation Frequency Percent (%) University student 85 43% Civil servant 35 18% Private sector employee 58 29% Housewife 7 4% Entrepreneur 5 3% Others 10 5% The table presents the occupational characteristics of 200 respondents, showing that the majority are university students (43%), followed by private sector employees (29%) and civil servants (18%). Smaller portions include housewives (4%), entrepreneurs (3%), and others (5%), which may include freelancers or other unspecified jobs. This distribution suggests that the study primarily reflects the perspectives of young, educated individuals and professionals, which may

influence their political orientation and engagement. Statistical Analysis a. Construct Validity Table 1. Construct Reliability and Validity Average Variance Extracted (AVE) Credibility 0,779 Information Awareness / 0,549 Political Orientation 0,553 Social Image 0,610 Women Empowerment 0,755 The table presents the Average Variance Extracted (AVE) values for different research variables, which measure how well the items in each construct explain the overall concept. AVE values above 0.50 indicate that the variables are valid for analysis. Credibility has the highest AVE (0.779), meaning the measurement items strongly represent this concept. Women empowerment also has a high AVE (0.755) showing good construct validity. Social image (0.610), political orientation (0.553), and information awareness (0.549) all exceed the 0.50 threshold, confirming their validity. Since all variables meet the minimum requirement, the constructs used in this study are considered valid for further analysis. b. Discriminant Validity Table 2. Results of Fornell-Larcker Credibility Information / Awareness_ Political Orientation Social Image Women Empowerement Credibility 0,882 Information Awareness / 0,661 0,741 Political Orientation 0,641 0,697 0,744 Social Image 0,570 0,634 0,713 0,781 Women Empowerement 0,796 0,673 0,722 0,624 0,869 All indicators are declared as valid questions, with the correlation values of each latent variable being greater than the correlation values with other variables. This confirms that the constructs in the study are valid and measure different aspects of political orientation, credibility, awareness, social image, and women's empowerment. c. Reliability Analysis Table 3. Reliability Analysis Cronbach's Alpha Composite Reliability Credibility 0,929 0,946 Information Awareness / 0,726 0,825 Political Orientation 0,922 0,935 Social Image 0,835 0,885 Women Empowerement 0,918 0,939 From the table above, it can be seen that all Cronbach's alpha and composite reliability values are > 0.7, the established variables have been able to measure each latent (construct) variable effectively. It can be stated that all four measurement models are reliable. d. Path Coefficient Algoritma PLS Picture 1. Path Coefficient Model The path coefficient values in the results of the PLS algorithm in the above diagram can be summarized in the table below. Table 4. Path Coefficient Values Political Orientation Credibility 0,028 Information Awareness / 0,246 Social Image 0,340 Women Empowerment 0,322 The path coefficient values in the results of the PLS algorithm, as seen in the table above, indicate that social image has the strongest impact on political orientation at 0.340 or 34%. e. R^2 Analysis Table 5. R Analysis R Square Keterangan Political Orientation 0,665 Moderate From the table above, it can be observed that information, social image, credibility, and women's empowerment collectively explain 0.665 or 66.5% of the variance in the endogenous variable, political orientation. f. Hypothesis Analysis The hypothesis testing stage is conducted after the evaluation of the structural model. This stage is carried out to determine whether the research hypotheses proposed in the research model are accepted or rejected. SEM PLS can analyze significance using bootstrapping to assess the influence between variables. The results of path coefficients and t-statistic values obtained through the bootstrapping process with the sample size for resampling are shown in the following table Table 6. Hypotesis Analysis T Statistics (|O/STDEV|) P Values Hypothesis Remarks Information Awareness-> Political Orientation / 2,180 0,030 H1 Proven Social Image -> Political Orientation 4,165 0,000 H2 Proven Credibility -> Political Orientation 0,276 0,783 H3 Not Proven Women H4 Proven Empowerment - > Political 2,136 0,033 Orientation In the study, there are four hypotheses that can be explained as to whether each of them is proven or not. Information awareness, social image, and women empowerment significantly influence political orientation (H1, H2, and H4 proven). Credibility does not significantly affect political orientation (H3 not proven). Interpretation The Influce of Information / Awareness on the Political Orientation of Young Female Voters The level of awareness and up-to-date information is closely related to the educational background, which influences the ideology and beliefs of political leaders. Updated information about the overall situation empowers women with information and enhances their participation in the decision-making process in politics and governance. Information such as educational background, family background, religion, and the ideology of political parties influence their political orientation. The access to information, in particular that regarding their bags of mixed education and social class truly colours how they view political leaders and policies. The highest indicator influencing the political orientation of young women is religion, where the religion of political candidates becomes a factor that influences their political orientation. Religion affects history through collective conscience, while politics influences history through decisions, power, and warfare. However, the two can come together if both are institutionalized within a party, a phenomenon that can occur in Indonesia based on Pancasila (Saputro, 2018). This is also in line with surveys regarding the relationship between religion and politics, where religion often plays a significant role in the political preferences of young people. This is because Indonesia is a country that still takes religion into account in determining political policies in both general elections and regional elections. Religion is also often used as a political symbol to attract the attention of young voters (Kurniawati, 2023). The Influence of Social Image on the Political Orientation of Young Female Voters Image is how someone is perceived by others, in this case, the political candidate to be chosen by young women in the upcoming elections. Social image nowadays can be shaped through media, especially with the advancement of technology, enabling image formation through a person's personal social media. In contemporary politics, voters have limited opportunities to meet political candidates in person, so they increasingly rely on political information media to form and change their perceptions about the nature and character of political figures, where political image ultimately plays a key role in voting (Dimitrova & Bystrom, 2013). During election campaigns, candidates aim to present an attractive image of themselves and make a strong impression on voters. Researchers have introduced various ideas to explain how politicians showcase themselves in politics. The concept of self-presentation, initially introduced by Goffman in 1959 explores how individuals craft and establish a desired image during social interactions. Goffman depicted social interaction as a stage, distinguishing between what's visible to an audience (front stage) and what's concealed from others (back stage). Originally applied to face-to-face communication in politics, this theory expanded to encompass traditional media and later evolved to include digitally mediated platforms like candidate websites and social media profiles (Steffan, 2020). The research results indicate that the interaction of political candidates with others is the highest determining factor in a person's political orientation. If political figures interact well with others (followers, the public, fellow political figures), then the perceived image becomes better. In the realm of visual communication, displaying face could serve as a straightforward method for establishing personal connections and nurturing close relationships with followers on social media. As politicans, candidates have the option to display their faces or not in both formal and informal settings. The tactic showcasing faces and sharing personal informaton often enhances likalibility (Peng, 2021). The Influence of Credibility on the Orientation of Young Female Voters. In the study, the third hypothesis was rejected or not proven. The theory suggests that the more credible someone is in delivering a message, the more trust they can build, which in this case could be related to political orientation. However, the research indicates that there is no influence between the two. The majority of respondents expressed a contrary opinion on the indicators of the character and speaking ability of political figures, which are important to voters. This is because many other factors have a more significant influence on the political orientation of young voters. Magnus et al (2019) state that marketing and advertising strategies are always used in political campaigns. One important reason for these political marketing efforts is to build, emphasize, 'visualize and dramatize' political candidates, and to help create a positive image perception of the candidates in the eyes of the voters (Hultman et al., 2019). With the increasing power of the internet and social media, the tools and advertising platforms used in political marketing have changed significantly (Hobbs, 2017). Many political parties understand the need to reach a younger audience, shifting their focus towards building more authentic and engaging social media marketing strategies. Moreover, many young female voters do not care whether a political figure is competent or not. This is evidenced by the research results, with many respondents disagreeing with the idea that political candidates can address various issues in Indonesia. Young female voters may still participate in the 2024 elections but may not have faith in the vision and mission advocated by political figures. The Influence of Women's Empowerment on the Political Orientation of Young Female Voters The fourth hypothesis in this research is proven. Issues related to women's empowerment, which are particularly important for young female voters, are the second- highest influencing factor on their political orientation. Female candidates are expected to have the ability to advocate for women's rights and make decisions that support women. Despite women being an important part of society, they are still overlooked in the realms of social, cultural, economic, and political life. Women face various issues and challenges in their political participation. Therefore, it provides a pathway for women's empowerment. Political participation allows women to work for important social changes within society (Khan et al., 2021). Studies conducted across different countries demonstrate a positive relationship between the presence of female representation in politics and the advancement of policies that support women representation in politics and the advancement of policies that support women, particularly regarding maternity and childcare leave. In reality, if given the opportunity, women could potentially influence various other policy domains, ranging from aid to national security (Hessami & da Fonseca, 2020). The political orientation influenced by various factors has reached the evaluative stage, where there are decisions and opinions about political objects that involve a combination of standard values and criteria with information and feelings. This can be seen from the responses of the respondents who stated that they, young female voters, evaluate

every political figure and sift through various information about the elections on social media, which will ultimately influence the political decision-making process. The political orientation of young female voters is shaped by a complex interplay of factors, including information and awareness, social image, credibility, and women's empowerment. While the study confirms that information and awareness, social image, and women's empowerment play crucial roles, it also highlights that credibility may not be as significant a factor as previously thought. This research contributes to political orientation theories by refining the understanding of how information access, social influence, credibility, and women's empowerment shape young female voters' political behavior. It extends Almond and Verba's concept of political culture by demonstrating how cognitive, affective, and evaluative orientations interact in a digital age where media and empowerment play critical roles specifically expanding political orientation theory, intersection of political communication and gender studies, and social media's impact in shaping perceptions of candidates. For practical implications, governments and poltical institutions can use these findings to encourage plicies that support female political participation such as gender quotas or targeted empowerment programs. The research also addressing gender issues in campaigns, especially political parties should integrate gender policies to appeal young female voters. CONCLUSION This research contributes to the literature on political orientation by identifying the significant role of information awareness, social image, and women's empowerment in shaping young female voters' political decisions. Unlike previous studies that emphasized candidate credibility, this study finds that social influence and digital engagement play a more dominant role, particularly in the era of social media-driven political participation. These findings expand the understanding of political culture theory by integrating gender perspectives and media influence in shaping political orientation. From a practical perspective, the study highlights important implications for policymakers, political candidates, and civil society organizations. To increase female political participation, governments should implement policies promoting women's empowerment and gender-sensitive political campaigns. Political candidates should leverage social media strategies to enhance their public image and interaction with voters. Additionally, educational programs should focus on strengthening political literacy to ensure young female voters can make informed political decisions. For future research, longitudinal studies should be conducted to analyze how political orientation evolves over time. Additionally, comparative studies across different demographic groups could provide insights into whether these influencing factors vary based on socioeconomic backgrounds. Researchers could also explore the impact of misinformation and digital literacy on political decision-making. Despite its contributions, this study has limitations. The cross-sectional design restricts the ability to determine causality, as it captures only a snapshot of political orientations. The self-reported data may introduce social desirability bias, influencing the accuracy of responses. Furthermore, the sample is limited to young female voters, meaning the findings may not be generalizable to other voter demographics. Future studies should address these constraints to provide a more comprehensive analysis of political orientation dynamics. ACKNOWLEDGMENT The authors would like to acknowledge to some who have helped and supported in doing and accomplishing this research, materials and non-materials so that this research is done completely at least on this last point that in reader's hand. Thanks to LPIPM (Lembaga Penelitian Inovasi dan Pengabdian Masyarakat) Universitas Al Azhar Indonesia& Communication Science Department, also Faculty of Social and Political Science. To whole authors whose their works are quoted in this research. REFERENCES

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