

# SEMIOTIC ANALYSIS OF PRESIDENTIAL AND VICE-PRESIDENTIAL CAMPAIGN BILLBOARDS FOR THE 2024 ELECTION AND ITS IMPLICATIONS FOR INDONESIAN LANGUAGE EDUCATION IN HIGH SCHOOLS

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## Abstract

This research examines the semiotics of campaign billboards for the presidential and vice-presidential candidates in the 2024 election and its implications for Indonesian language learning in high schools. The objective of this study is to describe the semiotics of linguistic and visual meanings on the campaign billboards of the presidential and vice-presidential candidates in the 2024 election, and to describe the implications of the research findings on Indonesian language learning in high schools. This research uses a descriptive qualitative approach. The data sources are campaign billboards of the presidential and vice-presidential candidates in 2024 found on the internet. Data collection techniques include indirect observation and documentation. Data analysis technique uses referential equivalence. The presentation technique of the analysis results is informal. According to Peirce's theory, nine billboards were identified as Representaments. These campaign billboards include 3 for Anis-Muhaimin, 3 for Prabowo-Gibran, and 3 for Ganjar-Mahfud. The Object or use of language and visuals are evident in each campaign billboard. The Interpretant or explanation encompasses all signs that relate between the representament and the object. In conclusion, the research findings present the vision, mission, and call for the public to support their choices through campaign billboards designed with the characteristics of each presidential and vice-presidential candidate in the 2024 election. The implications of this research are relevant to Indonesian language learning in the second semester of high school phase E, particularly in poetry materials.

Keywords: Semoticon, Campaign billboards, Presidential and vice presidential candidates, Indonesian language learning.

## 1 INTRODUCTION

According to Widjono (2007:14), language is a sequence of sound representations used to convey messages by the individuals who use it, while Keraf (1997:1) defines language as a special system of sound representations conveyed by the human speech organs. Based on the opinions of these experts, language can be likened to a tool or means for conveying and establishing cooperation among its users. Achmad and Abdullah (2009) provide eleven characteristics of language, namely: language is a framework, language is a framework of representations, language is meaning, language is customs, language is a framework of sounds, language is indefinite, language is useful, language is special, language is widespread, language has varieties, and language involves associations. With its numerous elements, language is also utilized as a part of another science, namely linguistics.

As Indonesians, we have the Indonesian language. This language appears as parole, specifically discourse that is spoken or heard by us. In this way, parole is a display of langue. Parole is what can be directly observed by etymologists. Language is a linguistic skill that is innate to every human being. This ability also needs to be developed through practice. Alwasilah (in Krisanjaya 2008:18) argues that individuals with disabilities do have language, but due to real challenges, they cannot speak normally.

In addition to expressing language verbally, language can also be conveyed through writing or indirect language. Written language is typically used to write something or represent someone's expressions through various media. For example: books, social media, posters, newspapers, or even billboards. By writing language through these various media, it is hoped that the recipients of the information will understand the written message well. However, this is not always the case; sometimes the written

language can have different meanings when understood by different individuals or groups and may not match the expectations of the writer of the information in various media.

Semiotics, developed by Charles Sanders Peirce, is considered a uniquely layered and distinctive American scholarship. Peirce's hypothesis is known as a superior hypothesis in semiotics, with Peirce's thinking being general and a primary differentiator of all signs. Peirce distinguishes the important components of a sign and reassembles each part into a total or singular construction. Charles Sanders Peirce is famous for his triadic model, which consists of several models, including the following:

1. **Representamen:** The structure derived from a sign that functions as a sign or also called a sign.
2. **Object:** Something that the sign refers to, associated with its reference.
3. **Interpretant:** Specifically, the representation of thought within the sign itself (Semiotics and Sanders, 2019).

According to Peirce, signs refer to words and representation is its primary capability. This relates to the importance of the actual sign, specifically something that has a real structure and must refer to various choices of that sign. In semiotic terms, a sign can be words, images, sounds, non-verbal communication, or physical developments and objects. Labels are very universal. Similar to gestures, traffic lights, flags, and other signs, words are also signs. Furthermore, a sign can be anything, such as the construction of a scientific work, a film design, an individual, a building, or bird calls. Peirce, an American scholar, emphasized that we can think with the help of signs. This indicates that we cannot communicate without signs.

The issue in society is that people often struggle to interpret the meaning of language and symbols in social media, newspapers, and so on. To help people understand the meaning of language or symbols and signs, a comprehension of semiotics is needed. Hermaji (2021:22) states that semiosis is fundamentally the brain's (mind's) ability to understand signs (images, sounds, symbols, or language). The field of study that broadly examines signs is semiotics. Other languages used, such as representation, focus more on activities that create knowledge that makes such understanding possible.

In this study, the researcher will examine the meaning of signs or semiotics in the billboards used by each presidential and vice-presidential candidate, as well as analyze the visual forms present on the campaign billboards for presidential and vice-presidential candidates in the 2024 elections. By studying the semiotics or meaning of signs on these billboards, it is hoped that the public will not misunderstand the messages conveyed and will be able to understand them without confusion. Additionally, understanding the meaning of these signs can serve as a literary learning tool at the junior high school or senior high school level.

## 2 METHODOLOGY

This study employs a qualitative descriptive method and approach. The reason for using this method is that the language on campaign billboards explains with words that describe a symbol or sign found on the billboards of presidential and vice-presidential candidates for the 2024 elections.

The data for this study consists of billboards for the presidential and vice-presidential candidates of 2024, using indirect observation and documentation techniques. In this technique, the researcher acts as an observer of the language indirectly, as the data is collected from the internet. The data collection technique uses referential equivalence.

This study utilizes the theory of Charles Sanders Peirce. Semiotics, as developed by Charles Sanders Peirce, is considered uniquely layered and distinctive in American scholarship. Peirce's hypothesis is known as a superior hypothesis in semiotics, with Peirce's thinking being general and a primary differentiator among all signs. Peirce distinguishes the important components of a sign and reassembles each part into a total or singular construction.

## 3 RESULTS

### 3.1 Semiotic Analysis of the Meaning of Language and Visuals in 2024 Presidential and Vice-Presidential Campaign Billboards

Semiotic Analysis of the Language and Visuals in the 2024 Presidential and Vice-Presidential Campaign Billboards for Candidates 01, 02, and 03

### 3.1.1 Campaign Billboards 1 : Anis-Muhaimin



KBAnews

From the data above, the billboard for Candidate 01, Anies-Muhaimin, features the slogan "Saatnya Guru dan Santri Memimpin Negeri" ("It's Time for Teachers and Students to Lead the Nation").

#### Textual Semiotics

The phrase "Saatnya Guru dan Santri Memimpin Negeri" is directed towards Anies-Muhaimin or Candidate 01. The term "Guru" (Teacher) is associated with Anies Baswedan, as the word "guru" traditionally refers to a leader in the classroom. In this context, it signifies a person who will lead the nation, namely Anies Baswedan. The word "Santri" (Student) is interpreted as a loyal follower who accompanies the teacher, and in this case, it refers to Muhaimin Iskandar, the vice-presidential candidate. The choice of "guru" and "santri" highlights Anies-Muhaimin's strong religious background compared to other candidates. This is evidenced by their frequent presence at religious venues during their campaigns. Even outside religious sites, Candidate 01 engaged in communal prayers at the Jakarta International Stadium (JIS) on February 10, 2022.

#### Visual Semiotics

The billboard for Anies-Muhaimin features a green background, with both candidates dressed in black suits and wearing similar accessories: suits, ties, caps (peci), and glasses.

- **Background Color:** The green background of the billboard references the colors of the NU (Nahdlatul Ulama) and Muhammadiyah flags, signifying their connection to these Islamic organizations.
- **Attire:** The white shirt and black suit symbolize professionalism and competence. The tie represents authority, while the peci signifies Islamic identity.
- **Visual Cohesion:** The uniformity in their attire and the religious symbolism support the slogan "Saatnya Guru dan Santri Memimpin Negeri." The visuals project a sense of unity and authority, reinforcing their message and image.

In summary, the billboard's visual elements and slogan align closely, emphasizing professionalism, religious affiliation, and unity. The coherent presentation of Candidate 01 effectively supports the campaign's thematic focus on leadership and religious values.

### 3.1.2 Campaign Billboard 2 : Prabowo-Gibran



Gatra.com

From the data above, the billboard for Candidate 02, Prabowo-Gibran, features the slogan "Maju Bersama Lintas Generasi" ("Advance Together Across Generations").

#### Textual Semiotics

The phrase "Maju Bersama Lintas Generasi" reflects the significant age difference between Prabowo and Gibran, who are 36 years apart. This age gap signifies a generational difference, and the slogan emphasizes that this difference is a strength rather than a weakness.

- **Generational Difference:** The slogan highlights the collaboration between different generations—Prabowo representing the older generation and Gibran the younger one. The idea is that this generational gap is a bridge that connects and enables progress across various age groups.
- **Collaboration for Progress:** The semiotic meaning of the slogan suggests that the diverse experiences and perspectives of both generations can contribute to building a better future together. The campaign uses this generational contrast to present a vision of unity and advancement through collaboration.

#### Visual Semiotics

The billboard for Prabowo-Gibran features a black background with a futuristic theme, where both candidates wear similar attire but with different brightness levels, and no accessories are present.

- **Background Color:** The black background with a hint of futuristic imagery conveys a sense of modernity and vision. It suggests that the campaign is forward-looking and focused on future progress.
- **Attire:** The candidates' similar outfits but with varying brightness levels symbolize their unity and shared goals, despite their generational differences. The lack of accessories emphasizes a clean, focused image that aligns with the campaign's message of moving forward together.
- **Visual Cohesion:** The consistent yet varied attire and the futuristic background reinforce the idea of generational collaboration and progress. The visual elements support the slogan by presenting a unified yet forward-thinking image.

In summary, the billboard's design and slogan effectively communicate the theme of generational collaboration. The visual elements of a black background with futuristic hints and the candidates' similar but distinct attire underline the message of "Advancing Together Across Generations," portraying a harmonious blend of experience and youth for the betterment of the nation.

### 3.1.3 Campaign Billboards 3 : Ganjar-Mahfud



Lombok Today

From the data above, the billboard for Candidate 03, Ganjar-Mahfud, features the slogan "Gerak Cepat Indonesia Unggul, Pilihan Paling Solah" ("Swift Action for a Superior Indonesia, The Best Choice").

#### Textual Semiotics

The slogan "Gerak Cepat Indonesia Unggul, Pilihan Paling Solah" highlights the campaign's focus on prompt action.

- **Swift Action:** The phrase "Gerak Cepat" (Swift Action) implies that if Candidate 03 is elected, their plans and missions will be implemented rapidly. The message is that a quick response is essential for achieving progress and excellence.
- **"Solah" Meaning:** The term "Solah" in Javanese translates to "movement" or "action." Therefore, the slogan emphasizes that the electorate should quickly choose Candidate 03 because their vision and mission will be swiftly realized. It suggests that choosing Candidate 03 is the best option for immediate and effective action toward a superior Indonesia.

In summary, the semiotic meaning of the slogan "Gerak Cepat Indonesia Unggul, Pilihan Paling Solah" encourages voters to make a prompt decision in favor of Candidate 03, with the promise of rapid implementation of their vision and plans for a more advanced Indonesia.

#### Visual Semiotics

The billboard for Ganjar-Mahfud features a red and white background, symbolic of the Indonesian flag, with both candidates wearing formal shirts but with different colors and accessories.

- **Background Color:** The red and white background symbolizes the Indonesian flag, signifying national pride and the candidates' commitment to the country.
- **Attire:** Both candidates are dressed in formal black and white shirts, symbolizing professionalism and seriousness. However, there is a notable difference in their accessories:
  - **Ganjar:** Does not wear any accessories, which may suggest a simpler or more straightforward approach.
  - **Mahfud:** Wears a peci (traditional cap) and glasses, which can symbolize Islamic identity and wisdom.
- **Visual Cohesion:** The differences in accessories between Ganjar and Mahfud might reflect individual roles or personal styles, but they do not fully align visually. The use of a national flag background supports the campaign's emphasis on national pride and the promise of swift action for the nation.

In summary, the visual elements of the billboard, including the red and white background and the varying accessories, reinforce the slogan's message of rapid progress and national focus. The formal attire and national symbolism underline the candidates' commitment to professionalism and swift action for the benefit of Indonesia.

## 4 CONCLUSIONS

Based on the results of the semiotic analysis of the signs present in the campaign billboards, the following conclusions can be drawn:

### 1. Semiotic Analysis of Language and Visuals in the 2024 Presidential and Vice-Presidential Billboards

The analysis reveals that the billboards used by presidential and vice-presidential candidates in the 2024 election convey information and calls to action for voters. The study identified nine data points, encompassing:

- Representamen (Signs): The elements present on the billboards.
- Object (Language and Visuals): The specific language used and the visual elements depicted.
- Interpretant (Explanation): The interpretation and meaning derived from the language and visuals.

All language and visual elements on the billboards are tailored to reflect the characteristics of the presidential and vice-presidential candidates, including their visions, missions, and the imagery supporting their campaign messages.

### 2. Implications for Indonesian Language Education in High Schools

The findings of this study have significant implications for Indonesian language education, particularly for the poetry curriculum in the 10th grade (X). Semiotics can serve as an example and reference for understanding how language and visual elements carry hidden meanings. This approach can enhance students' comprehension of how various forms of communication convey deeper, often implicit, messages.

In summary, the semiotic analysis demonstrates how campaign billboards effectively use language and visuals to communicate political messages, while also offering educational insights into the interpretation of signs and symbols in various forms of communication.

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