

Beyond Words: Semiotic Strategies in Indonesian Presidential Campaign Posters

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Abstract

This article investigates the semiotic strategies employed in Indonesian presidential campaign posters, utilizing semiotics as a powerful tool to decode symbols and signs in political communication. The study focuses on the verbal and visual aspects of the posters, aiming to uncover their intended meaning, myth, and ideologies. Through a comprehensive analysis of the visual elements, symbols, and textual cues, the research examines the semiotic strategies employed to convey messages and influence voter perceptions. Drawing on theoretical frameworks of semiotics and political communication, the findings reveal how subtle visual and textual choices shape the interpretation and reception of political messages. The implications extend beyond this specific campaign, offering valuable insights for future electoral discourse and visual communication strategies. Understanding the semiotic strategies in political campaigning enhances our comprehension of the complex dynamics of political communication, facilitating a more nuanced understanding of how political messages are constructed and perceived. This study contributes to a deeper understanding of the role of semiotics in political communication and provides a foundation for further research in the field.

Keywords: Semiotics, Indonesia, presidential campaign, poster.

Indonesia, a populous nation ranked fourth globally, possesses a dynamic and diverse political landscape influenced by numerous factors such as regional dynamics, religious affiliations, socioeconomic disparities, and public sentiment towards incumbent leaders or past administrations. The presidential election carries substantial significance in shaping the country's political trajectory. It involves multiple political parties engaged in power struggles, coalition formations, and the emergence of presidential candidates representing diverse ideologies and platforms. The 2024 presidential

election in Indonesia is fiercely competitive, featuring candidates from various parties and backgrounds. These candidates rely on factors like their track record, public image, charisma, and their ability to effectively articulate their vision for the nation to get support. Public opinion, media portrayal, and grassroots movements all contribute in shaping the political landscape and the popularity of presidential contenders.

One of the presidential candidates is Ganjar Pranowo, a notable Indonesian politician associated with the Partai Demokrasi Indonesia

Perjuangan (PDIP). He has held the position of Governor of Central Java since 2013, demonstrating his leadership acumen and executing development initiatives. Noteworthy aspects of Pranowo's tenure include his emphasis on poverty alleviation, as well as his commitment to fostering the growth of agriculture and tourism in the region. His proactive approach to governance has garnered recognition for enhancing infrastructure and social welfare in Central Java. Pranowo's candidacy stands out due to his proven track record as the Governor of Central Java, a populous province in Indonesia. His widespread popularity and solid support base within the region, coupled with his affiliation with the PDIP, a prominent political party in the country, solidify his candidacy as a formidable force.

The field of political communication has long recognized the power of visual imagery in shaping public perceptions and influencing electoral outcomes. In contemporary political campaigns, posters play a crucial role as a visual medium to convey messages, ideologies, and candidate personas. However, their effectiveness extends beyond mere aesthetics; hidden within these posters lie semiotic strategies that hold the key to understanding the intricate dynamics of political communication.

This study aims to unravel the underlying strategies employed in the presidential campaign posters of Ganjar Pranowo. As a prominent figure in Indonesian politics and a potential future president, Ganjar Pranowo's campaign posters serve as an intriguing subject for analysis. By exploring the semiotic dimensions of these posters, we can gain valuable insights into the intentional use of symbols, visuals, and textual cues to shape voter perceptions and evoke desired responses.

Semiotics, as a theoretical framework, provides a powerful tool for interpreting the meaning behind visual signs and symbols. It recognizes that communication extends beyond words and encompasses a complex interplay of visual representations, cultural references, and

collective interpretations. By deciphering the semiotic strategies employed in Ganjar Pranowo's campaign posters, we can uncover the deeper meanings and intentions behind the visual elements and understand how they contribute to the overall political discourse.

There are previous studies which are similar to this current study. The first study conducted by Jones (2014) entitled "Political Semiotics of National Campaign Posters and Pictorial Representation: Thailand's 2011 General Elections". The study focuses on the 2011 Thai general election, which was seen as a crucial moment for socio-political reconciliation in Thailand. The author explores the role of campaign posters in reflecting the highly contested nature of Thai politics, with a particular focus on the controversial "Vote No" campaign by the For Heaven and Earth Party. The study aims to decode the semiotics of the party's political campaign posters by applying a multimodal discourse analysis and critical semiotics framework. The study provides cultural context and employs a critical lens to analyze the semiotic elements of the campaign posters, giving insight on the underlying political discourse and potential implications for democratic processes in Thailand.

The second study conducted by Putri (2018) entitled "A Semiotic Analysis of Joko Widodo Political Cartoons in The Jakarta Post E-Paper". The primary objective of the research is to identify the semiotic signs present in the political cartoons and understand how these signs convey meaning. The study adopts a descriptive qualitative research method and employs the theory of Peirce's Triadic Semiosis, which examines the relationship between signs, their meanings, and the interpretants. The data used in the research consist of political cartoons featuring Joko Widodo as President of Indonesia, and they serve as the objects of analysis. The cartoons provide critical insights into the regulations implemented during the Jokowi-JK cabinet's tenure. This research contributes to understanding the semiotic dimensions of

political cartoons and the criticisms and interpretations surrounding Joko Widodo's presidency in Indonesia.

The third study conducted by Muhammadiyah (2020) entitled "A Semiotic Analysis of Political News Featured in Indonesian Newspapers". This study focuses on assessing the use of semiotics in Indonesian news articles pertaining to the election campaign of Governor and Deputy Governor Candidates in South Sulawesi between 2013 and 2018. The research applies a semiotic analysis method developed by Barthes. The findings of the study indicate that the utilization of semiotics in newspaper articles related to the election campaign primarily emphasizes the efforts of political actors. Through the use of imagery, these actors aim to get public attention and media coverage in their bid to secure positions as future leaders. This research highlights the application of semiotics in analyzing election campaign coverage in Indonesian news articles. It reveals the emphasis placed on political actors' struggles and their attempts to secure public attention, while also noting the modification of campaign language in news texts. By analysing the power dynamics and actions of political actors, this study contributes to a deeper understanding of the semiotic aspects of election campaigns in the region.

The current research differs from previous studies by focusing on a specific political candidate of Indonesian President, Ganjar Pranowo, and examining the semiotic strategies employed in his campaign posters. Unlike broader analyses of political posters, this study provides a targeted investigation into the visual and symbolic elements utilized in the posters to convey messages to the audience. It uniquely aims to decipher the underlying meanings and interpret the semiotic strategies employed, offering insights into the visual language and symbolism used in political campaigns.

This research contributes to the knowledge on political communication by analyzing the semiotic dimensions of campaign posters and

their role in shaping political narratives. It provides a deeper understanding of the strategies employed by the candidate and the teams to convey messages, establish identities, and mobilize public support. Moreover, the findings have practical implications for future electoral campaigns, as they can inform the development of effective visual communication strategies that resonate with the electorate. In the following sections, we will examine into a comprehensive analysis of Ganjar Pranowo's presidential campaign posters, drawing upon semiotic theory and relevant literature in the field of political communication.

METHODS

The research method employed in this study involves the systematic collection and analysis of data. The data source for this study consists of the political campaign posters of Ganjar Pranowo from the PDIP party, which are obtained through the observation method. These posters are collected from various news websites, ensuring a diverse and representative sample. Subsequently, a qualitative method is employed to analyze the collected data in depth. The researcher focuses on exploring and interpreting the visual and textual elements within the posters, aiming to uncover the intended messages, ideologies, and persuasive strategies employed in the campaign. Drawing on theoretical frameworks and concepts from semiotics, such as those proposed by Saussure and Barthes, the researcher guides the analysis process. Semiotics, the study of signs and symbols and their interpretation, forms the foundation of this research. The semiotic analysis involves a systematic examination of the signs, symbols, and codes present in the posters, considering various aspects such as visual imagery, colors, typography, and slogans. Through this analysis, the researcher aims to decipher the underlying meanings and messages conveyed by these elements, uncovering the

intended ideologies and persuasive techniques employed in the campaign posters.

RESULTS AND DISCUSSION

This section presents the findings and analysis of the study, which focused on the comprehensive examination of both the verbal and visual aspects of Indonesian presidential campaign posters. The analysis aimed to uncover the intended meanings, myths, and ideologies embedded within these posters. By closely examining the visual imagery, colors, typography, slogans, and other semiotic elements, the study sought to decode the hidden messages and symbols that contribute to the overall communication strategy of the campaign. Through an in-depth exploration of these elements, this section provides valuable insights into the underlying meanings and the ways in which myths and ideologies are constructed and conveyed through the political posters. The discussion encompasses the intricate relationship between the verbal and visual elements, revealing the persuasive techniques employed and their impact on shaping public perception and discourse during the campaign.

In the dynamic landscape of political campaigning, verbal and visual communication plays a significant role in shaping public opinion and voter behavior. The first poster in this study serves as a prime example of how intricate visual and verbal elements can be strategically combined to convey powerful messages.



Figure 1

The verbal sign can be seen in the sentence PDIP bergerak peta politik berubah which translated in English into “When PDIP makes a move, the political landscape changes”. The connotative or intended meaning of this verbal sign is that the actions or decisions made by the PDIP (Indonesian Democratic Party of Struggle) have a significant impact on the political landscape. It suggests that the party's movements or initiatives have the potential to bring about substantial transformations or shifts in the political arena. The phrase implies that the PDIP holds considerable influence and that its actions are closely linked to changes in the overall political dynamics. The myth embedded in this verbal sign is the notion that the PDIP is a driving force capable of altering the political landscape. It creates a narrative that positions the PDIP as a key player with the ability to shape and redefine the political environment in Indonesia. The myth suggests that the party's actions have a transformative power, portraying it as a catalyst for change. The ideology conveyed by this verbal sign aligns with the PDIP's political agenda and its self-perception as a transformative force. It implies that the party possesses the vision, leadership, and ability to bring about positive changes in the political system. The ideology resonates with the party's core values and objectives, positioning the PDIP as a dynamic and influential political entity committed to shaping the direction of Indonesian politics. Overall, this verbal sign reinforces the perception of the PDIP as a powerful and influential political party that has the capacity to drive significant changes in the political landscape. It reflects the party's desired image and narrative, projecting its role as a transformative force in Indonesian politics.

The verbal sign “When PDIP makes a move, the political landscape changes” suggests a specific campaign strategy employed by the PDIP party. The intended meaning is that the party positions itself as a catalyst for political change and progress. This strategy aims to create a perception that the PDIP's actions and

initiatives have a transformative impact on the political landscape. The myth surrounding this verbal sign revolves around the idea that the PDIP holds the key to unlocking positive changes in the political sphere. By highlighting their role in shaping the political landscape, the PDIP seeks to establish itself as a dominant and influential force capable of leading the country towards a better future. This myth reinforces the party's image as a driver of progress and positions them as the party of choice for those seeking significant political transformations. The ideology conveyed through this campaign strategy aligns with the PDIP's core values and objectives. It reinforces their commitment to progressive policies and positions them as agents of change. By emphasizing their ability to bring about political shifts, the PDIP aims to appeal to voters who are looking for a party that can effectively address societal issues and drive meaningful reforms. Overall, this campaign strategy seeks to present the PDIP as a dynamic and transformative political force, capable of making substantial improvements in the political landscape. It aims to resonate with voters who are seeking change and progress, positioning the PDIP as the party that can deliver on those aspirations.

Another example of a verbal sign can be observed in the ribbon worn by Ganjar Pranowo, where it states *Calon presiden qu* which translates to "My Future President". The intended meaning of this verbal sign suggests a sense of personal connection and anticipation towards Ganjar Pranowo as a potential future president. It conveys a strong endorsement and support for Ganjar Pranowo's candidacy, positioning him as the desired leader for the speaker or the target audience. In terms of myth, this verbal sign constructs a narrative of hope, progress, and a better future associated with Ganjar Pranowo's presidency. It creates an aspirational image of Ganjar Pranowo as a transformative figure who embodies the aspirations and dreams of the people. Regarding ideology, the verbal sign reflects the

endorsement of Ganjar Pranowo's political agenda and values. It signifies the alignment of the speaker or the target audience with the ideological stance and policies advocated by Ganjar Pranowo, which could be related to specific issues, such as governance, development, social welfare, or other key aspects of the political platform. Overall, the verbal sign "Ganjar Pranowo, My Future President" employs semiotic elements to evoke a sense of personal connection, hope, and endorsement towards Ganjar Pranowo's presidential candidacy. It constructs a narrative of a promising future under his leadership and aligns with the ideological values and aspirations of the speaker or the target audience.

The verbal sign "My Future President" can provide insights into the campaign strategy. Firstly, this verbal sign focuses on personalization and creating a strong sense of identification between Ganjar Pranowo and the audience. By using the possessive pronoun "My," it establishes a direct and intimate connection, aiming to foster a sense of ownership and loyalty towards Ganjar Pranowo's candidacy. Furthermore, this verbal sign utilizes the concept of a future-oriented vision. By positioning Ganjar Pranowo as the "Future President," it implies a forward-thinking approach, projecting a sense of optimism and anticipation for the potential changes and improvements that his leadership could bring. This strategy aims to appeal to voters who are seeking a fresh perspective and a break from the status quo. The campaign strategy behind this verbal sign also involves the creation of a personal brand for Ganjar Pranowo. By associating him with the notion of a future president, it seeks to build recognition and familiarity among the electorate. This branding strategy aims to enhance Ganjar Pranowo's visibility, credibility, and appeal as a presidential candidate. Moreover, the use of the verbal sign in campaign materials and communication platforms aims to spread a consistent and persuasive message. It serves as a rallying cry for

supporters and helps in building a sense of enthusiasm and excitement around Ganjar Pranowo's candidacy. Overall, the verbal sign "My Future President" plays a strategic role in the campaign by personalizing the candidate, projecting a future-oriented vision, establishing a personal brand, and fostering a sense of enthusiasm and support among the electorate.

In term of visual signs, we observe the presence of two individuals on the poster: Ganjar Pranowo, the candidate for president, and Megawati Soekarnoputri, the leader of the PDIP party. Ganjar Pranowo's visual representation as a presidential candidate carries connotations of leadership, competence, and aspiration. His appearance may be carefully crafted to project an image of professionalism, reliability, and authority. The myth surrounding his portrayal could revolve around his ability to bring about positive change, progress, and a promising future for the country. This visual sign aims to convey the ideology of Ganjar Pranowo as a capable and trustworthy leader, emphasizing his qualifications and suitability for the presidency. Megawati Soekarno Putri's visual representation as the head of the PDIP party embodies connotations of experience, authority, and party affiliation. Her presence on the poster signifies her endorsement and support for Ganjar Pranowo's candidacy. This visual sign reinforces the myth that Ganjar Pranowo has the backing and approval of the PDIP, a major political party in Indonesia. The ideology conveyed through Megawati Soekarno Putri's visual representation is one of party unity, collective strength, and the endorsement of a respected political figure. It aims to establish a connection between Ganjar Pranowo and the PDIP's ideology, policies, and values, bolstering his credibility and appeal to voters. Overall, the visual signs of Ganjar Pranowo and Megawati Soekarno Putri in the campaign poster combine to create a semiotic message that portrays Ganjar Pranowo as a capable leader supported by a reputable political party, reinforcing their shared ideology and

presenting a compelling image for the intended audience.

The use of visual signs featuring Ganjar Pranowo and Megawati Soekarno Putri in the campaign poster reflects a strategic approach to the political campaign. Firstly, the inclusion of Ganjar Pranowo, the presidential candidate, aims to establish a personal connection with the voters. By prominently featuring his image, the campaign strategy seeks to create familiarity and recognition among the electorate, making Ganjar Pranowo a recognizable and relatable figure. This can help to build trust and confidence in his leadership abilities. Additionally, the presence of Megawati Soekarno Putri, the head of the PDIP party, serves a dual purpose. Firstly, it leverages her popularity and influence within the party to endorse and legitimize Ganjar Pranowo's candidacy. Megawati Soekarno Putri's appearance on the poster sends a message that Ganjar Pranowo is the chosen candidate of the PDIP, a prominent political party in Indonesia. This strategic alliance can enhance Ganjar Pranowo's credibility and appeal to voters who align themselves with the PDIP's ideology and values. Secondly, the visual representation of both figures reinforces the idea of continuity and stability. By including Megawati Soekarno Putri, who is a well-established political figure with a long history of leadership, the campaign strategy seeks to project a sense of experience and consistency. This can be reassuring to voters who prioritize a steady and reliable leadership. Overall, the campaign strategy employs visual signs of Ganjar Pranowo and Megawati Soekarno Putri to establish a personal connection with voters, gain party endorsement, and convey a message of stability and credibility. These visual signs play a crucial role in shaping the perception of the candidate and appealing to the target audience.

The second poster in this study offers a rich tapestry of visual and verbal elements that together create a compelling narrative for the presidential campaign. This poster exemplifies how political campaigns leverage semiotic

elements to craft persuasive communications, embedding myths and ideologies within the visual rhetoric to influence public discourse and voter behavior.



Figure 2

The verbal signs on the third poster are PDI Perjuangan Partai-nya, Ganjar Pranowo Presidenya “PDIP is the party, Ganjar Pranowo is the president”. The connotative meaning of these signs suggests a strong affiliation between the PDIP party and Ganjar Pranowo’s presidential candidacy. This conveys a sense of unity and support within the party towards Ganjar Pranowo’s leadership. The myth embedded in these verbal signs is the belief that Ganjar Pranowo’s presidency under the PDIP party will bring about positive changes and progress for the country. It creates a narrative that associates the party’s ideology, values, and policies with Ganjar Pranowo’s leadership qualities, suggesting that he embodies the vision and goals of the party. In terms of ideology, these verbal signs align with the political ideology and platform of the PDIP party. It signifies the party’s commitment to promoting their principles, such as democracy, social justice, and people-centered governance, through the candidacy of Ganjar Pranowo. The verbal signs emphasize the party’s endorsement of Ganjar Pranowo as the representative of their ideology, reinforcing the party’s identity and its vision for the country. Overall, the verbal signs of “PDIP is the party, Ganjar Pranowo is the president” carry connotative meanings that reflect unity,

endorsement, and the party’s ideology. They contribute to shaping the myth of positive change and progress associated with Ganjar Pranowo’s candidacy. These signs play a crucial role in conveying the party’s support for Ganjar Pranowo’s presidential campaign and promoting their shared ideological values.

The verbal signs “PDIP is the party, Ganjar Pranowo is the president” serve as a key component of the campaign strategy. They are strategically designed to create a strong and cohesive message that resonates with the target audience and reinforces the campaign’s goals. One aspect of the campaign strategy is to leverage the credibility and reputation of the PDIP party. By prominently highlighting the party’s name, the verbal signs establish a sense of trust and familiarity among supporters and potential voters. It communicates that Ganjar Pranowo is not only an individual candidate but also represents a well-established political party with a solid track record. Furthermore, the verbal signs aim to consolidate support and unify the party’s base. By stating that Ganjar Pranowo is the president, the campaign strategy seeks to rally party members and supporters behind a common goal. It emphasizes the party’s collective decision to endorse Ganjar Pranowo as their presidential candidate and encourages party loyalty and solidarity. Additionally, the campaign strategy aims to attract broader public support beyond the party’s base. By associating Ganjar Pranowo with the PDIP party, the verbal signs convey a sense of legitimacy and credibility. This strategy intends to appeal to voters who align with the party’s ideology and are seeking a candidate who embodies the values and principles championed by the party.

The other verbal signs are two hashtags #M3nangHatrick “#HatrickWin” and #Pemilu2024 “#2024Election”. The hashtag “#M3nangHatrick” conveys the connotative meaning of achieving a “hatrick win” or winning three consecutive victories. It symbolizes a sense of accomplishment, dominance, and success in the context of the

campaign. The use of the number “3” in place of the letter “e” in “M3nang” adds a stylistic element and signifies the uniqueness of the campaign. The myth associated with this hashtag revolves around the idea of continuous triumph and a winning streak. It creates a narrative of consistent achievements, portraying the candidate or party as a formidable force capable of achieving successive victories. This myth reinforces the notion of stability, momentum, and a positive trajectory, which can influence voter perceptions and generate enthusiasm. Ideologically, the hashtag “#M3nangHatrick” aligns with the campaign’s emphasis on strength, leadership, and a proven track record. It seeks to project the candidate or party as a reliable and experienced choice, appealing to voters who prioritize stability and continuity. The hashtag’s use of sporting terminology, such as “hatrick,” taps into the competitive spirit and evokes notions of strategic planning, skill, and determination.

On the other hand, the hashtag “#Pemilu2024” directly refers to the upcoming 2024 elections. It serves as a rallying call and a way to engage the audience in discussions related to the election. The connotative meaning of this hashtag is centered around the electoral process, democratic participation, and the future direction of the country. The myth associated with “#Pemilu2024” revolves around the power of democracy and the collective voice of the people. It highlights the significance of elections as a crucial moment for shaping the nation’s destiny and emphasizes the importance of citizen engagement and participation. Ideologically, this hashtag aligns with the campaign’s focus on democratic principles, civic responsibility, and the empowerment of the electorate. It aims to generate awareness and encourage public discourse around the upcoming election, promoting the idea that every vote counts and that individuals have the power to shape the future through their participation in the electoral process.

Overall, the hashtags “#M3nangHatrick” and “#Pemilu2024” play crucial roles in the campaign’s semiotic strategy, conveying connotative meanings, reinforcing myths, and appealing to specific ideologies. They serve as powerful communication tools to shape perceptions, engage the audience, and create a sense of shared purpose and enthusiasm within the campaign.

In term of visual sign, there are the picture of Ganjar Pranowo with an iconic hand pose which represent the symbol of the PDIP party and also the picture of the PDIP party which is a black bull with red eyes and white muzzle. The picture of Ganjar Pranowo with his iconic hand pose holds connotative meaning and symbolism. The hand pose, which is associated with the PDIP party, represents unity, solidarity, and togetherness. The hand pose is recognizable and familiar to supporters of the party, evoking a sense of belonging and loyalty. Meanwhile, the picture of the the symbol of the PDIP party as a black bull with red eyes and a white muzzle carries multiple connotations and symbolic representations. The black bull represents strength, power, and determination. The red eyes symbolize vigilance and a keen focus on the party’s goals and ideals. The white muzzle signifies purity and integrity, emphasizing the party’s commitment to ethical conduct and transparency. The bull, known as Banteng in Indonesian, serves as a symbol of the PDIP party. The choice of the bull as a symbol is significant due to its characteristics and cultural connotations in Indonesia. The bull is often associated with resilience and hard work. It represents the party’s commitment to standing strong and fighting for the interests of the people. The use of the bull as a symbol reflects the party’s mission to protect and empower the common people, particularly those from rural and agricultural backgrounds. Additionally, the bull symbolizes the party’s connection to Indonesia’s rural roots and its dedication to addressing the needs and aspirations of the grassroots communities. The Banteng “bull”

symbol is frequently displayed in party logos, campaign materials, and public events, reinforcing the party's identity and values.

In summary, the visual signs of Ganjar Pranowo with his hand pose and the depiction of the PDIP party as a black bull with red eyes and a white muzzle carry deep symbolic meanings. They reinforce the party's identity, evoke emotional responses, and convey a message of strength, unity, and dedication to the betterment of society. These visual signs play a vital role in the campaign's visual communication strategy, appealing to the party's supporters and shaping perceptions of the party and its candidate.

In addition, the visual signs depicting the two former presidents of Indonesia, Soekarno and Megawati Soekarnoputri, alongside the current president Joko Widodo. The inclusion of Soekarno, Megawati Soekarnoputri, and Joko Widodo in the visual signs holds significant connotations and symbolic representations. Soekarno, as the proclaimer and first president of Indonesia, represents the nation's founding ideals, independence, and the struggle for freedom. His presence signifies a historical legacy and a connection to the country's foundational principles. Megawati Soekarnoputri, as a former president and the head of the PDIP party, carries her own political legacy. Her inclusion symbolizes continuity, leadership, and the party's commitment to upholding the values and vision set forth by her father, Soekarno. It reinforces the party's historical roots and its dedication to the welfare of the nation. Joko Widodo, the current president of Indonesia, represents contemporary leadership and progress. His presence emphasizes the party's connection to the present and its focus on addressing the current needs and aspirations of the people. It aligns with the party's message of continuity and the pursuit of national development.

The visual signs of these three presidents create a sense of unity, continuity, and political strength. They convey a message of experience, leadership, and a shared vision for the country's

future. The inclusion of Soekarno, Megawati Soekarnoputri, and Joko Widodo aims to evoke a sense of trust, credibility, and stability among the audience. Ideologically, the visual signs align with the campaign's emphasis on national progress, unity, and the party's commitment to upholding the principles and values set forth by the country's founding leaders. They reinforce the party's identity as a custodian of the nation's history and its dedication to steering the country towards a prosperous future.

In summary, the visual signs of Soekarno, Megawati Soekarnoputri, and Joko Widodo carry significant symbolic meanings. They represent historical legacy, continuity, leadership, and progress. These visual signs play a crucial role in shaping the campaign's narrative, emphasizing the party's connection to the past, present, and future, and invoking a sense of trust and stability among the audience.

The third poster in our examination presents a unique blend of visual artistry and rhetorical strategy, highlighting the sophisticated methods used in political campaign messaging. This poster illustrates the campaign's adept use of semiotic techniques to craft a powerful narrative, revealing the deeper myths and ideologies that drive the political discourse during the presidential race.



Figure 3

The verbal signs *Banteng muda Indonesia bersama Ganjar* "Indonesian Young Bulls together with Ganjar". *Banteng Muda Indonesia*, or better known as BMI, is the youth

organization affiliated with the PDI-P party. The phrase “Indonesian Young Bulls” conveys a sense of youthfulness and energy. It symbolizes the vitality and strength of the Indonesian people, particularly the younger generation, who are seen as the driving force behind progress and change. This connotation aligns with the desired image of Ganjar Pranowo as a dynamic and forward-thinking leader who represents the aspirations and interests of the youth. The phrase “together with Ganjar” emphasizes the collaboration and unity between Ganjar Pranowo and the Indonesian Young Bulls. It signifies a partnership and collective effort towards a shared goal, highlighting the importance of solidarity and cooperation in achieving progress and development. This connotation reflects the campaign's messaging of inclusiveness and working together for the betterment of Indonesia. In terms of myth, the verbal signs evoke the myth of a harmonious and symbiotic relationship between a leader and the people. It implies that Ganjar Pranowo, as a charismatic figure, is in tune with the needs and aspirations of the Indonesian Young Bulls, and together they can bring about positive change and transformation. Ideologically, the verbal signs reinforce the idea of youth empowerment and the importance of involving the younger generation in shaping the future of Indonesia. It aligns with the ideology of progressivism and inclusivity, suggesting that Ganjar Pranowo's leadership is centered on representing and advocating for the interests of the youth and promoting their active participation in nation-building.

Analyzing the verbal signs of “Indonesian Young Bulls together with Ganjar” within the context of a campaign strategy, we can discern its specific implications and intended effects. The term “Indonesian Young Bulls” represents the energetic and resilient youth in Indonesia, symbolizing their potential and contribution to the country's progress. By combining it with the name “Ganjar,” the campaign seeks to create a sense of unity and collective action. It implies that Ganjar, as a leader, is aligned with the

aspirations and interests of the youth, emphasizing his commitment to representing their needs and concerns. This verbal sign aims to resonate with young voters, portraying Ganjar as a figure who will champion their causes and work together with them towards a brighter future. It conveys a message of collaboration, inclusivity, and empowerment, urging young Indonesians to actively participate in shaping their own destiny. The campaign strategy utilizes this verbal sign to foster a sense of belonging and mobilize the youth as a powerful force in supporting Ganjar's candidacy. By aligning the campaign with the energy and spirit of the “Indonesian Young Bulls,” it aims to generate enthusiasm, engagement, and a shared sense of purpose among young voters, ultimately seeking their support and involvement in the electoral process.

Other verbal signs are in form of hashtags such as #menangkanganjar “#winganjar”; #ganjarforpresiden “#ganjarforpresident”; #presiden2024 “#2024president”; #generasigotongroyong “#togethernessgeneration”. When analyzing the verbal signs of the hashtag #winganjar using semiotic theory, we can infer several connotations, intended meanings, and ideological implications. The hashtag #winganjar signifies a strong support and endorsement for Ganjar Pranowo's candidacy. The word “win” suggests a desire for victory, emphasizing the campaign's goal of achieving electoral success. By associating Ganjar Pranowo's name with the hashtag, it reinforces his image as a competent and capable candidate. Moreover, the use of the hashtag reflects the campaign's strategic use of social media to mobilize supporters and create a sense of unity and belonging among Ganjar's followers. The hashtag also taps into the power of digital activism, allowing individuals to participate in the campaign discourse and express their solidarity with the candidate.

The hashtag #ganjarforpresident indicates strong support and advocacy for Ganjar

Pranowo's presidential candidacy. The word "ganjar" serves as a direct reference to the candidate, reinforcing his identity and presence in the political discourse. The addition of "forpresident" emphasizes the desired outcome, positioning Ganjar as a suitable and deserving candidate for the presidency. The hashtag encapsulates the myth or narrative that Ganjar Pranowo is the ideal choice for the presidency, embodying qualities and values that align with the aspirations of his supporters. It conveys an ideology of progress, leadership, and positive change associated with Ganjar's potential presidency.

The hashtag #2024president suggests anticipation and focus on the upcoming presidential election in the year 2024. The number "2024" represents a specific timeline, emphasizing the future and the significance of the presidential election in that year. The addition of "president" indicates the central theme of the hashtag, highlighting the importance of selecting a new leader for the country. The hashtag conveys the myth or narrative that the 2024 presidential election holds great significance for the nation's future direction and development. It symbolizes a pivotal moment for political decision-making and potentially transformative outcomes. The ideology embedded in the hashtag is one of civic engagement, urging citizens to be informed, involved, and participate in the electoral process. It encourages discussions, debates, and mobilization around the upcoming election. Furthermore, the use of the hashtag in social media platforms serves as a way to generate awareness, promote dialogue, and foster a sense of shared responsibility among citizens in shaping the future of their country.

The last hashtag signifies the concept of "generasigotongroyong" or the "togethernessgeneration." It embodies the values of collaboration, unity, and collective effort for the greater good. The use of the term "generation" suggests a shared identity and purpose among a group of individuals who

embrace the principles of togetherness and cooperation. The hashtag conveys the myth or narrative that this generation is committed to working together, transcending differences, and collectively addressing societal challenges. It promotes the ideology of community participation, highlighting the importance of mutual support, shared responsibility, and solidarity in achieving common goals. The hashtag serves as a rallying call for individuals to come together, contribute their skills and efforts, and foster a spirit of cooperation and harmony. It reflects the belief that by working collaboratively, this generation can create positive change, promote social cohesion, and build a better future. The use of the hashtag in social media platforms encourages the spread of this message and the engagement of like-minded individuals who resonate with the values of togetherness and collective action.

In term of visual signs, the poster features three prominent figures: Ganjar Pranowo, Megawati Soekarnoputri, and also Soekarno, who was the proclamer and first president of Indonesia. The use of figures such as Ganjar Pranowo, Megawati Soekarnoputri, and Soekarno on the campaign posters holds significant symbolism and strategic value. Ganjar Pranowo, as the presidential candidate, represents the present and future leadership, conveying a message of continuity and progress. Megawati Soekarnoputri, the head of the PDIP party, is a prominent political figure and former president of Indonesia, symbolizing experience, guidance, and party support. Including Soekarno, the proclamer and first president of Indonesia, adds historical and nationalistic dimensions to the campaign, connecting it to the ideals of the nation's founding and evoking a sense of unity and patriotism. By featuring these figures together, the campaign aims to leverage their individual and collective popularity, credibility, and historical associations to appeal to a broad range of voters. The presence of these figures also reinforces the party's ideology, emphasizing its commitment to nationalism,

leadership, and the continuity of the party's legacy. Overall, the strategic use of these figures on the posters seeks to evoke emotions, tap into historical narratives, and position the campaign within a broader political and national context.

The red background on the poster, representing the color of the PDIP party, carries several connotative meanings, myths, and ideologies when analyzed through semiotic theory. Firstly, the color red is commonly associated with power, passion, and strength. In this context, it conveys a sense of political vitality and energy, suggesting the party's determination and commitment to its ideology. The red background also symbolizes the party's socialist and progressive ideologies, as red has historically been associated with socialist and leftist movements worldwide. Additionally, the red background serves as a mythic symbol, invoking historical narratives and cultural references. It draws upon the legacy of the Indonesian nationalist movement, as red was a prominent color during the struggle for independence. By utilizing the red background, the poster taps into the mythic imagery of Indonesia's revolutionary past, positioning the PDIP party as a torchbearer of the nation's aspirations and values. Ideologically, the red background aligns with the PDIP party's platform, which emphasizes social justice, equality, and the welfare of the working class. It signifies the party's commitment to addressing socio-economic disparities and promoting a more equitable society. The color red reinforces the party's image as a champion of the people and underscores its progressive policies and initiatives. Overall, the red background on the poster carries connotations of power, vitality, socialism, and historical significance. It reinforces the party's ideologies, evokes emotional responses, and seeks to resonate with the target audience, conveying a message of strength, progress, and dedication to social justice.

The poster background features the silhouette of a crowd raising their hands in a high

waving motion. The image of a crowd of people waving their hands high carries several connotations and symbolic representations. Firstly, it signifies unity, solidarity, and collective action. The raised hands suggest support, enthusiasm, and participation, symbolizing the engagement of the masses in a shared cause or movement. The visual sign also evokes a sense of empowerment and mobilization. The crowd's energetic and synchronized gesture conveys a message of empowerment, highlighting the potential for collective strength and the ability to bring about social change. It reflects the spirit of democracy and the power of the people to shape their future through active participation in the political process.

CONCLUSION

In conclusion, the analysis of the three political posters featuring Ganjar Pranowo, Soekarno, Megawati Soekarnoputri, and Joko Widodo reveals a strategic and multifaceted approach to political messaging. The verbal signs, such as campaign slogans and hashtags, showcase the focus on victory, unity, and the 2024 election. These signs tap into the aspirations and hopes of the supporters, projecting a sense of optimism and determination. They also highlight the party's ideology of togetherness, shared goals, and the notion of a generational spirit. The visual signs further reinforce the campaign strategy, utilizing iconic symbols and figures to evoke emotional connections and build a sense of trust. The inclusion of prominent political figures like Soekarno, Megawati Soekarnoputri, and Joko Widodo emphasizes the party's historical legacy, continuity, and commitment to progress. The use of symbols, such as the PDIP logo and the hand pose, adds a layer of visual identity and recognition, promoting party affiliation and reinforcing the message of strength and unity.

Overall, these political posters demonstrate a strategic blend of verbal and visual signs,

carefully crafted to convey messages of hope, unity, and a shared vision for the future. They leverage the historical significance of key figures, tap into national pride, and align with the party's ideology and goals. This analysis not only enhances our understanding of political messaging and visual communication in the context of elections but also highlights the significance of symbols, historical references, and ideological appeals in shaping voter perceptions and building a strong political brand. The findings from this analysis offer valuable

implications for future electoral campaigns, emphasizing the importance of semiotic analysis in decoding the complexities of political communication and its impact on public opinion.

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