



A Semiotic Analysis of the Political Posters in the 2024 Indonesian Presidential Campaign

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Abstract

This research discusses the semiotic analysis of political posters in the 2024 Indonesian Presidential Campaign. This research aims to identify and analyze icons, indices, and symbols and find the meaning of their interpretation contained in the poster. This research uses a qualitative descriptive method using the semiotics theory proposed by Charles Sanders Peirce. In this research, the author first selected five posters from each candidate via the Internet. Then, the author describes and analyzes the meaning of each sign on the political poster using Peirce's triangle. In this research, the author found the use of 18 icons in 15 data, 41 indexes, and 48 symbols. The poster's use of color, layout, and text provide clues about the emotion it is trying to convey to voters, whether it is optimism, confidence, or a call for change. The results of these findings show that symbol signs are the type of sign that the authors found most often in this research.

Keywords: *Semiotic, Charles Sanders Peirce theory, political poster;*

INTRODUCTION

As social beings, human cannot exist without the use of communication technologies in our daily lives. Communication is very important for human life. Effective communication is referred to as successful communication. Communication is used as a means of conveying messages. Given the importance of language in communication, the message's unique way of being communicated is that it uses a language that the listener can understand and find acceptable. This occurs as a result of open and public communication channels.

Semiotics is very important in analyzing signs, symbols and meaning in the context of communication. Semiotics helps people understand how signs are produced, received, and interpreted in various communication, cultural, and social contexts. This is an important basis for understanding communication processes and culture in more depth. One of the semiotic analyzes is found on posters.

Posters are one type of visual communication medium that human come across. Posters serve as a vehicle for publications, pictures, messages, and more. Posters with compelling designs and thoughtful details in every aspect can grab readers' attention. These days, posters can be used for outreach, education, advertising, propaganda, and decorating in addition to being available in printed form online or through digital media. The evolution of print communication media, particularly posters, is distinct due to its connection to the features and organization of Indonesian society.

Posters need to be backed up by visual components to be successful media. Visual components that can convey an ideology to a larger audience must be included in political posters. Indonesia, as a dynamic democratic country, has a political landscape characterized by diverse ideologies, cultures, and socio-political dynamics. Political posters serve as a visual aid used by politicians to convey their platforms, beliefs, and pledges to the electorate during presidential elections. Political posters have become an integral part of election campaigns around the world, serving as a visual medium to convey messages, ideologies, and promises to voters.

Posters are designed to communicate visually. Each poster has a specific purpose, whether to promote an event, convey a social message, or advertise a product. The writer chose to analyze posters because he wanted to better understand and explore elements such as color, images, and layout that can influence the feelings and perceptions of people who see them. Therefore, the writer chose one poster, namely a political poster for this research. Political posters contain a variety of visual elements, ranging from images, colors, text, and symbols that have implied meanings. Political posters use various kinds of symbols, including colors, images, and words that have symbolic meanings that can influence public perception.

The writer uses semiotic analysis because it is qualitative and uses a critical perspective. Semiotic analysis is an interesting approach to research because it covers many subjects, including data and various theories. By analyzing the semiotics of political posters, it is possible to uncover hidden messages that candidates want to convey to voters. This makes it possible to understand effective political communication strategies in presidential elections. Semiotic analysis can be used to understand how the use of certain images, colors, and language tries to influence people's feelings and emotions. Through semiotic analysis, we can understand more deeply the visual communication strategies used by presidential candidates in their campaigns. This provides a deeper understanding of how political posters influence voters and their impact on the democratic process and society as a whole.

The writer chose the title " A Semiotic Analysis of The Political Posters In The 2024 Indonesian Presidential Campaign" because of the widespread campaign regarding the election of the 2024 presidential candidate. In Indonesia, the general election of 2024 will be a significant political occasion. Thus, in this instance, the writer is interested in analyzing the political event, namely the presidential election, through political posters of the Indonesian Presidential Candidate. In addition to talking about the visual components of campaign posters, this study will attempt to decipher and explain each component's meaning. The large number of political posters about the 2024 presidential candidate circulating on social media or the internet made the writer want to explore the meaning of what was contained in these posters. The purpose of this research is to explain icons, indexes, and symbols to describe the meaning of interpretation contained in political posters regarding the 2024 Indonesian's presidential candidates.

METHOD

This research used descriptive qualitative. This method helps the writer in conducting this research. According to Moleong in Lederer (2022), qualitative descriptive research is research that intends to understand phenomena about what research subjects experience, for example, behavior, perception, motivation, and action, holistically and using descriptions in the form of words and language in a specific context. This approach to choose because the writer examines and interprets the political content find in the posters. The data collection technique in this research is documentation. According to Sugiyono in Musfiana et al (2023), the process of gathering data and information from books, archives, papers, written numbers, and photos to create reports and information that can aid in a study is known as documentation. After collecting and analyzing data, the writer used qualitative analysis of political posters regarding the 2024 Indonesian presidential candidates to present the results. This research focuses on the semiotic theory of Charles Sanders Pierce. Some identify, classify, describe, interpret, and draw conclusions.

RESULTS AND DISCUSSION

Results

After determining and analyzing the data, the writer found signs based on Pierce's theory, namely icons, index, and symbols. Based on the description of the analysis above, the writer found 107 data on signs on political posters for the 2024 Indonesian presidential candidates, namely 18 data icons, 41 data index, and 48 data symbols. In this research, the author also found the meaning of the use of icons, index and symbols on posters and the meaning of interpretation on each poster.

Table 1. The meaning icon, index and symbol of the political poster

	Icon	Index	Symbol
Data 1	The use of icons in the poster makes it clear that the poster is a campaign from a pair of candidates running as candidates for president and vice president of Indonesia.	The use of the index in poster 1 involves policy plans, programs or visions that will be implemented if elected. This refers to the concrete steps that the candidate pair will take to improve the situation or change things	Through the use of these symbols, the poster creates the impression that candidates who are committed to advancing Indonesia through a spirit of unity, strong leadership for change with the people.
Data 2	In posters, the use of icons plays an important role for candidate pairs in conveying messages and influencing viewers' perceptions.	The use of the index in the poster aims to display and emphasize the candidates and the main messages they want to convey to voters.	The use of symbols in this poster aims to communicate important messages in a way that is easily understood by voters.
Data 3	The poster's use of icons aim to improve the candidate's visual appeal, fortify their identity, and foster a close relationship with the electorate.	The index on the poster is used to highlight the candidates and the key points they wish to get over to voters.	The use of symbols in campaign posters can help reinforce candidates' messages, associating them with symbols of the Indonesian nation, which builds the desired image in voters' minds.
Data 4	The poster clearly represents a campaign from two candidates seeking Indonesia's presidency and vice president thanks to the use of icons.	The use of the index on the poster describes the character and courage of the prospective candidate through the message or slogan created.	The use of symbols in the poster refers to the values or issues promoted by the candidate and can influence voters' perceptions of them.
Data 5	The poster's usage of icons seeks to improve the candidate's visual appeal, fortify their identity, and foster a close relationship with voters.	The use of an index in a poster can provide a slogan meaning that is direct and easy for viewers to understand.	The use of symbols on posters plays a role in influencing opinions, building awareness, and inspiring action from viewers through the symbols displayed.
Data 6	The use of icons on	The use of the index in	The use of symbols on

	posters is a strong visual reminder for voters, making it easier to recognize and remember the candidate.	the poster can be a powerful tool to convey messages or slogans from candidate pairs that can influence public perception.	posters plays a role in conveying messages visually and inspiring viewers.
Data 7	The use of icons in the poster aims to strengthen the candidate's identity, and build a direct connection between the candidate and voters.	The use of the index in the poster creates emotional closeness and deep understanding between the candidate or movement and its voters through the slogan given.	The use of symbols in the poster can represent the values and ideology that the campaign or candidate wants to convey.
Data 8	Icons are used on posters to provide voters with a powerful visual cue, helping them identify and recall the candidate.	To show and highlight the candidates and the key points they wish to make clear to voters, the index is used in the poster.	The use of symbols on the poster makes it easier for the public to understand the message quickly and universally.
Data 9	The use of icons plays an important role for candidate pairs in conveying messages and influencing viewers' perceptions	The use of an index in the poster can give an impression of authenticity, because it concretely connects the viewer with the issue or message being conveyed.	The poster uses symbolic language to allude to the candidate's issues or principles, which has the power to sway people' perceptions.
Data 10	The use of icons in the poster aims to strengthen the candidate's identity and increase visual appeal.	The use of the index in the poster implies the message or slogan given by the candidate to attract people's attention.	Symbols used in the poster may signify the message that the campaign or candidate is trying to convey.
Data 11	The poster's usage of icons seeks to improve visual appeal and solidify the candidate's identity.	The use of index can give a poster's phrase a clear, concise meaning that is simple for people to comprehend.	The use of symbols on posters is a powerful communication tool in influencing candidates' opinions and behavior in political campaigns.
Data 12	The use of icons in the poster makes it clear that the poster is a campaign from a pair of candidates running.	The index on the poster is used to highlight the candidates and the key points they wish to get over to voters.	The use of symbols on posters has a deep meaning in conveying messages visually.
Data 13	The poster's emblem serves as an instantly recognizable visual sign with a specific meaning.	The use of an index in a poster can provide legitimacy or authority to the message conveyed.	Posters that incorporate symbols have a deeper meaning when it comes to visually communicating messages.
Data 14	The icon on the poster acts as a visual	The index on the poster is intended to highlight	The campaign or candidate's intended

	symbol that is easily recognized and contains a certain meaning.	the candidates and the key points they wish to get over to voters.	message might be represented through the usage of symbols in the poster.
Data 15	The use of icons in the poster aims to strengthen the candidate's identity, increase visual appeal, and build a direct connection between the candidate and voters.	The use of the index in the poster aims to display and emphasize the candidates and the main messages they want to convey to voters.	The candidate's values or issues are referenced in the poster through symbolic language, which has the potential to shape voters' opinions.

Based on the interpreted meaning of the use of icons, index, and symbols on political posters, it can be concluded that icons have the power to convey complex messages in a form that is simple and easy for voters to understand. The use of the index in political posters functions as an identification sign that shows the characteristics, vision, and promises that the presidential candidate wants to convey to the public. In the use of symbols as a powerful tool to convey messages, build identity, and influence viewers' opinions and behavior.

Table 2. Interpretation of The Political Poster

Interpretation of The Political Posters	
Data 1	This poster tries to convey the message of the vision and mission of the candidate pair which is summarized in the slogan change with the people and invites volunteers to support these candidates in the 2024 presidential and vice-presidential elections. Even though the candidates' faces are censored, the spirit of the campaign can still be felt through the text and this poster design
Data 2	The poster shows two men taking photos while smiling, wearing neat clothes and skullcaps, showing their confidence and readiness to run for president and vice president in 2024. The background of the photo is supported by the red and white flag, which strengthens the state symbol of Indonesia
Data 3	This poster features two people with censored faces, standing side by side and giving a thumbs up. This symbolizes unity and support for the couple Anies and Muhaimin. At the bottom of the image, there is text in capital letters that states "INDONESIA ADIL & MAKMUR UNTUK SEMUA" which emphasizes the importance of justice and prosperity for all Indonesian citizens.
Data 4	This poster features two male candidates whose faces are obscured to maintain privacy. There is a large blue circle with a prominent "1" in the background, indicating their position on the ballot or party number. There is also the text "SATU NUSA, SATU BANGSA, SATU BAHASA" under the number "1," emphasizing national unity, which shows their commitment to togetherness and unity among citizens. This poster tries to convey the message that these two candidates are the best choice to bring about positive change.

Data 5	This poster is political campaign material promoting two individuals for leadership positions, with an emphasis on Indonesian unity and sovereignty. Underneath, there is the text “ANIES – CAK IMIN,” showing the names of the individuals being promoted. The slogan “INDONESIA BERDAULAT” emphasizes national independence and sovereignty. The big text at the top says “AYO KITA...!! AMIIN...KAN,” which calls for action or provides support.
Data 6	This poster features two individuals whose faces have been pixelated to maintain privacy. There is a main text that reads "PRABOWO GIBRAN DECLARATION," which means the couple declares themselves to be the president's chosen partner. Also, below the main text, there is additional information in white indicating that these two individuals are candidates for president and vice president in 2024. The background at the top of the poster is red with a logo in both corners, possibly representing a political party or organization.
Data 7	This poster shows two people wearing formal clothes, who are the candidate pairs for president and vice president of Indonesia. There is white text that reads "Indonesia Goes Together", which depicts two individuals trying to move forward together for Indonesia, in the hope of leading the country in a better direction. The red and white colors on the poster also reflect the spirit of nationalism and patriotism of the prospective candidate.
Data 8	This poster shows two male figures, namely Prabowo and Gibran, in the 2024 political campaign number 2. "Bersama Indonesia Maju" is a collaborative slogan from these candidates to convince the people of the vision and mission that have been designed and invite them to vote for the candidate pair.
Data 9	This poster features two men from the 2024 political campaign number two—Prabo and Gibran. "Bersama Indonesia Maju" is a joint phrase used by both candidates to persuade the public of their intended vision and mission and to encourage them to cast ballots for the candidate pair.
Data 10	This poster depicts a political campaign with the message "BERSAMA INDONESIA MAJU" involving a character named "PRABOWO GIBRAN" in the 2024 election. In this poster, cartoon characters show support and enthusiasm for this cause. The number “2” may refer to the serial number or political party involved. The overall message is about cooperation and progress in Indonesia.

Data 11	This poster displays a slogan from the presidential and vice-presidential candidate pair number 3 with the abbreviation name GAMA, namely "Fast Movement, Advanced Indonesia". This indicates a form of movement or campaign carried out by the two candidates in inviting the people to vote for serial number 3 for the sake of progress of the Indonesian state.
Data 12	This poster displays two figures, Ganjar and Mahfud, who are committed to taking Indonesia in a more advanced direction. The message to be conveyed is that they are candidates who are ready to advance the country. Garuda Pancasila at the top of the poster shows Indonesia's national identity, and the slogan "UNTUK INDONESIA LEBIH MAJU" emphasizes their goal.
Data 13	This poster depicts two candidates who will participate in the 2024 general elections in Indonesia, with a background of the Indonesian flag in a distinctive style as the icon of the Indonesian state and a ballot box. There is a ballot box with the words "2024" and the Indonesian national symbol, indicating the election or voting theme
Data 14	This poster may be an endorsement for a particular candidate in the 2024 presidential election. This poster may be associated with a particular political party or social movement. Logos or emblems visible at the top of the poster can also provide clues about political affiliation. The slogan "3 GERAK CEPAT UNTUK INDONESIA MAJU" contains a message about fast action for Indonesia's progress. This can refer to policy plans, infrastructure development, or social changes proposed by the candidate pair.
Data 15	This poster shows two men's faces, who are politicians. The two men are depicted walking confidently towards the backdrop of a bright and progressive future city. They wear formal clothes, indicating professionalism. There is text that reads "VISI DAN MISI" followed by "GANJAR PRANOWO & MAHFUD MD 2024-2029", indicating that this poster talks about future plans and goals. The bottom of the poster is red with white text that reads "MENUJU INDONESIA UNGGUL". This means that their vision and mission are to make Indonesia a superior country.

Based on posters 1 to 5, there is a meaning to the interpretation of the posters for candidate pair Anies Baswedan and Muhaimin, the campaign poster from candidate pair number one has meaning, namely that the photo of Anies Baswedan and Muhaimin Iskandar as the main figures in the poster is a symbol of the political partnership between the two. The use of bright or contrasting colors can attract attention and show enthusiasm or optimism in political campaigns. There is writing or a slogan on each poster that has a certain meaning. The writing or slogans contained in the poster are also important symbols. Slogans such as "Change with the People" or "INDONESIA ADIL & MAKMUR UNTUK SEMUA" can show the unity of vision and goals between Anies and Muhaimin in leading or developing their region.

Based on posters 6 to 10 from candidate pair number 2, Prabowo Subianto and Gibran Rakabuming Raka, the writer finds the interpretive meaning of the five posters. The poster shows two pixelated figures, namely Prabowo and Gibran, who have declared themselves to be the president's chosen couple and potential presidential and vice-presidential candidates in 2024. The background is red, with logos representing political parties. The poster also shows two individuals wearing formal clothes and white writing that reads "Indonesia Forward Together," which reflects nationalism and patriotism. The text "PRABOWO 2024 GIBRAN BERSAMA INDONESIA MAJU" supports its collaboration to advance Indonesia, with the prominent number "2" referring to the serial number or political party involved. The overall message is about cooperation and progress in Indonesia.

Based on posters 11 to 15, presidential candidates' campaigns have interpretive meanings in each poster. So, the writer finds the overall interpretive meaning of the poster above. The poster aims to convey the vision and mission of the two candidates, Ganjar and Mahfud, in Indonesia, inviting volunteers to support them in the 2024 presidential and vice-presidential elections. The censored faces symbolize unity and support for the couple, while the slogan "UNTUK INDONESIA LEBIH MAJU" emphasizes their goal. The poster may be an endorsement of a particular candidate or be associated with a political party or social movement. The slogan "3 GERAK CEPAT UNTUK INDONESIA MAJU" focuses on fast actions for Indonesia's progress, such as policy plans, infrastructure development, or social change. The red and white poster text reads "Towards Superior Indonesia," which signifies their vision and mission to make Indonesia a superior country.

Discussion

In the previous chapter, discussed the semiotic analysis of political posters for the 2024 Indonesian Presidential Candidates. There were fifteen posters that the writer analyzed, each consisting of five posters. Each poster has a different meaning. However, there are also similarities in some of the posters.

In this research, the writer found fifteen political posters of three Indonesian presidential candidates in 2024. Each poster has differences in the theme of the poster display, but there are slight similarities in some of the text on each poster. The writer analyzes the data using Pierce's theory. In this discussion, the writer uses the definition of Pierce's triangle, which contains icons, indices and symbols. This research data consists of fifteen posters taken from the internet or Google.

The meaning of icons on political campaign posters have an important role in conveying messages and influencing public perception. Icons on political posters of presidential candidates have the power to convey complex messages in a form that is simple and easy for voters to understand. Next, the meaning of the index that the writer found in this research is visual elements that reflect the message and identity of the presidential candidate. This index functions as an identification mark that shows the characteristics, vision and promises that the presidential candidate wants to convey to the public. By looking at the index on the poster, voters can better recognize and understand who the presidential candidate is and what they are promoting in the election. The meaning of symbols on political campaign posters for presidential candidates has an important role in communicating the message and image to be conveyed to voters. Each symbol has its own meaning that tries to communicate important messages that it wants to convey to society.

In this research, the writer also found the meaning of interpretation in the posters of each candidate. Like on the poster Anies Baswedan dan Muhaimin, there is a meaning to the interpretation of the posters for candidate pair Anies Baswedan and Muhaimin, the campaign poster from candidate pair number one has meaning, namely that the photo of Anies Baswedan and Muhaimin Iskandar as the main figures in the poster is a symbol of the political partnership between the two. The use of bright or contrasting colors can attract attention and show enthusiasm or optimism in political campaigns. There is writing or a slogan on each poster that has a certain meaning. The writing or slogans contained in the poster are also important symbols. Slogans such as "Change with the People" or "INDONESIA ADIL & MAKMUR UNTUK SEMUA" can show the unity of vision and goals between Anies and Muhaimin in leading or developing their region.

The writer summarizes the meaning of the interpretation above from the five posters of Anie Baswedan and Muhaimin. The poster certainly aims to convey the vision and mission message or

slogan prepared by the candidate pair to attract people's attention and invite people to vote for candidate number 1.

Furthermore, the writer also found the interpretive meaning of the posters of Prabowo Subianto and Gibran Rakabuming Raka, such as the poster shows two pixelated figures, namely Prabowo and Gibran, who have declared themselves to be the president's chosen couple and potential presidential and vice-presidential candidates in 2024. The background is red, with logos representing political parties. The poster also shows two individuals wearing formal clothes and white writing that reads "Indonesia Forward Together," which reflects nationalism and patriotism. The text "PRABOWO 2024 GIBRAN BERSAMA INDONESIA MAJU" supports its collaboration to advance Indonesia, with the prominent number "2" referring to the serial number or political party involved. The overall message is about cooperation and progress in Indonesia.

The poster above has a broad interpretive meaning, of course the poster contains slogans composed by the candidate and the poster is designed to be as attractive as possible to attract people's attention. The poster also has the meaning of inviting people to vote for the Prabowo-Gibran candidate pair at number 2.

On the posters of candidate pair Ganjar Pranowo and Mahfud MD, there is an interpreted meaning in each poster. From the five posters, the writer summarizes the meaning of the interpretation, among others the poster aims to convey the vision and mission of the two candidates, Ganjar and Mahfud, in Indonesia, inviting volunteers to support them in the 2024 presidential and vice-presidential elections. The censored faces symbolize unity and support for the couple, while the slogan "UNTUK INDONESIA LEBIH MAJU" emphasizes their goal. The poster may be an endorsement of a particular candidate or be associated with a political party or social movement. The slogan "3 GERAK CEPAT UNTUK INDONESIA MAJU" focuses on fast actions for Indonesia's progress, such as policy plans, infrastructure development, or social change. The red and white poster text reads "Towards Superior Indonesia," which signifies their vision and mission to make Indonesia a superior country.

The poster also aims to invite people to vote for candidate pair Ganjar and Mahfud at number 3. Of course, voters can see the slogans of the candidate pair which are made attractive in the poster.

The findings from this research are different from previous research. Pierce's semiotic analysis is found in films, advertisements, magazines, books and billboards. The results of this research are different from those carried out by Artawan & Irwandika (2023). The results of this research show that the use of symbol signs is more dominant with 48 symbols in political posters, but in the research the use of icon signs is more dominant with 16 icons in advertisements. This is because the objects studied differ in the scope of the analysis. The research only analyzes icons and symbols on advertisements, while this research analyzes icons, indexes, and symbols on posters politic. The results of this research are also different from those conducted Marbun et al (2023). The results of this research show that the use of symbolic signs is more dominant, but in the results of previous research it was found that the use of qualisigns is more dominant, which represent meaning based on color. This is due to the use of different research objects, where this research analyzes the political posters of the 2024 presidential candidates as objects, while the research analyzes Sam Smith's performance on the unholy song.

The results of this research are also different from those carried out by Jannah et al (2022). In this research, found the 48 data symbols were found in 15 posters, but in her research found 73 data symbols were found in 55 captions. However, there are similarities in the results of the dominant sign, namely the symbol sign. This is due to the different amount of data and different objects; this research only used 15 data points, while the other research used 55. The results of this research found differences with the results of research conducted by Wiyogo (2022). The results of this research show that symbols are more dominant in interpreting the meaning of the poster, but the research found that the use of index signs was more dominant in interpreting the meaning of the signs that appeared in the novel. However, there are similarities with this research in the scope of type analysis in signs. This is caused by different amounts of data with different research objects.

In this research there are also differences in the results of research with those carried out by Hasanah & Hidayat (2020). In this research, symbols appeared most frequently, namely 52 data, followed by icons 27 data, and index 23 data. However, in the results of their research found that the type of sign that appeared most frequently was representamen (qualisign 43, legisign 4), followed

by object (icon 49, index 4, symbol 30) and interpretant (rheme 15, argument 15). This is due to the use of different objects, where in this study political posters were used as data, whereas in this study political cartoons were used as data. This is also due to the research analyzes the three basic categories of Pierce's sign theory, namely representamen, object and interpretant, whereas in this research only analyzes one category, namely objects containing icons, indexes and symbols.

It was found that the results of this study were different from the results of research from Sihite et al (2021). In this study, only the meaning of interpretation was found based on what the picture shows, so the meaning of interpretation found was not very specific. However, in the research, the meaning of interpretation using three steps, namely non-verbal communication legisign, framing techniques and communicative actions. So, the findings from the meaning of interpretation in the research are more specific. This is due to differences in the interpretation techniques used by the writer.

This research shows different results from its findings. The results of these findings show that from the semiotic analysis signs according to Pierce, namely: icons, indexes and symbols, researchers found that the use of symbols was more dominant in this research compared to previous research. Symbols are a more dominant sign because in political posters symbols play an important role in conveying messages, strong visual appeal and making the poster display simple and easy to remember because symbols are easier to remember than long text. These differences because by differences in research objects and different data variations, which resulted in different interpretations from previous research. Apart from that, there are differences in the scope of analysis, where this research only focuses on three types of signs - icons, indices and symbols - whereas previous research carried out a more comprehensive analysis or one that can be seen from all sides thoroughly and in more depth towards signs. This is the novelty in this research.

CONCLUSION

In this section, the writer presents conclusions regarding the semiotic analysis of signs on political posters for the 2024 Indonesian presidential candidates and their scope.

1. This research analyzes about semiotic analysis of the political posters in the 2024 Indonesian's presidential campaign, consisting of icons, indexes, and symbols. The writer found 107 data on signs on political posters for the 2024 Indonesian presidential candidates, namely 18 data icons, 41 data index, and 48 data symbols Icons on political campaign posters have an important role in conveying messages and influencing public perception. Icons on political posters of presidential candidates have the power to convey complex messages in a form that is simple and easy for voters to understand. Next, the meaning of the index that the writer found in this research is visual elements that reflect the message and identity of the presidential candidate. This index functions as an identification mark that shows the characteristics, vision and promises that the presidential candidate wants to convey to the public. By looking at the index on the poster, voters can better recognize and understand who the presidential candidate is and what they are promoting in the election. The meaning of symbols on political campaign posters for presidential candidates has an important role in communicating the message and image to be conveyed to voters. Each symbol has its own meaning that tries to communicate important messages that it wants to convey to society.

2. Based on the findings, political posters of the 2024 Indonesian presidential candidates have their own interpretations. Interpretation of the posters can reveal deep meaning about the candidate's character, values and commitment to leading the country. By analyzing the symbols used, it can be seen that the representation of the political goals and aspirations were realized. The colours, layout, and text contained in the poster also provide clues about the emotion it is trying to convey to voters, which showed a call for change. However, interpretation does not only focused for what the candidate conveys, but also how the message is received by the public. Like the vision and mission given by the candidate, the public is able to accept and digest the meaning of the vision and mission properly and correctly.

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