



# **CONSTRUCTING PRESIDENTIAL CANDIDATES'S IDENTITIES THROUGH SLOGAN IN BANNERS**

## **A THESIS**

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## **PRONOUNCEMENT**

The writer honestly states that she arranges this thesis by herself and without taking any works from other writers in S-1, S-2, S-3 degrees and in diploma degree of any university. The writer ascertains also that she does not take and quote any material from other works except from the references mentioned.

Semarang, May 2016

Prayudisti Shinta P

## MOTTO AND DEDICATION

*“Setelah itu akan terulang kembali periode khilafah ‘ala minhaj nubuwwah. Kemudian Nabi Muhammad saw diam.”*

**(H.R.Ahmad)**

*“Barangsiapa menempuh jalan untuk mencari ilmu, maka Allah akan mudahkan baginya di antara jalan menuju surga. .... Sesungguhnya keutamaan orang yang berilmu dibanding ahli ibadah adalah seperti perbandingan bulan di malam badar dari bintang-bintang lainnya. Sesungguhnya ulama adalah pewaris para Nabi. Sesungguhnya Nabi tidaklah mewariskan dinar dan tidak pula dirham. Barangsiapa yang mewariskan ilmu, maka sungguh ia telah mendapatkan keberuntungan yang besar.”*

**(HR. Abu Daud no. 3641. Syaikh Al Albani mengatakan bahwa hadits ini shahih).**

*“Barangsiapa yang Allah kehendaki mendapatkan seluruh kebaikan, maka Allah akan memahamkan dia tentang agama.”*

**(HR. Bukhari no. 71 dan Muslim no. 1037).**

*The writer dedicates this thesis to Allah SWT, her parents, Sulistiyo S.E. and Sri Lestari A. G. Amd. Keb., her beloved ukhuwah sisters in re-establishing Syariah and Khilafah and to everyone who helped her accomplished this thesis*

*“Thank you for all the support, contribution, inspiration, pray and love”*

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I realize that this thesis is still far from perfect. Therefore I will be glad to receive any constructive criticism, recommendation, and suggestions to make this thesis better.

Finally, I hope that this thesis will be useful to the reader who wishes to learn something about political discourse more specifically in obtaining the implicature through explicature and the context of the discourse.

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Prayudisti Shinta P.



## TABLE OF CONTENTS

TITLE .....	i
DECLARATION .....	ii
MOTTO AND DEDICATION .....	iii
APPROVAL .....	iv
VALIDATION.....	v
ACKNOWLEDGMENT.....	vi
TABLE OF CONTENTS.....	viii
ABSTRACT.....	x
CHAPTER I INTRODUCTION .....	1
1.1. BACKGROUND OF THE STUDY .....	1
1.2. RESEARCH PROBLEM.....	2
1.3. OBJECTIVES OF THE STUDY .....	3
1.4. PREVIOUS STUDY.....	3
1.5. WRITING OUTLINE.....	5
CHAPTER II THEORETICAL FRAMEWORK .....	6
2.1. Identifying Meaning Of Utterance .....	6
2.2. Concept Of Context .....	7
2.3. Concept Of Identity.....	8
CHAPTER III RESEARCH METHOD.....	11
3.1. Research Types .....	11
3.2. Data And Population.....	11
3.3. Methods Of Collecting Data .....	12
3.4. Methods Of Analyzing Data .....	13
CHAPTER IV DATA ANALYSIS.....	15
4.1. Table of Identities .....	15
4.2. Table of Linguistic Expressions.....	16
4.3. Powerful Image and Unifier Leader .....	18

4.4. Agent of Change .....	22
4.5. Capable Leader/Independent Leader .....	25
4.6. Muslim Leader .....	28
4.7. Populist Leader and A New Hope Leader .....	30
4.8. A Leader with Close Relation with His People .....	36
4.9. Attacking Strategy.....	39
CHAPTER V CONCLUSION.....	42
5.1. Conclusion .....	42
5.2. Suggestion .....	43
REFERENCE.....	44
ATTACHMENT 1 (Vision and Mission of Prabowo-Hatta) .....	46
ATTACHMENT 2 (Vision and Mission of Jokowi-JK) .....	59



## ABSTRAK

Penelitian ini mengenai apakah identitas yang ingin ditonjolkan calon presiden Republik Indonesia. Data yang di ambil adalah ujaran-ujaran pada baner-baner kampanye yang tersebar di Semarang dan yang bersumber dari internet. Dalam penulisan karya tulis ini, penulis tertarik untuk meneliti makna implikatur dari ujaran-ujaran dalam baner-baner kampanye para calon presiden dan wakil presiden melalui pengkajian makna eksplikatur dan konteksnya. Tujuan penulisan penelitian ini adalah mendapatkan pola identitas yang ingin ditonjolkan oleh pasangan Prabowo-Hatta dan Jokowi-JK serta dengan ujaran macam apa yang mereka pakai dalam menarik para pemilih agar tergerak memilih salah satu pasangan kandidat. Data yang dipakai berupa ujaran yang terdapat dalam baner kampanye calon presiden dengan perbandingan antara Prabowo-Hatta dan Jokowi-JK adalah 9:9. Metode yang dipakai dalam penelitian ini adalah deskriptif kualitatif. Metode untuk mengumpulkan data adalah metodesimak bebas libat cakap dengan teknik catat.. Dalam menganalisi data, penulis menggunakan metode padan dengan teknik identifikasi, teknik translasi dan teknik referensial. Hasil penelitian menunjukkan bahwa untuk mendapatkan makna implikatur dari ujaran pembuat teks, diperluakan dua tahap penelitian terlebih dahulu, yaitu menganalisis makna ekplikatur dari ujaran-ujaran tersebut dan mengaitkan dengan konteks mengapa ujaran tersebut dibuat. Hasilnya, makna implikatur dari ujaran-ujaran tersebut akan mengarahkan pembaca pada identitas yang ingin dibangun oleh kedua kandidat selama periode kampanye kepresidenan dan bagaimana penyikapan antar-kandidat terhadap pesaingnya.

Kata kunci: *wacana politik, implikatur, eksplikatur, konteks, pemilu presiden, Jokowi-JK, Prabowo-Hatta*

## CHAPTER I

### INTRODUCTION

#### 1.1. Background of the Study

There is a periodical political event in Indonesia every 5 years which is usually called *PEMILU* (*Pemilihan Umum*) or General Election in English. During *PEMILU* period, Indonesian society should vote the next governor of each province (*PILGUB*), the member of House of Representative (*PILEG*), and the next president of Indonesia (*PILPRES*). Each political party has to choose its candidates to participate in the whole *PEMILU* process, whether it is in governor election level, the house of representative member level, or in presidential election level. The main thing that has attracted the writer's attention towards 2014's general election is the *PILPRES* (presidential election). This presidential election has "unusual" phenomenon because there are two main candidates from PDIP and GERINDRA. They are predicted by many political experts as a new hope in political condition in Indonesia. They are Joko Widodo and his vice-president candidate, Jusuf Kalla, as the representation of PDIP, and Prabowo Subianto and Hatta Rajasa, as the representation of *Koalisi Merah Putih*.

During the campaign periods for both candidates, Prabowo-Hatta as the first candidate of president and vice president, and Jokowi-JK as the second candidate, they are allowed to promote their visions and missions which will be applied during their period of ruling the nation. There are many media which they use to deliver their interests and identities, for example posters, banners, pamphletes, newspapers, websites, electronic forums (e-forum), magazines, and even televisions channels. One of the interesting media that

will be analyzed by the writer is their banners which contain slogan, certain phrases, and certain background images for both candidates.

These banners contain linguistic phenomena containing text as presidential campaign such as “*JOKOWI-JK PEMIMPIN RAKYAT LAHIR DARI RAKYAT*” or “*PRABOWO-HATTA 1, GARUDA DI DADAKU! CERDAS, TEGAS, MANDIRI MEMIMPIN INDONESIA*”. We can see that those slogans are explicitly used to campaign their programs, visions and missions, but if it is analysed deeply, those slogans or texts can lead to certain purpose which will determine the candidates’s identities.

Through this research paper, the writer wants to establish the connection among slogans, presidential candidates, Indonesia society, and the hidden meaning which constructed the candidate’s identities through the banners. The reason from this establishment is to give contribution in linguistic research especially in discourse analysis research.

## **1.2. Research Problem**

There are two problems in this research paper. The first problem is how the candidates use certain linguistic expressions to show their identities through the banner. The second problem is what kind of identities constructed from linguistic expression used by candidates.

## **1.3. Objectives of the Study**

The purpose of this research paper is to uncover the implicit identities of the presidential candidates. The objects in this research are the banners of

Prabowo-Hatta and Jokowi-JK. Those are the media to promote their identities's identities.

#### **1.4. Previous Study**

There are seven previous studies that will be reviewed by the writer. The first one is "*Cerminan Basic Emotion dalam Slogan Pemilu*" (Yanti, 2009). The second one is "From Dictatorship to Democracy: Metaphors in the Indonesian Political Transformation towards the Political Discourse Practice in the Media" (Ritonga, 2012). The third one is "*Konstruksi Capres/Cawapres dalam Media Massa: Studi Analisis Wacana Kritis Terhadap Politik Editorial Surat Kabar Kompas dan Rakyat Merdeka dalam Kampanye Pilpres RI 2009*" (Syarifuddin, 2013). The fourth is "Representation and Symbolic Politics in Indonesia: An Analysis of Billboard Advertising in Legislative Assembly election of 2009" (Leiliyanti, 2013). The fifth is "Popular Mandate and The Coming-of-Age of Social Media's presence in Indonesia Politic Post-Reformasi" (Chen, Priamarizky, 2014). The sixth is "*Iklan Politik, Popularitas, dan Elektabilitas Calon Presiden dan Wakil Presiden 2014*" (Suryana, 2014). The seventh is "Indonesia's 2014 Election: How Jokowi Won and Democracy survived" (Mietzner, 2014).

From seven previous studies mentioned above, there are similarities which the writer will examine in further analysis. For example, the first thing is about the data sources which the other writers take. The data vary from billboard, banner, tv, and radioas what have been used in Yanti (2009) and Suryana (2014). They tend to mix those sources and pull a summary. Whereas, each form of data such as billboard, banner, and other electronic campaign

media has its own characterization. That is why, analysing data from many kinds of forms without paying attention to each particular characterization will produce unclear summary. Based on this indication, the writer will initiate to observe one kind of political campaign tools (which rarely used by other research writers) that is the banner.

The second thing which undergoes to the writer's previous studies is about the theory which becomes the platform of their researches. They tend to use Critical Discourse Analysis and Media Analysis in analysing their data. This condition can be seen in the works which belong to Ritonga (2012), Syariffudin (2013) and Chen and Priamarizki (2014). Beside CDA and Media Analysis, the other writers also use Political discourse and political Advertisement as we can see within the works from Suryana (2014), Syariffudin (2013), and Ritonga (2012). Although the writer sees that most of other writer's research projects are more upperhand than she has, the writer finds that there is no researcher who uses implicature, explicature, and presupposition theoretical groundwork to discover the data of political slogan. From this stage, the writer initiates to use implicature, explicature, and presupposition theories to examine the data, in order to find the constructed identities shown by the candidates.

## **1.5. Writing Outline**

### **CHAPTER I INTRODUCTION**

This chapter describes the background of the study, research problems, objectives of the study, previous studies, and writing outline.



## CHAPTER II THEORETICAL FRAMEWORK

This chapter deals with the main and supporting theories used in analysing data in this research paper.

## CHAPTER III RESEARCH METHOD

This chapter presents the type of the study, method of the study, and techniques of collecting data and analysing data.

## CHAPTER IV DATA ANALYSIS

The writer analyses the data in order to achieve the purpose of the study. Those analysis include the phenomena of political discourse analysis and its used media, explicature, context of the data, implicature, and social implication based on the result.

## CHAPTER V CONCLUSION

The last chapter provides conclusion and summary of the research study.

## CHAPTER II

### THEORETICAL FRAMEWORK

The writer uses four theoretical frameworks to support the data analysis in this research paper. The first is identifying the meaning of utterance in the form of explicature and implicature. The second is concept of context. The third is the concept of identity. The last is the concept of political discourse. This research focuses on discourse analysis to uncover the identity of the candidates, more on what kind of identity which they want society to believe through their style on their presidential election banners.

#### **2. 1. Identifying the Meaning of Utterance in the Form of Explicature and Implicature**

The writer uses two steps in identifying meaning of utterance within this research, they are explicature and implicature. According to Sperber and Wilson (1995:182) 'explicature is a combination of linguistically encoded and contextually inferred conceptual features'. He stated that the smaller contribution of the contextual features, the more explicit the explicature will be, and inversely, if the contribution of the contextual features is bigger, the less explicit the explicature will be. This will give an effect in a person when he makes inference within his state of mind towards certain information, since 'explicit content of utterance is a set of decoded assumption' (Sperber and Wilson, 1995:182).

Beside the definition of explicature above, Sperber and Wilson also define that explicature has comprehension process to construct a hypothesis of

the intended message from the text producer. This process is to determine the sequential process of identification in order to unfold the identity of the candidates. Based on Sperber and Wilson (1986:261), there are three sub-tasks of comprehension process. The first is “constructing an appropriate hypothesis about explicit content (or explicature) via decoding, disambiguation, reference resolution, and other pragmatic enrichment processes”. The second is “constructing an appropriate hypothesis about the intended contextual assumption (or implicated premises). The third is “construction an appropriate hypothesis about the intended contextual implication (or implicated conclusion)”.

Therefore, the definition of implicature can not be separated from the explicature since “explicature and implicature (i.e implicit premises and conclusions) are derived at by a process of mutual parallel adjustment with hypothesis about both being considered in order of accessibility (Sperber and Wilson, 1986:264). By providing the definition of explicature and implicature, the writer may be able to characterize the way she observes the identities of the candidates which are placed within the data.

## **2. 2. Concept of Context**

After using explicature to determine the implicature of the data, the writer uses the concept of context to determine situation which becomes the background why the data are produced. According to Widdowson (2007:19) context is a situation of the actual circumstances (including time, place, and shared knowledge) owned by P2 (partner or text receiver). This context should be relevant in order to achieve the same perception between text producer (P1)

and text receiver (P2). Besides, context is also an abstract representation of state of affairs in someone's mind constructive from both immediate situation and previous situation (Widdowson, 2007:19). This means that when text producer communicates with his text receiver, the theme of conversation may be related to their current situation, or even may be independently separated from their current situation (from their previous situation).

The reason why the writer uses this concept of context is the writer tries to maintain the coherence and relevance between explicature and implicature. In order to gain deeper analysis in implicature level, the writer should relate the explicit meaning (which usually contain of linguistic features) from the data with the context or the situation which becomes the background why the data are made. After finding the context, the writer then analyse the explicature meaning together with context in order to get the coherent result with the real situation.

### **2. 3. Concept of Identity**

In the third layer, the writer uses the concept of identity in analysing the data. The concept of identity here is taken in the means to determine the linguistic features which may be able to form the identity of the candidates within this research. According to Bamberg *et all* (2010:1) identity is not merely the definition in traditional way i.e. what the definition of identity *is*, but rather 'as a negotiation among social member's subjects within the social context and as a form of objectivity and a sense of self'. It means that identity is a kind of social construction which is addressed by each social member's subject towards the other members. This process does not apart from 'how the

process of constructing meaningful units' occurs. He also added that this analysis will include the circumstances which surround the social member's subject. This circumstances or situation can be defined as the context of what has been said, how the situation was said, and why the situation may have been said which may occur in any time and any places.

According to Bamberg *et all* (2010:1) there are still some dilemmas when someone wants to construct an identity. He stated that there are three dilemmas in revolving this situation. The first is agency and control. This term is 'resulting the question whether it is the person, the I-as-subject, who constructs the world is or whether the me-as-undergoer is constructed by the way world is'. This has meaning that the perspective of the subject and his partner/text receiver are both able to determine the identity construction within the social context.

The second dilemma which Bamberg *et all* come up with is difference and sameness between me and others. This term is 'posing the question how we can draw up a sense of self as differentiated and/or as integrated within self-other relation- and how in concrete context we navigate in between these two' (Bamberg *et all*, 2010:2). This has meaning that the way a text producer creates his identity is depending on how he can differentiate himself with other individual and how he can relates to the concrete circumstances he lives in.

The next dilemma is constancy and change. According to Bamberg *et all* (2010: 2) this term is 'posing the question how we can claim to be the same in the face of constant change and how we can claim to have changed in the face

of still being the same – and what degree of continuity and development are necessary to develop and maintain a sense of self as unitary’.

By providing these three dilemmas which might be found when she constructs the identity of the candidate, the writer tries to explain that the purpose with this concept is to characterized the identity-resulted after analysing the implicature session. This characterization is important in order to ease the writer in grouping the intended identity of the candidates that will determine the result of the election.

## **CHAPTER III**

### **RESEARCH METHOD**

In this chapter, the writer will describe the research method used in conducting this research. The first, the writer provides the types of research in conducting this research. The second is the method in collecting the data including the technique to decide the unit of data, the variety of the data, population, samples, and technique sampling. In the last subchapter the writer describes the method of analysing the data.

#### **3.1. Research Types**

This research is classified as descriptive qualitative research. This is because the objective of this study is to identify the identities constructed in order to persuade the voters. The banners of Prabowo-Hatta and Jokowi-JK as the objects in this research study represent other campaign media which are usually used by the candidates to promote themselves. This research also can be classified as qualitative and explanatory research, since the writer does not do sampling with high number of data and the writer only answers the question how and explains the further impacts towards society regarding the existence of the data. Furthermore, the writer quantifies the existence of the data to show the tendency in using the linguistic expressions while forming the identities of the candidates.

#### **3.2. Data and Population**

The data in which the writer took are the linguistic units or the expression within the banners on year 2014 which were held during the

beginning year of 2014 until the end of June 2014. From the banners, the writer found linguistic units such as words, and phrases. The phrase order is usually being repeated in order to create certain image of the candidates towards the society.

The data taken by the writer are the representative of many language varieties established on real world source and internet-based source. The writer takes ten banners as the representative of Prabowo-Hatta and nine banners as the representative of Jokowi-JK. The writer choose the data by selecting the banners from the internet dan the field-searching. If the banners contain unsimilar linguistic expression from each other, the writer will consider them as the new data.

### **3.3. Method of Collecting Data**

In collecting the data, the writer sees that the data are able to be found by library research. This means that the writer uses non-participant method (Sudaryanto, 1993:134) because there is no direct-involving research that is done by the writer or in other words, the writer has no contribution in the forming of linguistic expression used by the candidates.

In order to obtain the banner, there are three techniques for each source. The technique in collecting the data is by taking the picture, transcribing, downloading and translating. The first technique is 'taking the picture' technique. It is used to take data from the side streets which have been mentioned by the writer previously by using camera phone. This technique is important in helping the writer to memorize the data without taking the banner



physically. Furthermore, this technique allows the writer to show that existence of the data is real by showing the environment around the taken banners.

The second technique is downloading technique. In this stage, the writer downloads the data from the internet and keeps the data as the real source. The reason is similar to the usage of technique 'taking the picture', which is to ease the writer analysing the data by keeping the images of the data. This is necessary because the reader will be able to picturize the real data through the taken-images.

The third technique is translating technique. This technique is used after taking picture and downloading technique. In this stage, the writer uses three translating technique which are adaptation technique, explication vs implication technique, and calque technique (Molina and Albir, 2002:499-500). Adaptation technique is a shift in environment to express the message using a different situation completed with. The last translating technique is calque technique. It is a literal translation of a foreign word or phrase; it can be lexical or structural (Molina and Albir, 2002:499-500).

#### **3.4. Methods of Analyzing Data**

In analysing the data, the writer used descriptive qualitative method to analyse the data. This method allows the writer to describe the sentence's types of the linguistic units on the banners. The data can be a declarative sentence, simple sentence, etc. Besides analysing the explicit information, the writer analyzes the implicit information of the utterances on the banners.. This can be done by relating the data with the vision and mission papers submitted by the

candidates during their candidacy. The writer will attach the vision and mission papers within this research paper as reference.

Beside using descriptive qualitative method, the writer also used identity method (Sudaryanto, 1993:13). Within identity method, the writer used translational identity method and referential identity method. The translational method helps the writer translated the data from Indonesia language into the target language i.e. English. Then, the referential identity method allows the writer to analyze the relation between the data on the banner and the context in which the reason why the data are produced in the real world. The context is taken mainly from the vision and mission papers of the candidates. Moreover the writer will analyze the social implication of the data especially on what kind of implicature that have been created from the data. Last but not least, from the implicature analysis, the writer will present the classification identities of the candidates by categorizing them into two parts.

Technically, the writer will analyze the data by using three steps of analysis in order to obtain the identity from 2014 presidential election's candidates. The first step is identifying explicature in which the writer will describe the explicit meaning of the utterances in the banner. In the second step, the writer will provide the relevant context which becomes the background the data produced by the text producer. The third step is inferring the implicature. This step determines the result of data analysis on how to interpret the uncommunicated information towards the text receivers. After the whole process of identification is done, the writer will classify the data into several groups which will lead us to the intended identity of the candidates.

**CHAPTER IV**  
**DATA ANALYSIS**

The following table is the linguistic expressions from both presidential candidates, Prabowo-Hatta and Jokowi-JK that represent the identities of both candidates.

Category	Prabowo-Hatta	Jokowi-JK
Constructed Identity	<ul style="list-style-type: none"> <li>- Powerfull and unifier image (A1, A4, A5, A8)</li> <li>- Agent of change (A2, A3, A6)</li> <li>- Capable leader/ independent leader (A7, A8, A9)</li> <li>- Muslim leader (A3, A6)</li> </ul>	<ul style="list-style-type: none"> <li>- Populist leader and New hope leader (B1, B2, B3, B4, B5, B8)</li> <li>- A leader with close relation with his people (majority of his banners)</li> </ul>
Strategy to attack other candidates/government	<ul style="list-style-type: none"> <li>- Attacking other candidates who may not as religious as PH (A3, A6)</li> </ul>	<ul style="list-style-type: none"> <li>- Attacking the current governmental bodies (B6)</li> </ul>

The following table is the complete data of linguistic expressions that stated by both candidates through banners.

CANDIDATE	IDENTITY/CHARACTER WITHIN THE BANNER	VISSION AND MISSION WITHIN THE BANNERS
PRABOWO-HATTA	<p>A1. Loyalitas dan kesetiaan hanya untuk Merah Putih.</p> <p>A2. Tegas, jujur, berwibawa, dan kokoh.</p>	<p>A3. Deklarasi dan Aspirasi Syarikat Islam Indonesia. Prabowo-Hatta untuk Indonesia berdaulat, adil, dan makmur yang diridhoi Allah SWT.</p> <p>A4. Prabowo-Hatta: Indonesia bangkit!</p> <p>A5. 1 Indonesia; 1 bangsa; 1 bahasa; prabowo-hatta.</p> <p>A6. Menjadikan Indonesia sebagai pusat pengembangan perbankan/keuangan syariah dan industri kreatif muslimah dunia serta membangun kampoeng kreatifitas bagi pelaku industri kreatif di berbagai kota/kabupaten yang potensial.</p>

		<p>A7. Prabowo-Hatta kerja nyata untuk indonesia raya</p> <p>A8. Pilih satu karena saya cinta Indonesia</p> <p>A9. Indonesia memilih prabowo-hatta kerja nyata untuk indonesia raya.</p>
JOKOWI-JK	<p>B1. Jokowi-jk mata hati kita</p> <p>B2. Jokowi-jk pemimpin rakyat lahir dari rakyat</p> <p>B3. Jokowi sahabat rakyat, Jokowi for our president.</p> <p>B4. Jokowi-Jk: jujur, bersih, sederhana, merakyat</p> <p>B5. Melihat dengan mata kita; Mendengar dengan telinga kita;Berbicara dengan suara kita; Pemimpin rakyat lahir dari rakyat.</p>	<p>B7. Jokowi-Jk siap wujudkan Indonesia hebat!</p> <p>B8. Jokowi-Jk untuk perubahan hidup rakyat.</p> <p>B9. Terwujudnya Indonesia yang berdaulat, mandiri, dan berkepribadian berlandaskan gotong royong.</p>

	<p>B6. Pejabat foya-foya, rakyat menderita! Presiden pilihan rakyat, Jokowi jujur, merakyat, sederhana.</p>	
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The data above are the result of analysis after finding the explicit meaning of the data, the contexts, and the implicit meaning. After finding the three aspects of analysis, the writer tries to manage the categories to ease the reader to determine the identities of the presidential candidates. Here, the writer will provide the example on how she obtains the identities by relating the explication, the context, and the implicature of the data. The below analysis is the example to determine the first constructed identity of Prabowo-Hatta, that is “powerful and unifier leader” image. This image is as the result of the classification point A1, A4, A5, and A6. Therefore, the writer takes data A1 and A5 as the example.

#### POWERFUL IMAGE AND UNIFIER LEADER



The banner above contains an utterance in the form of simple declarative sentence that is *loyalitas dan kesetiaan hanya untuk merah putih*. The explicit

meaning of the utterance is ‘there is a compound subject *loyalitas* and *kesetiaan*, and predicate complement hanya untuk *merah - putih*’. *Loyalitas* and *kesetiaan* are kinds of human’s attitude, while *merah-putih* is a metonymic meaning referring to the nation of Indonesia.

The context of this data is the situation of presidential election’s campaign. The nature of campaign is promotion in order to be elected. During the campaign, it is common thing to come up with self-promoting to obtain the vote from Indonesian people. Because it is in democratic system, where every governing position is determined by the number of voters. The number of voters are very crucial to obtain a seat in parliament. Therefore, those are the contexts which become the background why the data were being created.

Implicature is the information that is still hidden. The loyalty and trustworthy mentioned in the banner may refer to the character owned by PH. Such character is chosen as identity constructed to introduce the president candidate. As we know, there is shared knowledge that president and vice president must have good character.

The implicature is that may be PH are the candidates who have good character, loyal and trustworthy. Such character may be owned by the other candidates. That is why the text producer uses other linguistic expression containing conventional implicature: *hanya*. Using the adjunct, the text producer may intend to inform that the loyalty and trustworthy are only for merah putih (the metaphorical meaning of Indonesia). It means that the text producer may guarantee that PH are only loyal for Indonesia, not for other nation. Such characters and the the used of “hanya” may implicate the

exposure of the text producer to depict the quality of PH to lead Indonesia in such loyal and trustworthy way. In further possibility, the text producer may want to tell the text receivers that this candidate will concern and manage this country well.



The banner contains utterance in the form of noun phrase that is *Indonesia, 1 bangsa, 1 bahasa, 1 Prabowo-Hatta*. The explication from this utterance is there is noun number one (1) which followed by other nouns *Indonesia, bangsa* (nation), *bahasa* (language), and *Prabowo-Hatta*.

The context of this text can be related to process of identification from Garuda symbol towards Prabowo-Hatta. This identification is created in order to give the public access to remember the candidate during the presidential election. This referential process is commonly found when the political campaign occurs. Process of identification is important because it can infiltrate the text receiver's shared knowledge upon something familiar with this candidate, such as the terms of *satu Indonesia* (one Indonesia), *satu bangsa* (one nation), *satu bahasa* (one language), and *satu Prabowo-Hatta* (one is Prabowo-Hatta). If the text receiver's minds have already infiltrated, it will be easier to attract the public's attention to vote for this candidate. In longer term, the text producer believes that Prabowo-Hatta may be able to manage the



number of voters by continuously promoting themselves by using their specific wordings.

*1 Indonesia, 1 Bangsa, 1 Bahasa* here may refer to the unity of Indonesia as a multicultural country which is also a multi-ethnic, multi-local language and multi-religion country. The terms *1 Indonesia, 1 Bangsa, 1 Bahasa* may symbolize the unity of Indonesia under the leadership of Prabowo-Hatta. The implicature meaning of this utterance that the text producer wants to inform towards Indonesian people to vote number one (1). The repetition of number one (1) used to ease the public to remember this candidate during the voting period. The symbol of Garuda (the symbol of Indonesia) which is placed on the right side of the banner may refer to process identification by the text producer to ease the public to memorize this candidate. Besides, the utterance above also has other implicature meaning that is Indonesia has long history of horizontal conflicts covering ethnic, race, and religion friction. Not only that, vertical conflict towards the government body has also become a circumstance for several years until now. That is why under these conditions, the text producer believes that Prabowo-Hatta may be able to manage them and improve Indonesia into a better place. In short, this candidate may want to inform the text receivers that under their leadership, the NKRI (*Negara kesatuan Republik Indonesia*) will be better. While other implicature may say that this text producer wants to attack other candidate by implicitly saying 'other candidates may not bring the unity of NKRI (*Negara kesatuan Republik Indonesia*). In other words, the text producer may want to create an identity that this candidate is the agent of unifier towards Indonesia.

The constructed identity owned by Prabowo-Hatta is that the text producer wants to create such powerful image for this candidate. This can be taken from poin A1. The powerful here means that this candidate is capable of being loyal only for this country. Since powerful is often depicted as unshaken standpoint, the powerful here refers to the power of PH to only concern towards Indonesia, not for other country. If we look at PH's vision and mission journal, their works are more into endeavour the local potential without doing many work collaborations with foreign countries. In return, the sovereignty of Indonesia may be able to be kept since there won't be many feedback given towards other countries.

The poin A5 tells more about the unifier image of PH. Unifier here refers to the image of PH as leader who may be able to revive the condition of Indonesia. The text producer describes the utterance within poin A5 as an exclamation utterance towards Indonesian people to hear the call from this candidate. This candidate wants to revive Indonesia into the better version based on their vision and mission. But this revival can not be done if only PH that are working. In order to achieve it, the text producer informs to vote for PH to work together in reviving Indonesia. That is why, the image that wants to depicted is a unifier leader who can work cooperatively with his people.

AGENT OF CHANGE

Within this classification, the poin of results are A2, A3, and A6. Therefore, the writer will take poin A2 as the example of the analysis.



The banner contains utterances in the form of simple declarative sentence that is Indonesia *Bangkit!* And behavioural process phrase *tegas, jujur, berwibawa, & kokoh*. The explicature meaning from the text above is ‘there is subject Indonesia and predicate complement *bangkit!*, and ‘there is compound adverbs *tegas* (firm attitude), *jujur* (honest), *berwibawa* (authoritative), & *kokoh* (solid)’. *Tegas, jujur, berwibawa* and *kokoh* are kinds of human attitude.

On the picture above, there are two utterances by Prabowo and Hatta that placed under and in the middle of themselves-pictures, and there is a number (one) that placed between the picture of Prabowo and Hatta. The context from this picture is presidential election. During the presidential election, the candidates are allowed to do the campaign in order to be elected as Indonesia’s next president. In the campaign’s nature, it is allowed to make banner or slogan or political advertisement to attract people’s attention. The content of the banner and/or other campaign tools may be varies, such as exposing self determination, self behaviour, or even self characteristic. In this banner, the text producer comes up with promoting the good behaviour of the candidate.

Implicature is something more than it is depicted on the surface. Therefore, we may have to correlate the explicit information with its context first. When we say *Tegas, jujur, berwibawa, and kokoh* which are mentioned in the banner, they may refer to the character of PH which they wish to be delivered towards society. The some characters are chosen to specify their identity constructed as the president candidate. Besides, the utterance *Indonesia bangkit!* that mentioned above may refer to the vision and/or mission which is provided by PH if they elected. This condition is a shared knowledge that president and vice president must have good character if they want to be elected during the election as president and vice president. Beside as vision and mission, *Indonesia Bangkit!* may have other implicature. This term indirectly tell us that the current presidency or government can not create the welfare in Indonesia. Indirectly, this candidate wants to attack the lackness of the current government.

Beside the implicature above, the text producer may inform another implicit information that the firm, honest, authoritative, and solid characters may be needed by the next president candidate to revive Indonesia. It means that the text producer may guarantee the public that PH are ready to revive Indonesia because they have firm, honest, authoritative, and solid characters to measure the country's ideology in the next period if they are elected. This analysis is aligned with the vision and mission of Prabowo - Hatta within their five years planning of Indonesia's journal which has been submitted during the presidential election. The election of this candidate may lead to the creation of better NKRI (Negara kesatuan Republik Indonesia).

This identity of agent of change can be found in number A2, A3, and A6. Those three linguistic expressions expose the good characters of a leader and the destination of the change. The firm attitude, honest, authoritative and solid attitude are mentioned by the text producer to ensure the voters that this candidate can bring change through the characters as mention above. The change that the text producer wants to describe is the change towards Islamic political climate. This change can be seen on the poin A3 and A6 which are implicately said that this candidate will improve the condition of Indonesia with Islamic/ Syariah Law. The reason why the writer categorizes this as a change is the current Indonesian Law is not implementing Syariah system as its law. By having this thought, when this candidate stated this utterances, it means this candidate wants to change the current situation somehow. So by implementing some points of Syariah Law, the economic condition and the human resources in Indonesia are targeted to improve. This improvement has the correlation with the attitude of PH as the next president if PH is elected.

CAPABLE LEADER/INDEPENDENT LEADER

The capable leader or independent leader category can be taken from poin A7, A8, and A9. Therefore the example that the writer will take is poin A7.



The banner above contains an utterance in the form of simple declarative sentence that is *kerja nyata untuk Indonesia Raya*. The explicature meaning from this utterance is ‘there is compound subject *kerja nyata* and predicate complement *untuk Indonesia Raya*’. *Kerja nyata* is a kind of human action, and *Indonesia Raya* is the other term to mention the country of Indonesia.

On the picture above, there an utterance located under the picture of Prabowo and Hatta. Below all the pictures, there is an utterance *Koalisi Merah Putih*. As the previous description, this coalition was created to fully support Prabowo-Hatta during presidential election and consisted of five political parties. The context of this banner is the presidential election campaign of year 2014. Campaigning means to attract the hearts of voters. Campaigning is also a way to expose the good image of the candidates so the voters may favourite them. Good image or good character may be needed because the voters prefer the candidates who have good character to lead the country. The utterance *kerja nyata untuk Indonesia raya* may also lead to attracting the Indonesian people to vote during the election.

Deciding the implicature meaning on the banner will be impossible without analysing the relation between explicit meaning and its context. Through this way, there are two implicit meanings from this banner. The first is that the text producer believes that Prabowo –Hatta are the candidate that

will have real work or real contribution for this country. This analysis is marked by using the term *kerja nyata untuk Indonesia Raya*, which has implication that this candidate may have already prepared many detailed programs which can be applied if they elected. The second implicit meaning is, by this banner, the text producer informs that there is possibility from other candidate that they may not work as detailed as Prabowo-Hatta. Implicitly, the contribution of Prabowo-Hatta may be higher than other candidates in terms of developing the welfare of this country by providing detailed programs which are included within their vision and mission of five years planning's journal. In other words, the text producer implicitly tells the text receivers that the constructed identity he wants to build is this candidate is the most proper candidate to vote for, and somehow attacking other candidate that they won't give contribution as high as this candidate. Besides not giving high contribution, other candidate may have possibility to not working solely for Indonesia but rather towards foreign party. This possibility is based on the news that other candidate's program are mostly giving vast permission towards foreign party to invest as many as possible to Indonesia. Based on capitalist economic science, this investment needs feedback from Indonesia side. This feedback is the one that is being attacked by the text producer, because this situation may make Indonesia as a dependent country.

The example of data analyses above is showing the constructed identity of being a pair of capable leader or independent leader. In poin A7, A8, and A9, the text producer wants to emphasise the capability of this candidate by showing their value towards nation sovereignty in which this candidate want to create the independent Indonesia. If we talk about independence, from the *de*

*facto* point of view, Indonesia has already declared its independence on August 17<sup>th</sup> 1945. Moreover, from *de jure* point of view, Indonesia has not been independent yet. This independency is related to the foreign agenda which has tendency to decrease the value of severegnty of Indonesia and somehow harms the needs of Indonesian people. In other words, the text producer may show that this candidate is the capable leader who may able to free Indonesia from foreign agenda.

### MUSLIM LEADER

This constructed identity can be found on poin of analysis A3 and A6. Therefore, the writer will take poin A3 as the example of analysis.



The banner above contains the utterance in the form of noun phrase that is *deklarasi dan aspirasi Syarikat Islam Indonesia untuk IndONEsia berdaulat adil dan makmur yang diridhoi Allah SWT*. The translation in English is the declaration and aspiration from *Syarikat Islam Indonesia*; for the authoritative, fair, and prosperous Indonesia, which blesses by Allah Swt. The explicature meaning from this text is ‘there is compound subject *deklarasi dan*



*aspirasi Syarikat Islam Indonesia untuk Indonesia berdaulat, adil, dan makmur yang diridhoi Allah SWT'.*

The context from this banner may refer to the political situation which is usually happened in Indonesia. It is a common-knowledge that during presidential election, other political party states its support for certain candidate. In this context, the political party *Syarikat Islam Indonesia (Partai Bulan Bintang)* gives its support for Prabowo-Hatta. If we see the situation of socio-culture in Indonesia, there still a tendency for Islamic Political Party to create nation's regulation based on Syariat Islam. The Muslim who gives his vote during presidential election tends to choose a Muslim candidate. This tendency leads to other obligation for the candidate, which is the candidate should satisfy the needs of his voters.

Before we analyse the implicature of this data, we need to analyse the relation between Syarikat Islam Indonesia and Prabowo-Hatta first. *Syarikat Islam Indonesia* or Crescent Moon Party is one of political party in Indonesia. One of the main principle of this party is holding up the Islamic values which can be implemented in the government. As the nature of democratic system, whenever there is an election, the political parties within the state may collaborate to form alliance and pointing a candidate to be the next president. The 2014 presidential election may be the opportunity of this party to collaborate with Prabowo-Hatta in order to gain some political seats portion towards its members within the legislative body. That is may be purpose why this Crescent Moon Party supports Prabowo-Hatta.

The utterance *deklarasi dan aspirasi* is stated by Syarikat Islam Indonesia in order to show to the Indonesian people that this party is supporting this candidate. The first implication from this support is Prabowo-Hatta try to show that their presidential period will be national and religious leadership since they are supported by Islamic party which holds Islamic values. And '*Untuk Indonesia yang berdaulat, adil, dan makmur yang diridhoi Allah SWT*' is kind of guarantee from the text producer that by choosing Prabowo-Hatta, the situation in Indonesia will be sovereign, equitable, and prosperous based on Allah's blessing.

The second implicature which may be created is that by showing this support, the Indonesian society which majority is Muslim will vote for this candidate. This implication may lead to the number of voters during the election. Moreover, from their vision and mission's journal for five years planning of Indonesia, we can see that Prabowo-Hatta's want to implement some of Islamic law in indoneisa especially within the economic range. This offer may lead to the muslim's interest to choose this candidate for the next president and vice president.

The third implicature may be related to the constructing identity that this candidate is a pair of candidate that is Islam. This kind of analysis also can be found on the result of analysis in poin A3. Moreover, this displaying identity may be related to the number of voter that is mainly Muslim. Therefore this candidate wants to emphazise that PH will rule Indonesia as a Muslim leader with its implementation of partial Syariah Law towards Indonesia.

POPULIST LEADER AND A 'NEW HOPE' LEADER
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After the constructing identity of Prabowo-Hatta, now we will go to the ones of Jokowi-JK. The identities of Jokowi-JK which are depicted above are mostly the images of populist leader. This populist leader-identity can be found in number B1, B2, B3, B4, B5, and B8. Therefore, the writer will take poin B1, B2, and B8 as the examples of analysis.



The banner above contains an utterance in the form of noun phrase that is *JOKOWI – JK: MATA HATI KITA*. The explication meaning from this utterance is ‘there is compound subject *JOKOWI – JK* and object complement *MATA HATI KITA*’. Jokowi-JK is the main subject of this banner, while mata hati kita is a kind of metonymic meaning referring to a new hope.

The context from this banner is the presidential election campaign which showing the text receivers about the character of Jokowi-JK. The political parties which is represented by this candidate is PDI-P (Indonesian Democratic Movement Party) and mainly supported by NasDem (national democratic party), PKB (national revival party), and Hanura party. We have a shared-knowledge that these parties adhere democratic value. PDIP won the election for being able to meet people's expectations. That is why PDI-P would only be run for the couple who really know the problems of the people in

Indonesia. When we talk about *mata hati*, it means the deepest and the truest of human desires.

The implicature from this banner is the self-branding of Jokowi – JK for presidential candidacy. The portraying image from this candidate is ‘a new hope’ which means they will bring new hope when they lead Indonesia as president and vice president. In other words, there are some constructed identities that the text producer wants to show. The first constructed identity is the displaying character as an indifferent leader towards Indonesian society. In the manner of speaking, by showing the utterance Jokowi – JK *mata hati kita*, it has meaning that this candidate may have created policies by using the perspective of common society not from the group of executive people. The second implicit meaning is this utterance may contain a character of a new-hope leader who can be channelling the aspirations of the Indonesia society. This may lead to the attacking of other candidate that they will not be able to channel the aspiration of Indonesian society as Jokowi – JK.



The banner above contains an utterance in the form of simple declarative sentence that is *pemimpin rakyat lahir dari rakyat*. The explicit meaning from this utterance is ‘there is compound subject *pemimpin rakyat* and predicate complement *lahir dari rakyat*’. *Pemimpin rakyat* is a kind of term to

mention a leader who leads his people, while *lahir dari rakyat* is a kind of term to mention the origin of the leader himself.

The text producer informs the text receivers that is the picture of Jokowi-JK. This banner also contains the picture of the flag of Indonesia and an utterance *pemimpin rakyat lahir dari rakyat*. However, the text receivers have already known who they are. That is why we need to understand the context of this circumstance. The context from this banner is 2014's presidential election campaign. As the nature of campaign, self-promotion is prominent. This self-promotion is created to promote this candidate during the election in order to be elected by the Indonesian voters.

The banner contains an utterance in the form of simple declarative sentence that is *pemimpin rakyat lahir dari rakyat*. This utterance may have several implicature meanings. The first implicature meaning from the banner is the term *pemimpin rakyat* may refer to the leader who is able to lead his people while the term *lahir dari rakyat* may refer to the origin of the leader himself or the place or family status where a leader would be born. This analysis is based on the background of the candidate who comes from ordinary family who have no political background. Both of these candidates are entrepreneurs before enrolling themselves in political world. This will lead the interpretation of the Indonesian people that this candidate will be more considerate towards the needs of common society rather than giving more attention towards the elite community. In other words, the text producer may want to attack other candidate for not being able to conduct such presidency.

The second implicature meaning from this utterance is the president who comes from ordinary social status while *lahir dari rakyat* may refer to the character which the candidate want to depicted with. *Pemimpin rakyat yang lahir dari rakyat* may refer to the populist leaders who are close to his people. This interpretation is obtained by the society from the repetition wordings used by this candidate during campaign. These wordings lead to the identity forming that stucked towards this candidate. In the manner of speaking the text producer may want to attack other candidate for not being able to be populist leader as Jokowi – JK. This will have implication that a non-populist leader may not be able to recognize the needs of the vast society of Indonesia.



There are two utterances on the banner above in the form of imperative sentence and simple declarative phrase that are *jangan lupa!* and *Jokowi-JK untuk perubahan hidup rakyat*. The explicit meanings from these utterances are ‘there is intransitive verb *jangan lupa!* and there is compound subject Jokowi-JK, adverb *untuk perubahan* and complement object *hidup rakyat*.

Before we jump into the identity of the candidate, we need to analyse the context of this data first. The context of this banner is related to presidential election campaign in years 2014. There is a shared-knowledge that campaign is

a medium to deliver certain message towards the text receivers. Within this banner, the message is an invitation towards Indonesian society to vote for this candidate. The text producer provides the image of Jokowi-JK, but the text receivers may have already known who they are. Therefore, the text producer has provided another stimulus for the text receivers in order to attract them, that is by providing the utterance *jangan lupa!Jokowi-JK untuk perubahan hidup rakyat*. However, knowing the explicit meaning and the context of the banner alone is not enough to consider the identity of the candidate. Therefore we need to linkage its explicit meaning and its context in the implicature section.

The hidden information that the writer wants to uncover within this data is the identity of the candidate, more specifically on what kind of image the candidate wants to be portrayed by Indonesian people. Within this banner, the text producer may believe that the conditions of Indonesian people need to be change. Unfortunately, the text producer does not mention what kind of change that will happen if this candidate will be elected. Therefore, we may have to relate this data with the journal of five years planning which contains the vision and mission of Jokowi-JK. Within their journal, they mention that there are many sectors which needed to be improved. The examples are the degradation of state authority, the weakening of state's economy, the spreading of intolerance and the national identity crisis. Those three main problems certainly have their branch problems, for example the branch problem under the degradation of state authority. Jokowi-JK has stated within their vision and mission journal that the causes of this degradation are this state has no power to provide a secure feeling for its citizens. The second cause is the state has no

capability to detect the threat towards this nation's sovereignty of the territory. The third issue is related to the violation of the human rights. The fourth one is the weakness in enforcing the law, and the fifth is this state has committed itself within some international agreements which may harm the character of sovereignty and its meaning. These five branch problems are surely 'only' ones of a main problem's branches beside another sector's problems.

Therefore, from these 'three main problems' of this state (Indonesia) and its branch problems, this candidate is purposing to overcome the problems by providing many programs to reset the condition of Indonesia. The text producer believes that by voting this candidate, those problems may be resolved and persuades the text receivers to vote this candidate by stating *jangan lupa* or do not forget to vote for this 'agent of change'. In other words, the image that wants to be displayed by the text producer is a leader who may bring better changes towards Indonesia as the expected 'new hope' leader.

From the three examples above, the text producer may want to put more emphasis into populist image that stick to Jokowi – JK. The poin BI, B2, B3, B4, and B5 are most likely to be created to display this image. The indication of populist leader image is on the frequent usage of word *rakyat* (people) as this candidate's self-promotion. Besides populist leader, the writer also found the identity as the new hope leader. This is indicated from the usage of word *perubahan hidup rakyat* (the people life's change). This means that when Jokowi stated "*pilih Jokowi untuk perubahan hidup rakyat*", it refers to his intention to be a new hope leader which has uncommon personality for the history of presidential candidates in Indonesia in past time. By being a populist image, it will be emerging the expectation from the voters to vote for this



candidate since the character that he exposes has not been there in the past. That is why, the image of populist leader and a ‘new hope’ leader is the identities that may be want to be depicted by the text producer.

A LEADER WITH CLOSE RELATION WITH HIS  
PEOPLE



The banner above contains of five utterances in the form of simple declarative sentences, that are Jokowi-JK *adalah* kita; Jokowi-JK *melihat dengan mata kita*; Jokowi-JK *mendengar dengan telinga kita*; Jokowi-JK *berbicara dengan suara kita*; Jokowi-JK *pemimpin rakyat lahir dari rakyat*. The explicit meaning from these utterances are ‘there is compound subject Jokowi-JK and *pemimpin rakyat*, predicates *adalah, melihat, mendengar, berbicara, and lahir*, complement objects *mata kita, telinga kita, suara kita, and rakyat. Kita, mata kita, telinga kita, and suara kita* are kinds of metonymic meaning referring to the people’s aspiration.

From the banner above we can see that there is the picture of Jokowi-JK and their utterances. However, we have already known who they are. Therefore, we may know the context of this banner to understand its implicature meaning. The context of this banner is regarding the candidate

selection. The party PDI-P has chosen this candidate (Jokowi as the president candidate and JK as his vice president) for their reputation when they admitted as governor and vice president on the previous period. The reputations they embraced were being populist leader so this is suitable with the main value that PDI-P holds, which is democratic value. That is why this party needs a pair of candidate who can apply this value during their presidency periods.

The implicature meaning from this banner is the text producer believed that Indonesia needs leaders with good characters in order to bring new hope for Indonesia. Within this banner, the text producer wants to make statements that this candidate is close with common people. This analysis can be seen from indicator Jokowi-JK *adalah kita*. This utterance then has correlation with *pemimpin rakyat lahir dari rakyat*. It means that Jokowi-JK is a pair candidate who born from Indonesian people, in other words, not from common-wealth status. This label then leads to certain inference that is this candidate has more closeness towards common Indonesian people and this may confirmed that they may understand the aspirations of these people well. That is why the text producer has stated on the banner that Jokowi-JK is ours, Jokowi-JK see with our eyes, Jokowi-JK listen with our ears, Jokowi-JK speak with our voices, because they are leaders who born from our people. Besides, we may have the second implicature meaning from this inference that is Jokowi-JK may become a better candidate than the other ones since the other candidates may not have this quality as high as Jokowi-JK. There is a possibility that by stating this utterances, this candidate may winning the number of voting since Indonesian people also needs to have a new type of president who is different from the previous presidents of Indonesia.

In other words, the identities that want to be constructed by the text producer are as follows: the first is the displaying image as a leader who is able to sense the suffering and the hope of the people. The second is the displaying image as a leader who can listening to the aspirations and the complaints of the people. The third one is displaying the image as a leader who is able to create pro-people policies and last but not least, the whole displaying images are showing the ideal leader which may be able to make changes in Indonesia governmental system.

This example of analysis is showing the identity of Jokowi-JK as the candidate understanding the people they are led. In order to understand the needs of their people, they need to get close relation to accept the advices from the people. That is why, from the example above the writer may assume that this candidate want to be depicted as leader with close relation with their people.

#### ATTACKING STRATEGY

After analysing the constructing identity of both candidates, now we will have the next category which is attacking other candidates. This analysis is taken from both sides of the candidates. The attacking other candidate or other party has a meaning that each candidate is trying to do black campaign implicitly to win over other candidates. This term is related to how the candidate wants to make himself looks better than other candidate by attacking the bad rumours that had already been spread during the campaign. Moreover, this attacking strategy seems naturally exist within the nature of campaign, so

the existence of this strategy is also can be found within the data taken by the writer. The following result are taken from data poin A1, A2, A3, A4, A6, A7, A8, B2, B5, B6, and B9.

From the attacking strategies above, the utterances from Prabowo-Hatta are more significant than Jokowi-JK's. The attacking strategy of Prabowo-Hatta is mostly to attack the other candidate's character for not having an authoritative stand point in leading Indonesia. This un-authoritative manner leads to the firm attitude of other candidate who may be not as strong asPrabowo-Hatta. This can be seen by the utterance of number A1 and A2. Furthermore, from number A1,A2, and A4, we may find that the text producer attacks both other candidate and the current government system by saying this candidate will be loyal only for Indonesia, not for foreign party. It implicitly stated that they are not loyal to Indonesia and may be neglecting the needs of Indonesian people.

The next is the strategy to attack the bad rumour regarding the religion status ofJokowi when he assign as presidential candidate. This rumour stated that Jokowi was just converting his religion to Islam right before his candidacy. This attacking can be seen implicitly in number A3 and A6 which stated that Prabowo-Hatta are the religious leader with the Islamic political party's back up, and the vision and mission which is related to sharia law. These may be the proof that implicitly, this candidate wants to attack the 'unreligious' leader. This may be problematic since converting religion status is quiet sensitive thing in this country, especially, if it is done by the number one person in this country.

The A7 and A8 contain the strategy to attack the faith of Jokowi-JK in leading this country. There has been rumour that Prabowo-Hatta will increase the number of foreign investment towards Indonesia. Obviously, the foreign investors work not solely to develop Indonesia but also to get incentives from their investments. This kind of feedback is considered as burden by Prabowo-Hatta and will have bad impact towards the economic sovereignty of Indonesia people. In other words, the text producer may show to the text readers that Jokowi-JK will not be as faithful as Prabowo-Hatta in determining the development of Indonesian.

Now let's move to the attacking strategy of Jokowi-JK. Unlike Prabowo-Hatta, Jokowi-JK put less effort to attack other candidate. This can be seen by the lesser utterances which imply the attacking strategy. However, this candidate still shows this strategy by providing utterances number B2 and B5. The meaning from those utterances is this candidate may be attacking other candidate for not being able to become a populist leader. Based on Jokowi-JK's logic, if leaders don't have close relationship with his people, the people's aspiration will be undelivered. In the end of the day, this relation may determine the state policies that will rule the public. The policies can be pro-people or even anti-people.

The number B6 is showing an attack to the current government members who are exaggerating in their lifestyle. Their lifestyle is actually their own choices, but when it comes to the spending the people's tax only for personal lifestyle (corruption), then it will be problematic. This candidate then states that the effect of this corruption is the suffering of the people. The people suffer since the distribution of fund doesn't go equally. That is a reason, a

tendency to choose a leader who may bring the change of this situation. Therefore, Jokowi may appear to be that different type of leader.

## **CHAPTER V**

### **CONCLUSION**

In this chapter, the writer has reached the conclusion after finding the result from her research regarding the constructed identity from presidential candidate's banner during the presidential election in year 2014. After all, the writer will make conclusion regarding her research and give suggestion towards the next researchers and the readers.

#### **5.1. Conclusion**

The conclusion of this research is finding of the identities owned by the 2014 presidential candidates, Prabowo-Hatta and Jokowi JK. Before the identities are found, the writer has to analyzed the linguistic expressions on the banners provided by the candidates through explicature point of view. Beside discovering the explicit meaning of the data, the writer needs to understand the context on why the data are made. After relating the explicature meaning and the context of the data, the witer has to determine the implicit identities of the candidates by collecting the result of analysis into two categories. The first category is the constructed identity. Within this constructed identity category, the writer found there are five identities from Prabowo-Hatta and three identities from Jokowi-JK. From Prabowo-Hatta we can find powerful image,

unifier image, capable/independent leader image, agent of change image, and Muslim leader image. From Jokowi JK we can find the image of populist leader, 'new hope' leader, and an image of a leader that has close relation with his people.

After finding the constructed identity, the writer also found the second strategy that is attacking strategy. This strategy can be found from both candidates although the target of attacking is different. For Prabowo-Hatta, the object of their attack is the other candidate, which is Jokowi-JK. It is said that Jokowi-JK are not as firm as Prabowo-Hatta in leading Indonesia and so on. The other attack is related to the rumour that Jokowi has just converted his religion to Islam right before his candidacy as president. This will have huge impact towards Indonesian people whose majority are Muslim if the rumour is real.

This is rather different from with the object of attack by Jokowi-JK. This candidate has just attacked the current government employees that are having inappropriate characters as higher ups.

## **5.2. Suggestion**

The study of linguistic expressions within banners especially presidential election campaign banners are still need many discussion since the writer only focuses her work on finding the identities of the candidates by using explicature, implicature, and political discourse theory. There are still many sectors which can be discovered by the next researcher in relation to the implicature and political discourse since these studies are very close to our live.

Lastly, the writer hope the next researchers may uses her data to conduct another topic of study to enlarge the contribution within linguistic studies.

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